

ROBIN BENNETT USER EXPERIENCE PORTFOLIO



ABOUT ME



RECENT EXPERIENCE

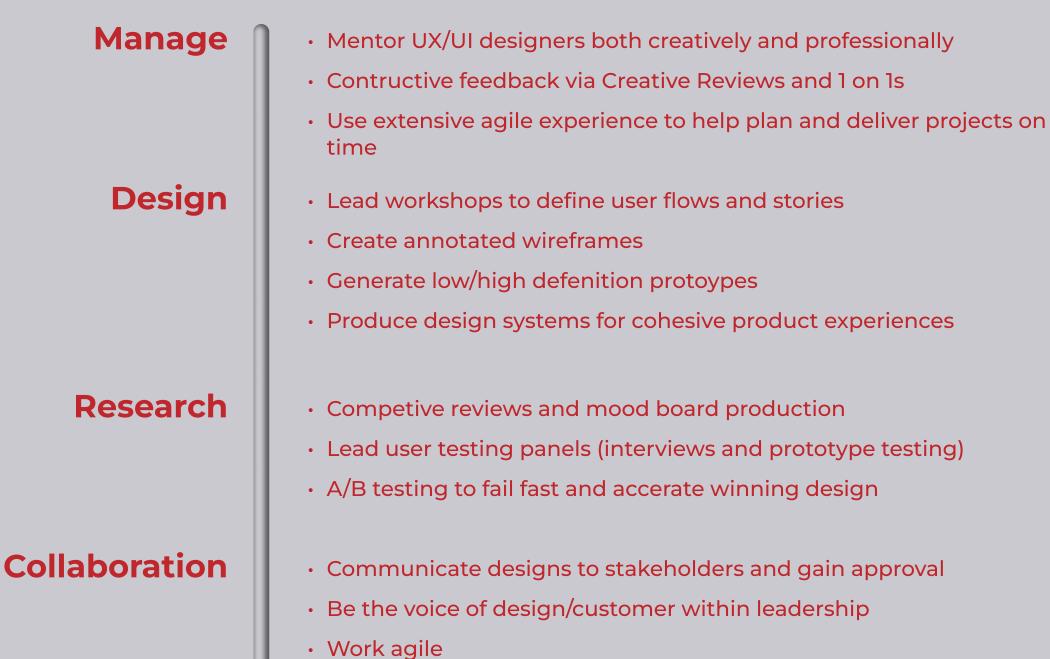
01/2020 - PRESENT | HEAD OF DIGITAL EXPERIENCE | KORIO INC. 06/2017 - 12/2019 | DIRECTOR - DIGITAL EXPERIENCE | SONNET INSURANCE 05/2015 - 06/2017 | PRINCIPAL INTERACTION DESIGNER | INTUIT CANADA 05/2015 - 06/2017 | SR. INFORMATION ARCHITECT | TD BANK CANADA 09/2013 - 03/2014 | UX LEAD - DEVICES | KOBO

INTERESTS

- Retro gaming
- Guitars
- My kids

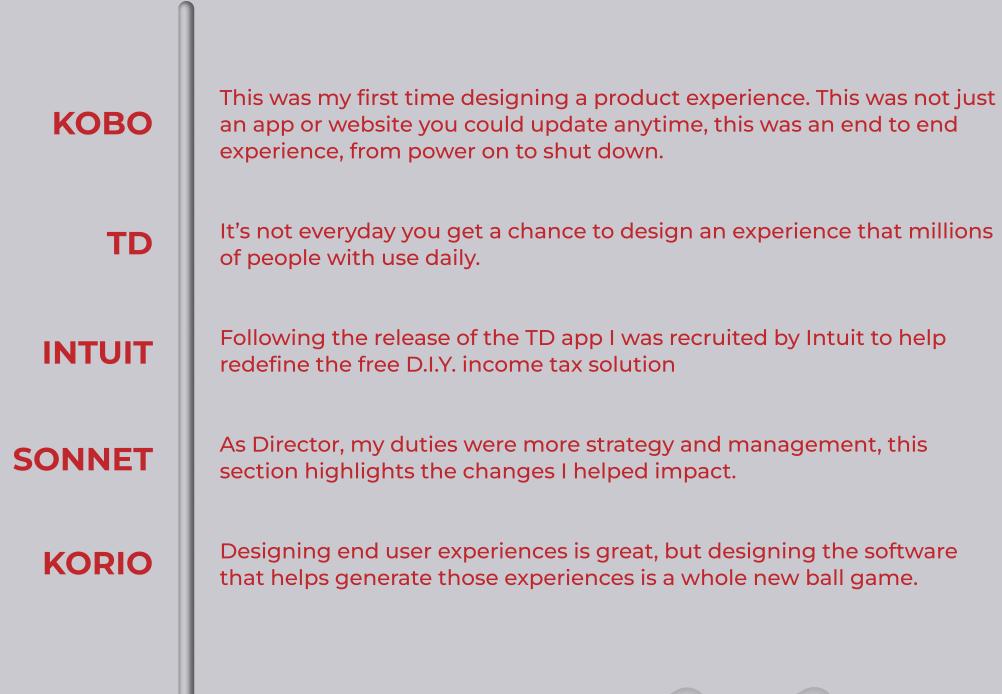


MY JOB





Projects







THE CHALLENGE

Kobo had recent success with the ARC tablet and wanted to jump into the 10inch tablet space with magazines.

