



Creative Services

UX and Visual Design Service Offer

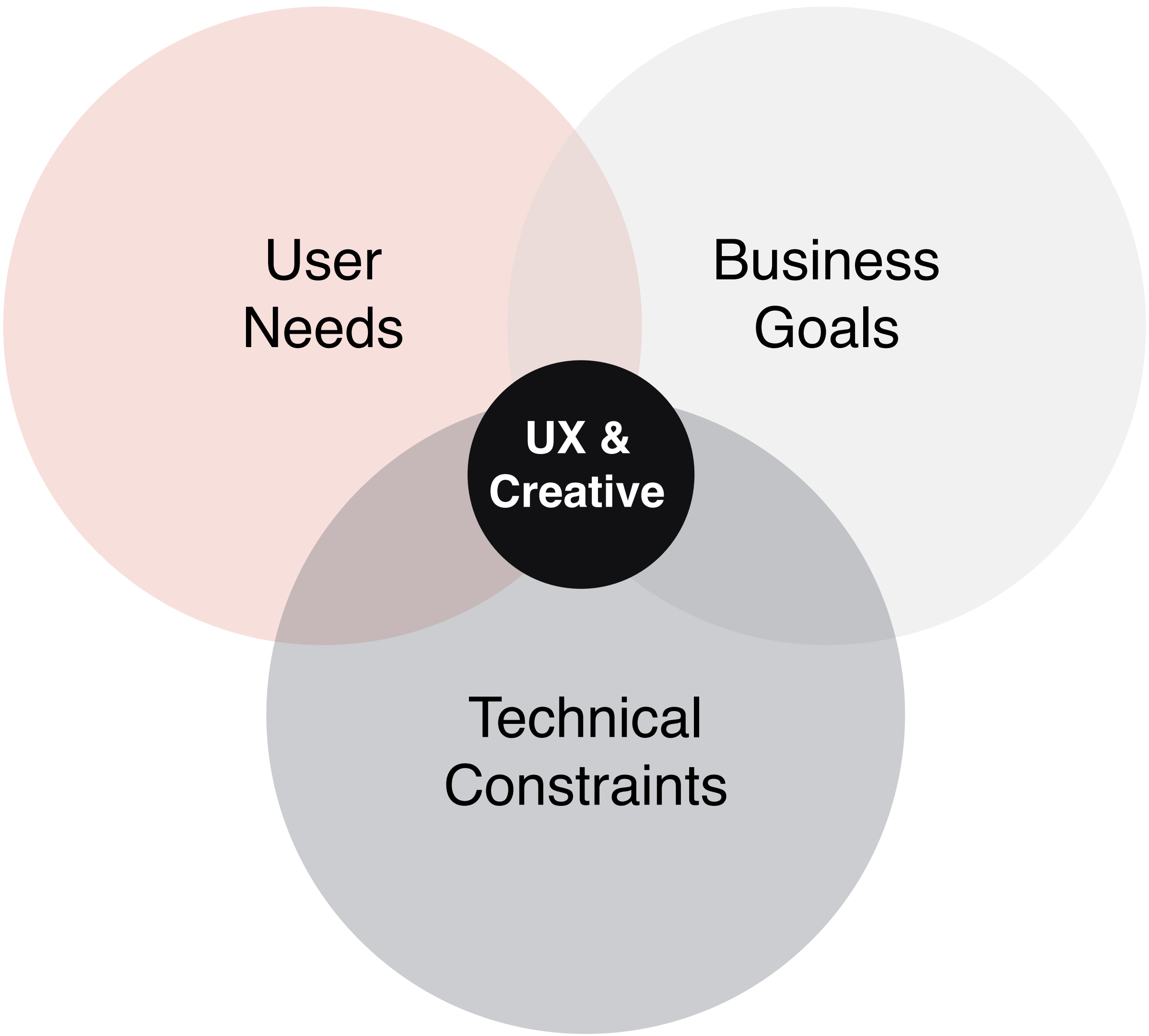
OVERVIEW

Who we are and what we do.

We're a Global Discipline

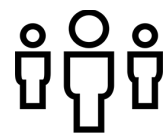


We Use Design to Solve Problems



Our Design Philosophy

We design all of our experiences based on five key principles.



Users First

We're fierce advocates for users. We identify their needs and behaviors first. Then we determine how to achieve our client's business goals by fulfilling their users' needs.



Simple

We create fast and effortless interactions. We make complex tasks as easy as possible and display the right information at the right time in the right context.



Consistent

We embrace patterns. We believe usability and brand recognition are greatly improved when similar parts are expressed in similar ways across devices and channels.



Usable

We engage users early and often in our process to observe them using our designs. We incorporate their feedback to make our experiences better.



Meaningful

We strive to create solutions that make users' lives better or almost seem magical in the way they solve problems or create a feeling of delight.

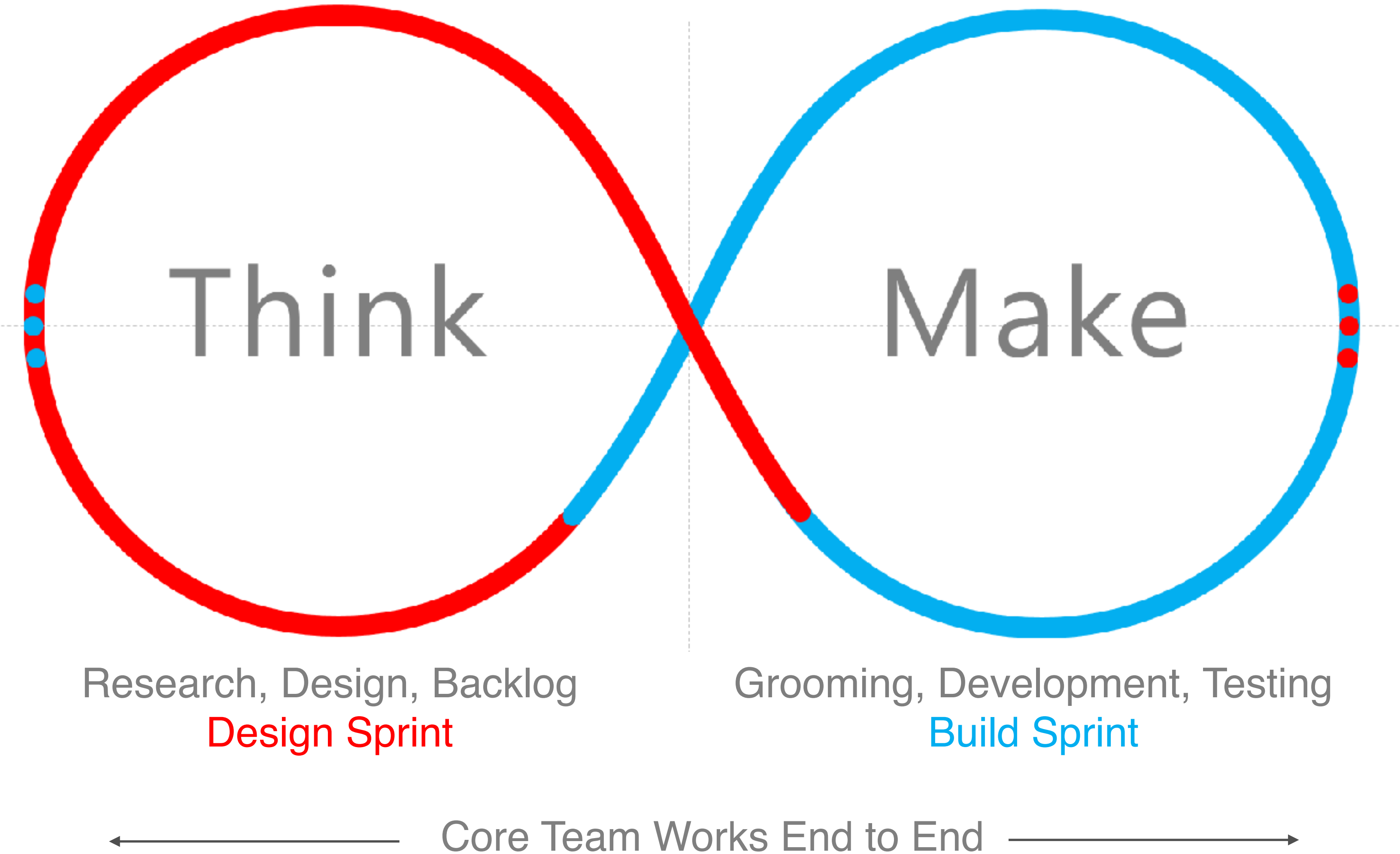
We Work in Design Sprints

We follow a user-centered design process focused on developing a deep understanding of what we're trying to solve before we begin design.

We collaborate with users, stakeholders, and the core team in design sprints to craft solutions. This collaborative process ensures we deliver an experience that exceeds users' expectations and grows our client's business.

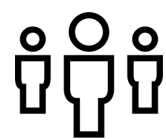


How Design Sprints Fit into Agile Development



How We Work With Our Development Team

We collaborate with Developers from Design to Build ensuring our vision is realized.



Dev is Part of our Process

We include Architects and Developers in our design sprints to ensure our ideas are technically feasible - and they often contribute great ideas.



We Create UI Code & Assets

We generate CSS, HTML, and SVG files for the development team using Zeplin and Sketch. We then conduct a turnover meeting to walk the team through all the assets and answer questions.



We're Involved in the Dev Sprints

We're active members of the development sprints working closely with the team to address any items that come up. We also conduct a visual QA of the build to make certain the experience is pixel perfect.

What We Do

We have four core capabilities.



UX Research

Qualitative and quantitative research resulting in insights about what we're solving and who we're solving for.



UX Design

Experience design from a content, interaction and flow perspective.



Prototypes & Usability Testing

Creation of clickable prototypes and execution of usability testing to improve design throughout the process.



Visual Design

Experience design from a visual perspective including branding, fonts and iconography.

UX RESEARCH

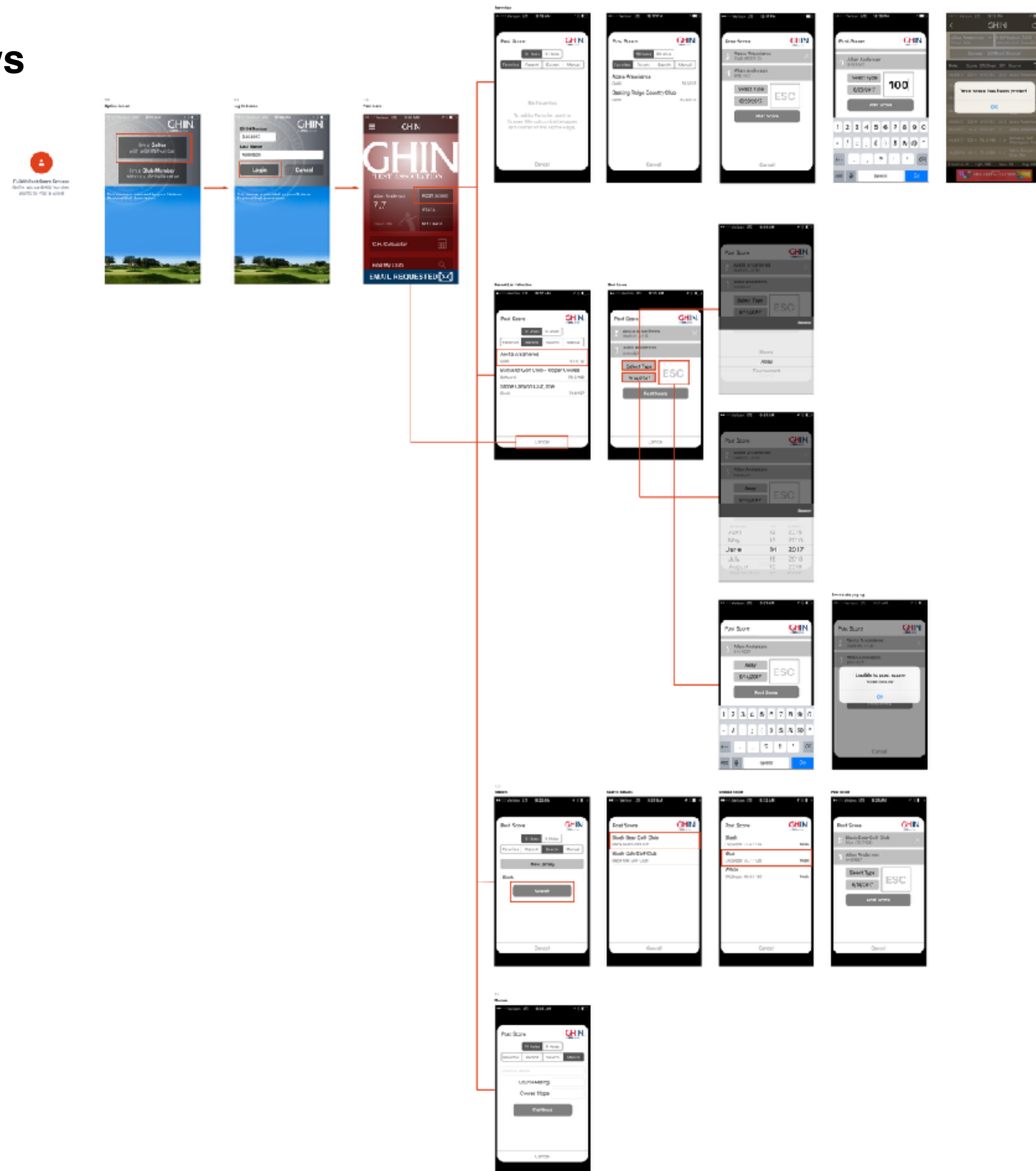
Understanding who and what we're
solving for.

