Tylen St Hilaire

Recent projects:
UCD & Innovation,
Jan 2024

Hello, I'm a experience strategist who thinks like a generalist and delivers like a specialist. For the past 10 years I've been using art, psychology and technology to make more moments matter.

Product & Service • Design Direction • Transformation

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Case reports

The consumer experience at public chargepoints (2021) 02
CX strategy, Policy Intent, Research

Valtech's product capability (2021–) 00
Leadership

Intu shopping centres Discount Portal (2018) 00
UX, UI, Art direction

Whitelable sales support tool for the MTM Agency (2016) 00
New product development, UX, UI

Fertility Network UK flagship website (2015) 00
Research, UX, UI

INEOS's flagship and brochureware websites (2014–17) 00
IA, UX

Other projects

New Style Job Seeker’s Allowance service (2022)
Service design, UX, UI

Shawbrook Bank transformation accelerator (2022)
CX strategy, Service design, UX, UI, Research

Schroders Personal Wealth SaaS tools and website (2021)
Service design, UX, UI, Research

Taylor Wimpey flagship website (2019–20)
Design direction, UX, UI

NHS Business Services Authority (2019)
Campaign creative, UI

Bupa Global lead gen website (2019)
UX, UI

Intu Shopping Centres websites and online shop (2018-19)
Art direction, Research, UX, UI, IA

Intu Shopping Centres native loyalty apps (2018-19)
New product development, Research, UX, UI, IA

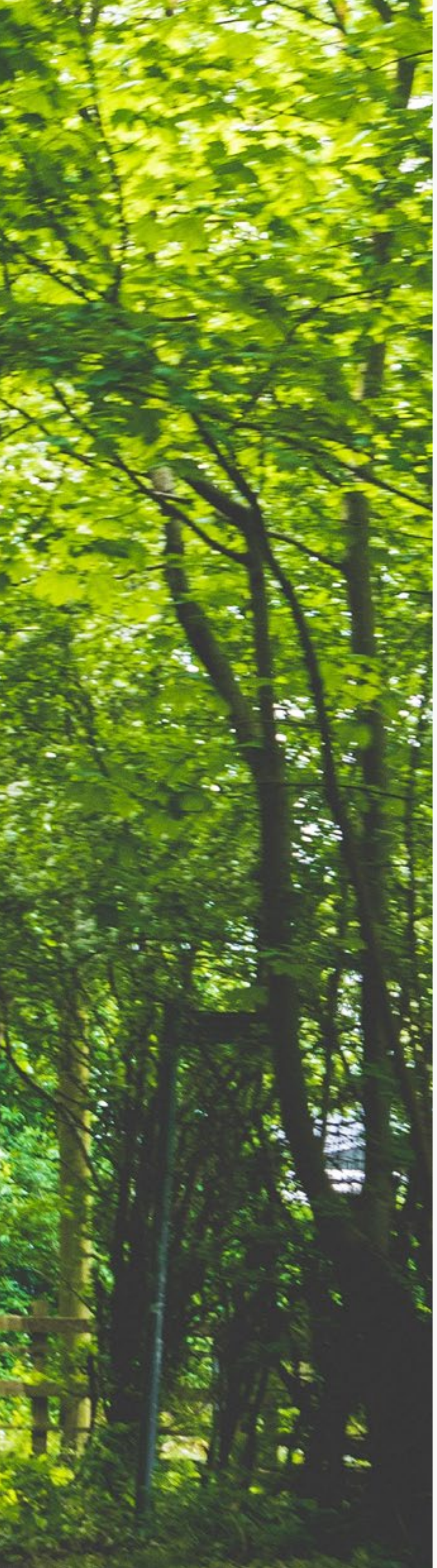
Intu Shopping Centres Campaigns and BAU (2017-19)
Campaign creative, UX, UI

Airbus Defence & Space microsite and graphics (2016)
Art direction, UX, UI, Graphic design

INEOS digital and print artworks (2015-17)
UX, UI, Graphic design

Braemar Shipping family of websites and graphics (2014)
UX, UI, Graphic design

RV67 CHX



Going a *greener mile*

A consultation on the consumer experience at public chargepoints

on behalf of the
Office for Zero Emission Vehicles

a story about
CX strategy *Policy intent*

Transportation is the UK's largest producer of greenhouse gas. Cars and vans alone emit one in every five tonnes of CO2. The scales are drastic. In response, the Government's Office for Zero Emission Vehicles (OZEV) is greasing the wheels of the UK's transition to electric vehicles (EVs) before petrol and diesel car sales are banned in 2030. Unfortunately, a successful revolution needs supporters and – like fears of early automobiles making women hysterical – negative attitudes are slowing uptake. **To win over the public, we must make EV charging forgettable.**

SUMMARY & RESULTS

In 8 weeks, I, among a medley of experts on social research, user-centred design, strategy and technology, investigated the value of a public charging experience powered by open data and applied a design process to a determine how the UK Government should use its powers under the Automated and Electric Vehicles Act 2018

33

Findings

12

Opportunity Areas

4

Solutions

H07BZ5-F
EVC
BRUGG

How should the government use its powers to improve the consumer experience at public chargepoints?

The crux of the problem is that locating and using EV chargepoints is hard. Information silos in commercial companies is creating barriers to innovation, artificially inflating costs, and diminishing the importance of a good consumer experience through a lack of choice.

To improve on this experience, government and the market must share a commitment to meeting consumer needs, perhaps even above some of their own. This is about the climate crisis after all.

The situation, however, is complex, spanning transport, energy and government. Many actors are several steps from the end user. It's hard to know what a thread pulled in one area will do in another… and there are many to pull.

In a novel approach to meeting policy intent, we looked at the ask as a design problem. Humans are storytellers, so we would need to explain the problem through memorable, relatable stories. Similarly, humans are resistant to change, so EV ownership must become as easy petrol or diesel internal combustion engine (ICE) alternatives. These two outcomes lend themselves to a user-centred design process.

In return, we would deliver:

- A robust sample of consumer and industry needs
- An assessment of 'prior art' that might meet those needs
- Descriptions of the solution space and recommendations on a potential solution to test

This complexity, and the lack of established behaviours in a nascent industry, has driven fragmentation in a rapidly evolving ecosystem.

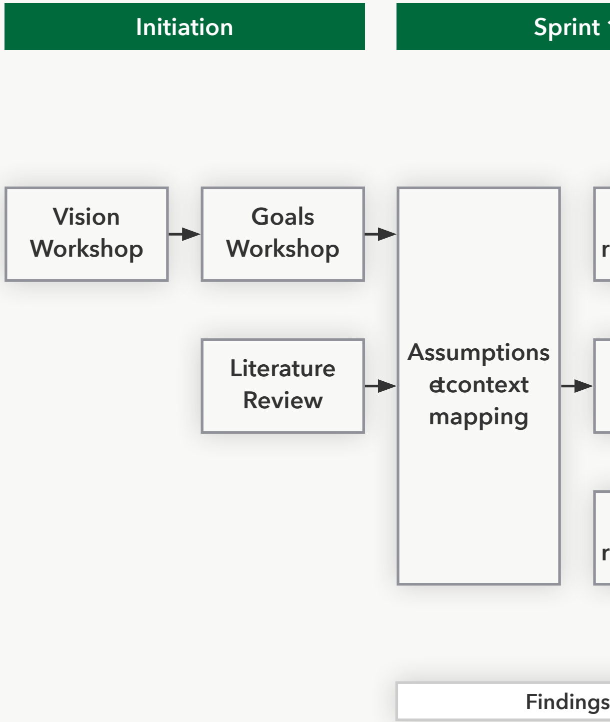
We applied user-centred practices to a policy problem…

Empathise.
Synthesise.
Solutionise.
Iterate.

Before bidding for the work, we shored up our proposition by bringing in two social researchers from TRL – the Government's own former road research body. Typical 'user research' is not rigorous enough for this kind of problem, so our partnership gave us the requisite domain knowledge to hit the ground running on a brief timescale.

Our plan was to visualise the problem through a customer experience map and connect that back to the facilitating stakeholders to tell the whole story. At the same time, we'd examine the industry forces and the technologies running our existing charging charger network to inform our solutions. These visualisations demonstrate the complex relationships between the needs of the population and the needs of the actors who meet those needs.

Knowing what we wanted to deliver, we were able create 'living documents' that would transparently share progress and reduce the time spent repackaging content for broadcast/presentation.



Initiation

Sprint

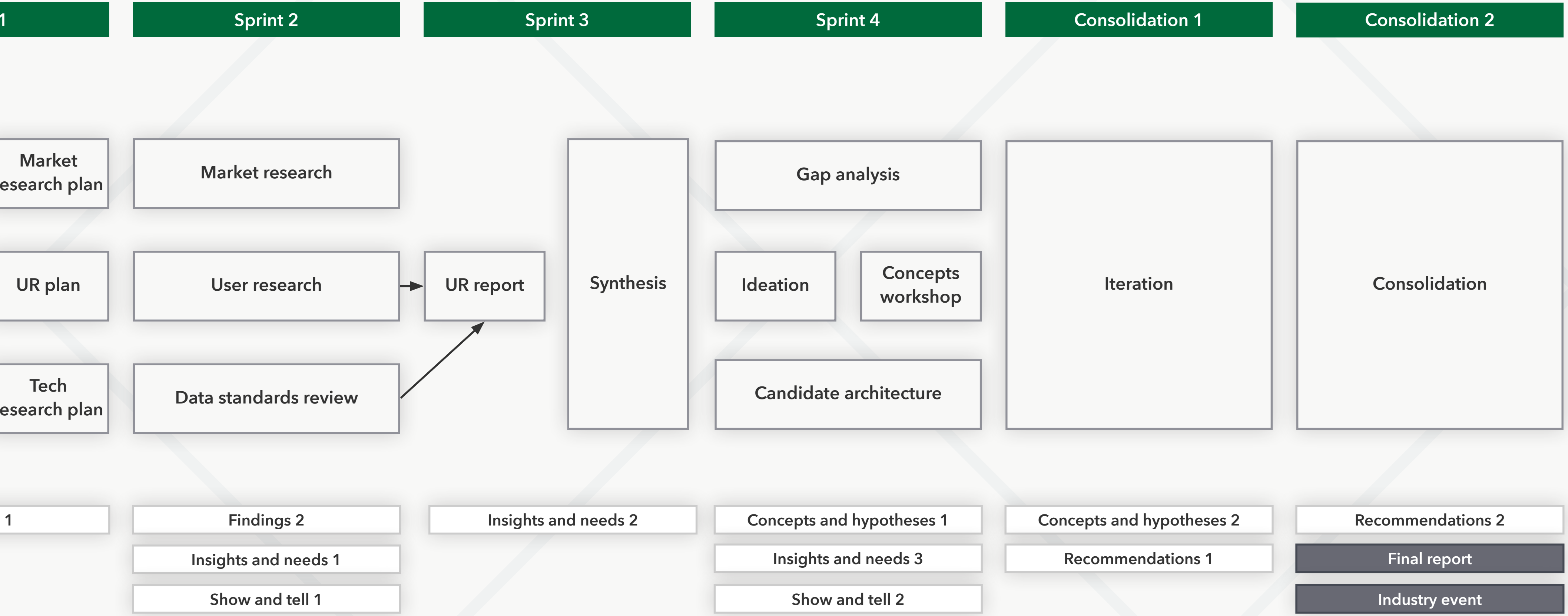
Vision Workshop

Goals Workshop

Literature Review

Assumptions & context mapping

Findings



1

Market
esearch plan

UR plan

Tech
esearch plan

1

Sprint 2

Market research

User research

Data standards review

Findings 2

Insights and needs 1

Show and tell 1

Sprint 3

UR report

Synthesis

Insights and needs 2

Sprint 4

Gap analysis

Ideation

Concepts workshop

Candidate architecture

Concepts and hypotheses 1

Insights and needs 3

Show and tell 2

Consolidation 1

Iteration

Concepts and hypotheses 2

Recommendations 1

Consolidation 2

Consolidation

Recommendations 2

Final report

Industry event

I ran 3 studies with over 50 participants from 8 audiences, then our team affinity sorted the findings to form 33 new insights