The ARC10 needed an interface for readers first with the full fuctionality of the Google ecosystem. This meant from concept and design to Google certification had to be done in 6-7 months.

The Competition: Google and Samsung

"I want a bold design that someone could see across the room and know that's a Kobc

LEADERSHIP



THE DESIGNS

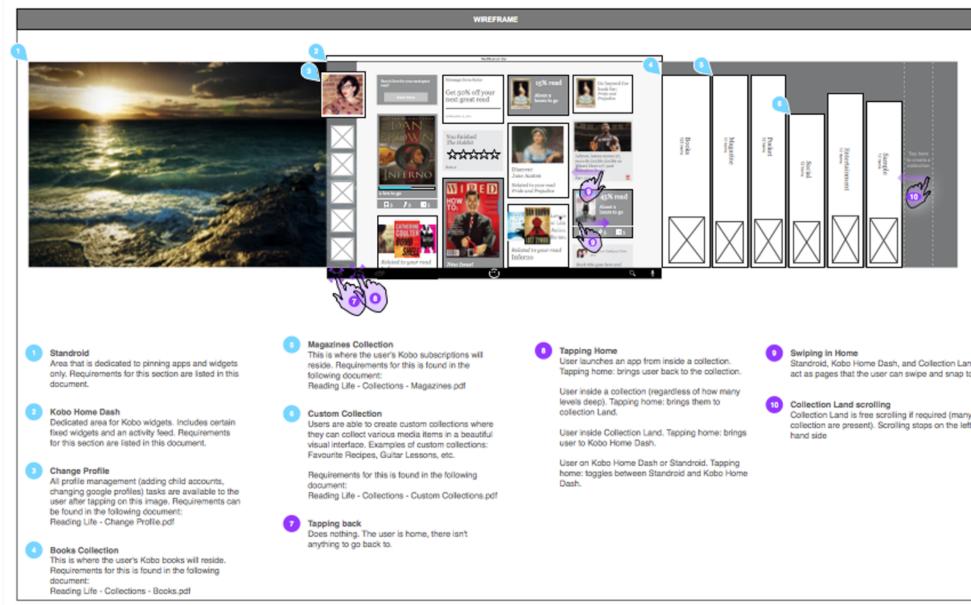
Product Pitch Wires

Shown is the wires that were put together to sell the 'Reading Life' experience to the executive team. These wires detail out the 3 screen experience for Kobo users.

Tight timelines to release meant a 2 week turnaround from idea brith to concept presentation.

THE TOOLS

Omnigraffle



act as pages that the user can swipe and snap to

collection are present). Scrolling stops on the left

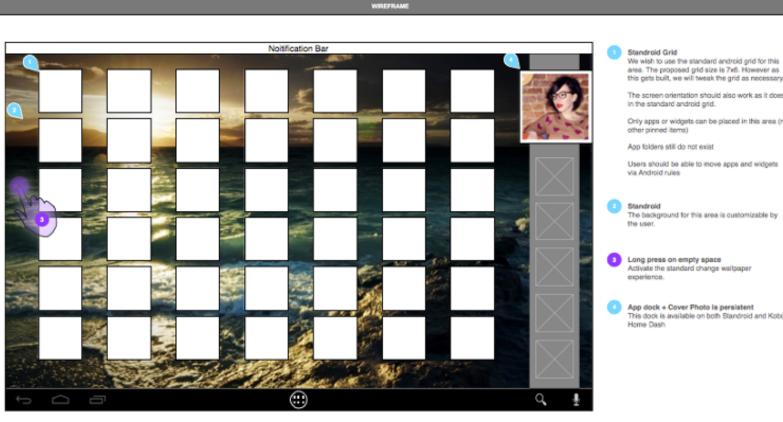


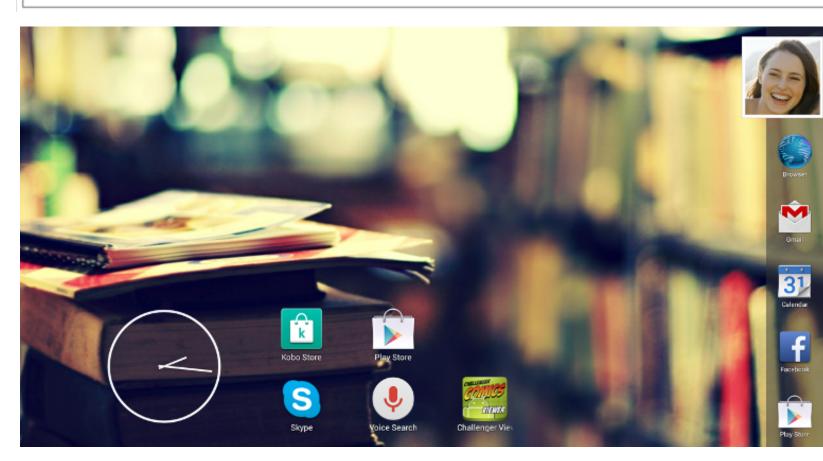
THE DESIGNS

Standroid View

Wires documenting the layout and rules for the "Standroid" (standard android) page screen.

