SIMON ROLLETT

DESIGN DIRECTOR

Brand

Communicate the unique way
your business does business

UI & UX

Data-driven journeys and
interactions

E-commerce

Simple, relevant journeys
to order what you need

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CONTENTS

Open Sessions (London Sport)
Sports activity platform

- Data
- Hi-Fi designs

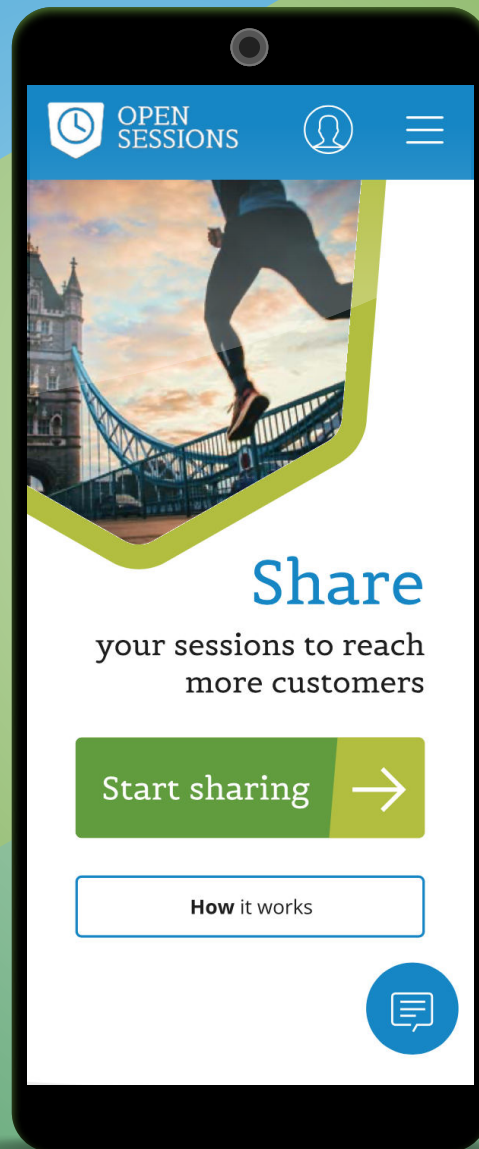## OneWelbeck
Private Healthcare

- Data
- Wireframes
- Hi-Fi designs

Open Sessions
UX & UI

A free platform to help sports activity session providers grow their audience.

WHAT	Improve conversion, redesign	
WHY	Poor conversion: high bounce rate, low user return rates	
HOW	Data gathering, wireframing, testing, branded hi-fi designs	

Open Sessions
PROJECT

IMPROVE CONVERSION, REDESIGN

Project	User onboarding on the Open Sessions website
My Role	UX Design, UI Design
Opportunity	The Open Sessions website enables activity organisers to add their session details to the Open Sessions network to grow activity participant volume. Numbers of new registrants completing and publishing a session needed significant improvement.

Design process

Research:

- Analytics data
- SmartLook
- Competitor analysis

Ideate:

- Wireframes
- Prototyping
- User testing

Tools   Figma

Open Sessions
PROJECT

IMPROVE CONVERSION, REDESIGN

Research

30 days of user journey data collected from the by the UX team using SmartLook, revealed that across devices, from **479** users:

10.2%

click the
'register' button

50%

leave after
clicking 'register'

2.9%

register, then
publish a session

OpenSessions is an under-utilised service, and desperately needed to evolve with improved responsive designs to keep users engaged and benefit from the network offered.

Open Sessions
DATA
WEB TRAFFIC

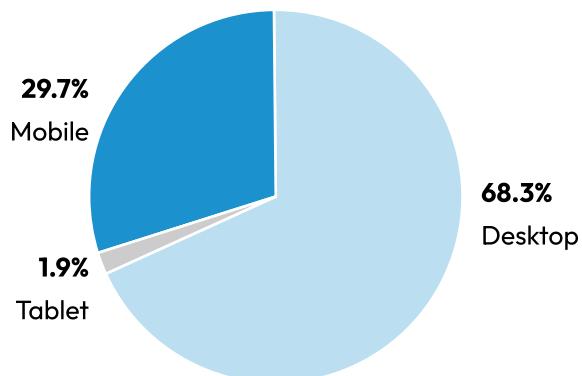**Data:** 30 days / Google Analytics

Visitors

January **2021**

44.8%
Returning

55.2%
New

January **2022**

20.8%
Returning

79.2%
New

All users – by device

29.7%
Mobile
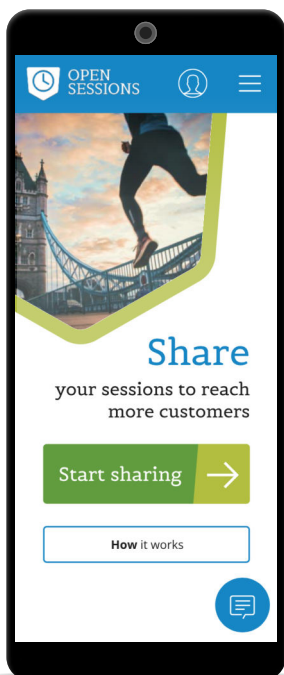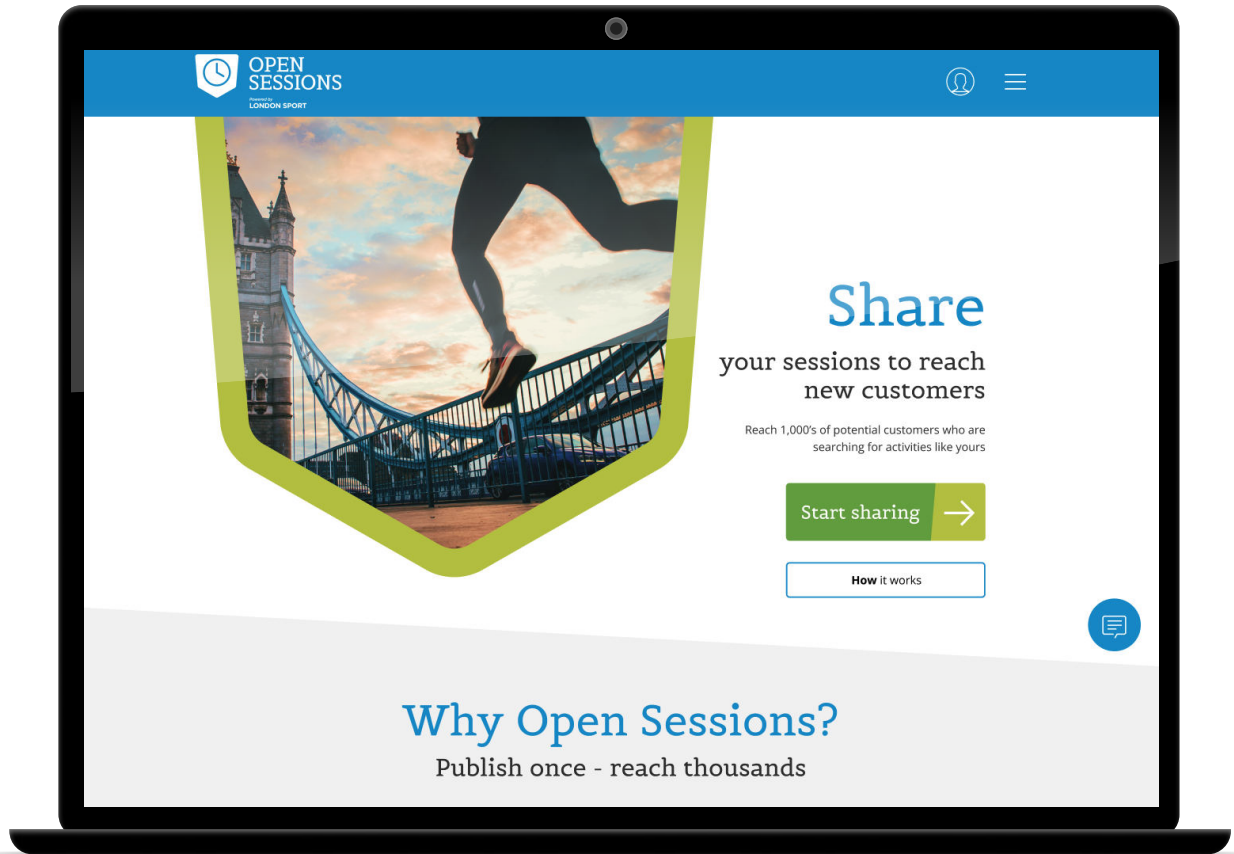
1.9%
Tablet