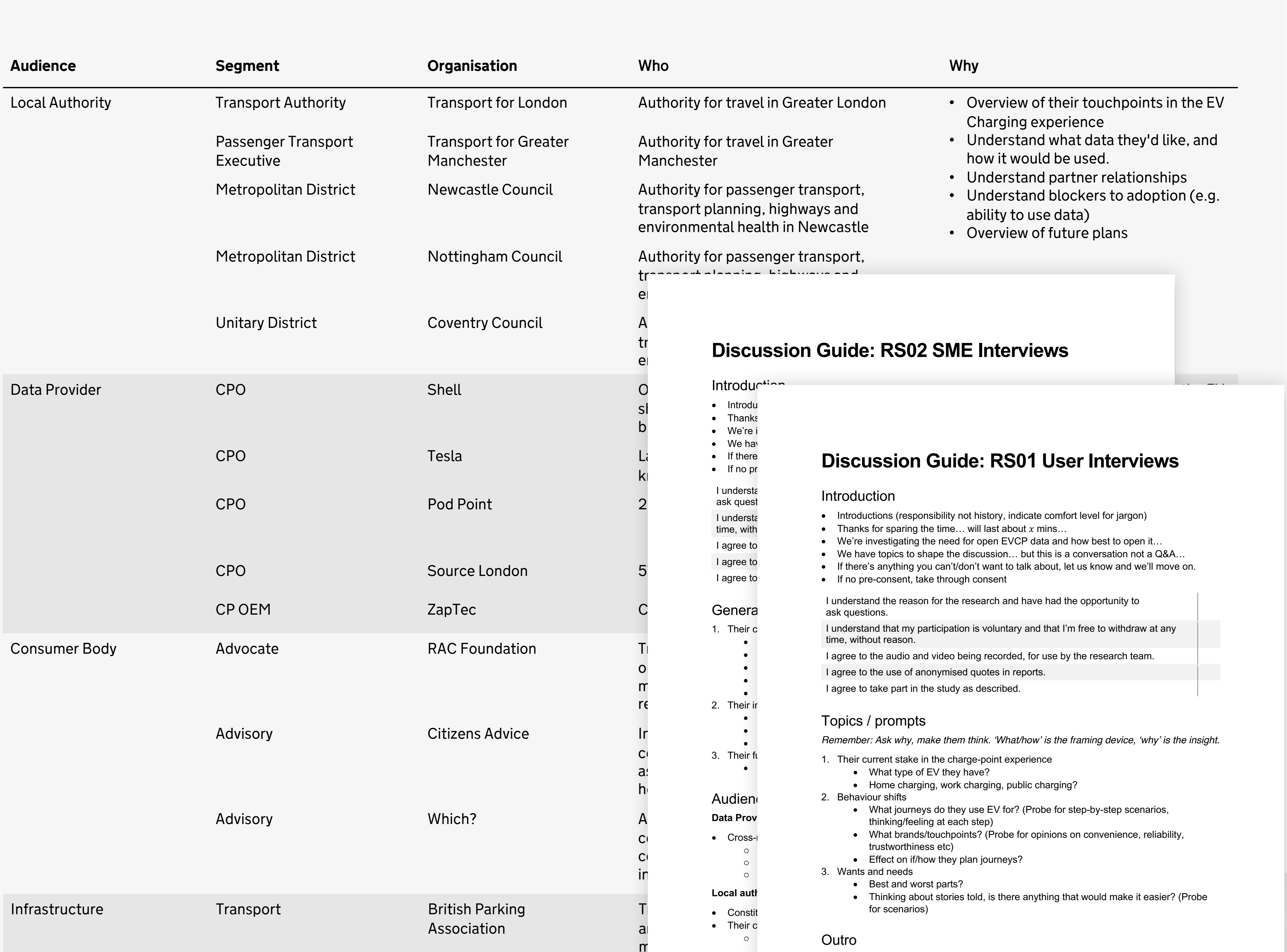
To start off the project we ran a literature review of 12 existing pieces of research to extract existing findings and assess their reliability. From these I was able to create a research plan for what else we needed to discover.

Our first study was a qualitative interview of 27 members of the public from diverse backgrounds, including those with disabilities. I created the screening surveys, discussion guides and consent forms, then recruited participants with the help of an EV owners association. The researchers and I then conducted the interviews in researcher-observer pairs.

I planned to run a complementary survey to for some quantified-qualitative results, however this clashed with a survey OZEV was already running, so this was repurposed to reach participants we couldn’t interview.

Likewise, we ran a similar study with industry representatives, contacting 26 organisations across 7 sectors, with tweaked discussion guides per segment.

Informally one member of the project team who owned an EV would keep a diary of usage over the project, and I tested out a few chargepoint operator apps and rented an EV to experience charging first-hand. At the same time, the tech lead reviewed 8 technical sources and 12 data protocols



Audience	Segment	Organisation	Who	Why
Local Authority	Transport Authority	Transport for London	Authority for travel in Greater London	• Overview of their touchpoints in the EV Charging experience • Understand what data they'd like, and how it would be used. • Understand partner relationships • Understand blockers to adoption (e.g. ability to use data) • Overview of future plans
	Passenger Transport Executive	Transport for Greater Manchester	Authority for travel in Greater Manchester	
	Metropolitan District	Newcastle Council	Authority for passenger transport, transport planning, highways and environmental health in Newcastle	
	Metropolitan District	Nottingham Council	Authority for passenger transport,	
	Unitary District	Coventry Council		
Data Provider	CPO	Shell		
	CPO	Tesla		
	CPO	Pod Point		
	CPO	Source London		
	CP OEM	ZapTec		
Consumer Body	Advocate	RAC Foundation		
	Advisory	Citizens Advice		
	Advisory	Which?		
Infrastructure	Transport	British Parking Association		

Discussion Guide: RS02 SME Interviews

Discussion Guide: RS01 User Interviews

Introduction

- Introductions (responsibility not history, indicate comfort level for jargon)
- Thanks for sparing the time… will last about *x* mins…
- We're investigating the need for open EVCP data and how best to open it…
- We have topics to shape the discussion… but this is a conversation not a Q&A…
- If there's anything you can't/don't want to talk about, let us know and we'll move on.
- If no pre-consent, take through consent

I understand the reason for the research and have had the opportunity to ask questions.	
I understand that my participation is voluntary and that I'm free to withdraw at any time, without reason.	
I agree to the audio and video being recorded, for use by the research team.	
I agree to the use of anonymised quotes in reports.	
I agree to take part in the study as described.	

Topics / prompts

Remember: Ask why, make them think. 'What/how' is the framing device, 'why' is the insight.

1. Their current stake in the charge-point experience
    - What type of EV they have?
    - Home charging, work charging, public charging?
2. Behaviour shifts
    - What journeys do they use EV for? (Probe for step-by-step scenarios, thinking/feeling at each step)
    - What brands/touchpoints? (Probe for opinions on convenience, reliability, trustworthiness etc)
    - Effect on if/how they plan journeys?
3. Wants and needs
    - Best and worst parts?
    - Thinking about stories told, is there anything that would make it easier? (Probe for scenarios)

Outro

Our research gave us a holistic picture of the EV experience as part of a whole journey. Pivotally, this taught us that consumers don't consider charging an 'experience' in and of itself, rather, it is part of a whole 'journey' experience.

It wouldn't be possible to address all aspects in one discovery, fortunately an earlier consultation established four critical areas for improvement: making chargepoints easy to find, making it easy to pay, making pricing understandable and creating a reliable network. The latter three would be addressed in other projects, so we could focus on 'finding a chargepoint'.

Of our 33 insights, three themes stood out:

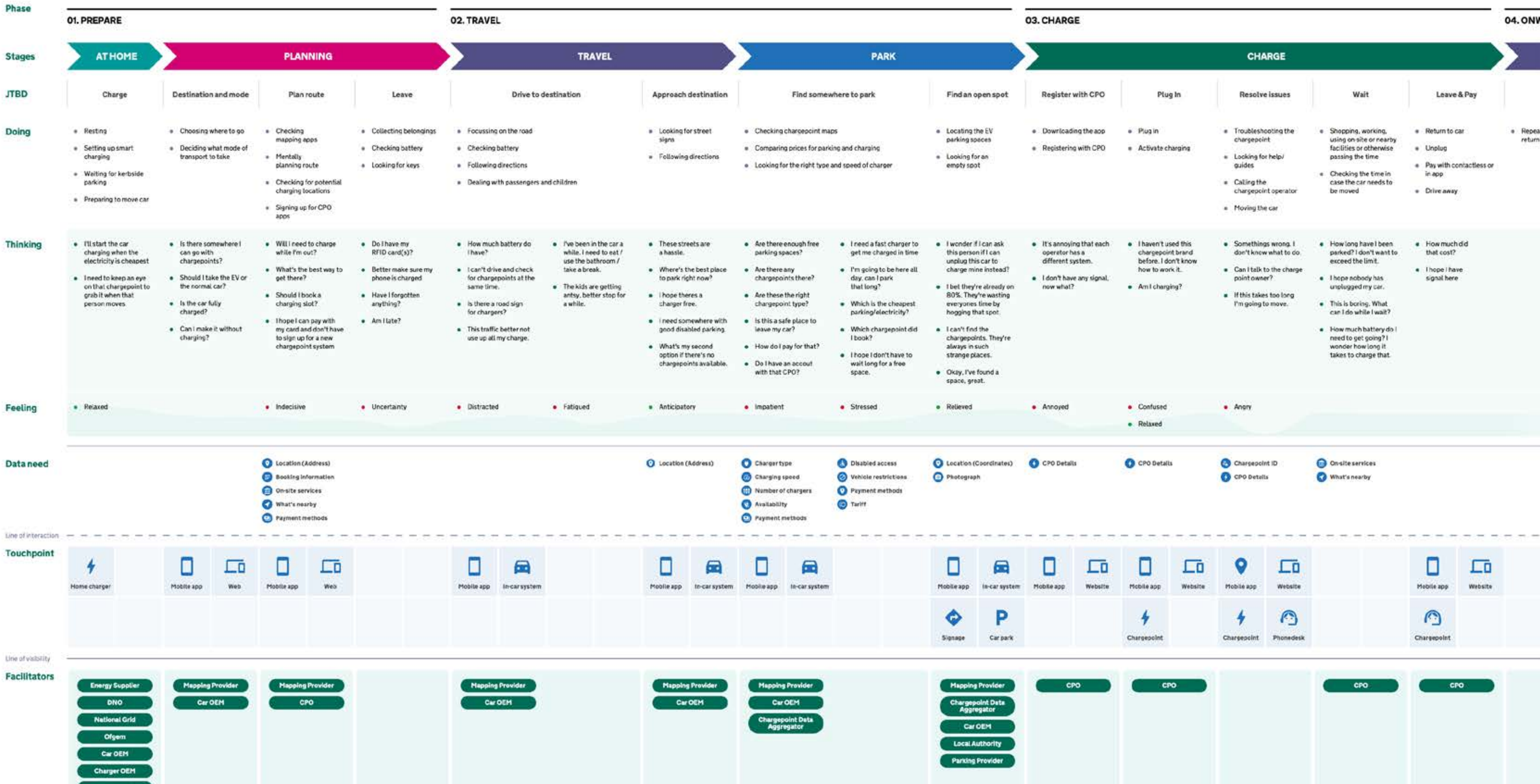
1. EV drivers still have range anxiety, but their needs can be met with availability data, or just more chargers
2. Open data can indirectly fix other problems, for example by informing city planning
3. Consumers with access needs or disabilities struggle to find chargers they can use

Referring back to our user and market needs, the team was able to extract five opportunity areas through an affinity clustering workshop. These opportunity areas defined the solution spaces for us to generate concepts in.

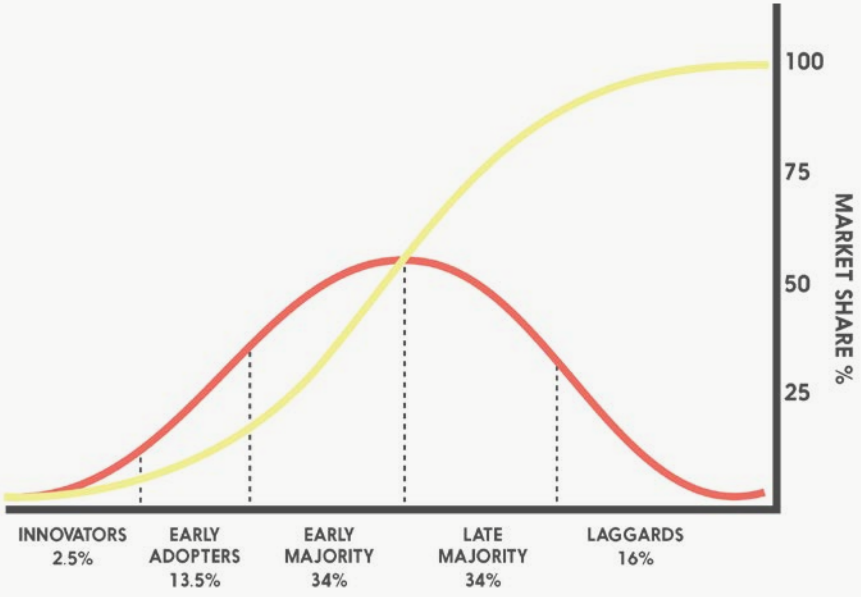
I kept a rough copy of the experience map on Miro, where everyone could contribute and I could track changes. This living document visualises our findings in a more digestible and empathetic way than the findings table alone could.