CURRENT STATE AUDIT

Outcomes

1. An understanding of user **flows** and features within the existing **experience** and **ecosystem**.
2. Identification of the **strengths** and **weaknesses** of the current state.
3. Analysis of existing **quantitative data** (analytics, call center logs, reviews, social media, surveys, feedback forms, etc.).

Current State User Flows

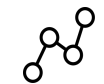


Current State Heuristics Assessment



Visibility

Is the user kept informed about what is going on as they navigate through flows with appropriate feedback within a reasonable amount of time?



Mapping

Does the experience speak the user's language with words and concepts that are familiar (e.g. is the experience filled with legalese and corporate talk?)



Freedom

Can the user easily navigate and perform actions? Is there an easy way for a user to undo any accidental actions?



Consistency

Is the design and interaction patterns consistent? (Are industry standards being followed?)



Error Prevention

Are users warned of potential problems in advance (e.g. when creating a password, is the user warned they did not meet the character requirements before they hit submit)?



Recognition

Are there features in place to minimize what the user must remember (e.g. "remember password", type ahead, icons to provide context, etc.?)



Flexibility

Are there accelerators (shortcuts) that allow experts to move through the experience faster without affecting novice users?



Minimalism

Is the experience aesthetically pleasant and efficiently composed? Less is more – calls to action and key information should be easily seen.



Error Recovery

Are error messages presented in plain language that clearly indicates the problem?



Help

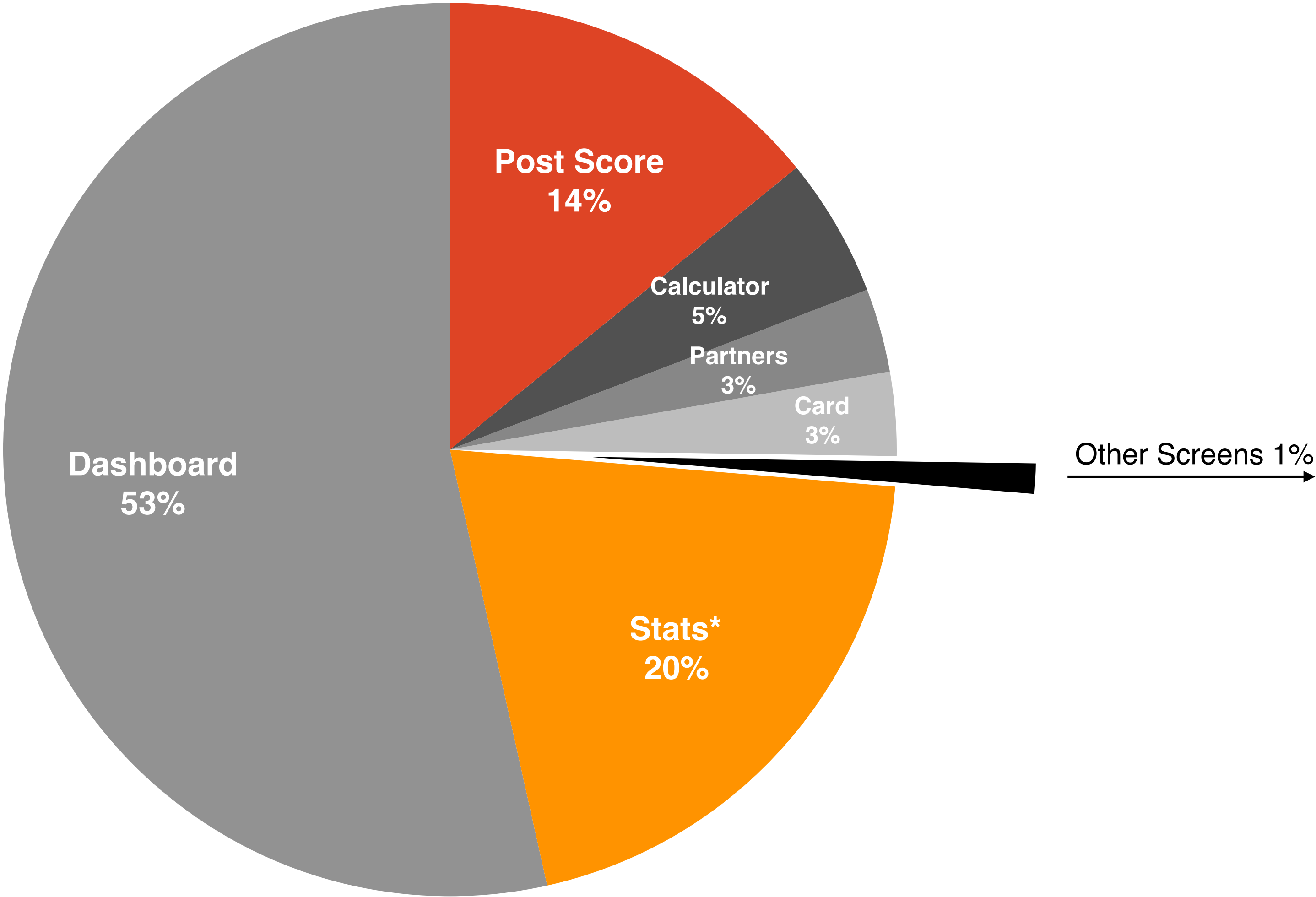
In today's day and age if a user is seeking help, something is truly wrong with the experience. That said, if the experience warrants it, there should be some form of Help and/or Customer Support.

User Review Analysis

Rating	Count
5 stars	8
4 stars	2
3 stars	4
2 stars	8
1 star	50

Current State Analytics Evaluation

Mobile App - Total Screen Views
06/19/2016 - 06/25/2017



Screen	Total Views
Find My Club	0.39%
Enter Tournament	0.29%
Club List	0.16%
Social	0.10%
Magazine	0.07%
News	0.04%
Results	0.02%
Club Detail	0.0024%
Videos	0.0005%

*Includes redirects from Post Score Success Page

Current State Analytics Evaluation

Vanilla Mobile App
06/19/2016 - 06/25/2017



USER RESEARCH

Outcomes

1. An understanding of **who** the users are - their expectations, behaviors, attitudes, needs, goals and pain points.
2. An understanding of **how** users are engaging with the experience and in what context.
3. Identification of the **high** and **low points** of the end-to-end experience and opportunities for improvement.

User Interviews

User Interview Questions

Version 1.0

endava

Interview Process

- Work with the client and project team to create the interview questions and schedule.
- Ensure the interviewee will be able to share their screen with you during the interview.
- Introduce yourself and Endava at the start of the interview. Explain the project scope and objectives. Ask permission to record the interview and screen (in sharing/remote situations).

Interview Questions

1. How did you find the product/experience?
2. During an average week, how much time do you spend on the product/experience?
3. What pages/features do you spend the most time on?
4. Are there any pages/features you do not use for any reason?
5. Are there features that do not exist that you would like to see?
6. What aspects of the product/experience do you find the most valuable?
7. What aspects of the product/experience do you find to be the most challenging?
8. Have you ever been unable to find information or complete a task you thought would be on the site? If so, what? What did you do after your first try was unsuccessful?
9. How easy is it to find the information you need on a scale of 1-5 (5 being extremely easy)?
10. How easy is it for you to complete tasks on a scale of 1-5 (5 being extremely easy)?
11. Are there any existing pages or features you feel could be combined?
12. Which pages or features do you feel are working well?
13. Do you have any other comments or suggestions?

A woman with dark curly hair, wearing a purple sleeveless top, is seated at a desk in a blurred office environment. In the foreground, a white smartphone is mounted on a black stand, displaying a video call with the same woman. The background shows a desk with a laptop, papers, and a wall with yellow and blue sticky notes.

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Current State Usability Testing

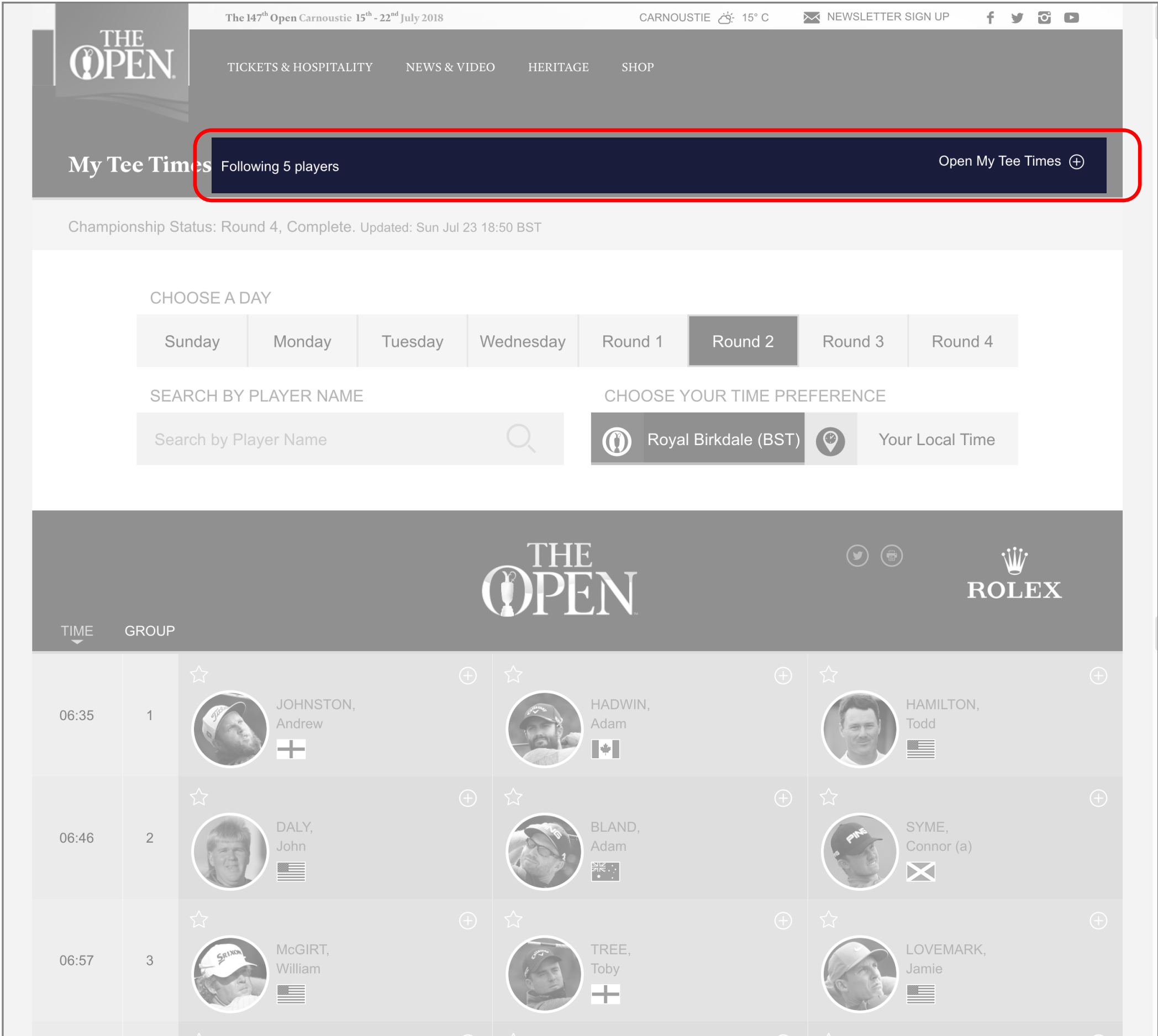
PROBLEM 4:

Having two links that perform the same action with different CTAs and treatments creates confusion.

