Prathibha Daine

Lead User Experience Architect & Usability Engineer

Portfolio

Industry Experience – 18+ Years

Rich industry experience, in E-Com, Print, Telecom, Cable Network, Media & Financial (Banking/Card Services/Mortgage/AUM/Brokerage/Trading/Post Trade Settlements/Accounting/Wealth Management - Managed Accounts).

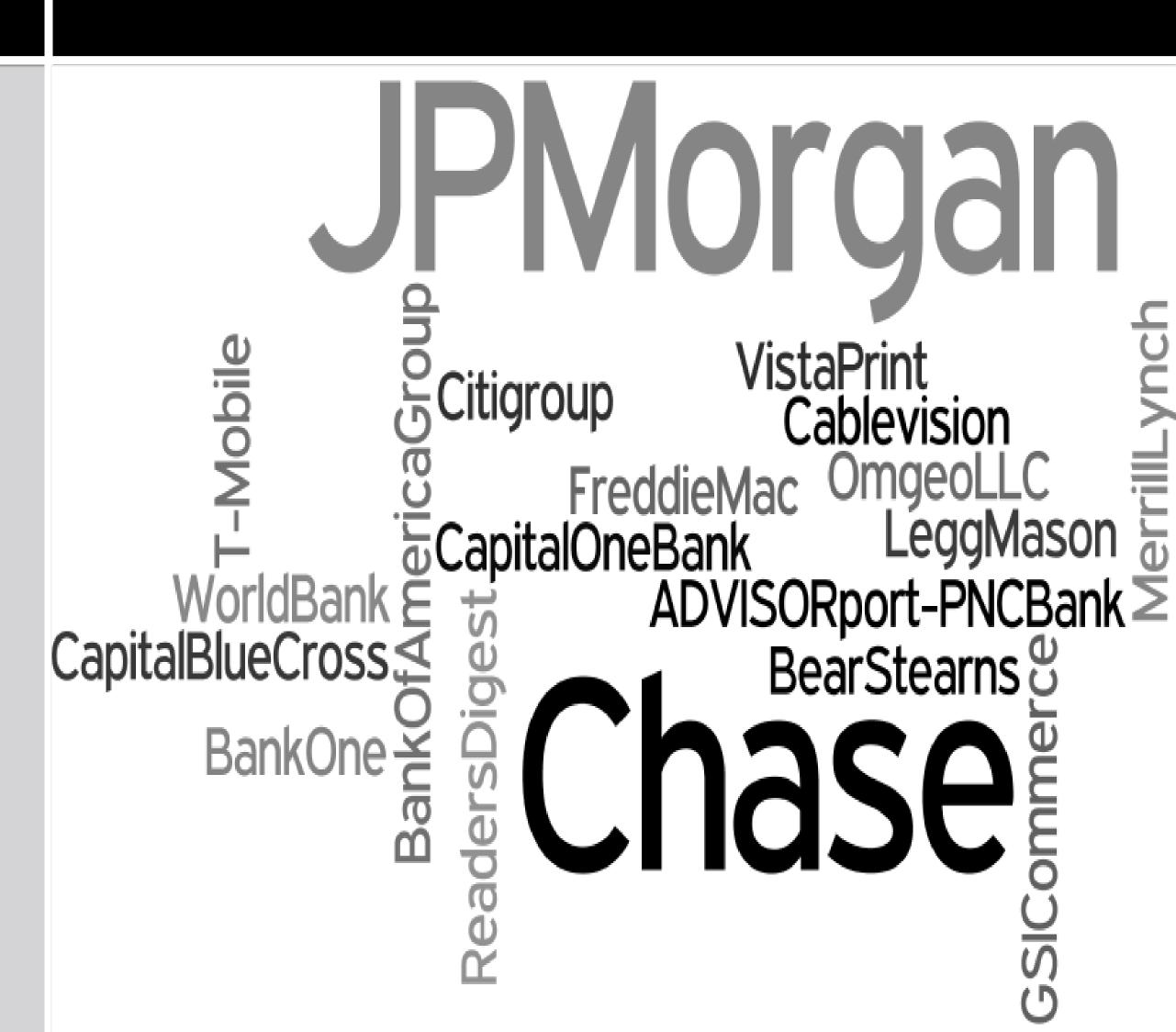
Expertise and Industry Experience



Clientele 18+ Years

Most Recent Clients

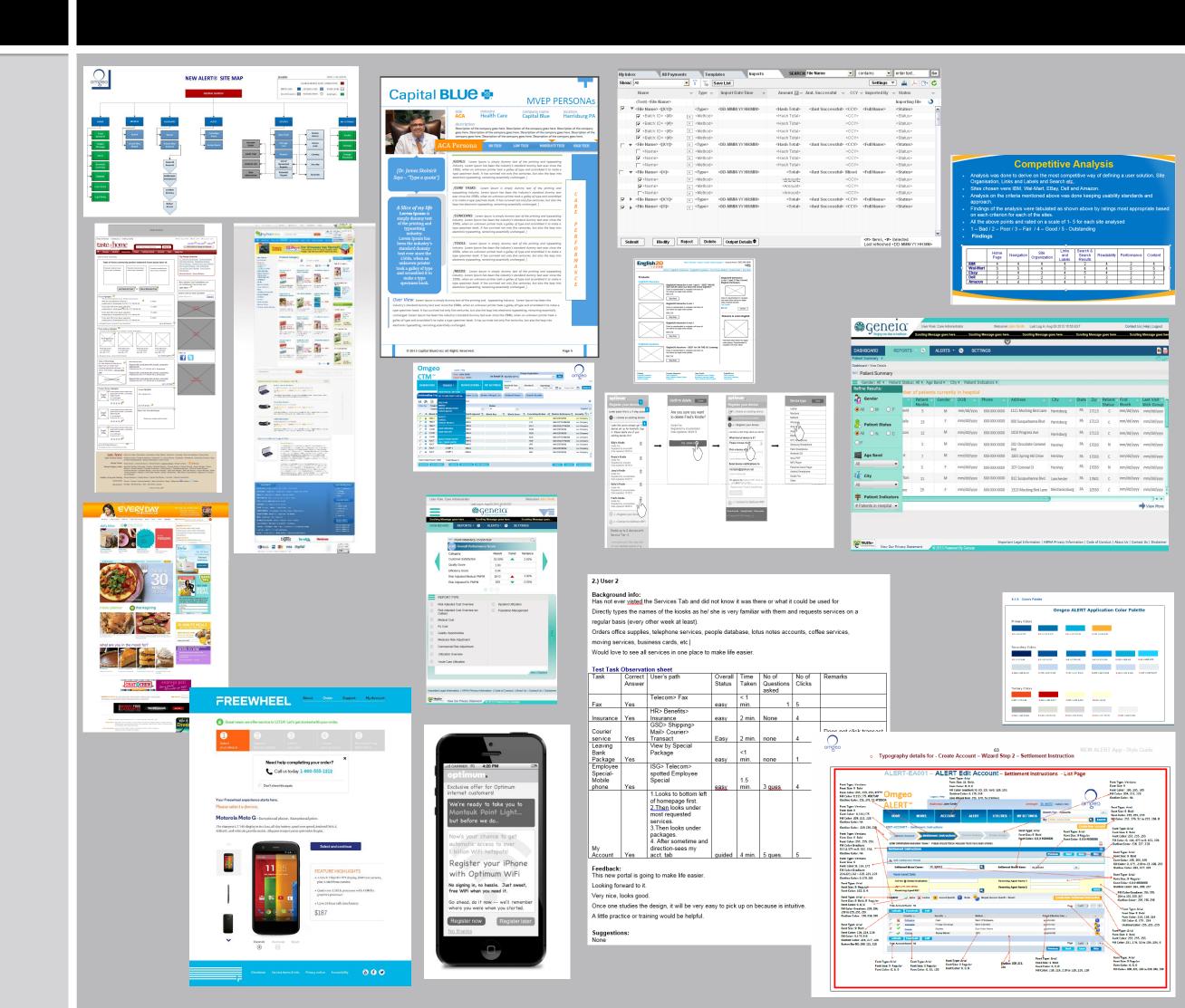
Citigroup, Cablevision, JPMorgan & Chase, Merrill Lynch (Bank Of America Group), Capital Blue Cross, Omgeo LLC, JPMorgan & Chase, Capital One Bank, Readers Digest, ADVISORport-PNC Bank, JPMorgan & Chase/Bear Stearns, GSI Commerce, T-Mobile, Legg Mason, Vista Print, Freddie Mac, JPMorgan & Chase, Bank One, World Bank, Citibank, HDFC, Monex – Japan and Sun Micro systems, Motorola, Wipro Technologies, CDC ventures India, Y-Style Inc (USA), UNEXT – USA, McDowell India, TTK NRI Services, Blue Dart (Courier Services), Scullers, Easybuymusic, Indigonation, IndianITonline, TMG.



Process & Deliverables

- Heuristic Evaluation
- User Surveys
- Focus Groups
- User / Contextual Inquires
- Personas
- Competitive Best Practice Analysis
- Taxonomy & Information Architecture
- Sitemaps
- Task flows / Process Flows
- Storyboards
- Wireframes
- Mockups
- Low/High Fidelity Prototypes (Clickable)
- Visual Design
- User/Usability Testing
- Style Guide & Widget Creation

Artifacts - Work Samples



Citigroup (Compliance) – NAM, EMEA, APAC, Japan

Project: (CGS application) Control Group Systems –

Currently working on redesigning the CGS application, the project is within the Compliance division of CitiGroup.

CGS is similar to a case management system where Bankers enter transactions between clients globally, which go through approval process and review and analysis of the Deals for insider trading within the company.

(Cannot provide work Samples – Sensitive Info)

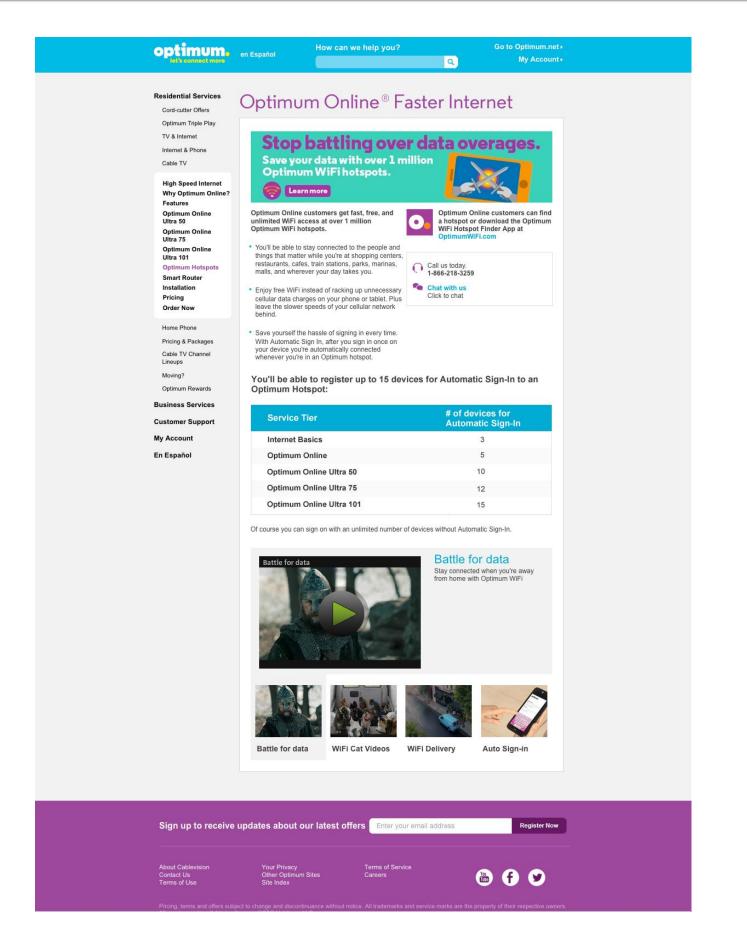
Cable Vision – Bethpage, NY

Project: (CPC) Customer Preferred Communications, Static NAT, and Optimum.net –

Worked on multiple projects within Cablevision.

Cablevision offers digital cable TV, high speed Internet & home phone services.

Cable Vision – Optimum.com – Visual Design





Page 1 of 2

Optimum TV Channel Guide

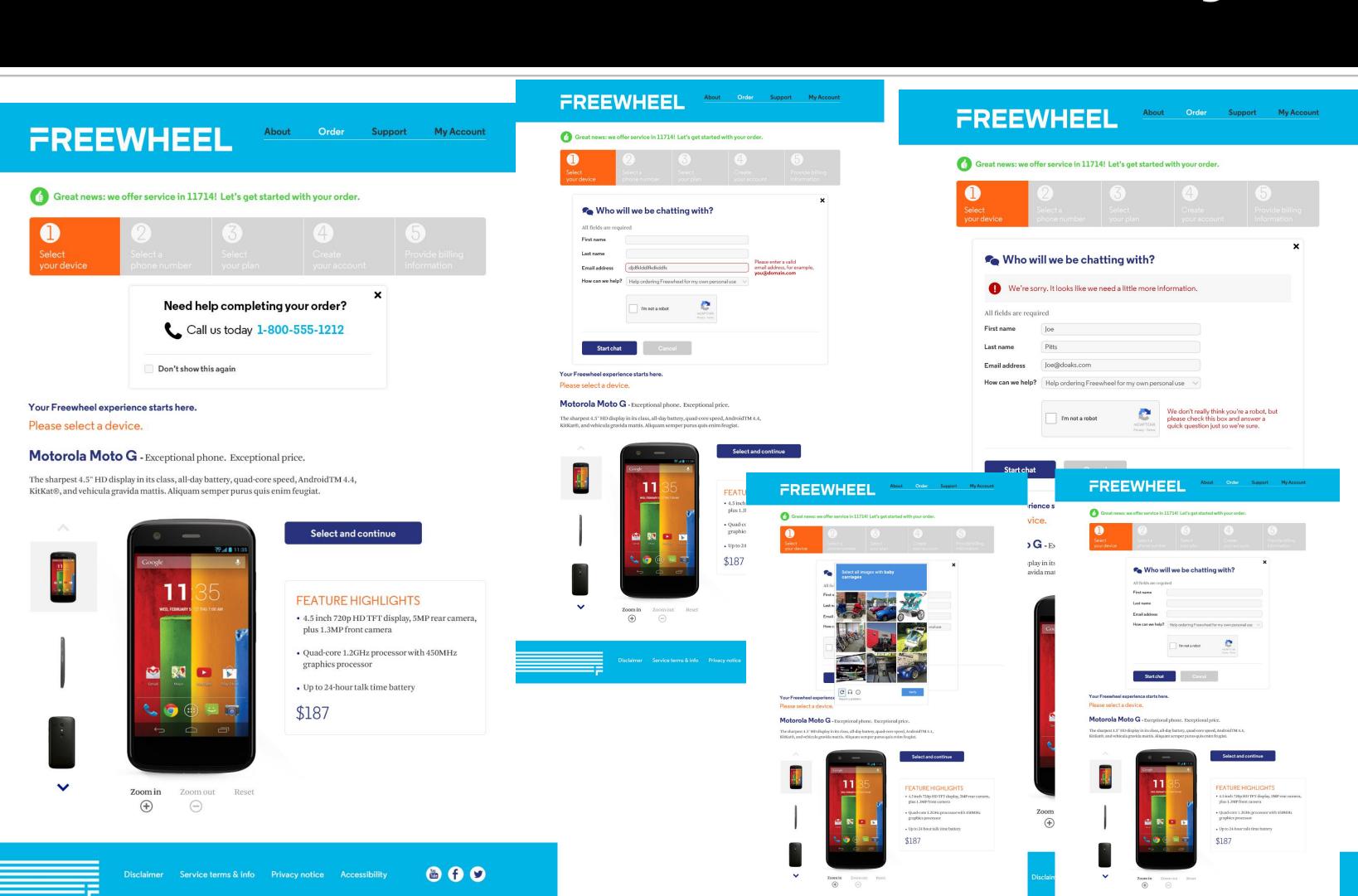
Your listings for Woodbury, NY

2	Oprah Winfrey Network	HD	GO	2	Oprah Winfrey Network	HD	GO
3	The Weather Channel	HD		3	The Weather Channel	HD	
4	Investigation Discovery	HD	GO	4	Investigation Discovery	HD	GO
5	National Geographic Wild	HD		5	National Geographic Wild	HD	
6	Hallmark Movie Channel	HD	GO	6	Hallmark Movie Channel	HD	GO
7	Crime & Investigation Network	HD		7	Crime & Investigation Network	HD	
8	Showtime Showcase West	HD	GO	8	Showtime Showcase West	HD	GO
9	National Geographic Mundo	HD		9	National Geographic Mundo	HD	
10	TV Globo	HD	GO	10	TV Globo	HD	GO
12	Phoenix N. American Chinese Chann.	HD		12	Phoenix N. American Chinese Chann.	HD	
13	BRONXNET Commercial Access TV	HD	GO	13	BRONXNET Commercial AccessTV	HD	GO
17	Bronxville Government Access	HD		17	Bronxville Government Access	HD	
18	World Picks Russian On Demand	HD	GO	18	World Picks Russian On Demand	HD	GC
19	Hallmark Channel Heart of TV	HD		19	Hallmark Channel Heart of TV	HD	
20	The Korean Channel	HD	GO	20	The Korean Channel	HD	GC
21	NTV America	HD		21	NTV America	HD	
22	SET Asia	HD	GO	22	SET Asia	HD	GC
100	Zee TV	HD		100	Zee TV	HD	
101	ITV Gold	HD	GO	101	ITV Gold	HD	GO
102	ET Global NY	HD		102	ET Global NY	HD	
103	H2 More 2 History	HD	GO	103	H2 More 2 History	HD	GO
104	CW11 New York (CW-WPIX)	HD		104	CW11 New York (CW-WPIX)	HD	
1000	The Jewish Channel On Demand	HD	GO	1000	The Jewish Channel On Demand	HD	GC
1001	NBA League Pass	HD		1001	NBA League Pass	HD	
1002	ONE World Sports Network	HD	GO	1002	ONE World Sports Network	HD	GC
1003	Cable5-Community Program	HD	GO	1003	Cable5-Community Program	HD	GC
1004	World Picks Latino On Demand	HD	GO	1004	World Picks Latino On Demand	HD	GC
1005	Hallmark Channel Heart of TV	HD	GO	1005	Hallmark Channel Heart of TV	HD	GC
1006	WACP Atlantic City Philadelphia	HD	GO	1006	WACP Atlantic City Philadelphia	HD	GO

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HD Available in HD GO Available on TV to GO

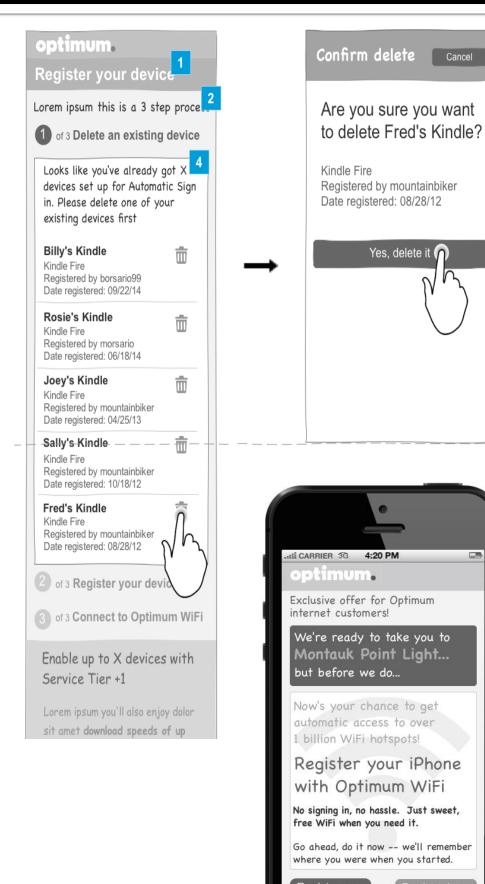
Cable Vision – Freewheel.com – Visual Design

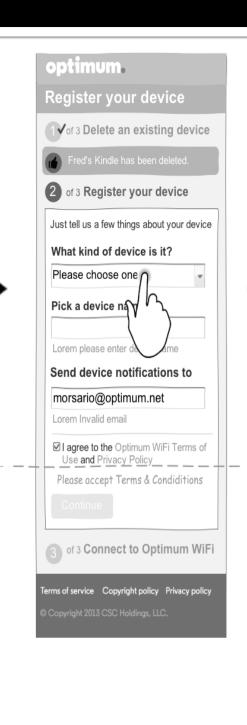


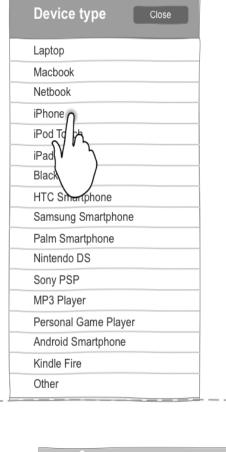
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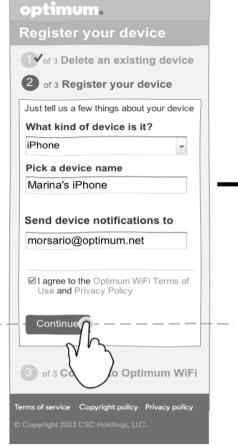
Cable Vision – Optimum.net – Mobile

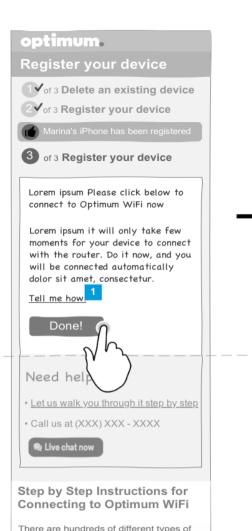
Registrations

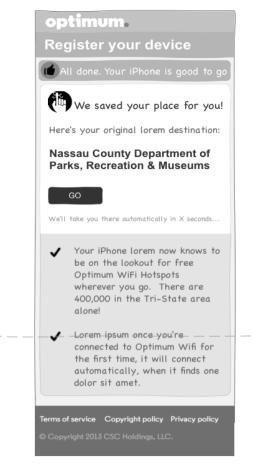






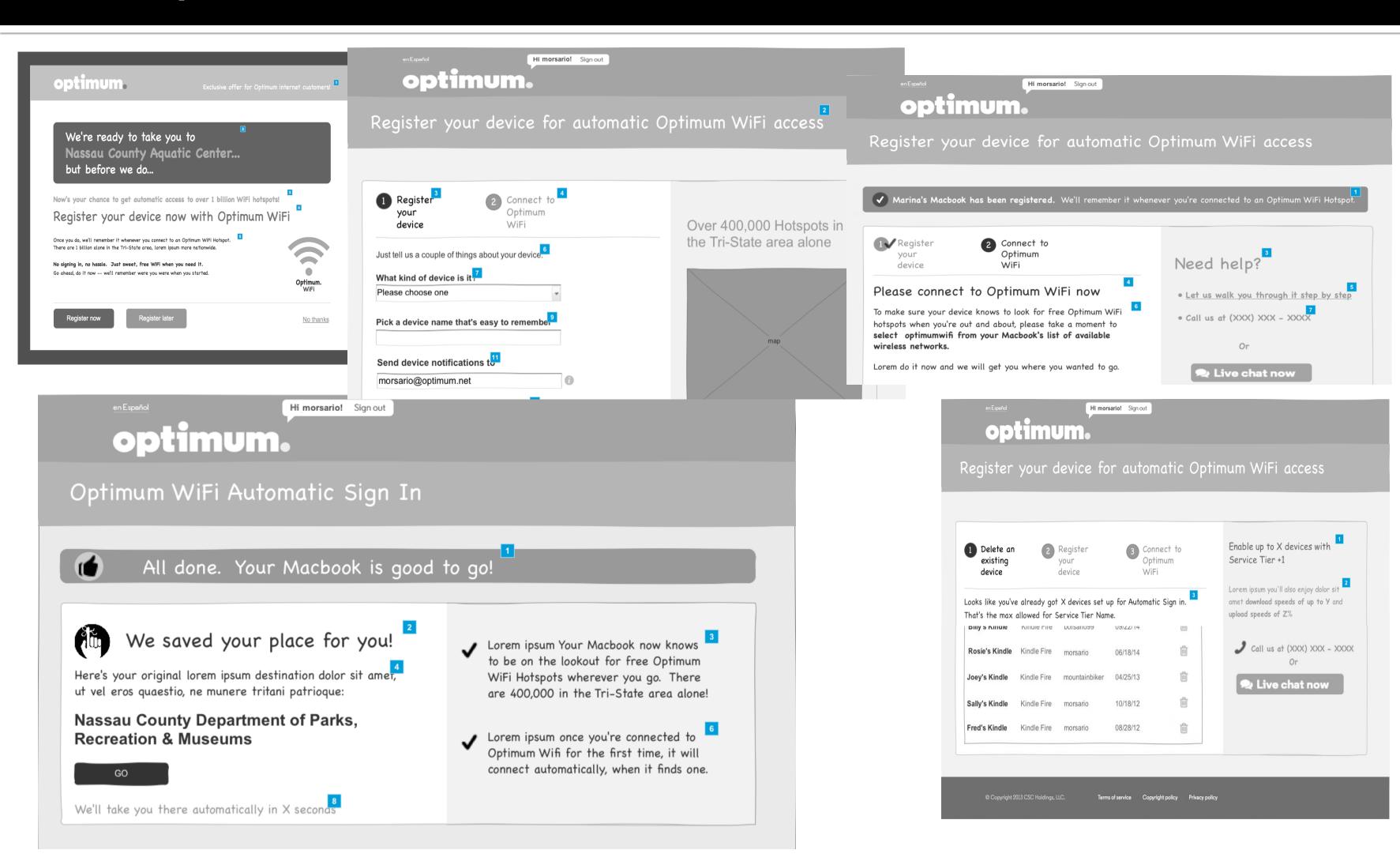






Cable Vision – Optimum.net – Register a Device

on Optimum Wifi



JPMorgan & Chase – NYC & Whippany, NJ

Project: (CSWS)Client Services Work Station / PD Dashboard -

Worked on CSWS project within JPMorgan's Prime Brokerage division. The project is a revamp of the existing Dashboard application for internal Account Managers and Middle Office users to have a view into, various Business Processes. Each Business process would provide an overall Status on the Summary View with Charts and a detailed view from each of the Statuses.

Capital Blue – Harrisburg, PA

Project: (MVEP) Medical -

Worked on the ML One and trust Accounts projects within Merrill Lynch a group of Bank of America Company. Merrill Lynch (ML) is largely into Wealth Management. "Merrill Lynch One," is one of ML's platforms for managing Household Accounts. Household accounts are a part of the ML One platform and the Trust accounts are managed by another application/platform. The projects aim was to integrate both the Household accounts and the Trust accounts through a single platform, i.e. into ML One Platform and would continue to offer integrated Managed Wealth Accounts.

Capital Blue – MVEP (Desktop) - Persona



MVEP PERSONAs



ACA

Health Care

Capital Blue

Harrisburg PA

Description of the company goes here. Description of the company goes here.

CA Persona

М

N

[Dr. James Skolnick Says - "Type a quote"]

A Slice of my life Lorem Ipsum is simply dummy text of the printing and typesetting industry. standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

[GOAL5: Lorem Ipsum is simply dummy text of the printing and typesetting 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.]

[CORE TASKS: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.]

[CONCERNS: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.]

[TOOLS: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.]

[NEEDS: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.]

Over View: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

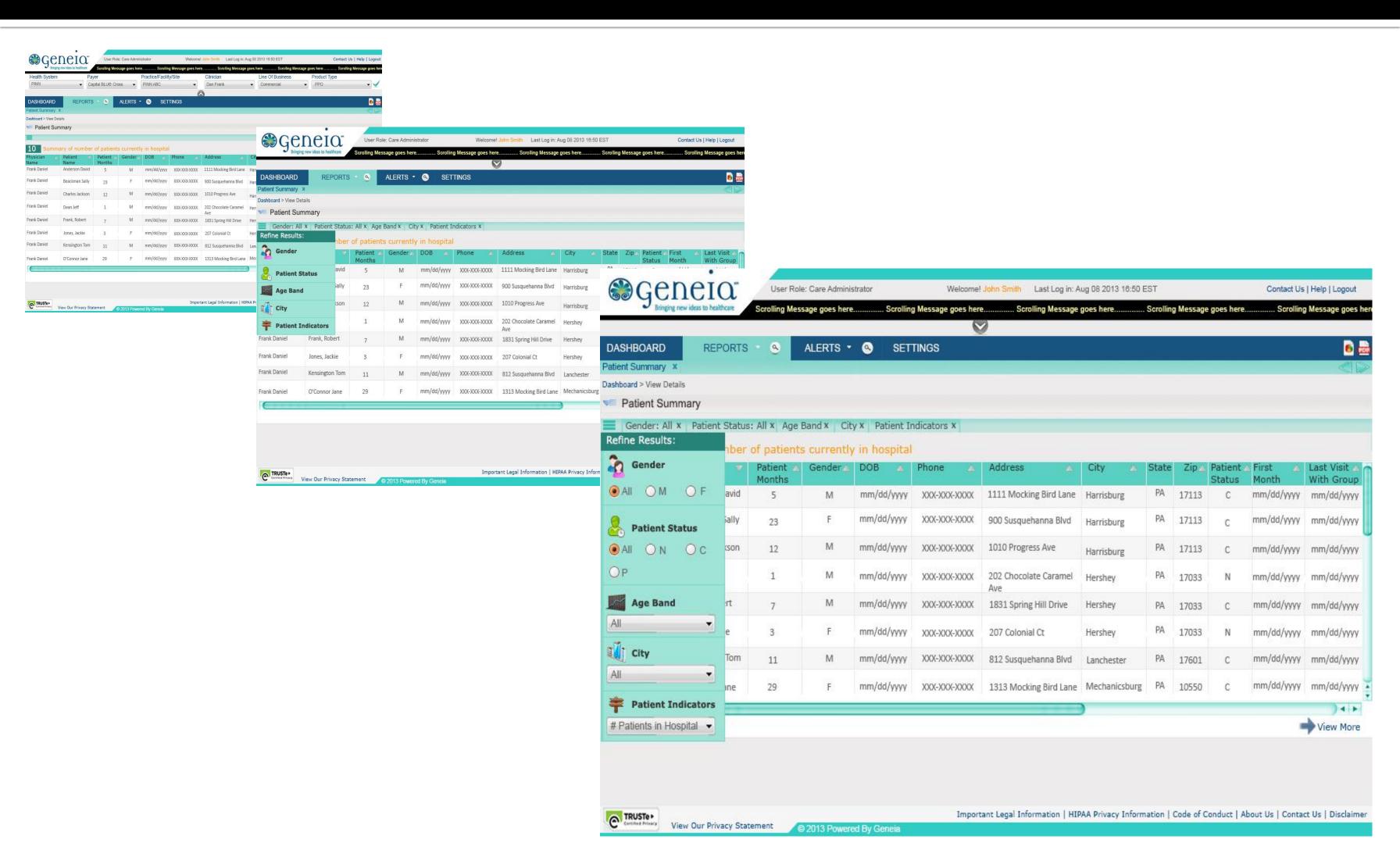
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Page 5

Capital Blue – MVEP (Desktop) - Mockups

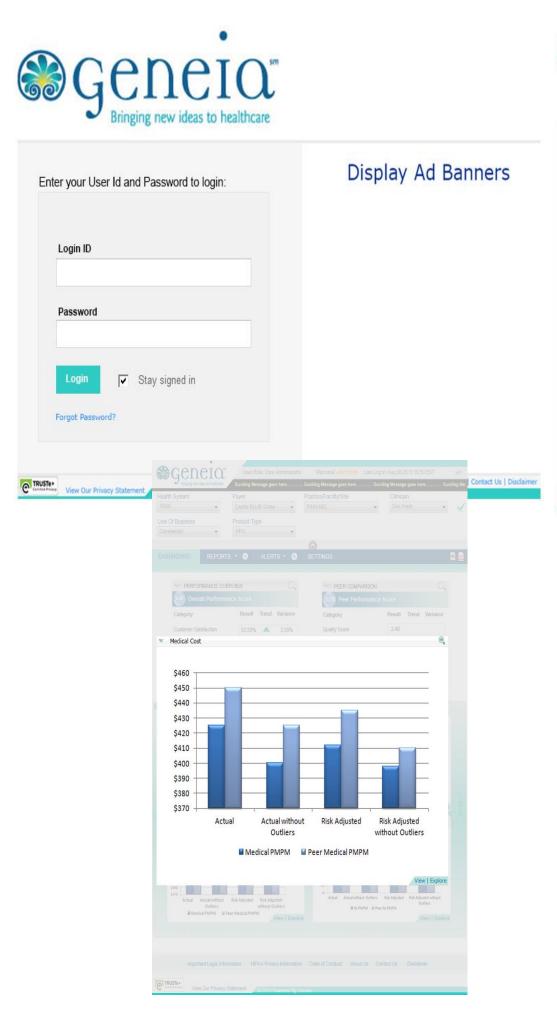


Capital Blue – MVEP (Desktop) - Mockups

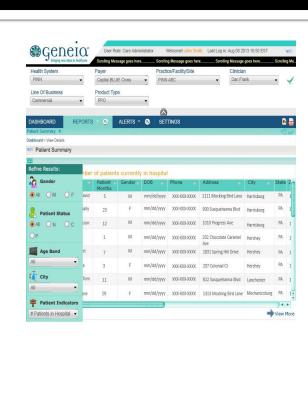


Capital Blue – MVEP – Responsive Design

(I-Pad) Mockups





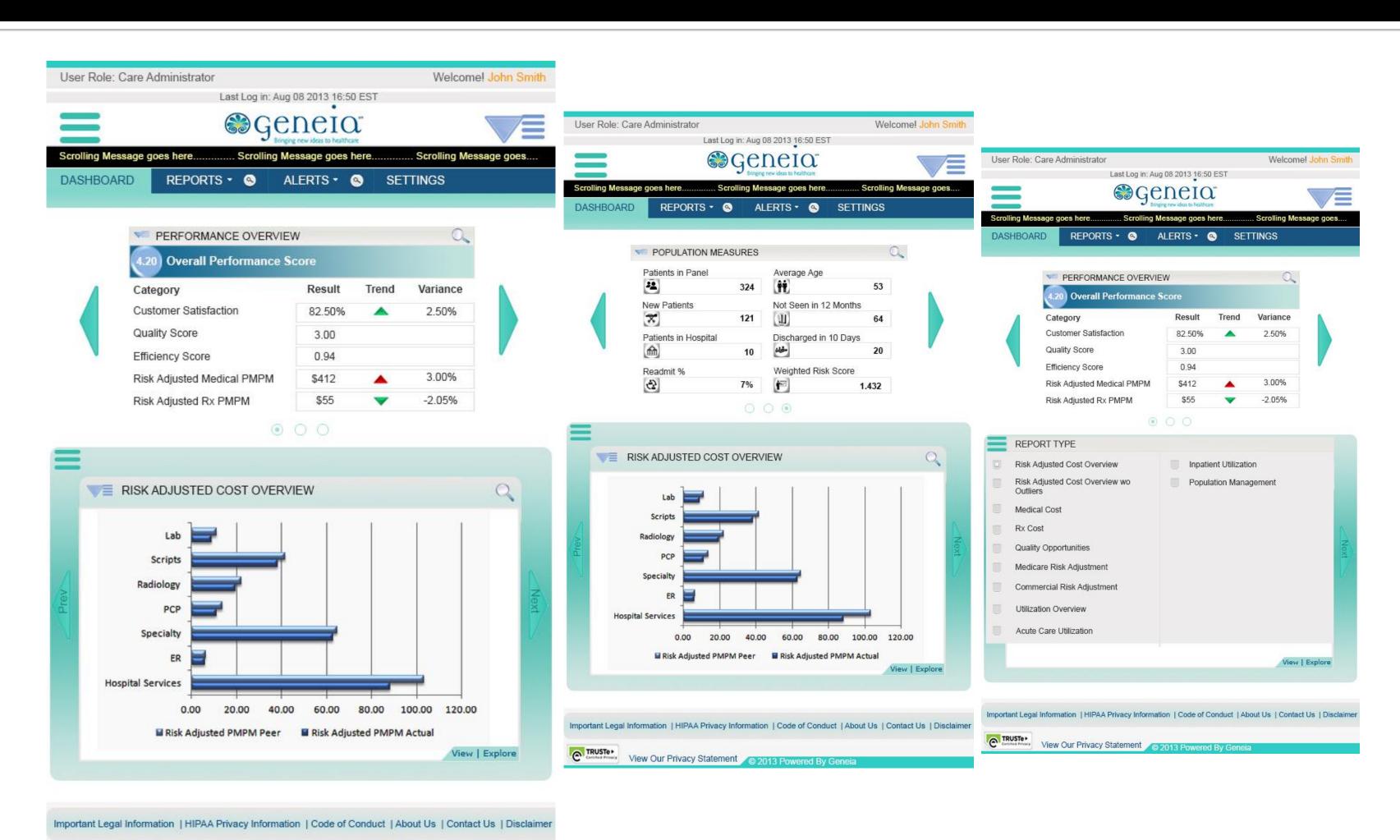




Capital Blue – MVEP - Responsive Design

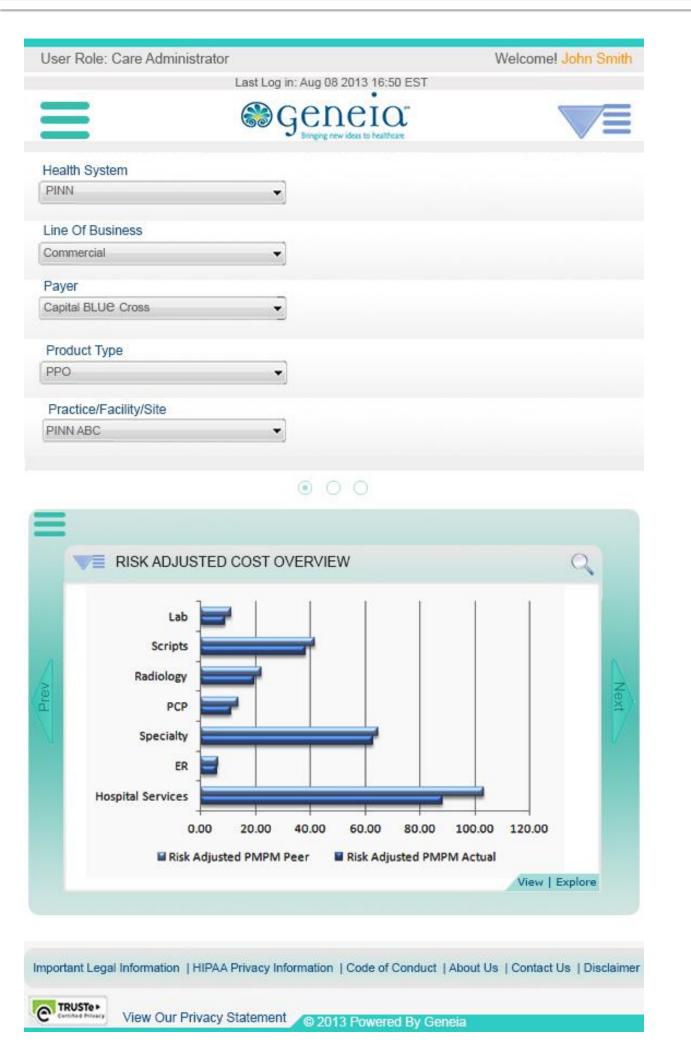
(I-Phone) - Mockups

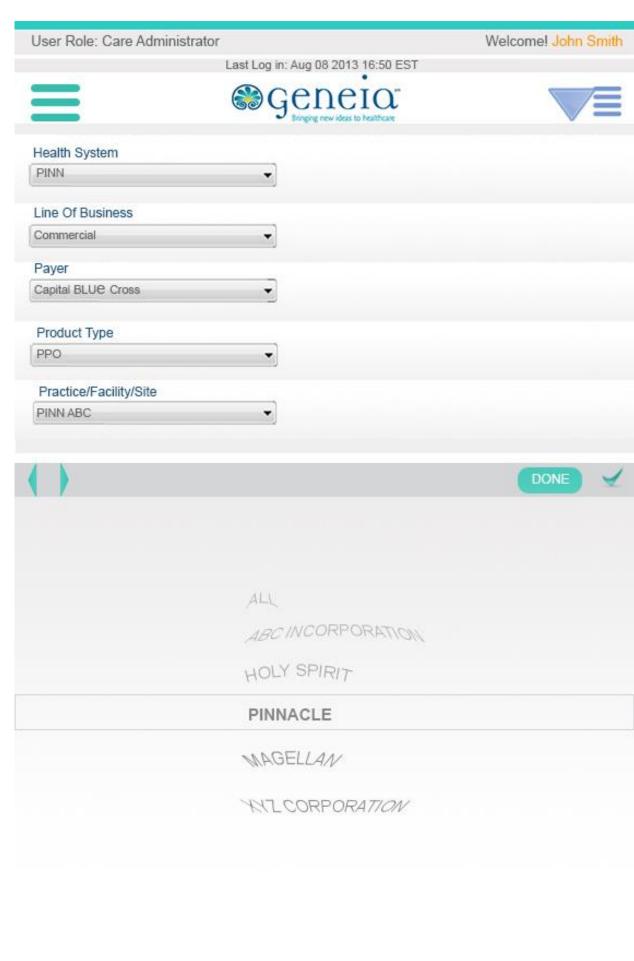
View Our Privacy Statement @ 2013 Powered By General



Capital Blue – MVEP - Responsive Design

(I-Phone) - Mockups









Omgeo.LLC Boston, NYC

(Earlier part of Thompson Reuters now part of DTCC) –

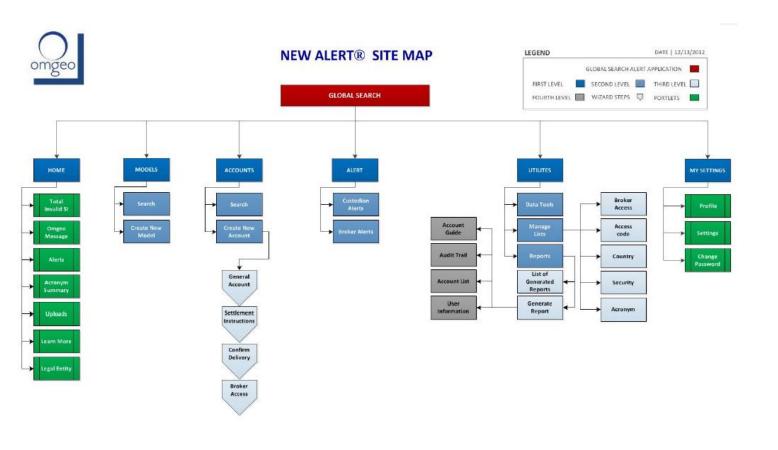
Project: Alert Application –

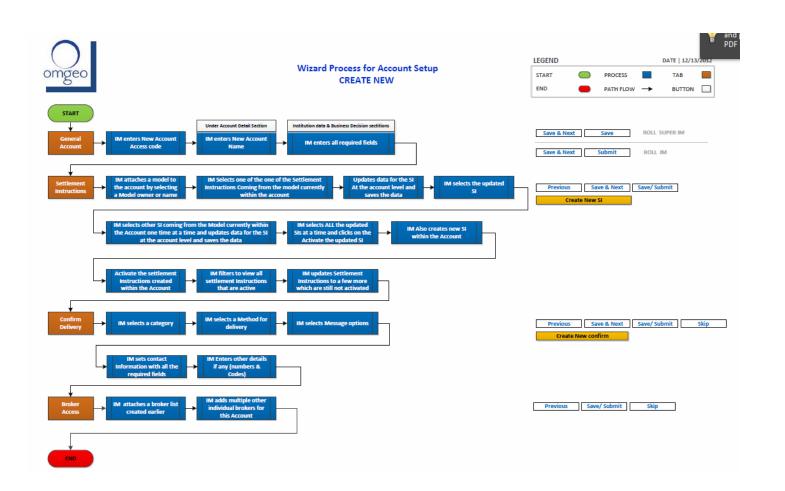
Worked on the redesign of the CTM & ALERT application for Omgeo, LLC.

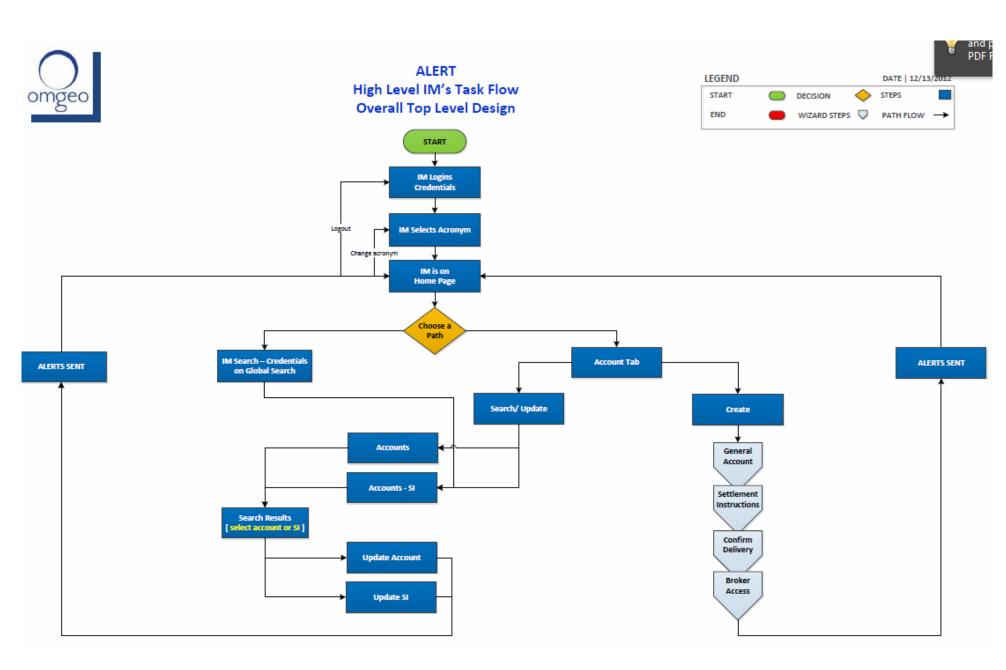
Omgeo ALERT facilitates the communication of Account details and Settlement

Instructions in support of "Post Trade" settlement.