Office for Zero Emission Vehicles

Public EV Chargepoint
Consumer Experience Map



Phase	01. PREPARE				02. TRAVEL				03. CHARGE					04. ONW
Stages	AT HOME	PLANNING			TRAVEL		PARK		CHARGE					
JTBD	Charge	Destination and mode	Plan route	Leave	Drive to destination	Approach destination	Find somewhere to park	Find an open spot	Register with CPO	Plug In	Resolve issues	Wait	Leave & Pay	
Doing	Resting Setting up smart charging Waiting for kerbside parking Preparing to move car	Choosing where to go Deciding what mode of transport to take	Checking mapping apps Mentally planning route Checking for potential charging locations Signing up for CPO apps	Collecting belongings Checking battery Looking for keys	Focussing on the road Checking battery Following directions Dealing with passengers and children	Looking for street signs Following directions	Checking chargepoint maps Comparing prices for parking and charging Looking for the right type and speed of charger	Locating the EV parking spaces Looking for an empty spot	Downloading the app Registering with CPO	Plug in Activate charging	Troubleshooting the chargepoint Looking for help/ guides Calling the chargepoint operator Moving the car	Shopping, working, using on-site or nearby facilities or otherwise passing the time Checking the time in case the car needs to be moved	Return to car Unplug Pay with contactless or in app Drive away	Repea return
Thinking	I'll start the car charging when the electricity is cheapest I need to keep an eye on that chargepoint to grab it when that person moves	Is there somewhere I can go with chargepoints? Should I take the EV or the normal car? Is the car fully charged? Can I make it without charging?	Will I need to charge while I'm out? What's the best way to get there? Should I book a charging slot? I hope I can pay with my card and don't have to sign up for a new chargepoint system	Do I have my RFID card(s)? Better make sure my phone is charged Have I forgotten anything? Am I late?	How much battery do I have? I can't drive and check for chargepoints at the same time. Is there a road sign for chargers? This traffic better not use up all my charge. I've been in the car a while. I need to eat / use the bathroom / take a break. The kids are getting antsy, better stop for a while.	These streets are a hassle. Where's the best place to park right now? I hope theres a charger free. I need somewhere with good disabled parking. What's my second option if there's no chargepoints available.	Are there enough free parking spaces? Are there any chargepoints there? Are these the right chargepoint type? Is this a safe place to leave my car? How do I pay for that? Do I have an accout with that CPO? I need a fast charger to get me charged in time I'm going to be here all day, can I park that long? Which is the cheapest parking/electricity? Which chargepoint did I book? I hope I don't have to wait long for a free space.	I wonder if I can ask this person if I can unplug this car to charge mine instead? I bet they're already on 80%. They're wasting everyones time by hogging that spot. I can't find the chargepoints. They're always in such strange places. Okay, I've found a space, great.	It's annoying that each operator has a different system. I don't have any signal, now what?	I haven't used this chargepoint brand before. I don't know how to work it. Am I charging?	Somethings wrong. I don't know what to do. Can I talk to the charge point owner? If this takes too long I'm going to move.	How long have I been parked? I don't want to exceed the limit. I hope nobody has unplugged my car. This is boring. What can I do while I wait? How much battery do I need to get going? I wonder how long it takes to charge that.	How much did that cost? I hope I have signal here	
Feeling	Relaxed		Indecisive	Uncertainty	Distracted Fatigued	Anticipatory	Impatient Stressed	Relieved	Annoyed	Confused Relaxed	Angry			
Data need			Location (Address) Booking information On-site services What's nearby Payment methods			Location (Address)	Charger type Charging speed Number of chargers Availability Payment methods Disabled access Vehicle restrictions Payment methods Tariff	Location (Coordinates) Photograph	CPO Details	CPO Details	Chargepoint ID CPO Details	On-site services What's nearby		
Line of interaction														
Touchpoint	Home charger	Mobile app Web	Mobile app Web		Mobile app In-car system	Mobile app In-car system	Mobile app In-car system	Mobile app In-car system Signage Car park	Mobile app Website	Mobile app Website Chargepoint	Mobile app Website Chargepoint Phonedesk		Mobile app Website Chargepoint	
Line of visibility														
Facilitators	Energy Supplier DNO National Grid Ofgem Car OEM Charger OEM	Mapping Provider Car OEM	Mapping Provider CPO		Mapping Provider Car OEM	Mapping Provider Car OEM	Mapping Provider Car OEM Chargepoint Data Aggregator	Mapping Provider Chargepoint Data Aggregator Car OEM Local Authority Parking Provider	CPO	CPO		CPO	CPO	



I noticed a glaring research omission and altered the plan to respond to delays

Unfortunately talking to industry representatives on schedule proved challenging given the speed of the project. Fortunately, the ‘living document’ method and a contingency week meant we could spread the research out and append or update our findings and insights as needed.

However not all problems were so easily resolved.

It dawned on me that almost all research we’d run or referenced considered only EV owners, introducing a massive sample bias. Worse still, EV ownership numbers and the Technology Adoption Lifecycle indicated our sample only represented ‘innovators’. This segment is more likely to forgive ‘growing pains’ and not give a full picture of the scale of issues. This would need to be rectified in Alpha.

A few industry players were reticent, considering their data commercially sensitive or, in one case, concerned of a risk to the quality of services in their vertically integrated ‘walled garden’. To continue the research I assured them that their concerns would be acknowledged in our report and that it was important to tell their stories too.

Through ideation and workshops, we shaped four recommendations to meet user needs, with example solutions, hypotheses and success metrics

With our findings and synthesis laid out, we proved that availability of data all the way up the value chain would lead to benefits for the end user. We also had evidence that the Open Chargepoint Interface (OCPI) specification is already the de-facto standard worldwide, and that the operators of most of the UK's charging network have at least partial compliance with the specification.

Given we'd seen direct correlation between mandatory OCPI adoption and increased EV usage in Europe, we were confident we could confirm the viability of opening up chargepoint data as a positive influence on the chargepoint experience.

To create our recommendations I turned again to my design methods toolkit; this time using 'How might we...', 'Concept scenario' and 'Yes, and...' exercises.

I began the session by gathering the team and stakeholders, then following the experience map – drawing attention to key opportunities. Afterwards I invited the team to create 'how might we...' statements to frame different ways of resolving pain points, then encouraged them to sketch, describe or otherwise conceptualise solutions for each. As a fun twist to end the session, we voted on our top three pain points and generated a new solution for each – each improvising ("yes, and...") one aspect of the solution in turn.

I took each concept, clustered similar ideas and recommended a set of solution spaces, each with one example solution.

To improve consumers ability to find and use public chargepoints, the government should mandate OCPI as a data standard and:

1. **Data Collection:** test a service to collect data, including quality rules to guarantee integrity
2. **Data Access:** test a service to publish data, e.g. for local authorities to use for planning
3. **Roadmap:** iterate an implementation roadmap with top chargepoint operators
4. **Knowledgebase:** publish a knowledgebase and use it to support the creation of a new OCPI accessibility module

We presented our report to a receptive audience of over 200 industry players

It’s self evident that charging EVs is not as easy as jumping on public transport, checking the weather or filling up at a petrol station – all non-experiences thanks to open data or legislation. A successful transformation will be see EV charging become that forgettable.

Although market players would likely, eventually, rationalise, time is a factor. Guardrails, sticks and carrots are critical to making EVs everyone’s most viable ‘next car’ and minimise further climate change.

The message is this; users care about the destination, not the journey. Reducing data availability is anti-competitive and harms the travel experience.

To wrap up the project and share our message, we hosted an industry event laying bare the key findings and recommendations, followed by a Q&A. With over 200 representatives in attendance, we were able to broadcast our story to a breadth of stakeholders with diverse motivations.

The project will now go to Alpha to test solutions to the needs identified in the Discovery. Through robust evidence, pivotal insights and careful application of CX transformation methods, we have mapped the route ahead for one of the UK’s largest Net Zero initiatives.

Credit

Year: 2021
Client: Office of Zero Emission Vehicles
Completed At: Valtech

My Role: UCD Lead

Strategy: Shay Khomami
Technology: Krister Bone
Research: Amy Blunden, Emma Delmonte

Practice made *perfect*

Establishing a product capability and proposition

on behalf of the
Valtech UK

a story about
Leadership

Like many consultancies Valtech has a great engineering and delivery management heritage. Like many consultancies Valtech has bolstered their proposition with a design practice. And, like many consultancies, Valtech has failed to realise a unique selling point. Agile and lean are not a competitive advantage, nor elegant code, nor exquisite mock-ups. It's expected. It's blasé. They needed something different, because the herd is keeping pace. **I founded the product practice to deliver *different*.**

SUMMARY & RESULTS

Over two years I grew a product community to seed product culture at Valtech. Befitting their only cross-discipline craft, I created a programme of open- and closed-door sessions suitable for novices and experts respectively, then, with the craft's inner-circle, created Valtech's product proposition. We've since sold Product Managers on projects, turning our community of interest into a community of practice – and a viable department.

+14

Total members

c. 9.5% of total headcount

+2

Billable consultants

13/18

Maturity criteria met

So… how does a product capability make you different?

It doesn’t. In fact Valtech are, at best, fast followers with regards to product. The truth is, no capability is unique because any sufficiently large organisation can buy capability through acquisitions.

But you can’t buy *culture*. Consultancies sell *people*, so only their *people* can be the differentiator. The true goal of the product practice was instil a product culture – to be a value multiplier, not another addition. Though, of course, we would need to sell product management, design, innovation, strategy, et al along the way.

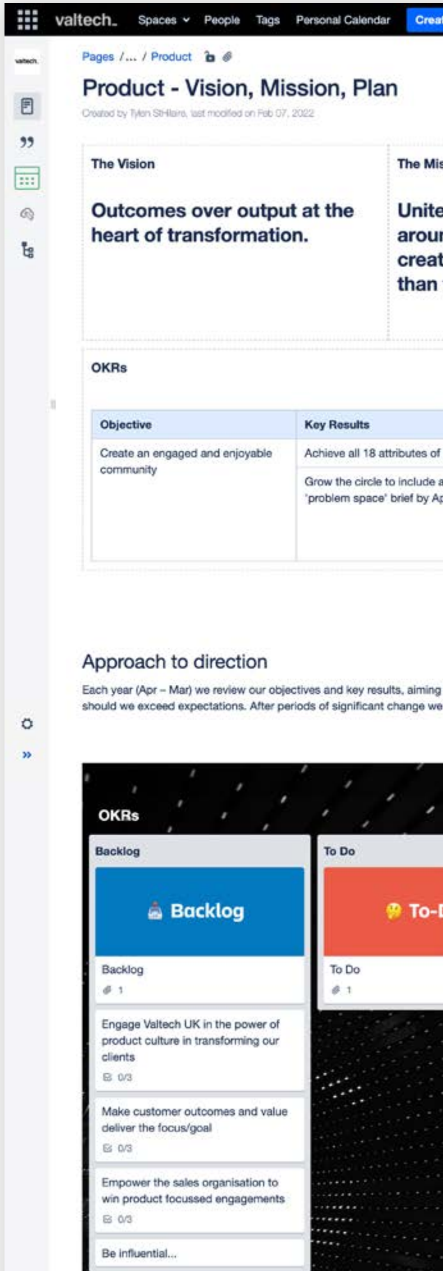
I started with workshops to gauge the need, gather evidence and create a space for my audience to become a community.

I'd had water-cooler conversations indicating an interest – a need – for product thinking. Inter-discipline clashes, indecisive clients, features over results, the usual problems. I took the opportunity to at an unconference-style 'Company Day' to drum up interest with a workshop on product maturity and invited the audience to a kick-off session for the burgeoning practice.

My observations from the workshop indicated interest from a range of experience levels, and I hypothesised I would need to align perspectives and personalities so the first sessions I ran prioritised, cross-discipline meet-ups, a shared definition of product and discussing our learning journeys on the subject.