- ✗ User interface complexity increases when a single feature or hypertext link is presented in multiple ways.
- ✓ Reducing choices achieves *simplicity* and improves scanning and comprehension processes. Favorite players section should be accessed from the same single link and the container should be closed same way assuring the circularity of the interaction.

“I expected that the other link (Open My Tee Times) would do something different but actually it opens the same thing, which is confusing.”

- Test User 2



Persona Based on Research





Persona 1

Name
MATT

User type
PLAYER / NEWBIE GOLFER

AIMS

- To understand the basics quickly so that I can enjoy the game.

RULES CONSUMERS

WHY I NEED TO CONSULT THE RULES

To learn the basics and to improve my game.

WHEN I NEED TO CONSULT THE RULES

Before I go out to play.

JOBS TO BE DONE

Learn the basics, such as:

- I'm in a bunker. What do I do?
- Where do I tee off?
- How do I deal with hazards and what do I do when I'm out of bounds?
- What happens if I lose a ball?

TOUCHPOINTS

Video

Mobile

Social Media

Face-to-Face

PAINS

- No peer to ask about the Rules.
- Golf feels intimidating due to etiquette and snobbishness.
- Rules are boring.
- I know nothing about the game.
- I don't understand the terminology.

GAINS

- Understanding the dos and dont's and golfing etiquette.
- Increased confidence.
- The opportunity to show off my knowledge.
- I can get recognition by passing a test.
- I can be more like my golfing hero.

Persona Based on Research

BEA

TYPE Easy Rider

AGE 67

RETIREMENT 60

STATUS Divorced

DEPENDENTS None

UNIQUE CHARACTERISTICS



ATTITUDE TOWARDS LIFE INSURANCE

“When I was working, I didn’t know there was such a thing as life insurance. My parents didn’t have it. In any case, I probably couldn’t have afforded it on my wages.”

FINANCIAL CONCERNS

“My one concern is the worst case scenario – residential care. I’m very active now, but I don’t want to become a burden to my family.”

LIFE INSURANCE/ALTERNATIVE STRATEGIES

- Bea has never really planned for her retirement, but received a windfall when her mother died
- She has made a will and thinks that is sufficient

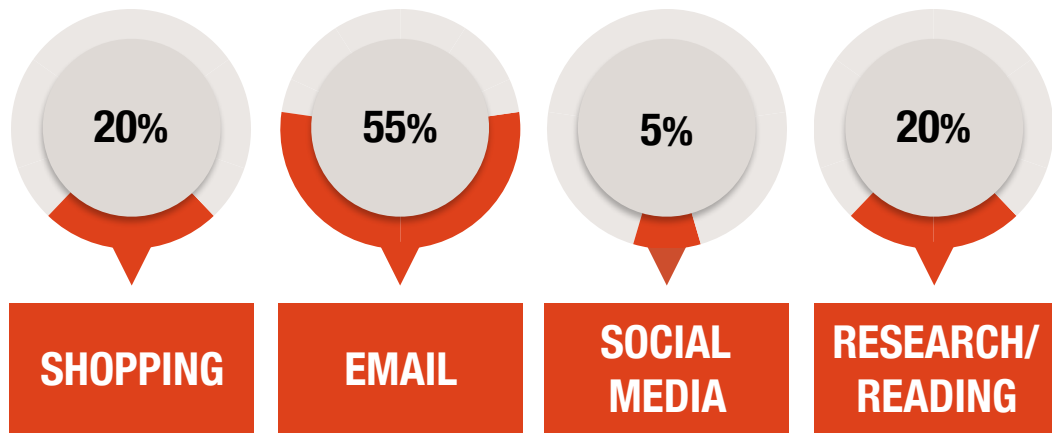
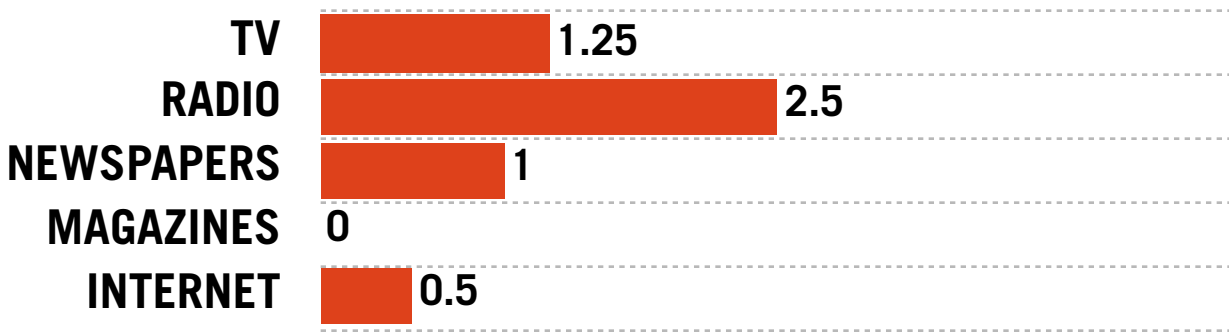
TYPICAL PURCHASE JOURNEY

1. Bea writes down the renewal date of her home insurance
2. She doesn’t get a letter from the insurer, but calls them anyway
3. The premium has gone up a but, but the insurer offers her a small discount and Bea renews on the phone

TRUSTED BRANDS

- ↑ **INSURE FOR RETIREMENT**
“I use them for household insurance. They’re reputable (I think)”.
- ↓ **OLD MUTUAL - SWISS RE LIFE CAPITAL - AIG - AEGON - FRIENDS LIFE - LEGAL & GENERAL**
has not heard of

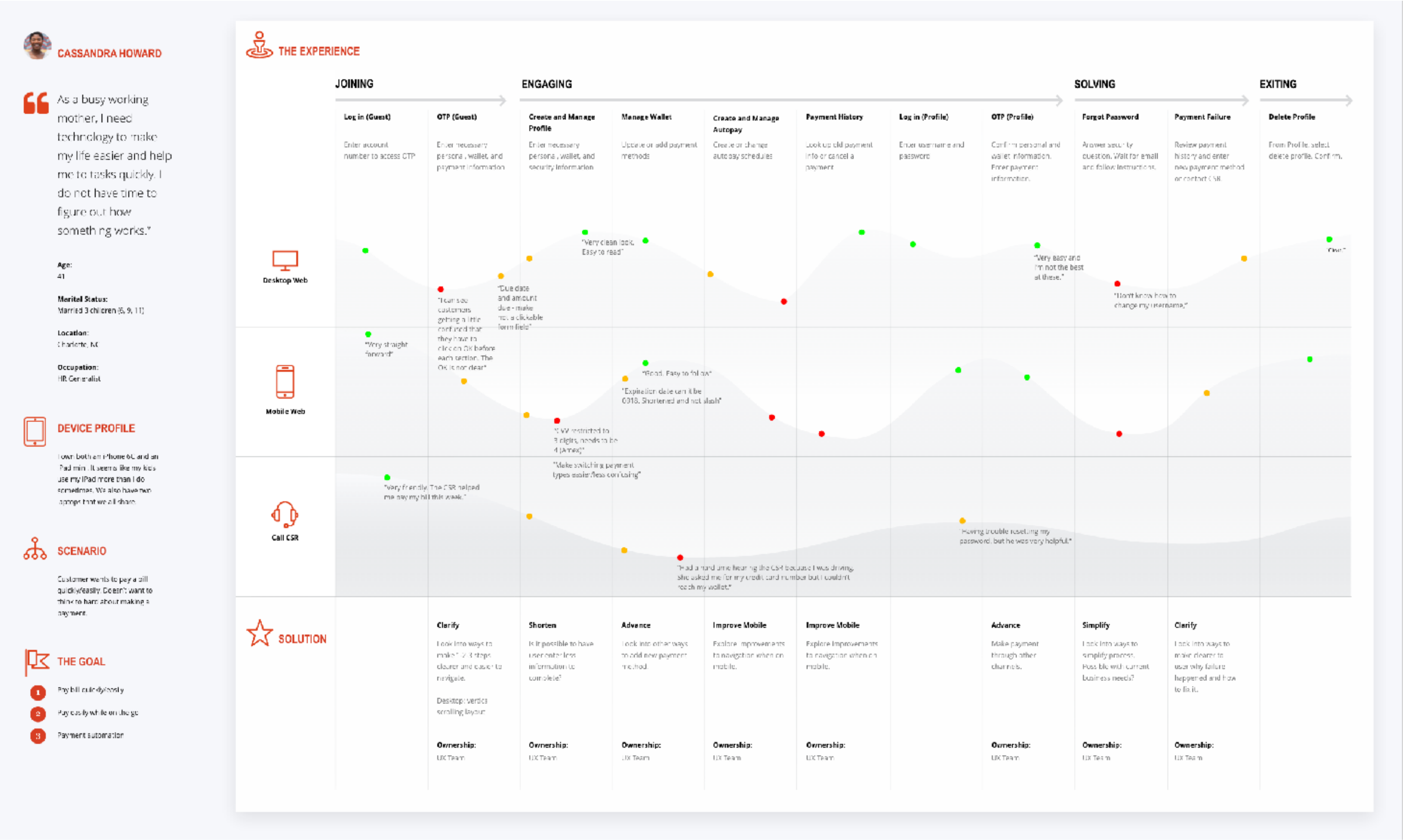
MEDIA CONSUMPTION (HOURS/DAY)



“I’m enjoying my retirement – every single day.”

Bea is a retired special needs teacher. She is extremely active and has made lots of friends since retiring. Thinking about the future is something she prefers not to do.