68.3%
Desktop
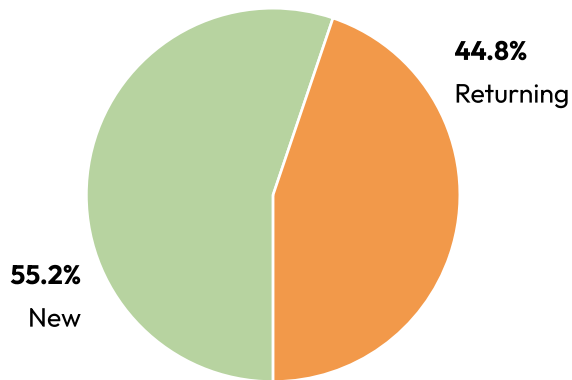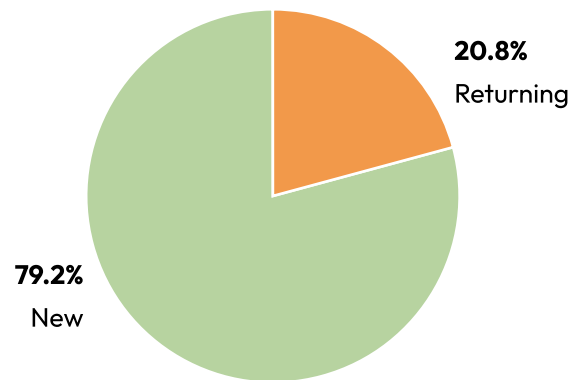
Open Sessions
PROJECT
IMPROVE CONVERSION, REDESIGN

Conclusions

In addition to minimising content to that determined by user actions, new designs would need to introduce:

- **Consistent labelling and signposting**
- **Uncluttered forms**
- **Better use of brand components**
- **Stricter use of colour for interactive elements**
- **Keep user focus/content above the fold (especially on mobile)**
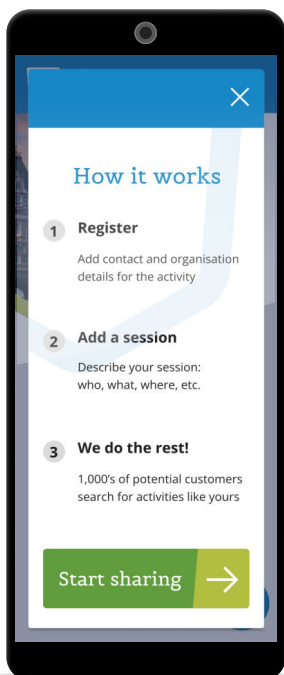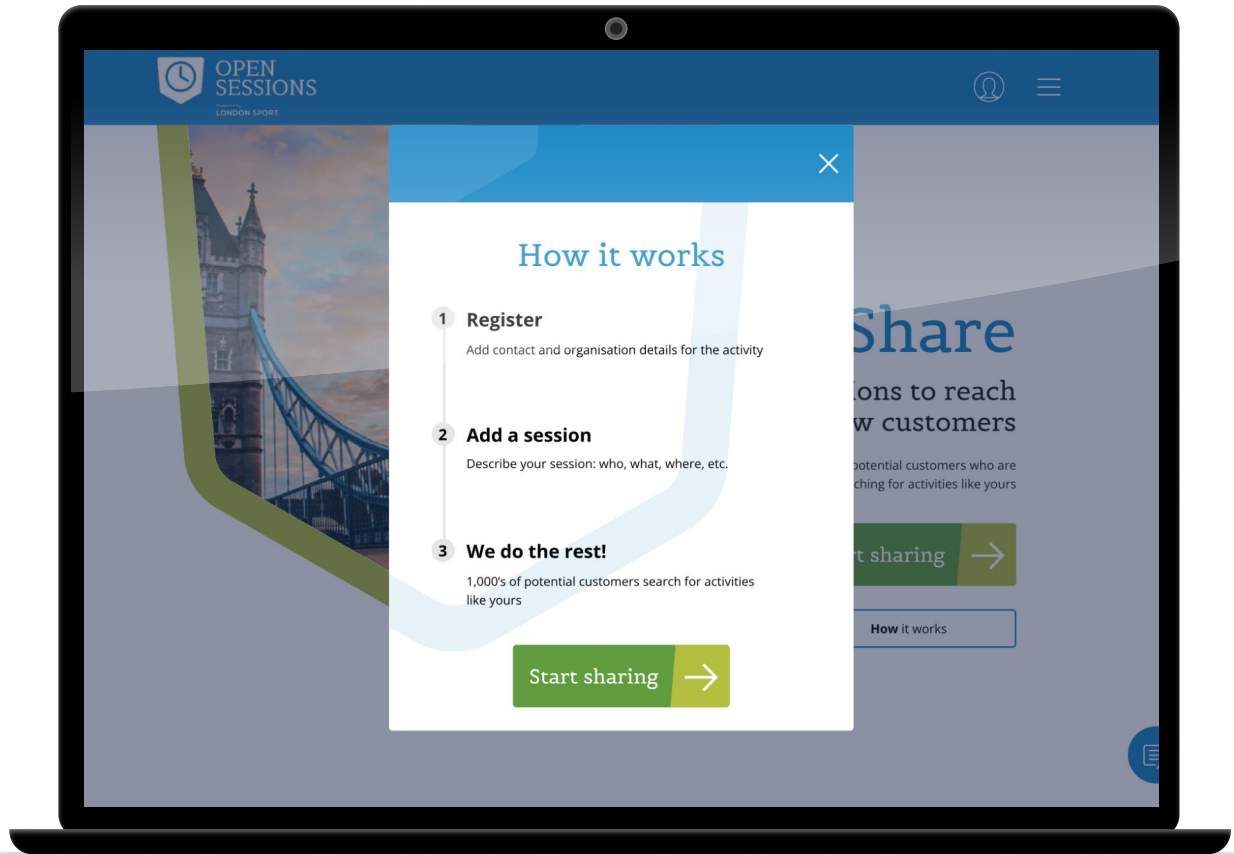- **Simpler navigation and actions**

Open Sessions
DESIGNS

OPEN SESSIONS
Powered by LONDON SPORT

Share
your sessions to reach new customers

Reach 1,000's of potential customers who are searching for activities like yours

Start sharing →

How it works

Why Open Sessions?
Publish once - reach thousands

OPEN SESSIONS

Share
your sessions to reach more customers

Start sharing →

How it works

Design

Content and navigation based on proven best practices:

- Primary content above the fold

- Consistent labelling

- Clear CTA's

- Minimal steps

- Decision-based content

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Open Sessions
DESIGNS

How it works

1 Register
Add contact and organisation details for the activity

2 Add a session
Describe your session: who, what, where, etc.

3 We do the rest!
1,000's of potential customers search for activities like yours

Start sharing →

Existing brand

I created new designs to complement existing brand assets.

The new designs comprised icons and form elements used throughout the onboarding journey.

All user flow changes were minimised where possible to reduce development time.

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Open Sessions
DESIGNS

Example 1 – **Registration example**

Register

Organisation name

Name

Email

Password

Re-type password

Register →

Registering means you have read our
privacy policy and **terms and conditions**

Check your email

Confirmation email sent to:

<organizerEmail>

Please check spam or junk folders -
once you've found it, click the **verify**
button **to continue.**

OK →

Email not found / support

User added!

<organizerContactName>
Admin - Owner
<org contact email>
Confirmed

Now **add organisation details** and
promote your first session!

Add organisation →

1. Registration details → 2. Check email → 3. User added

OPEN SESSIONS

Organisation
Name and address

Organisation name

Address 1

County

Borough

Postcode

Please note the organisation and activity
session info will be visible to activity
searchers

Next →

4. Input organisation

Open Sessions
DESIGNS

Example 2 – **Add/edit/remove activity fee**
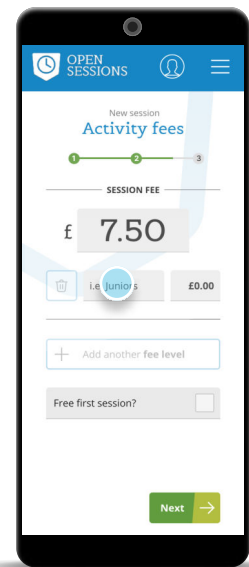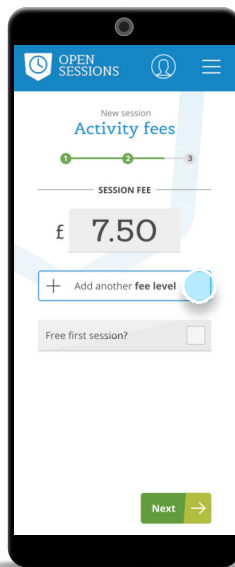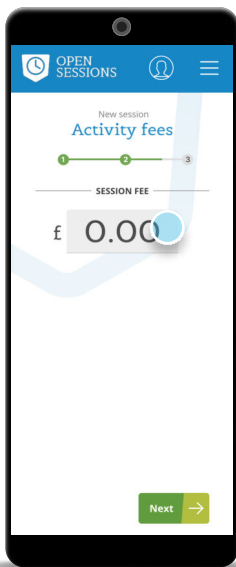
1. Enter Activity fee → 2. Present fee options → 3. Add a fee level
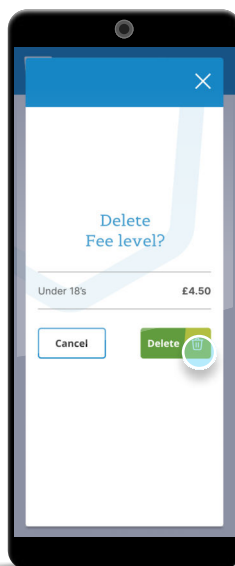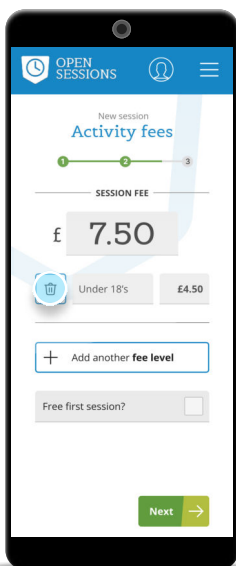
4. Fee level added → 5. Delete fee level