These sessions gave me the evidence I needed to decide what guidance and standards to prioritise. I asked two experienced colleagues to join me as the first 'core' members of our practice and set about writing our vision, mission, master plan and OKRs – transparently, on Confluence.

Given the lack of practitioners, the master plan was to create a self-sustaining community of interest first and descope practice needs until later. This was unconventional as all other practices had practitioners, so approval from the Heads of Experience and Delivery was no guarantee. Fortunately we got the go ahead with only a cursory discussion.



Product - Vision, Mission, Plan

The Vision

Outcomes over output at the heart of transformation.

The Mis

Unite
arour
creat
than

OKRs

Objective	Key Results
Create an engaged and enjoyable community	Achieve all 18 attributes of Grow the circle to include a 'problem space' brief by Ap

Approach to direction

Each year (Apr – Mar) we review our objectives and key results, aiming
should we exceed expectations. After periods of significant change we

OKRs

Backlog

Backlog
1

Engage Valtech UK in the power of product culture in transforming our clients
0/3

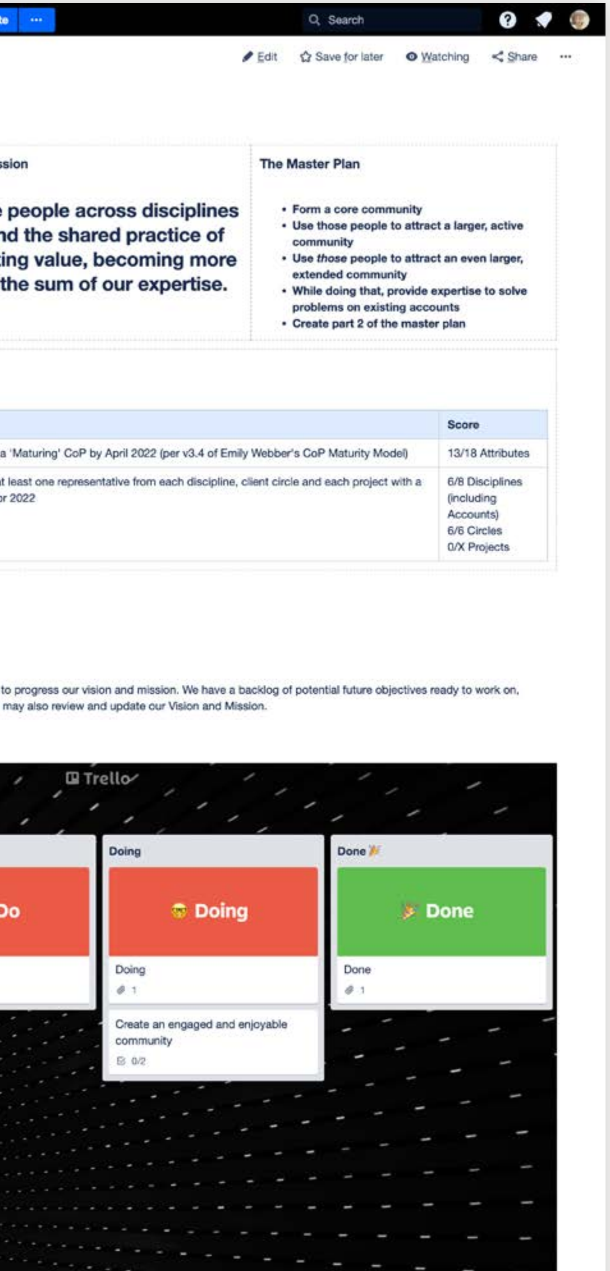
Make customer outcomes and value deliver the focus/goal
0/3

Empower the sales organisation to win product focussed engagements
0/3

Be influential...

To Do

To Do
1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ssion

e people across disciplines nd the shared practice of ing value, becoming more the sum of our expertise.

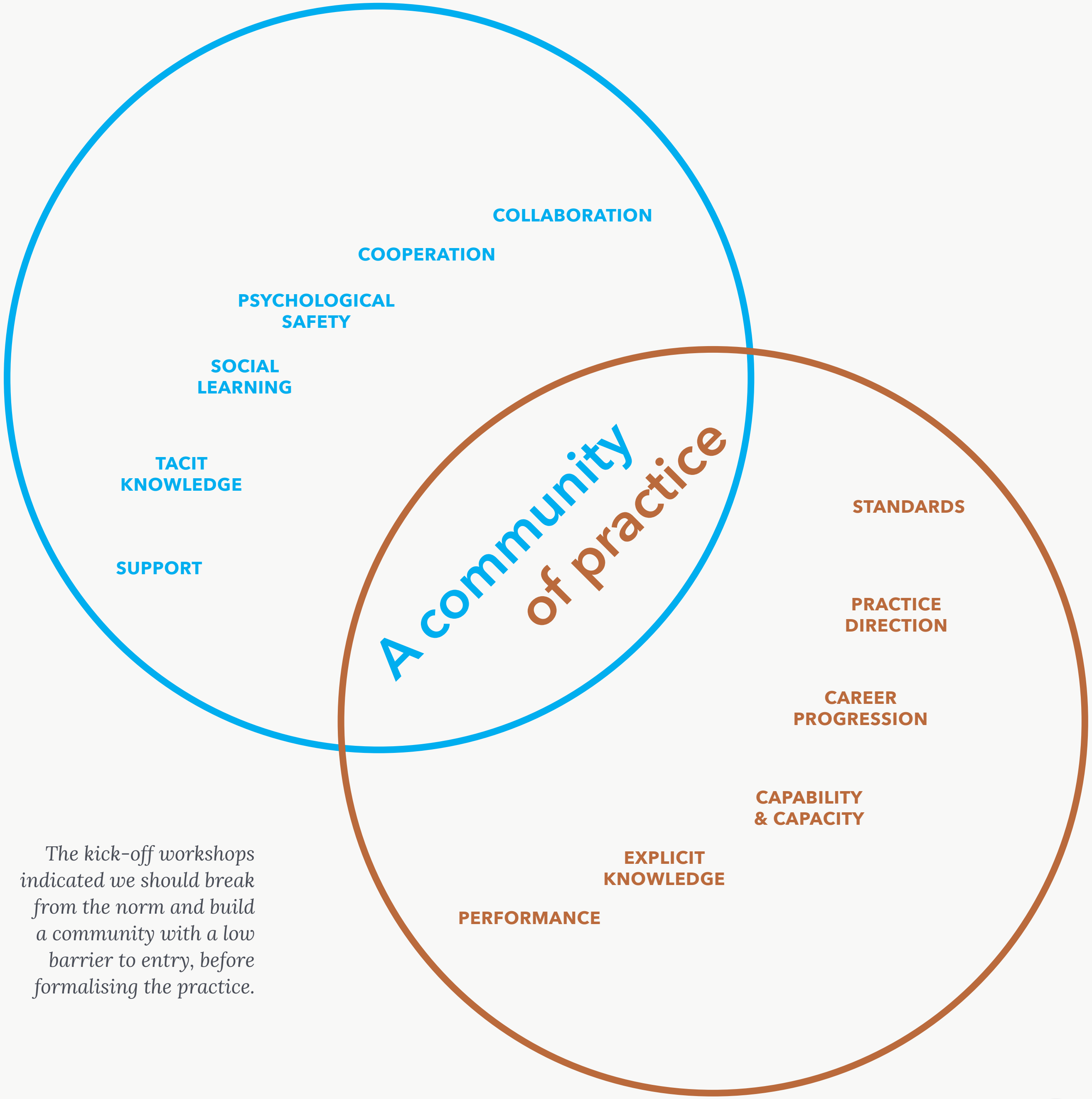
The Master Plan

- **Form a core community**
- **Use those people to attract a larger, active community**
- **Use *those* people to attract an even larger, extended community**
- **While doing that, provide expertise to solve problems on existing accounts**
- **Create part 2 of the master plan**

	Score
a 'Maturing' CoP by April 2022 (per v3.4 of Emily Webber's CoP Maturity Model)	13/18 Attributes
t least one representative from each discipline, client circle and each project with a r 2022	6/8 Disciplines (including Accounts) 6/6 Circles 0/X Projects

to progress our vision and mission. We have a backlog of potential future objectives ready to work on, may also review and update our Vision and Mission.

Trello
Do
Doing
Doing
Doing
1
Create an engaged and enjoyable community
0/2
Done
Done
Done
1


COLLABORATION
COOPERATION
PSYCHOLOGICAL SAFETY
SOCIAL LEARNING
TACIT KNOWLEDGE
SUPPORT
A community of practice
STANDARDS
PRACTICE DIRECTION
CAREER PROGRESSION
CAPABILITY & CAPACITY
EXPLICIT KNOWLEDGE
PERFORMANCE

The kick-off workshops indicated we should break from the norm and build a community with a low barrier to entry, before formalising the practice.

We created a ‘safe to ~~fail~~ learn’ environment through regular contact, communal leadership, social learning, initiatives and an inclusive content programme

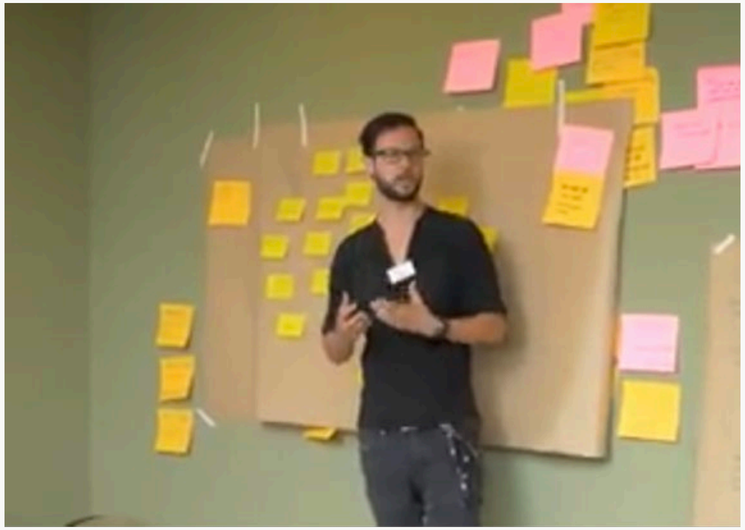
To digest the needs of the burgeoning community, I returned to the expectations each person shared in the kick-off sessions. Through affinity sorting I distilled five basic needs: mastery, purpose, autonomy, belonging and safety and proposed five imperatives to bake those needs into our culture:

1. **Belonging:** the community must meet frequently.
2. **Autonomy:** The community must own its own content programme.
3. **Mastery:** The community must teach each other.
4. **Purpose:** The community must have an actionable mission.
5. **Safety:** The community must have space for beginners and experts.

Next I introduced four session types that would cater for directed, private, mentored and social learning as well as carving out spaces where beginners could be comfortable and where experts could let loose:

1. **Open door:** accessible sessions for non-practitioners, open to all colleagues
2. **Closed door:** advanced sessions for professionals working in product, open to all circle members
3. **Working group:** practice sessions for working on craft initiatives, invitation only
4. **Office hours:** drop-in session with the practice lead, one-on-one.

Once sanity checked with the inner-circle and with the information published to our shared Confluence, we had a stable bed on which to grow the community.



CULTURAL IMPERATIVES

1. **Belonging:** the community must meet frequently
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SESSION TYPES

1. **Open door:** accessible sessions for non-practitioners, open to all colleagues
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3. **Working group:** practice sessions for working on craft initiatives, invitation only
4. **Office hours:** drop-in session with the practice lead, one-on-one.

Design methods paved the path the maturity and prevented complacency

Throughout the first year, the community came into its own. Some craft members were called on to advise on live projects. The engineering practice requested an owner for two internal products. Finally we were speaking in outcomes and behaviours instead of story points and features. Half, maybe three-fifths of Valtech's accounts had someone with our voice involved.

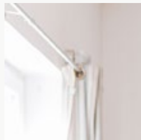
Soon we sold two business analysts as product managers. I knew then it was time to revisit what we descoped – we needed to formalise the practice. Also, the head of delivery was insisting on it.

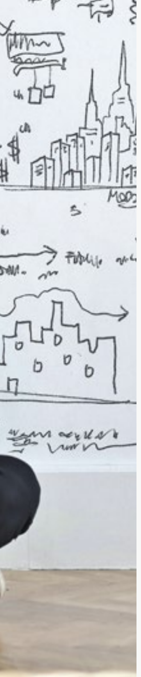
One question that had popped up time and again was, "How can you product manage as a consultant?" Often paired with: "surely you need to be an expert in the client's business?" This question was our white whale.