Journey Map: The Highs and Lows of a Persona Engaging with the Experience



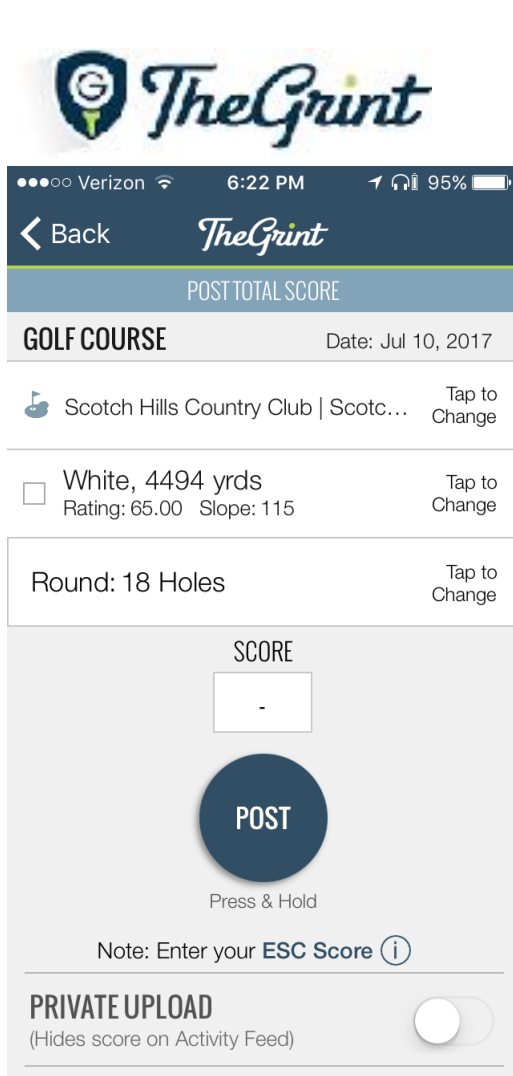
COMPETITIVE ANALYSIS

Outcomes

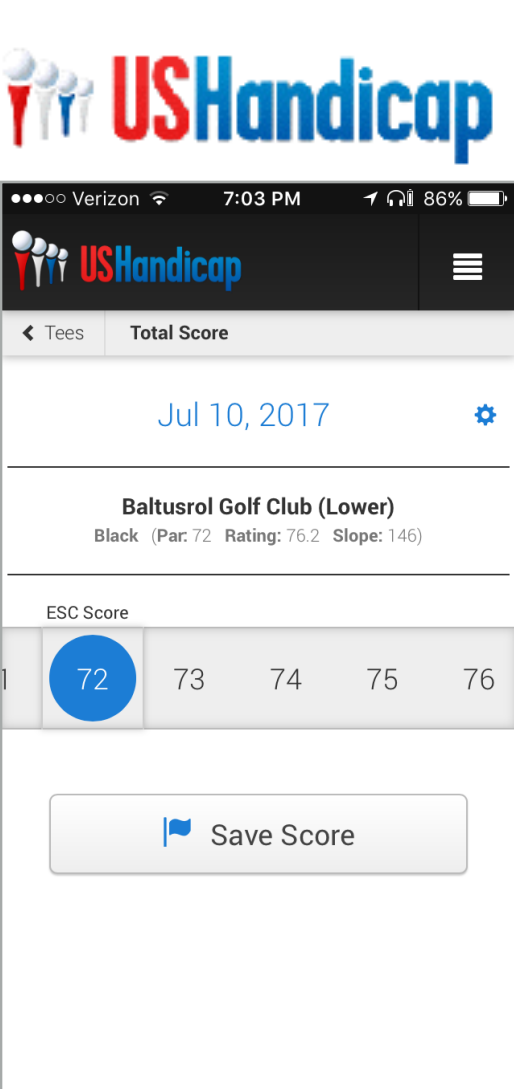
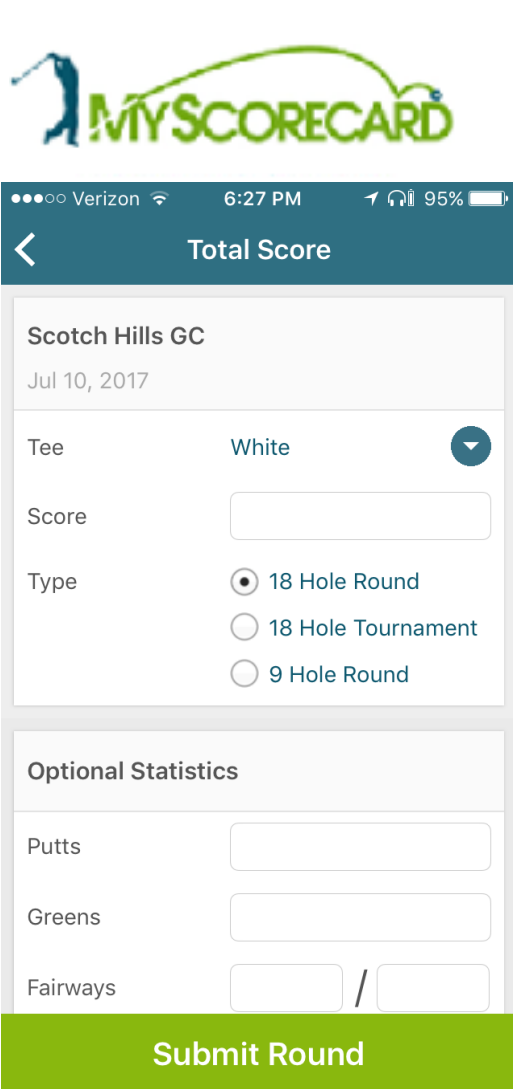
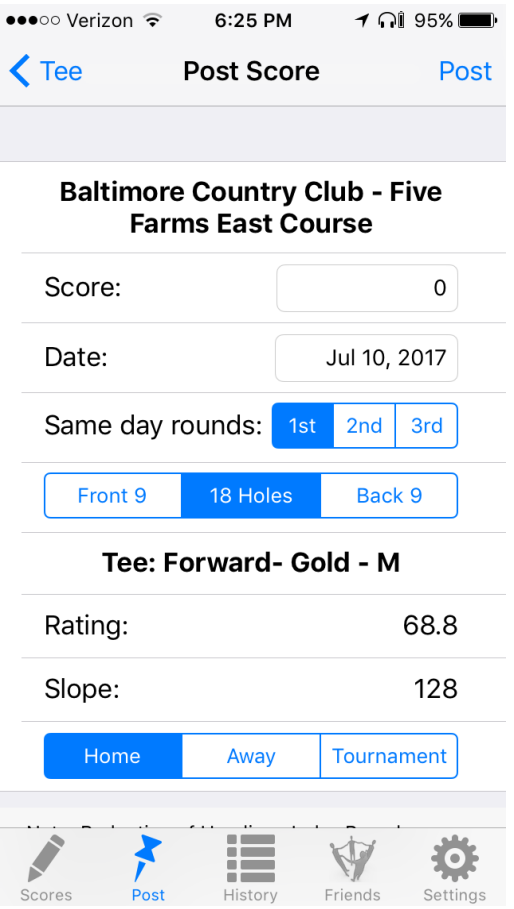
1. Identification of how the **competition is solving** our user needs and business goals.
2. An understanding of the **baseline** user experience in the marketplace (user expectations).
3. Ideas on how we can **differentiate** our experience from the competition.

Competitive Analysis

Mobile App



Golf Handicap Tracker



Strengths

- Easy flow
- Minimal data needed to post
- Pre-populated
- Clear call to action

Weaknesses

- No confirmation
- Have to hold Post button to submit
- CTA is at top of the screen
- Design is bland
- CTA is transparent
- Optional stats exposed by default
- Wheel for score is cumbersome

Competitive Analysis: Feature Comparison

								
Search	✓	✓		✓	✓	✓	✓	
Top Stories	✓	RECENT STORIES				✓		RECENT STORIES
Related Stories	✓	✓			✓	✓		
Like & Share	✓	✓	BROKEN	BROKEN	✓	✓	✓	✓
Link to Social Media		✓	✓			   	✓	
Comment	✓							
Subscribe	✓	✓			✓	✓	✓	✓
Responsive	✓	✓	NOT REALLY		✓	✓	✓	✓

INSIGHTS & UX VISION

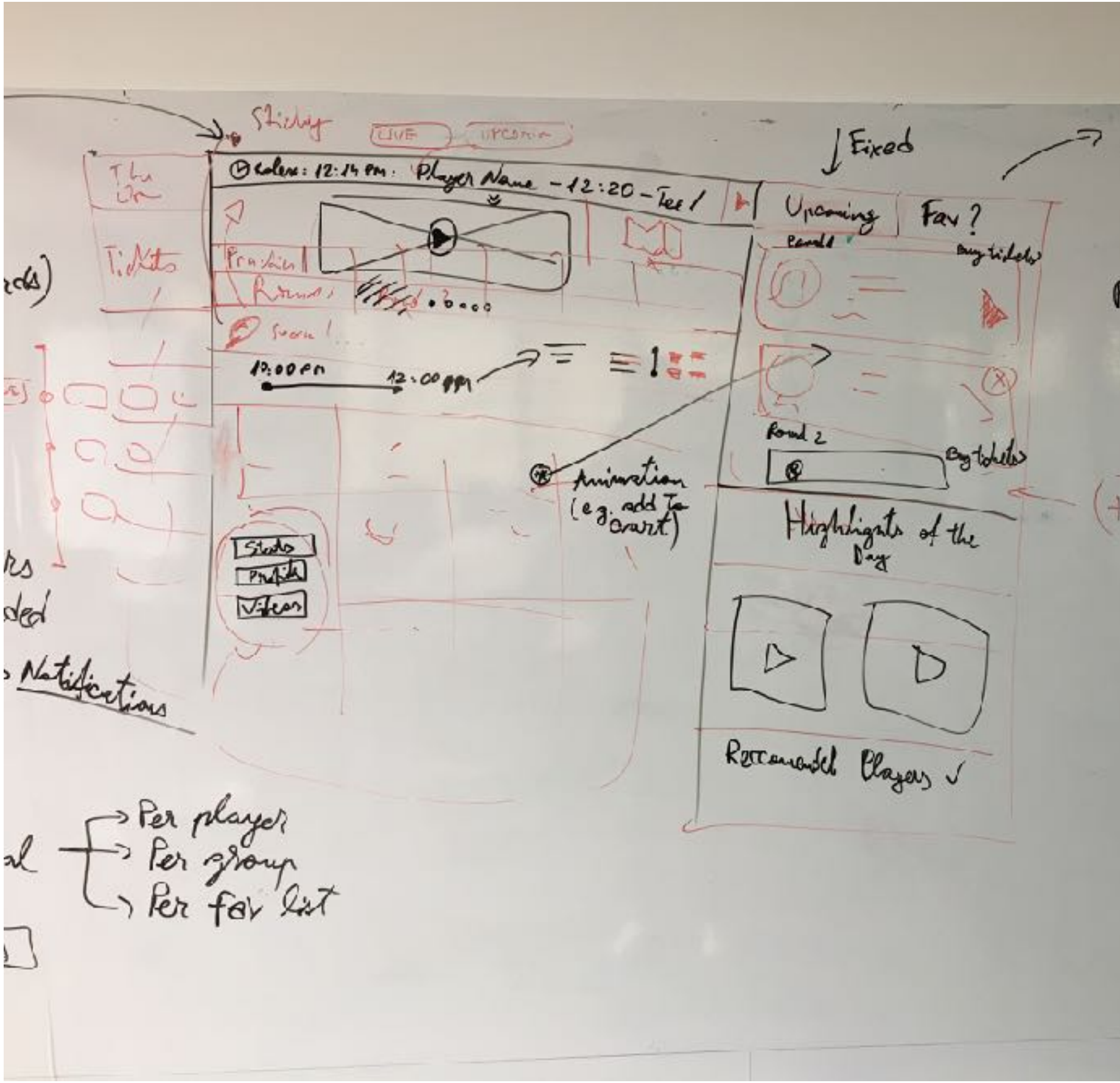
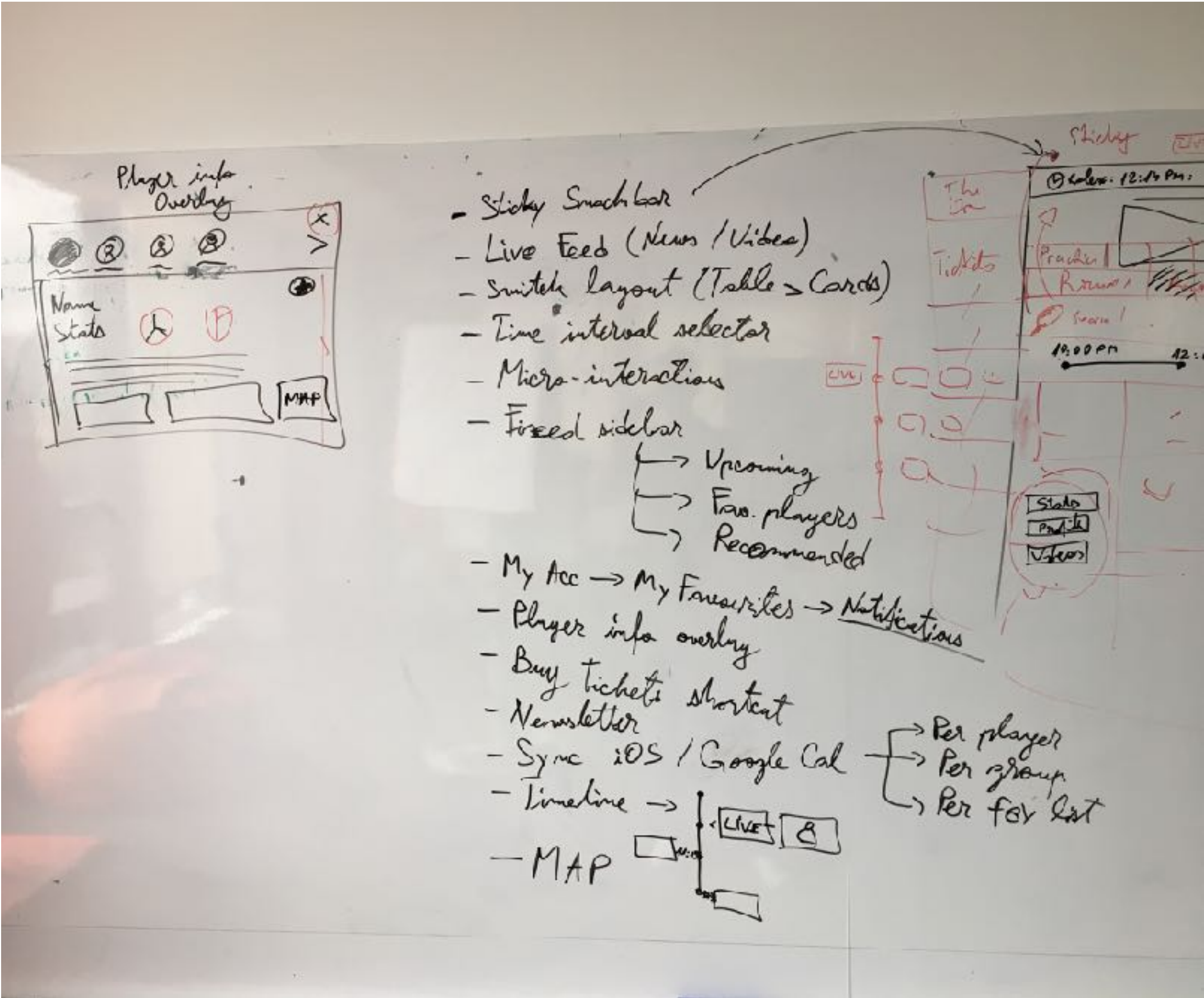
Outcomes

1. Prioritized list of **features** that will satisfy the user needs, business goals and technical constraints.
2. **Epics** and **high-level user stories**.
3. Design of key **user flows**.
4. All the data and insights the design team needs to **ideate**.