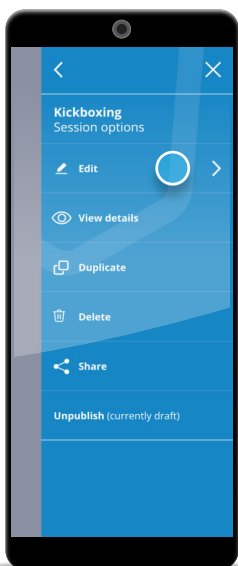# Open Sessions
DESIGNS

Example 3 – **Nav: edit session**
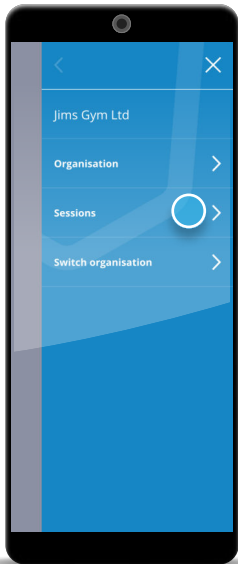
Jims Gym Ltd

Organisation >

Sessions >

Switch organisation >

1. Open nav

Sessions

Kickboxing >

Add a session

2. Sessions

Monday
13th June
2022

Kickboxing
19:00 - 20:30 >

3. Single session

Kickboxing
Session options

✏ Edit >

👁 View details

📑 Duplicate

🗑 Delete

◁ Share

Unpublish (currently draft)

4. Session options

Kickboxing
Edit session

Activity

Description

Location

Amenities

Helpful info

Participant attributes

Activity fees

Dates and times
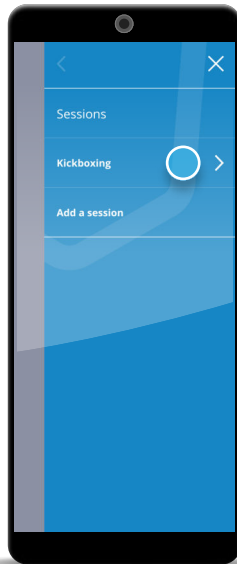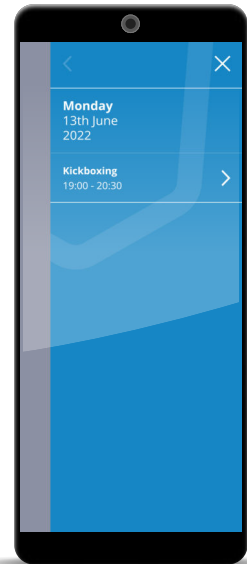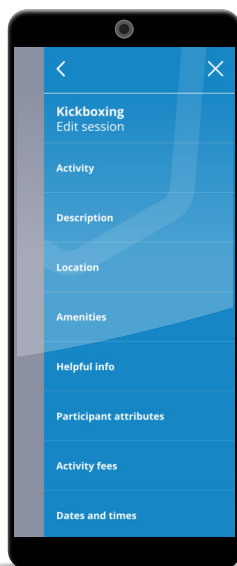
5. Edit options

OneWelbeck
UX & UI

A leading private healthcare facility with twelve speicalty clinics
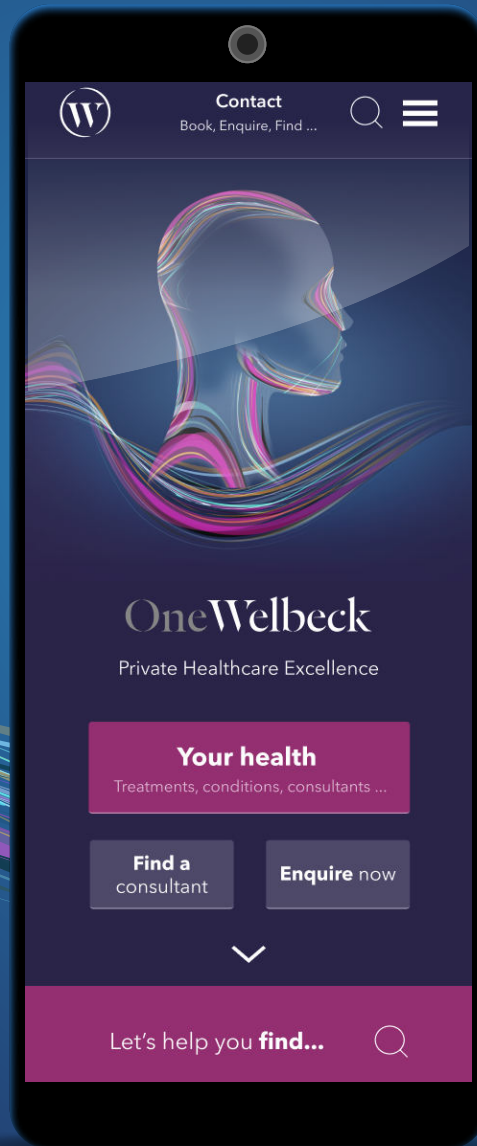
WHAT	Improve navigation, redesign	
WHY	Content difficult to find	
HOW	Data gathering, wireframing, testing, branded hi-fi designs	

OneWelbeck
DATA

1a. CURRENT WEBSITE SURVEY - EXCERPT

A pop-out poll on the website collecting data
from users on their objectives.

User intent
(576 participants)

- **17.5%** Research a treatment
- **12.1%** Research symptoms/conditions
- **11.4%** Look for a consultant
- **9.9%** Look for specific consultant
- **4.2%** Referral from doctor to book a consultant
- **9.2%** Book a consultation
- **23.4%** Just browsing
- Other
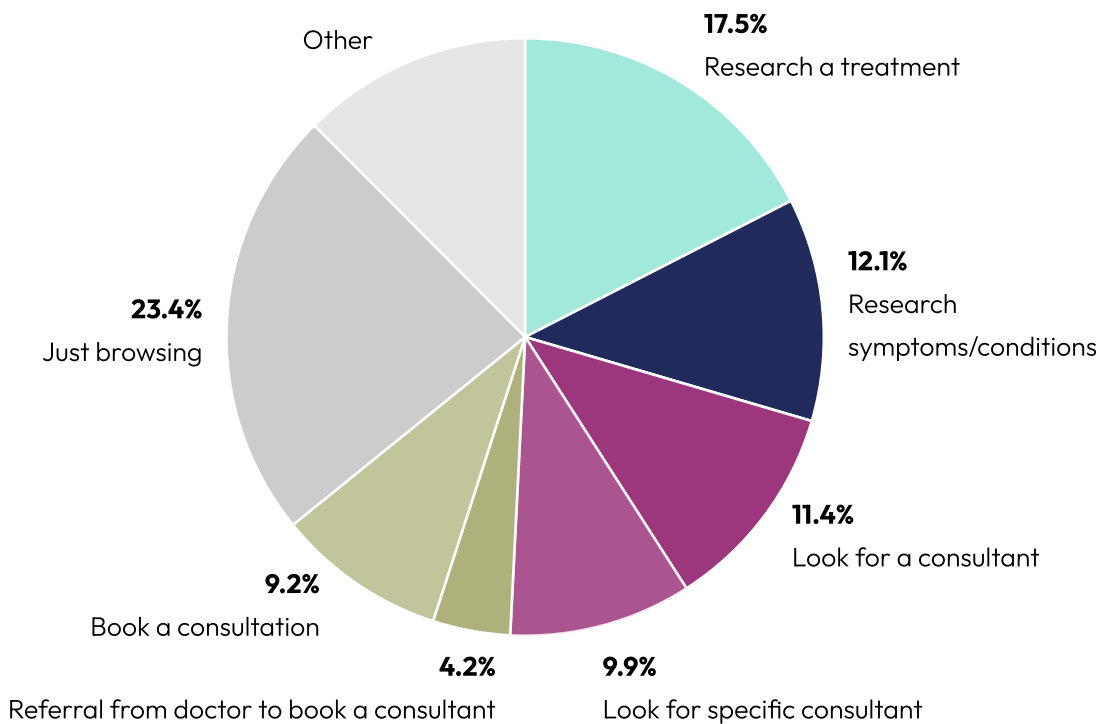
Navigation

Poll data supported prioritising these entry points
in the site navigation, along with **Contact** and
Search options.