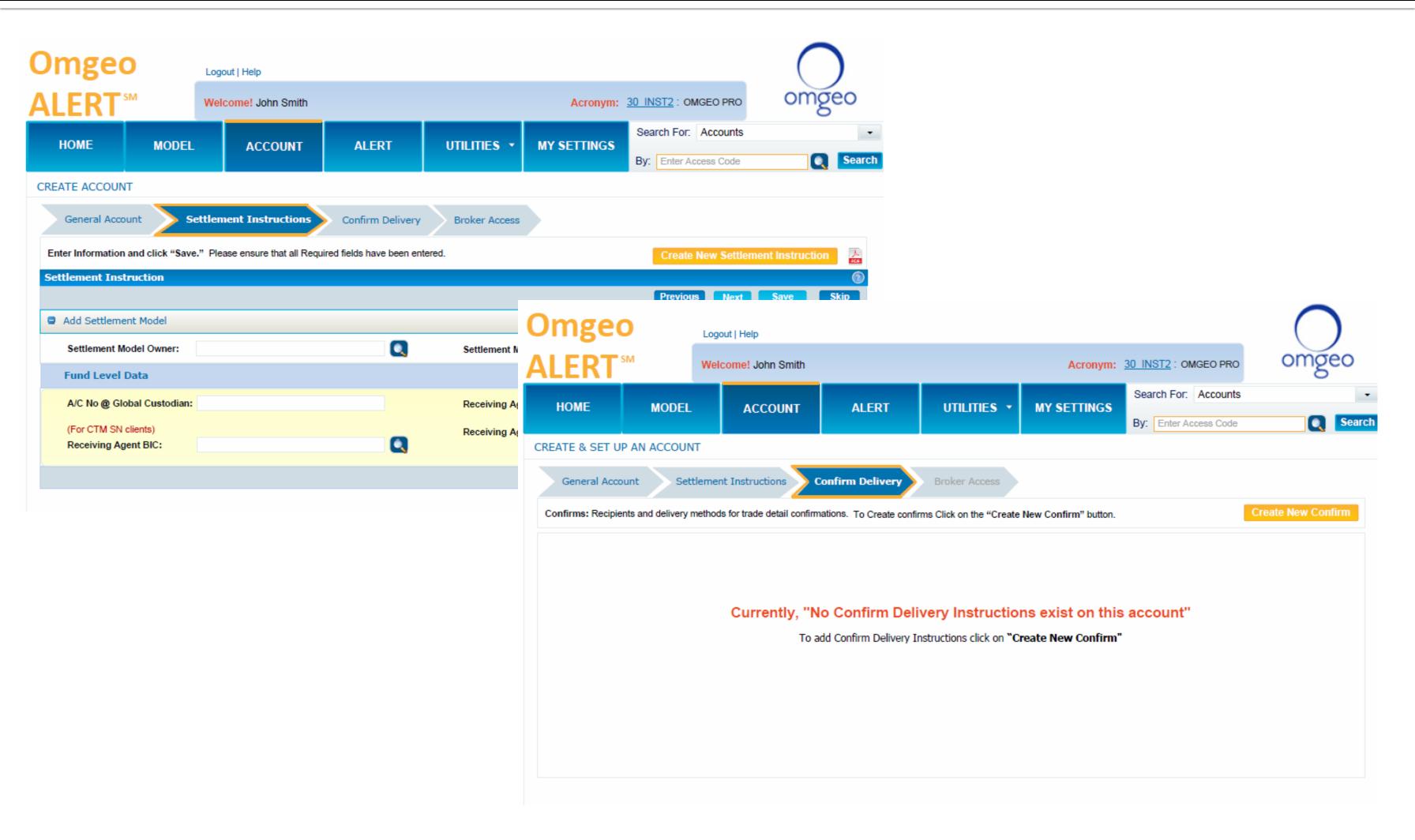
Omgeo – ALERT App – Sitemap, Task flow

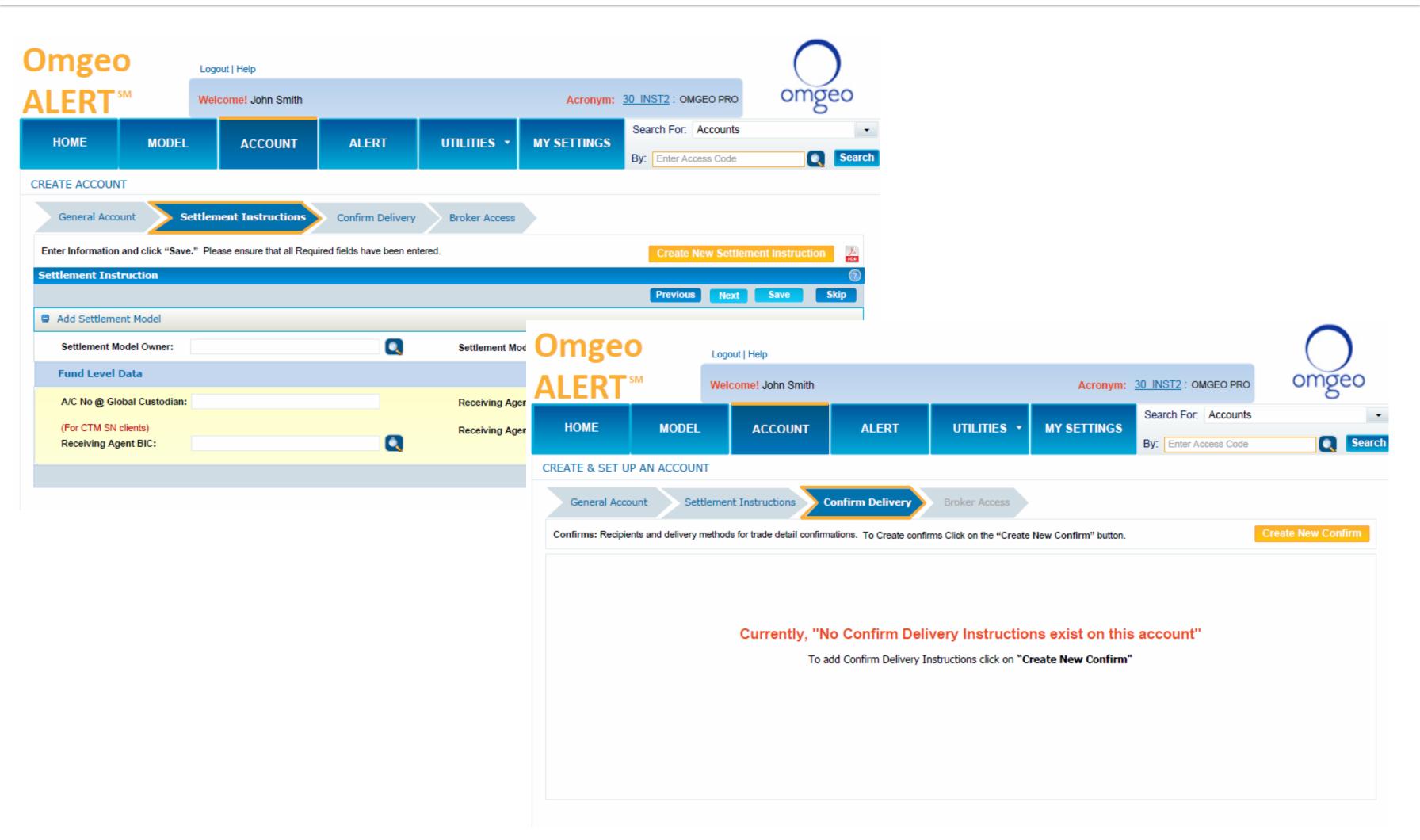


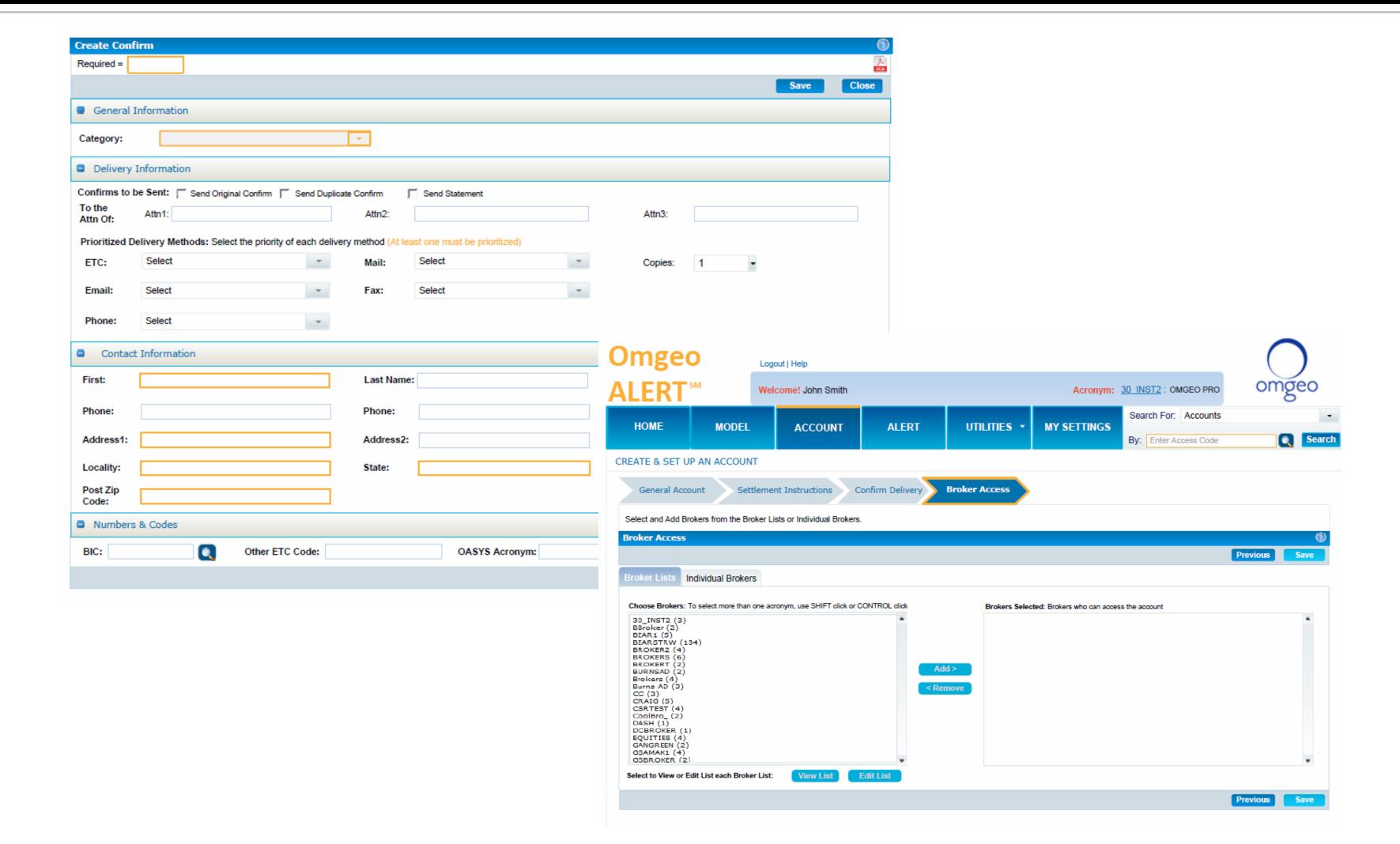


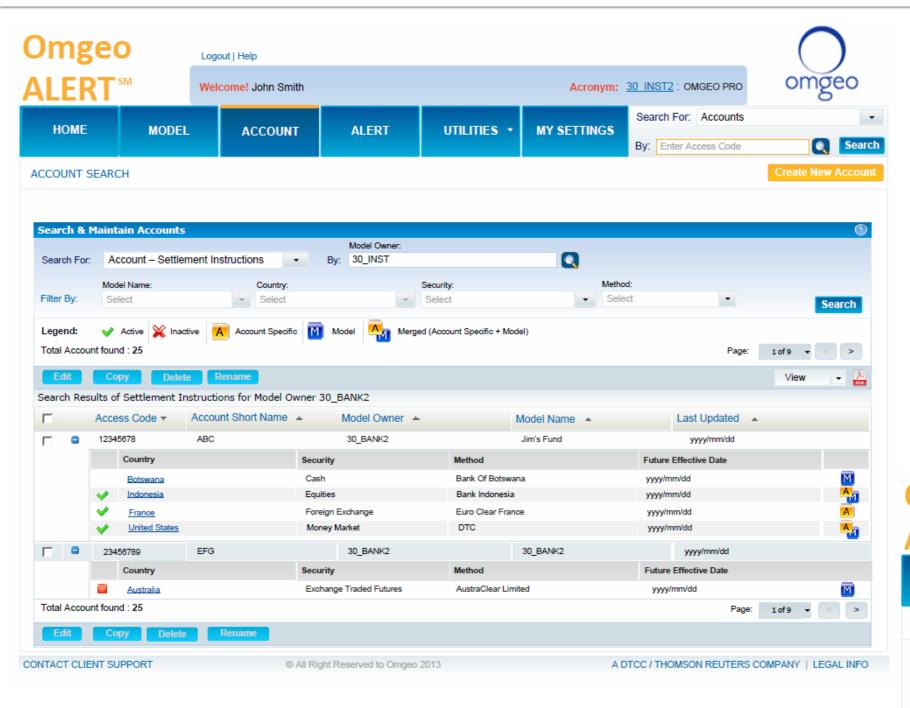


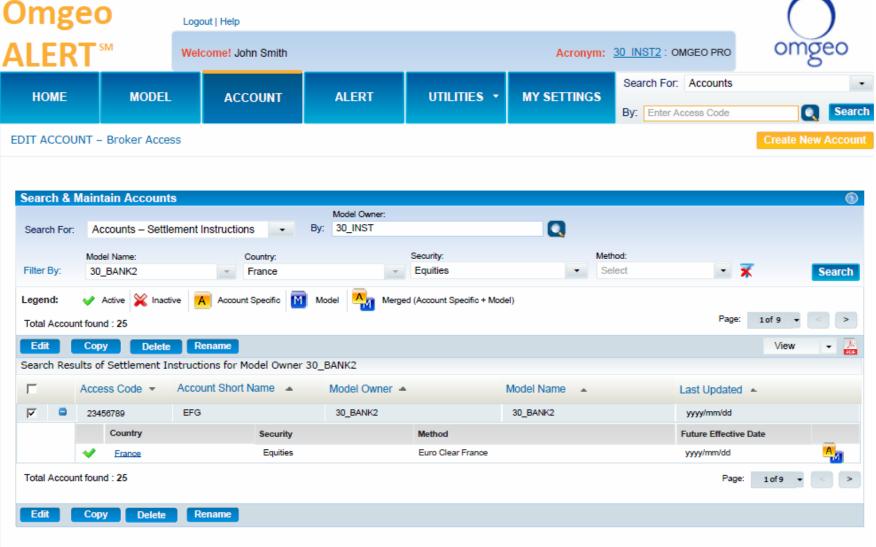


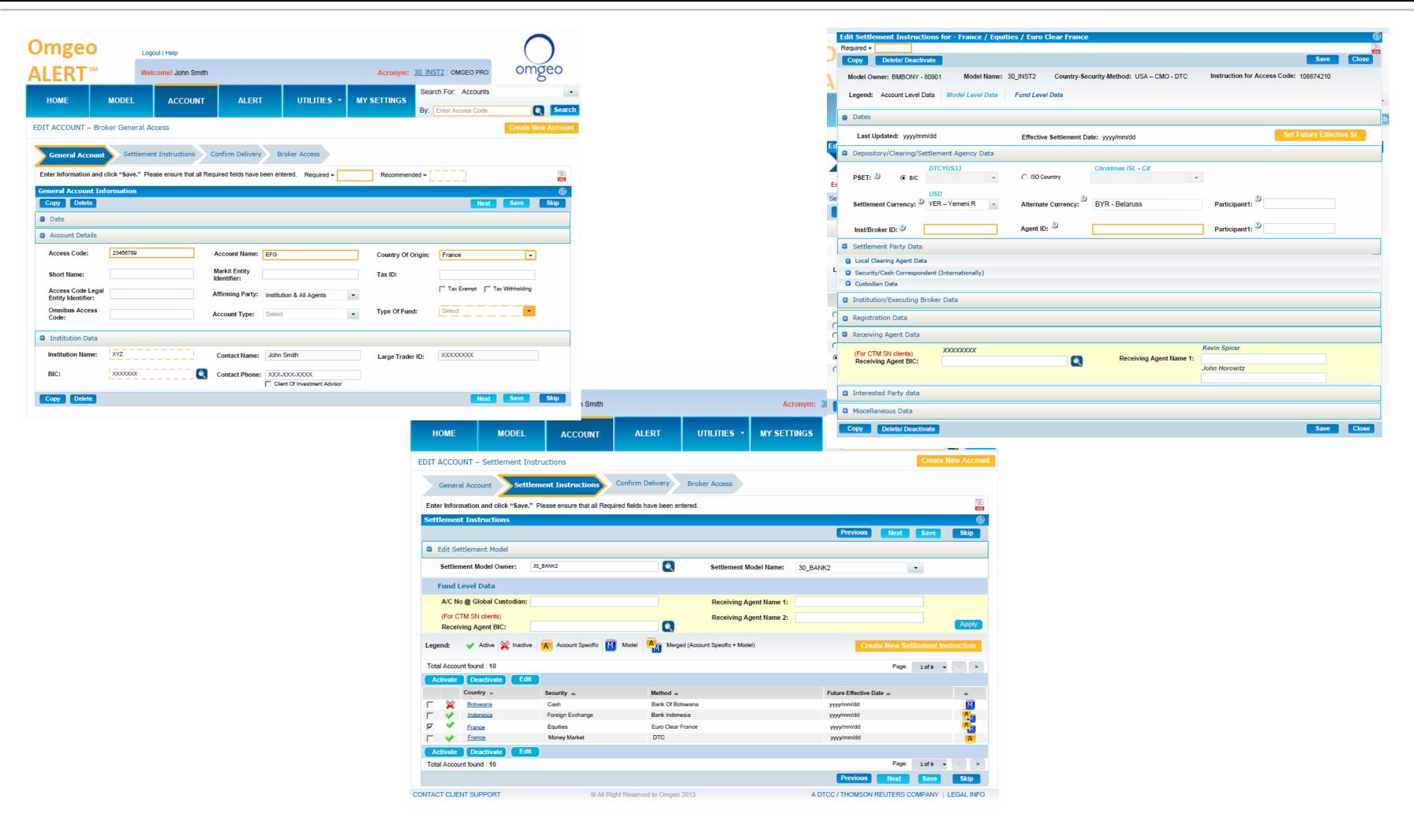


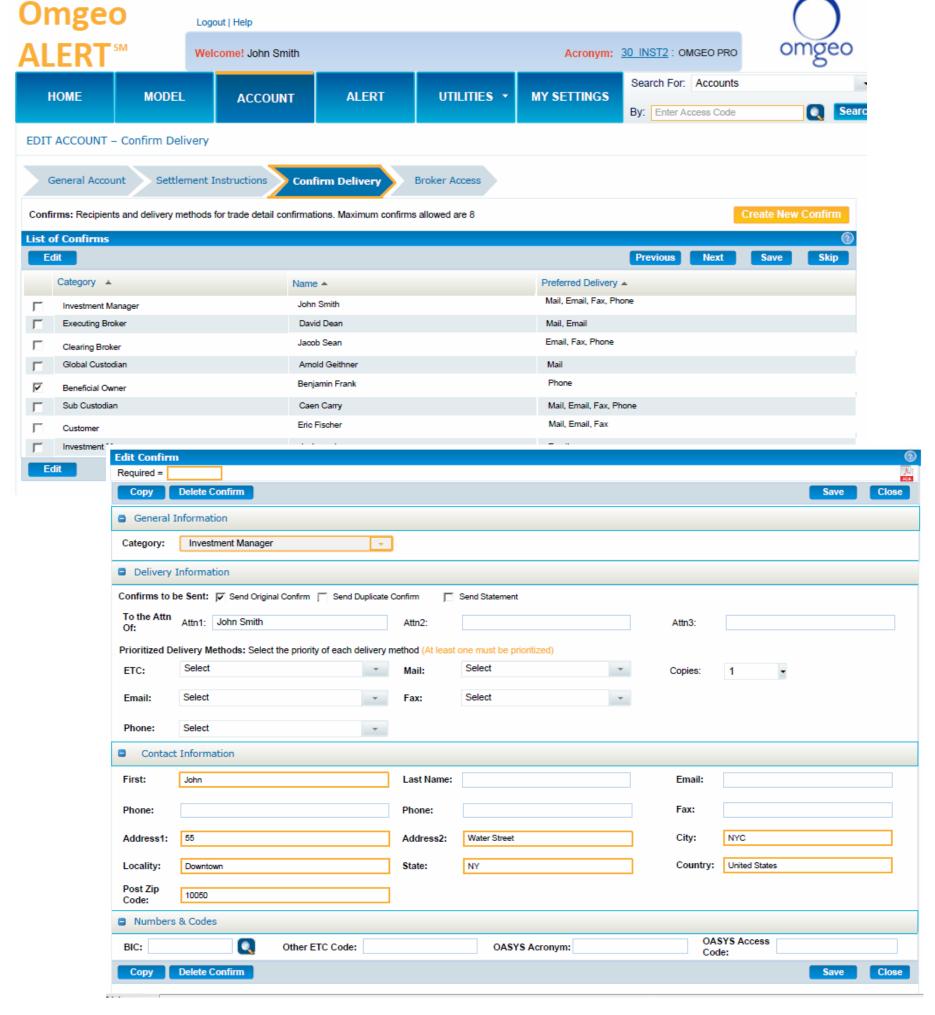


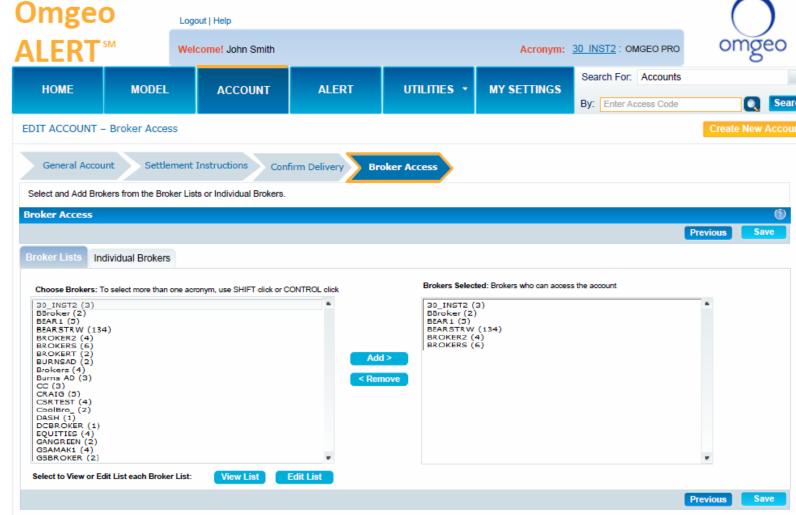




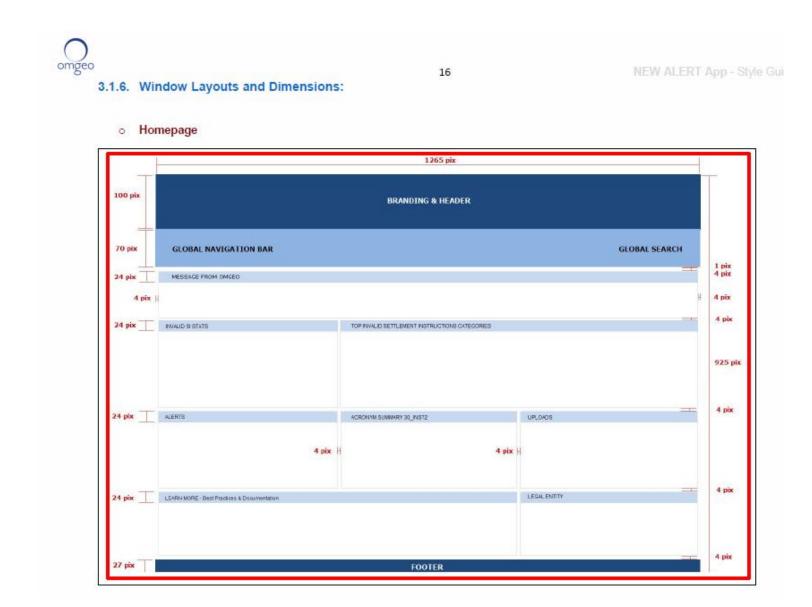


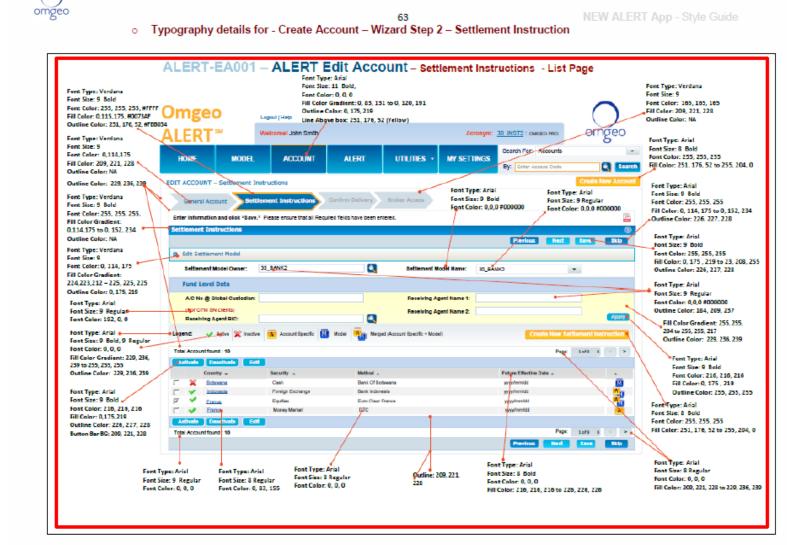


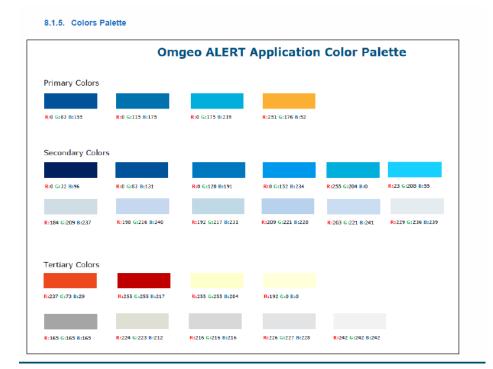


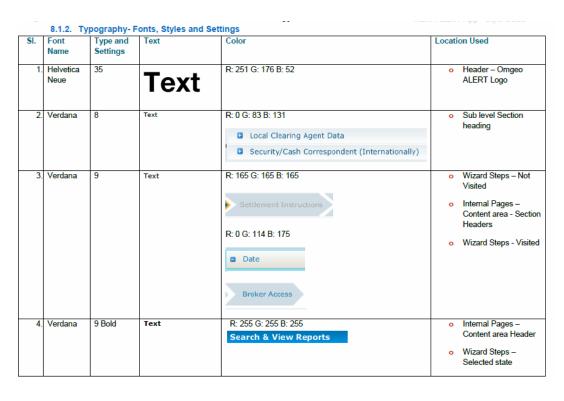


Omgeo – ALERT App – Style Guide









9.1.2. Images	and Icons Styles			
Icon Name	Image	Dimensions	Location where it appears	Functions
View Only		16x16	Homepage	TBD
Clear Filter	*	17x20		
Look Up		16x16	To the right of the Searcy "By" text field	
PDF		22x26	Right aligned on the Button bar, of the Search results tables for Accounts and Accounts - SIs	
Active	*	15x16	In the Legend of the Search results tables for Accounts - SIs	
Inactive	×	16x16	In the Legend of the Search results tables for Accounts - SIs	
Account Specific Data	A	20x21	In the Legend of the Search results tables for Accounts - SIs	
Model Specific Data	M	20x21	In the Legend of the Search results tables for Accounts - SIs	

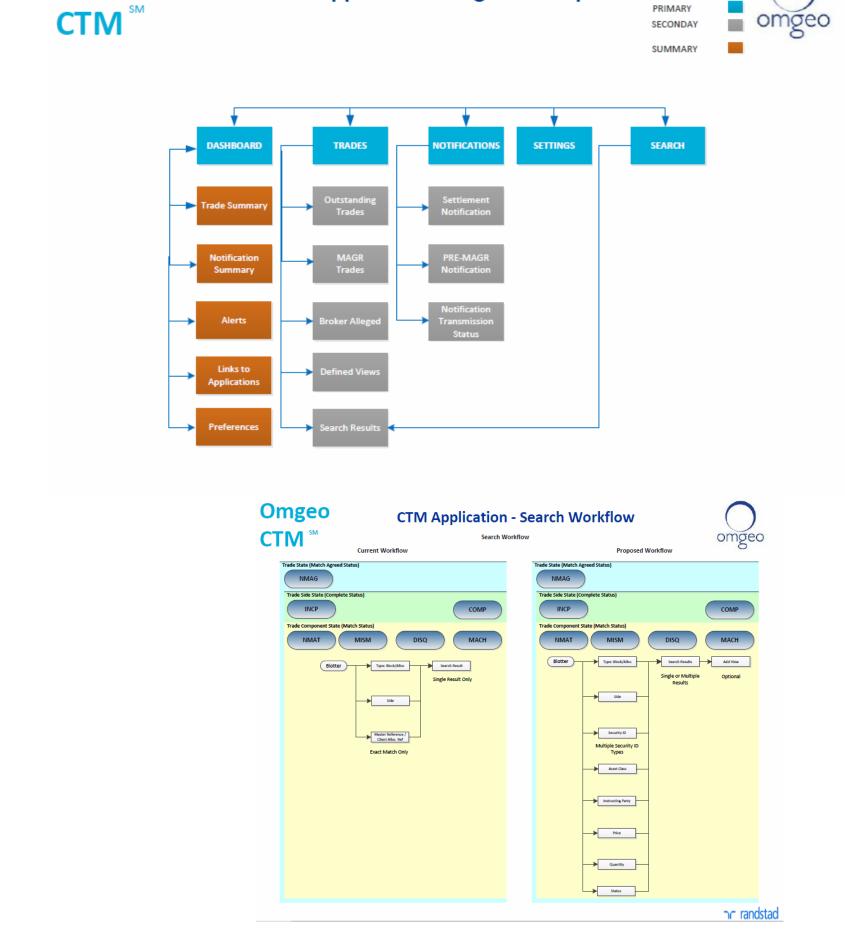
Omgeo.LLC

(Earlier part of Thompson Reuters now part of DTCC) – Boston, NYC

Project: CTM Application –

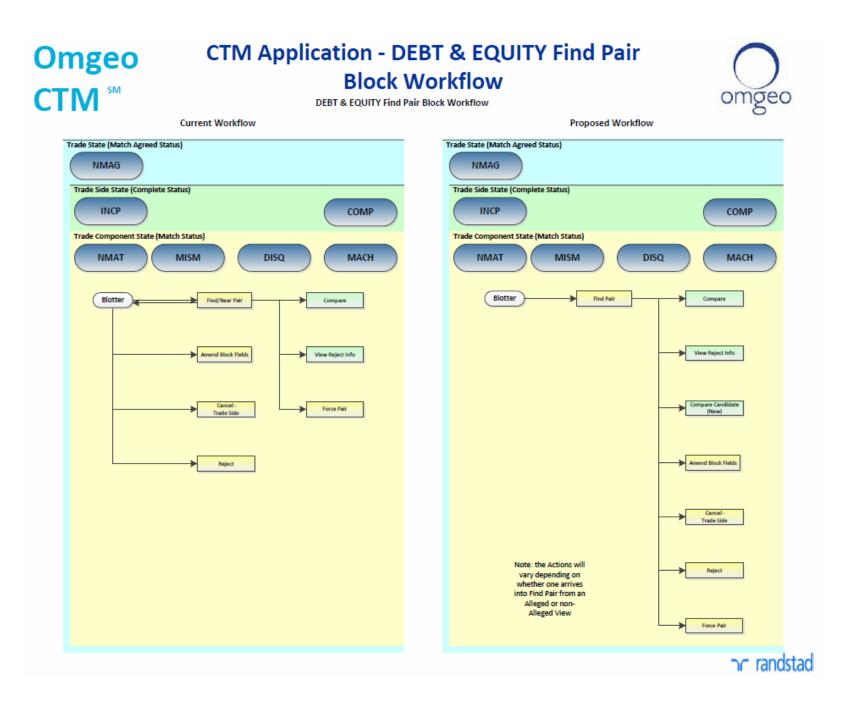
Worked on the (Call Center based) Client Summary app for Retail Financial Services/Mortgage Banking system on Matrix framework.