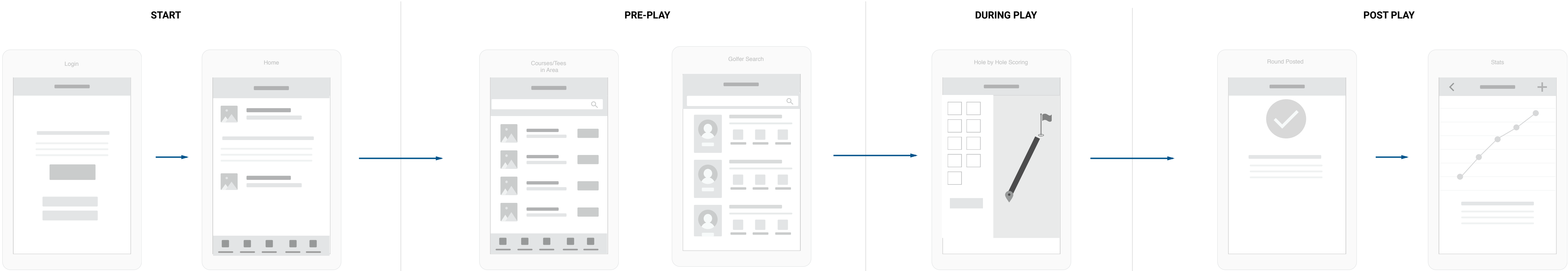
Identification of User Goals Leading Up to an Event

					Users mostly viewing Tee Times on Leaderboard			
	Sunday	Monday	Tuesday	Wednesday	Thursday R1	Friday R2	Saturday R3	Sunday R4
Championship Tees		Tee times announced for first two rounds (notification, social, TV, site)	Only changes if a player is replaced.			Tee Times announced for Saturday	Tee Times announced for Sunday	
Planning At Work, Home, or with Friends 	• Users would want to sign up for an alert to receive tee times for fav players • Users may want to explore ticket options • Users may want to view highlights and stats from last year • Users may want to view information about the course • Users may want to research players	• Users would want to create a watch list (calendar) and plan their viewing on TV or at the course • Users may want to share that list with friends • Users would want a notifications of their favorite players' Tee Times • Users would want a notification if the tee time of a favorite player was changed and the ability to update their calendar • Users may want to research players • Users may want to explore ticket options • Users may want to view highlights and stats from last year • Users may want to view information about the course						
Watching At the Event or on TV 					• Users may want to create/edit/view their day on the course so they know what time to be at what hole to see their favorite players • Users would want a notifications of their favorite players' Tee Times • Users may want to view highlights and stats from last year • Users may want to view information about the course • Users may want to research players • Users may want to see who is teeing off next • Users may want to view results			

Feature Set Whiteboarding Session



Prioritized Feature Set Through the User Lifecycle



1

GENERAL EPIC/FEATURE SUMMARY

Authentication and Profile:

Login
Forgot Password
Registration
Guardian Registration
Profile Management
Logout

General:

HCI (9 + 18 Hole)
C.H. Calculator
Handicap Lookup
My Card
Notifications/Alerts
Geolocation
Banners and Advertisements
Branding & Navigation (menu & hamburger)
Admin Tool

Content:

View tournaments
Generic content page
Error page
News/Video
About this App
Contact Us

PRE-PLAY EPIC/FEATURE SUMMARY

Setup Round:

Search a course
Recent courses
View course details
Course Handicap Calculator
Find golfer (filtered results)
View golfer profile (HC info)
Add golfer to round
Friend golfer (no acceptance required)
View Friend List

View tournaments
Score History
Stats
View posted scores
Weather

DURING PLAY EPIC/FEATURE SUMMARY

Post by Hole basic score
Post by Hole basic stats (fairways, putts, GIR)

POST PLAY EPIC/FEATURE SUMMARY

Search a course
Post Total Score (9 hole, 18 hole, 9 + 9)
Edit basic hole by hole stat data
Post hole by hole basic & advanced scores
(All scores will be ESC adjusted)

Score History

Scores by Course/Tee
Scores 9 Holes/Combined
Handicap History
Recent Scores
Recent Courses

Stats + Compare to Friends
Putt Summary
Putts By Round
Putts Per Hole
Fairways Hit
Scoring Chart

Greens in Reg.
Pars
Averages
Hole Statistics

2

Touch ID
Social sign in
Activity feed (friend scores, USGA and Association social feeds, etc.)
Find a club
Thorgard integration for weather

Weather

Golfer friend request
Accept/reject golfer friend request
Remove friend

GPS Map
Thorgard integration for weather

Golfer friend request
Share score
Attest to friends score post game

3+

Multi player scorecard

Multi player scorecard

Backlog Template: Epics & User Stories

High level description

#	Feature				API details	Rel
Exx-Fyy	Features under this epic	<high level feature description>	<high level feature description>	<high level feature description>	Existing To Be Implemented	

Questions Log

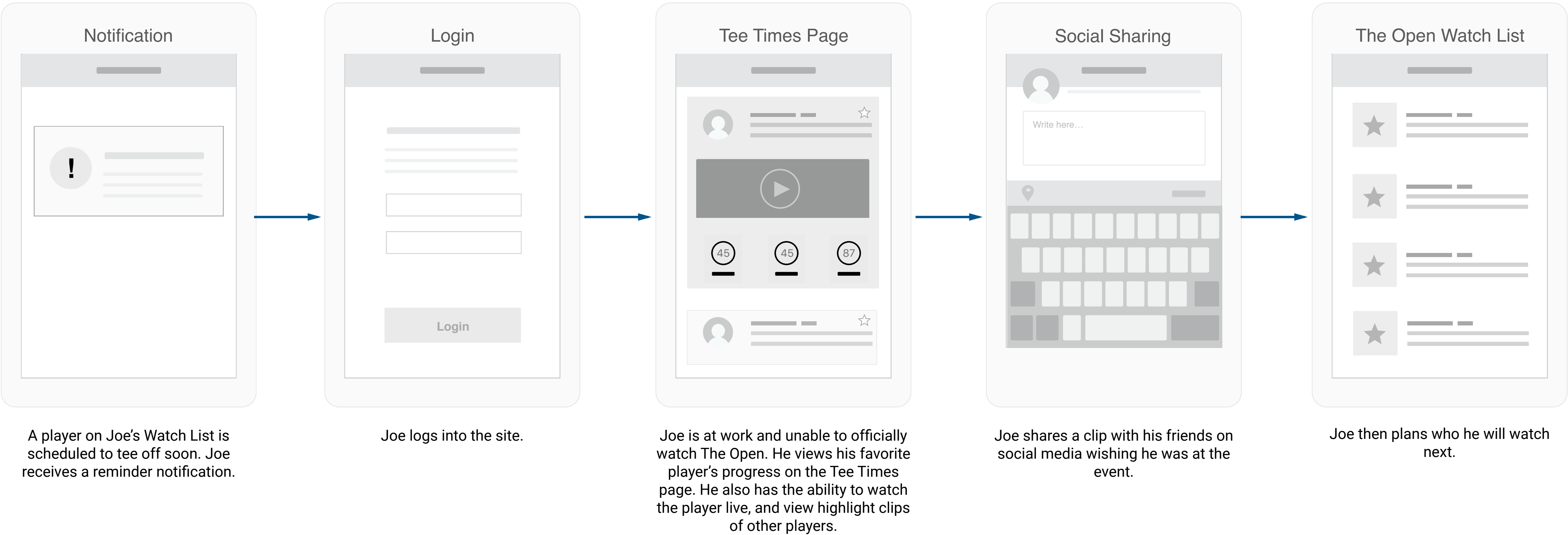
Feature	Question	Answers	Answered?
			☐

Mobile

Feature	User Story - Short Name	User Story - Long Name	Description	Rel
Exx-Fyy	Short name	As a <User/Role> I want to <goal> So I can <reason>	In scope what is in scope for the story Out of scope what is out of scope for the story	

User Flow: Watching the Event

Joe, a One Club Member, receives a notification his favorite player is scheduled to tee off soon.



Creative Brief That Encapsulates Strategic and UX Vision

Creative Brief

Client:

Version: 1.0

Date:

Author:



1. Background/Overview

Introduce the project and any relevant background information.

Example: Kim Technologies is a leader in the artificial intelligence marketplace, currently focused on the legal sector. In 2017, Kim will focus its efforts on obtaining business outside of legal. Our goal is to redesign Kim’s current interface to appeal to this wider audience.

2. Project Objective and Goals

Write a concise, one or two sentence description outlining the overall objective of the project.

Example: The primary objective of this project is to significantly improve Kim’s user experience and visual design based on industry standards and best practices. Our goal is to enable users to quickly find the information they need and easily complete key tasks.

3. Target Audience

Who is the target audience? Be sure to include as much detail as possible – age, demographics, profession, online behavior, preferences, goals, pain points, etc.

4. What Do We Want Users to Do?

What are we trying to get our target audience to do exactly? What are the primary tasks and information the audience is seeking? What does the client want these users to do?

5. Key Insights

Briefly list any insights that can be gleaned from existing analytics and customer feedback.

6. The Competition

Identify who the client’s competitors are. Provide links to relevant online experiences.

7. Branding

Are there existing brand guidelines we need to follow (e.g. logo, color palette, etc.)? What about tone and messaging?

Creative Brief



8. Project Mandatories

What are the mandatory elements for this project (e.g. legal, accessibility, launch date, etc.)?

9. Success Metrics

What defines success for this project? What metrics, if any, will be measured?

10. Past Projects

Indicate below any key projects we’ve produced in the past for this client. List the project name, a brief description and provide a link to the shared project folder. If no prior work exists, provide a link to the winning proposal.

11. Deliverables

What tasks are we responsible for (e.g. Stakeholder Interviews, Competitive Analysis, etc.) and what are the deliverables/dates? Be sure to note if Endava is responsible for the build and who the Technical Lead is.