This was consistent with visited page traffic levels
indicated by Google Analytics.

- **17.5%** Treatments
- **12.1%** Symptoms/ conditions
- **21.3%** Find consultant
- **13.4%** Book consultant/ consultation

OneWelbeck
DATA

Users – did they find intended content?

Treatments

41.9%
No

25.6%
Sort of

23.3%
Yes

9.3%
Don't know

Symptoms/conditions

15.3%
No

20.3%
Sort of

28.8%
Yes

35.6%
Don't know

Consultants

41.9%
No

25.6%
Sort of

23.3%
Yes

9.3%
Don't know
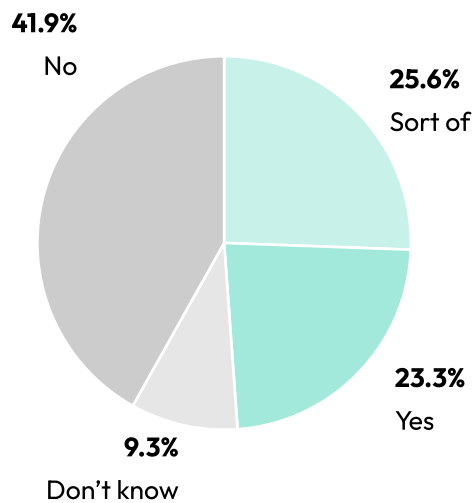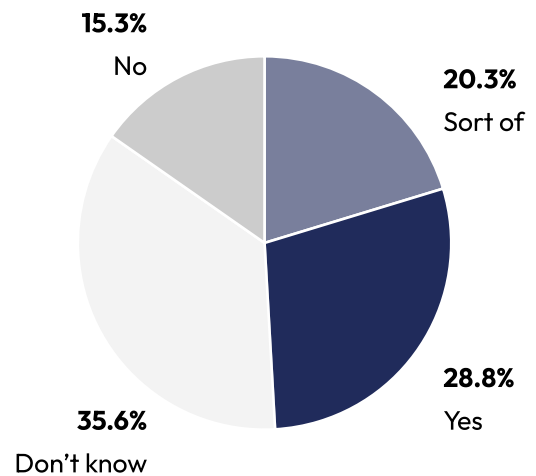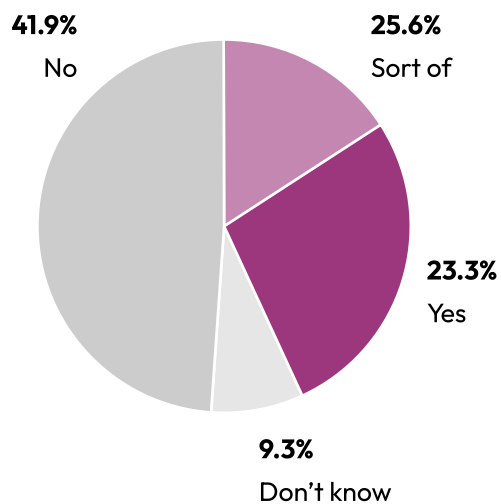
OneWelbeck
WIREFRAMES

Main navigation - examples

Contact

OneWelbeck
Private healthcare excellence

Your health
Treatments, conditions, consultants ...

Find a consultant

Enquire now
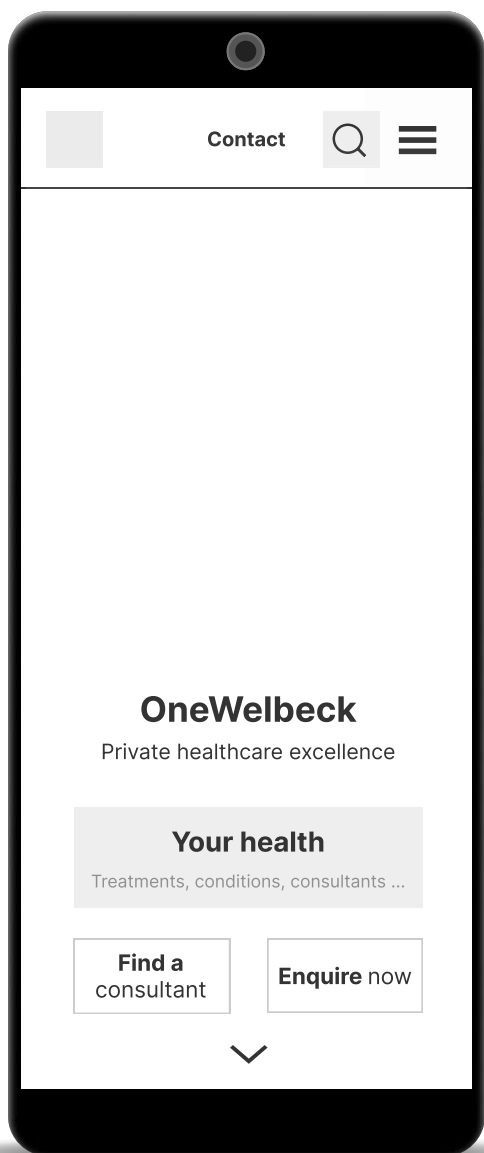
Navigation
My approach

This site had considerable SEO equity thanks to well written, structured and maintained content.

Data indicated that users were struggling to find what they needed – it was essential that navigation presented a clear route to objective.

Time to put the navigation **to work**.

VIEWPORT	MOBILE
TOOL	Figma
FORMAT	Designs, interactive prototype

OneWelbeck
WIREFRAMES

Example 1 – **Main navigation**

Screen 1 — Welcome

Search the site …

Your healthcare
Consultants, treatments, condi …

Our specialty centres
Facilities, booking, treatments …

About
Pricing, payment, careers, …

Contact
Enquiries, appointments …

Healthcare professionals

Screen 2 — Your healthcare

Treatments

Tests / Diagnostics

Conditions

Consultants

Pricing / Payment

Screen 3 — Treatments

Search …

ACL Reconstruction

Bariatric surgery

Minimally invasive surgery

Gallbladder removal

Removal of lumps and bumps

Biofeedback and pelvic floor physiotherapy

Surgery for anal fissures

1. Open menu → **2. Your Healthcare** → **3. Treatments**

Example 2 – **Contact options**

Contact us

Call   Book   Find us

Email us

Where to find us

1 Welbeck Street,
Marylebone,
London,
W1G 0AR

Getting here

Media channels
(You may need to log in)

Call us

Digestive Health
020 3653 2009

Ear, Nose & Throat
020 3653 2007

Endocrinology
020 3653 2009

Endoscopy Centre
020 3653 2004

Heart Health
020 3653 2005

Imaging & Diagnostics
020 3653 2001

Lung Health
020 3653 2006

Neurology
020 3653 2045

1. Contact menu → **2. Call**

OneWelbeck
WIREFRAMES

Example 3 – **Condition:** Overview
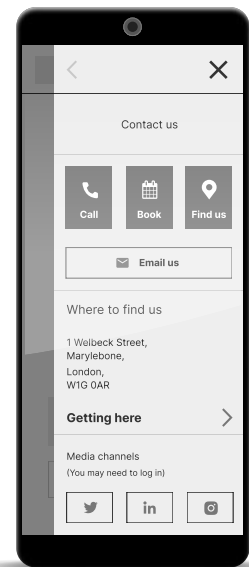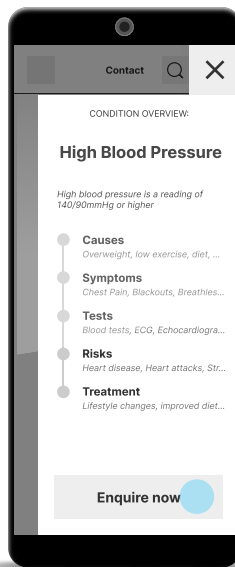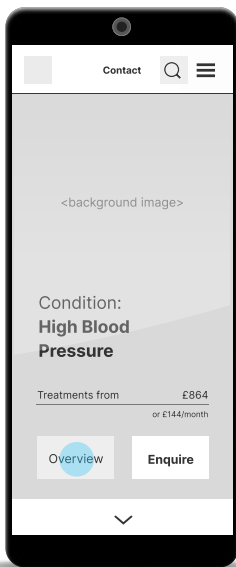
1. Open overview → **2. Overview** → **3. Enquire (Contact)**