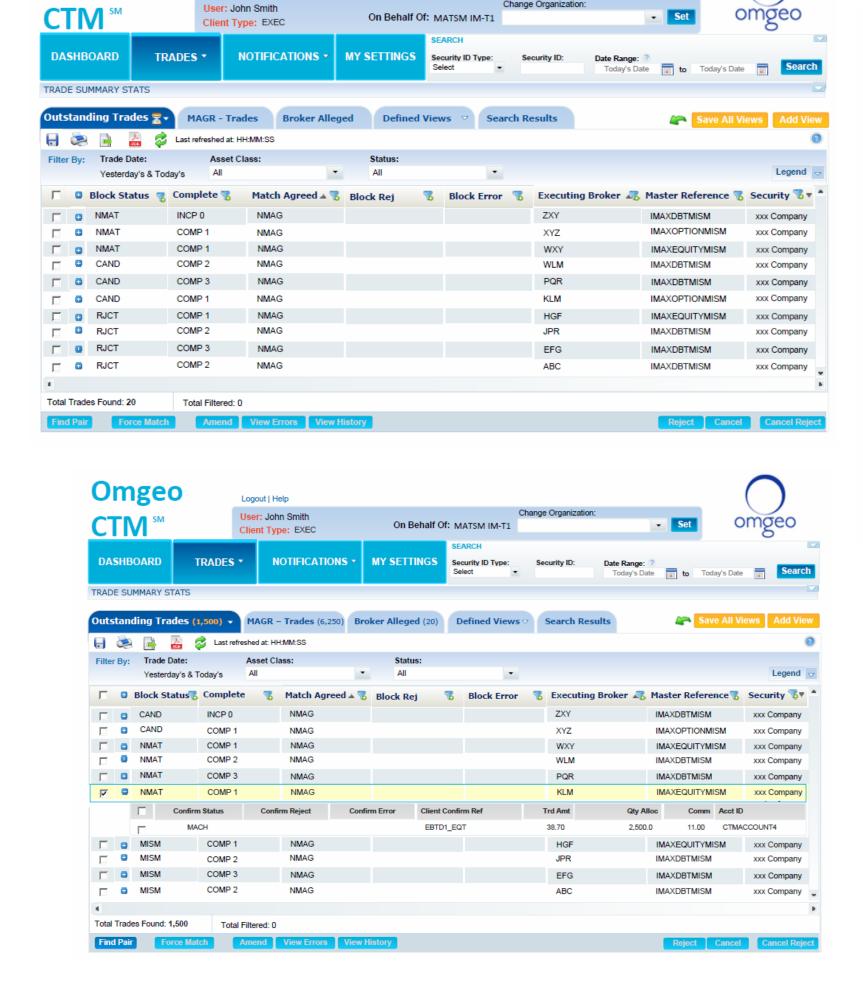
Omgeo – CTM App – Sitemap, Workflow



CTM Application - High Sitemap

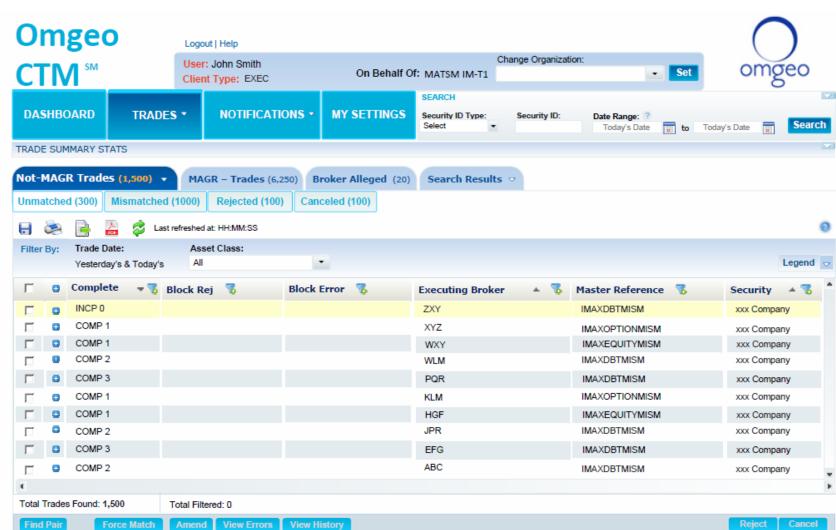
Omgeo

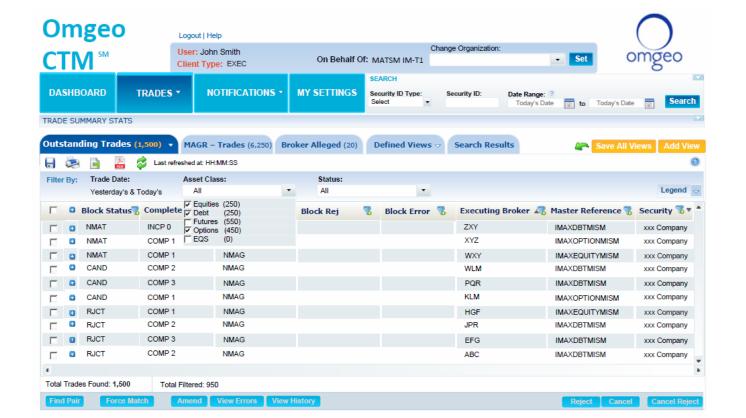


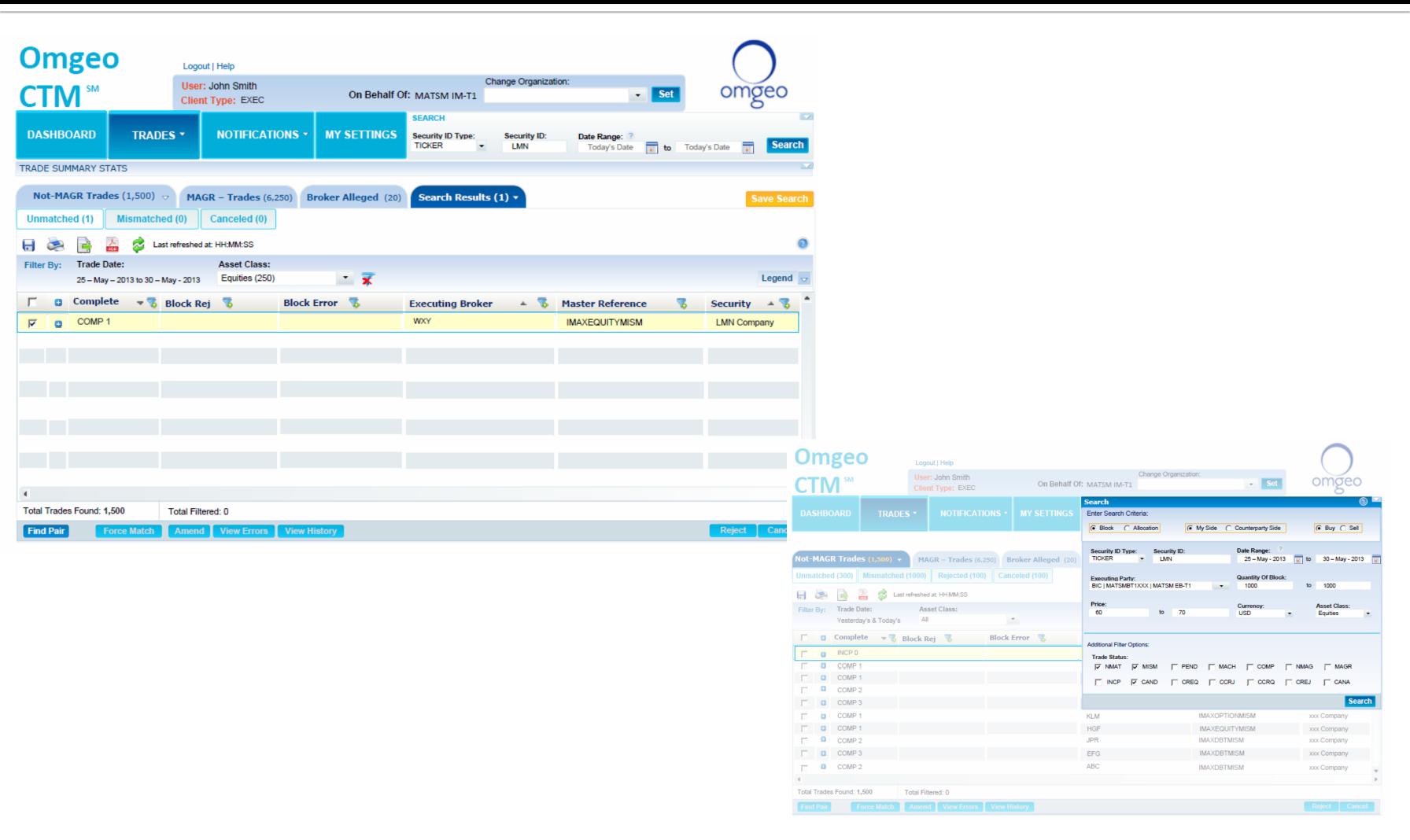


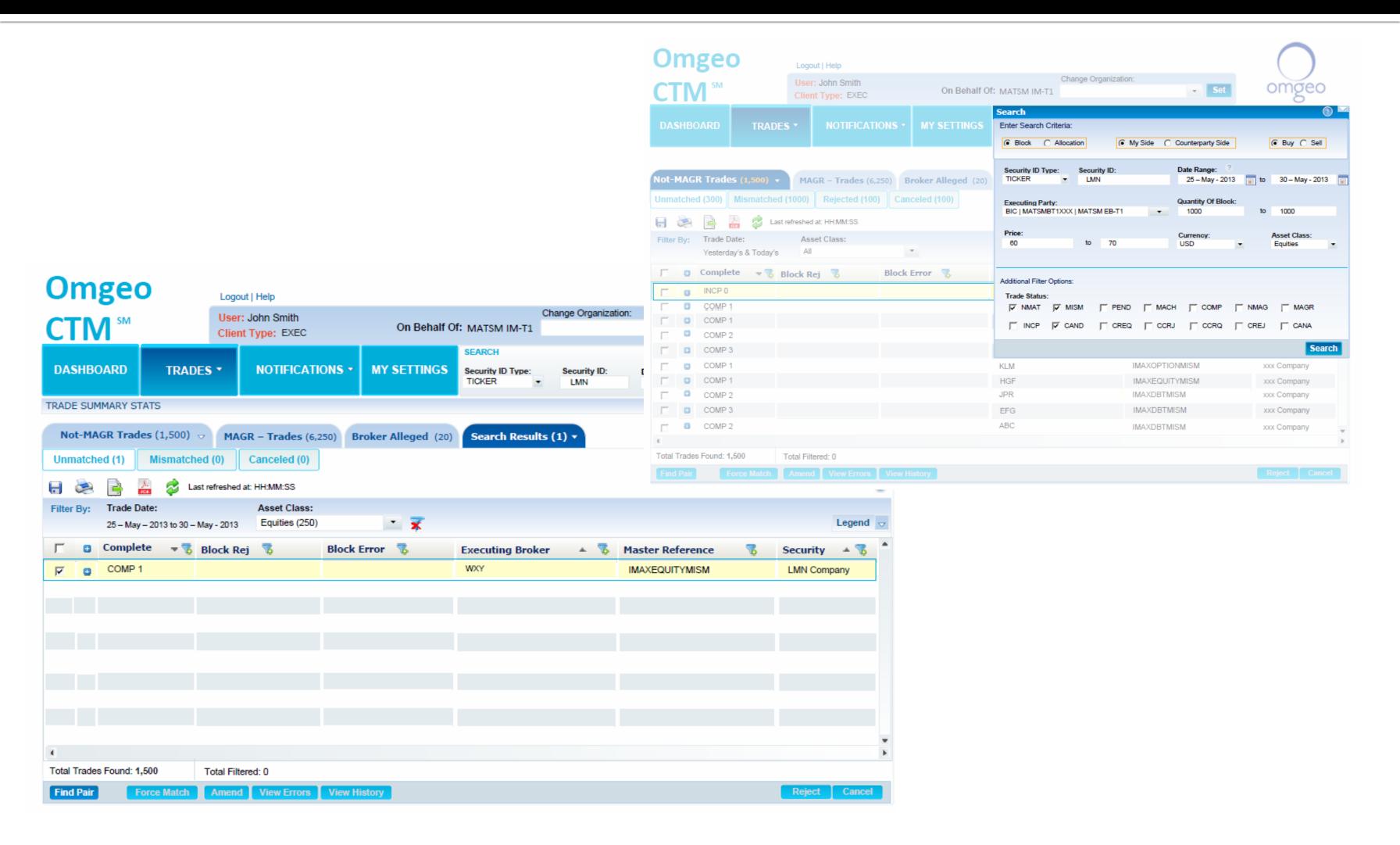
Omgeo

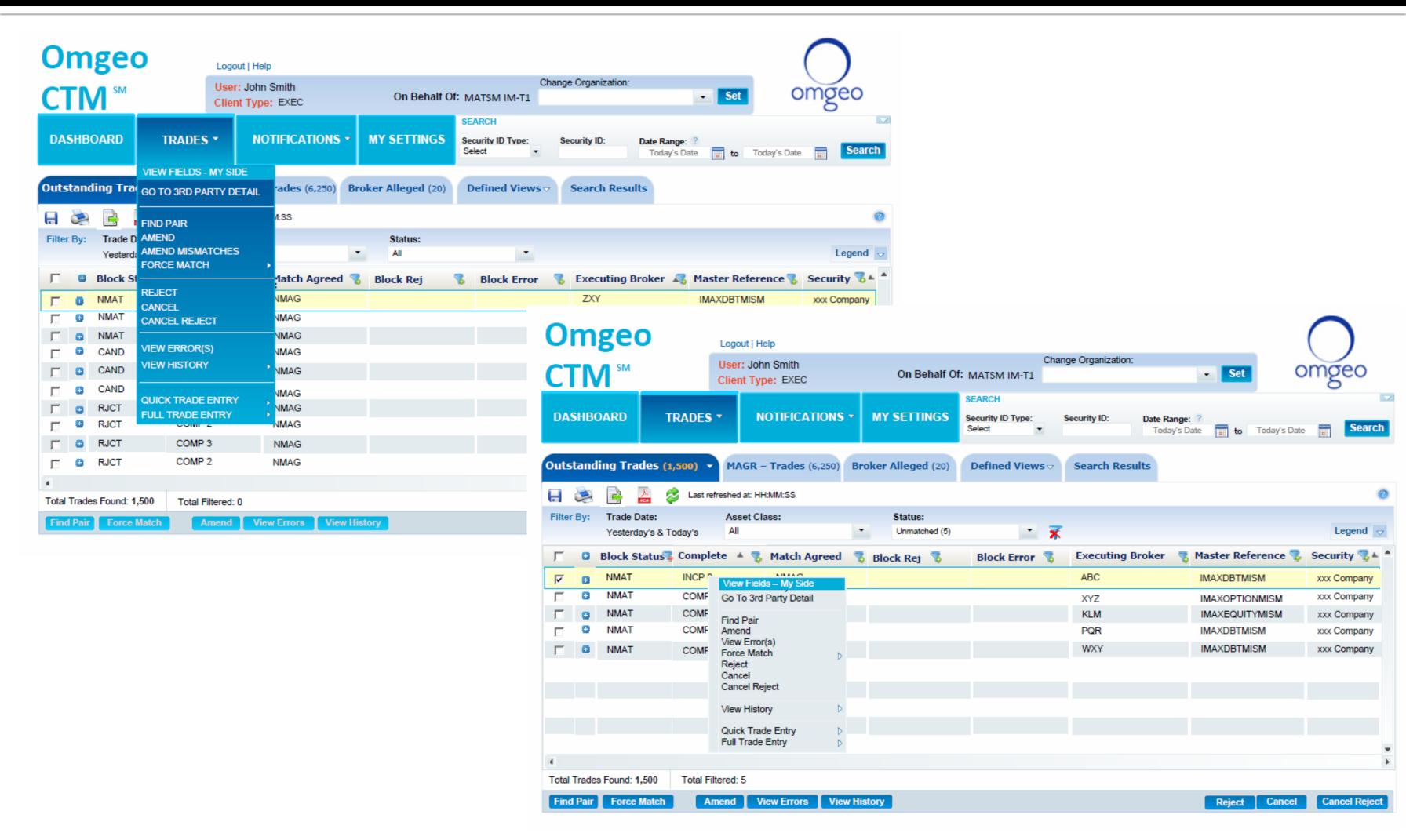
Logout | Help

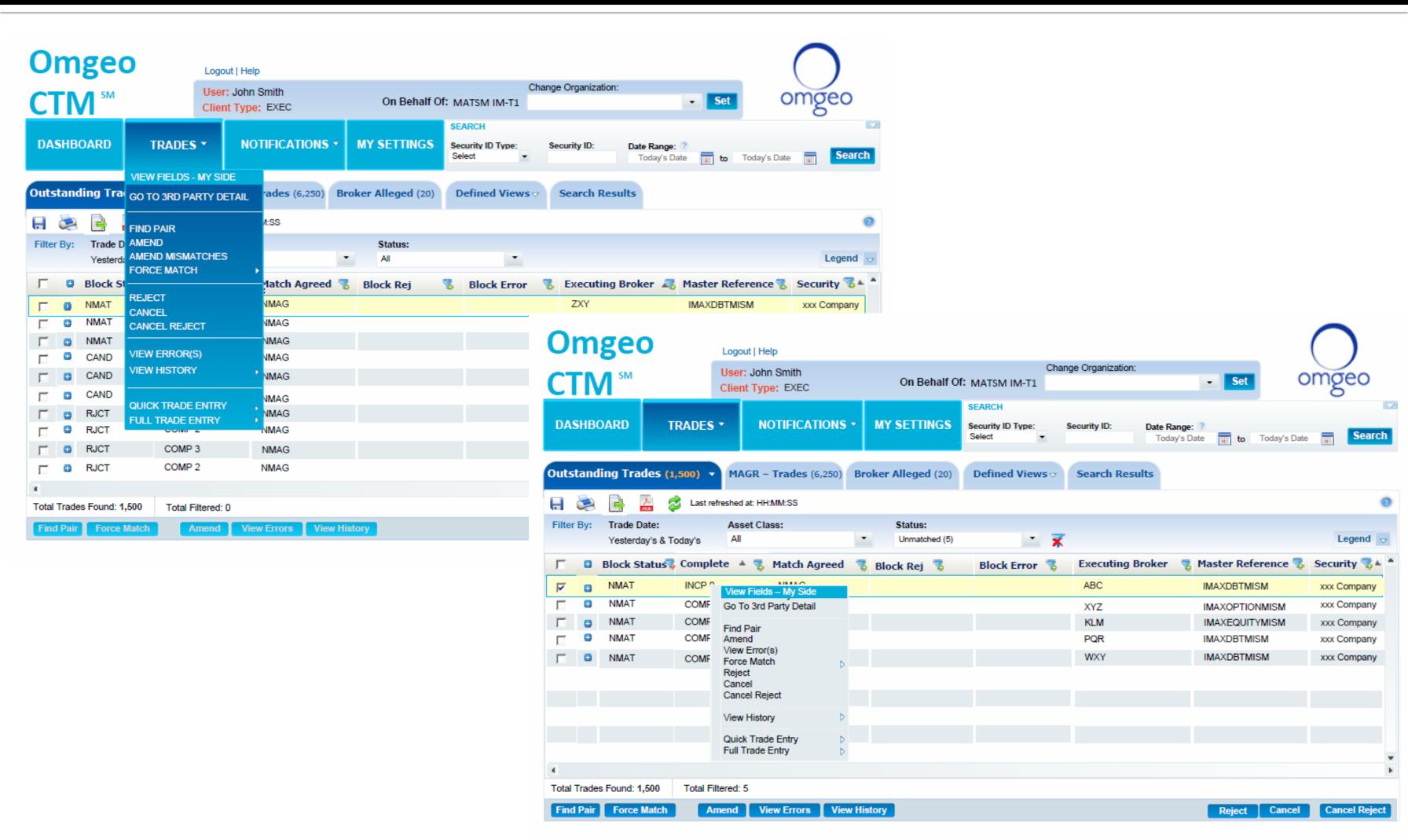


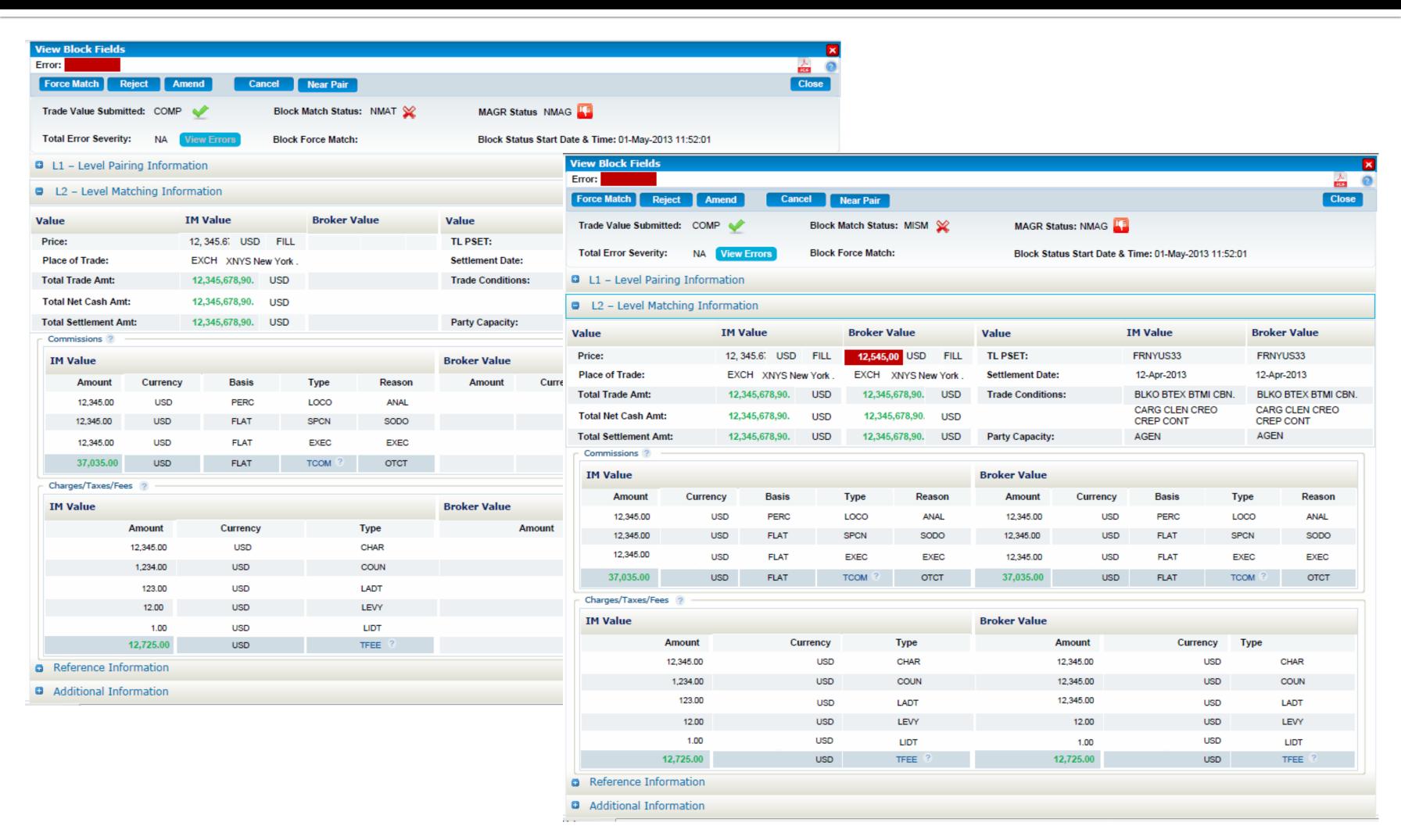


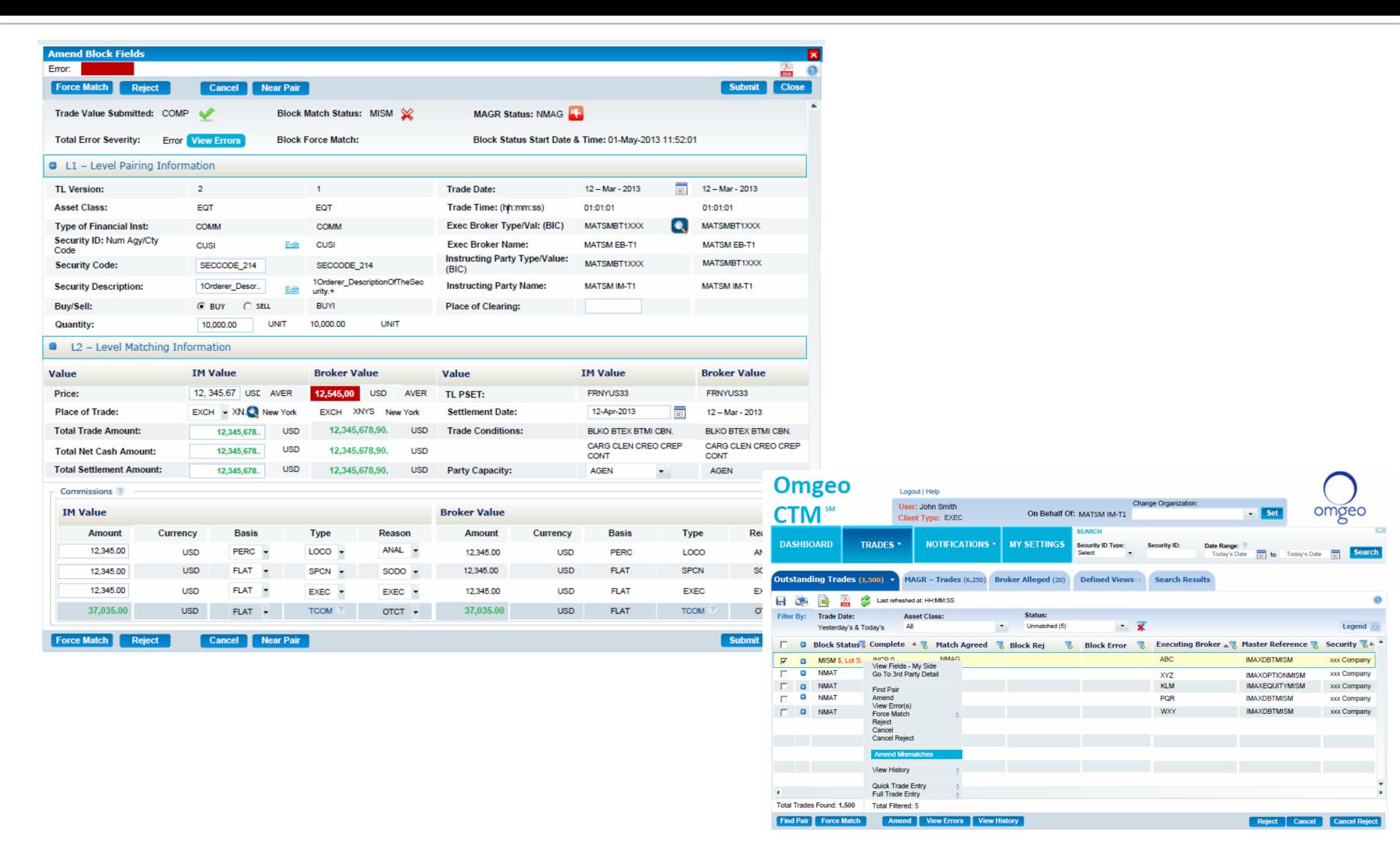


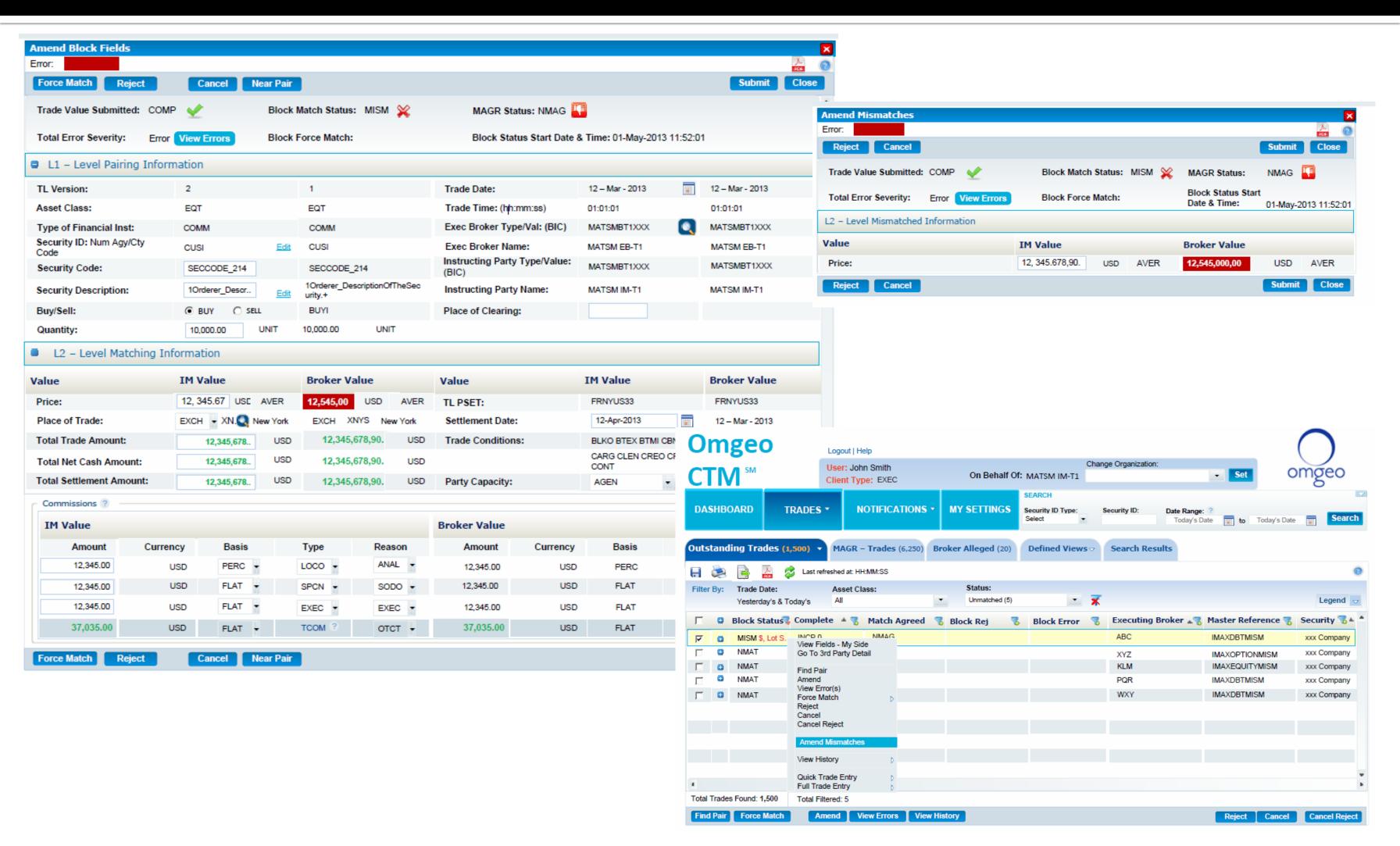


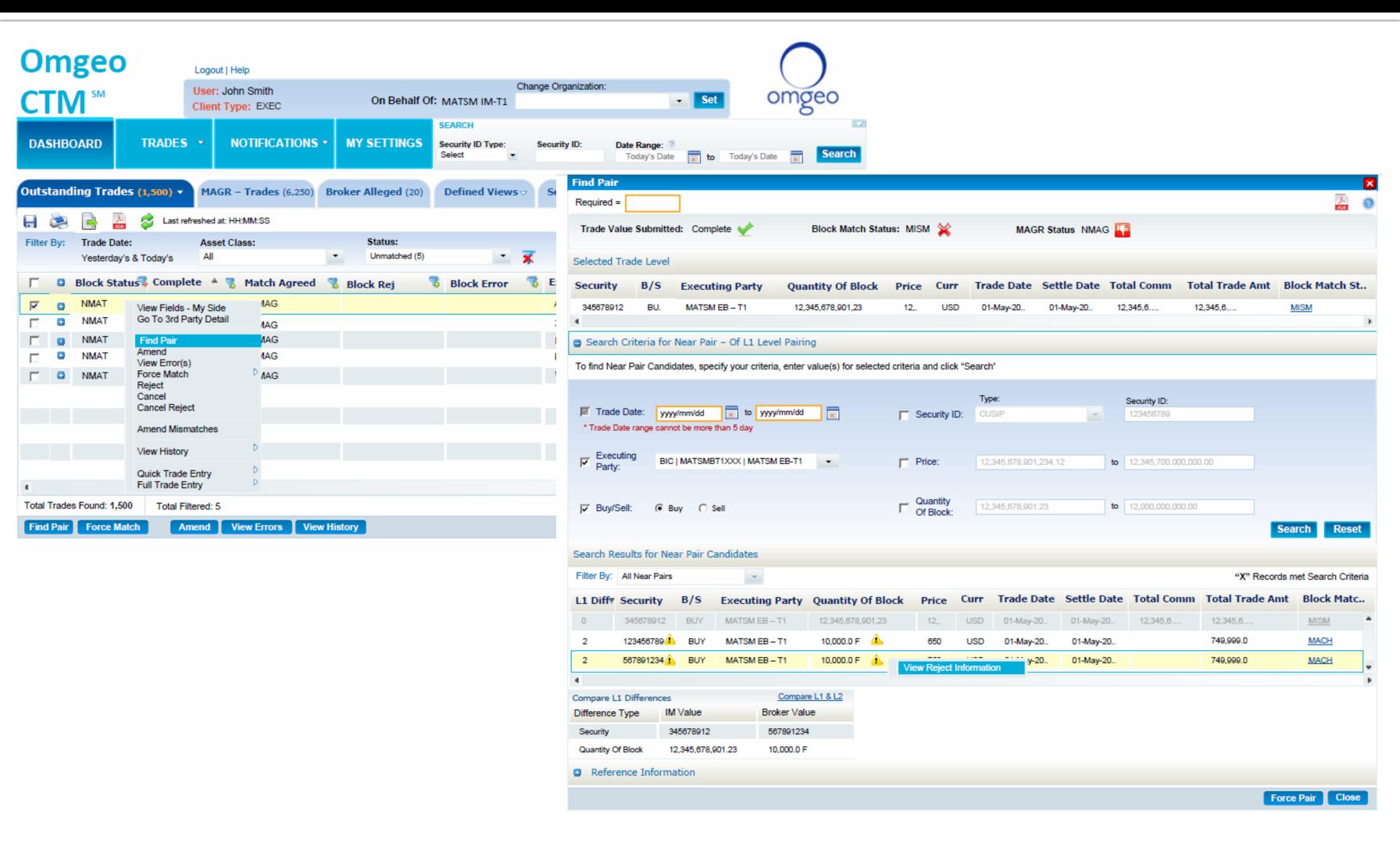


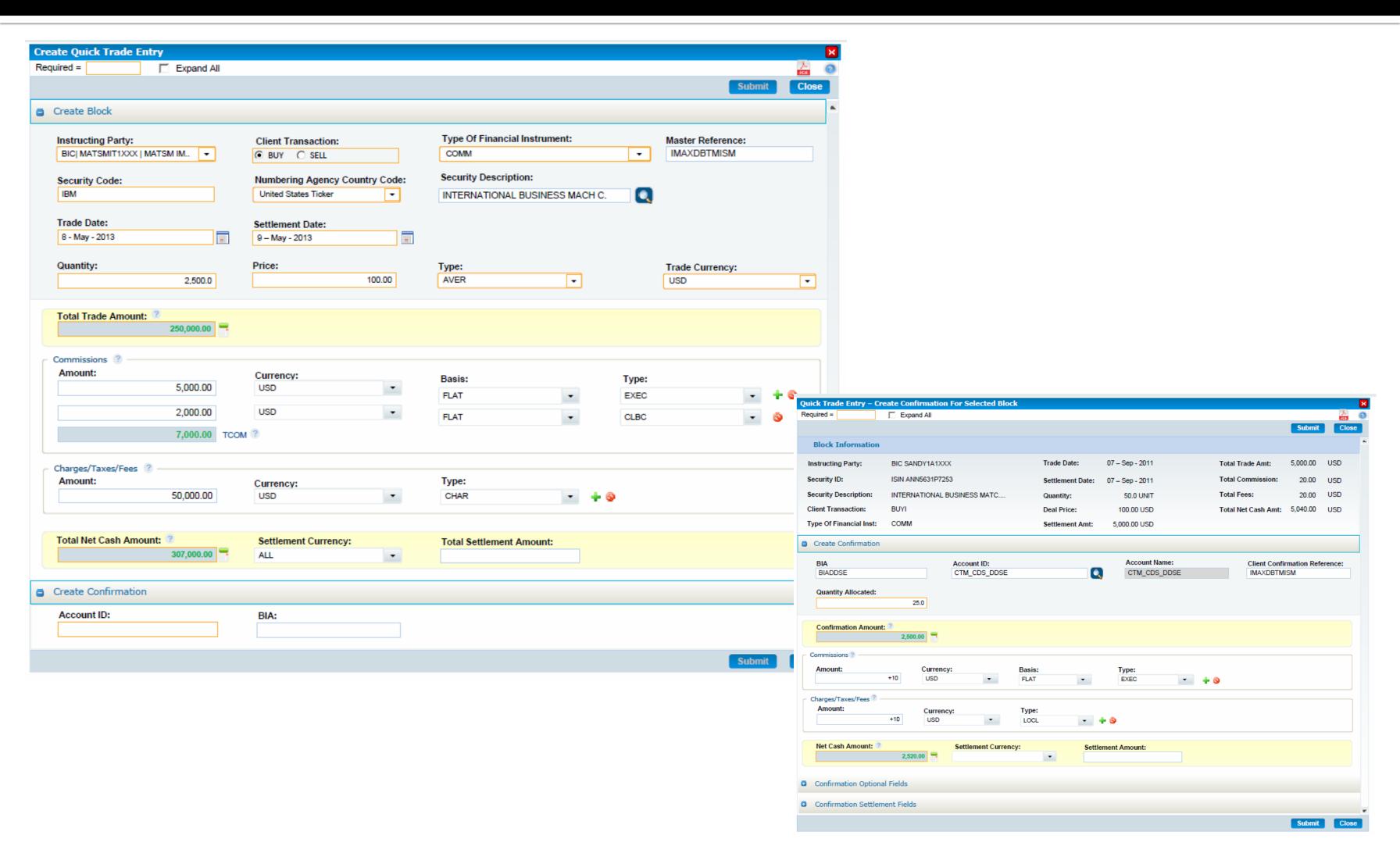








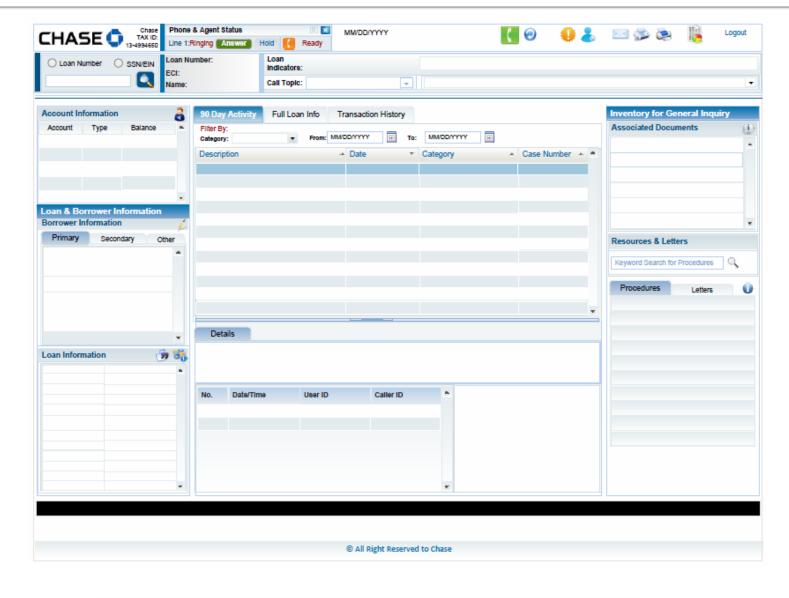


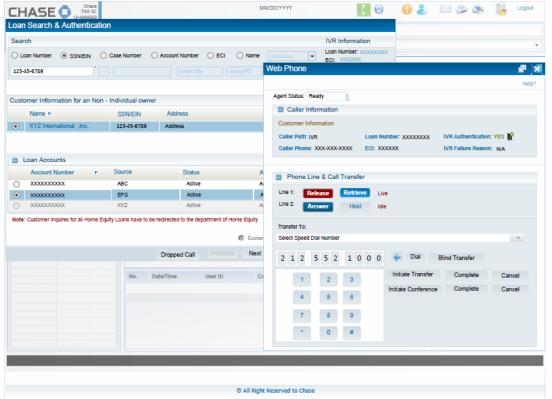


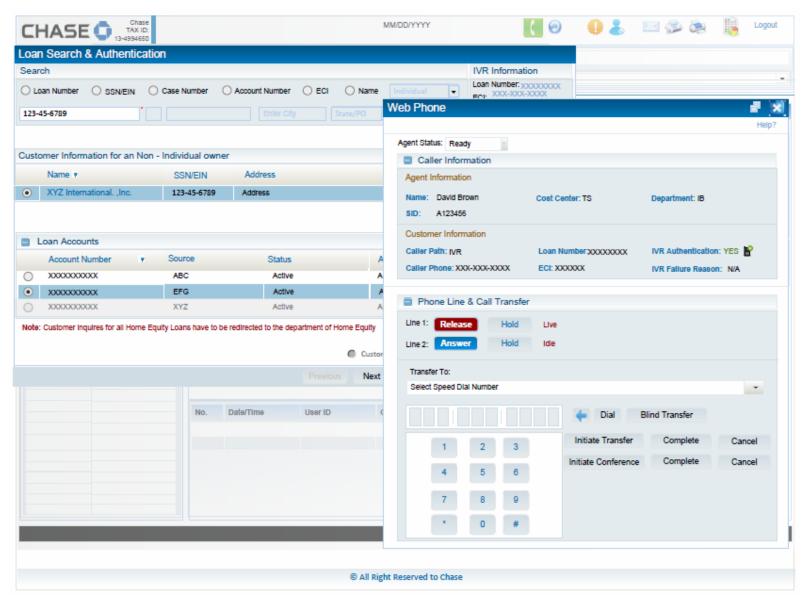
JPMC-NYC

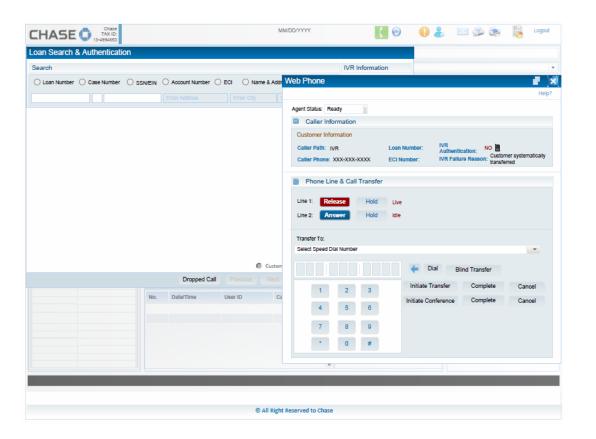
Project: (MBWS) Mortgage Banking Work Station –

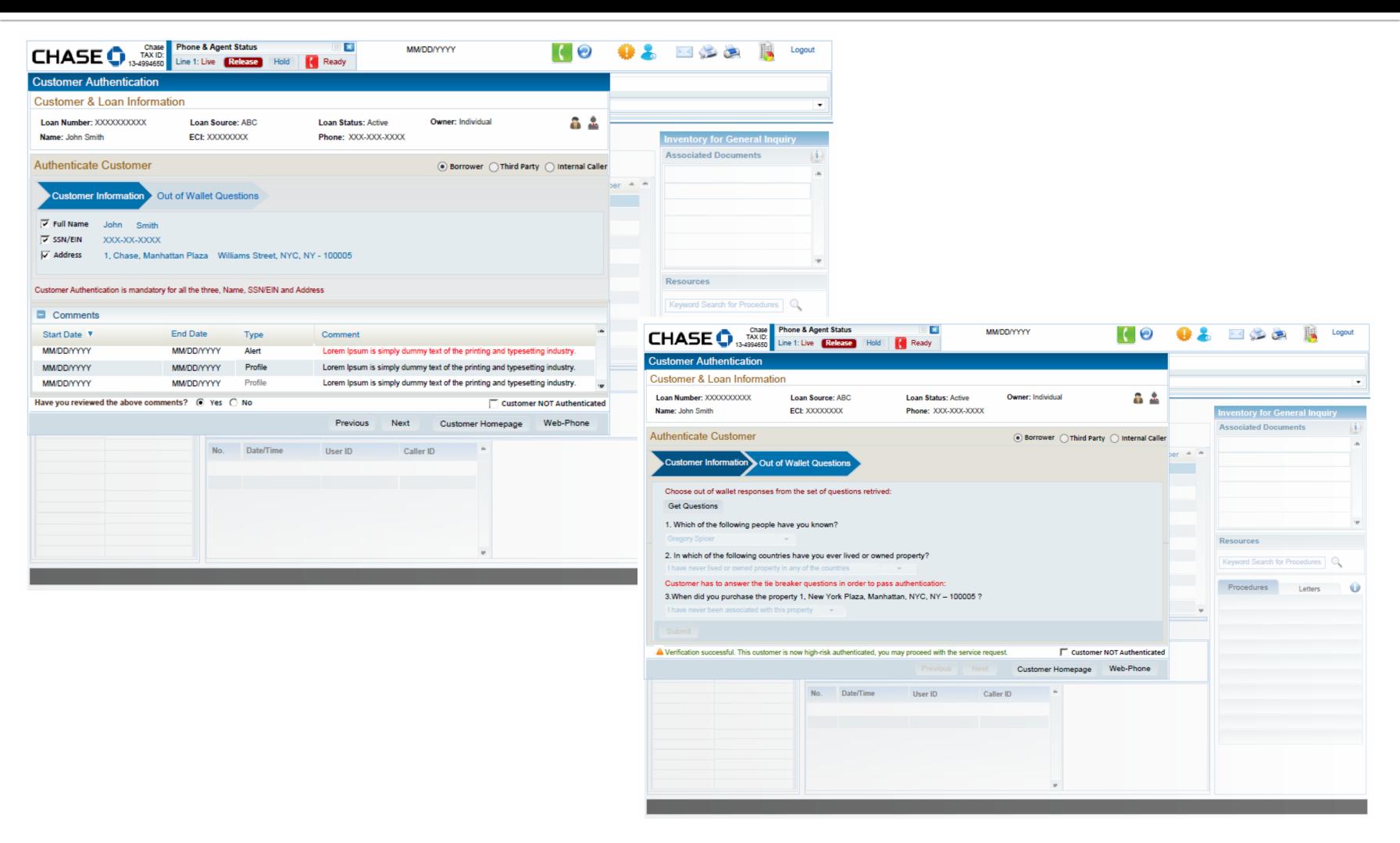
Worked on the (Call Center based) Client Summary app for Retail Financial Services/Mortgage Banking system on Matrix framework.

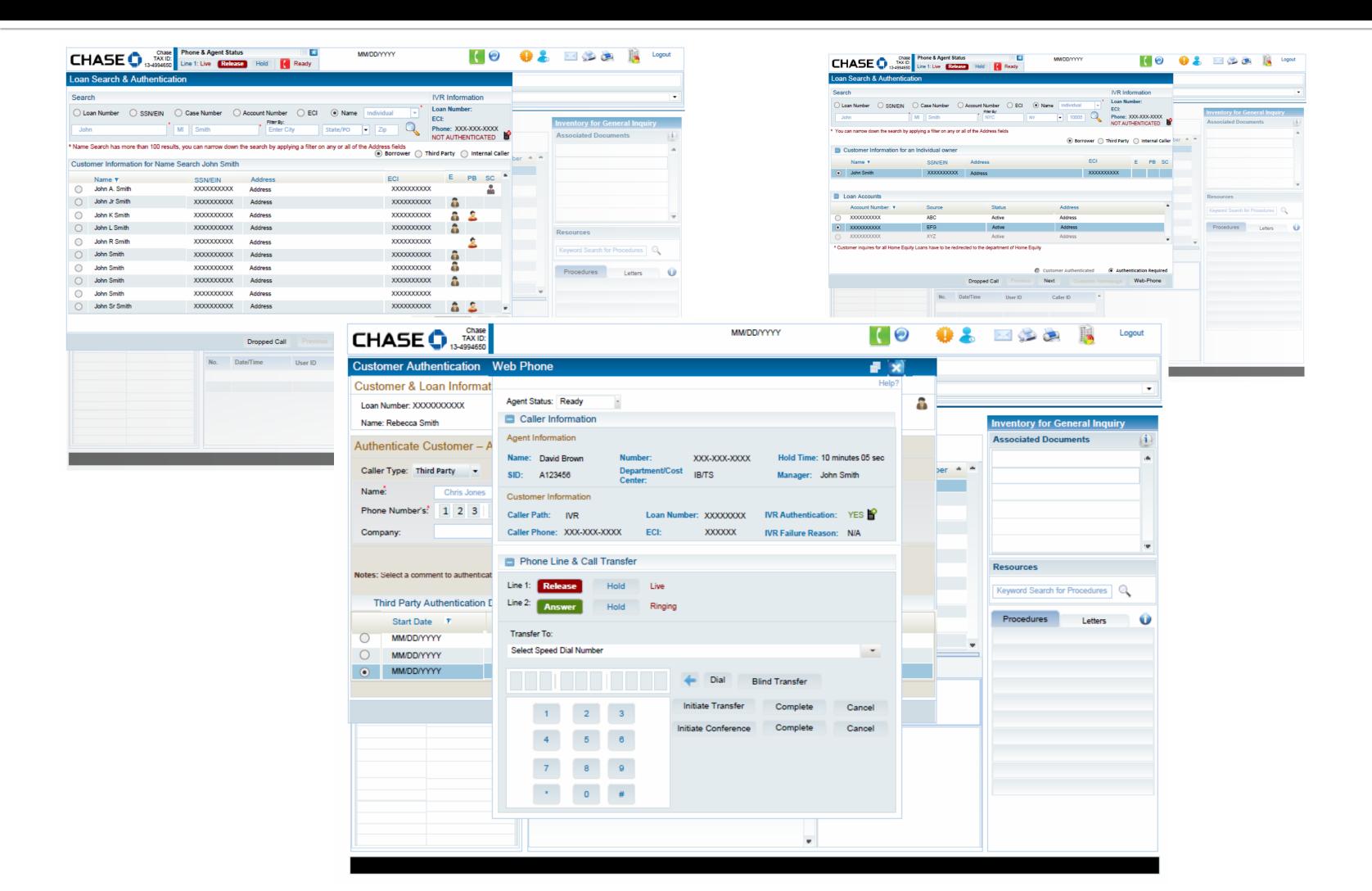


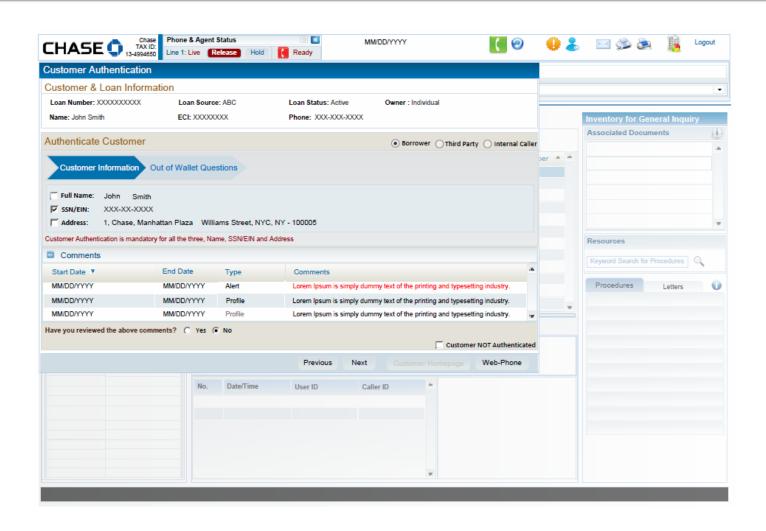


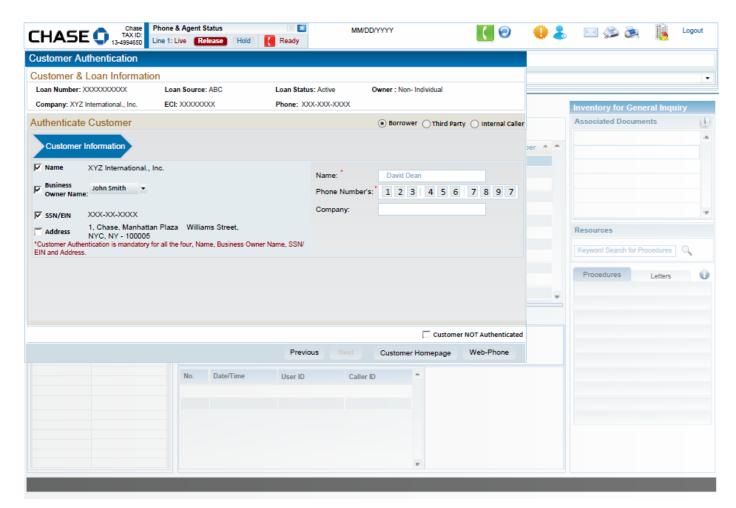


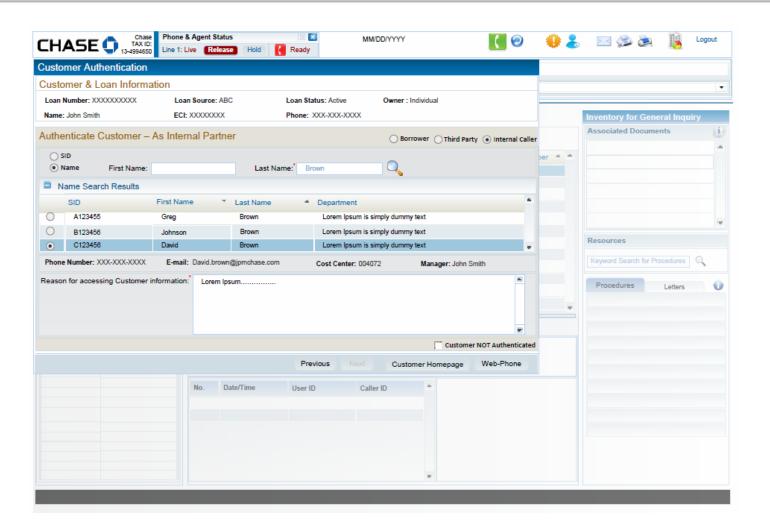


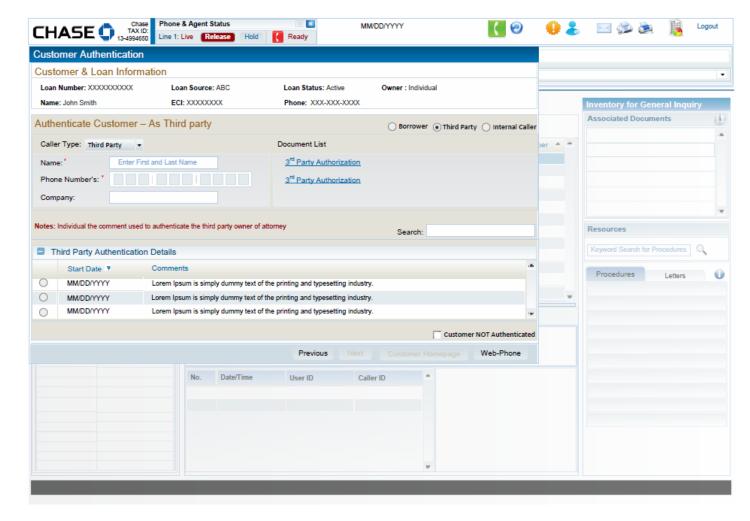




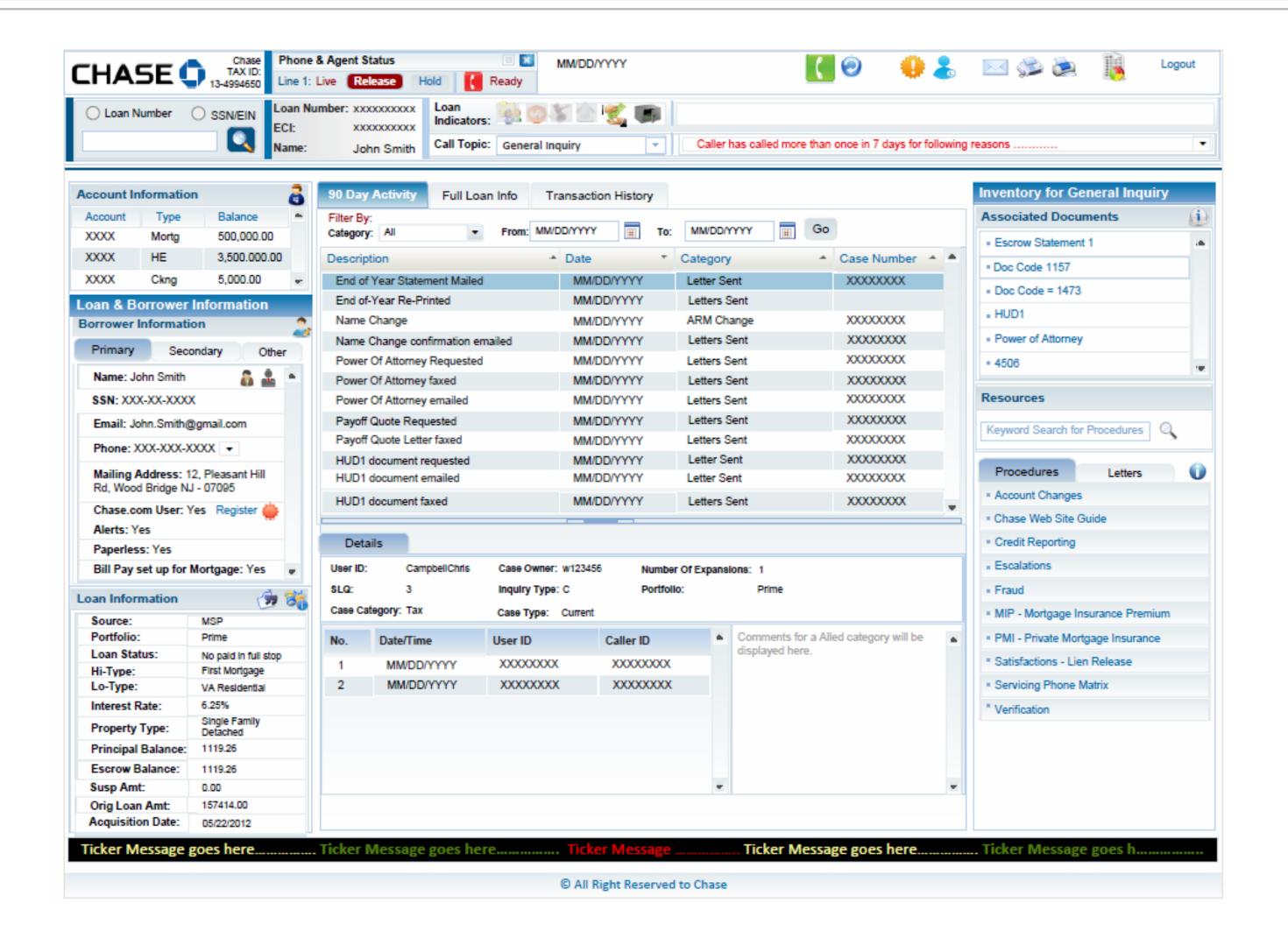


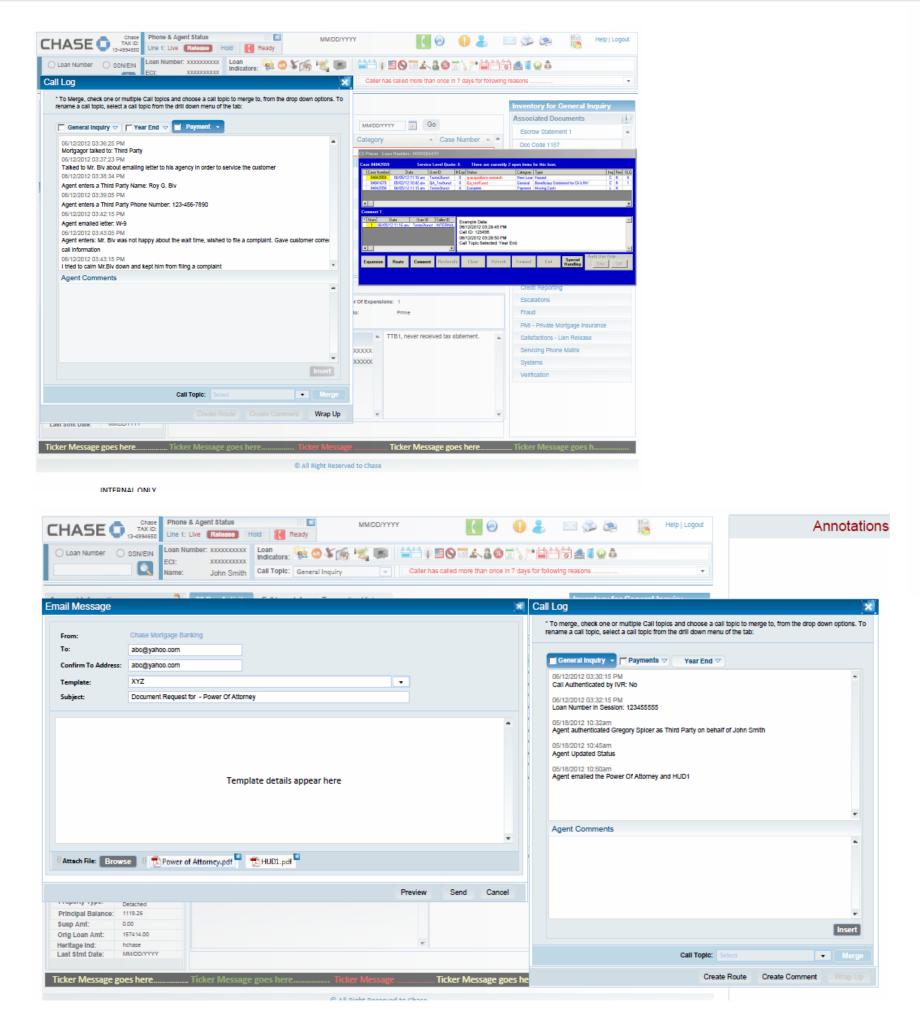


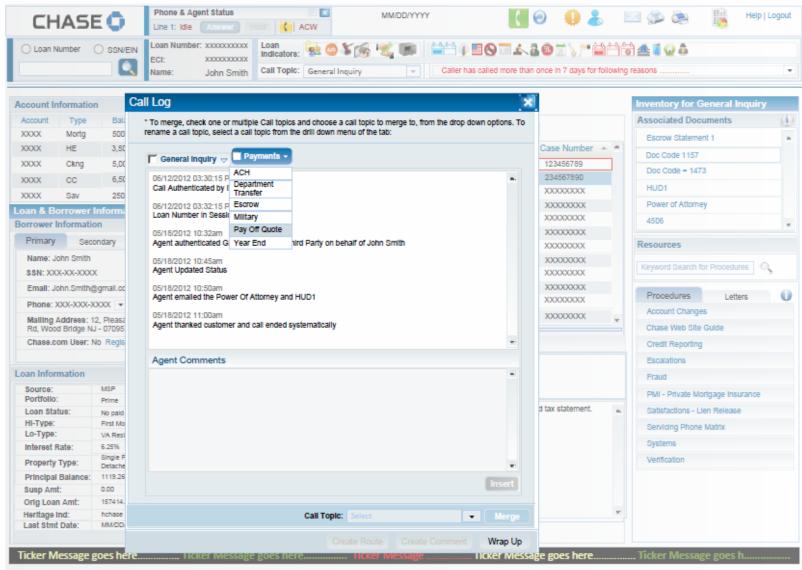


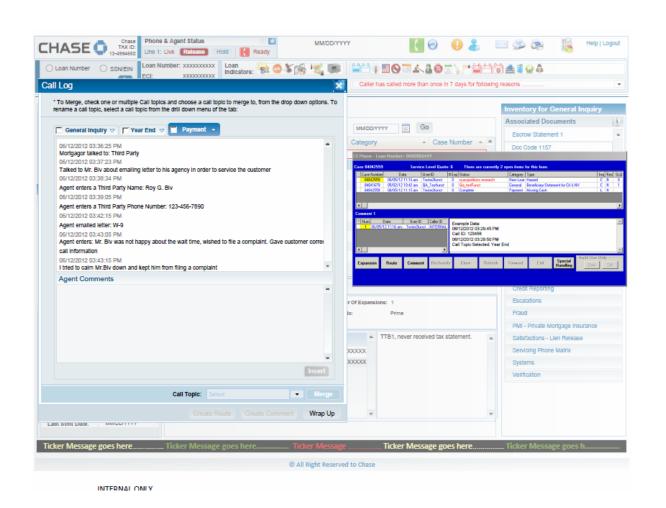


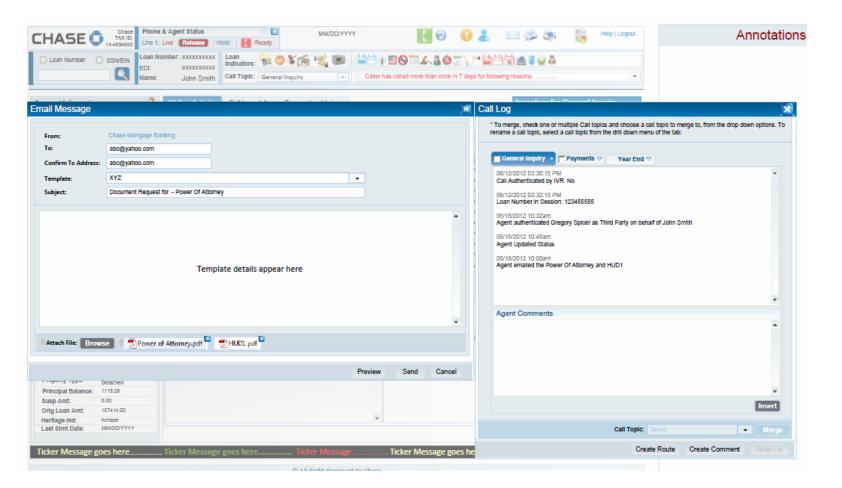
JPMC (IB) – MBWS (Call Center App) – Homepage - Mockup