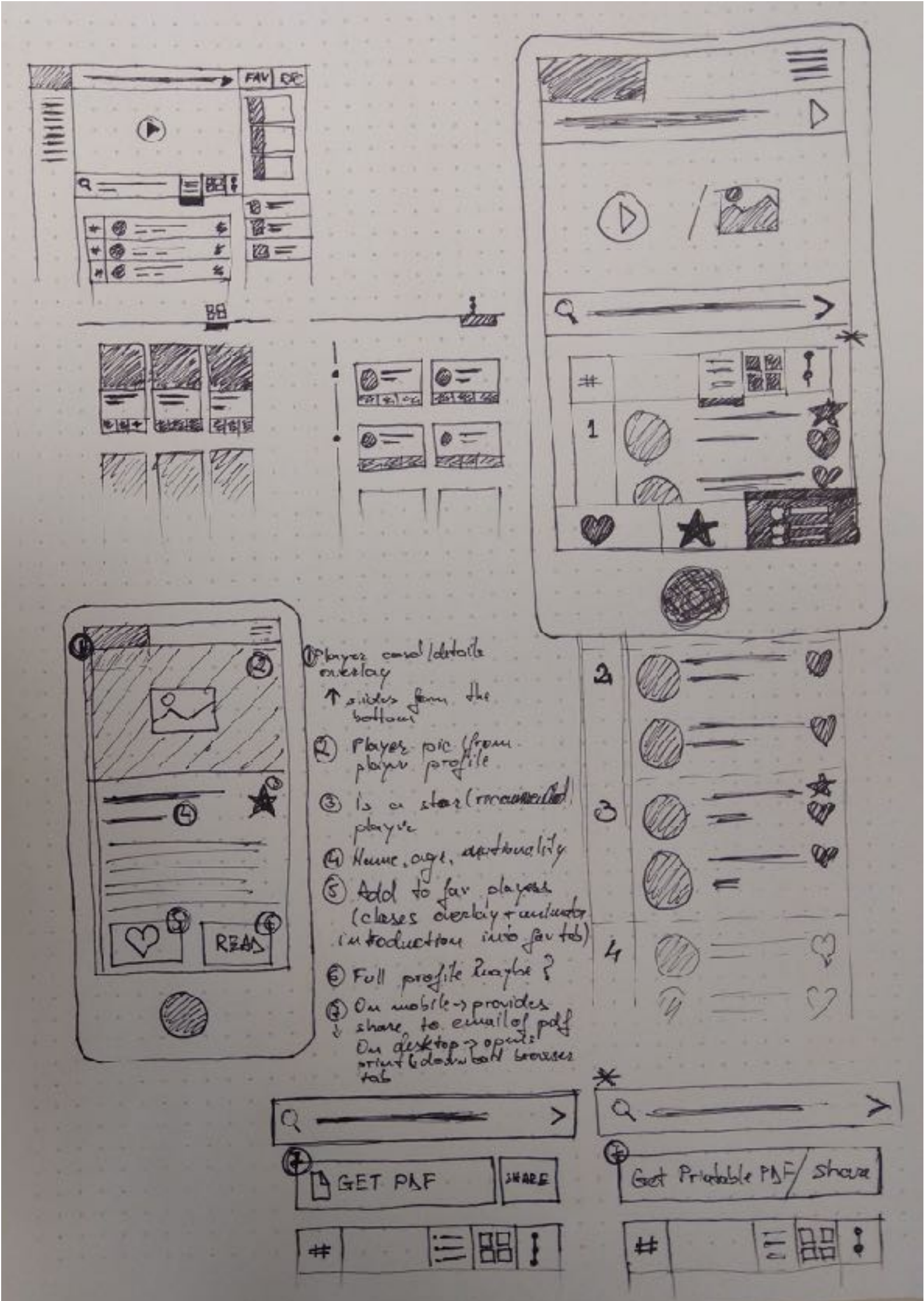
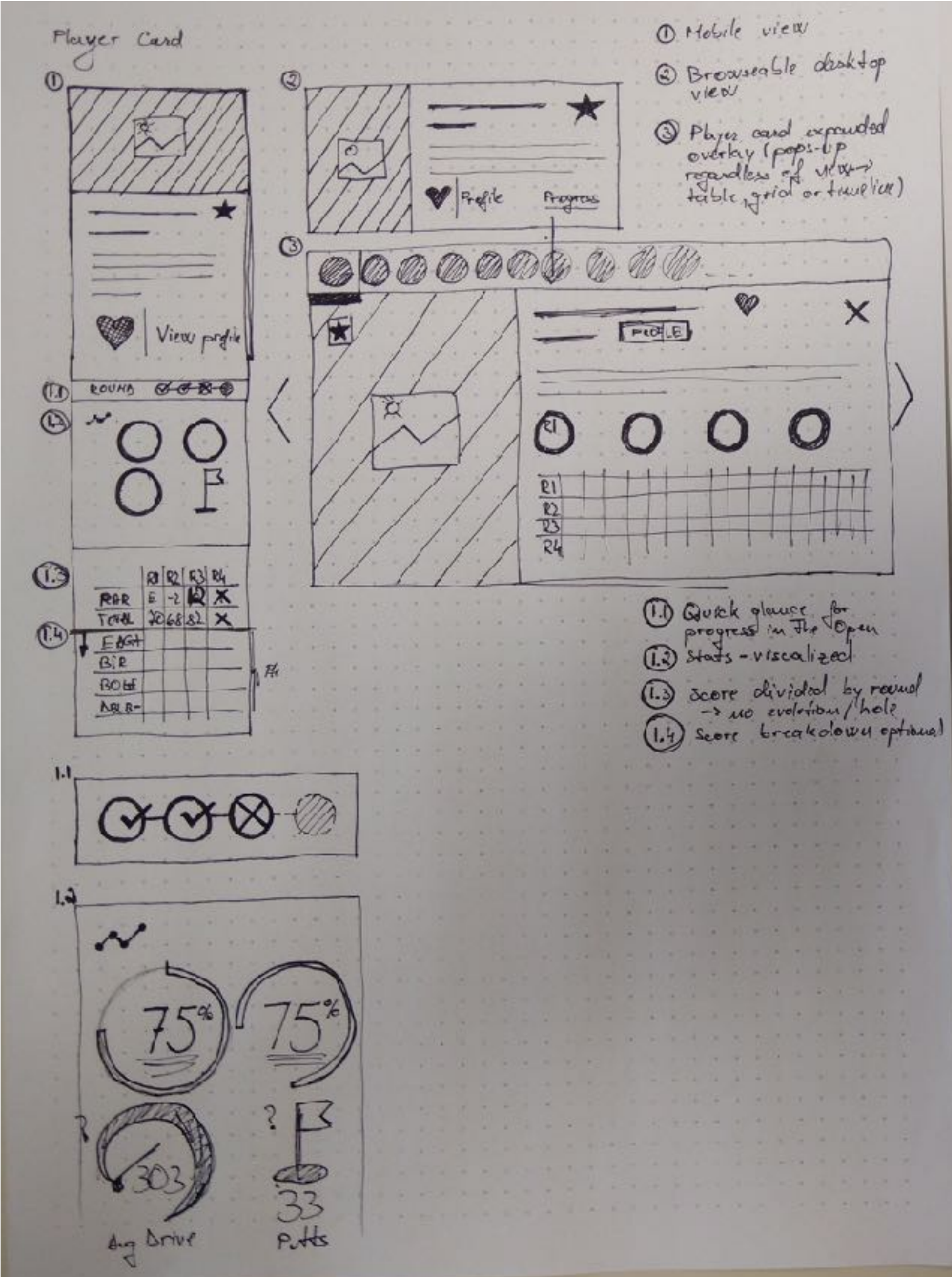
UX DESIGN

Ideate, sketch and wireframe solutions.

Brainstorming Session



Sketches



Low Fidelity Concept



Golfer Name + Identifier or Course

Course:

Somerset Hills

Round Type:

18 Holes

Tee:

Blue 72.4 / 133 3000yds

Score Type:

Away

Date Played:

07/15/2017

Scoring Method:

9 + 9

Total 18

ESC Score:

front

45

back

45

90

Cancel

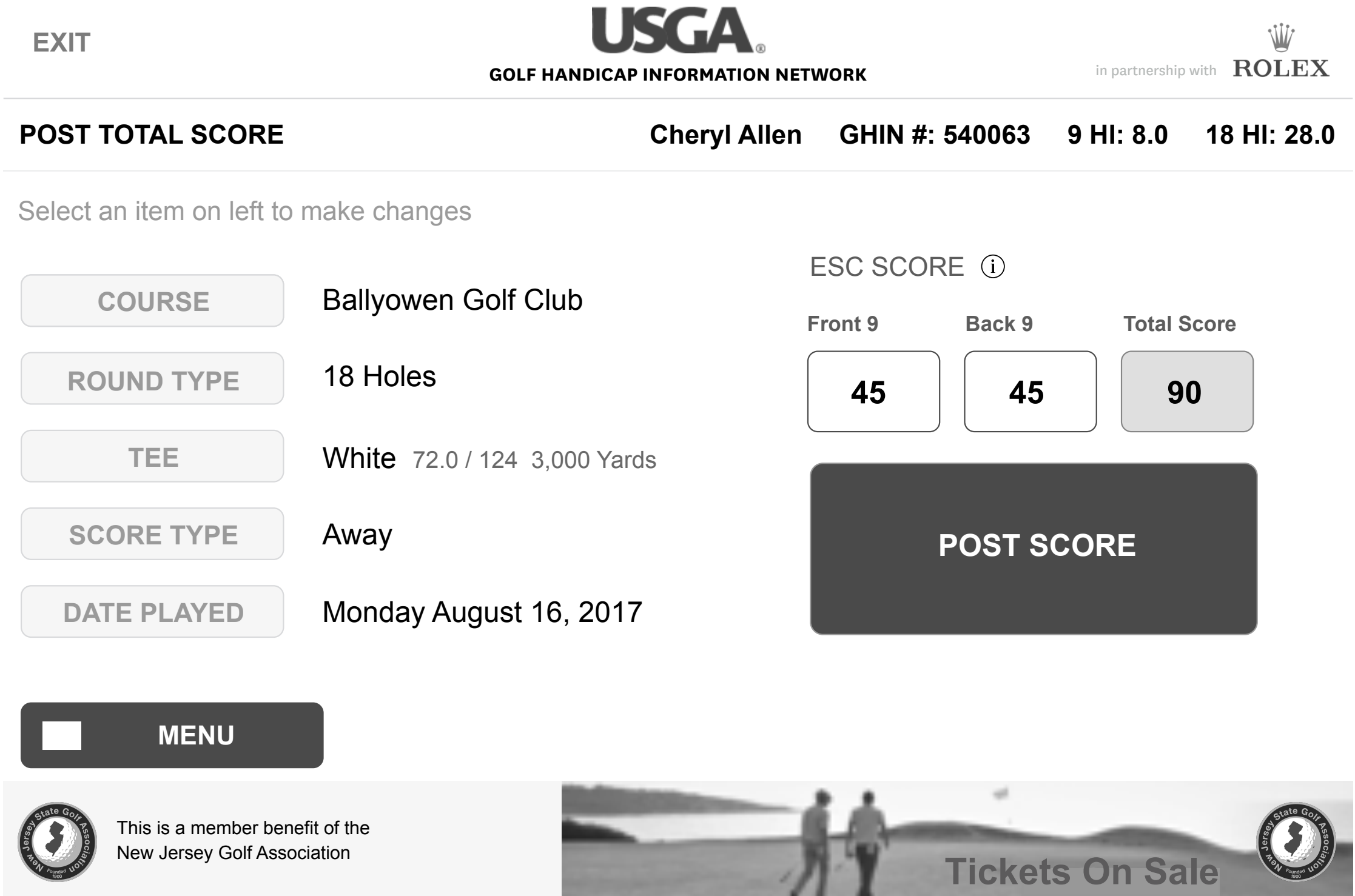
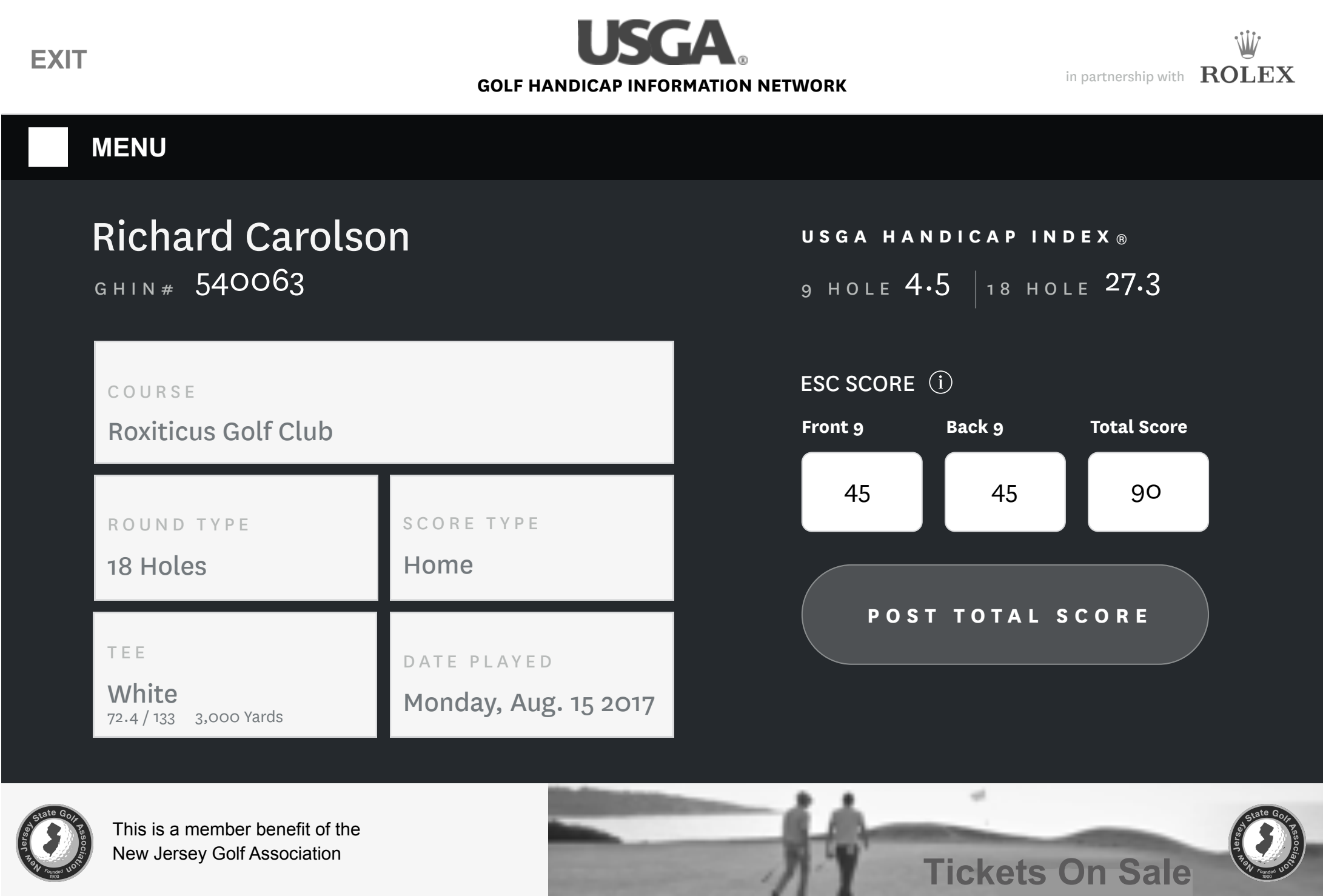
Post Score