Example 4 – **Treatment:** Overview
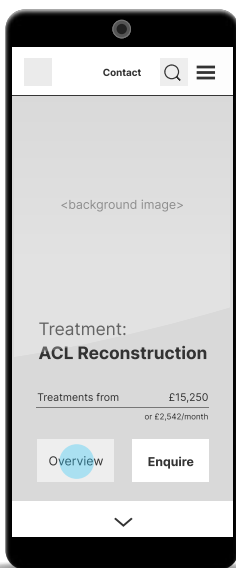
1. Open overview → **2. Overview** → **Enquire** (Contact) (As above)

OneWelbeck
WIREFRAMES

Example 5 – **Find a consultant**
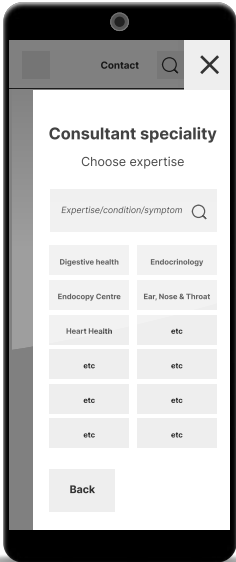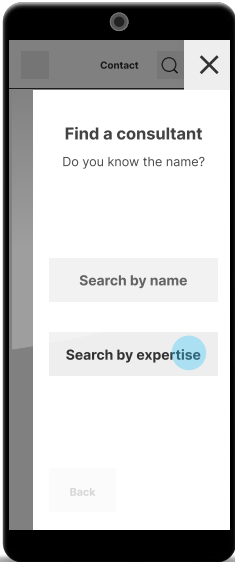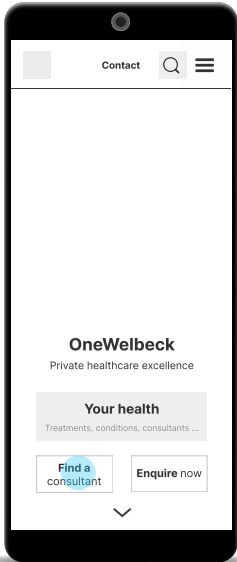
1. Open Find ➔ 2. Choose expertise ➔ 3. Choose consultant
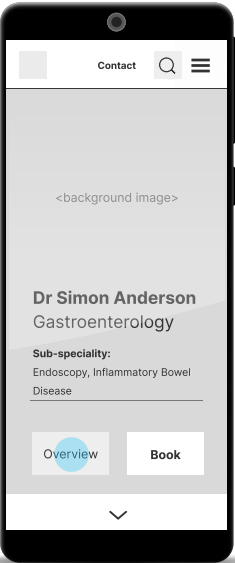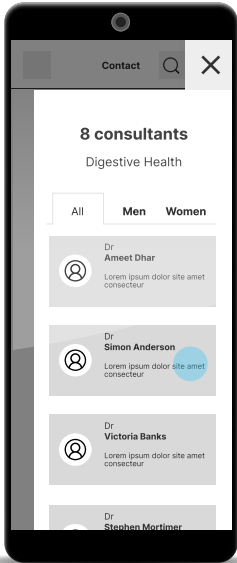
4. Choose consultant ➔ 5. Consultant

OneWelbeck
DESIGNS
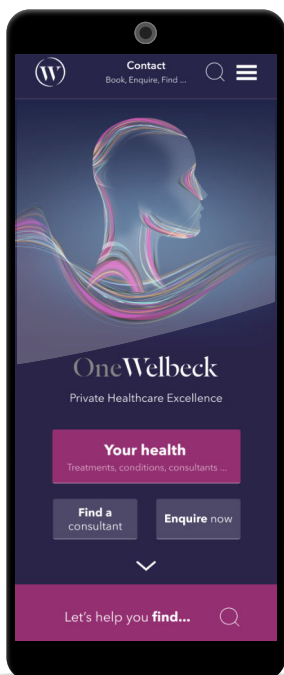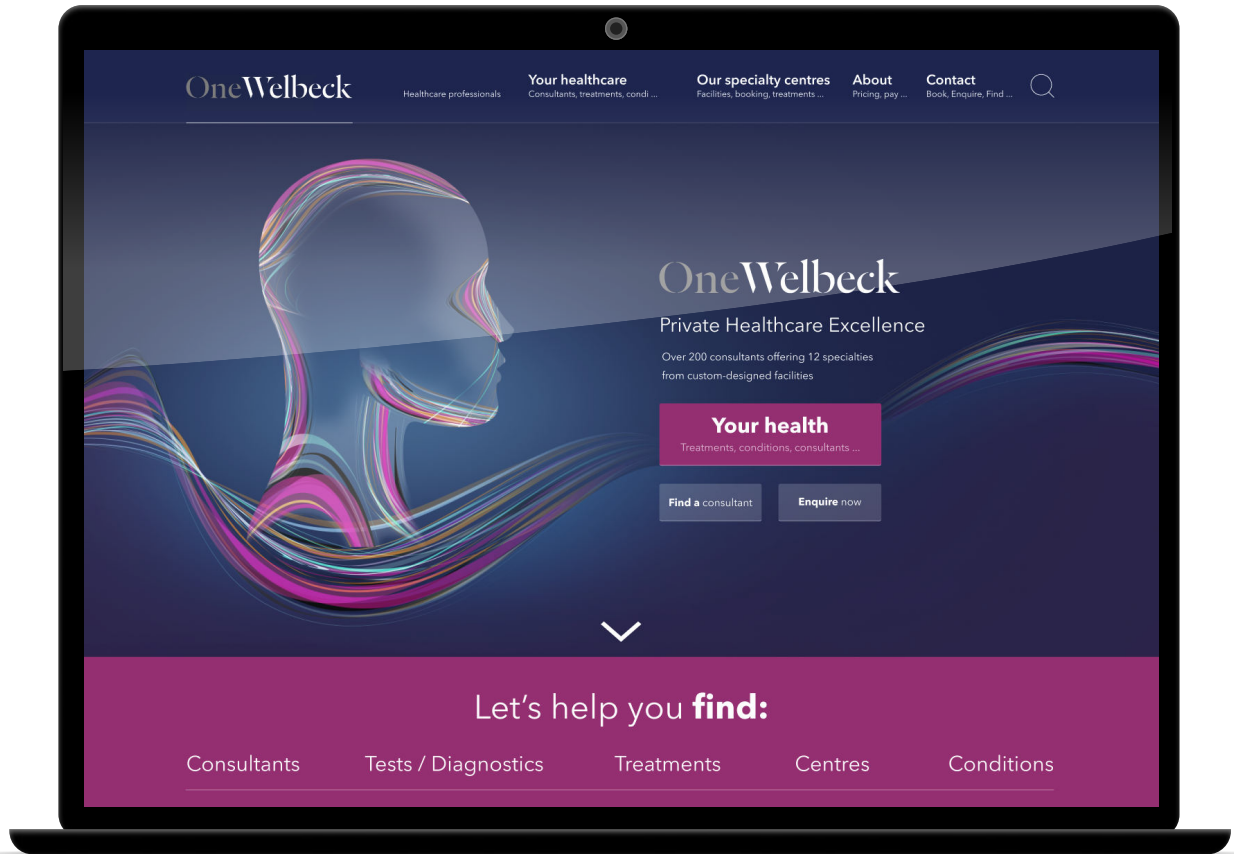
Homepage
New vector images

I designed a new vector graphic style to theme each speciality clinic.

The images will be animated using 3js or .svg technology to create a unique and dynamic experience.