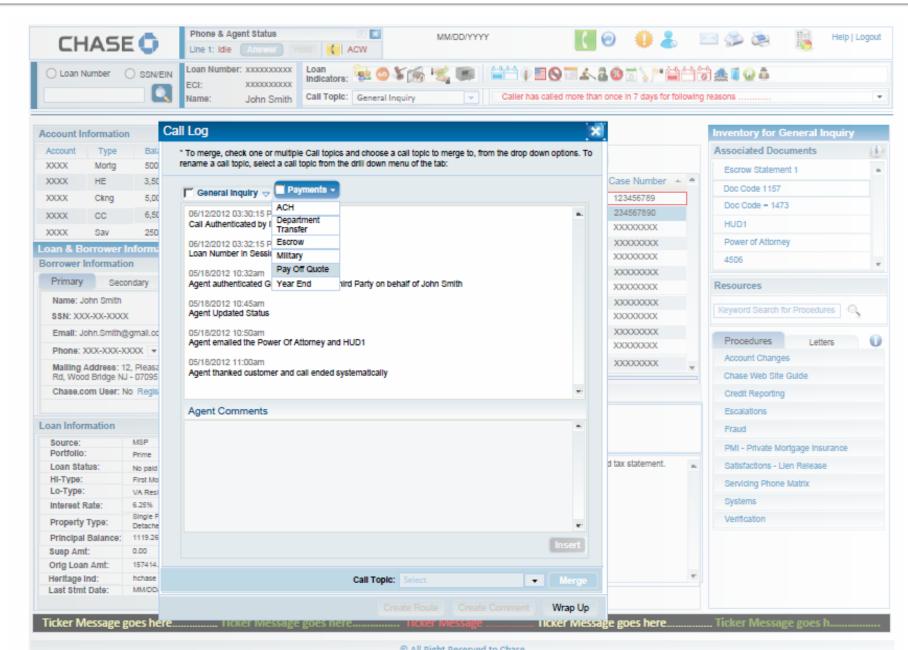


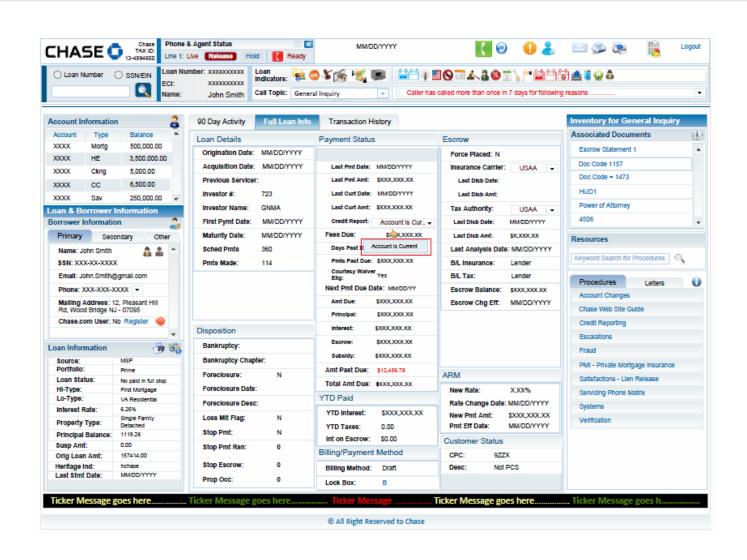


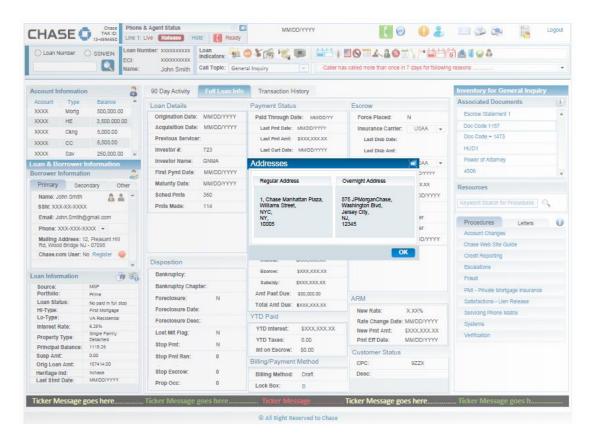


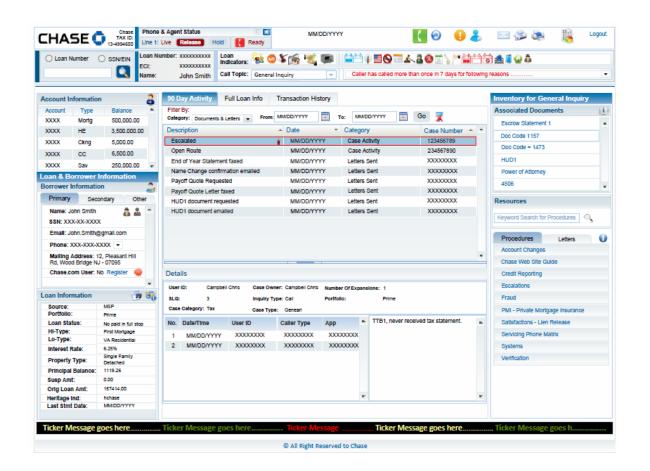


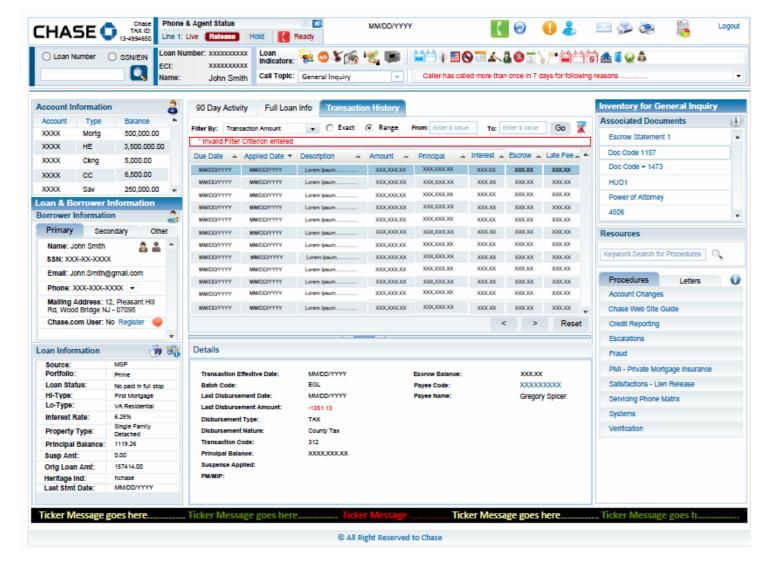


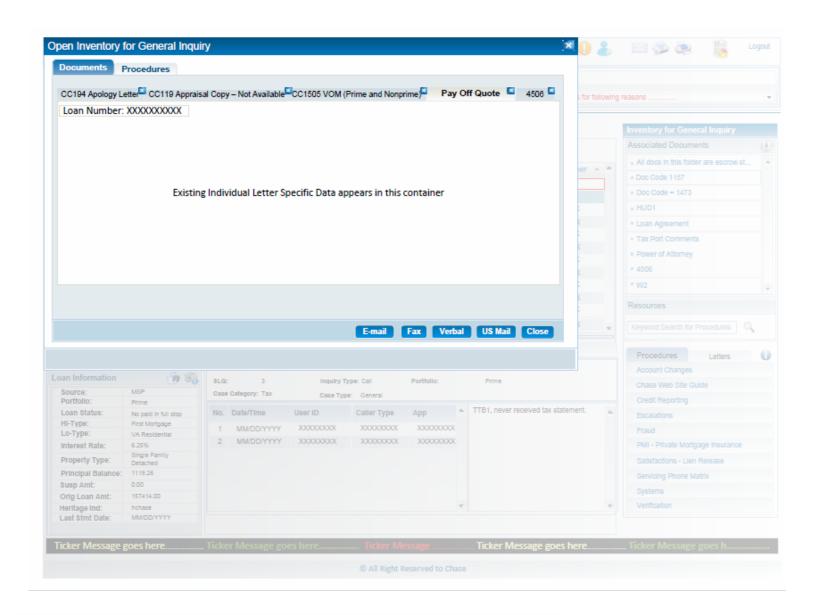


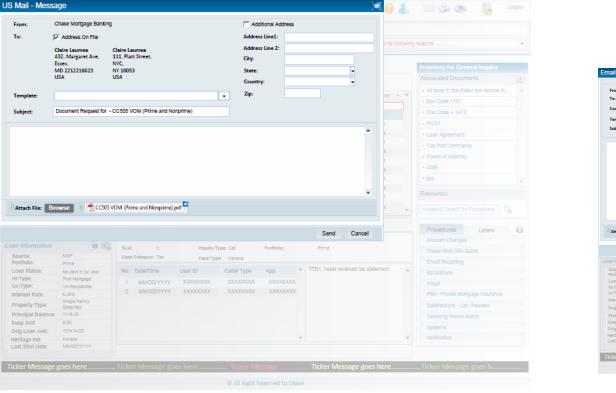


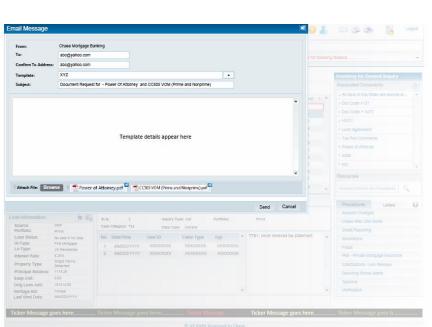


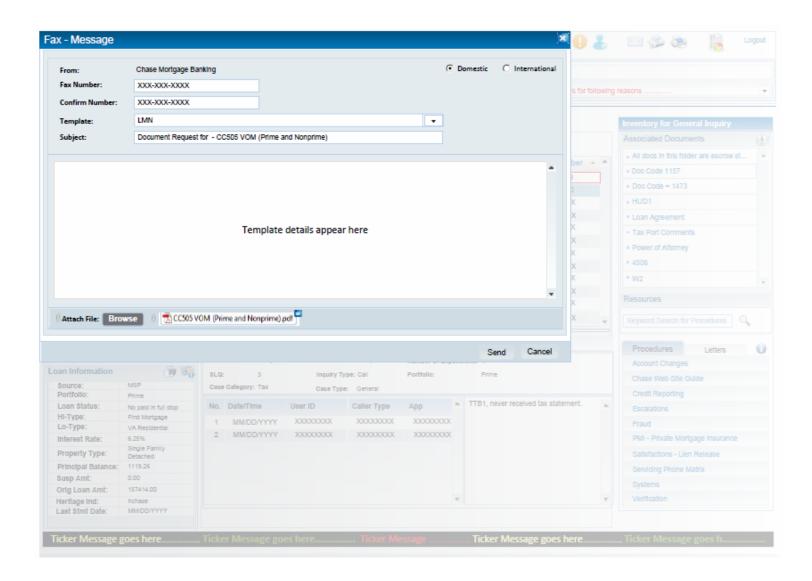


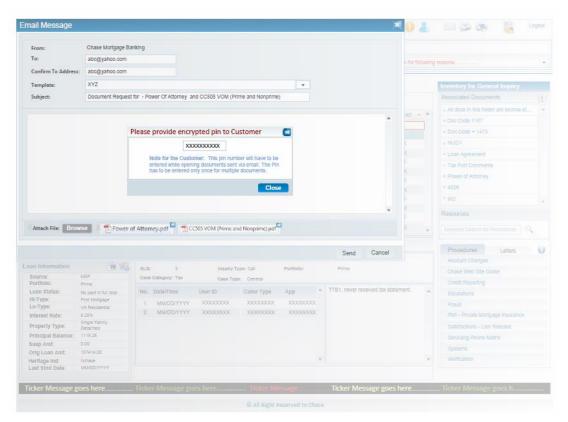


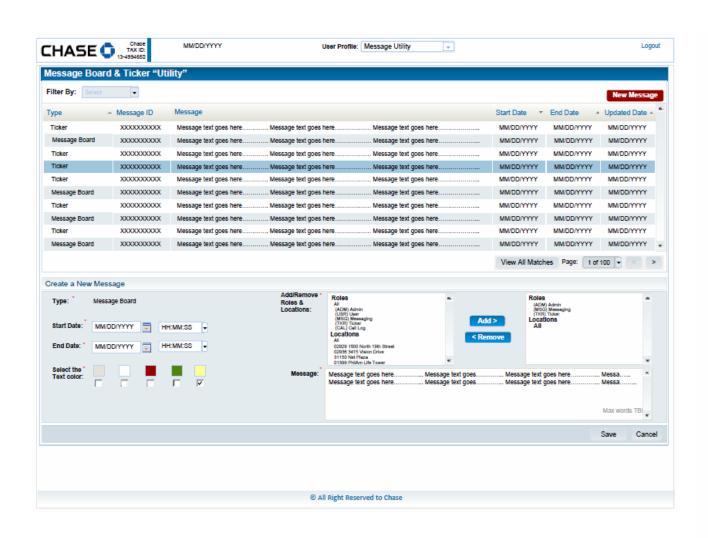


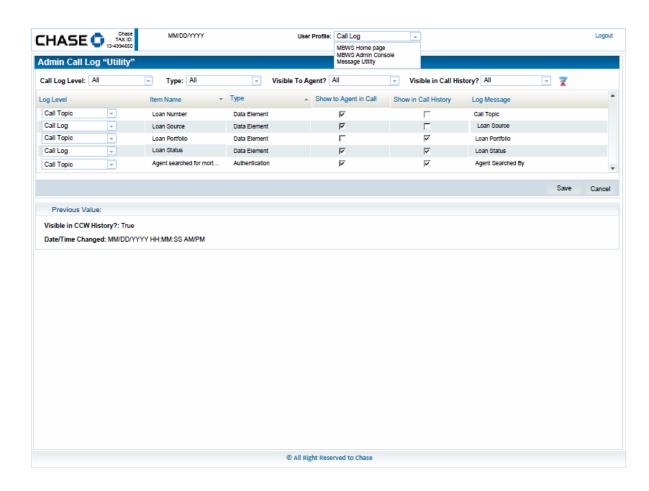


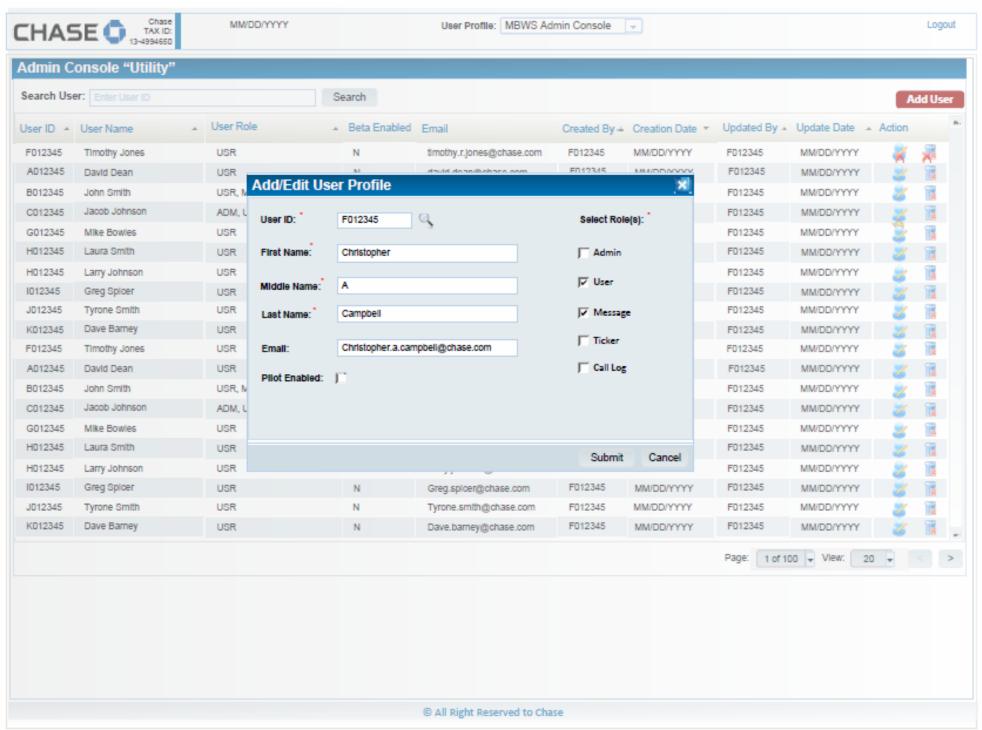


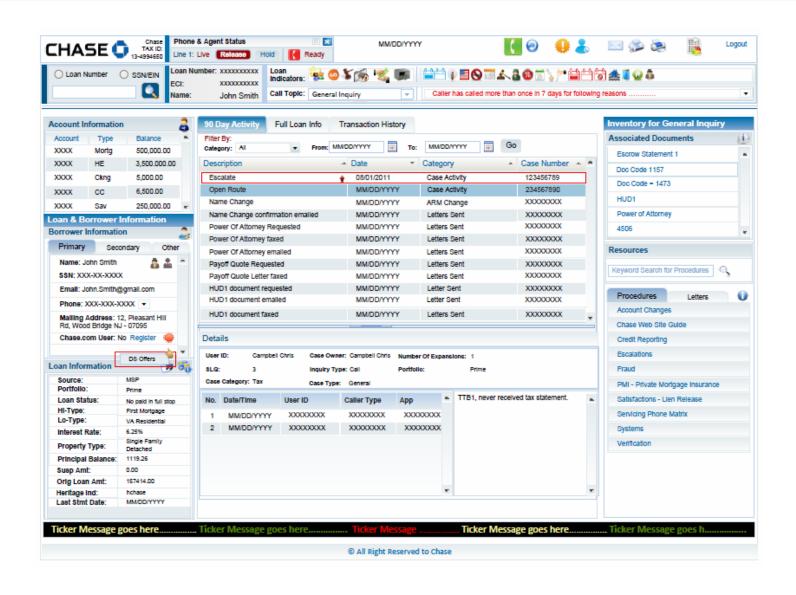


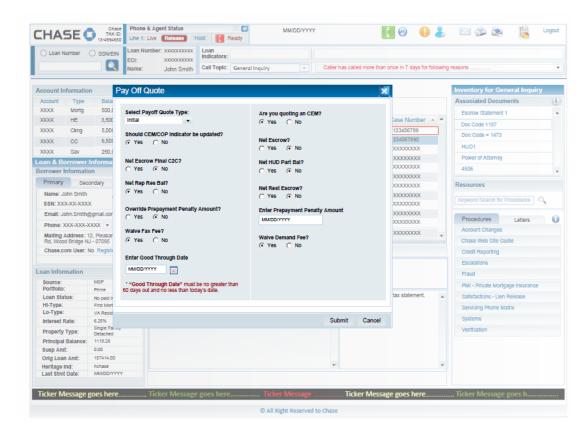


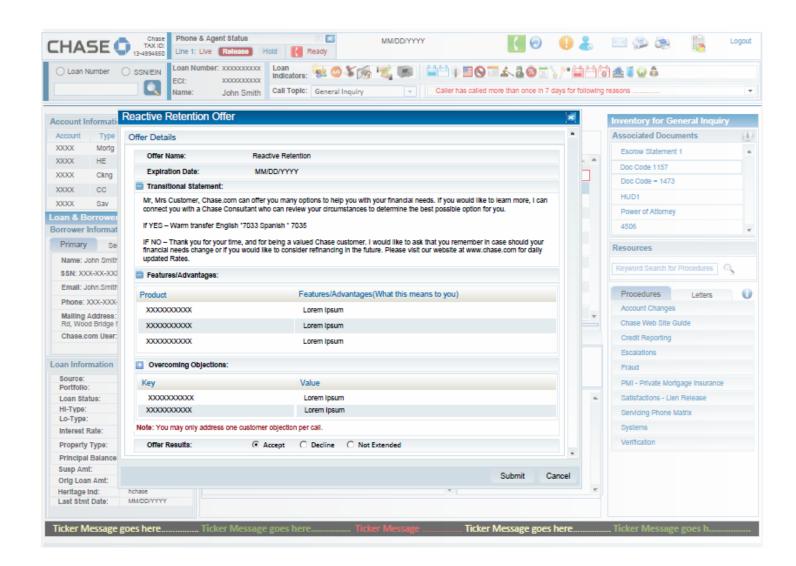


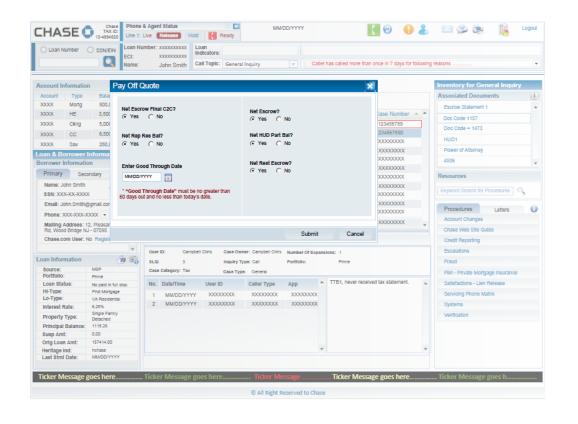


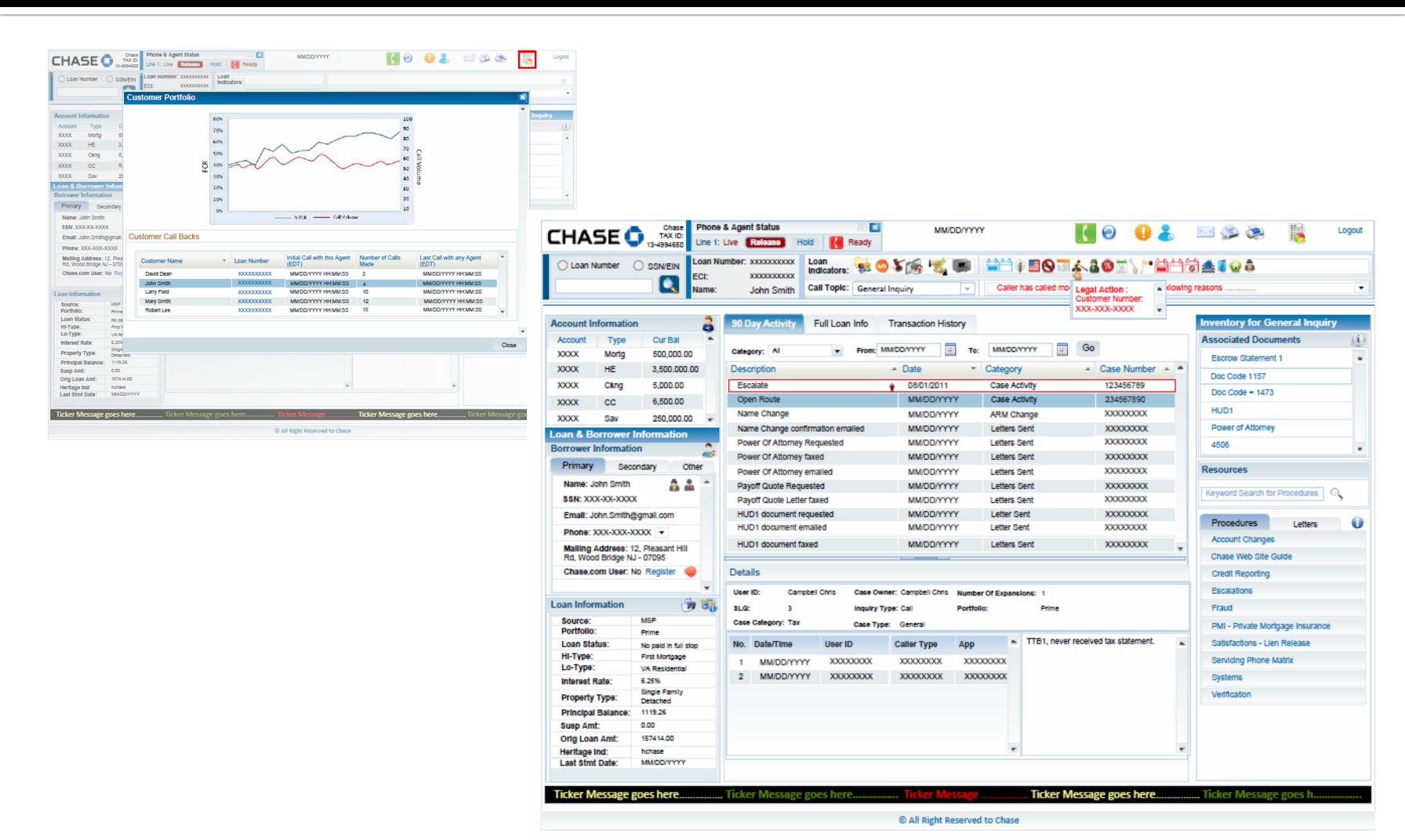












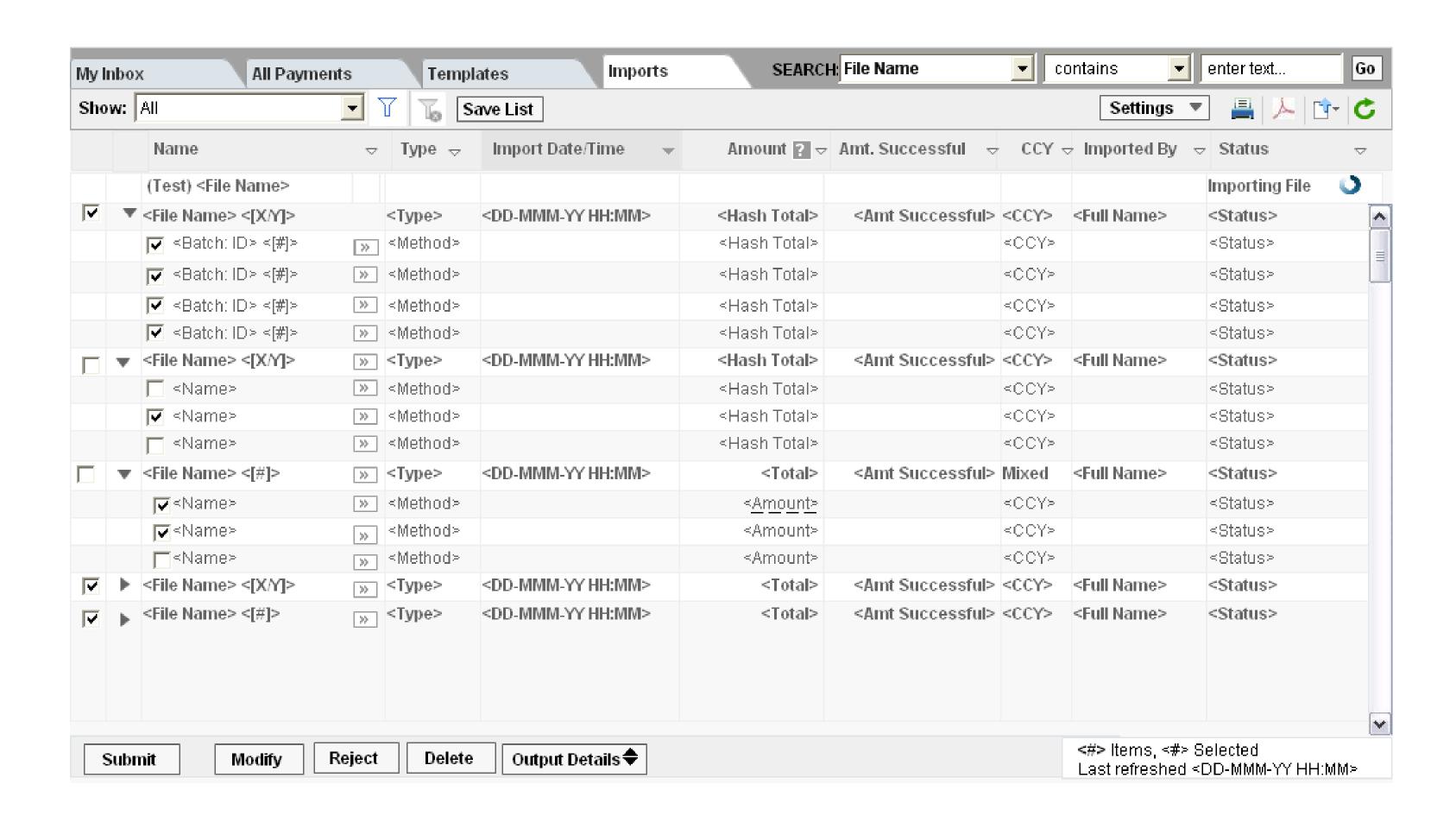
JPMC - NYC

Project: Client ACCESS (Global App) -

Treasury Services- Worked on Client Access (Access next Generation) Application installed on client site for various clients globally by JPMC for processing and managing Payments, Transaction and Balances of their company via Client ACCESS for ACH, Wire, Book & Account Transfers.

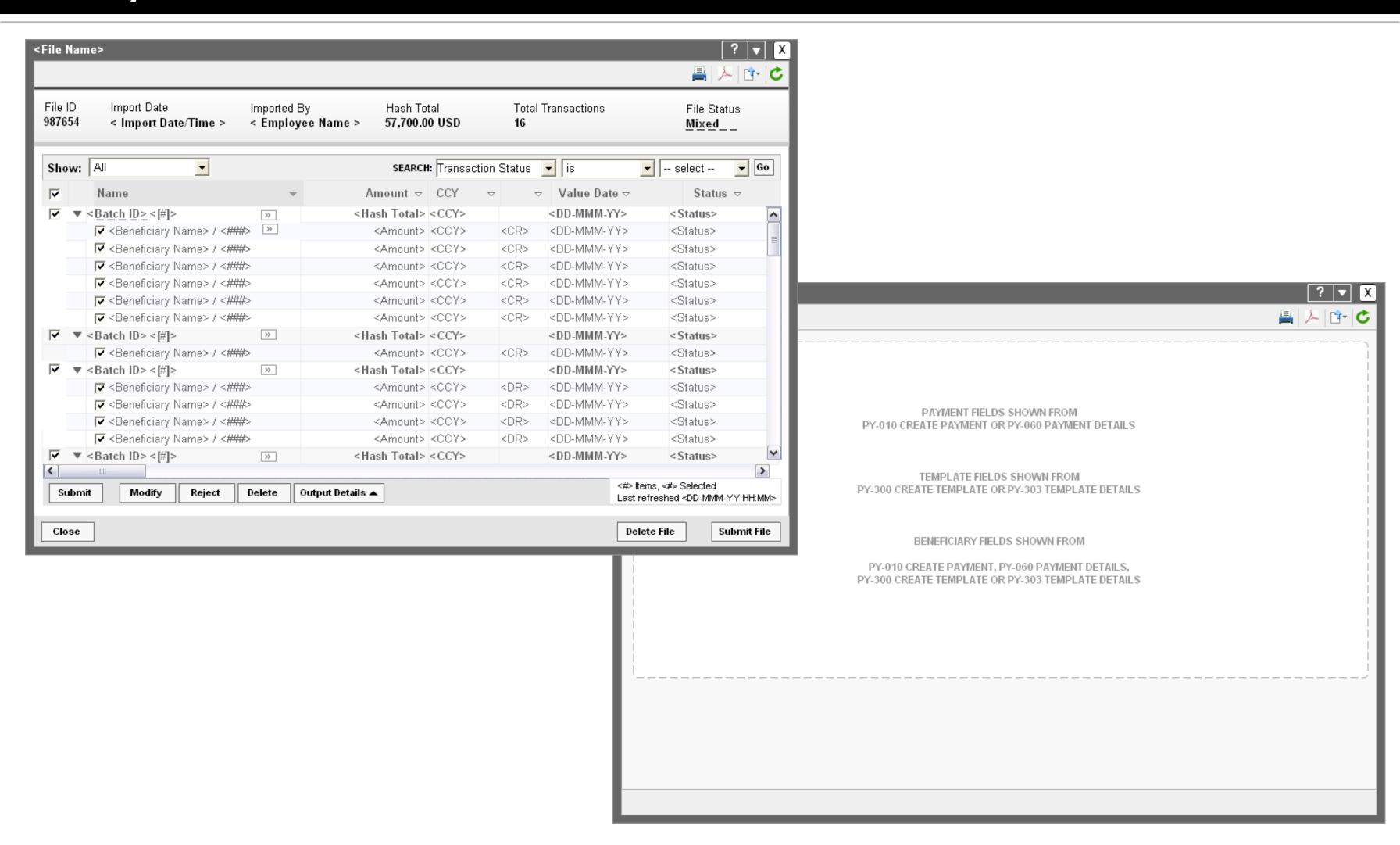
JPMC (TS) - Client ACCESS -

Dynamic Wireframes with annotations in Axure



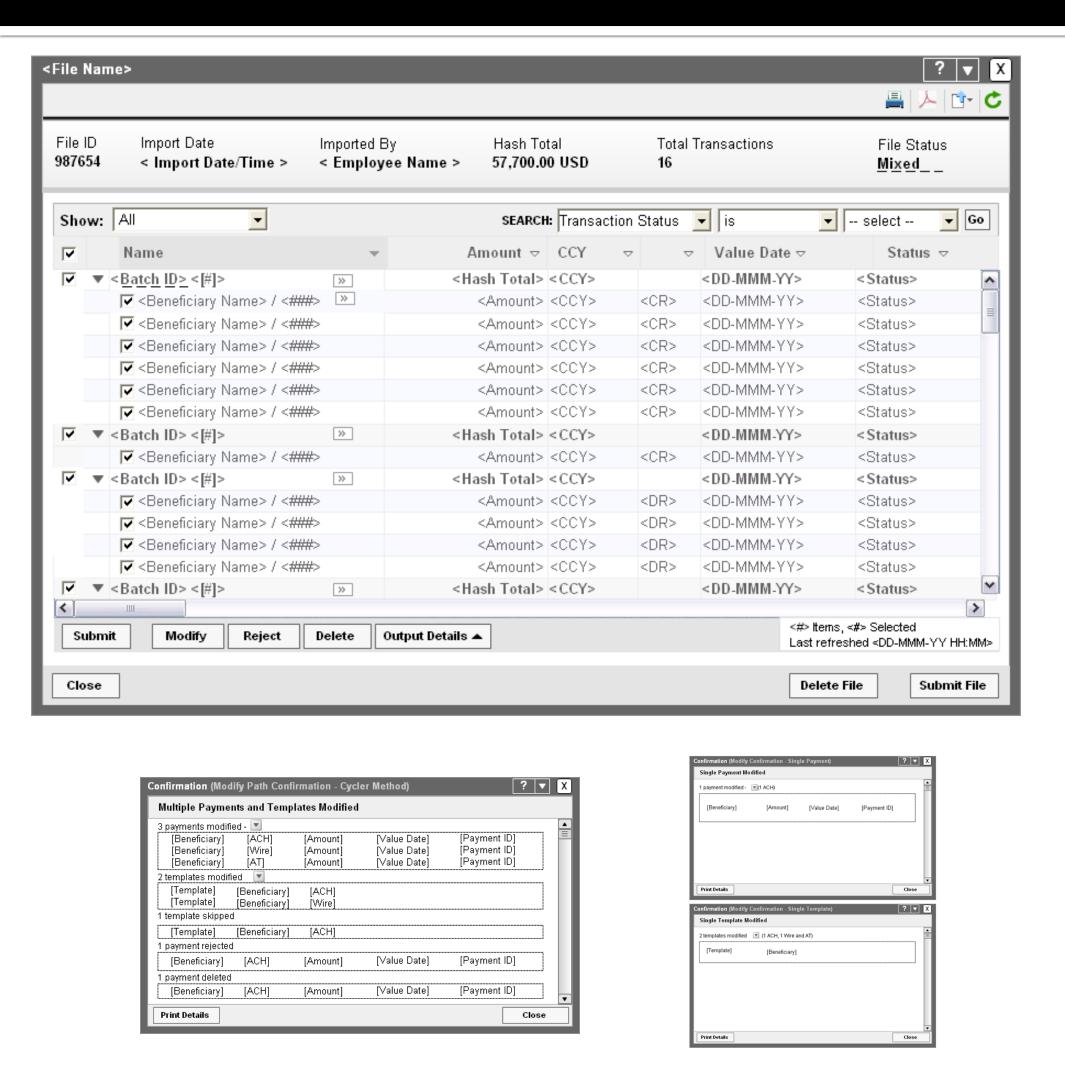
JPMC (TS) - Client ACCESS -

Dynamic Wireframes with annotations in Axure



JPMC (TS) - Client ACCESS -

Dynamic Wireframes with annotations in Axure



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PY-010 CREATE PAYMENT, PY-060 PAYMENT DETAILS, PY-300 CREATE TEMPLATE OR PY-303 TEMPLATE DETAILS

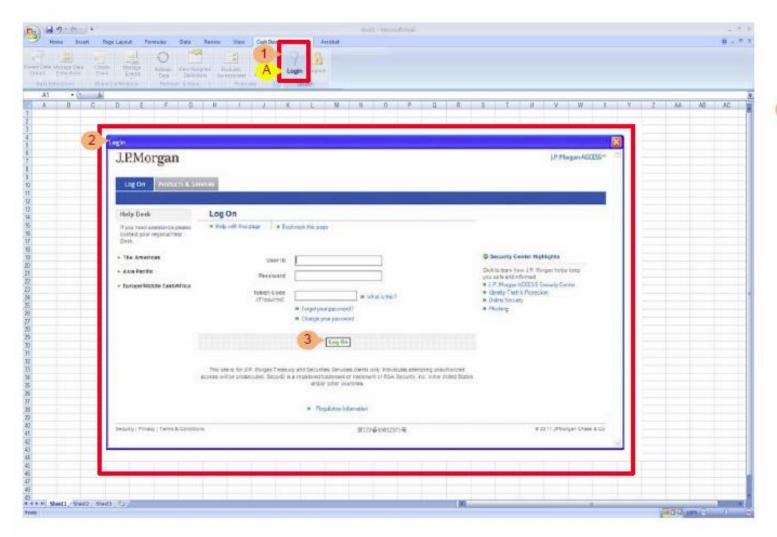
JPMC - NYC

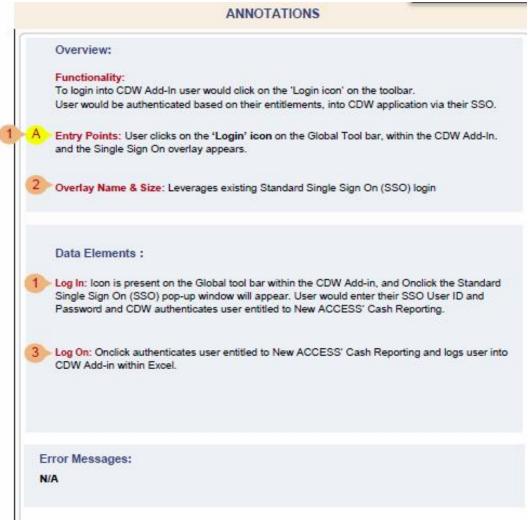
Project: (CDW) -

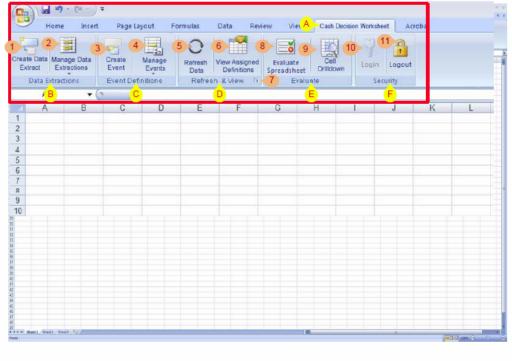
Worked on the (Call Center based) Client Summary app for Retail Financial Services/Mortgage Banking system on Matrix framework.