While this mode was very much an everyday tabley experience, The ARC 10 would be the first non Google Android tablet to allow for multiple user profiles highlighted by a custom user icon and wallpaper for each reader.







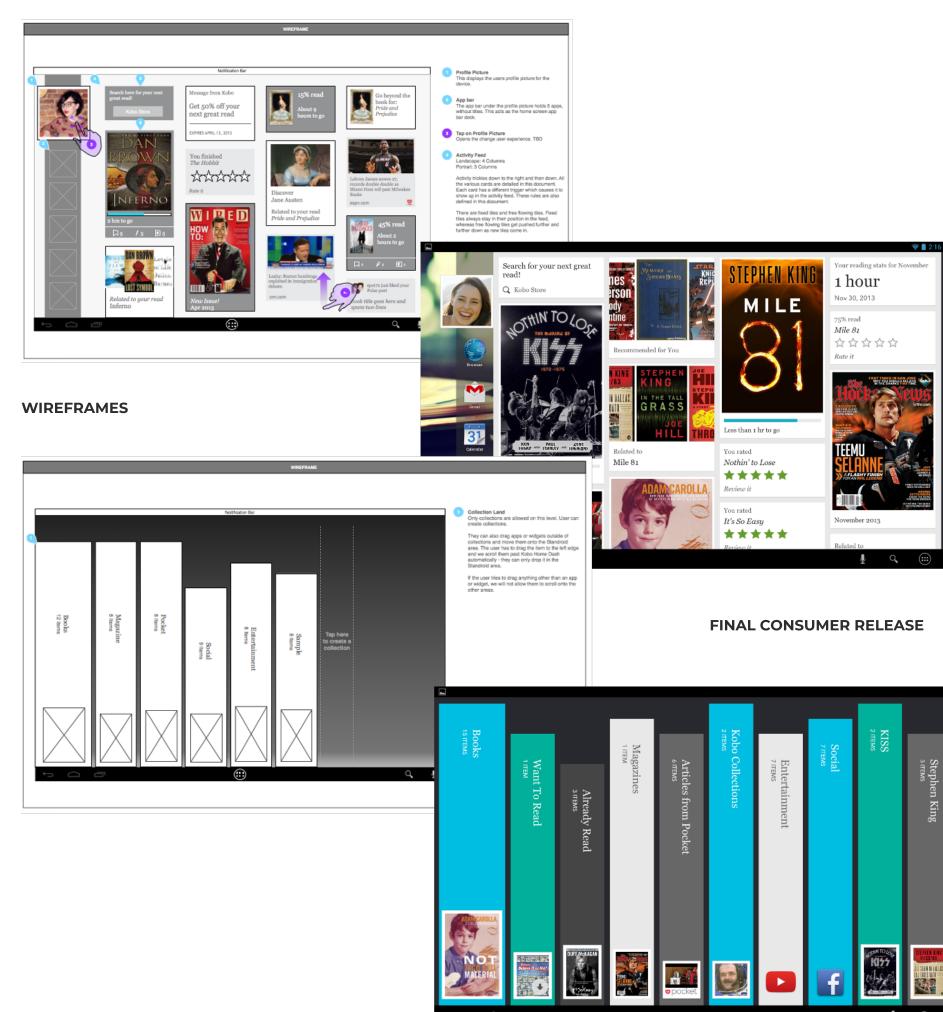
THE DESIGNS

Home Dash

The "Home Dash" was developed to allow users to easily find their content as well as help the find new content to purchase.

Library

The library screen was designed to make users comfortable. That is the sole reason for the Book Spine design for the Library.





THE OUTCOME

The ARC 10 and 7HD outsold the previous ARC models and tripled the sales of the first Kobo tablet winning the Red Dot Award for product design.



reddot design award winner 2013

The Kobo Arc was among the 2013 recipients – winning the Red Dot Award: Product Design! Although the device itself has the traditional look and feel from the outside, the Kobo Arc was a departure from previous e-readers. Instead they provided the user with an experience centered on content of their choosing. Kobo innovated with personal folders called Tapestries. Tapestries enable the user to add content from various media into a single personalized folder. Grouping of music, images, maps, books, etc. are all managed within a Tapestry.



"This product is extremely user friendly. The set up was "easy as pie" and done in j minutes. Even my 5 year old was able to download and start playing without any help from myself or his siblings."

"Yes I would definitely recommend it. Love the tapestries and discovery features. I originally wanted it for reading but found that I enjoy browsing just as much. Once you figure out how the features work, it's actually easy."