OneWelbeck
DESIGNS
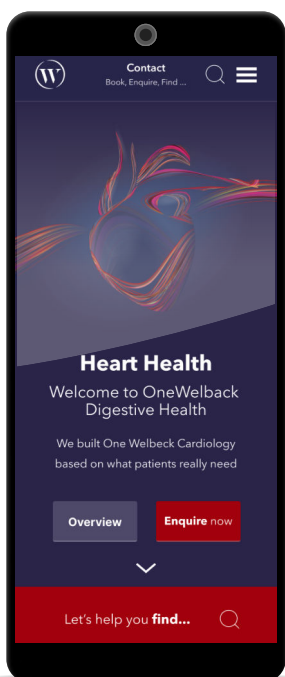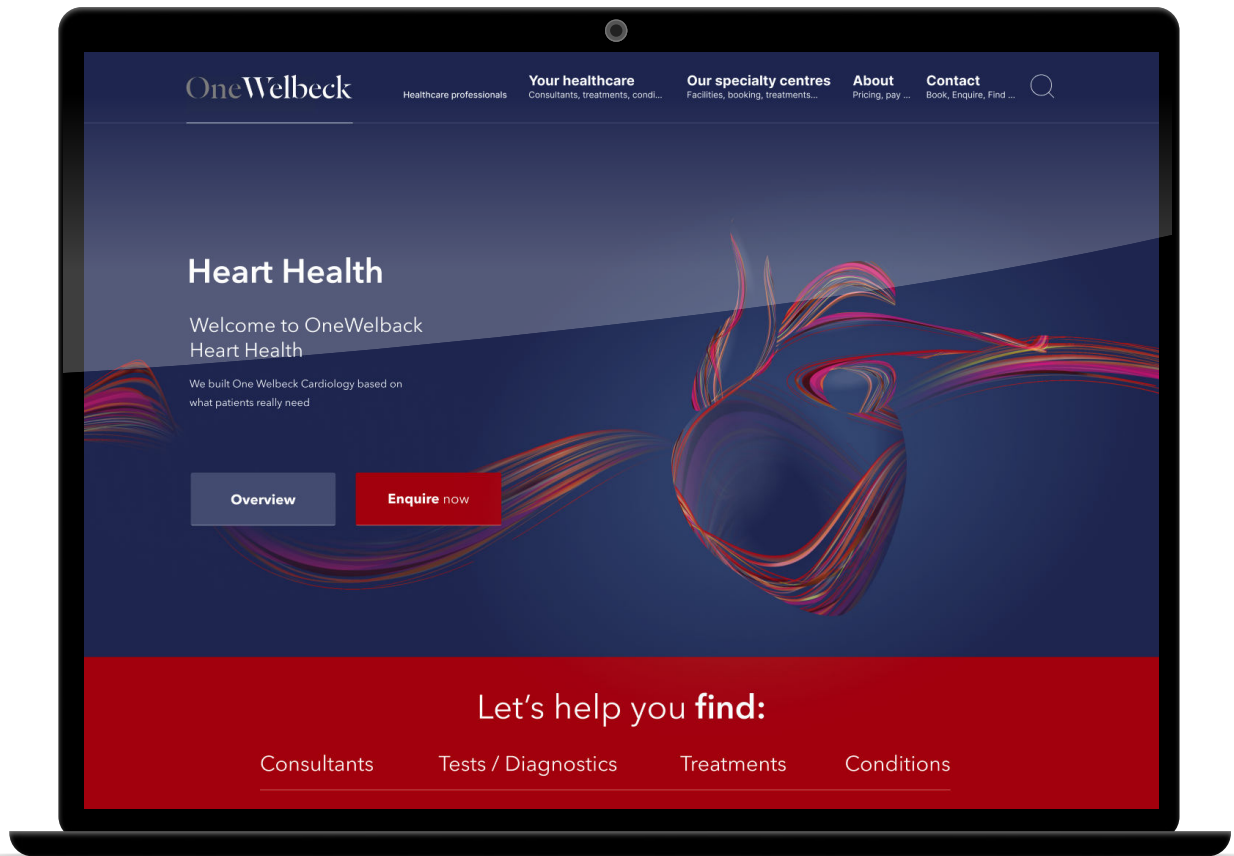
Heart Health
Treatment Centre

Each specialty clinic will have its own unique vector image, based on the existing brand colour for each specialty.

OneWelbeck
DESIGNS
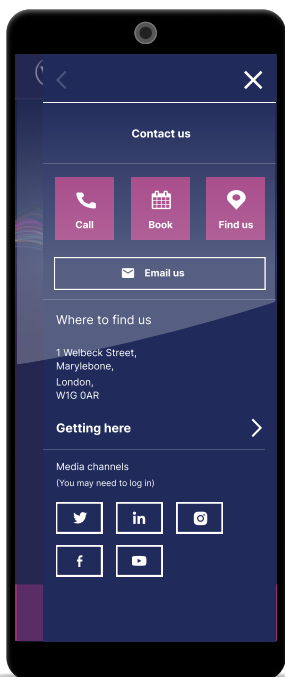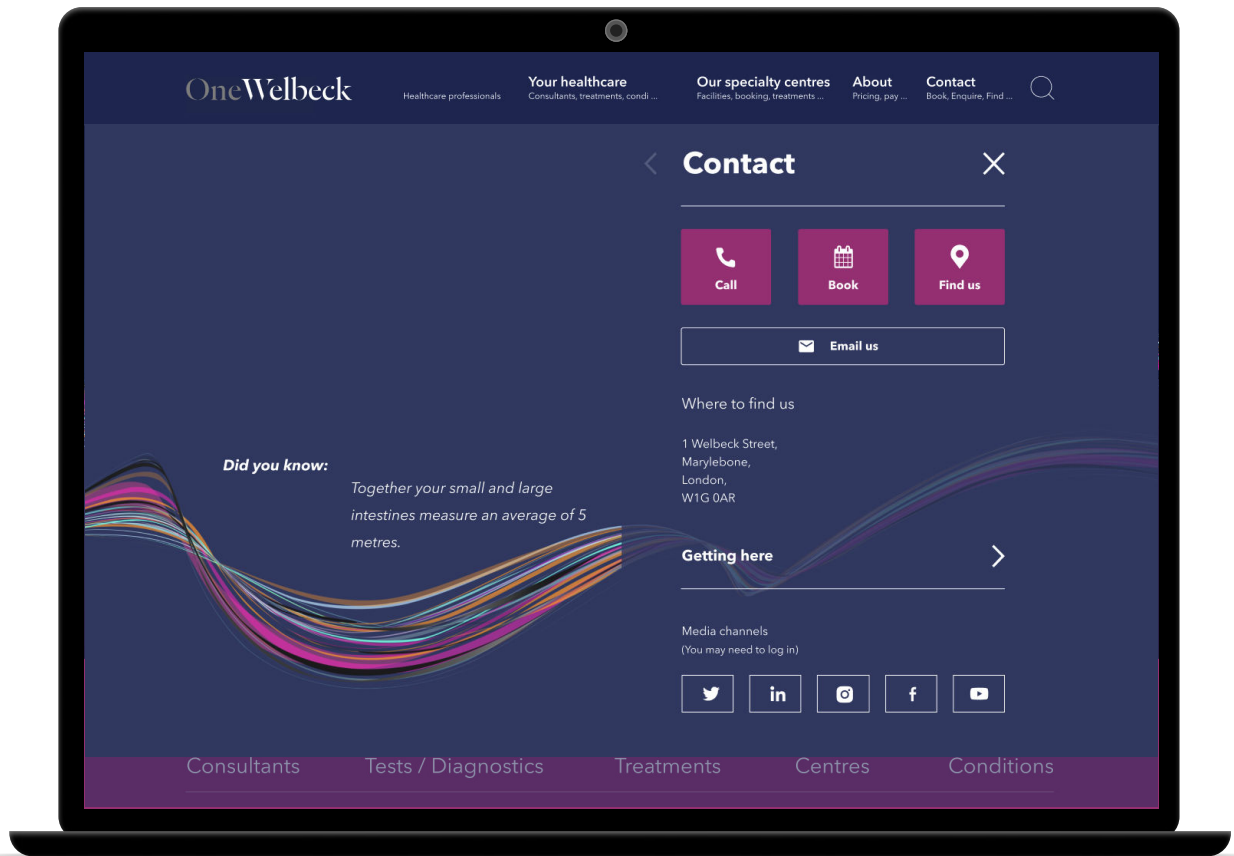
Navigation:
Contact

Main CTA's are in a new brand 'action' colour introduced in my designs

Modal overlay starts below main nav options to enable direct click to top options if required, removing the need to close the modal first

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OneWelbeck
DESIGNS
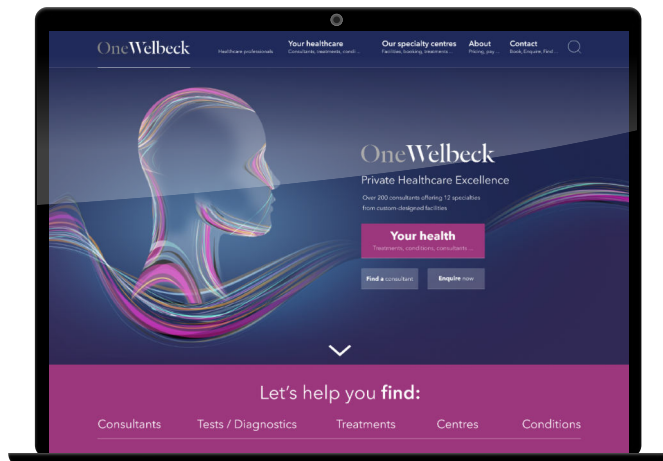
Homepage

A key objective is to retain SEO page rank equity.