I posed the problem at our next session and the core team drew out a fishbone diagram with "clients won't buy an external product manager" at the head and expanded out the potential causes. Instinctively we scoped down to what we considered the biggest hurdles, then, realising what we were doing, diverged and converged again to complete the double-diamond and arrive at our first experiment – a three-step critical path culminating in a saleable proposition:

1. Describe the value of consultant product managers
2. Finalise our Product Maturity Model and communicate its applications
3. Create sales and marketing collateral

We added these initiatives to the backlog and got to work.





Time constraints tried to snuff out the community…

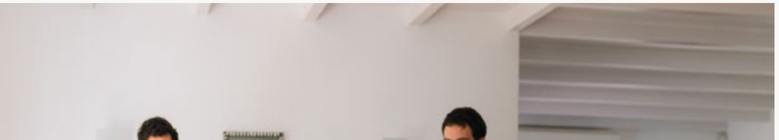
Eventually cracks appeared. Atop the strains of adjusting to remote working, there was a social pressure to be billable, disincentivising professional development. We had approval, but the system did not empower us.

Also, the fact that product was a secondary community to our members meant that when they struggled to find time for their primary practice, our attendance withered doubly. Deprived of frequent meetings and a safe space to self-improve, we risked suffocation.

I convened with the other practice leads, and found we shared scheduling issues. Ad-hoc community activities hadn't empowered us to pick a time when everyone was free as we expected, such a time didn't exist. So, with the capability directors, we aligned on Fridays as our regular community day and on a half day per sprint minimum commitment to community activities. New projects would be sold with the downtime accounted for and account managers would manage the expectations of existing clients. Though this alleviated the issue for the practicing communities, it only redirected the issue for product as, being a multi-discipline community, we now had scheduling conflicts with other disciplines.

but embracing distributed working and going asynchronous helped us survive

To combat conflicts the community elected to make the craft as asynchronous as possible. As my session debrief emails were well received we trialled fortnightly, then, after feedback, monthly round-ups promoting past and *upcoming* sessions to help members plan. We also created extra guidance for Miro boards – so workshops would be easier to follow after the fact. Finally we saved our session recordings to confluence so prevent them being lost to time. Ultimately this stabilised the community, though hybrid and distributed working continues to challenge co-working norms.



Towards a Community of Action?

There continues to be opportunity in the product discipline at Valtech and its viability is well established. Surpassing all expectation, in Valtech's 2021 annual survey more colleagues self-reported as a member of the product community than business analysis. And this after just 18 months. Tellingly, other communities have also adopted similar asynchronous techniques to us, open door sessions and newsletters in particular.

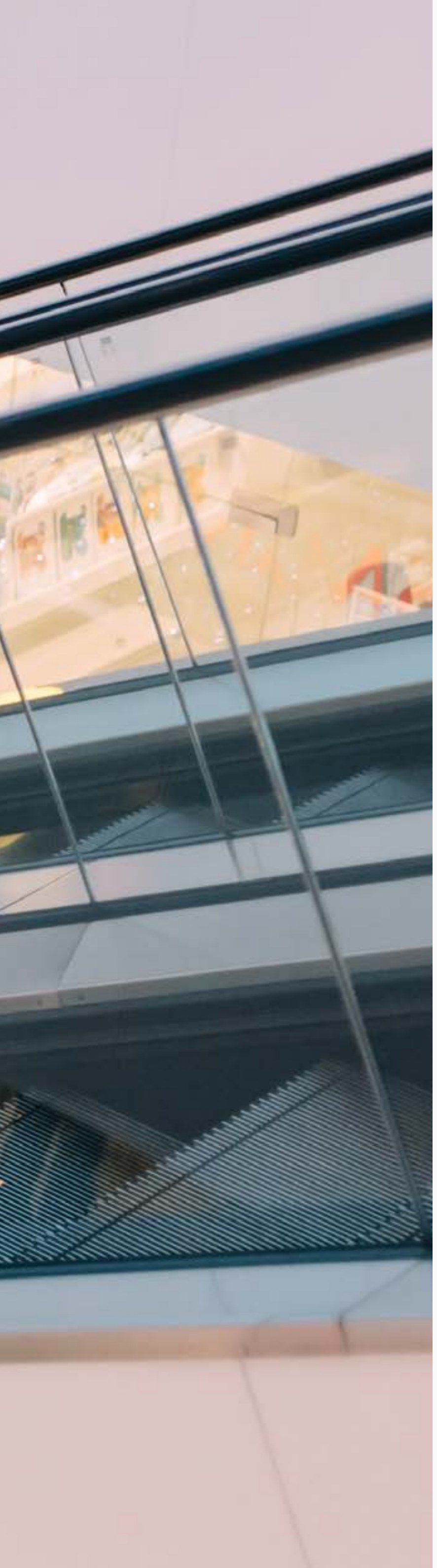
The practice will continue to progress. Training, hiring and a capability progression framework are all on the docks, though the shape of the practice may yet evolve in unforeseen ways. Recently discussions between the design, product and strategy practices have floated an 'innovation' proposition, a community of 'action'. A novel idea in the workplace but perhaps a truer realisation of 'outcomes over outputs' than I ever dared imagine.

Credit

Year: 2021–

On behalf of: Valtech

My Role: Product Practice Lead



Great deal *better*

intu Digital —— Discount code portal

———— With 9 of the top 20 shopping centres in the UK, when it comes to retail intu has you covered. Retail has become a challenging space; Mom and Pop stores are all but gone, the Death of the High Street is next, eCommerce and Delivery on Demand reign supreme. To stay afloat, the physical experience needs to be reimagined and embrace the technologies that changed the space. Tasked by intu's digital innovation lab to design a service to aggregate offers from their retailers and share them publicly for redemption as part of an affiliate marketing system, I created a simple discounts portal, moulded around the new ways people think about shopping.

User Experience Design
Visual UI Design
Content Strategy

HOW DO WE SHOP ONLINE?

There are a few simple principles to consider about shopping online. The first is that while touch devices can increase conversions (as 'touching' an item makes a shopper more likely to buy), the vast majority of online shopping is done on the desktop, where it's easier to see more information, bigger pictures and alternatives all at once. Shopping sat with a computer is also much safer and more comfortable than whipping out a credit card and tapping in numbers on-the-go. Online shopping platforms must allow for that device switchover.

The second principle is that it's much easier to check the competition, whether they be brands or products so all information needs to be visible and easy to compare and you must out-compete on service or price.

The third principle is the lead time – it can be much longer online. It's often better to monitor multiple stores and wait as long as possible to make a purchase. Knowing something is in stock reduces the risk in waiting for a sale or saving up for a purchase. This lead time should be used to seal the deal against competitors.

The final principle is about discounts. Online shopping changes the way people look for discounts, which can impact when someone shops and who with, even stealing a sale at the checkout.

1) People look for offers at the checkout, using search engines to find voucher codes serendipitously

2) People browse for one or more suitable products, then search for offers to help make the final decision.

3) People actively seek voucher codes using aggregators, and make a purchase decision after seeing the coupon.

4) People use newsletters or an app to be passively notified about codes and make a purchase decision after the fact.

THE AGGREGATION SERVICE

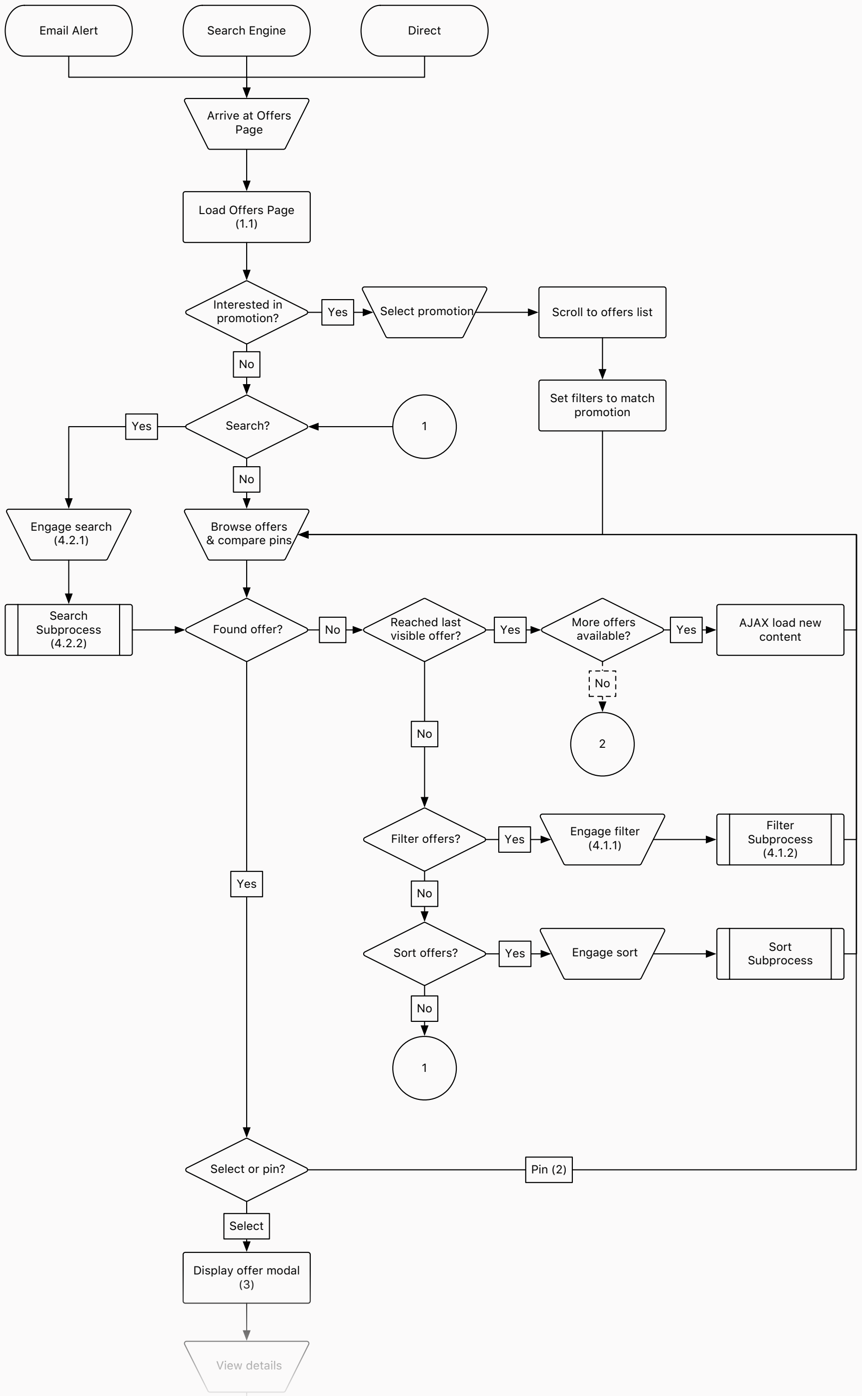
In it's current state, the aggregation service was just a dumb feed from all the retailers, however with the hard work of getting the feed working I came up with some UX elegance to make it user and editor friendly.

First, the feed is read into the CMS and each new item is imported into a database, this simple change gives the site a local copy of the data to play with and reduces the number of external calls on page load. Each item from the feed uses it's discount code as an ID, so that data can be overwritten and redacted on the fly by retailers.

Second, the database is used to create both a page for each deal and a card for the aggregated list page and populate that content. The number of database calls can be reduced at this point by caching the pages and only pulling from the database once ever 24 hours.

Turning the feed into local content and pages in this way provides a lot of SEO value and hits 3 of the 4 main methods people search for discounts. This is a huge signal boost to the retailers involved and creates more affiliate marketing opportunities for intu.

To assist comparison shopping (either between retailers or products) and to create persistence when switching devices I created a pinning/hiding system (tied to either a personal account or cookies). This way shoppers can keep track or the things they are interested in and remove the ones that they aren't, a valuable USP compared to competing services.