PROFESSIONAL REVIEWS

"...if Kobo ever does opt to do a full OS skin, we'd strongly suggest this as the basis for an across-the-board design." Engadget – referring to collections

"...collections, which is the heart and soul of the Arc 10 HD. Kobo has really taken the entire concept of collection management and turned it on its head." **Good eReader – referring to collections**

"The Kobo UI is the most compelling aspect and it certainly stands out in a crowd" **Good eReader**

"Kobo's customizations are more elegant than Amazon's" **PC Pro**

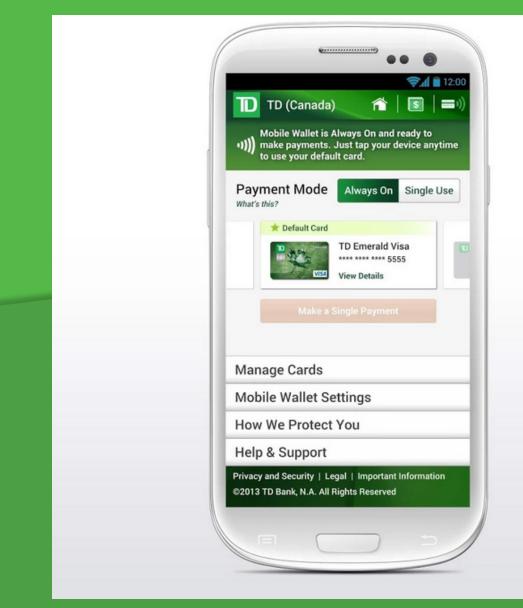
"The company is quickly becoming competitive with companies that have been doing hardware for years, and have struck the perfect balance between custom software and Google's own strengths." **MobileSyrup**

THE CHALLENGE

TD was far behind in the mobile banking game. Stuck in a design system from the early 2000s, they needed a change, and fast. Tangerine was quickly becoming a household name and TD wanted a modern design that could last.

I was actively recruited by TD to leave Kobo and own the UX solution for the new mobile app.

The Competition: ScotiaBank and Tangerine



WHAT THEY HAD

At the time, the idea was to go down a "very tappable" route. This meant bigger than needed fonts and a very infographic layout.

WHAT THEY NEEDED

Features. Design didnt need to be big and splashy, it needed to give the user the information and actions they needed quickly.







EXISTING EARLY CONCEPT WIREFRAME

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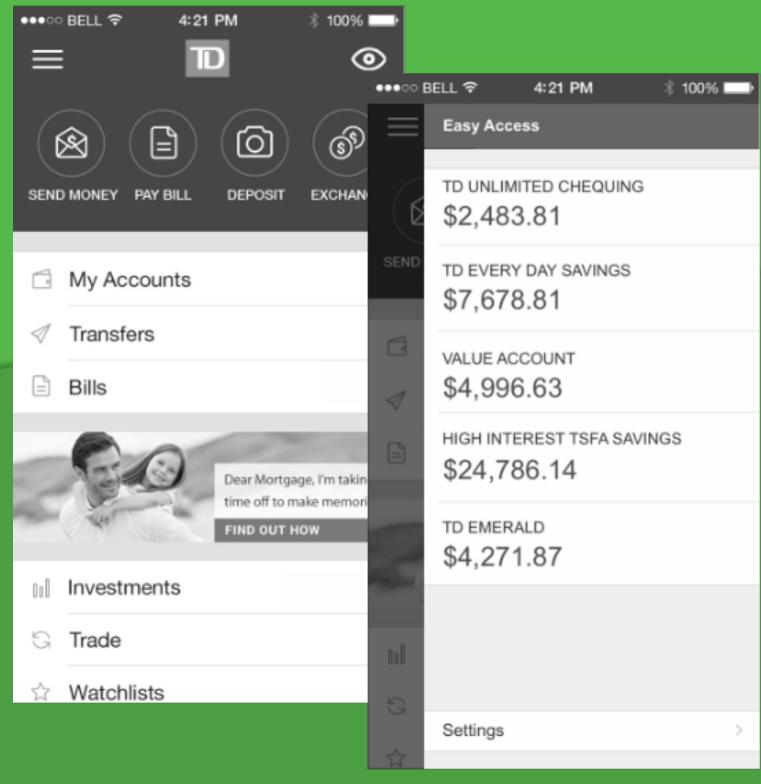
THE DESIGN

The design was a mix of what worked natively for both Android and iOS. Final wires were the clean look of Android's iconography and Apple's intuitive settings panels.

THE TOOLS

Axure - wireframes and prototypes.

Adobe Fireworks and Photoshop - photo editing



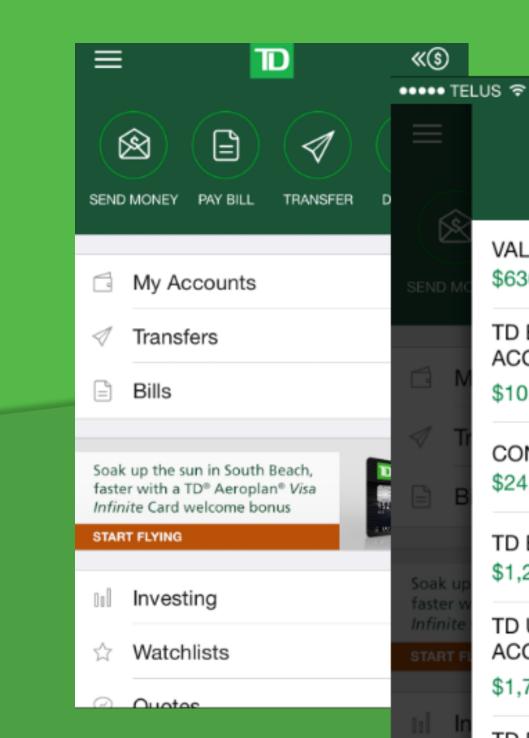
ORIGINAL WIRES

THE FEATURE

QUICK ACCESS

Everyone wanted a quick way of viewing account balances without logging in. While the feature itself is a no brainer the interaction went through many states.