AGA
LOGO

AGA Full Name

AGA Ad Space

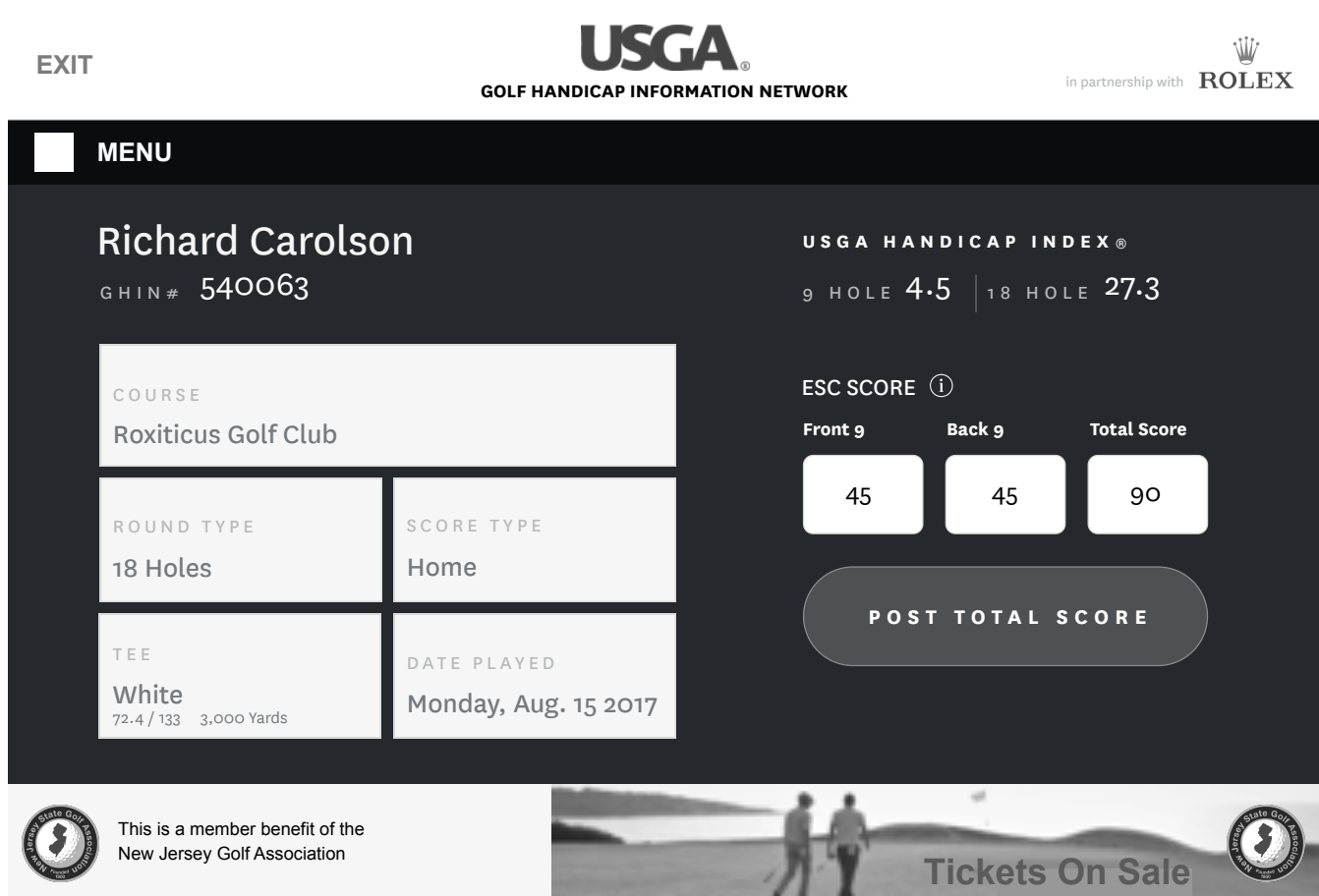
High Fidelity Wireframes for A/B Testing



PROTOTYPING & USABILITY TESTING

Creating an experience that's "real enough"
to collect user feedback and improve upon.

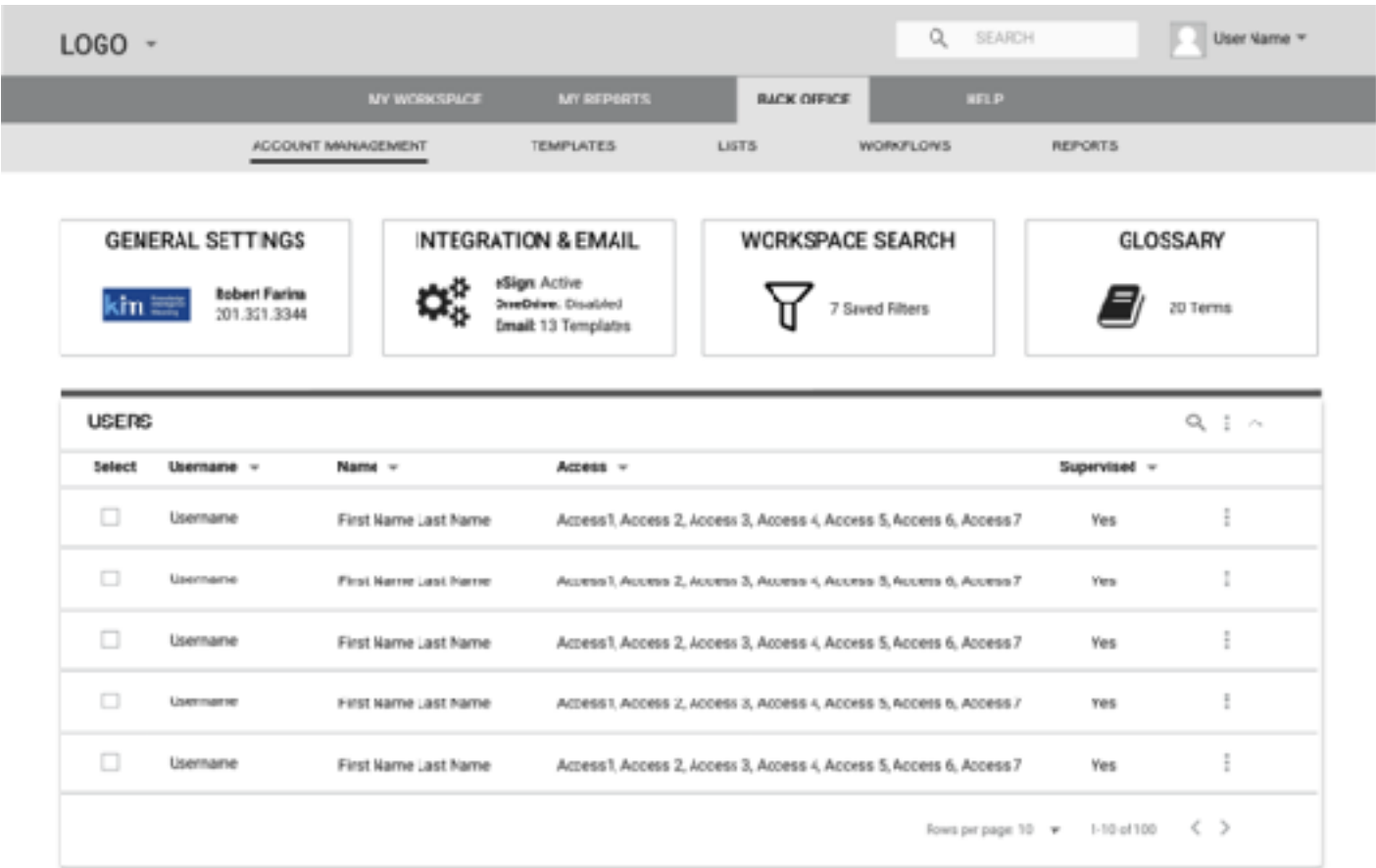
Example Prototypes



Kiosk Touch Screen



Mobile App Prototype



Admin Dashboard

Test Plan and Execution

GHIN KIOSK USER TESTING SCRIPT

Hi, my name is ____ and I'm with a digital design company called Endava. We are working with the USGA to improve the look and feel of their golf scoring kiosk. We'd like to show you what we've been working on and get your feedback to help us improve our designs. This should only take around 20 minutes. Do you have the time?

Great. So, what's going to happen is I'm going to give you an iPad which has been set up with black and white screens that will simulate what it might look like when you are interacting with the kiosk in a few different scenarios.

BUT, before we get started I need to ask you a few questions:

1. Can you remind me your first name?
2. Would you mind telling me if your age is between:
21 to 30, 31 to 40, 41 to 50, or over 50?
3. Have you used a tablet before?
4. How many rounds of golf do you play a year?
0 to 5, 6 to 10, 11 to 20, 21 to 30, or more than 30.
5. Do you have a Handicap Index?
IF YES:
 - a. What is it?
 - b. Do you keep score for tracking your handicap? How often?
 - c. Do you do total scores, hole-by-hole or both? [If total only, why?]IF NO:
 - d. What is your average 18-hole score?
6. Have you ever used a kiosk to enter a score?
IF YES:
 - a. Did the kiosk use a touch screen or a keyboard?IF NO:

PROTOTYPE

SCENARIO 1: POST TOTAL SCORE

1. Round Setup

So, to start, let's imagine you're finished playing a round of 18 holes and want to post your total score. You've already chosen "Post Total Score" from the main menu and have been taken to this screen.

What do you see on this screen? What information are you given?

What can you do here?

How would you change the course you played at?

Go ahead and do that.

2. Course Search

What do you see here?

What do you think happens if you tap on "New Jersey"?

Let's go ahead and search. Tap anywhere on the keyboard.

What would you do next?

How do you select a course?

Go ahead.

3. Round Setup - Pt. 2

So, we're back at the setup screen.

What's changed?

How would you change the number of holes you played?

How would you change your tees? Or the date?

Great. Let's say all the information is correct.