Email Alert
Search Engine
Direct
Arrive at Offers Page
Load Offers Page (1.1)
Interested in promotion?
Yes
Select promotion
Scroll to offers list
No
Set filters to match promotion
Yes
Search?
1
No
Engage search (4.2.1)
Browse offers & compare pins
Search Subprocess (4.2.2)
Found offer?
No
Reached last visible offer?
Yes
More offers available?
Yes
AJAX load new content
No
2
No
Filter offers?
Yes
Engage filter (4.1.1)
Filter Subprocess (4.1.2)
Yes
No
Sort offers?
Yes
Engage sort
Sort Subprocess
No
1
Select or pin?
Pin (2)
Select
Display offer modal (3)
View details

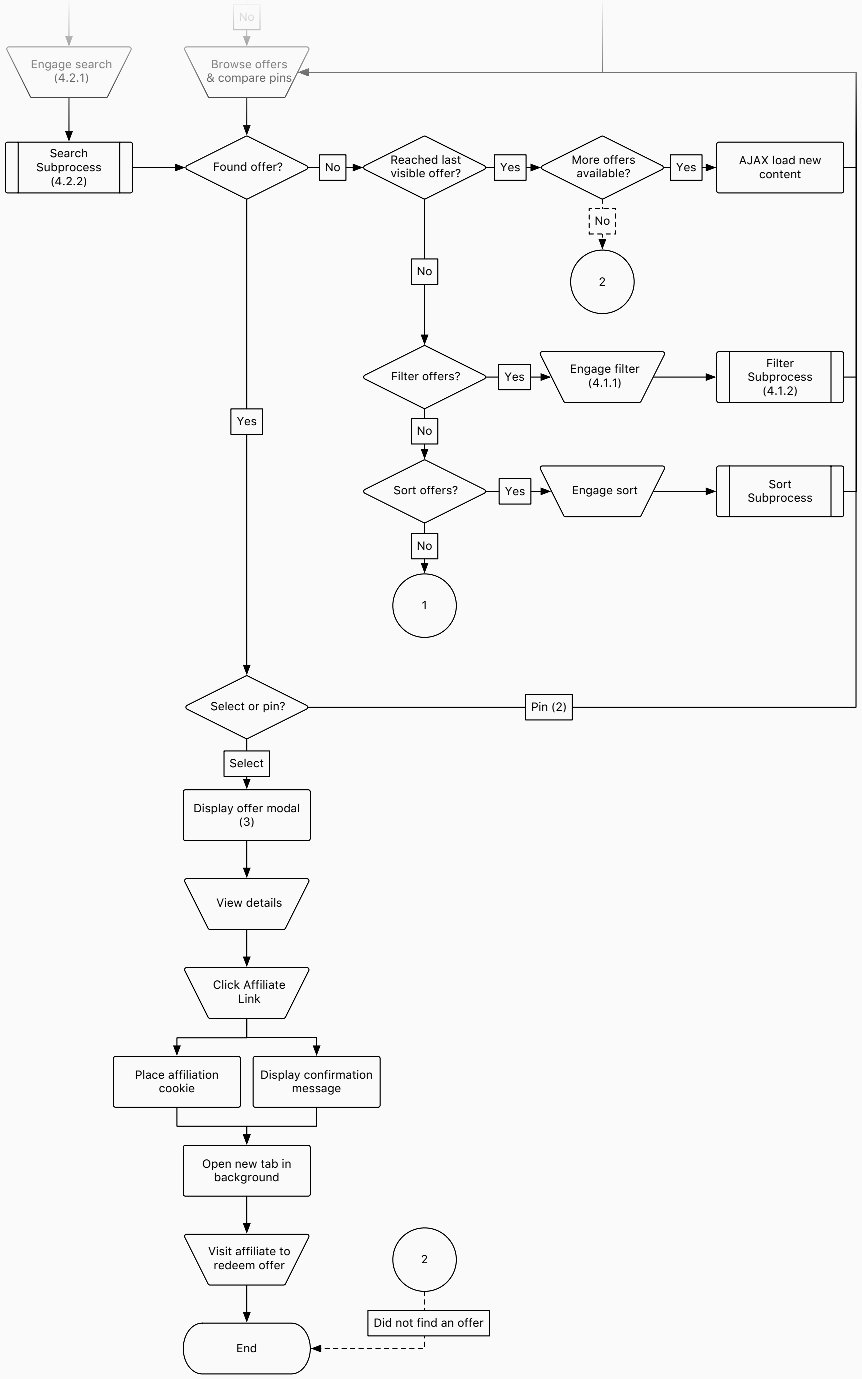
THE REDEMPTION SYSTEM

The redemption system is very simple. Clicking a card (or visiting the offer page) reveals the discount code and the details of the offer and clicking the affiliate link takes you to the site where you can complete your purchase.

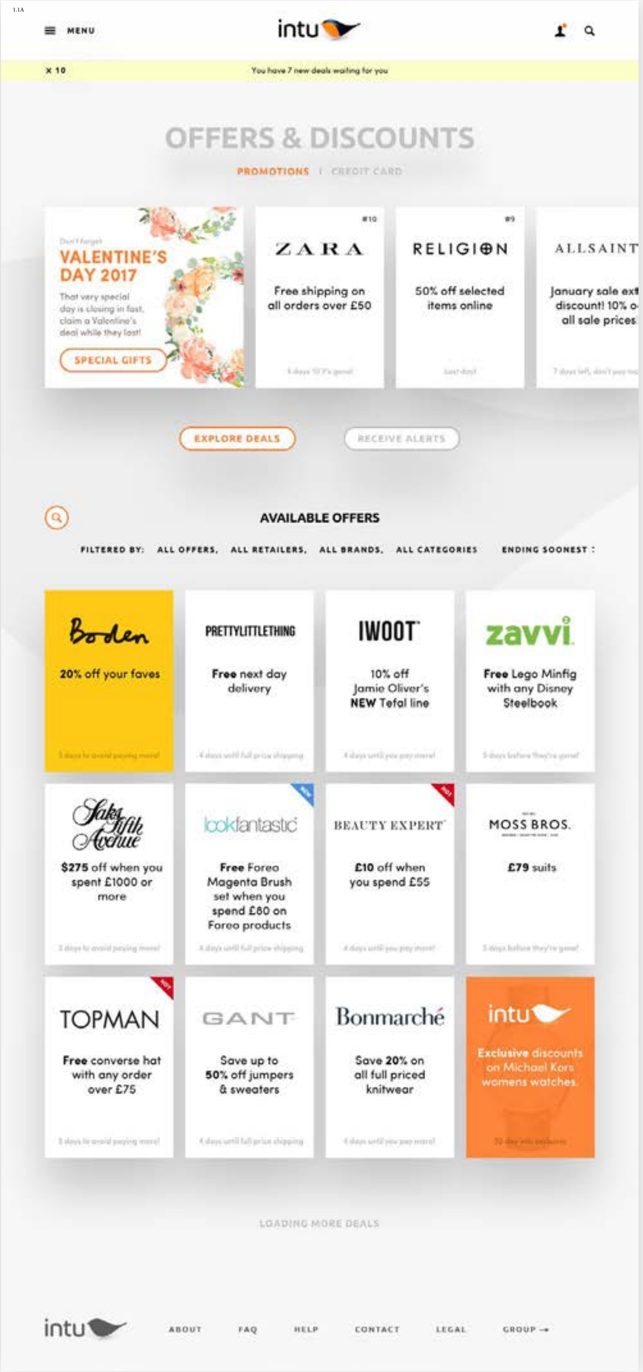
The affiliate link also places a time-limited cookie on the shoppers browser, which will be checked for by the affiliate to track the purchase back to intu. This could also be preferably achieved (along with auto inputting codes and adding items to baskets) with query strings, however this would be difficult to set up and maintain with third-parties.

On older browsers the offer card would link directly to the offer page, but on modern browser the click is intercepted with JavaScript to reveal the modal for seamless browsing. When this happens the URL is updated to match that of the relevant offer page using window.history.pushState() for easy link sharing.

Once an offer is expired its URL redirects to a page stating as such, with a link back to the aggregated list (perhaps with an option to pre-filter the list with relevant offers). This maintains the SEO value, while allowing seasonal offers to be revived at the same location.


No
Engage search (4.2.1)
Browse offers & compare pins
Search Subprocess (4.2.2)
Found offer?
No
Reached last visible offer?
Yes
More offers available?
Yes
AJAX load new content
No
2
No
Filter offers?
Yes
Engage filter (4.1.1)
Filter Subprocess (4.1.2)
Yes
No
Sort offers?
Yes
Engage sort
Sort Subprocess
No
1
Select or pin?
Pin (2)
Select
Display offer modal (3)
View details
Click Affiliate Link
Place affiliation cookie
Display confirmation message
Open new tab in background
Visit affiliate to redeem offer
2
Did not find an offer
End

$275 off when you spent £1000 or more
lookfantastic
Free Foreo Magenta Brush set when you spend £80 on
BEAUTY EXPERT
£10 off when you spend £55
MOSS BROS.
£79 suits


MENU
intu
× 10
You have 7 new deals waiting for you
OFFERS & DISCOUNTS
PROMOTIONS | CREDIT CARD
VALENTINE'S DAY 2017
That very special day is closing in fast, claim a Valentine's deal while they last!
SPECIAL GIFTS
ZARA
Free shipping on all orders over £50
RELIGION
50% off selected items online
ALLSAINTS
January sale extra discount! 10% off all sale prices
EXPLORE DEALS
RECEIVE ALERTS
AVAILABLE OFFERS
FILTERED BY: ALL OFFERS, ALL RETAILERS, ALL BRANDS, ALL CATEGORIES
ENDING SOONEST
Boden
20% off your faves
PRETTYLITTLETHING
Free next day delivery
IWOOT
10% off Jamie Oliver's NEW Tefal line
zavvi
Free Lego Minifig with any Disney Steelbook
Saks Fifth Avenue
$275 off when you spent £1000 or more
lookfantastic
Free Foreo Magenta Brush set when you spend £80 on Foreo products
BEAUTY EXPERT
£10 off when you spend £55
MOSS BROS.
£79 suits
TOPMAN
Free converse hat with any order over £75
GANT
Save up to 50% off jumpers & sweaters
Bonmarché
Save 20% on all full priced knitwear
intu
Exclusive discounts on Michael Kors womens watches.
LOADING MORE DEALS
intu
ABOUT
FAQ
HELP
CONTACT
LEGAL
GROUP →

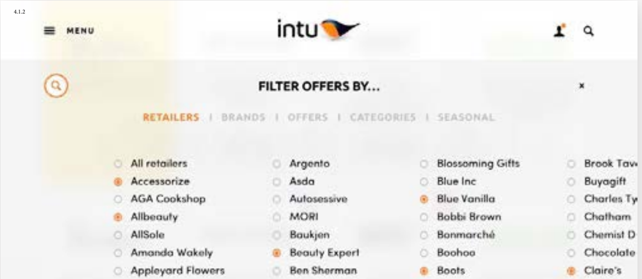
Top offers and seasonal promotions are listed at the top of the page to increase conversions with topical content.

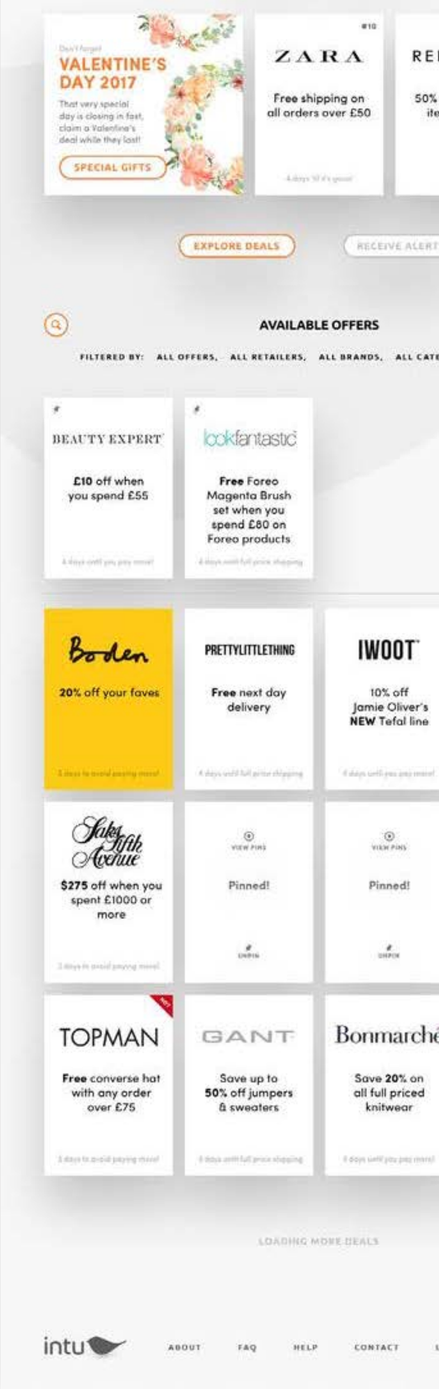
Below that, shoppers can sign up for notifications about deals, hitting acquisition method number 4.