With the adoption of the "Hamburger Menu" the user was now familiar with swiping from the edge of the screen or tapping the icon. The top right corner houses the "Quick Access' feature for two reasons, 1) it emulates the hamburger menu interaction and 2) the user can discreetly view balances with one hand because of thumb location.



ORIGINAL WIRES

Quick Access Settings

TD EVERY DAY SAVINGS

\$1,780.77

567

TD UNLIMITED CHEQUING ACCOUNT

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CONSOLIDATION REWRITE \$24,922.96

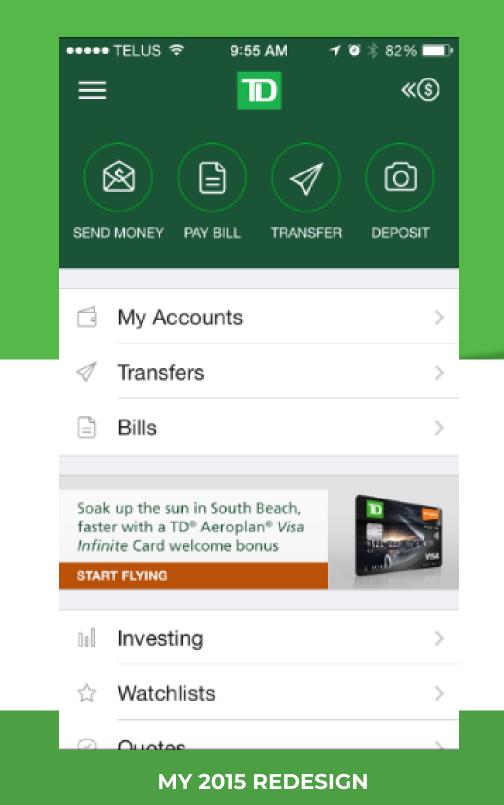
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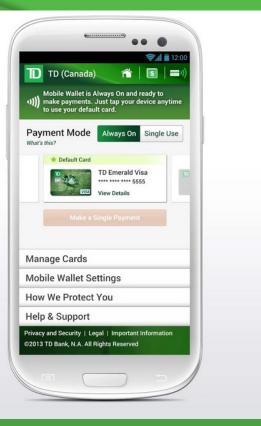
TD EVERY DAY SAVINGS ACCOUNT

VALUE ACCOUNT \$630.80

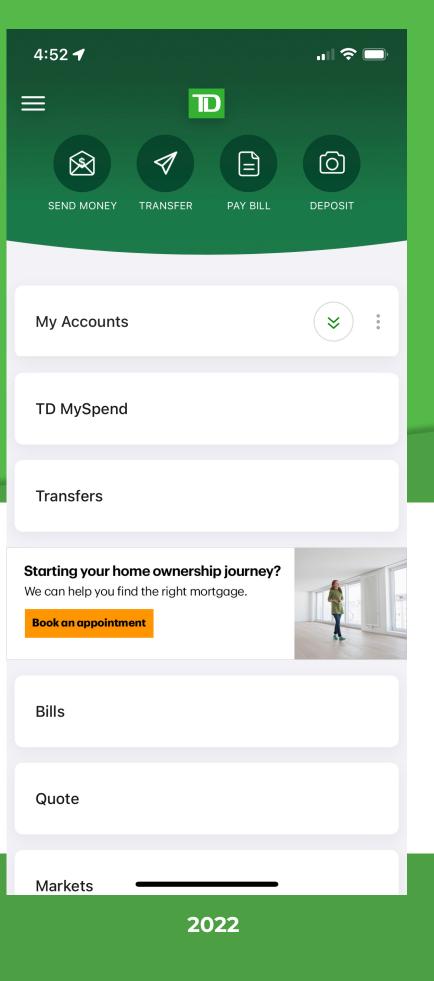
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WHERE IT STANDS











THE PROBLEM

In 2016 Intuit wanted to take over the "free" do it yourself tax space. Competitors such as SimpleTax were taking users away from both the CD based and online paid tax platform.

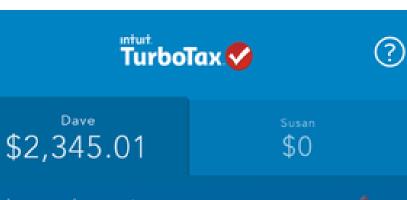
Years of duct taping legacy systems together had finally caught up and a new back-end tax calculator needed a new product to test it's functionality.