Content sections are closely based on existing content order and structure where practical.
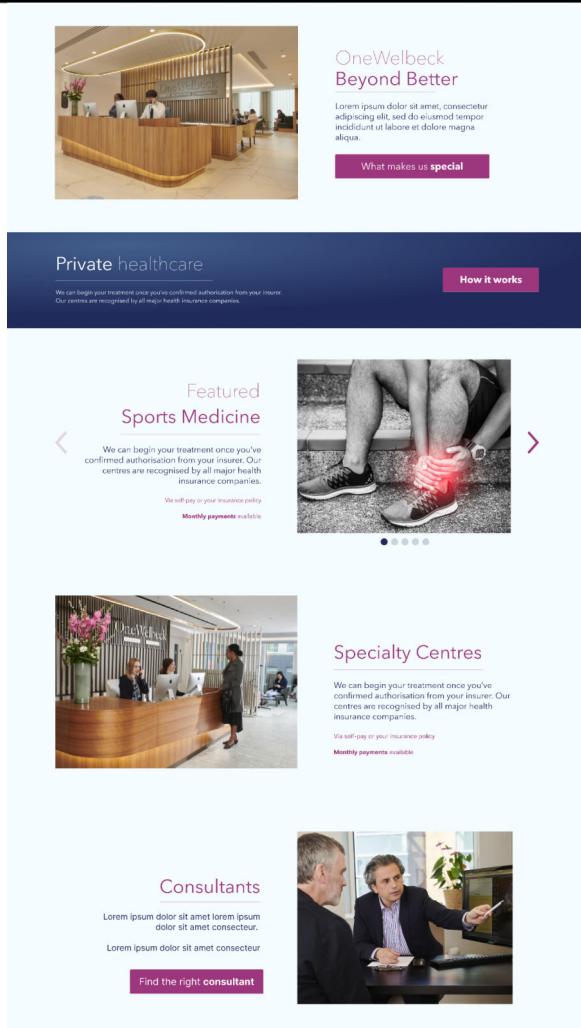
Policy Expert
UX & UI

FinTech-built Insurance brand

Award-winning
insurance
Home Insurance Provider of the Year, 2021

login

cover

Home insurance

Free Home Emergency and
Legal Expenses cover
read more

get a quote

Car insurance

get a quote

Insurance Choice Awards
winner, 2017 - 2021
read more
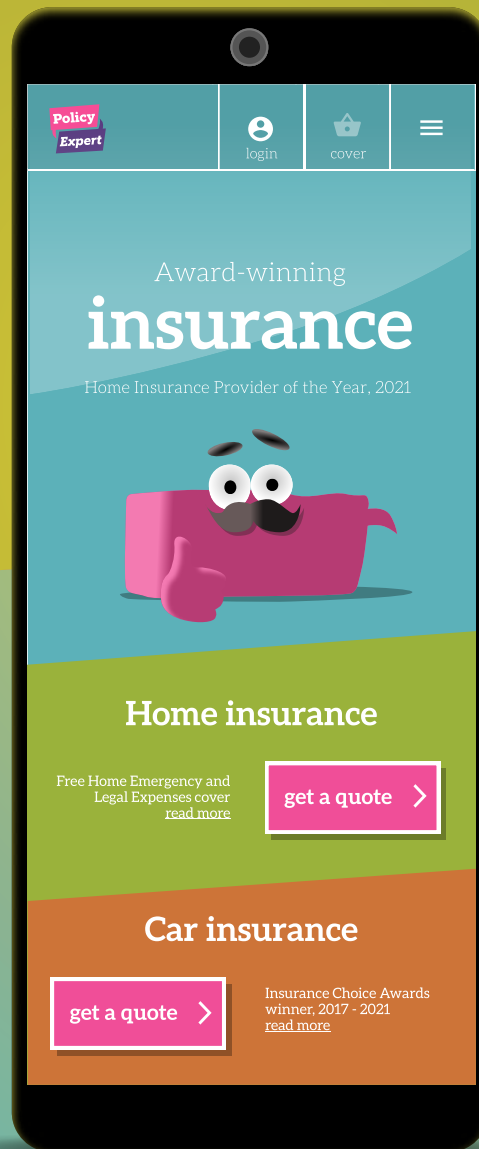
WHAT	Responsive website designs
WHY	Improve conversion, especially on mobile
HOW	Data gathering, prototyping, testing, branded hi-fi designs

Policy Expert
PROTOTYPING

A Tale of Proactive Development

Logo

Award-winning

insurance

Home insurance provider of the year 2021

Home insurance

Lorem ipsum dolor site amet

Get a quote

Car insurance

Get a quote

Lorem ipsum dolor site amet
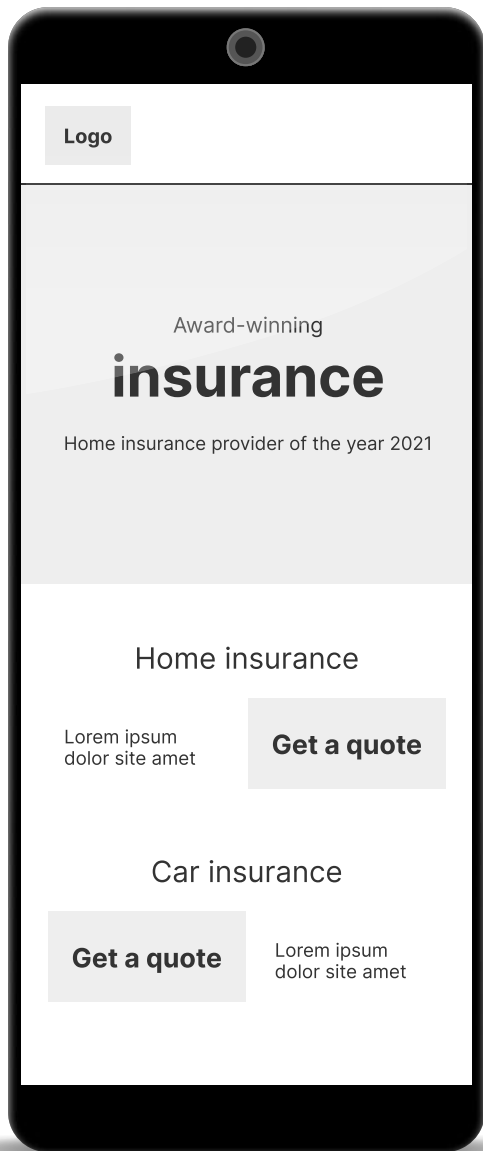
Introduction

The business had gathered existing data from customer feedback and Google Analytics.

A proactive approach

In my own time (I had plenty to do maintaining brand across multiple channels), I used the data to design and build a new responsive web prototype. I then presented it to the Operations Director.

In the pub. Which was nice.

After sharing with other stakeholders for feedback, he subsequently tasked me with continuing development to a finished design stage.

Development was fast using our existing library of branded web assets. The new system offered:

- Improved responsive layout

- Selected actions determine form length

- Present detailed options within screen area

- Clearer payment and extra cover options

- Layout to support more extras/options

It was at this point I decided we needed a purer user testing process to measure improvements I had made based on the data at hand.

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Policy Expert
UX & UI

Introducing a new user testing process
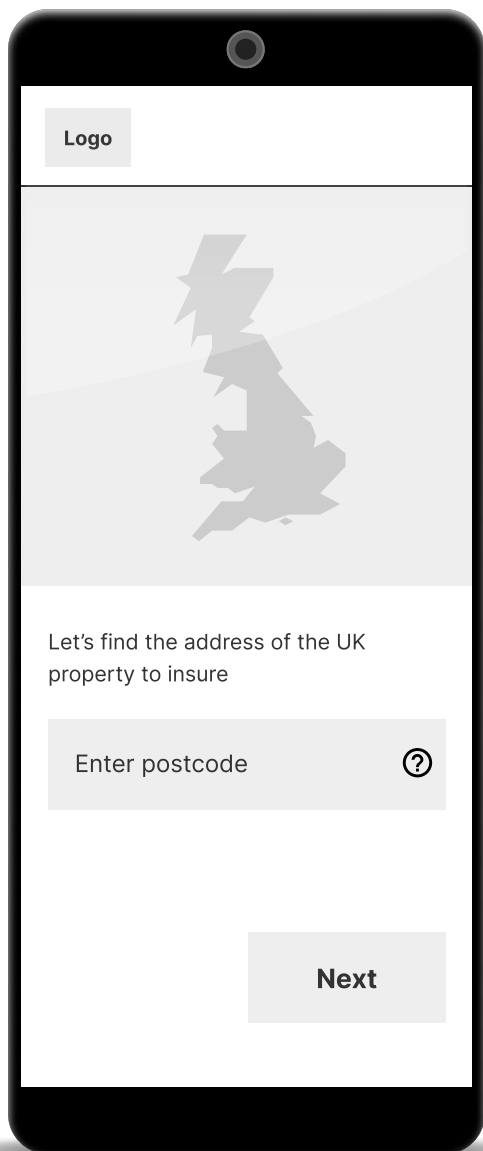
Introduction

At the time, user testing was operated by an external agency, who were provided static designs or a prototype url, and a list of objectives. The agency then recruited participants to attempt the objectives. Result data was then passed to us.