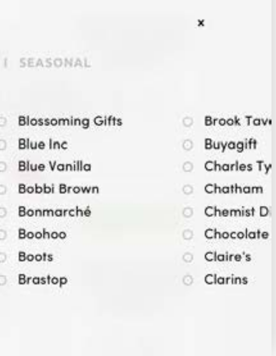
By using a local database, I was able to add more filters than provided by the feed itself, such as brands and product categories. Looking for keywords in the offer text helps us categorise the offers on our end (without additional effort from the retailer), because we know, for instance that Topman falls under 'men's fashion' or that 'Apple' is a popular enough brand to be searched for and mentioned by name.

The datable also allows us to create our top offers and add a label to new or hot deals because we can add metadata to the cards whenever we need to.

Sponsored offers and intu exclusives are differentiated by colour and image. Sponsored offers can appear anywhere in the list of offers as they respect the sort order and filters, this is atypical behaviour for sponsors but less irritating for users. As a caveat, sponsored offers can not be hidden.


MENU
intu
FILTER OFFERS BY...
×
RETAILERS | BRANDS | OFFERS | CATEGORIES | SEASONAL
All retailers
Accessorize
AGA Cookshop
Allbeauty
AllSole
Amanda Wakely
Appleyard Flowers
Argento
Asda
Autosessive
MORI
Baukjen
Beauty Expert
Ben Sherman
Blossoming Gifts
Blue Inc
Blue Vanilla
Bobbi Brown
Bonmarché
Boohoo
Boots
Brook Tav
Buyagift
Charles Ty
Chatham
Chemist D
Chocolate
Claire's


VALENTINE'S DAY 2017
That very special day is closing in fast, claim a Valentine's deal while they last!
SPECIAL GIFTS
ZARA
Free shipping on all orders over £50
EXPLORE DEALS
RECEIVE ALERTS
AVAILABLE OFFERS
FILTERED BY: ALL OFFERS, ALL RETAILERS, ALL BRANDS, ALL CATE
BEAUTY EXPERT
£10 off when you spend £55
lookfantastic
Free Foreo Magenta Brush set when you spend £80 on Foreo products
Boden
20% off your faves
PRETTYLITTLETHING
Free next day delivery
IWOOT
10% off Jamie Oliver's NEW Tefal line
Saks Fifth Avenue
$275 off when you spent £1000 or more
Pinned!
Pinned!
TOPMAN
Free converse hat with any order over £75
GANT
Save up to 50% off jumpers & sweaters
Bonmarché
Save 20% on all full priced knitwear
LOADING MORE DEALS
intu
ABOUT
FAQ
HELP
CONTACT

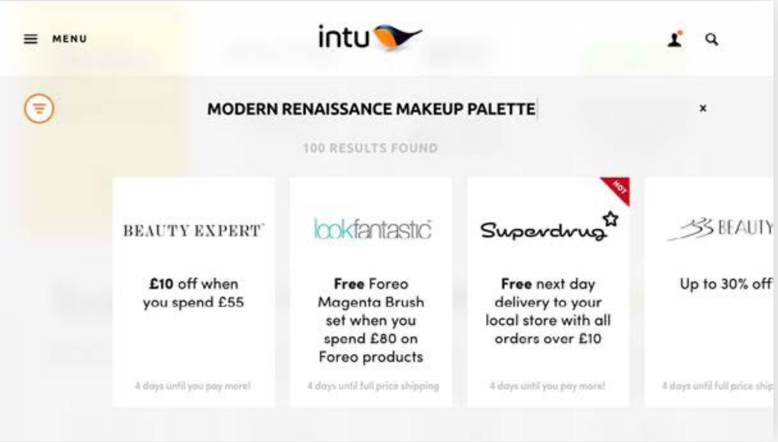


○ Blossoming Gifts
○ Blue Inc
○ Blue Vanilla
○ Bobbi Brown
○ Bonmarché
○ Boohoo
○ Boots
○ Brastop
○ Brook Tav
○ Buyagift
○ Charles Ty
○ Chatham
○ Chemist D
○ Chocolate
○ Claire's
○ Clarins

Boden
PRE
ENDING SOONEST ⁝

20% off your faves

3 days to avoid paying more!


MENU
intu
MODERN RENAISSANCE MAKEUP PALETTE
×
100 RESULTS FOUND
BEAUTY EXPERT
lookfantastic
Superdrug
HOT
BEAUTY

£10 off when you spend £55

4 days until you pay more!

Free Foreo Magenta Brush set when you spend £80 on Foreo products

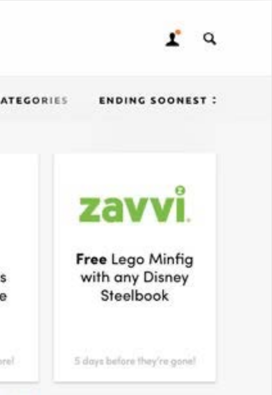
4 days until full price shipping

Free next day delivery to your local store with all orders over £10

4 days until you pay more!

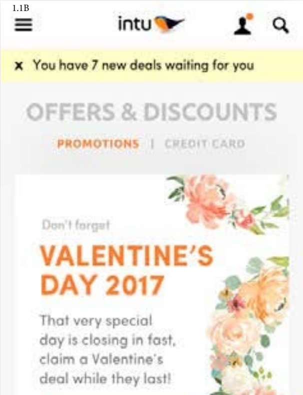
Up to 30% off

4 days until full price ship


ATEGORIES
ENDING SOONEST ⁝
zavvi

Free Lego Minfig with any Disney Steelbook

5 days before they're gone!

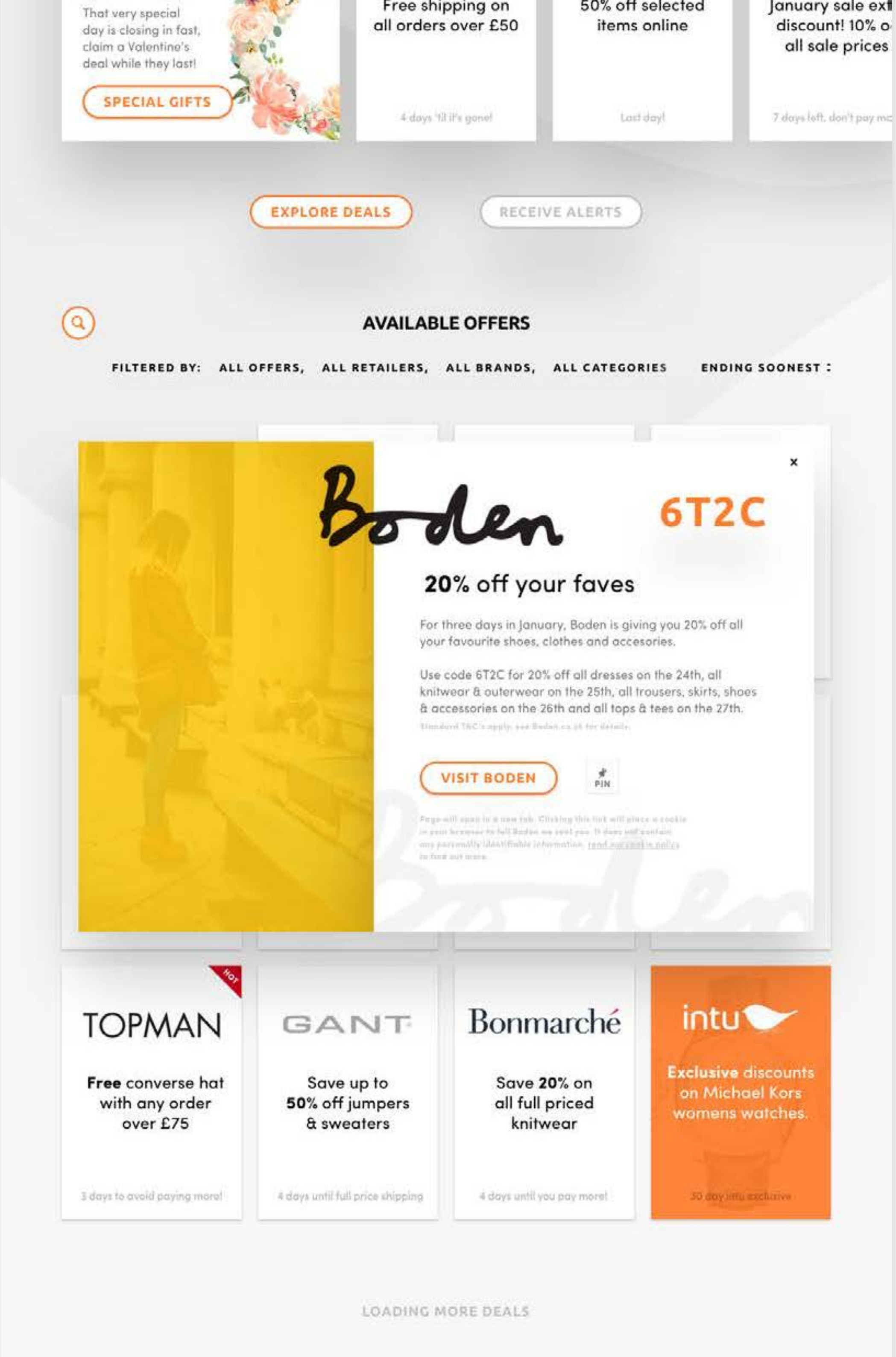

1.1B
intu
OFFERS & DISCOUNTS
PROMOTIONS | CREDIT CARD

× You have 7 new deals waiting for you

Don't forget

VALENTINE'S DAY 2017

That very special day is closing in fast, claim a Valentine's deal while they last!


SPECIAL GIFTS
EXPLORE DEALS
RECEIVE ALERTS
AVAILABLE OFFERS
FILTERED BY: ALL OFFERS, ALL RETAILERS, ALL BRANDS, ALL CATEGORIES
ENDING SOONEST ⁝
×
Boden
6T2C
VISIT BODEN
PIN
TOPMAN
HOT
GANT
Bonmarché
intu
LOADING MORE DEALS

That very special day is closing in fast, claim a Valentine's deal while they last!

Free shipping on all orders over £50

4 days 'til it's gone!

50% off selected items online

Last day!

January sale ext discount! 10% o all sale prices

7 days left, don't pay mo

20% off your faves

For three days in January, Boden is giving you 20% off all your favourite shoes, clothes and accesories.

Use code 6T2C for 20% off all dresses on the 24th, all knitwear & outerwear on the 25th, all trousers, skirts, shoes & accessories on the 26th and all tops & tees on the 27th.

Free converse hat with any order over £75

3 days to avoid paying more!

Save up to **50%** off jumpers & sweaters

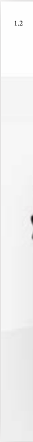
4 days until full price shipping

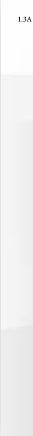
Save **20%** on all full priced knitwear

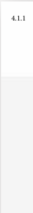
4 days until you pay more!

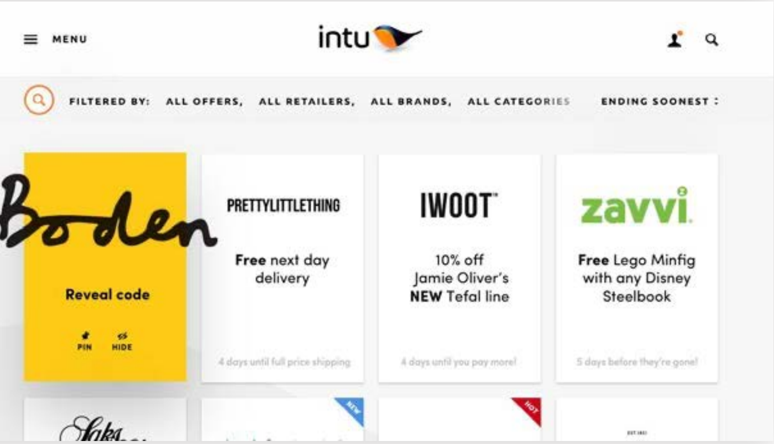
Exclusive discounts on Michael Kors womens watches.