6 months had past and the new free product was still just an idea. The solution had to be responsive, work on any device a user had and be quick and easy.

THE PROCESS

Rapid response was needed, UX elements were built directly in Axure so the desing could be protoyped and user tested before any development time was wasted.

Testing was done in groups of 15 - 5 non users, 5 existing customers and 5 first time filers.



Welcome home!



Your Information About you and where you live.



Your Taxes

Enter your slips and receipts.



Review

Review your tax return after completing Your Information & Your Taxes.



File

Finish up and file after you've reviewed your return.

Licence Agreement | Privacy Statement © 2015 Intuit Canada or one of its affiliates. All rights reserved.



TurboTax 🤡 Š	2,432.17	S0	<u>0</u> 0
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FINAL MARKETING

SOLUTIONS

The creation of the HUB & SPOKE navigation. Users needed a constant reassurance that they are doing everything they need. After every key task, they were brought back to a hub page that would build confidence that they are doing everything right, without concern.

Large iconograpy and a very "tappable" interface allowed people to realistically do their taxes anywhere, anytime on any device.

THE OUTCOME

Sometimes things work too well. Turbotax free won it's category for the tax year, gaining back 24 percent of the year over year market share loss. Great right?

The problem was it also took an impossible to ignore chunk out of the paid product profits and was taken down after one tax year.

sonnet

THE PROBLEM

Sonnet was growing very quickly and marketing was losing hold of the customer experience while spending attention on branding and sponsorships. The sites SEO score was at low of 34 and the business and development teams were barely communicating.

THE PROCESS

The Sonnet conversion and retention lines of business were handed to the newly formed Digital Experience team.

Design, Content, UX and front end development teams were merged into Digital Experience as well as UX Program Managers being introduced.

This team was now tasked with increasing customer aquisition, retention and site performance.

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sonnet

SOLUTIONS

The Digital Experience team was broken up into 2 agile pods. Conversion and Retention.

Using third party SEO monitoring tools work began to maximize the sites efficiency by creating the role of UX Content Manager.

Business development would no longer bring solutions, but now brought their ideas and problems for the pod to work on and perfect.

Design systems were intergrated to acheive cohesion across all public facing assets and A/B testing weekly was introduced to fail fast and accelerate success.

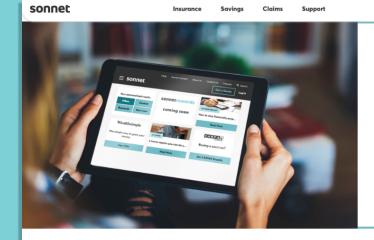
THE OUTCOME

SEO scores acheived an industry leading score of 93.

A/B testing brought up desired package aquistitions 23%

The Digital Experience team worked with Business Development to introduce Sonnet Connect allowing business partnerships with other live life organizations such as Wealthsimple, Turbotax and Borrowell.

Average project turnaround time decreased by 40%.













Q Fr Log Ir

sonnet connect

Check out your personalized content, offers and rewards!

Just take a moment to answer a fe auestions.

What is Sonnet Connect?

Sonnet is here to help you protect the things that matter most. Which is why we've searched high and low to bring you partners that can help protect improve and simplify your life — no matter what stage you're at



Get more than just insurance

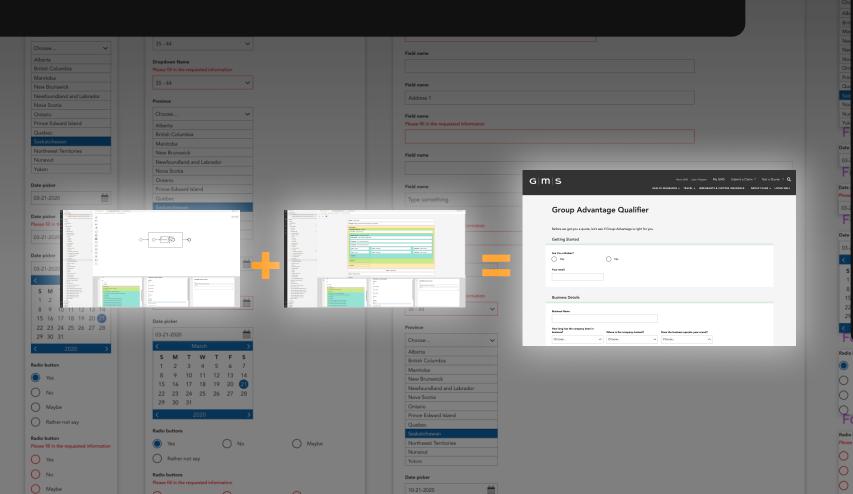
Get access to helpful information and a suite of services to simplify your life from our partners. Plus, take advantage of exclusive discounts promotions and free offers