We needed better

I was concerned that with no genuine motive to complete an insurance journey, the gathered user data would be unreliable.

So I developed a plan to approach existing customers within their renewal window and invite them to try our prototype - incentivised by a modest voucher.

We invited customers to our offices and recorded interactions first-hand. We now had:

- Full control of user testing

- Visual feedback from user behaviour

- Candidate data based on a genuine motive to explore cover options

- Existing customers that felt they were being heard

- Reduced cost of data gathering

Introducing this new process is something I'm pretty proud of.

Policy Expert
BRAND

Asset design and configuration

Your home insurance quote:

start

Completed a question?

Three pink arrows mean you can swipe left to continue - try with this screen

continue

‹ ‹ ‹
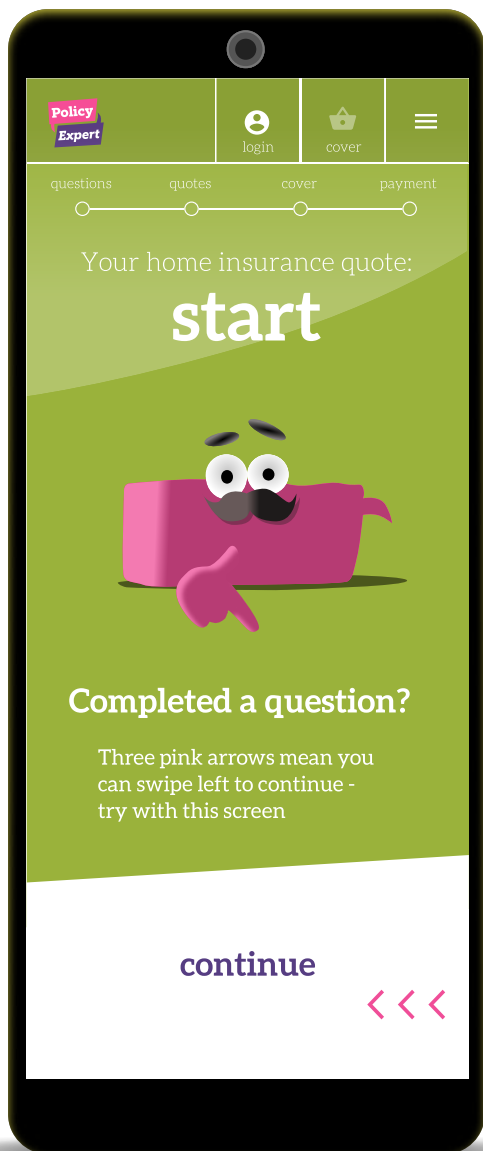
Introduction

There are two main ways brand can return measurable value - especially in fast-growing start-ups:

1. Building **recognition** from experience
2. Resource **efficiency**.

Consistency

The Policy Expert identity needed better governance across all channels - including the resources supporting all brand assets.

I designed, built and managed a central resource for brand web asset storage - this included:

- Logos

- Templates

- CSS, JS and JSON source data

- Marketing offer data and statistics

- Reviews and related stats

- Terms, conditions, privacy, etc.

This enabled consistent development across webapps, blog, landing pages, emails, etc. with a mixture of common and dependency-exclusive assets.

Policy Expert
BRAND

Design and management - media examples
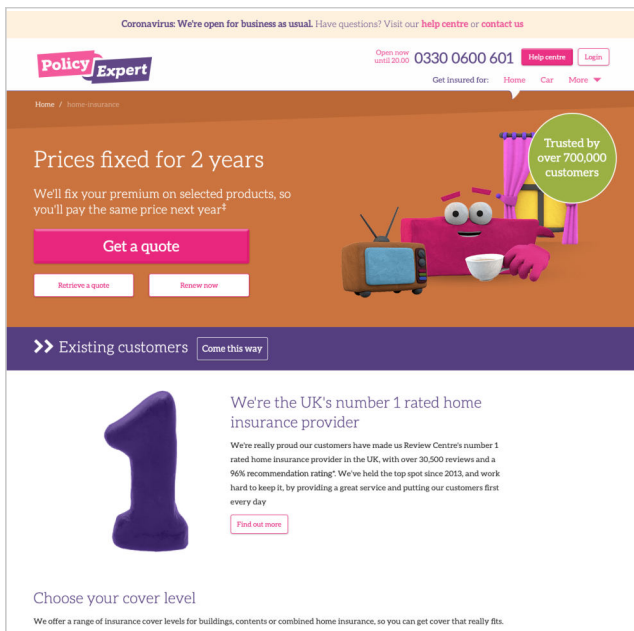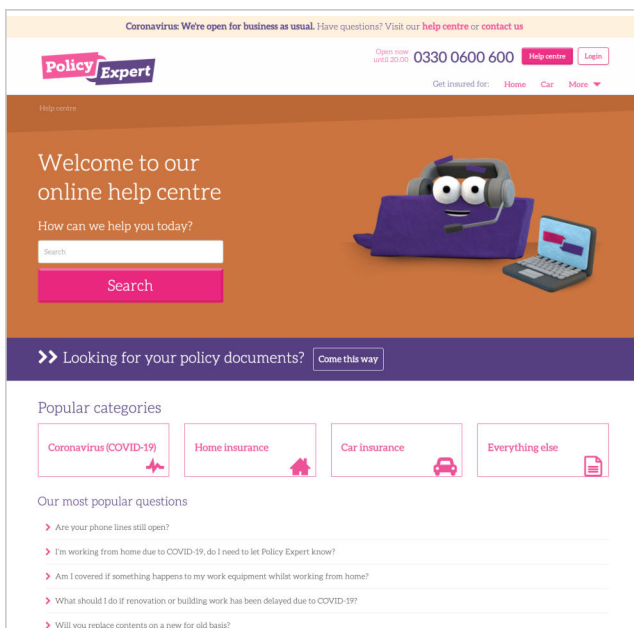
Web: **Homepage**

Introduction

All examples were built using the same brand asset source files - centrally controlled. These include:

- Website
- Help Centre
- Blog
- Responsive email template
- Policy document
- Promotional flyer

Web: **Help Centre**
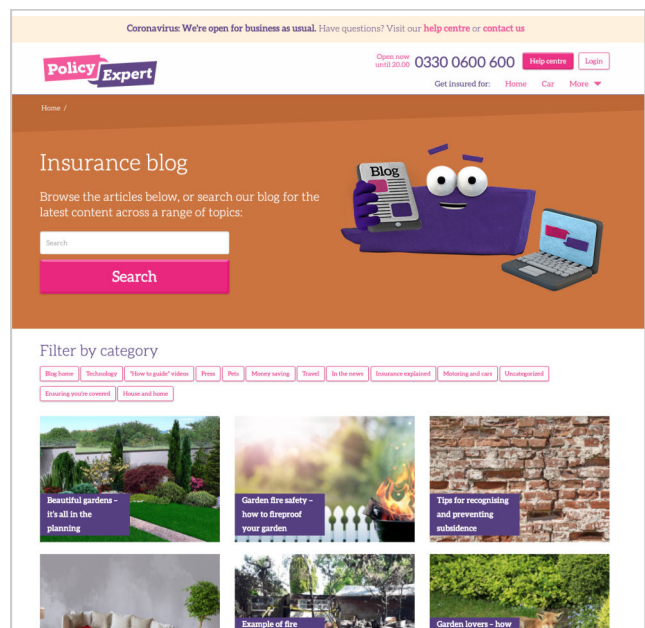
Web: **Blog**

Policy Expert
BRAND

Design and management - media examples

Emails

At Policy Expert, I designed and built an API dashboard project to build and manage our email templates via Mandrill including this responsive template example.

Custom dashboard

Tech spec:
- NPM
- JS
- SASS
- JSON

Features:
- Add / update / delete templates
- Edit source code
- Edit JSON test data

Policy Expert
BRAND

Design and management – media examples

The UK's number 1 rated **home insurer**

95% recommend us

review centre ★★★★½ 4.6/5 from 17,607 reviews. Source: reviewcentre.com (3 January 2018)

Visit **policyexpert.co.uk/number-one** or call **0330 0600 662**
Lines are open Monday - Thursday 9am - 8pm, Friday 9am - 6pm, Saturday 9am - 2pm.

Policy Expert

DM: **Home insurance**

Safer drivers **save more** with our **car insurance**

Up to **70%** No Claims Discount*

Visit **policyexpert.co.uk/car** or call **0330 0600 660**
Lines are open Monday - Friday 9am - 5.30pm, Saturday 9am - 2pm.

*Discounts may vary between insurers. No Claims Discount is based on 9 years no claims discount. All information is valid as of January 2018. Proof of No Claims will be required. Discounts and offers may be withdrawn or changed at any time.

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Draft design: **Insurance quotes**

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