JPMC (TS) – CDW (Case Decision worksheet – tool)

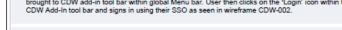
- Wireframes with Annotations in Visio







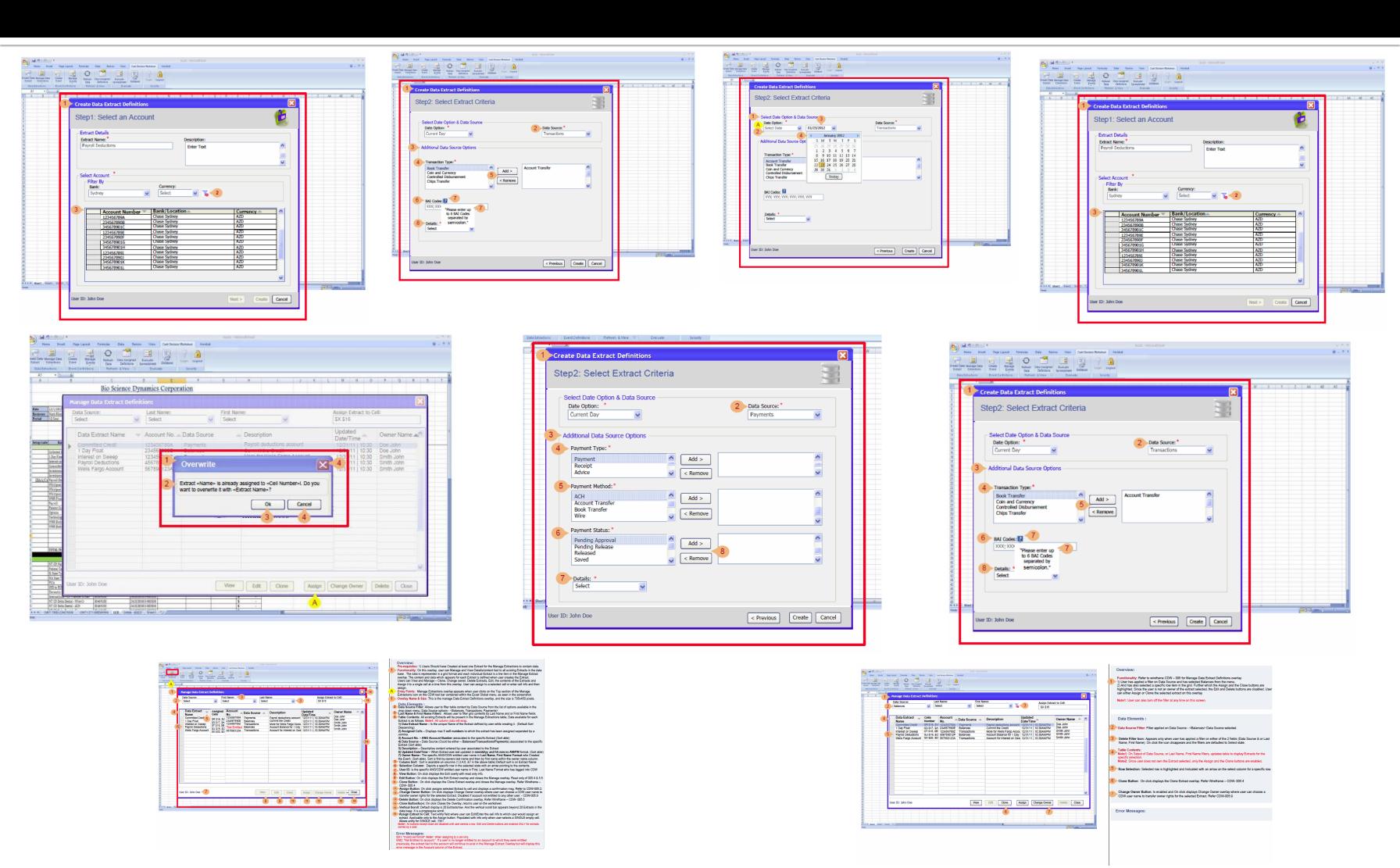
Once user clicks on the Cash Decision Worksheet menu in the Global Tool bar user can see the CDW The CDW Add-in contained within the Cash Decision Worksheet menu has a set of icons within the tool bar, similar to any of the Excel menu/ tool bars. Each icon is named individually and grouped



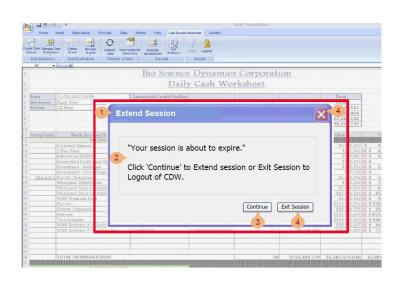
Data Extractions – Contains Create Data Extract: On click displays the Create Extract overlay where user can Create an Extract - Refer Wireframe CDW- 004 2 Manage Data Extractions: On click displays the Manage Extract overlay, where user can Manage Extracts – Refer Wireframe CDW- 005

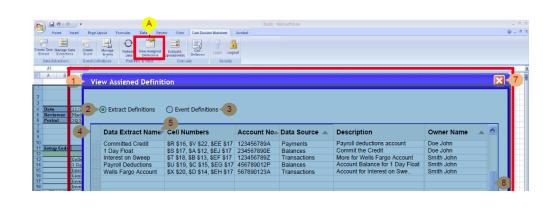
- 3 Create Event: On click displays Create Event overlay, where user can Create Events Refer
- Manage Events: On click displays the Manage Event overlay, where user can Manage Events Refer Wireframe CDW- 008
- Seriesh & view Contains
 Refresh Data: On click Refreshes the cells in the spreadsheet which contain Assigned Extracts and Events. Refer Wireframe CDW- 010
 View Assigned Definitions: On click displays inventory of Extracts or Events Definitions within an overlay. Assigned Definitions, overlay contains a list of Extracts and Events that have been assigned within the spreadsheet. Refer Wireframe CDW- 011 and 011.1 for more info.
- View Icon: On hover will display a callout, to show the Refreshed data in Local Timezone Refer Wireframe CDW- 010.1
- Evaluate Spreadsheet: On click displays a new worksheet detailing a list of all Events whose thresholds have been met. CDW- 013
 Cell Drilldown: On click displays a new worksheet displaying data of the cell in question Refer to
- Logout: On click logs user out of CDW Add-in and retains user in Microsoft Excel. Refer CDW- 015

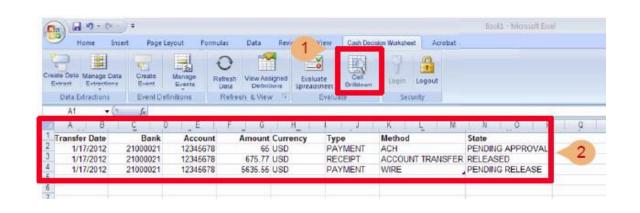
JPMC (TS) – CDW (Case Decision worksheet – tool) - Wireframes

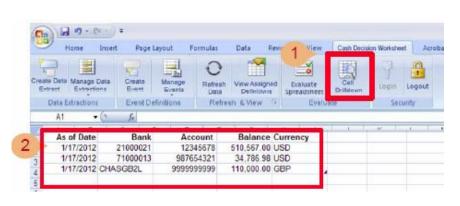


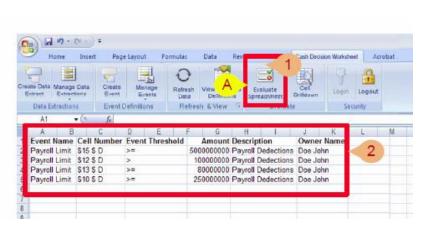
JPMC (TS) – CDW (Case Decision worksheet – tool) - Wireframes

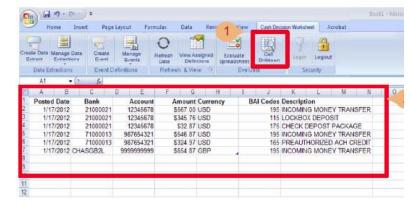


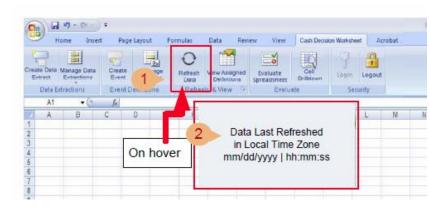


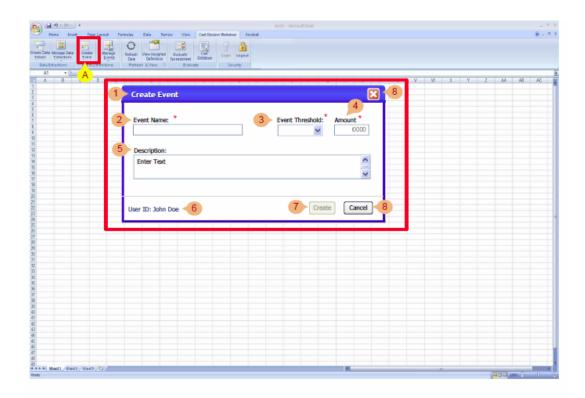


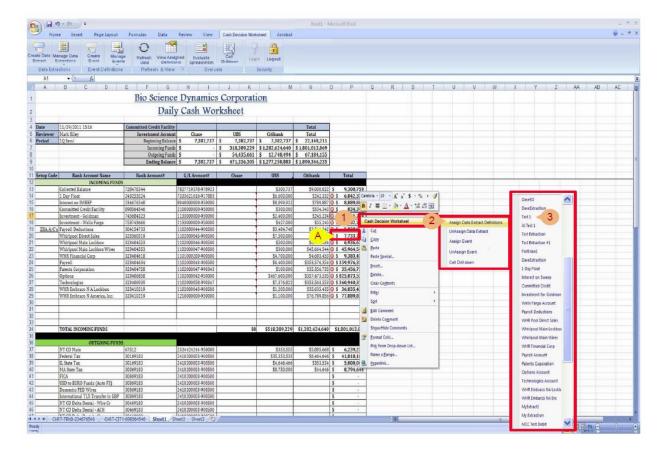


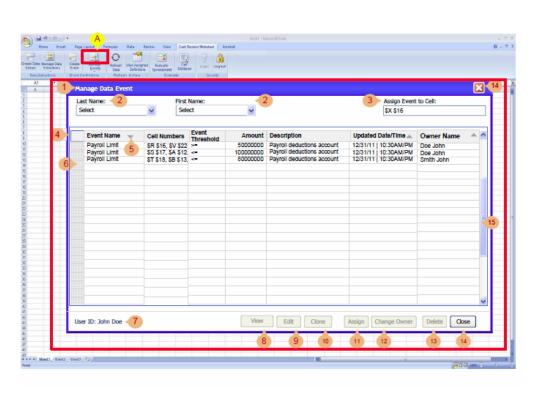










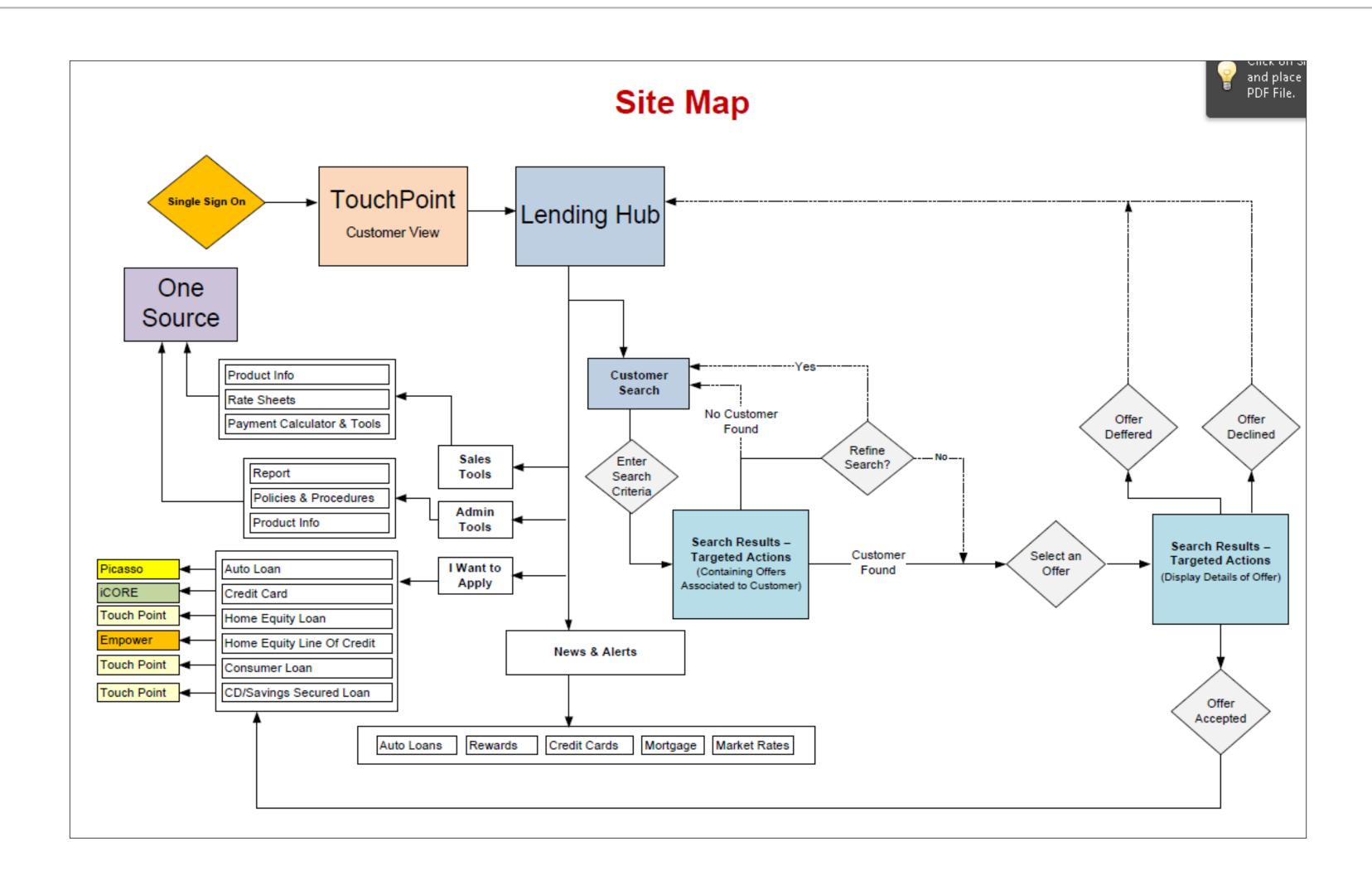


Capital One Bank (MB) – Richmond & Mclean, VA

Project: Lending Hub (Mortgage Banking) -

Worked on the Desktop Integration project for Teller and Call Center Sales & Servicing Hub (Lending Hub) application.

Center App) - Sitemap



Center App) - Personas



MATHEW: CALL CENTER SERVICE

Location: Richmond VA Area Plugged in: 10 hours per day Commutes 45 minutes Earns: \$31K + Bonus Married: 2 kids Prior Job: Collections Education: 1yr. Community College

A slice of my life

for his family and his 6 dogs and 2 tanks of exotic fish. When not working, he enjoys reading books large music collection. He is happy with his job and pleased with its growth. He is great with clients and good at answering their questions.

EMC²

NDB PERSONA

To do his best at work and in life Become a trainer and mentor for other call center agents Win the company quality awards

Answering customer phone inquiries Resolving customer issues or redirecting customers to associated who can help Answering customer emailed queries Documenting customer calls including resolutions and follow-ups Remaining current on products ands procedures

National Direct Bank channels and offerings The number off handoffs required to service the customer and its impact on the customer e

Vault 2% Relationship Manager 10% RSA Security 10% Courtiet 2% - Compass 2%

· Staying on a single page when servicing client

 Simpler navigation, less clicks between pages and applications to access required information Reduced rekeying of customer data; currently averages 4 rekeys per call Improved search function

Capital One



MOLLY: CALL CENTER SALES Location: Richmond VA Area Plugged in: 10 hours per day Commutes 60 minutes Fams: \$35K + Bonus NDB Call Center: 10 Years

Divorced: 3 kids Prior Job: Waitress/Health Department Education: 1/2 Yr. Community College

A slice of my life

EMC²

BBM PERSONA

Molly enjoys spending time with her growth children, reading and nature walks and taking care of 2 cats She is happy with her job and pleased at the prospect of becoming a mentor Molly has a knack for keeping customers and comfortable while toggling between applications and entering data while making a sale.

NDB PERSONA

Become a trainer

Be a role model and buddy for new staff

Get more done in less time

Core Tasks

 Clarifying offers Opening new accounts

rring opportunities to card services and issues to customer service

Training and mentoring new staff Maintaining required knowledge desktop applications

Documenting each call

 Would like to be able to solve more customer issues without a referring, and get credit for the resolutio

· Would like to spend less time switching between product screens (content repository) and TouchPoint Process is "distracting"; the process has

too many moving parts

Improved downtime opportunities

TPS 15% Vault 2% Compass 35% RSA Security 10%

· Access to key information and functions on a single page

Less toggling between applications
 Less repetitive keying of data into different screen:

and applications

Improved ability to save client data



MARIA: RELATIONSHIP BANKER

Age: 36

Location: Maryland

Client Facing: 8 hours per day Commutes 60 minutes

Earns: \$34K + Bonus RM Banker: 10 Years

Married: 3 kids

Prior Job: Student/Mom

Education: Community College

A slice of my life

Maria enjoys family road trips to NYC and Boston and taking care of her townhou and her one goldfish. She enjoys helping customers and rolling up her sleeve to fill in for tellers when required. She's on top of sales. She provides personalized customer service seeing that older customers get printed statements and younger customers are directed toward digital experience.

EMC²

BRANCH RB PERSONA

Increase sales: open more checking and loan accounts Make monthly 750 bonus point quota

· Help customers keep pace with banking proces change

Setting up cash drawers for tellers/Prep paperwork

Opening checking accounts; ordering checks issuing debit cards and PINS

Preparing loans applications; closing notes

Referring customers interested in investment products Researching and resolving customer issues.

ssuing fee credits Providing balances; printing statem

Customers lack trust in bank brand and view bank

customer service for some information: makes a more

Many problems require too much time to resolve

Cannot view the direct bank exper Chevy Chase conversion negatively impacted the legacy customer experience

 OnePlace (Intranet) Acquire (reporting)

Harland Clarke (checks)

Improved internal support from back-office.

Access to all customer channels

Less rekeying of data

Shorter path to closing sales

Less toggling between screens and applications
 Less 3rd party calls to resolve problems

Capital()ne

ALBERT: BRANCH MANAGER II

Client Facing: 8 hours per day

Age: 32

Location: Maryland

Commutes 20 minutes

Earns: \$65K + Bonus

Branch Manager: 4 Years

Single: Seeking a match

Education: State University

A slice of my life

Prior Job: 1 yr finance, 5 yrs custome

service national car rental company

BA Government Policy & Economics

Albert's hobby is watching CNBC and

investing. He is a Redskins fan. Pitches

left handed baseball. He locally and in-

volved in the community. He works har

to please customers. He mentors and

supports the staff in the branch clusters

in his area. Albert is passionate about

growth and building opportunities;

he is a solution driven problem solver

BRANCH MANAGER PERSONA



Reducing research and query time

Driving branch sales revenue; meet Capital One, District.

and Branch performance targets

Meeting specialized needs for High Net Worth customers

Managing customer service performance;

ig complex customer service requests oorting team and individuals in achieving targets/goals hing and mentoring associates with branch cluster iring operational controls are enforced

· Cannot activate dormant accounts;

cannot close an account on spot

Can not transfer between business and personal accounts

Would like to see customer active "account

mproved internal support from back-office

360 degree view of client Increase account history from 30 to 90 days More complete view of account activity including all debits/credits, transactions, real time; running balances

Improved ability to identify and track origination and movement of funds

Parallel on-line banking functions

Less toggling between screens and applications
Fewer third party calls to resolve problems

CALL CENTER SALES



ASHA: BRANCH BUSINESS MANAGER Location: Northern, VA

Client Facing: 8 hours per day Commutes 40 minutes Earns: \$54K + Bonus Branch Manager: 12 Years

Prior Job: Mid-level Branch Manage Education: Economics Degree

A slice of my life Asha came to the United States from India when she was young women. She loves the opportunities. Asha invests herself in her clients. Providing a wonderful client experi ence and helping solve client problems is her primary job motivation. Off the job she prefers being unplugged at home and is dedicated to her husband and her three kids

EMC²

Make the most of the opportunities presented by life

Provide clients with an excellent experience Achieve business goals for new account originations Continue advancing her career in business banking

Achieving sales revenue
 Helping customers grow their business and solving business problems
 Providing customers appropriate balance management

Providing customers appropriate solutions and transactions services
 Providing customers with appropriate financing and lending services
 Helping business customers with servicing issues
 Mentoring Branch Relationship Bankers
 Representing Capital One in local business community

Does not have a complete view of client relationships including treasury management products and merchant services

Does not have a view of loan underwriting process progress although required to support process fulfillment

Must rekey data into other applications during product origination process

Worries about client experience when handing off referrals to loan underwriting, treasury management and merchant services

Daily exception lists are not married with customer contact data inability to print a statement from TouchPoint

Would like a consolidated tickler list combining calendar, referrals, call lists, and notes

Outlook 15% • Vector Exceptions 10

Outlook 15% • Direct Issue 5%

One Source / One Place / Insight 15% • Efunds Qualifile 5%

leeds
360 degree of client relationships

Capital One



Location: Mayland: DC area

Commutes 25 minutes Fams: \$33K + Bonus

Education: Culinary School

Allen enjoys yoga, and healthy eating. and recycles everything. He has a fantas

Plugged in: 10 hours per day

Single: Has a cat

He reads books and e-books. He is tic knowledge of the web and surfs to everything green whenever he is free. He is keen using technology to solve



ALLEN: CALL CENTER SALES

NDB Call Center: 2 Years

Prior Job: Retail Call cente

Improve the direct bank digital solution · Build a better referral program Improve sales and service process

is very manual and required a high degree of rekeying data

Once application is completed

Picking up referrals from web Fransferring referrals to appropriate center

 Taking inbound calls Staving current with desktop applications

• TPS 15%

Less rekeving of data

Vault 2% Excel 10%

Less toggling between applications and screens

EMC²

Capital One

Location: Maryland Earns: \$45K + Bonus Banker at Chevy Chase.

Marlene supports non-profit organizations that are private bank customers of Capital One. Marlene is a very experience suppor associate. She knows how to do everything likes to get things done. She is impatient wi her principles and her clients. Marlene is or a first name basis with many of her cus She has long term relationships with them and provides them a very personalized leve of service. Marlene is married and has 9

EMC²

Education: State University BA

PRIVATE BANKING PERSONA

EMC²

MARLENE: SUPPORT ASSOCIATE Branch Experience: 20 Years Chevy Chase Married: 4 Children, 9 Grandchildren

of individualized service Retire in the next few years

Changes in systems and processe since being acquired by Capital One

 Clumsiness of application interfaces Long cycle time of back office processes Number of hand offs in support processes

Research problems for customers

Prepare applications for new lending accounts

Closing accounts Add signers to accounts

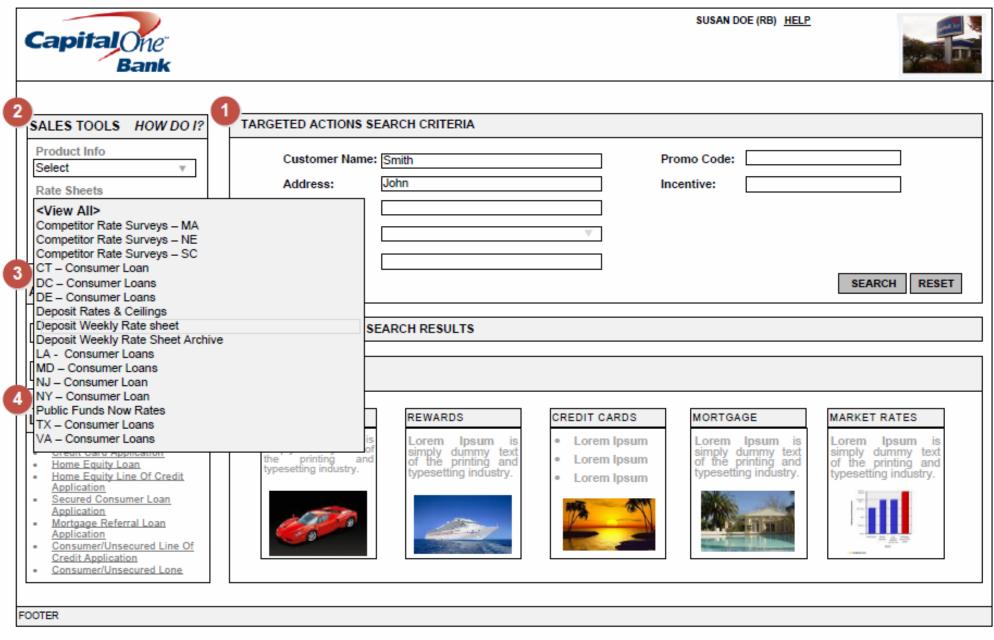
Core Tasks

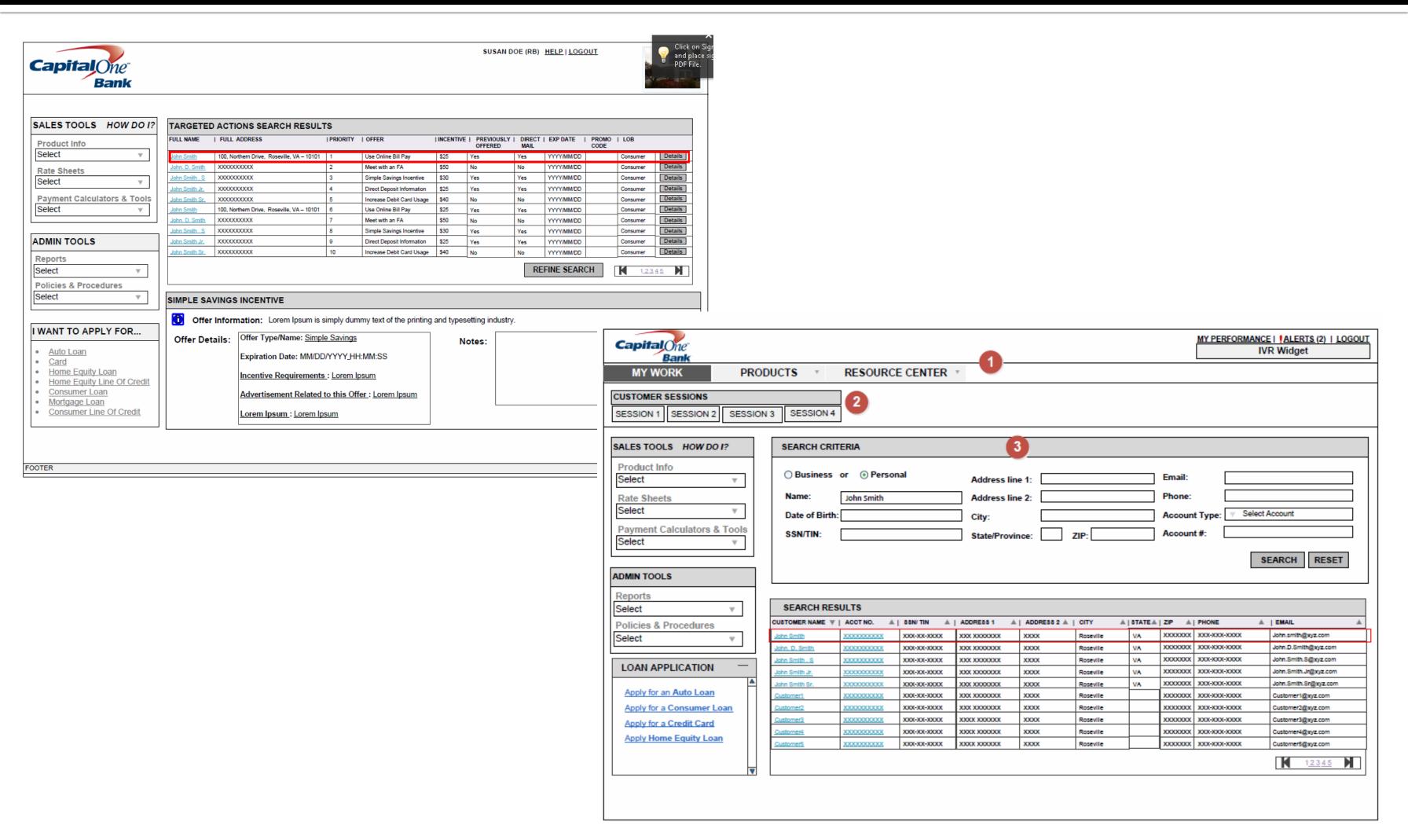
• ABCS

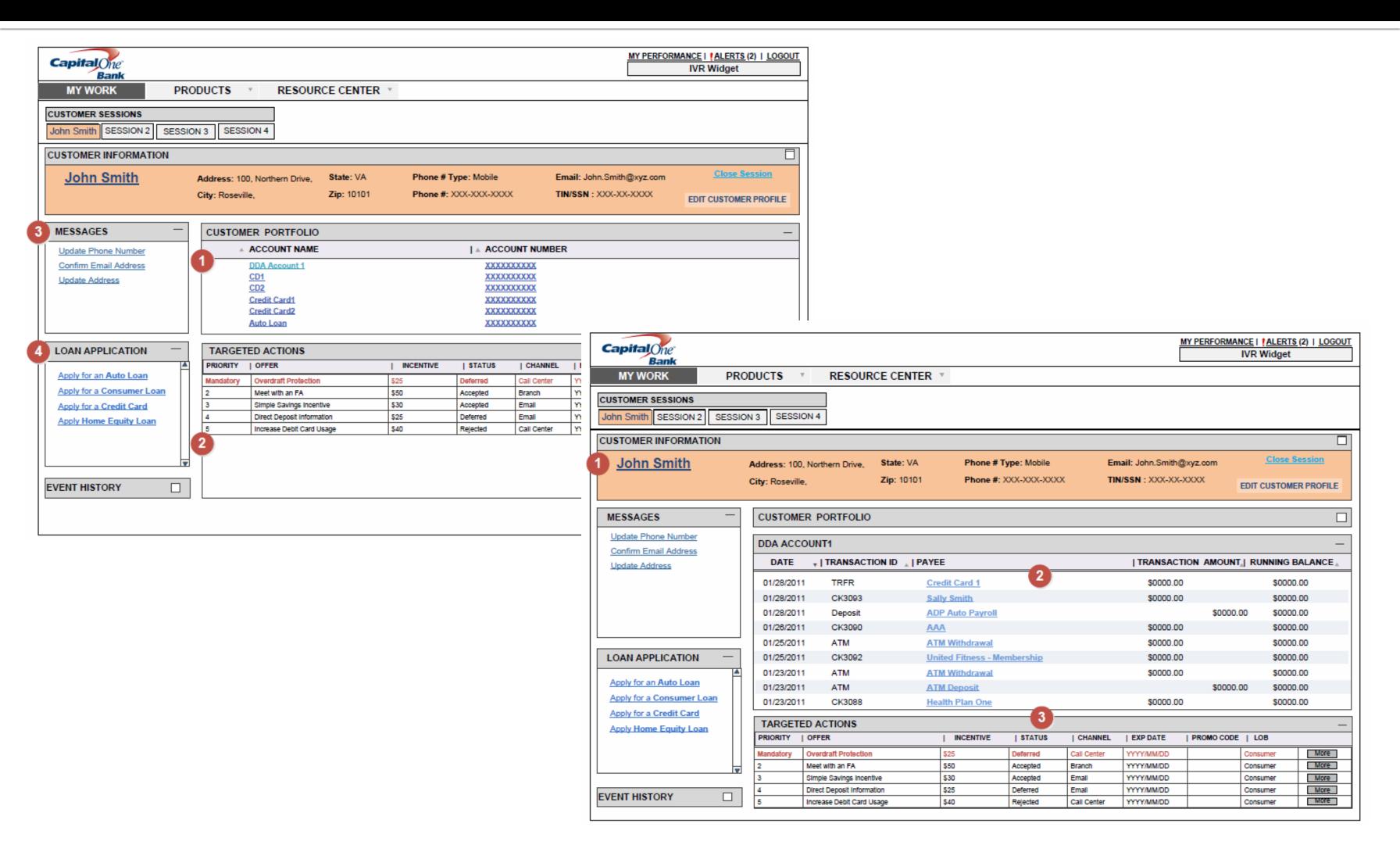
· Better, more directive user experience with TouchPoint · Wide view of client accounts

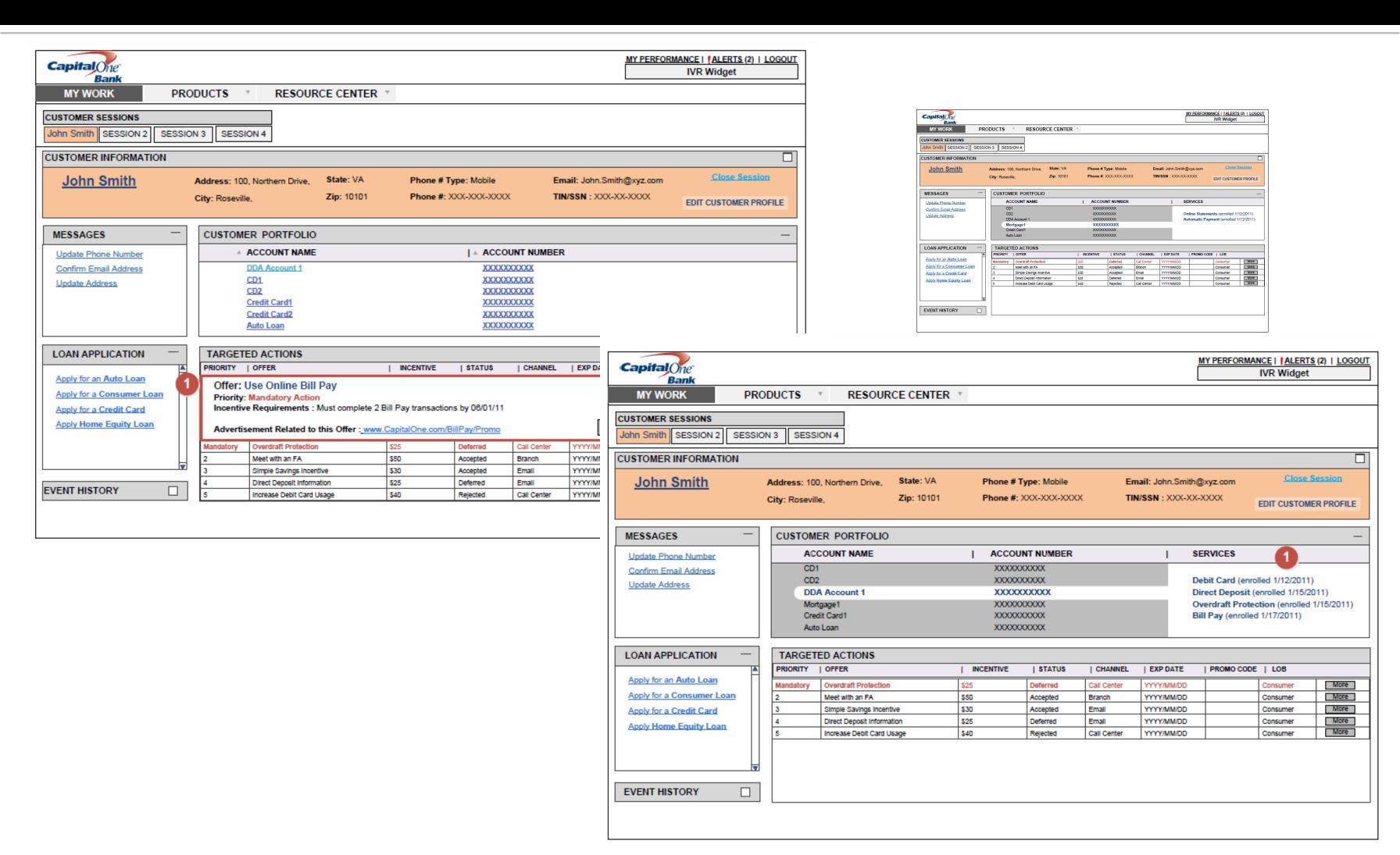
Less rekeying of client data when navigating between applications including access to treasur More efficient back office process support

Capital One Bank				SUSAN DOE (RB) HELP LOG	and place si PDF File.
SALES TOOLS HOW DO 1?	SEARCH CRITERIA				
Product Info Select Rate Sheets Select Payment Calculators & Tools Select V	Customer Name: SAddress: City: State: Zip Code:	Smith John		Promo Code: Incentive:	
ADMIN TOOLS Reports Select Policies & Procedures Select ▼	NEWS & ALERTS AUTO LOANS	REWARDS	CREDIT CARDS	MORTGAGE	SEARCH RESET MARKET RATES
Auto Loan Card Home Equity Loan Home Equity Line Of Credit Consumer Loan Mortgage Loan Consumer Line Of Credit	Lorem Ipsum is simply dummy text of the printing and typesetting industry.	Lorem Ipsum is simply dummy text of the printing and typesetting industry.	Lorem Ipsum Lorem Ipsum Lorem Ipsum	Lorem Ipsum is simply dummy text of the printing and typesetting industry.	Lorem Ipsum is simply durning text of the printing and typesetting industry.
FOOTER					









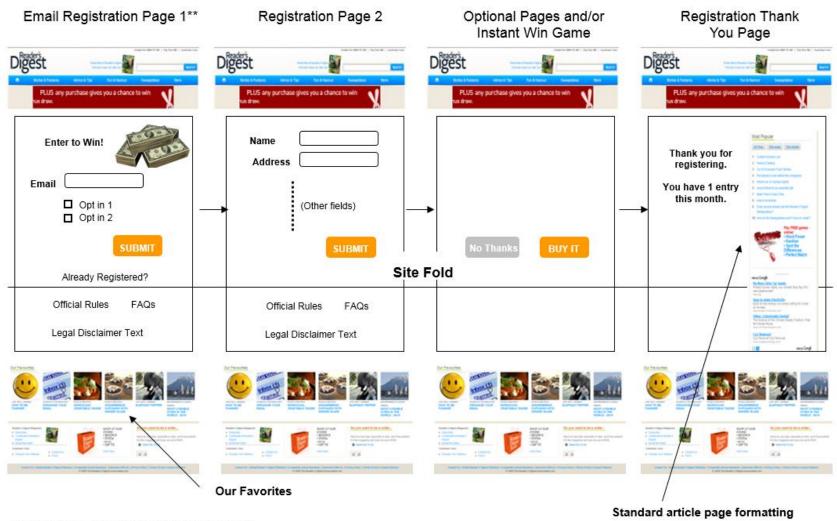
Readers Digest – Milwaukee, IL | Pleasantville, NY | APAC (AU, NZ, India, HK, SA, and China)

Project: Websites, Portals, Intranet web Applications –

www.shoptasteofhome.com | www.tasteofhome.com | http://www.rd.com | www.rd.com | www.rd.com | http://www.rachaelraymag.com / RMS
(Recipe Management System) application | Content E-Library appl

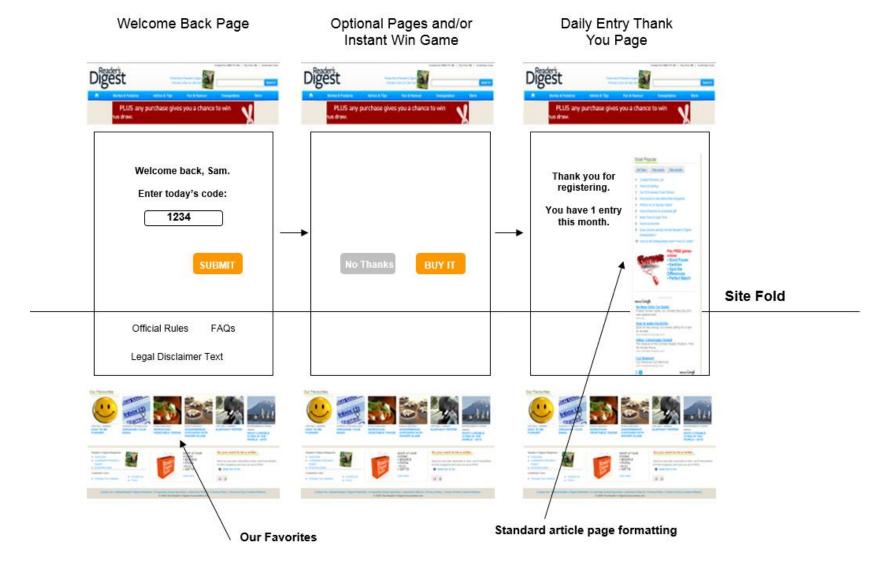
Readers Digest – <u>www.rd.com</u> – Daily Sweepstakes - Wireframes

Registration

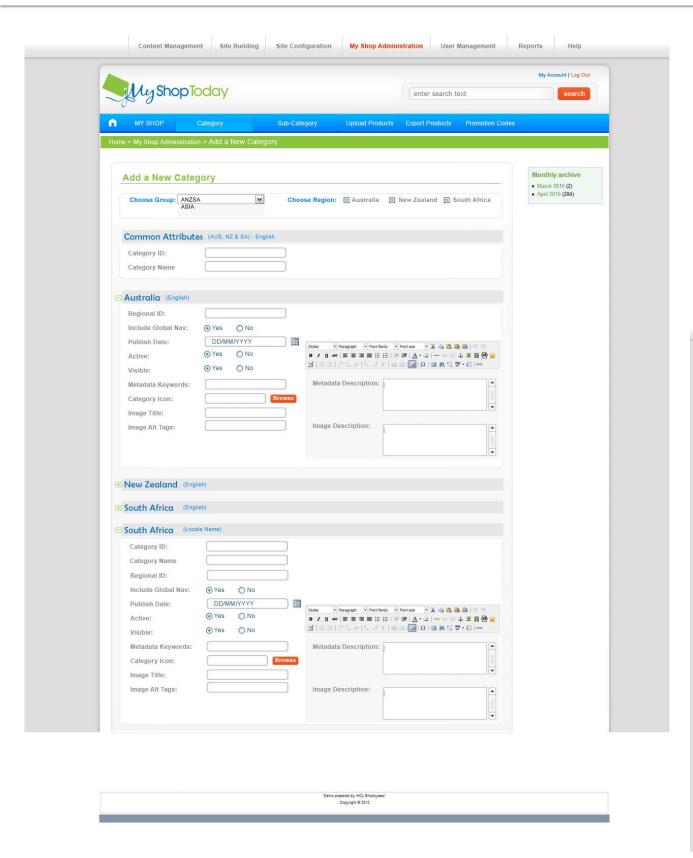


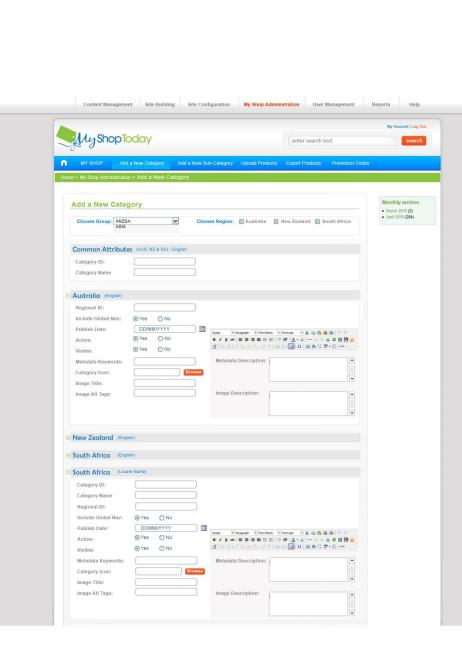
**Registration Email sent after this screen

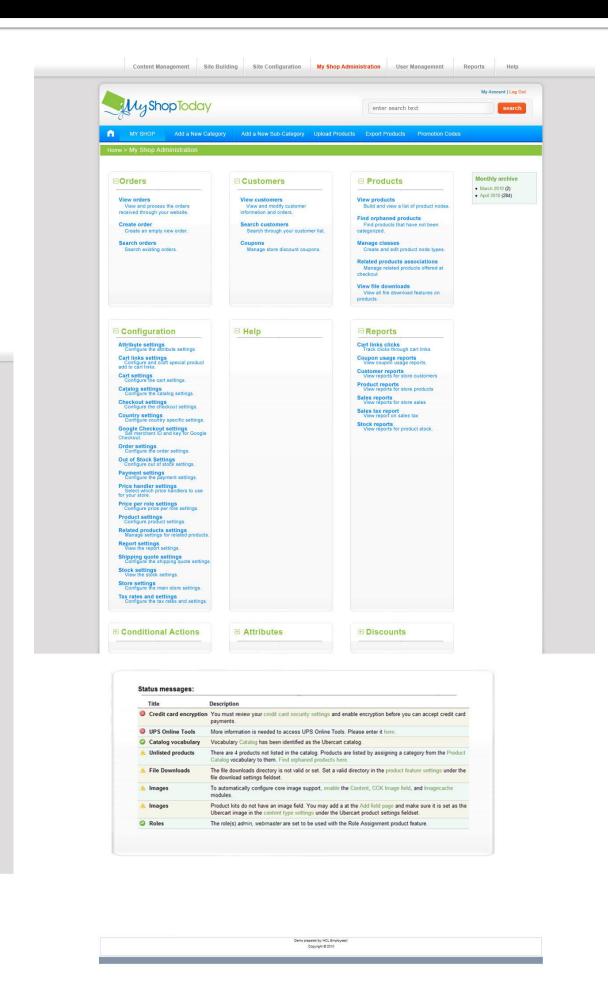
Daily Entry Process



Readers Digest – <u>www.myshoptoday.com.au</u> – Admin Tool for AU, NZ, India, HK, SA, and China - Mockups

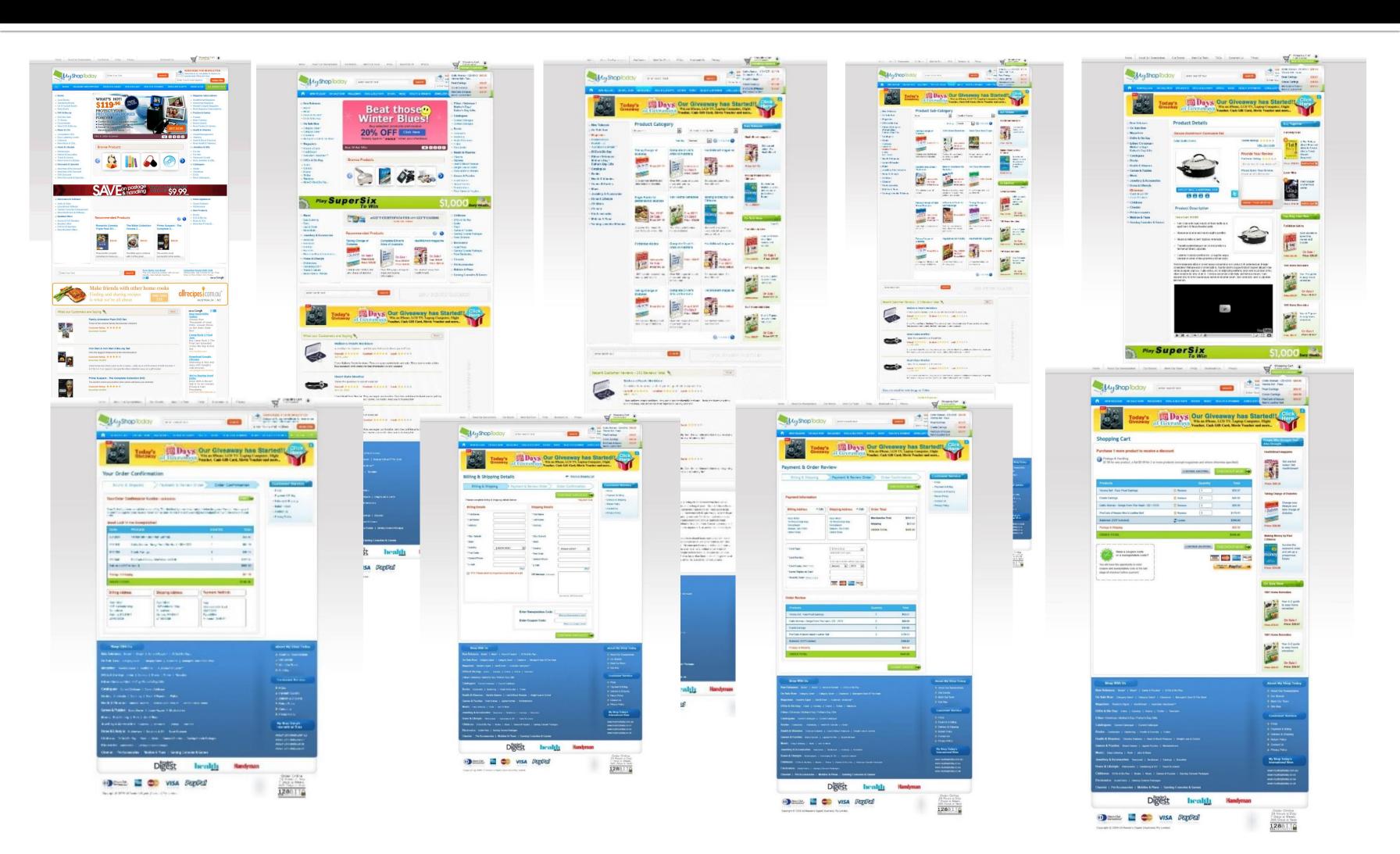






Readers Digest – www.myshoptoday.com.au –

Shopping Portal for AU, NZ, India, HK, SA, and China - Mockups



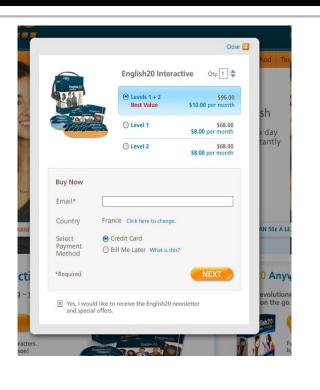
Readers Digest - www.english20.com - Mockups



















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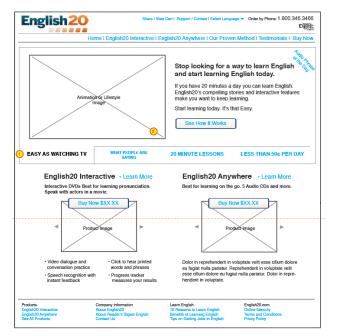
Unlike other English courses, our fun-to-use English20 Interactive features a Hollywoodworthy movie that lets you interact with the characters, audio CDs, Language Resource book and so much more. All in easy-to-digest 20-minute lessons to fit into your hectic lifestyle, at-home or on-the-go! Innovative method guarantees you will start speaking English from your very first lesson.