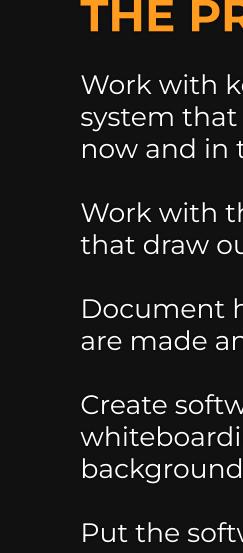
Meet our Sonnet Connect partners All At home On the road In your walle **▲** HOMEWISE \mathbf{w} Wealthsimple The easiest way to get the best The simple way to grow your money like Spend and save with a Wealthsimpl Cash account. Get the benefits of a high ortgage – apply online in minutes to the world's most sophisticated investors Get a \$50 cash bonus when you open interest savings account and no-fee ave time and money. Plus, get **\$100 off** your first mortgage payme and fund a Wealthsimple Invest accour hequing account all rolled into one View Offe View Offer (\mathbf{w}) m9ka Borrowell /laximize your money! Get a \$10 cash Round up your purchases and invest the Get your free credit score and repor onus when you open a Wealthsimple spare change – a little goes a long way rom Borrowell to manage your financia rade or Crypto account and fund it wit Get **\$10 free** when you fund a new Mok well-being. Start making great decisior a minimum of \$100. about your credit health today View Offer Code View Offer Visit Borrowell willful. Create a legal will online in under 20 Buying or selling a home? Close you Canada's #1 Best-Selling Tax Softwar year after year. Get step-by-step ninutes. Willful will guide you every ste home conveniently online, with virtua of the way, with no notary or lawye signing and support from a team of leg idance with easy questions so you co needed. Get \$10 off any plan. experts. be 100% confident your taxes are done right. View Offer Code Choose your TurboTax 🔊 Visit Deeded

THE PROBLEM

Korio is a startup with one mission - Digitize Insurance. They have the technical chops to simplify the form builling experience taking it from weeks of development to hours.

How do you give product owners, SMEs and BAs the ability to do this in a simple and ituitive way.





THE PROCESS

Work with key stakeholders to define a design system that encompasses everything they need now and in the future.

Work with the company to create value maps that draw out the digital business landscape.

Document how all of their customer touchpoints are made and weed out the problem areas.

Create software designed to act like whiteboarding but do all the dirtywork in the background.

Put the software in the hands of the user from version 1 and caprture every "I wish" and "you know what would be nice?"

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THE SOLUTION

Originally the process map was the only UI the user would see. Any type of component would need to be hand coded.

The properties panel (bottom) was introduced to supply a more WYSIWYG interface to allow anyone to digitize forms.

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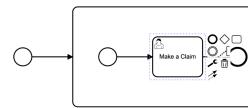
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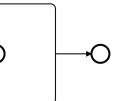
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THE SOLUTION

Next, a wireframe solution was designed to easily see where components were in the layout and what data they were bound to. The components were all created using the design system.

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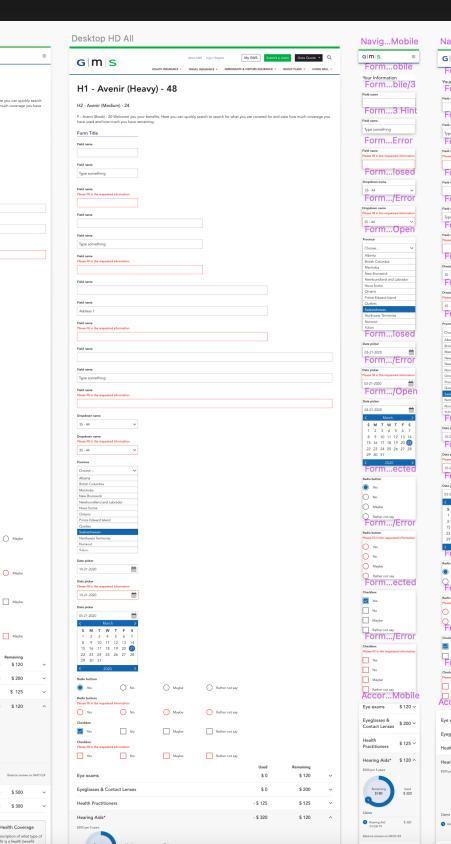
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THE DESIGN SYSTEM

The design system was made in Sketch to build a lego block approach to design. The components match the design system so every form element is cohesive in both design and layout.

To satisfy the need for responsive design, the componets are layed out for all the standard bootstrap breakpoints on a 12 column grid.

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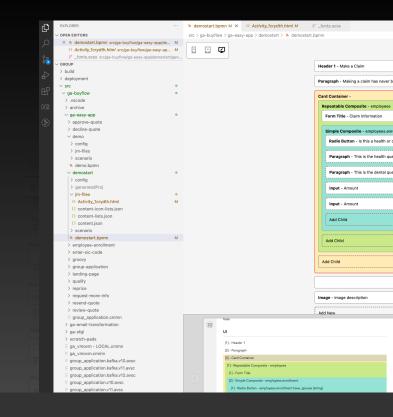
Navigation/Topnav/Desktop HD