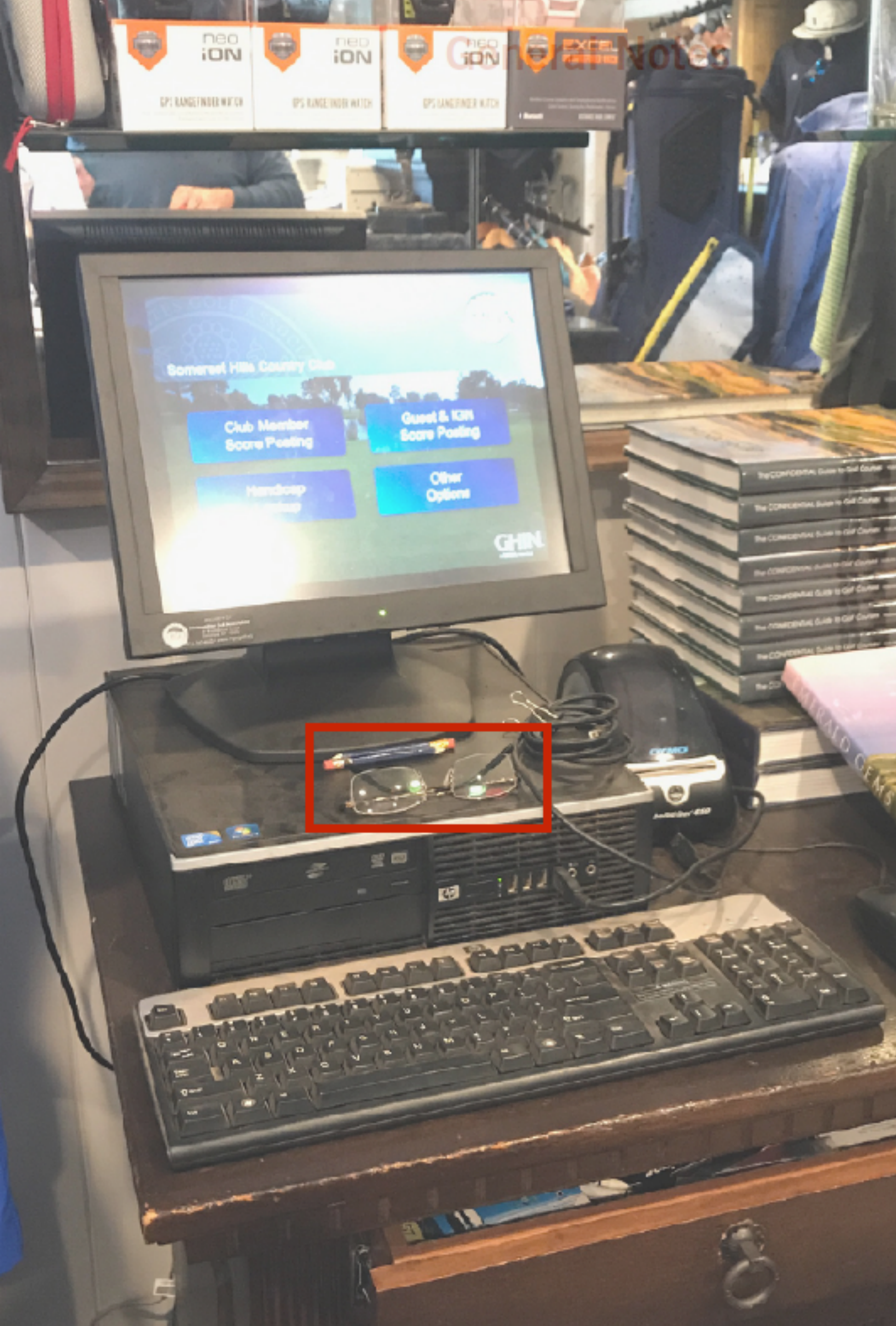
What would you do next?

Go ahead and tap "Enter Score."

4. ESC SCORE Overlay

What do you see here?

What do you think happens if you tap on the (i) next to ESC SCORE?



VISUAL DESIGN

Bringing the final UX to life with branding, fonts, iconography, motion and images.

Logo Design



Style Tiles



Fonts:
Headline, Proxima Nova Bold 24pt

Example of a Headline

Subhead
Proxima Nova Bold 14pt

Lorem ipsum dolor sit amet

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Body Copy
Proxima Nova Reg 12 pt

Inspirational Words

User Friendly

Solid

INSTRUCTIVE

SIMPLE

Color Palette

Buttons

 Username

 Password

Search xxxxx

LOG IN >

☐ Unchecked ☒ Checked ☐ Disabled

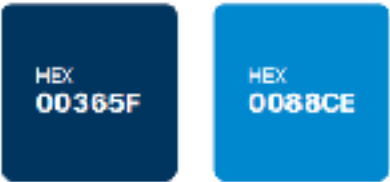
Iconography



Adaptation of Client Branding Guidelines



HIERARCHY



PRIMARY COLORS



SECONDARY COLORS Used for miscellaneous graphics, graphs, and stats.



TERTIARY COLORS Used for graphs and statistics.

H1

National Light #00365F or White

Headlines

H2

National Book #00365F or White

Intros

H5

National Light #00365F or White

Footnotes

#

Arial #00365F or White

0123456789

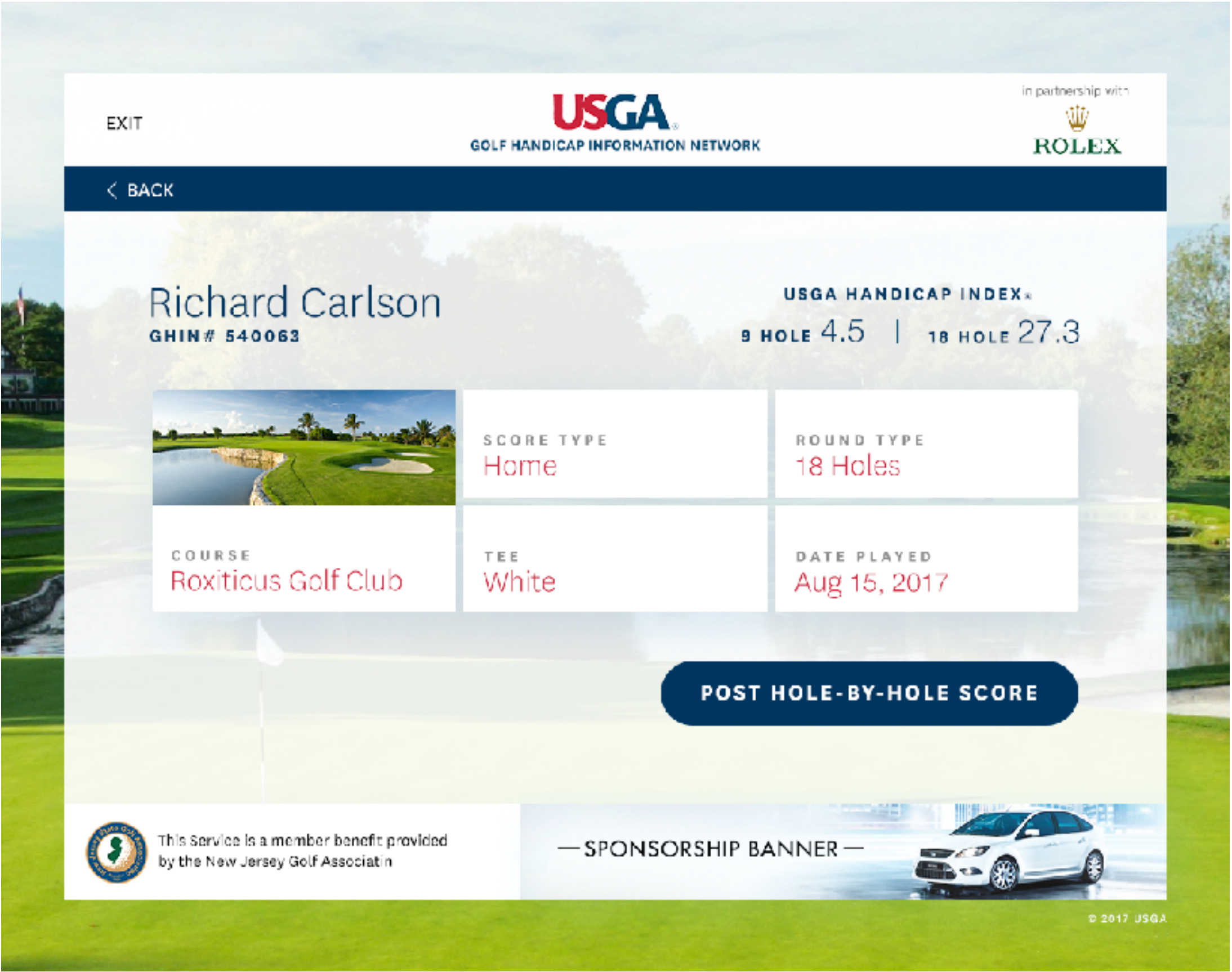
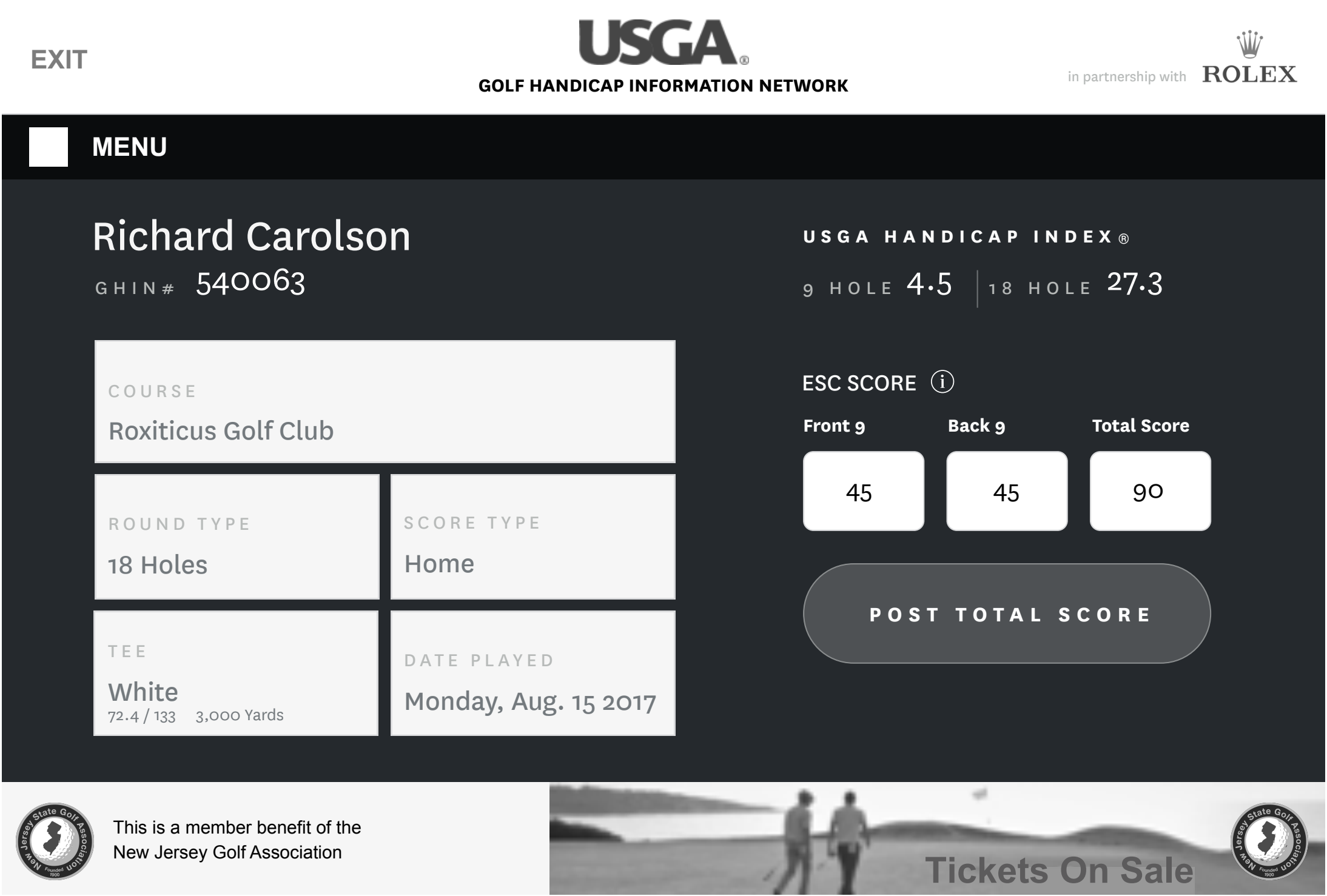
ICONOGRAPHY Used either as #00365F or White



CALLS TO ACTION



Adaptation of Client Branding Guidelines



Open Discussion



Contact

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