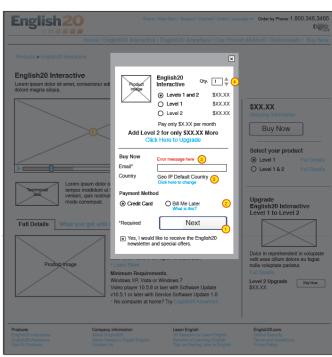
System Requirements

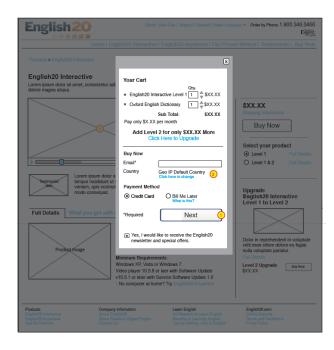
- · Windows, 1GHz Intel Pentium III processor (or equivalent)
- · Microsoft Windows XP, Windows Vista or Windows 7
- 384MB of RAM for XP, 1GB for Vista or
- Windows 7 · 2GB recommended
- · 8GB of available hard-disk space per level, 16GB
- . DVD-ROM drive
- · 16-bit sound card
- 1,024x768 16-bit display (32-bit recommended) This product must be activated over the Internet

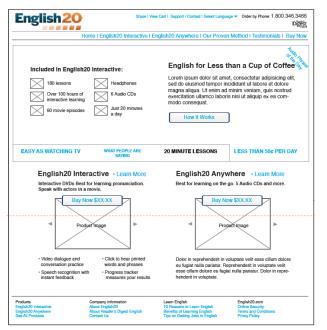
Readers Digest – www.english2o.com -

Wireframes



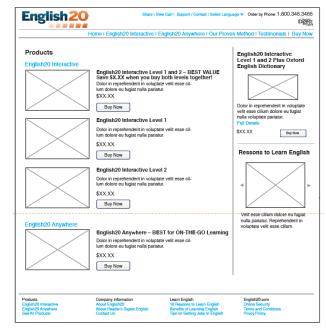


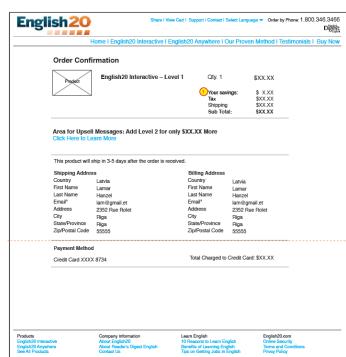


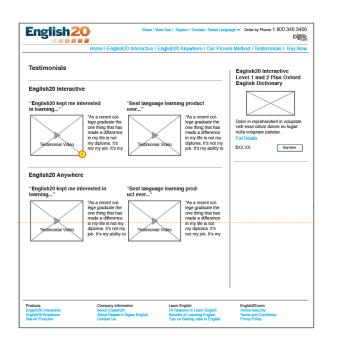


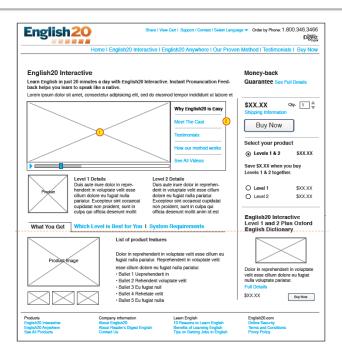


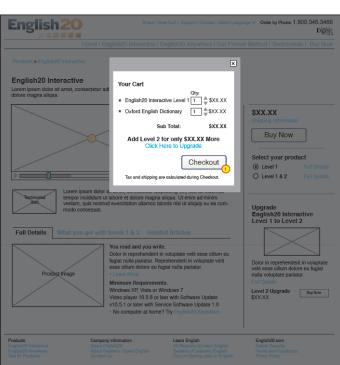


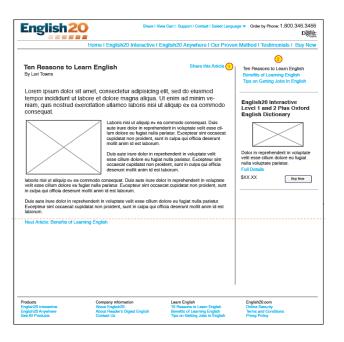




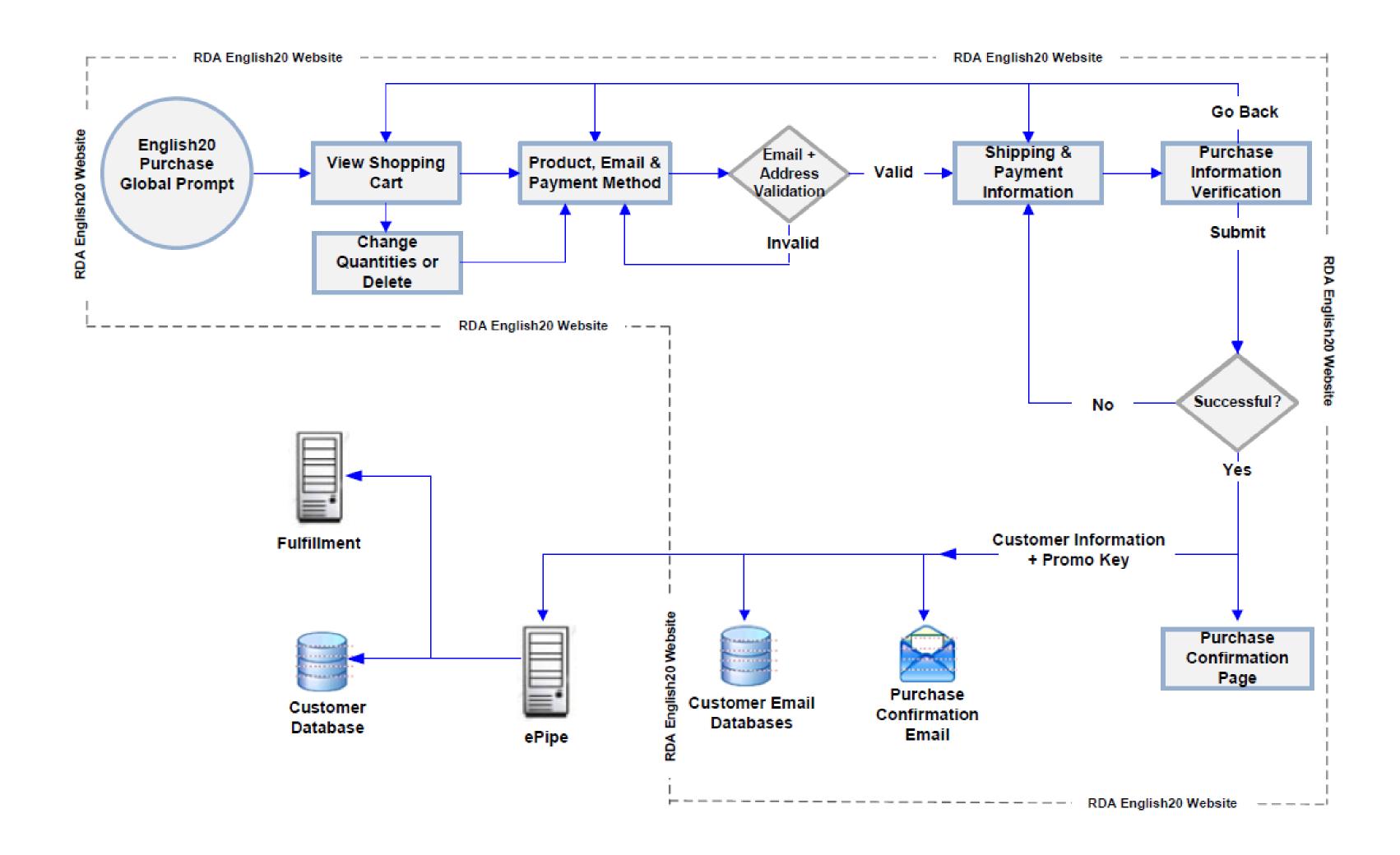








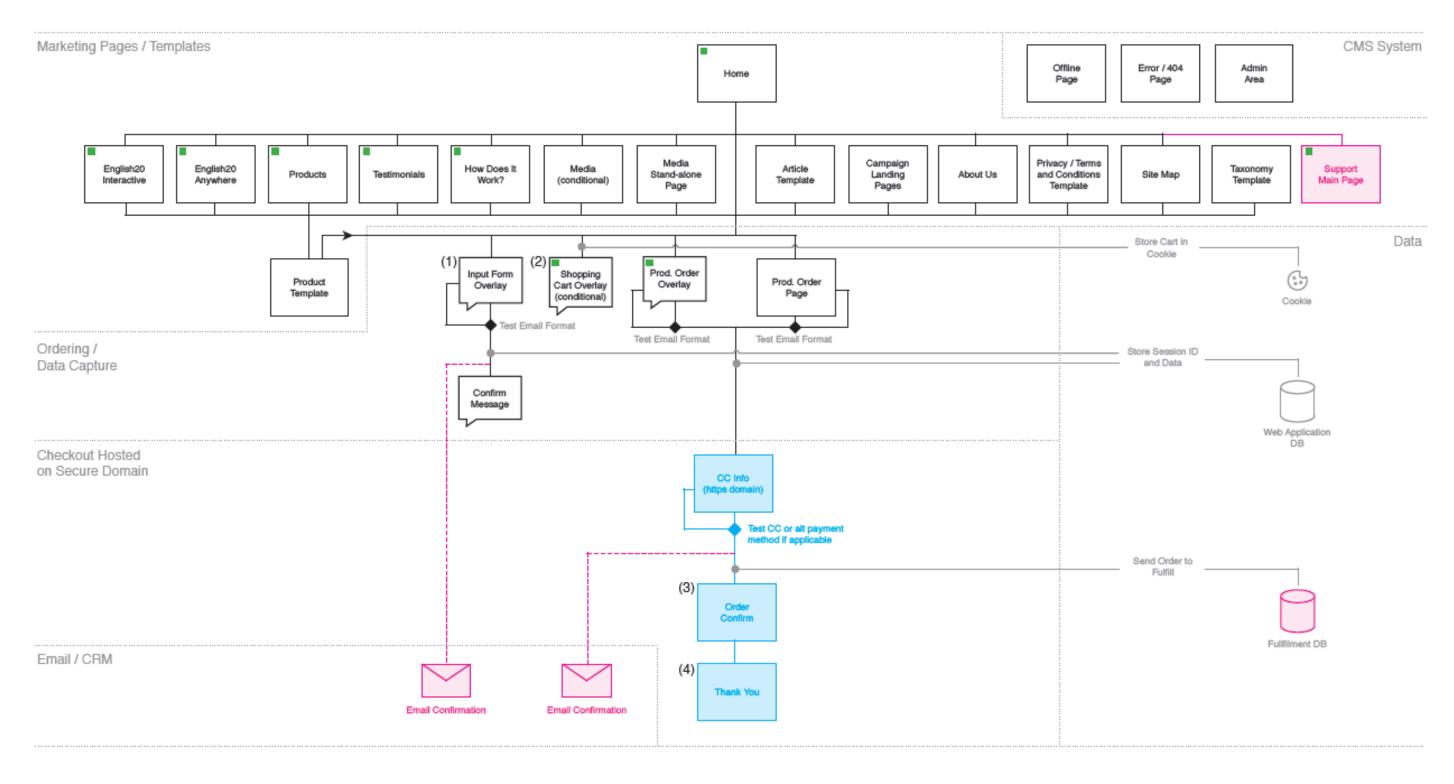
Readers Digest – <u>www.english2o.com</u> - Dataflow



Readers Digest – <u>www.english2o.com</u> - Sitemap

English20 Site Map





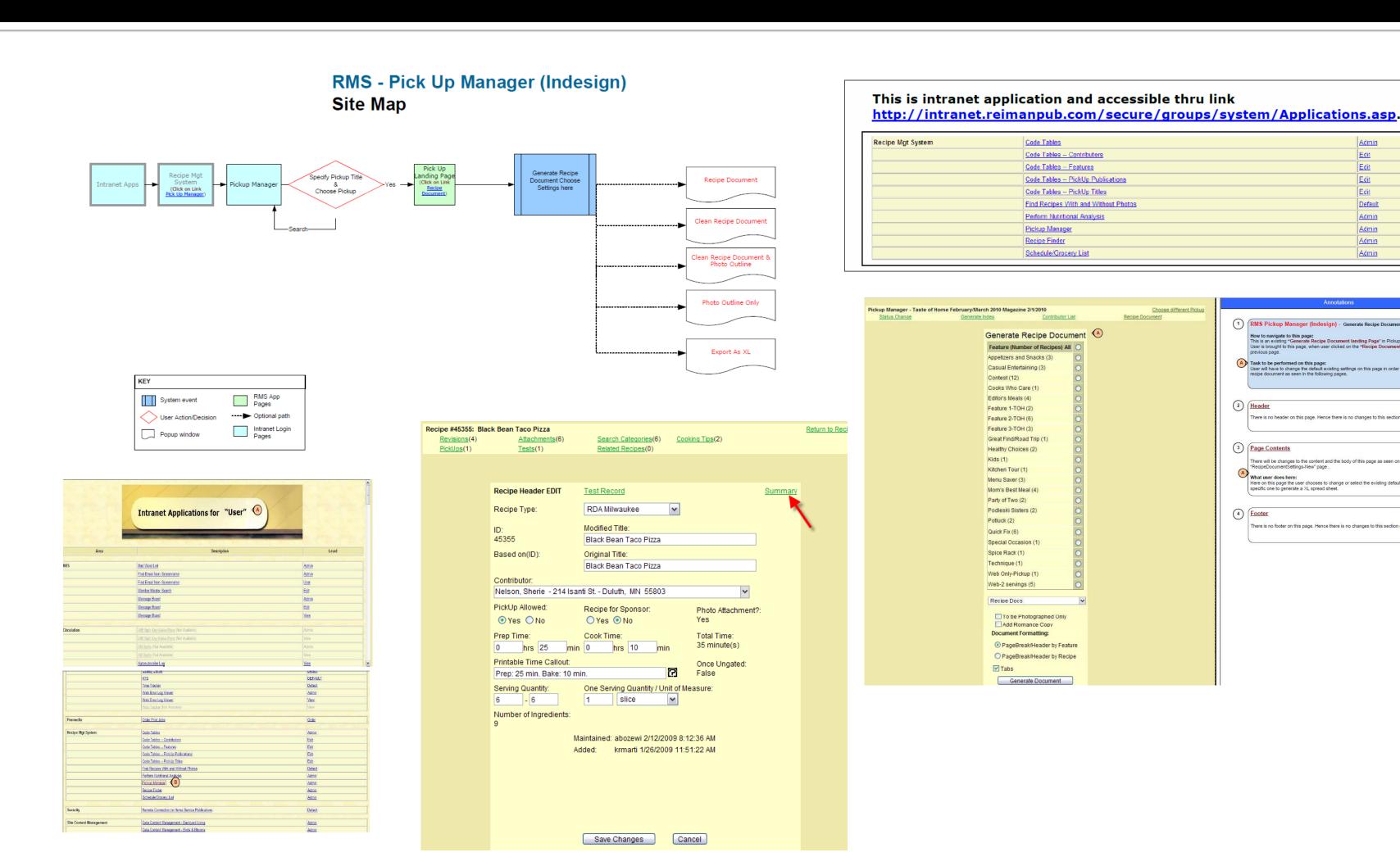
Notes:

(1) The Input Form Overlay supports multiple forms for data collection. Overlay display may be triggered by a script or by user input. The CMS supplies form content and limited editing features as defined in the TRD. Upsell messages may be displayed in the Shopping Cart (2), on the Order Confirmation screen (3) and on the Thank You page (4). Rules for message display are defined by a business rules engine.

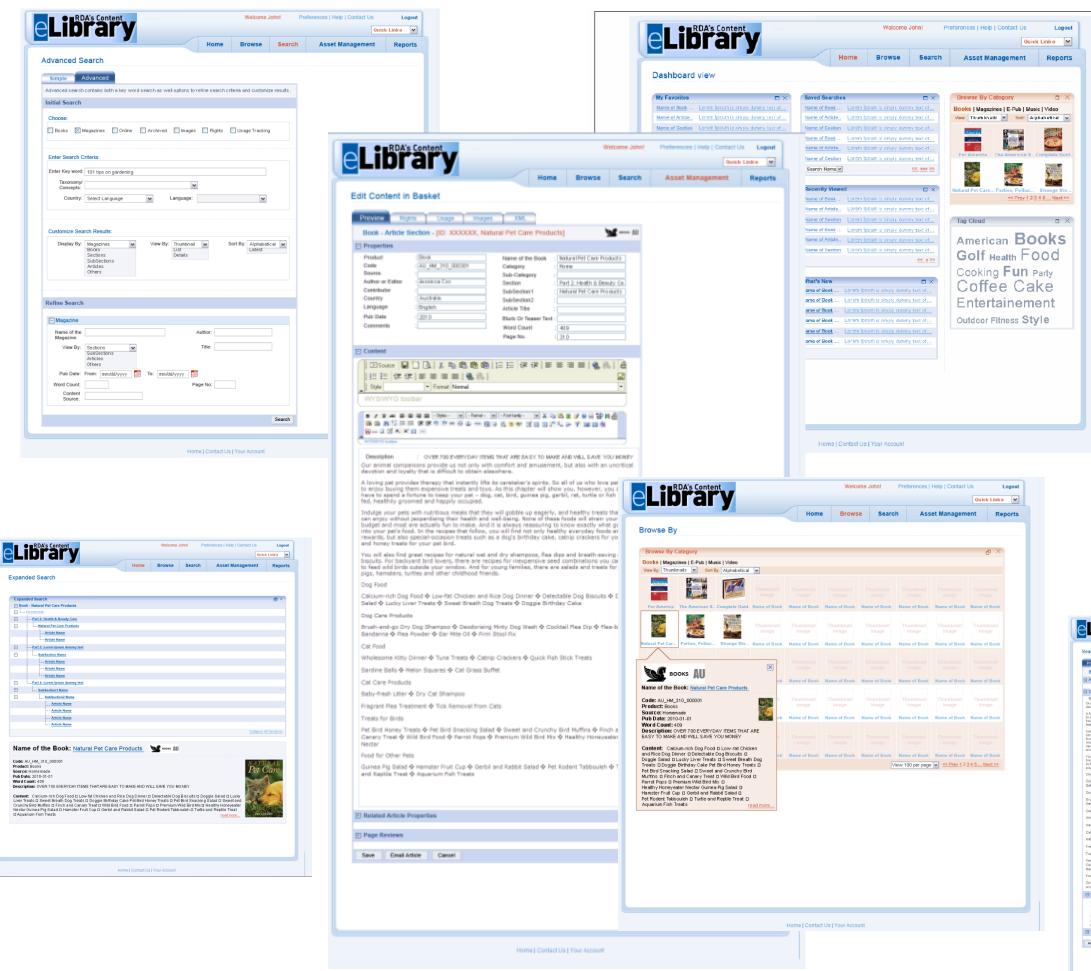
Readers Digest – RMS (Recipe Management System) application – Site Map, Annotated Wireframes

Default

Admin



Readers Digest – Content E-Library app – Mockups





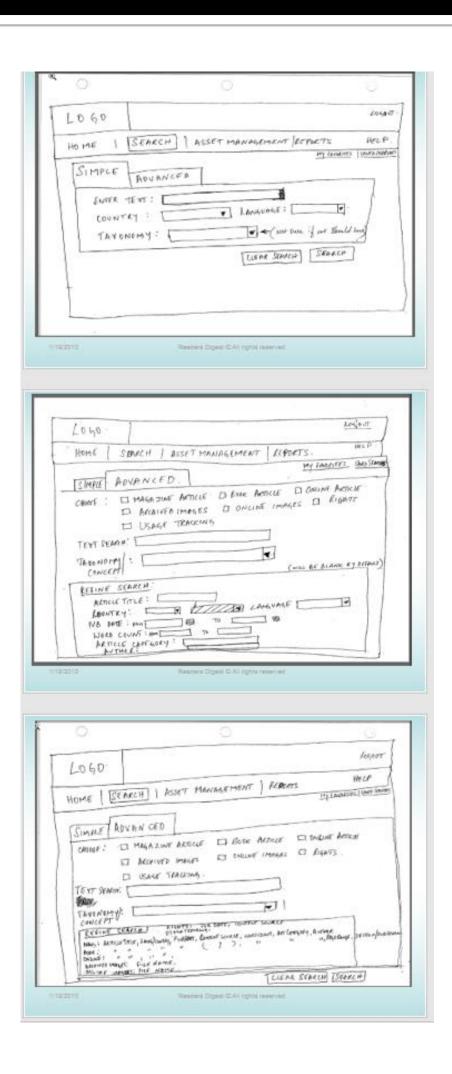


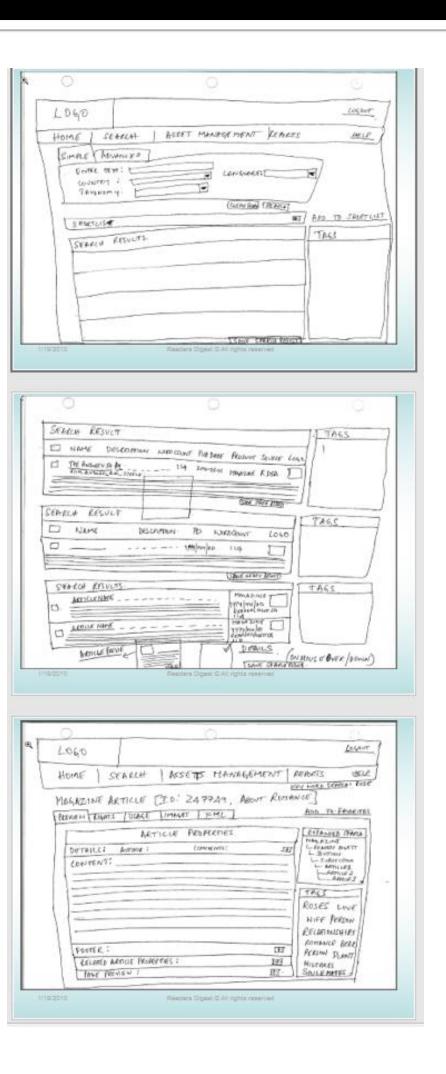


Readers Digest - Content E-Library app-

Storyboards







Readers Digest - Content E-Library app -

Heuristic Evaluation, Task Analysis, User Surveys, User Inquires

States of a

User 1

User 2

(Editor)

User 4

(Web Editor)

(Web Editor)

(Web Editor)

Guidelines Application does not conform to the standards and guidelines of Usability and User Experience. Very minimal attention has been paid towards Aesthetic. Lacks "Brand Aesthetics identity", color of fonts, typography and consistency of design is also Lavout & User Layout is not very appealing and usable, the system appears to be more of Controls a random document repository verses inclining towards the feel of a Library. where documents can be retrieved with ease/intuitiveness and memory. Memory & The application is not intuitive, it lacks the flow, which would make the user know where they exited and how to return back to the page, and which data Recognition can be found where. This makes it more difficult as the system lacks an intuitive Search functionality, and precise/concise search results. Navigation & Definitely a need for improvement. Grouping and chunking of content is completely missing. Data has to me more organized and streamlined. The Content application has to have a new navigation system and with content more descriptive pertaining to the sections, rather than just links and no content e.g. (Homepage). Standards and Lacks consistency. Branding does not conform to RD standards. (Not sure if Consistency its intentional, or lack of app features) A few sections like Taxonomy, Expanded Search text Mining, need more Terminology& explanation, as they are not self explanatory. This make it difficult for the Language user to understand and a few users pass using this functionality **User Assistance** Ability for user to rely on help documentation is missing; thought there is a Workflow & User Does not exist, the system requires one especially after the search to work controls on the content while adding and working within a Basket. Efficiency & System is quite flexible in terms of usage, as every page can be exited Flexibility easily by navigating to another. Application is efficient w.r.t UI Visibility/Legibility Fairly good, as the user/System interaction is very minimal, the app is slow **Error Prevention** Does not really apply to the app.

Observation - Content e- Library

Heuristic Name

& Recover

Reader's

Response Type: Normal Response

c. Find specific content from a printed product for re-use

Custom Value: empty

Editorial Books, German

a. A more simplified search

a. Yes, I edit them

c. Being able to save a search

c. I use an Export from the Content eLibrary

b. Yes, I published after checking the rights

c. Monthly

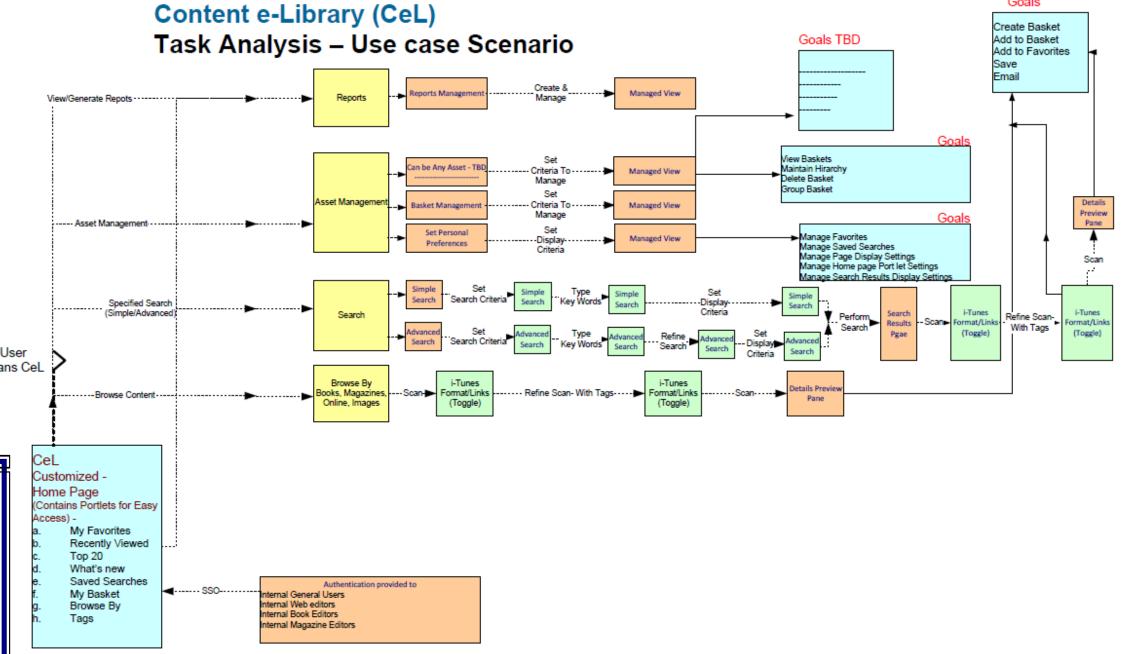
User 17

User Scans Cel 3/4/2010 Response Modified: Fri, Feb 19, 2010 2:24:43 AM

Collector: User Survey on the Content

eLibrary (Web Link)

IP Address: 195.167.217.18



Date Of Interview

12/11/09

12/16/09

12/16/09

1/12/10

San-Francisco

Milwaukee

Pleasantville

UK - London

Mode of

Interview

Phone & In-

Phone

Person

Phone

Unit & Purpose of

Food/Fitness and

Print Products

RD.com - Web

Products

RDAI - Web Products

Entertaining Division -

Digital Online E-com

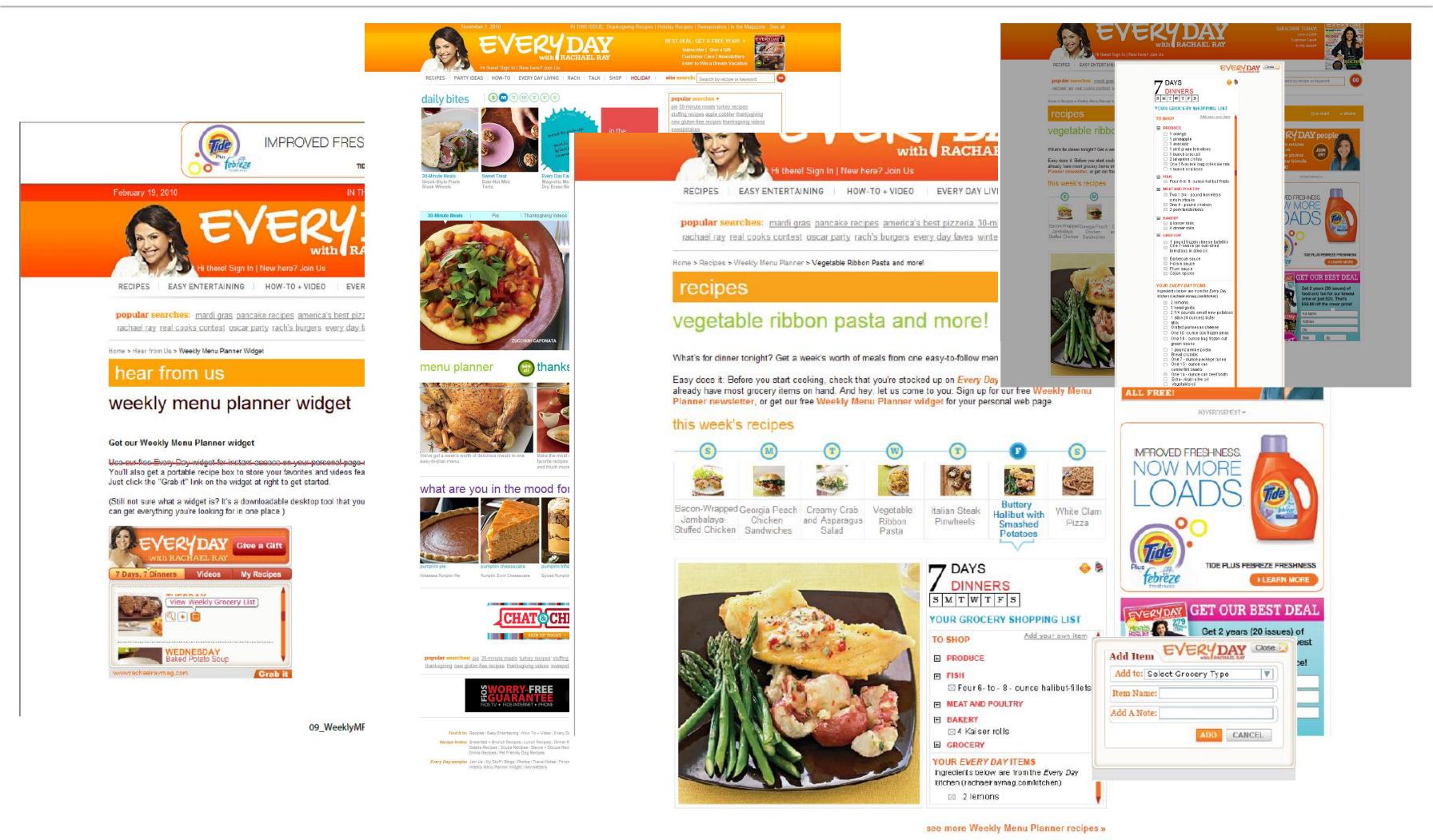
Web E-com Products

Marketing - Online

Usage of CEL

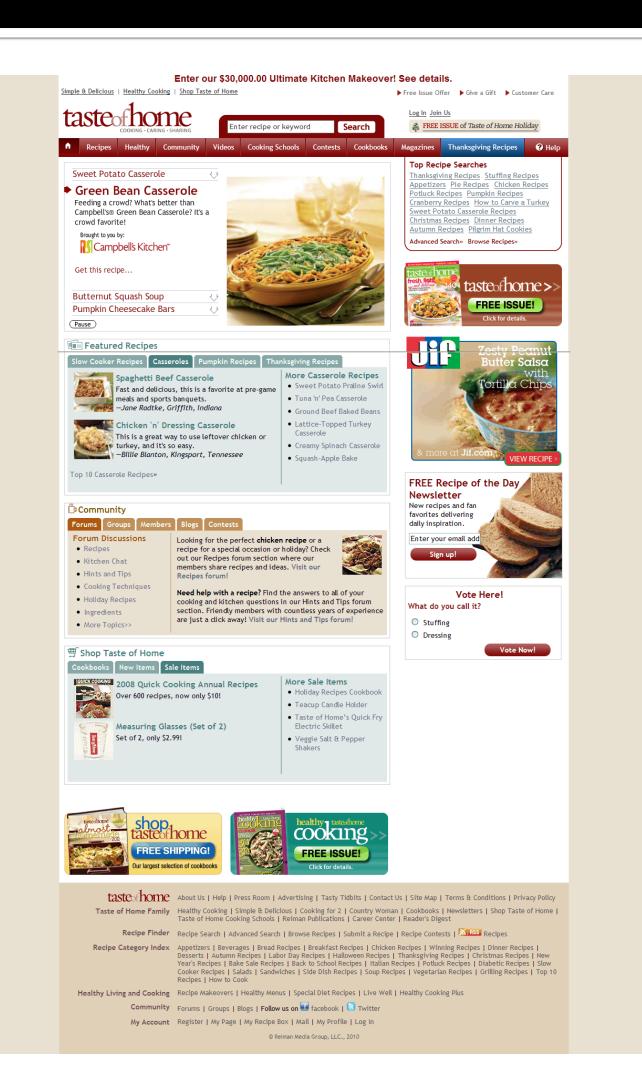
Readers Digest - http://www.rachaelraymag.com

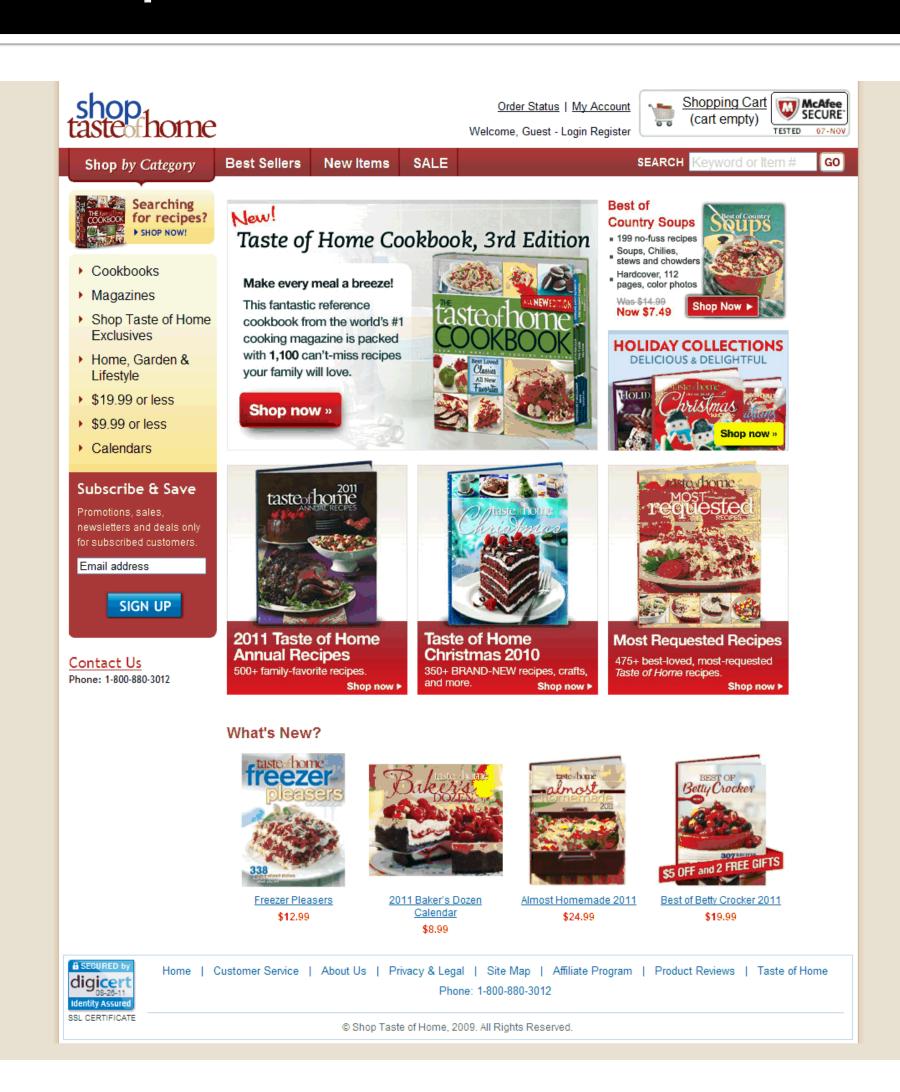
-Weekly Menu Planner - Mockups



Readers Digest - www.shoptasteofhome.com

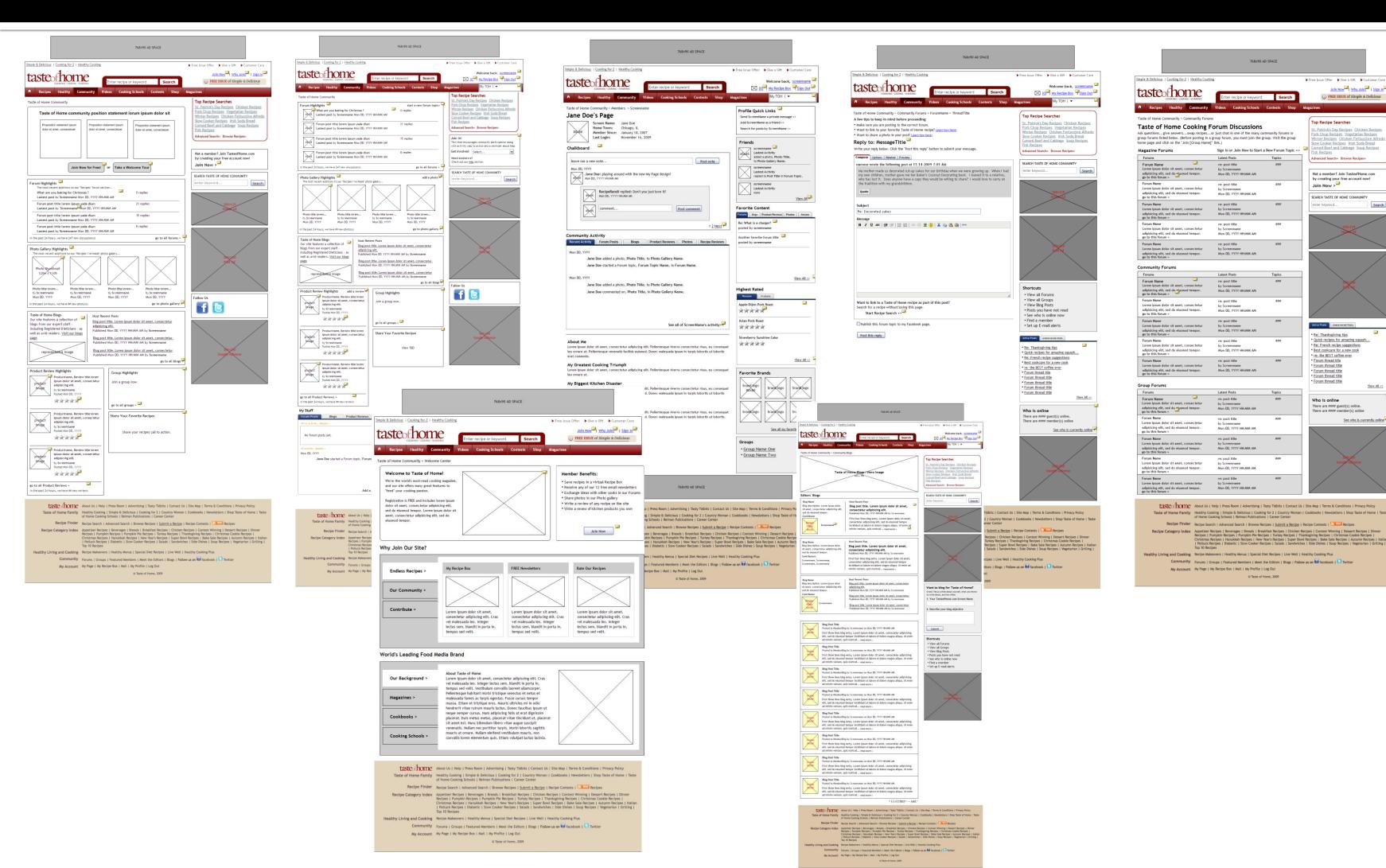
www.tasteofhome.com - Mockups





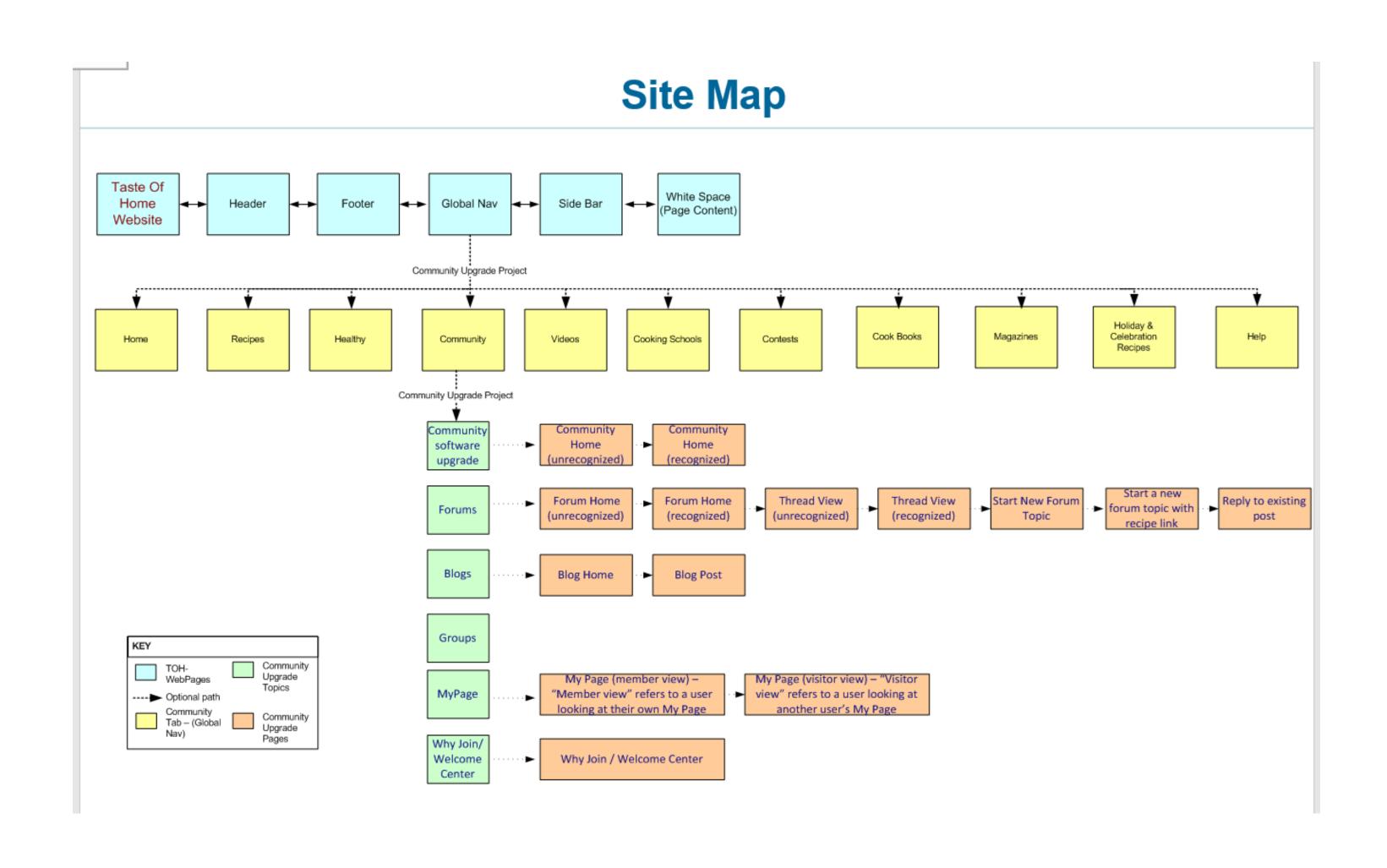
Readers Digest - www.shoptasteofhome.com

www.tasteofhome.com - Wireframes



Readers Digest - www.shoptasteofhome.com

www.tasteofhome.com – Sitemap

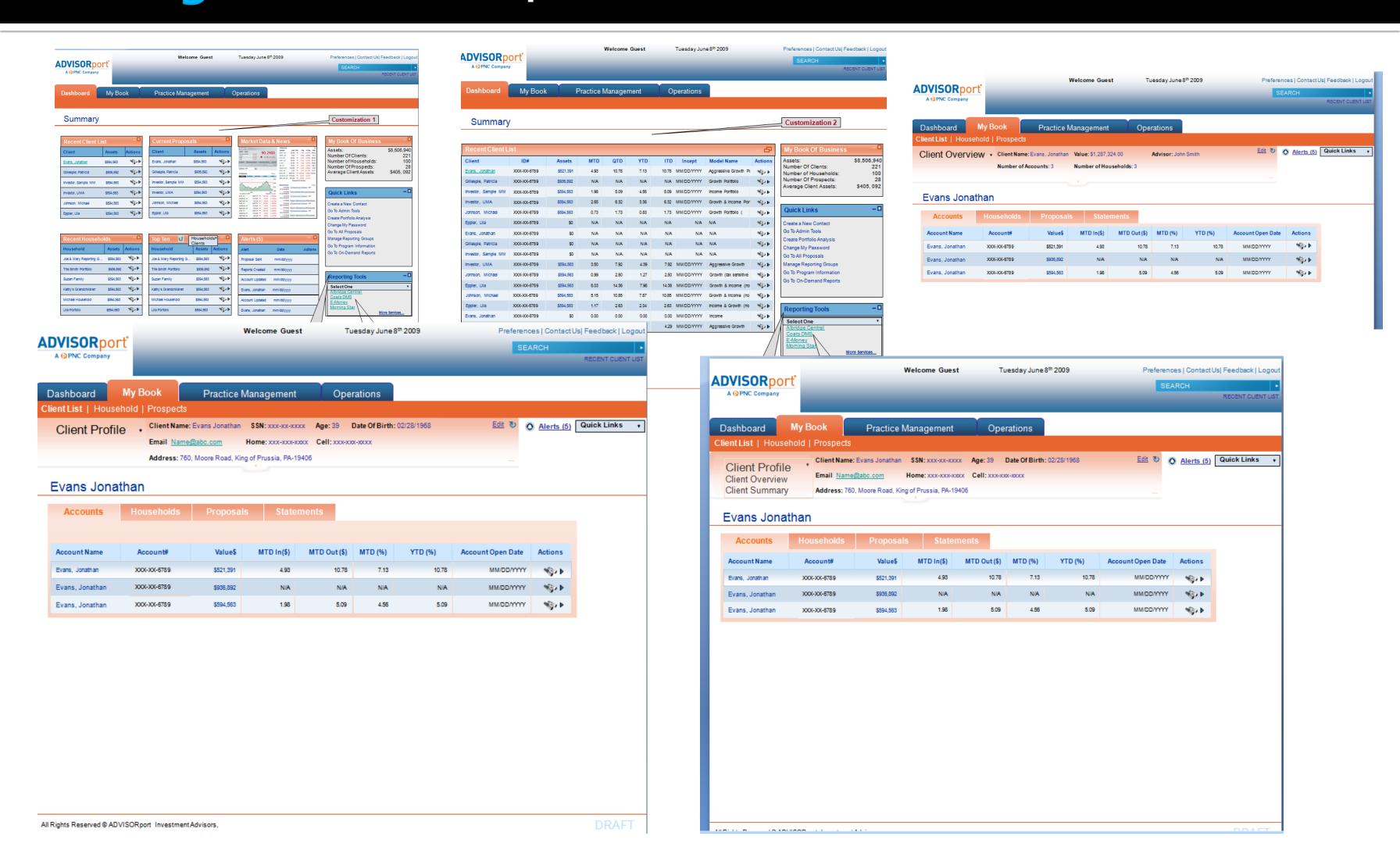


PNC Bank – King Of Prussia, PA

Project: ADVISORPORT & Albridge Integration – (Portfolio Management Web App) -

Worked on redesigning/Integration project of ADVISOR port and Albridge applications.