Navigation/Topnav	/Desktop	HD		
GIMIS	HEALTH INSURANCE +	About GMS Login / Register TRAVEL INSURANCE + IMMO	My GMS Submit	a claim Get a Quote • Q GROUP PLANS • UVING WELL •
Form/top HD Form Title Form/p HD/3				
Form//3 Hint				
Type something FORM/3 Error Field name Please fills the requested information				
Form/Text Field/[Desktop H	HD/6		
Form/Text Fielt	op HD/6	Hint		
Type something Form/Text Fielt	op HD/6	Error		
Form/Text Field/I	Desktop I	HD/9		
Form/Text Field/[Desktop H	HD/9 Hint	_	
Address 1 Form/Text Field/I Field name Please fil in the requested information)esktop	HD/9 Error		
Form/Text Field/I	Desktop H	HD/12		
Form/Text Field/I	Desktop H	HD/12 Hint		
Type something Form/Text Field/I	Desktop H	HD/12 Error		
Please fil in the requested information Form/Closed				
35 - 44 Form/D/Error				
Present fill in the requested information 35 - 44 Form//Open				
Province Choose				
Manitoba New Brunswick News Scotia Ontario				
Prince Edward Island Guebec Saskatchewan Northwest Territories				
Nunavut Videon Form/Closed				
10-21-2020 Form/D/Error				
Deter picker Please fill is the requested information 10-21-2020				
Oate picker 03-21-2020 Image: Compared and the picker C March > S M T W T F S				
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 20 22 23 24 25 26 27 28 29 30 31 1 1 10 10 10				
	top HD/S	elected		
Yes O No Form/Radio/Desk Radio buttons	Ctop HD/E	Rather not	say	_
Please fill in the requested information Ves O No Form/Checkbox/	O Maybe Desktop	O Rather not	say	
Ves No Form/Checkbox/	Desktop	HD/Error	say	
Checkbox Please fill in the requested information		Rather not	say	

THE OUTCOME

To wireframe, design and develop an online form took an average of 2 weeks to go live.

Using the Korio tool, the new average is anywhere from 2 - 6 hours.



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	Activity_1crydth.html src/ga-buyflow/ga-easy-ap M S _fonts.scss src/ga-buyflow/ga-easy-app/demostart/gen.		2				
fe	∨ GROUP		He	ader 1 - Make a Claim			
	> build > deployment		Pa	ragraph - Making a claim has never b	een easier. Let's get started.		
	✓ src ● ✓ ga-buyflow ●			rd Container -			
	> .vscode > archive			Repeatable Composite - employees			
	∨ ga-easy-app ●			Form Title - Claim Information			
	> approve-quote > decline-quote			Simple Composite - employees.en	oliment		
	✓ demo > config			Radio Button - Is this a health or			
	> jm-files > scenario			Paragraph - This is the health gu	estions		
	demo.bpmn						
				Paragraph - This is the dental qu	estions		
	> generatedProj ~ jm-files •			Input - Amount	Input - Description	DatePicker - Date of service	.e
	Activity_1crydth.html M			Input - Amount	Input - Description	DatePicker - Date of servic	20
	() content-icon-lists.json () content-lists.json			Add Child			
	() content.json > scenario			Add Child			
	N demostart.bpmn M			Add Child			
	> employee-enrollment > enter-sic-code						
	> groovy > group-application			Add Child			
	> landing-page > qualify						
	> reprice				Button - Submit Claim		
	> request-more-info > resend-quote		Im	age - image description			
	> review-quote = group_application.cmmn		Ad	d New			
	> ga-email-transformation	8	UI		UI Element - Card Container	Add/Edit Cus	utom Content
	> ga-sfgl > scratch-pads		[1] - Header 1		Row:	Key	
	≅ ga_vmovm - LOCAL.cmmn ≅ ga_vmovm.cmmn		[2] - Paragraph		3 Column Desktop:	17/129d0-3406-471 Content	75b-a4bc-e10956e436d3
	group_application.kafka.v10.avsc group_application.kafka.v11.avsc		[3] - Card Container [1] - Repeatable Composite - employees		12 Column Tablet:		
	group_application.kafka.v12.avsc		[1] - Form Title [2] - Simple Composite - employees.enrollment		12 Column Mobile:		
	<pre>group_application.v10.avsc</pre> group_application.v11.avsc		(2) - Simple Composite - employees enrollment. (1) - Radio Button - employees enrollment.have_spouse (string)		12		
m	S				About GMS Login / Reg	gister My GMS Submit	a Claim 🝷 🛛 Get a Quote 🝷 📿
				HEAL	TH INSURANCE 🗸 🛛 TRAVEL 🗸 🛛 IM	IMIGRANTS & VISITORS INSURAN	CE GROUP PLANS 🗸 LIVING WELL
	Group Adva Before we get you a quote,		-				
	Getting Started						
	-						
	Are You a Broker?						
			~				
	() Yes		() No				
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	х с и						
	Your email						
	Business Details						
	Business Details						
	Business Name						
	How long has the company been	in	14/h		Deserthe husing		
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		in A	Where is the company loc	ated?	Does the business operate year-ro	ound?	

TO DATE

The client (GMS) was the first Canadian health insurance to be able to give a group insurance quote in real time.

They are currently the only insurance provider to support this.