PNC Bank – ADVISORport & Albridge Integration - Mockups



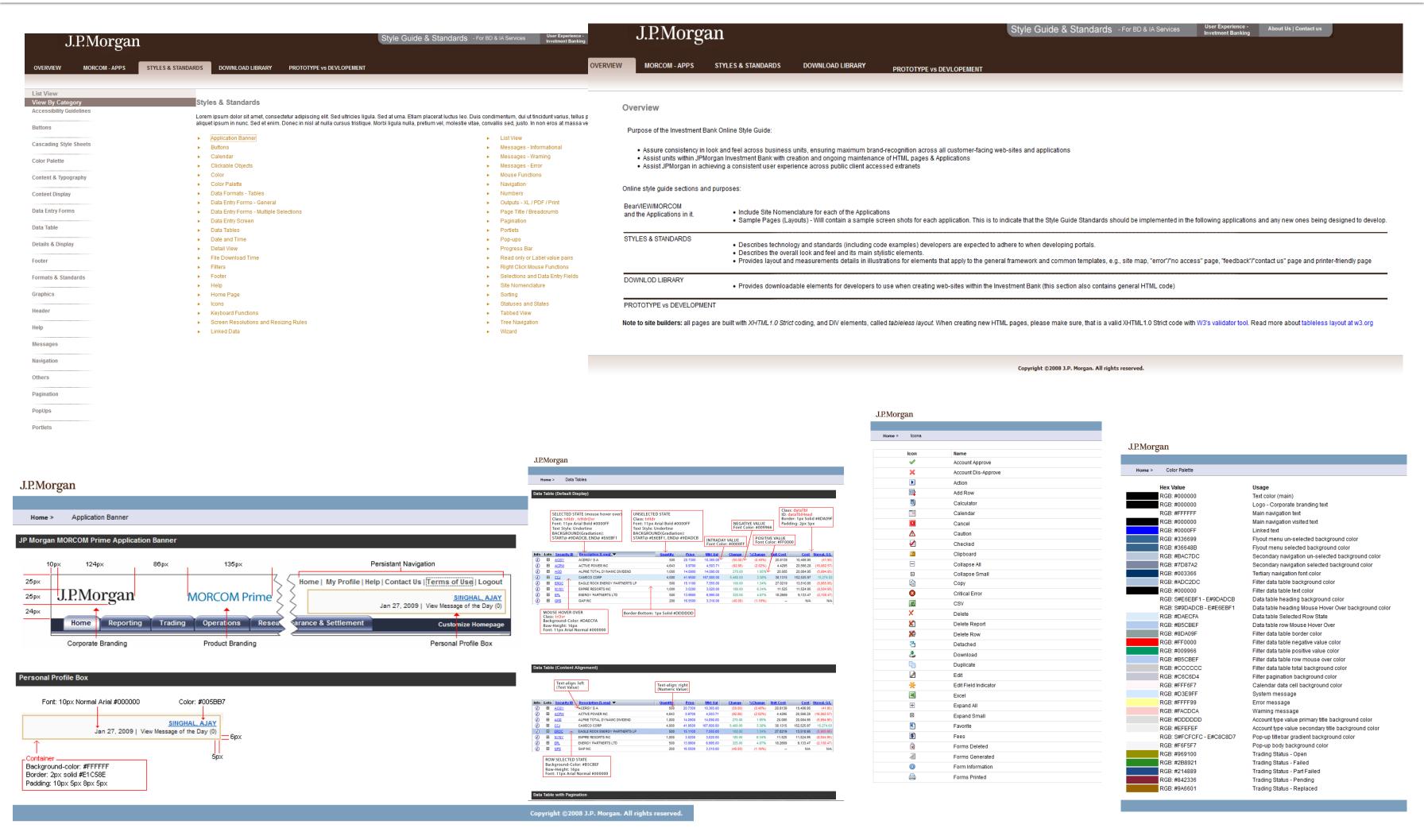
JPMC & Bear Stearns – Whippany, NJ

Project: Trading, Information Library, Prime Brokerage Account Manager Dashboard, Reporting and Recon –

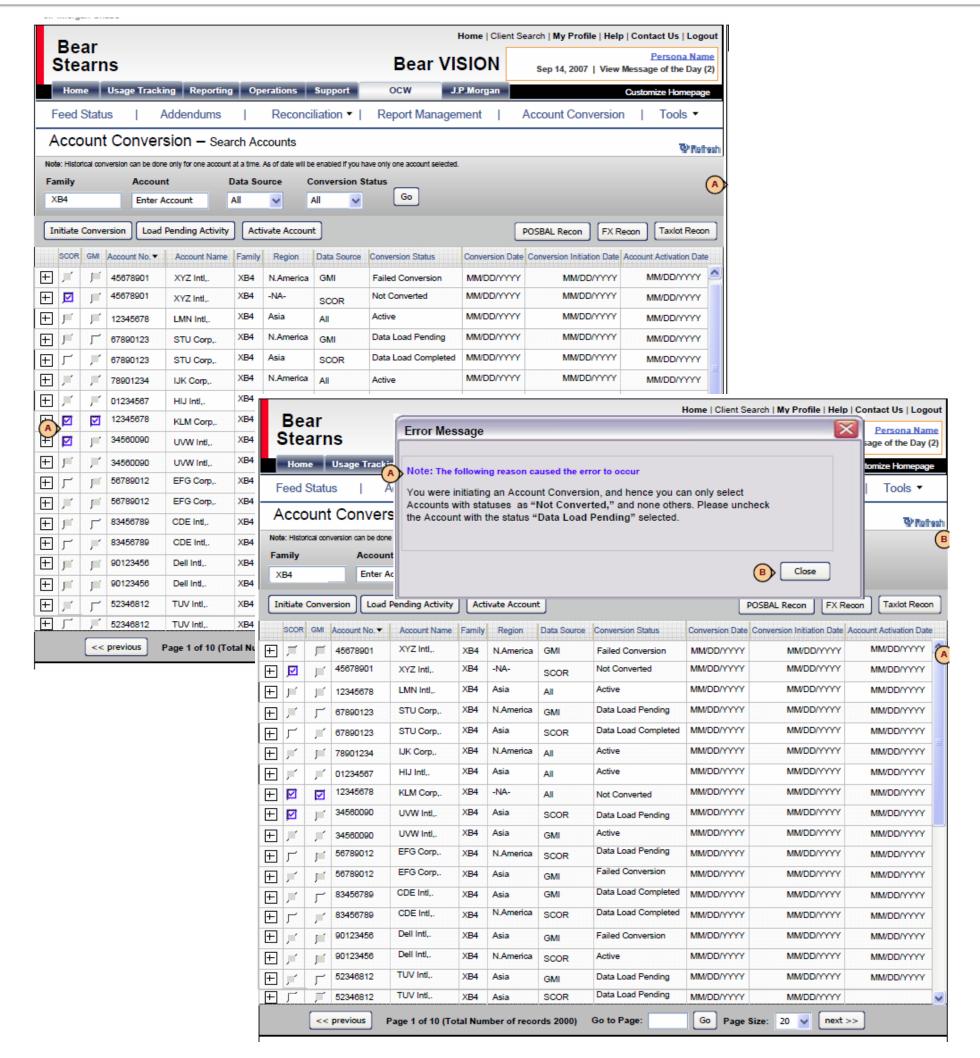
Worked on redesigning/Migrating and evaluating "Infoserver" "Dashboard" & "GENEVA", application projects part of Bear Stearns & J.P. Morgan & Chase merger project.

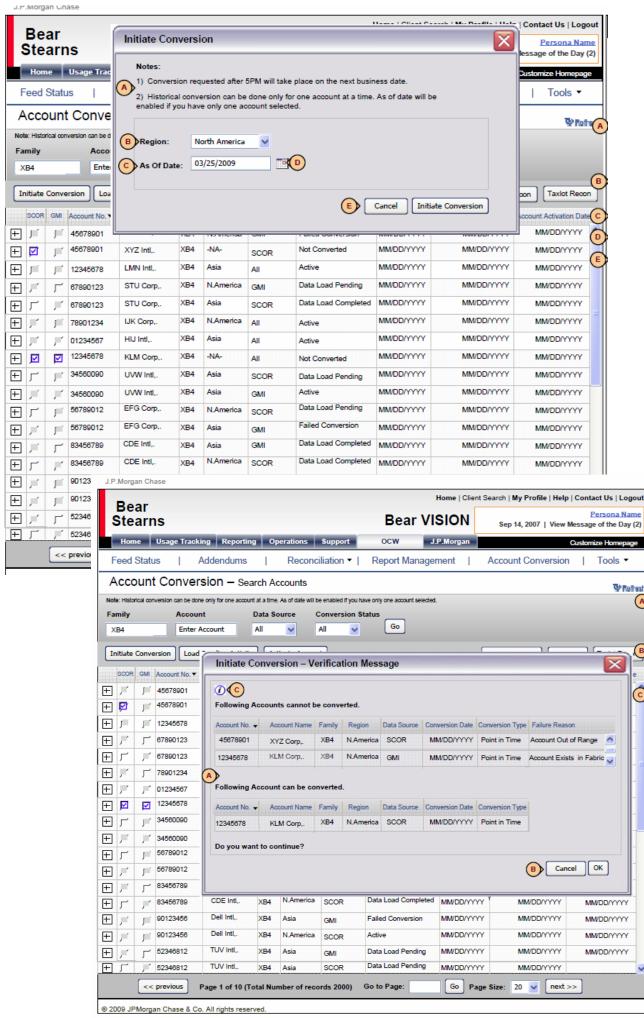
JPMC & Bear Stearns - MORCOM - Style

Guide

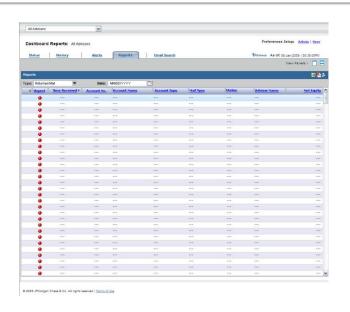


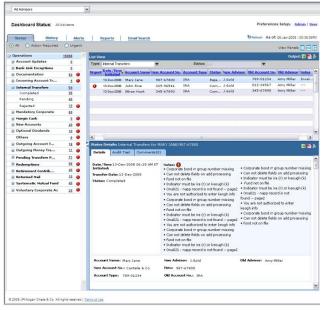
JPMC & Bear Stearns – Geneva - Wireframes

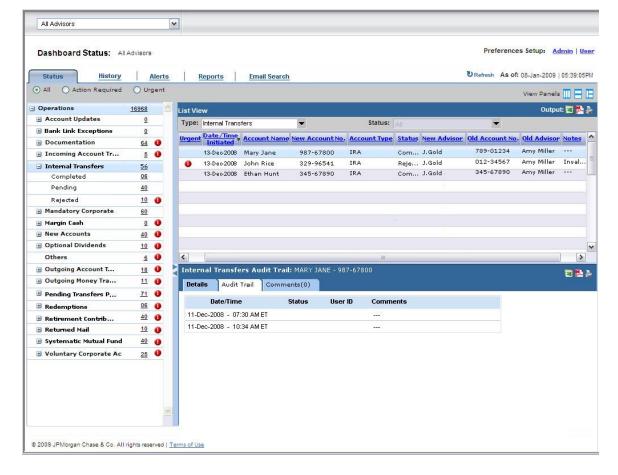


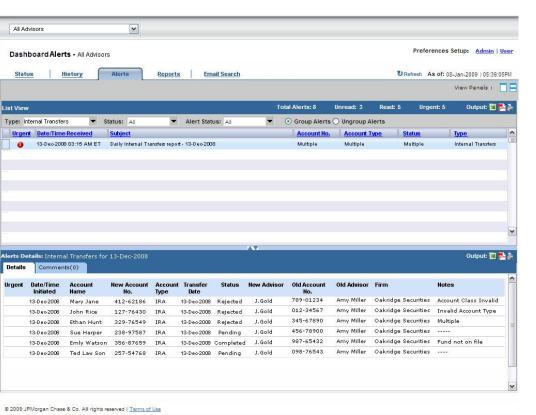


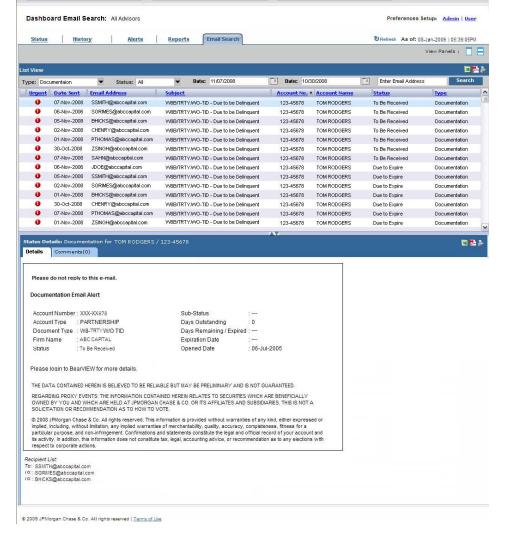
JPMC & Bear Stearns – Dashboard application

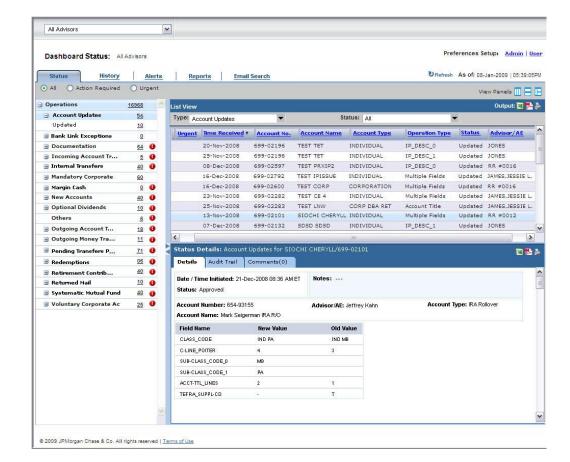


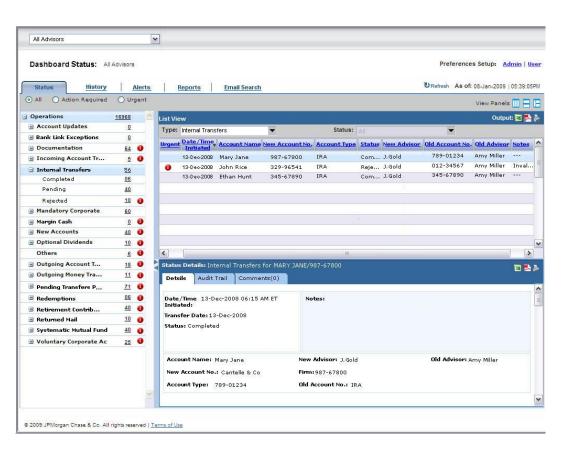




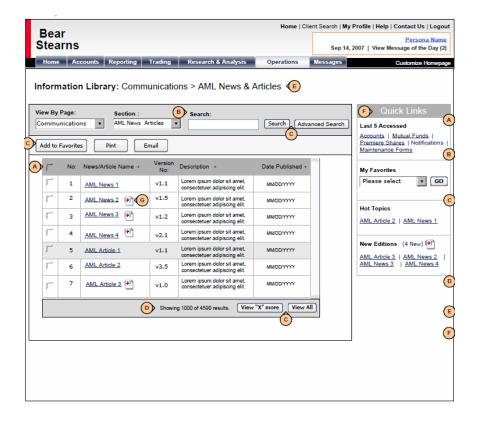


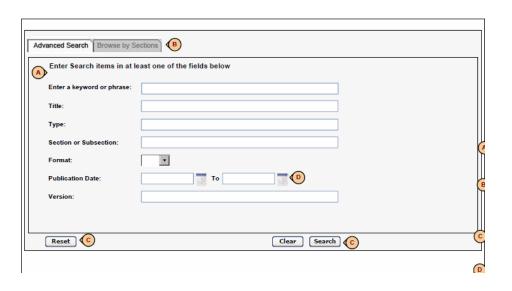


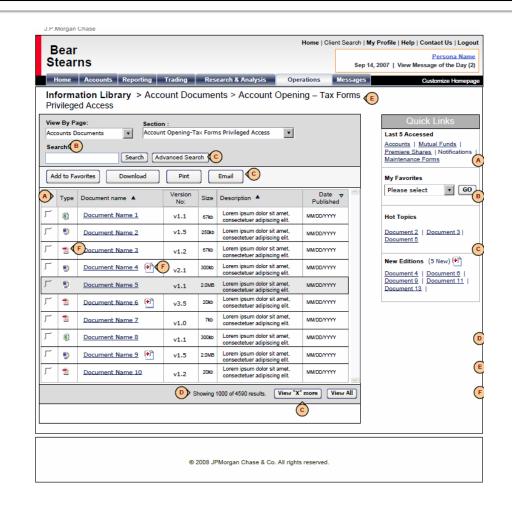




JPMC & Bear Stearns – Infoserver,

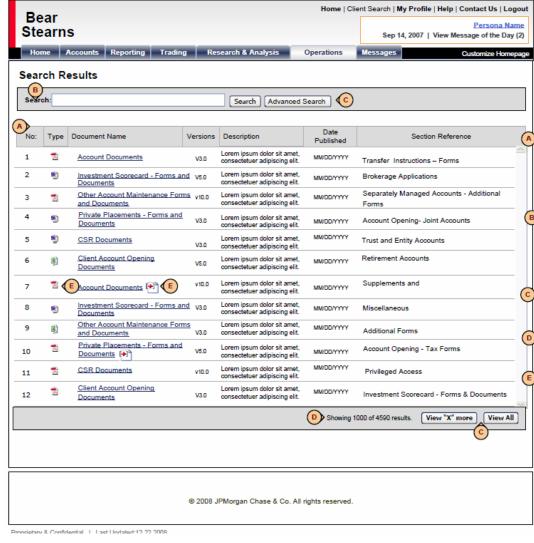






Advanced Search Bro	rowse by Sections B	
Browse by Sections & Sub		اا
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	® 2008 JPMorgan Chase & Co. All rights reserved.	

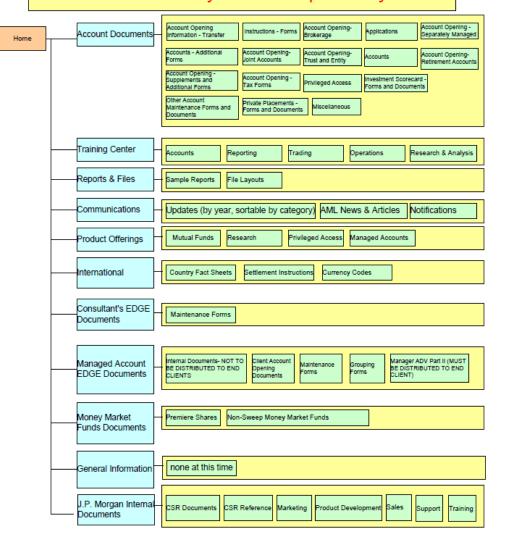




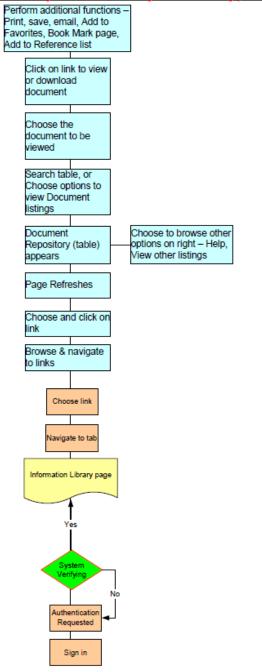
JPMC & Bear Stearns – Infoserver,

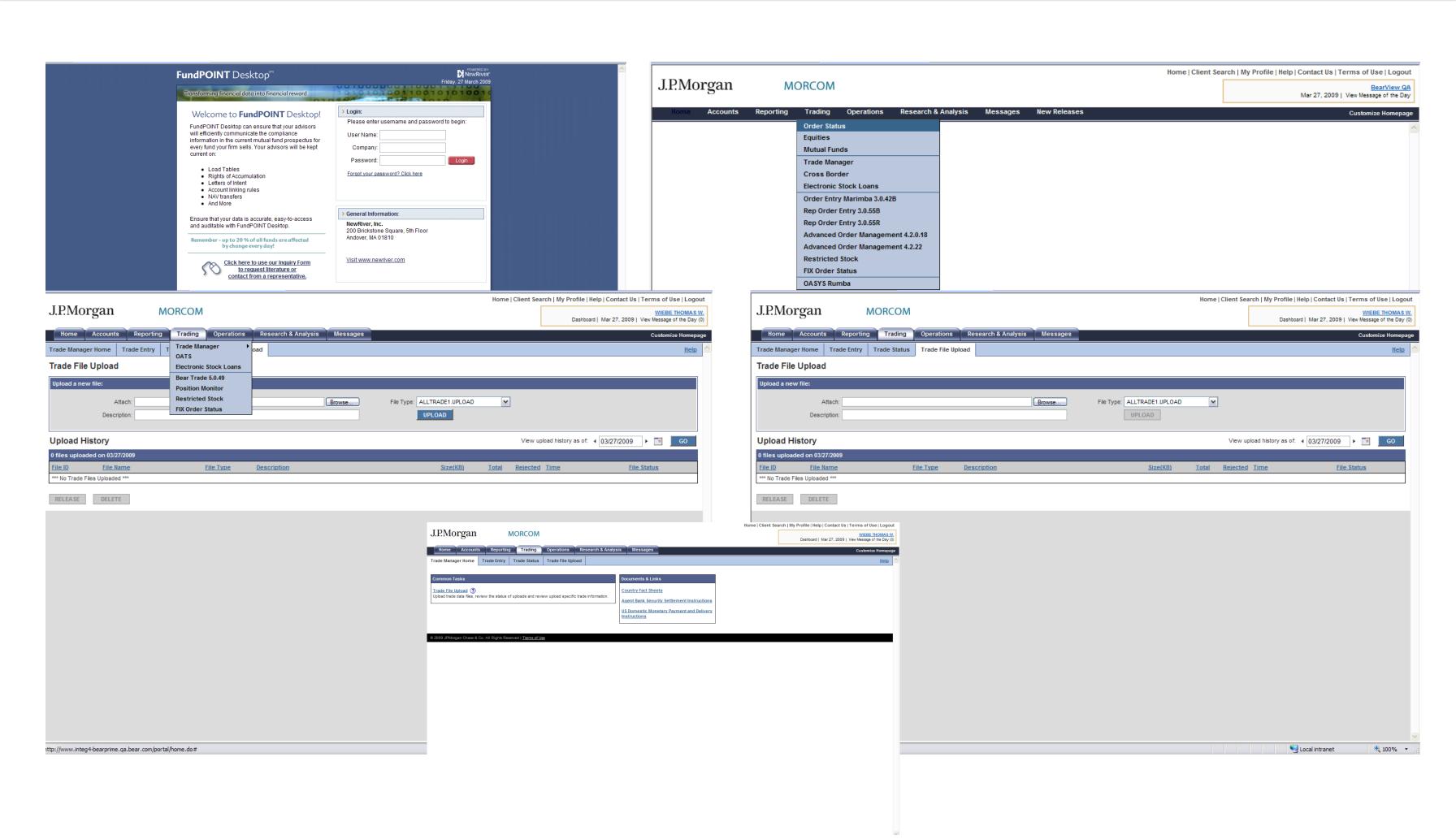
		Information Library -	Tunonioning & II			
Navigation						
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Account Documents	General Account Opening Documents Consultant's EDGE Documents Managed Account EDGE Documents	Account Opening Documents Account Opening Information - Transfer Instructions - Forms Account Opening- Brokerage Applications Account Opening - Separately Managed Accounts - Additional Forms Account Opening- Joint Accounts Account Opening- Trust and Entity Accounts Account Opening- Retirement Accounts Account Opening - Supplements and Additional Forms Account Opening - Tax Forms Privileged Access Investment Scorecard - Forms and Documents Other Account Maintenance Forms and Documents Private Placements - Forms and Documents Miscellaneous	Consultant's EDGE Documents Maintenance Forms	Managed Account EDGE Documents Internal Documents - NOT TO BE DISTRIBUTED TO END CLIENTS Client Account Opening Documents Maintenance Forms Grouping Forms Manager ADV Part II (MUST BE DISTRIBUTED TO END CLIENT)	acctdocs	Account Opening and Maintenance docu Maintenance documents Account Opening and Maintenance docu Reports, Yields and Prospectuses
Communications	Updates (by year, sortable by category) AML News & Articles Notifications				comms	Bear Updates, AML News and article link information that would be of value to our or archived by year.
General Information	none at this time				genInfo	A place to post items that don't fit into ar items in Noteworthy and What's New on
International	Country Fact Sheets Settlement Instructions Currency Codes				international	New location for documents supplied by bearstearns.com
Product Offerings	Mutual Funds Research Privileged Access Managed Accounts Money Market Funds Documents Trading	Money Market Funds Documents Premiere Shares Non-Sweep Money Market Funds			productsoff	Material on Mutual Funds, Research, Pri Accounts and other non-technological so
Reports & Files	Sample Reports File Layouts				reports	Information on the different reports and file
Training Center	Accounts Reporting Trading Operations Research & Analysis				trainctr	Product Guides, Quick Reference Guides Training on Demand, and other material r users in BearVIEW

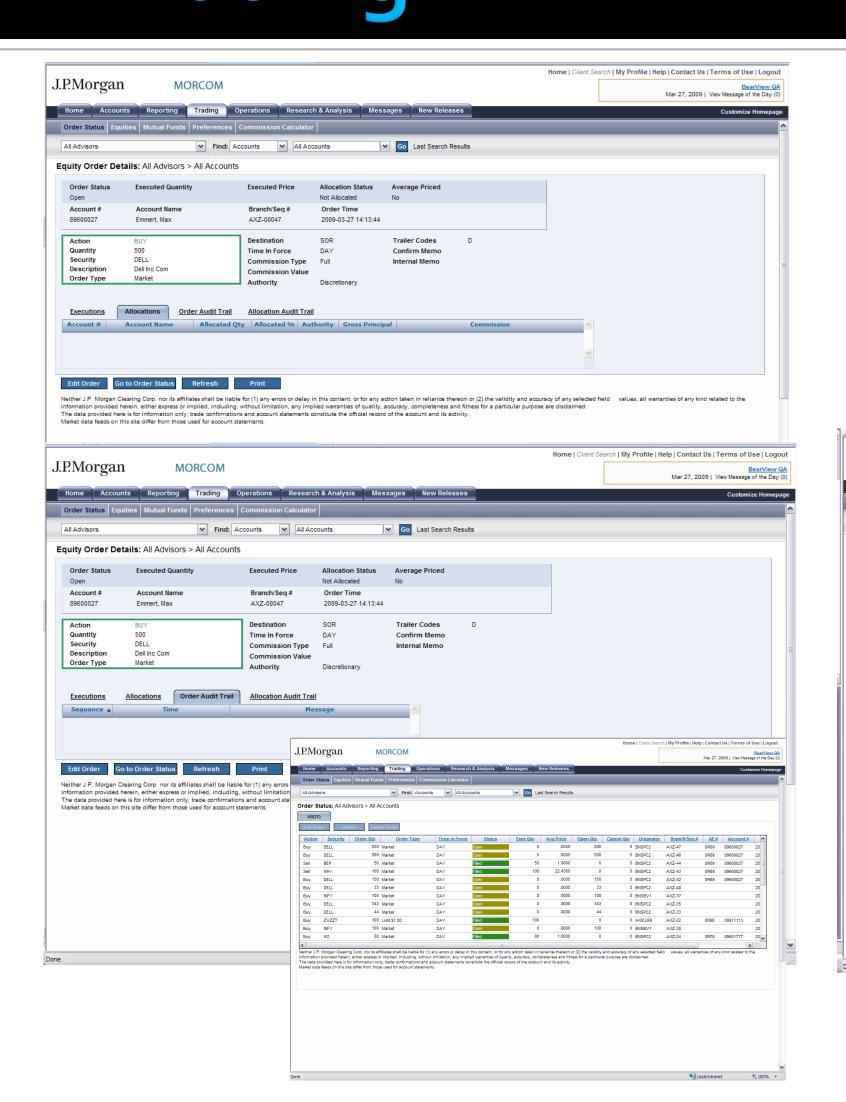
Information Library – Site map Library View

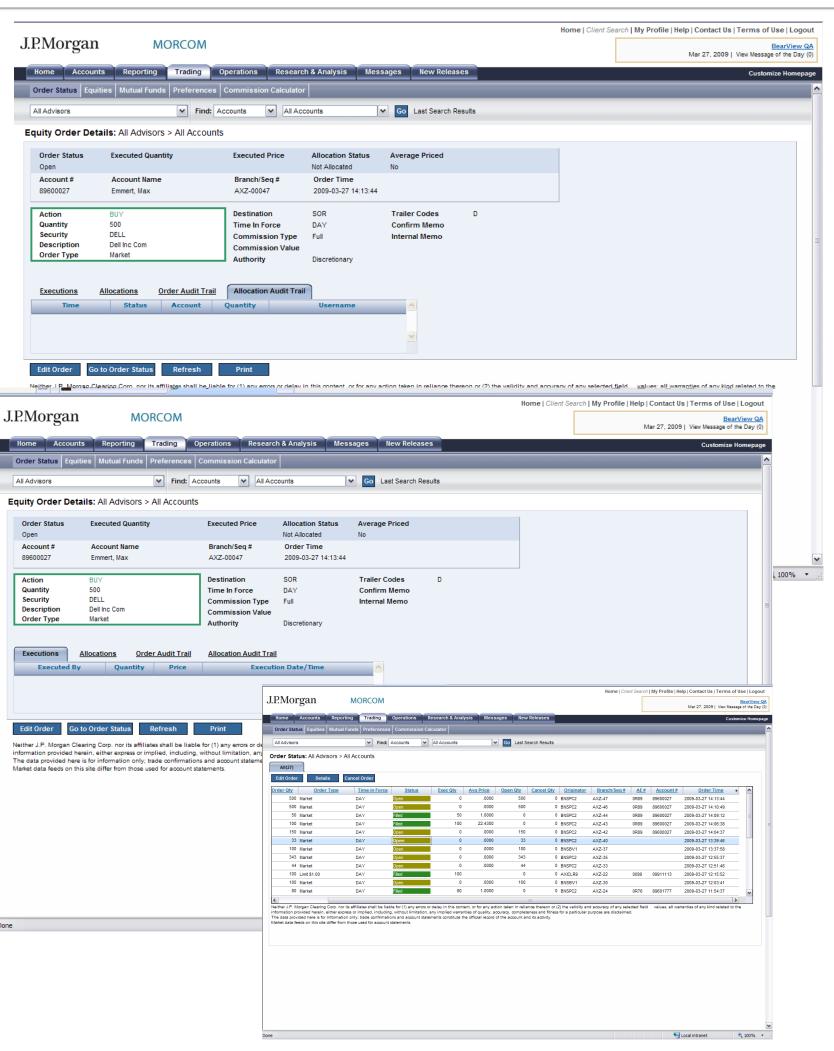


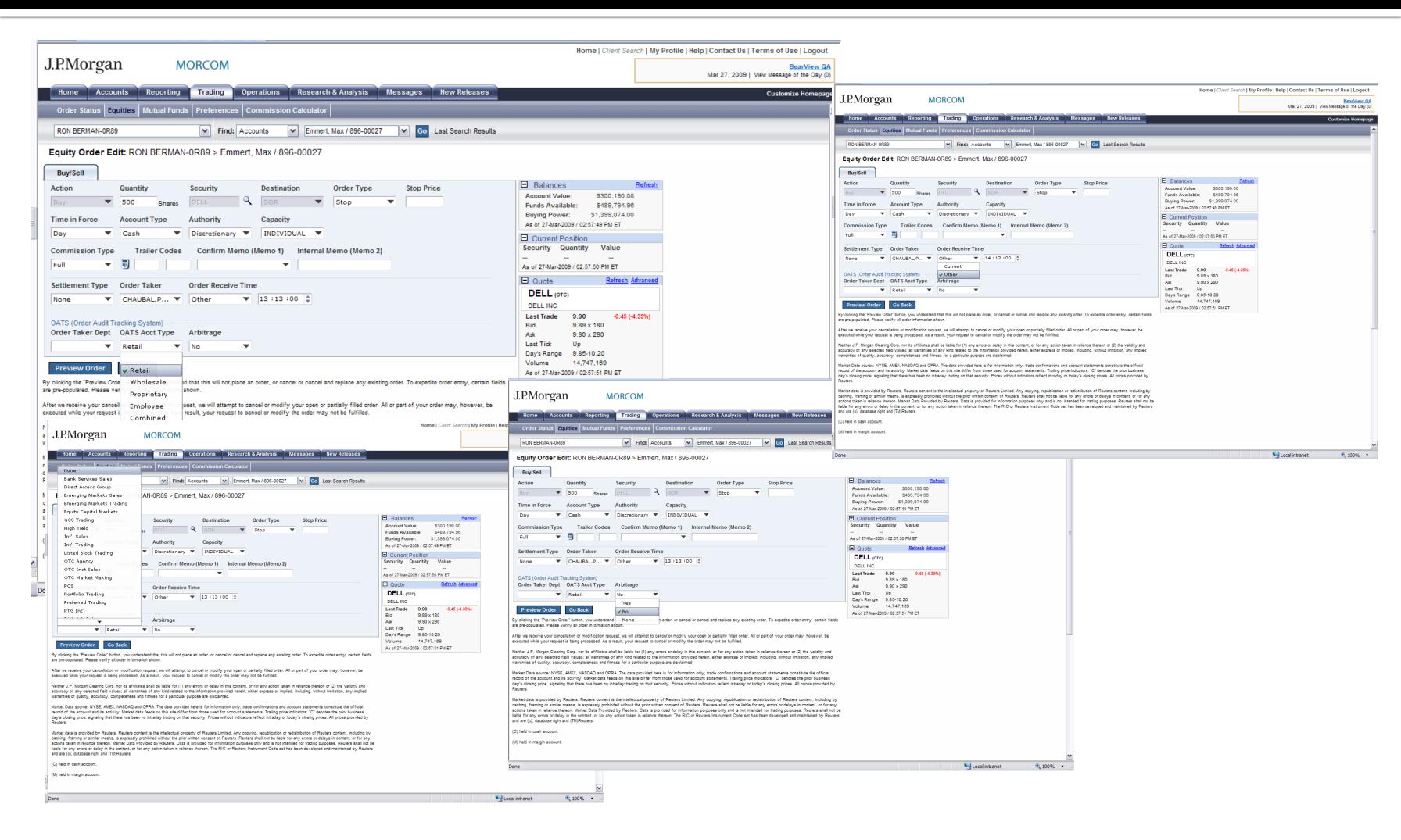
Information Library — Task Flow chart (Task Analysis for Library View Only)

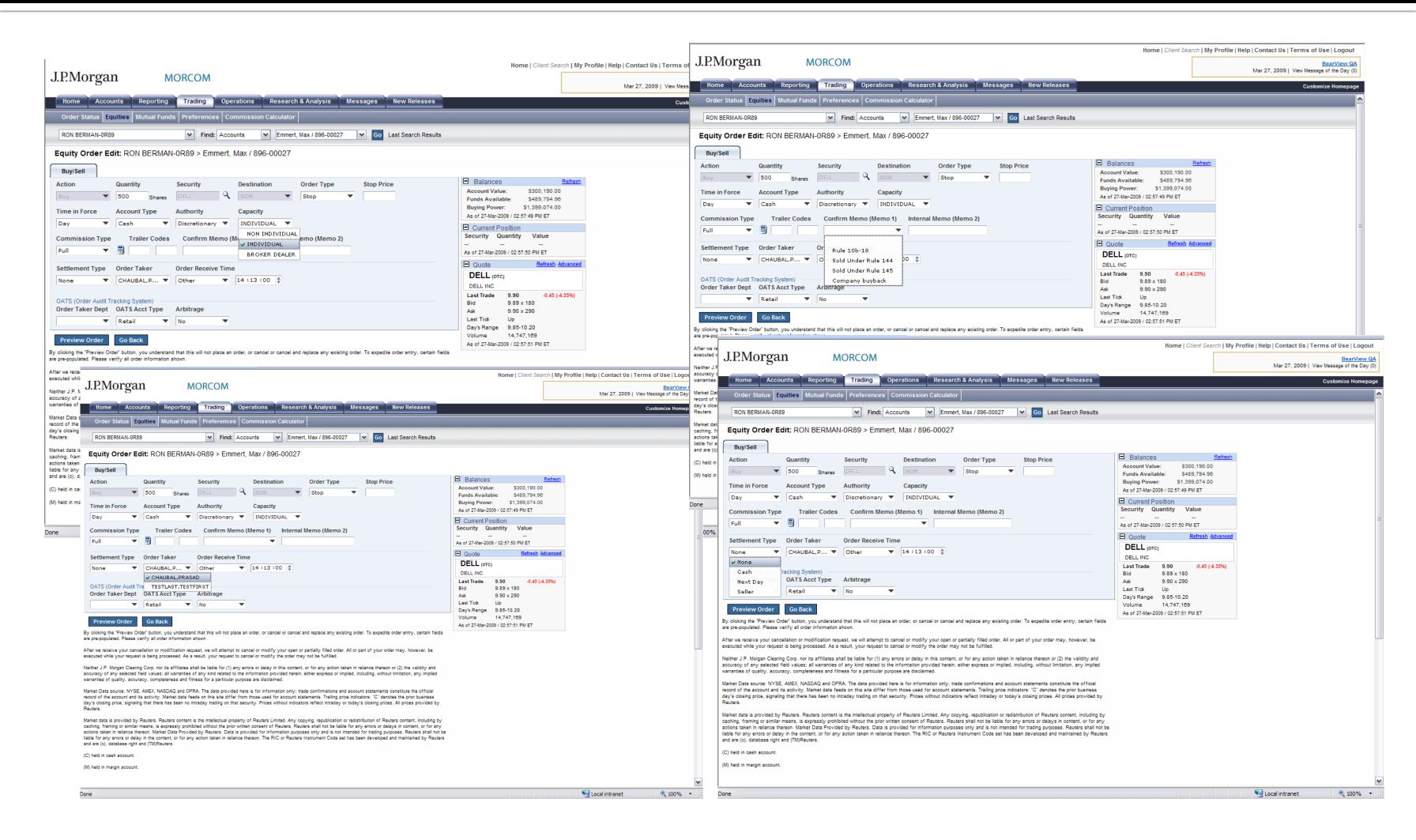


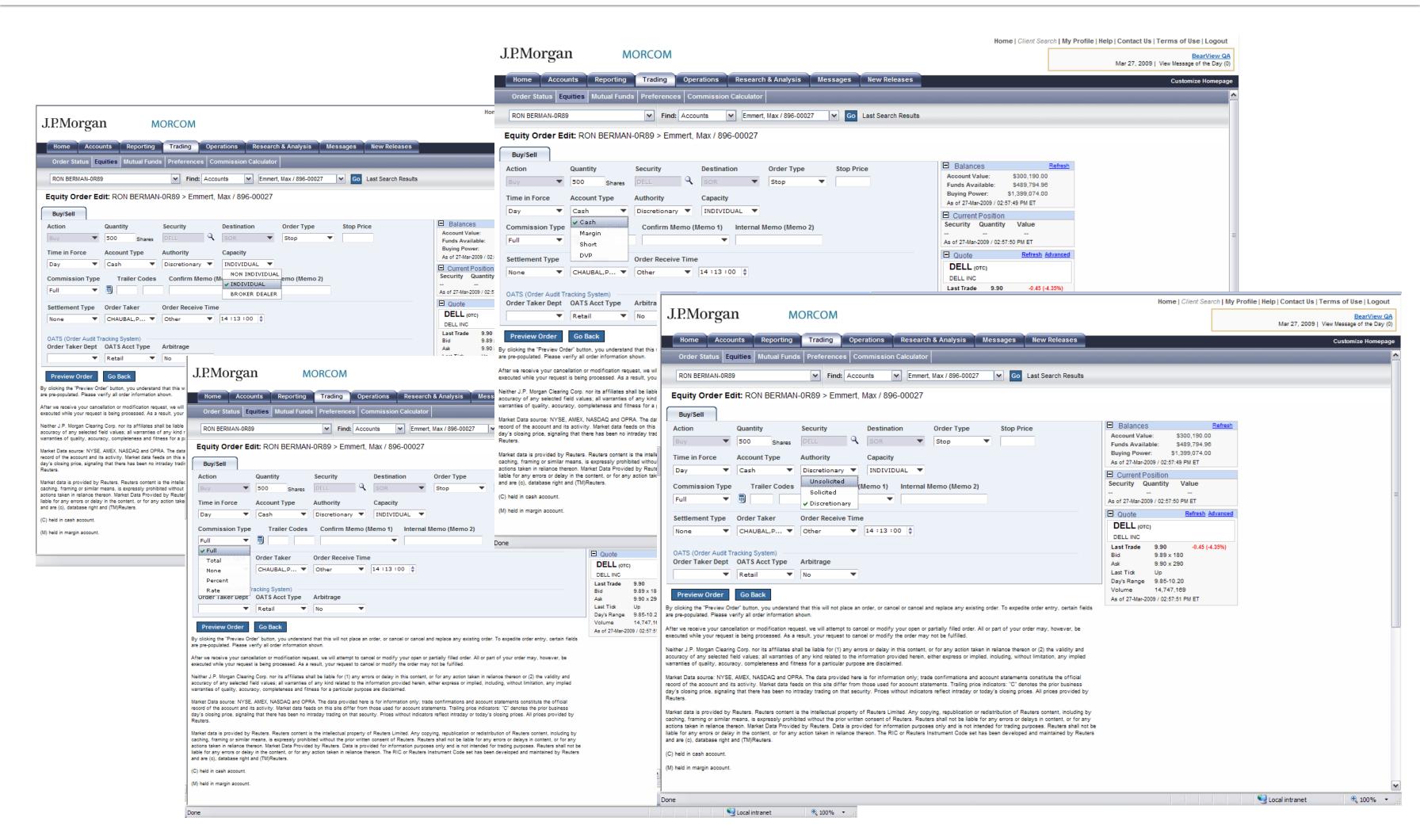


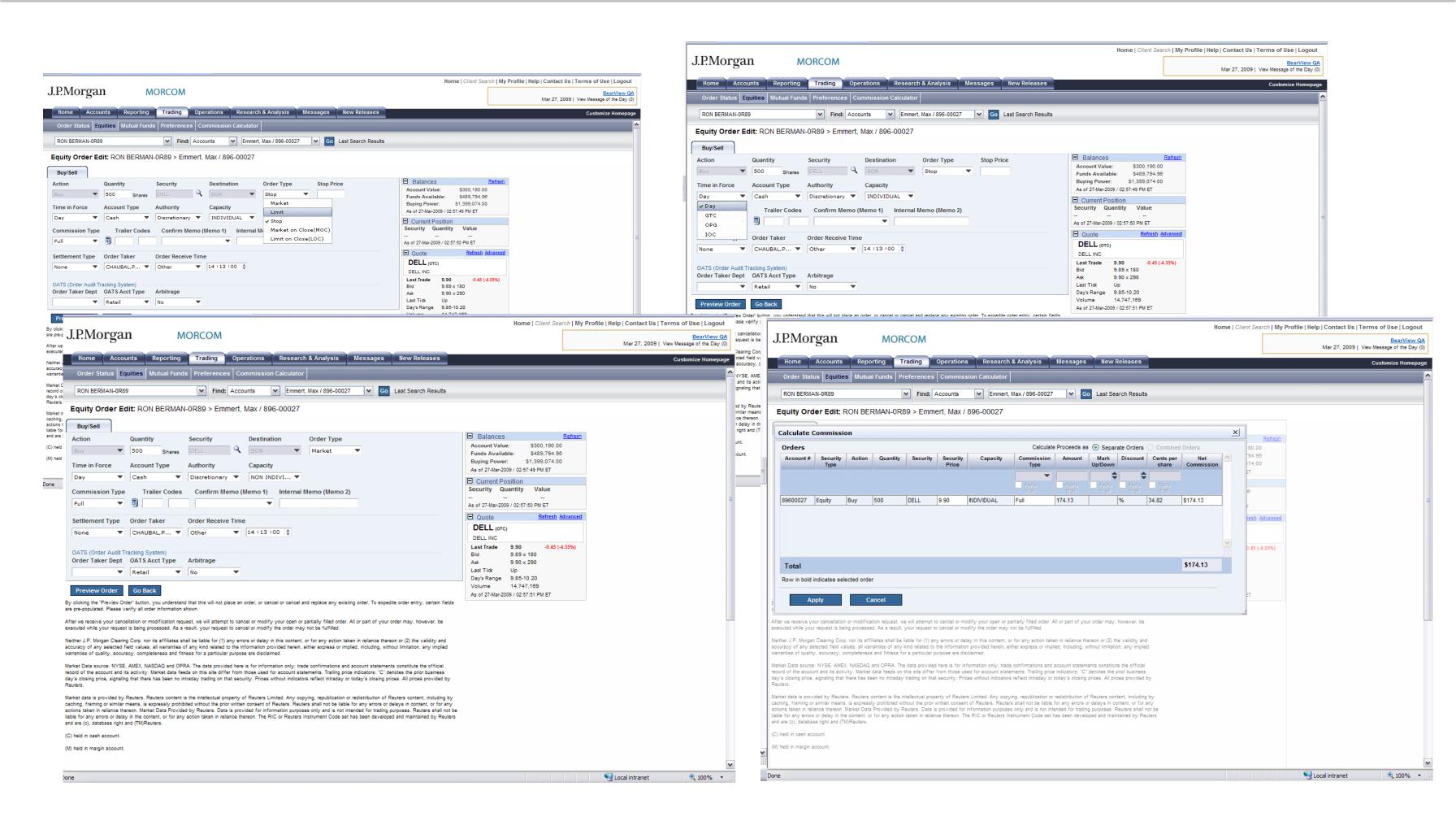


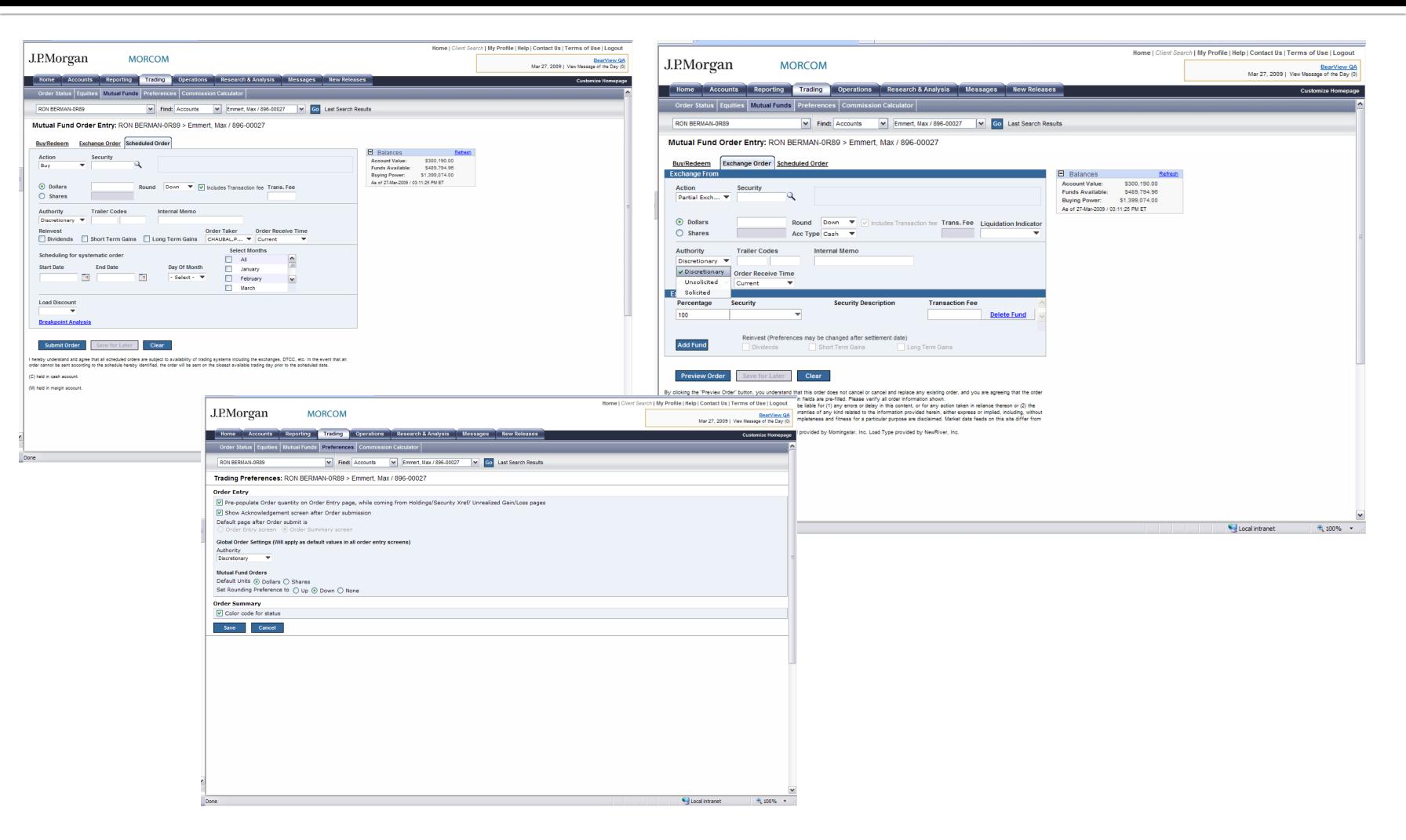


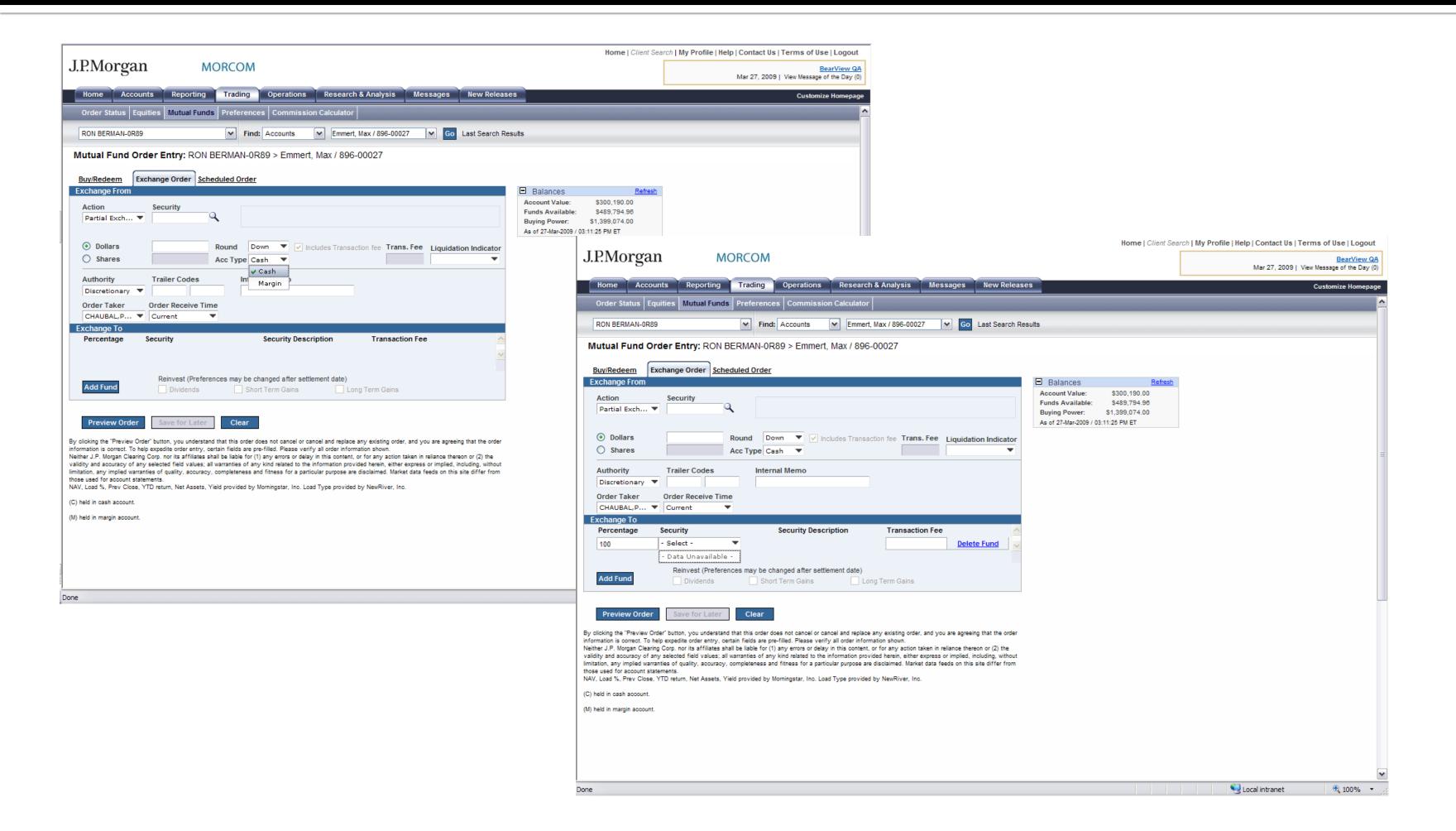


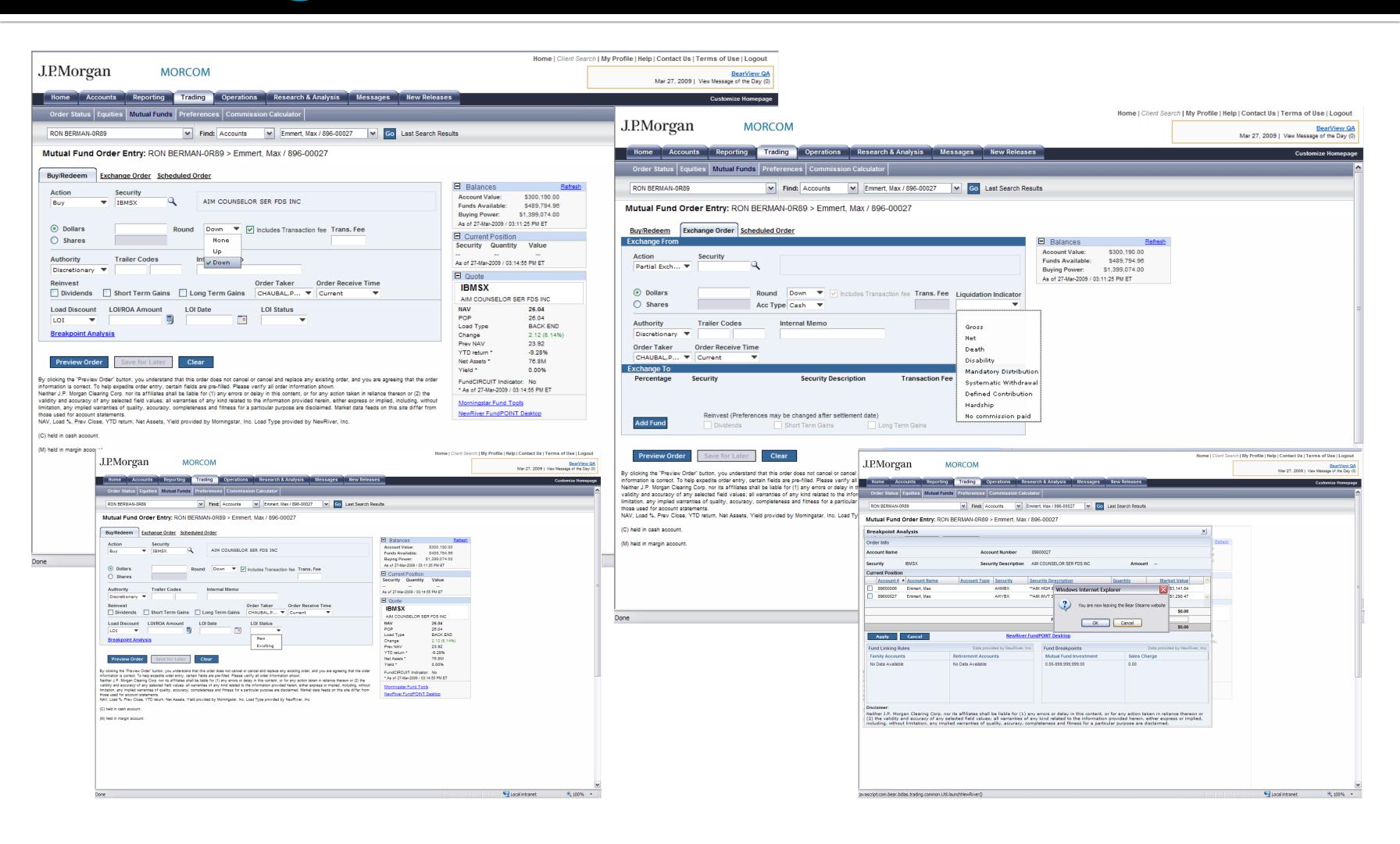


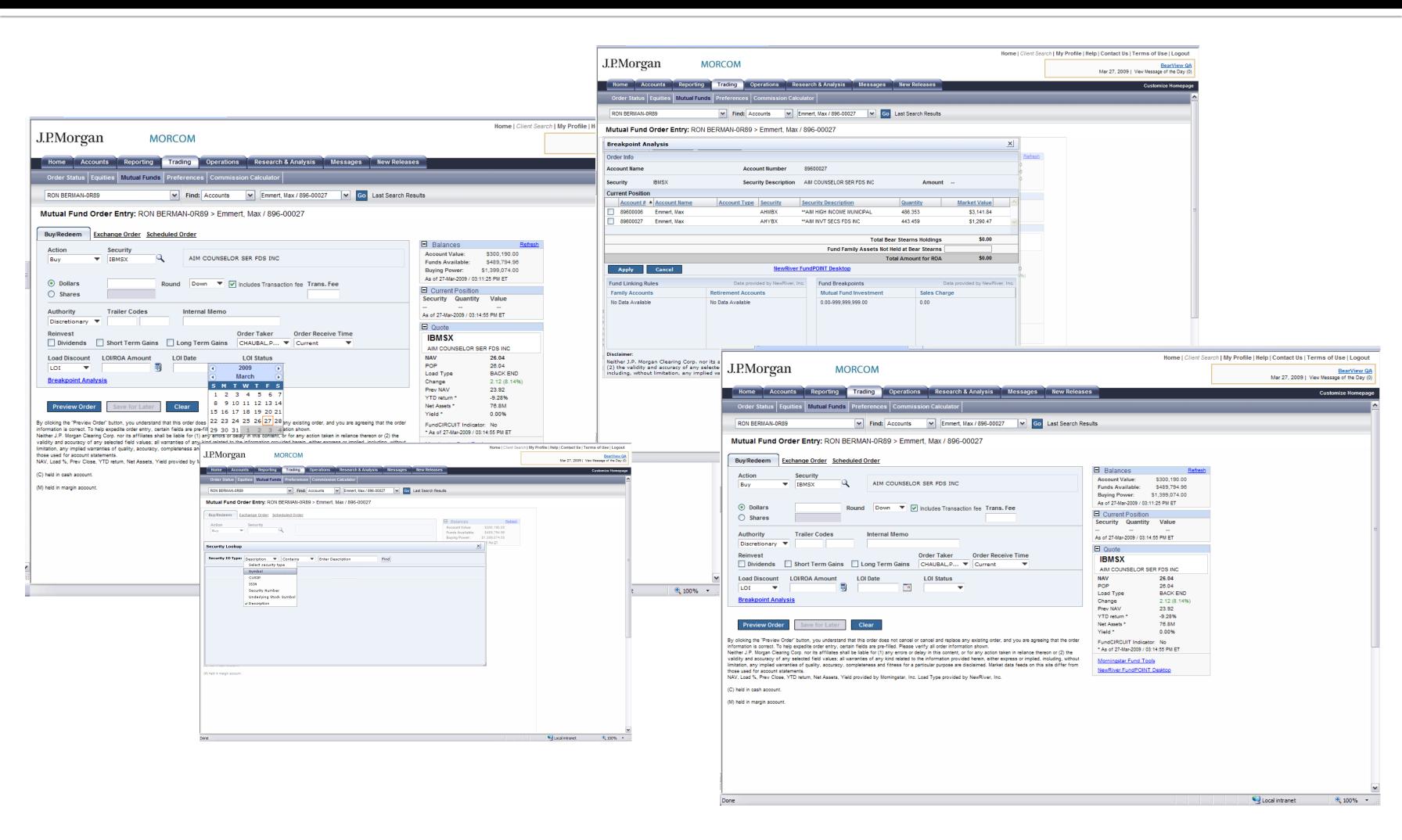


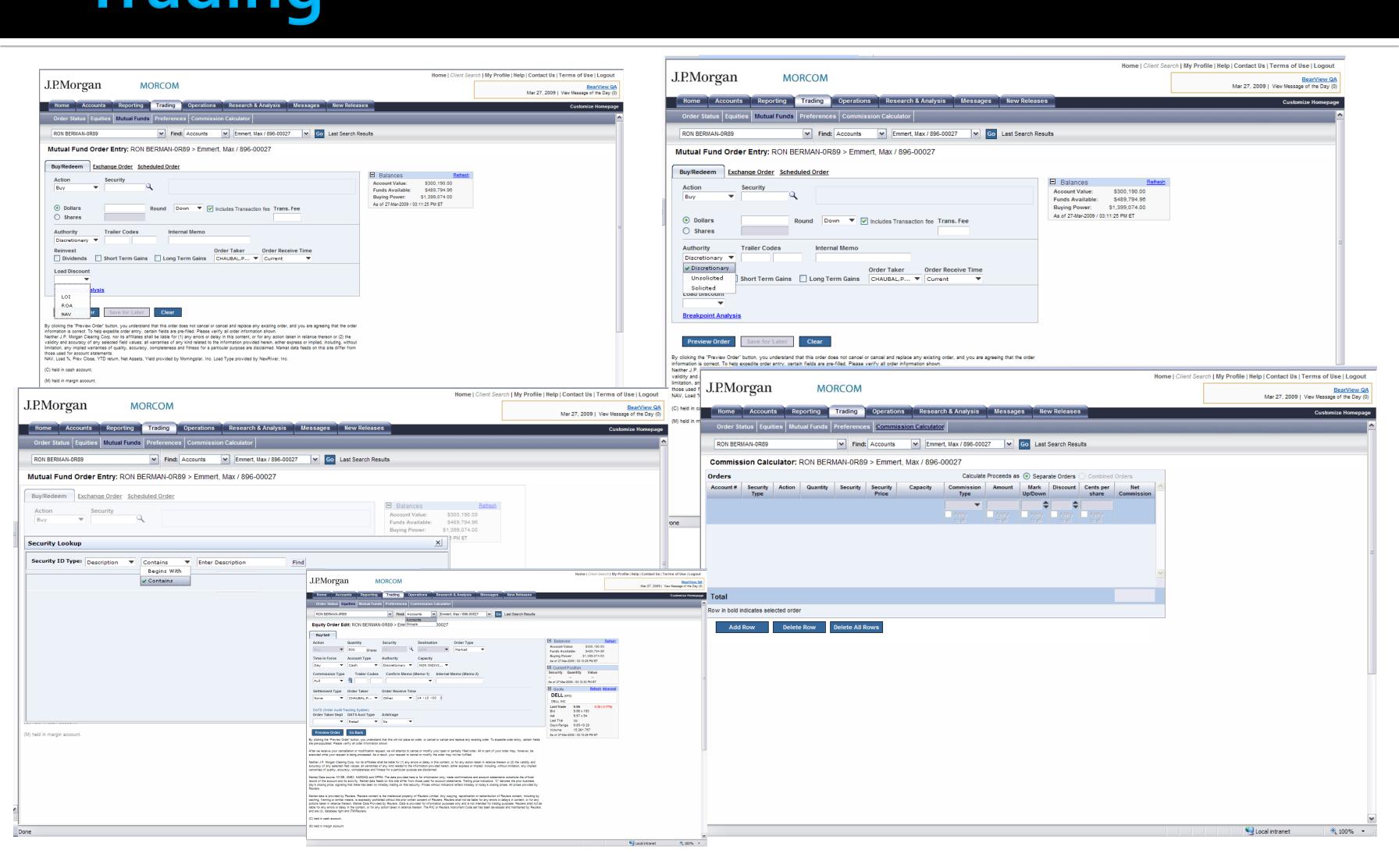


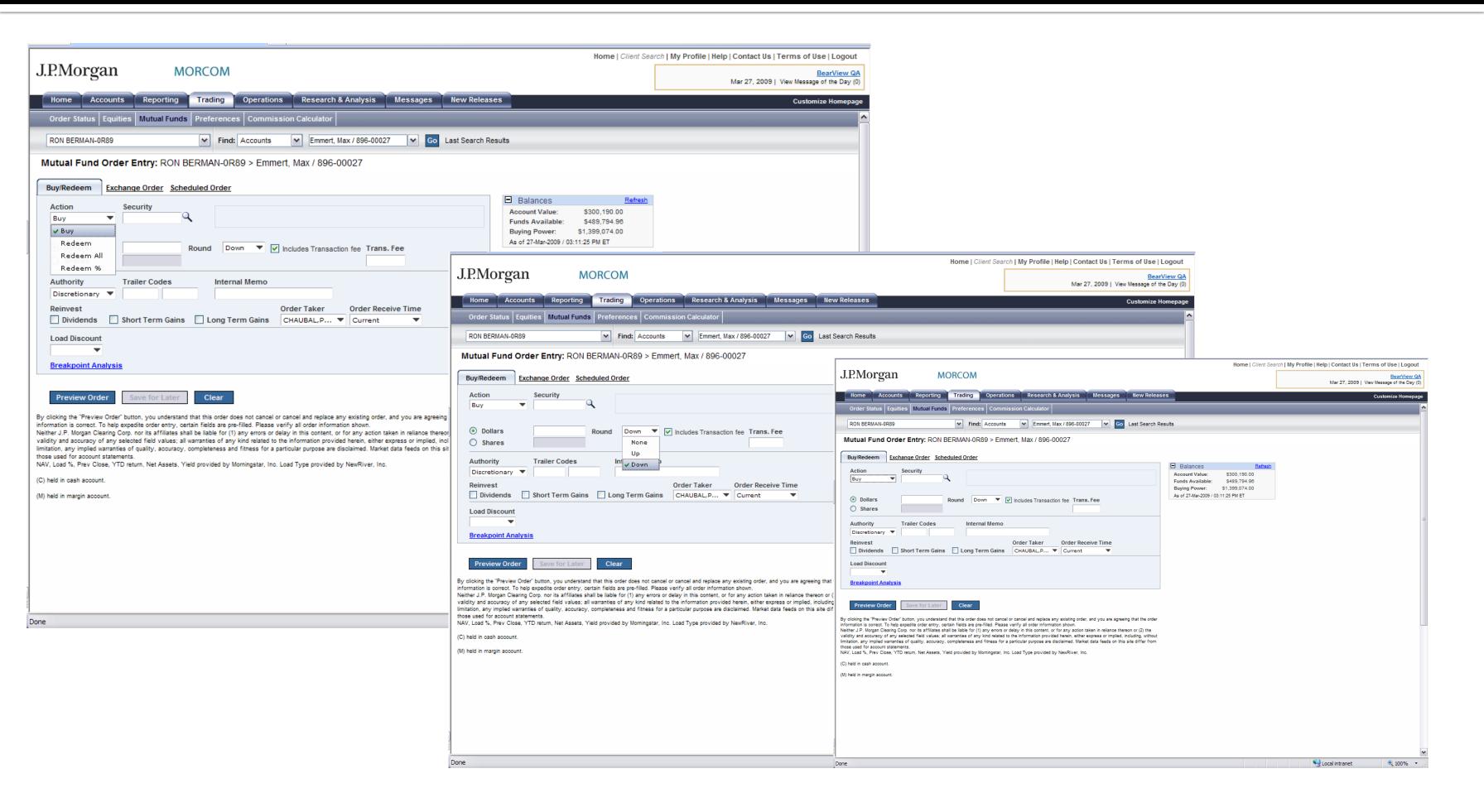












GSI Commerce/E-bay — King Of Prussia, PA

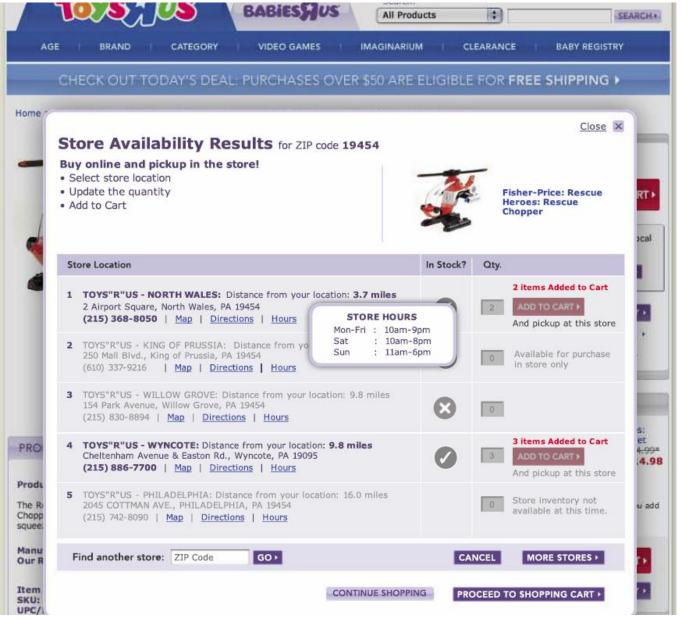
Project: Toys R Us, Content Management Tool –

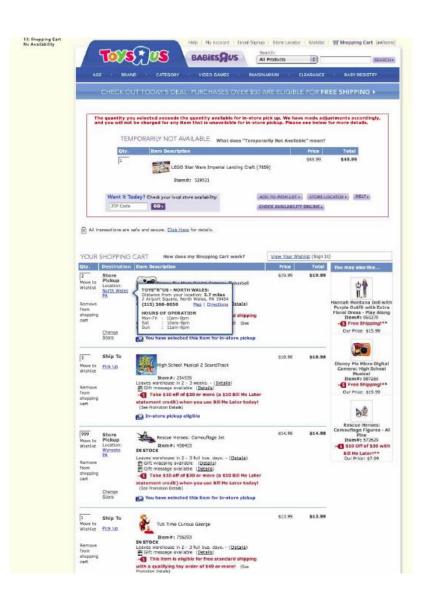
Managed the following projects while at: GSI I18N/L10N project

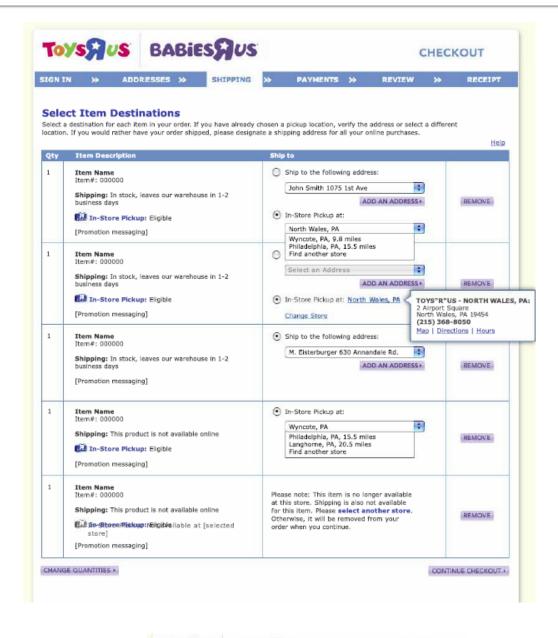
(Internationalization/Localization), In-store pickup project for various partner websites,

Promotion management application.

GSI Commerce – Toys 'R' US, Mc Donald's, CMS app









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Case Summer Case S	is Fine (odt) S riera Ave G Prousis, PA High School Televier High School Izem Pr 24/5 Arwal coses Arwal coses Sawe to 24th with Bill SYS-R'US - NORT Hyport Square The Wiles, PA 194 Itam Descript Tub Time Cu Izem F 196 Itam Descript Tub Time Cu Izem F 196 Itam Descript Tub Time Cu Izem F 196 Itam Descript	19406 US N ONE ADDRESS N ONE ADDRESS NOTE AD	Track hipping method pping to Get It it	Standar Shippir In-Stor For In- your ite messag click he	ag Method: Not Selected Method: Pickup items, ser pickup items,	rou will receive of picked up at the preceding process.	email notice store. (A	Additiona	\$1 when al stalls,

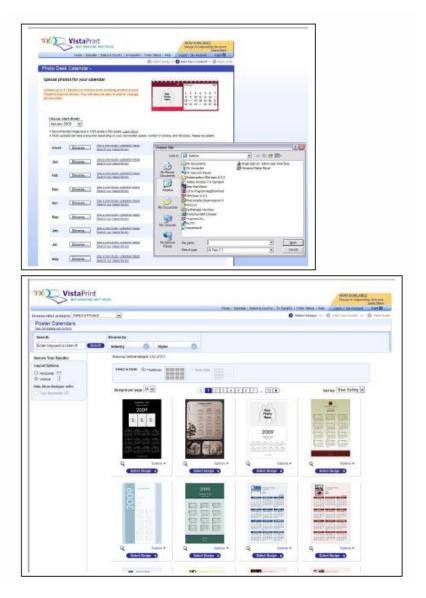
Vista Print — Lexington, MA

Project: Calendars –

Project involved adding new functionality and processes to the existing website viz. Desk& Wall Calendars and Photo Books.

Vista Print – Calendars







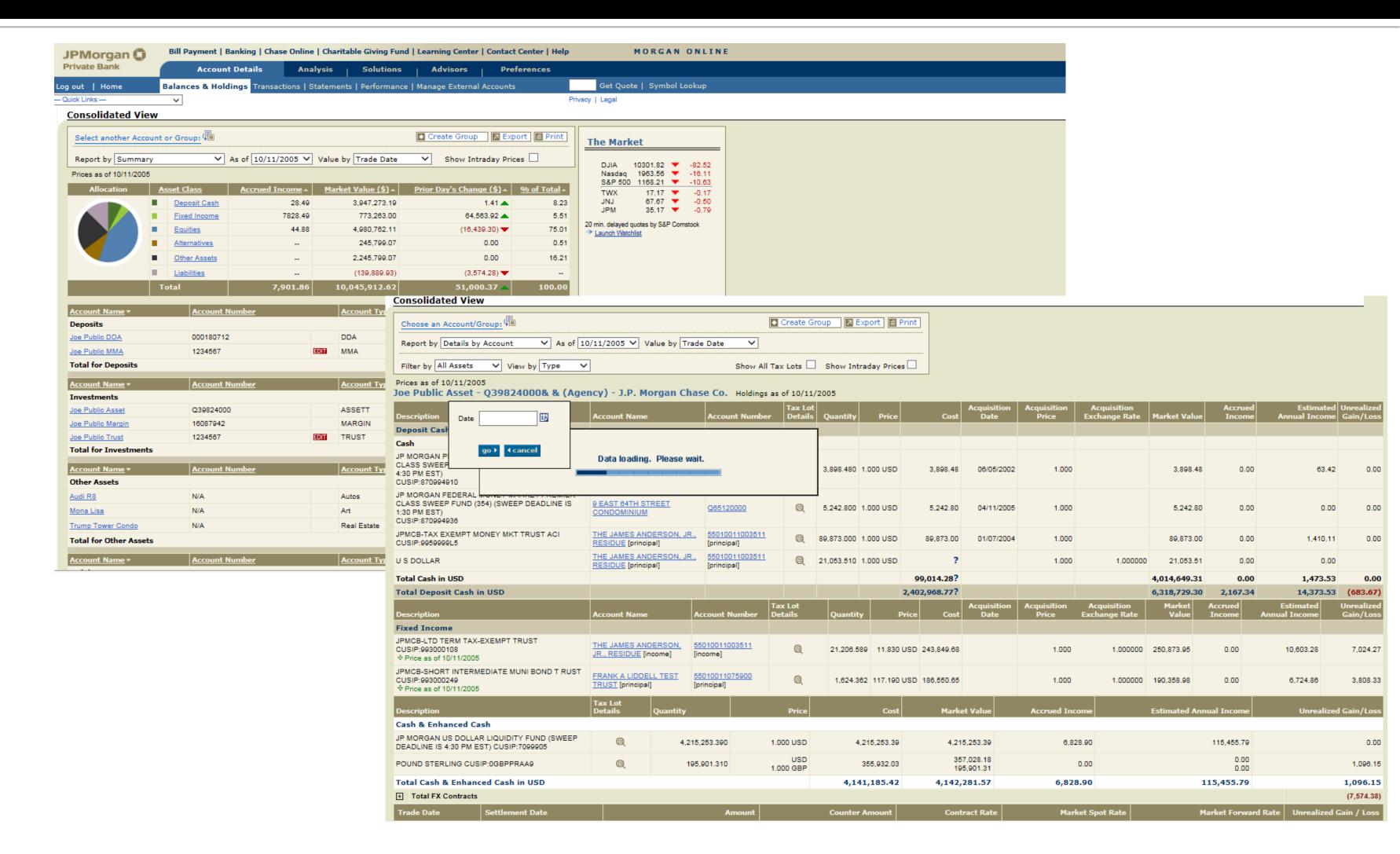
JPMC Bank One — Wilmington, DE

Project: Morgan Online - Merger of Morgan Online and Chase (High Net worth Portfolios) -

Account Details and Net Worth for the Morgan Online project, which is into Private & Investment Banking. This project involved a merger/migration of Morgan Online with Chase, called JPMorgan & Chase, Analysis with Market Data and news, Research reports and Portfolio reviews for vendors like Reuters etc.

JPMC (IB) – Morgan Online (Chase & JPMorgan

merger) – Account Details - Mockups



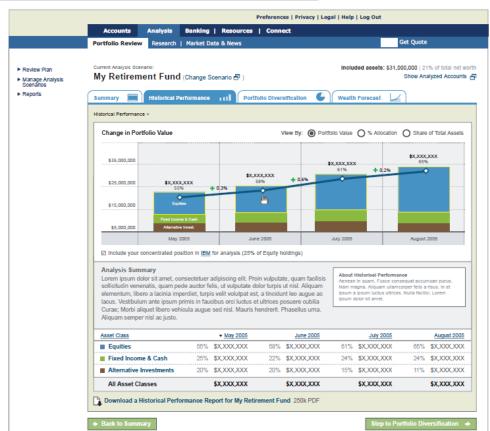
JPMC (IB) – Morgan Online - Portfolio Review (Wall

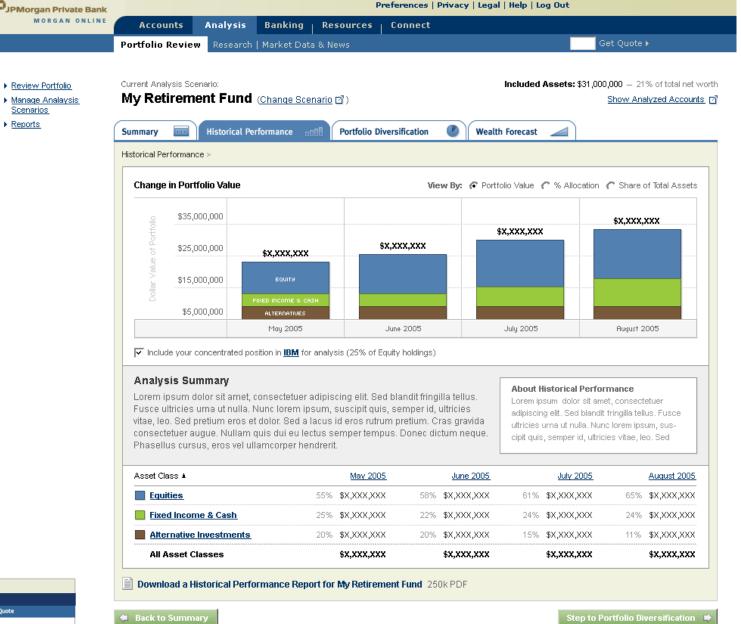
▶ Review Portfolio

▶ Reports

Street On Demand) - Mockups







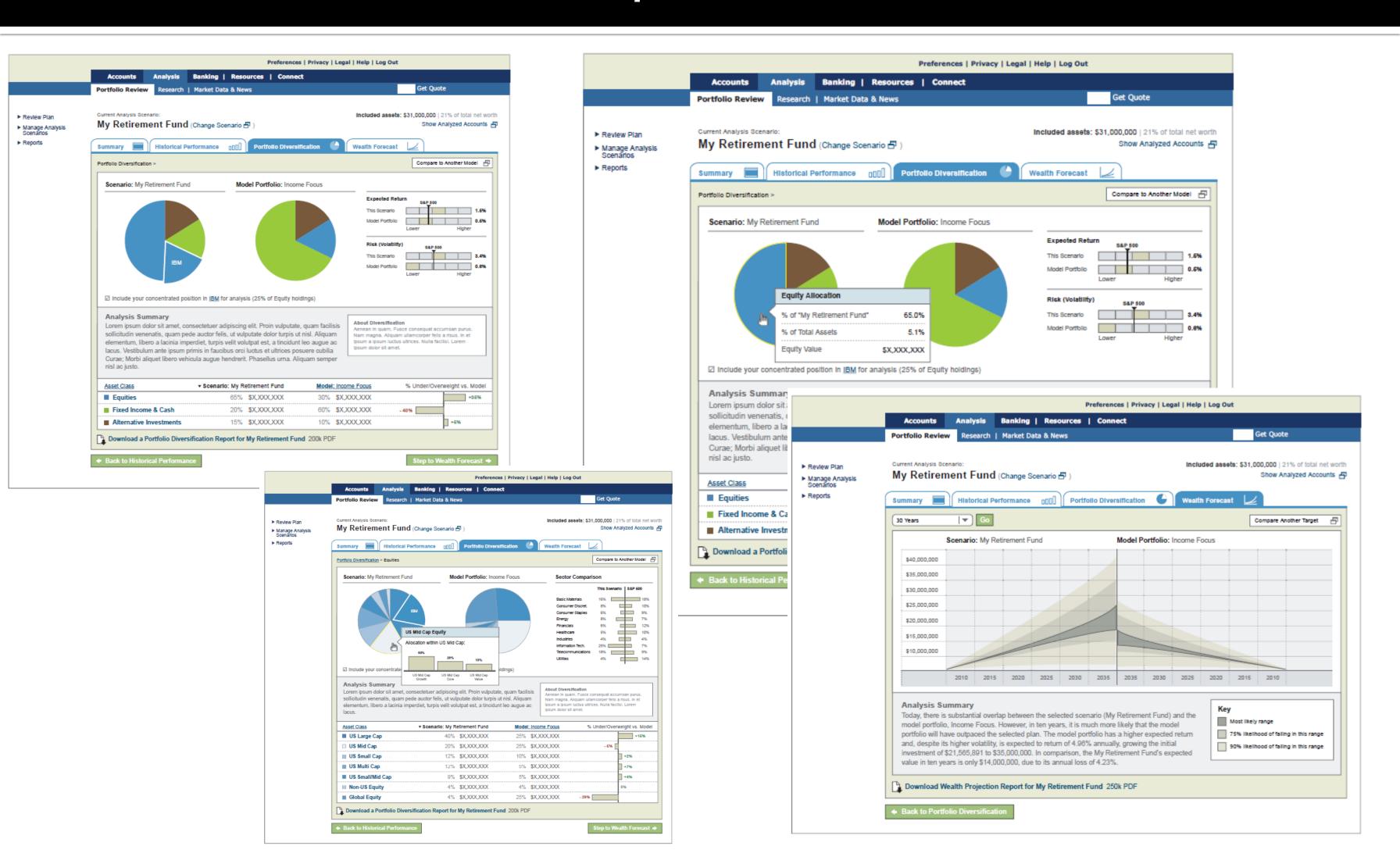
JPMC (IB) – Morgan Online - Portfolio Review (Wall

Street On Demand) - Mockups



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World Bank – Washington, DC

Project: Services Portal, Exe My Page (Presidents Calendar, Encorr, ISN Tech

Talk, Trust Funds) –

Managed and handled multiple projects at a time:

EXC My Page – The project is a scheduling calendar for the President and Senior Management reporting to the President of the World Bank.

Services Portal - This site caters to all services, pertaining to official, personal and work related services of the Bank.

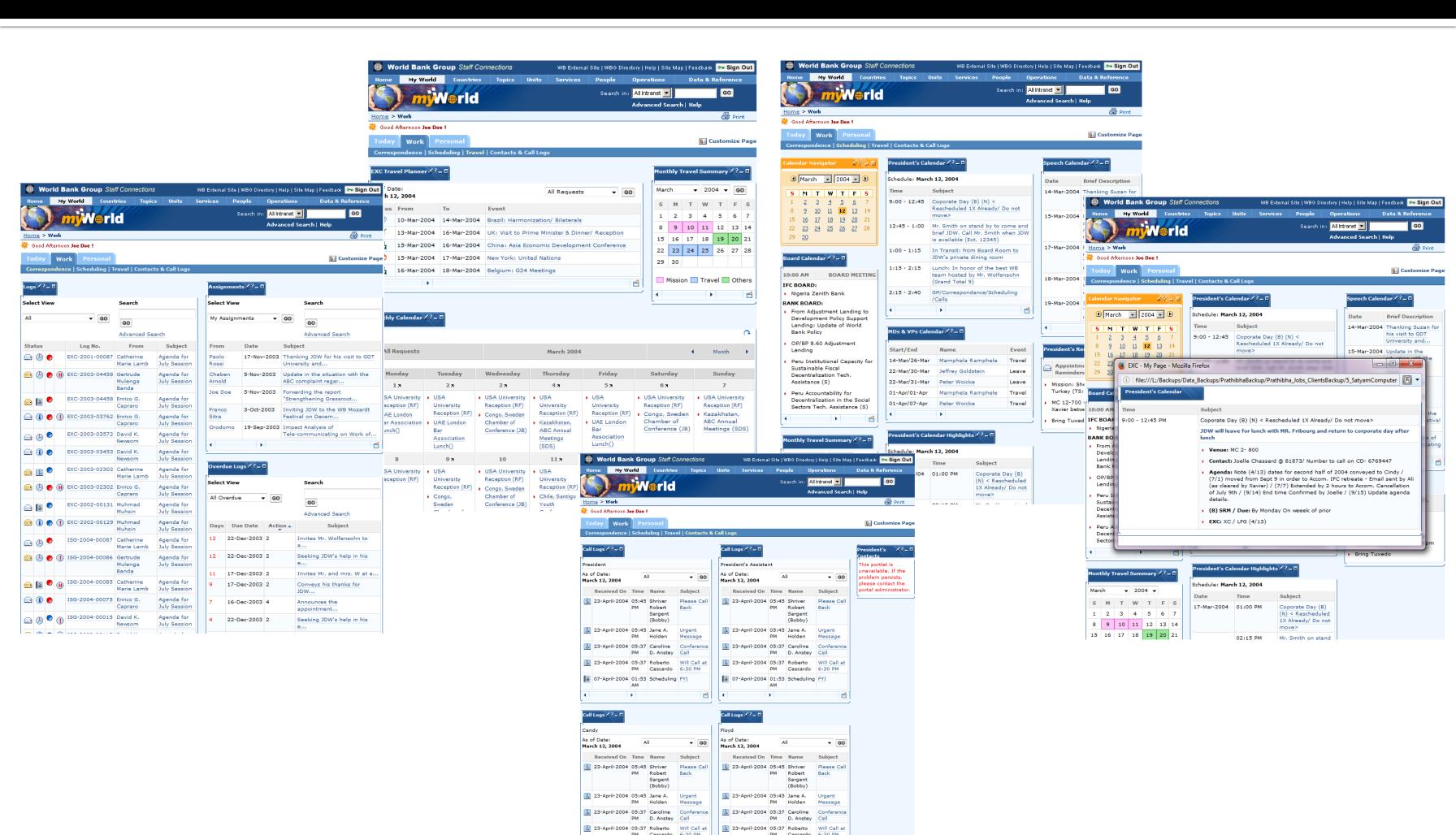
Encorr – Application, which caters to all the work assigned to Managers and so on from the President of World Bank.

ISN Tech Talk - The project is a discussion space or application where there is interaction amongst staff, which tracks all discussions in an order by posting a message.

Branding - Branding images for Banks Intranet & External Web portal. This is for the Header section of the portals.

Trust Funds – Designed a portal for Trust Funds at World Bank. Trust Funds are created and managed to offer funds to various countries and other institutions by World Bank.

World Bank – My Page – World Bank Presidents Calendar - Mockups



8 07-April-2004 01:53 Scheduling FYI

Scheduling FYI

World Bank – Services Portal – Competitive

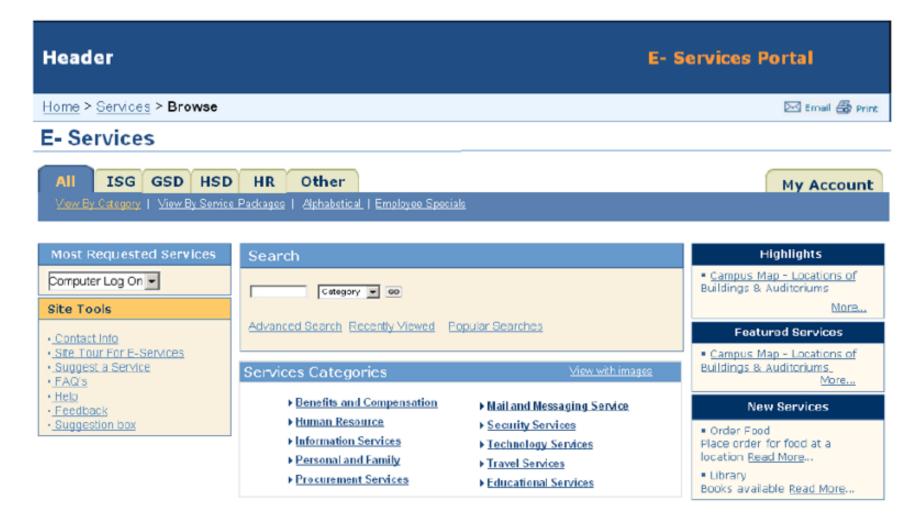
Analysis

Competitive Analysis

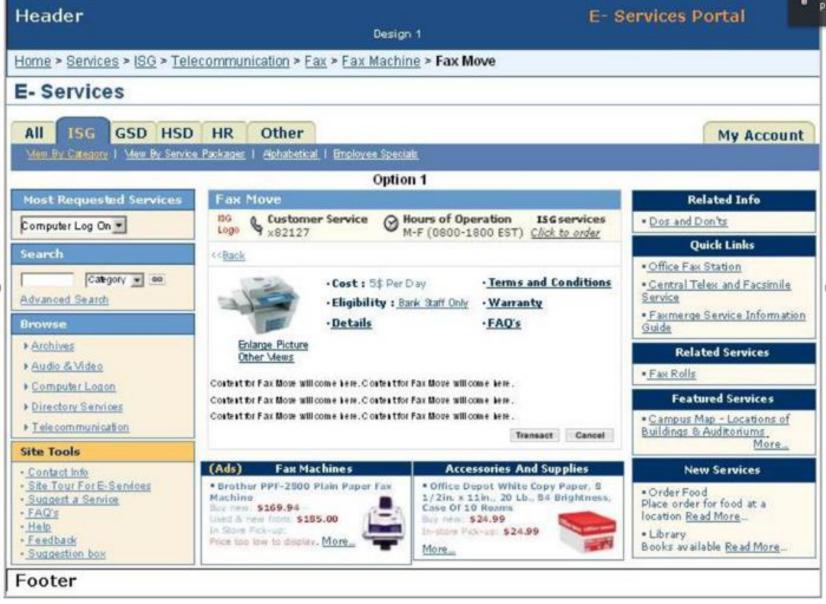
- Analysis was done to derive on the most competitive way of defining a user solution, Site
 Organisation, Links and Labels and Search etc,
- > Sites chosen were IBM, Wal-Mart, EBay, Dell and Amazon.
- Analysis on the criteria mentioned above was done keeping usability standards and approach.
- Findings of the analysis were tabulated as shown above by ratings most appropriate based on each criterion for each of the sites.
- > All the above points and rated on a scale of 1- 5 for each site analysed
- > 1 Bad / 2 Poor / 3 Fair / 4 Good / 5 Outstanding
- > Findings

	Home Page	Navigation	Site Organization	Links and Labels	Search & Search Results	Readability	Performance	Content
IBM	4	4	4	4	2	4	3	4
Wal-Mart	5	5	4	5	4	4	5	5
Ebay	3	4	3	4	5	4	2	3
Dell	3	2	2	2	1	3	2	3
Amazon	4	4	3	4	3	3	5	3

World Bank – Services Portal – Prototypes



Footer



World Bank – Services Portal – Usability – Test

Script, Sample Report

Test Script

Introduction

Hi Ayyappa, welcome to the user testing session today June the 30th at World Bank for E-Services Portal Story Boards. Purpose of study is to find out how usable the layout is and a users experience while he navigates through the site as to know if he can find his destination with ease. Time involved in doing so when you are given a task to be performed will be noted, the moves with which you navigated will also be recorded an observer, kindly do not be conscious of it. The session will be very informal, you can take a break, ask questions also. The user currently you Ayyappa are not being tested, it is a process of evaluation of the sites Usability.

Initial Questionnaire

- 1. Have you attended sessions or been part of a User testing Study?
- 2. What idea do you have about User testing and analysis?
- 3. What does E- Services Portal mean to you?
- 4. How often do you request a service, or is this your first time?
- 5. How comfortable are you ordering a service online rather than the still ancient technique of picking up the phone for the same?
- 6. Do you get tired of multiple clicks and prefer an advanced search as in the first click itself, or love to navigate and research?
- . What are your views on Usable design and a work system?
- 8. What are your priorities when you come to a services portal?
- 9. What are your expectations from this portal?
- 10. What would you wish to see in the home page and when you take a first look and the screen?
- 11. Give a one line definition for E- Service Portal E.g. "One Point Click to all my orders"

Test Script

Task 1: You are an employee of World Bank and want to order for a Fax machine, how do you go about from the home page.

Task 2: You are looking for a Packaged Service as your are moving from one location to another where can you find it in E- Services Portal?

Task 3: You have already ordered a Service, you need to now track the order status, how will you track the same in E- Services Portal, from the home page?

Task 4: You are an employee of World Bank and want to order for a Courier, how do you go about from the home page.

Task 5: You are a service provider and you want to manage your services, how do you do the same in E-Services Portal?

Task 6: You are an approver and you want to approve a request, how do you do the same in E- Services Portal?

Meet Ayyappa Nagubandi

Ayyappa Nagubandi

Title: Contractor: Satyam Computer Services Dept/Div: ISGEB (06589)

Work Phone: 473-8631

Location: Washington, DC (IBRD)
E-mail: anaqubandi@worldbank.org

Fax:

Room Number: 112-230 Mail Stop: 112-1202

2.) User 2

Background info:

Has not ever visted the Services Tab and did not know it was there or what it could be used for

Directly types the names of the kiosks as he/ she is very familiar with them and requests services on a regular basis (every other week at least).

Orders office supplies, telephone services, people database, lotus notes accounts, coffee services, moving services, business cards, etc.

Would love to see all services in one place to make life easier.

Test Task Observation sheet

Task	Correct	User's path	Overall	Time	No of	No of	Remarks
	Answer	-	Status	Taken	Questions asked	Clicks	
		Telecom> Fax		< 1			
Fax	Yes		easy	min.	1	5	
		HR> Benefits>					
Insurance	Yes	Insurance	easy	2 min.	None	4	
		GSD> Shipping>					
Courier		Mail> Courier>					Does not click transact
service	Yes	Transact	Easy	2 min.	none	4	to check status
Leaving		View by Special					
Bank		Package		<1			
Package	Yes	_	easy	min.	none	1	
Employee		ISG> Telecom>					
Special-		spotted Employee					
Mobile		Special		1.5			somewhat difficult to
phone	Yes		easy	min.	3 gues	4	find in 2 nd -level nav.
		1.Looks to bottom left					
		of homepage first.					
		2.Then looks under					
		most requested					
		services.					
		3.Then looks under					
		packages.					
		After sometime and					
My		direction-sees my					Did not see My Acct.
Account	Yes	acct. tab	guided	4 min.	5 ques.	5	Tab

Feedback:

This new portal is going to make life easier.

Looking forward to it.

Very nice, looks good.

Once one studies the design, it will be very easy to pick up on because is intuitive.

A little practice or training would be helpful.

Suggestions:

None

World Bank – Services Portal – Usability – User

Testing Analysis

Overall Task Complexity noted for the 12 Users Guided Confused Tasks Intuitive Comments Fax Machine Confused by Unit 0 Move Status of Courier 0 Some did not find it intuitive to click on Service Request details or transact to check status of request 11 0 Confused between general life insurance Life Insurance Information and check "my" life insurance package Some don't see 2nd level navigation, Service 4 **Packages** others look under All or Others tab or hiahliahts first Most believe it should be associated with one Employee 0 3 didn't see sub-level navigation Specials 2 clicked "other" tab first before seeing sub-level navigation My Account 6 0 Some don't see "my acct." tab Look first to left navigation part of page Some look for service and then want option to check status or manage service at that point on service point page vs. my acct. Some check all tab or think site tools should have order look up Some check their unit's tab

User Testing Analysis and Approach taken

Details of the User and Providers chosen for testing.

Number of Users	Distribution of age groups	Distribution of Gender
E-Services Users	2= (20-30 yr.) 4 = (40-50 yr.)	3 male; 3 female = 6
Service Providers	2= (20-30 yr.) 2 = (40-50 yr.)	0 male; 4 female = 4
Office or Program Assistant	2= (20-30 yr.) 0 = (40-50 yr.)	0 male; 2 female = 2

Unit	User Profile	Number
ISG	Users + Providers	4 + 1 = 5
GSD	Users + Providers	1+1=2
HR	Users + Providers	3+2=5
Total		8 + 4 = 12