30 day intu exclusive








MENU
intu
FILTERED BY: ALL OFFERS, ALL RETAILERS, ALL BRANDS, ALL CATEGORIES
ENDING SOONEST
Boden
Reveal code
PIN
HIDE
PRETTYLITTLETHING
Free next day delivery
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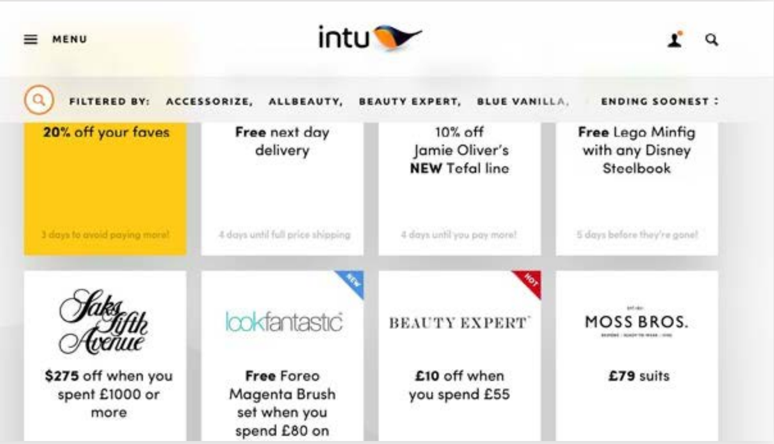
MENU
intu
FILTERED BY: ACCESSORIZE, ALLBEAUTY, BEAUTY EXPERT, BLUE VANILLA,
ENDING SOONEST
20% off your faves
3 days to avoid paying more!
Free next day delivery
4 days until full price shipping
10% off Jamie Oliver's NEW Tefal line
4 days until you pay more!
Free Lego Minfig with any Disney Steelbook
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Saks Fifth Avenue
$275 off when you spent £1000 or more
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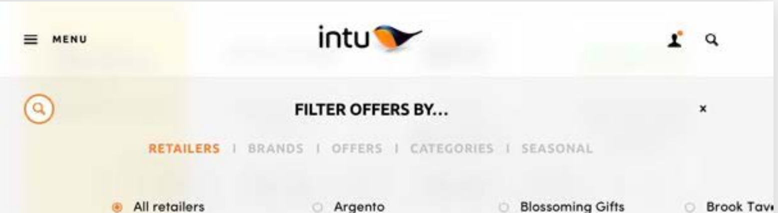
Free Foreo Magenta Brush set when you spend £80 on
BEAUTY EXPERT
£10 off when you spend £55
MOSS BROS.
£79 suits


MENU
intu
FILTER OFFERS BY...
RETAILERS | BRANDS | OFFERS | CATEGORIES | SEASONAL
All retailers
Argento
Blossoming Gifts
Brook Tav

Credit

Year: 2017

Client: intu Group

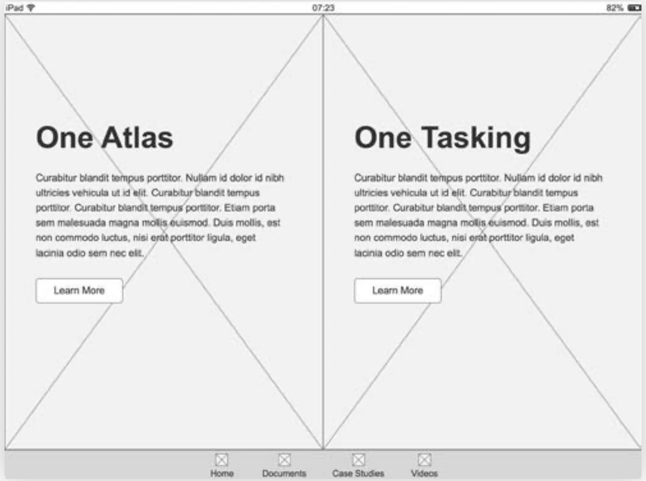
My Roles: Concept & Solution, UX, Visual Design

Pitch *perfectly*

The MTM Agency —— iOS communications support tool

—— Whether B2B or B2C it's important to have the right tools to communicate with your audience. On a number of occasions MTM's clients requested native apps and we would either make the case for alternative solutions or shift the build to an outside source. Over time I noticed that these briefs all had, in principle, the same requirements and came up with the idea for a white-label product that we could use to tackle these briefs more efficiently. In 2016 I had the opportunity to bring this product to life, creating a hand-held content library for the iPad to support one-on-one conversations and pitches on the road.

Project Management
User Experience Design
Visual UI Design

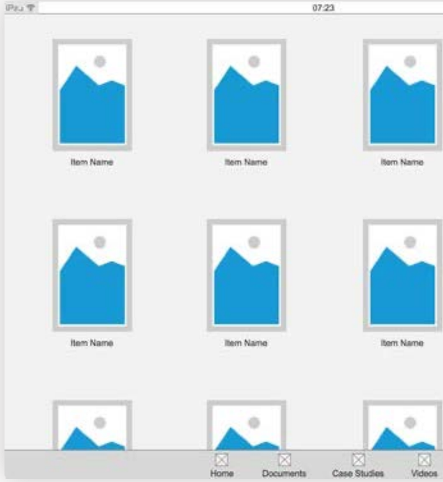


One Atlas

Curabitur blandit tempus porttitor. Nullam id dolor id nibh ultricies vehicula ut id elit. Curabitur blandit tempus porttitor. Curabitur blandit tempus porttitor. Etiam porta sem malesuada magna mollis euismod. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

One Tasking

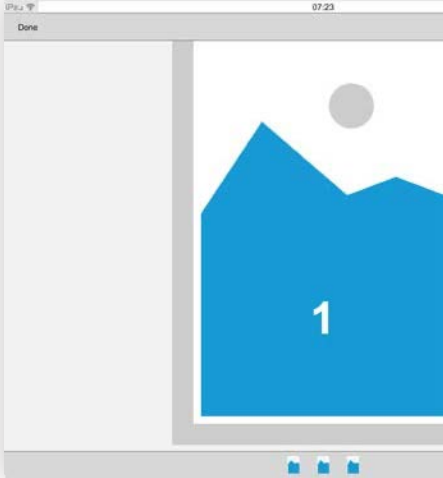
Curabitur blandit tempus porttitor. Nullam id dolor id nibh ultricies vehicula ut id elit. Curabitur blandit tempus porttitor. Curabitur blandit tempus porttitor. Etiam porta sem malesuada magna mollis euismod. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.



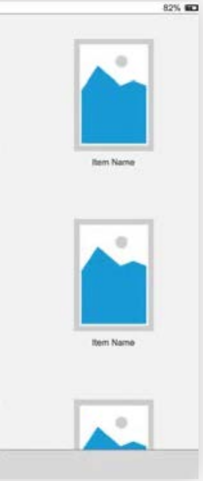
THE SOLUTION

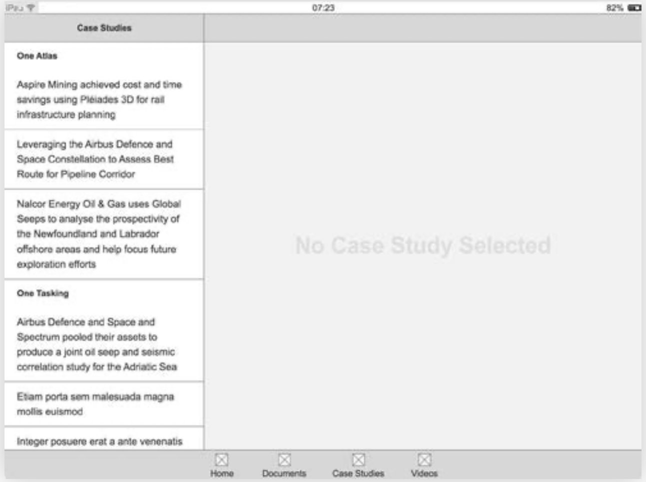
The driving principle of the app is that there are only 4 types of content you really need to support any conversation; videos, images, documents and multimedia presentations. It works by downloading a .json file on launch which then tells the app what other files to download, where to store them, what UI to use and what menu items to place on the tab bar. These are saved locally for offline use. New media is added and old media removed every time the app is launched while connected to the internet. This implementation allows the content and even the IA to be redefined on the fly by a simple file-system based CMS on the back-end. The app can be quickly cloned and reskinned with a new icons and the correct typefaces and colours for any given brand ready to be distributed on the B2B app store.

The app opens at a dashboard with the key ‘stories’ to tell displayed as large panels. Each panel can be tapped to begin that ‘story’. ‘Stories’ are the multimedia, interactive experiences or presentations. They’re created with web technologies (but stored locally) and displayed in a UIWebView. This approach allows for seamless, rich experiences to be developed quickly and reused on the web or across other platforms. The tab bar is used to navigate to other libraries, with the various content types represented by .pdf, .mp4 and .jpeg files. The different libraries were based on iOS system UIs as seen in the Mail app and iBooks. This made the learning curve practically nil, so almost anyone can pick up the app and run with it.



Axure prototype →


82%
Item Name
Item Name


iPad
07:23
82%
Case Studies

One Atlas

Aspire Mining achieved cost and time savings using Pléiades 3D for rail infrastructure planning

Leveraging the Airbus Defence and Space Constellation to Assess Best Route for Pipeline Corridor

Nalcor Energy Oil & Gas uses Global Seeps to analyse the prospectivity of the Newfoundland and Labrador offshore areas and help focus future exploration efforts

One Tasking

Airbus Defence and Space and Spectrum pooled their assets to produce a joint oil seep and seismic correlation study for the Adriatic Sea

Etiam porta sem malesuada magna mollis euismod

Integer posuere erat a ante venenatis

No Case Study Selected

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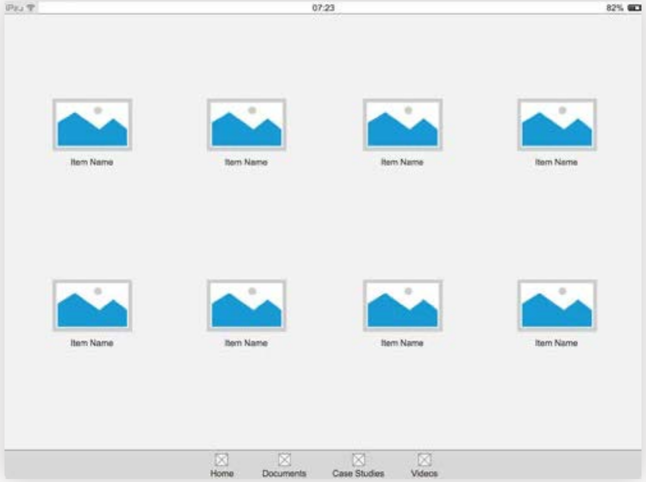
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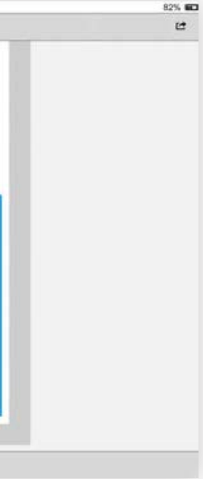

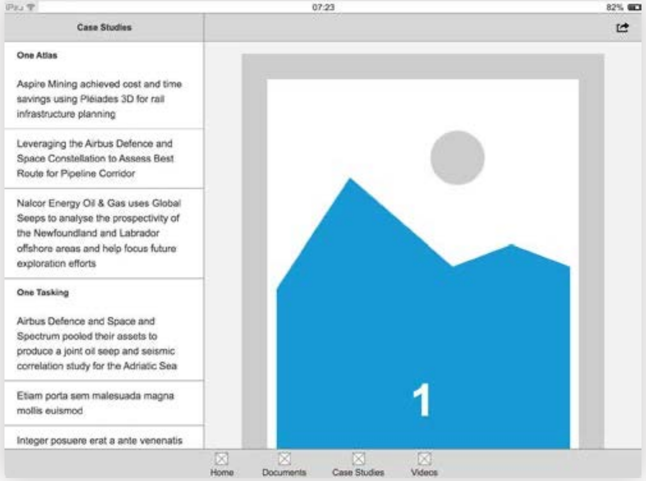
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Case Studies

One Atlas

Aspire Mining achieved cost and time savings using Pléiades 3D for rail infrastructure planning

Leveraging the Airbus Defence and Space Constellation to Assess Best Route for Pipeline Corridor

Nalcor Energy Oil & Gas uses Global Seeps to analyse the prospectivity of the Newfoundland and Labrador offshore areas and help focus future exploration efforts

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Airbus Defence and Space and Spectrum pooled their assets to produce a joint oil seep and seismic correlation study for the Adriatic Sea

Etiam porta sem malesuada magna mollis euismod

Integer posuere erat a ante venenatis

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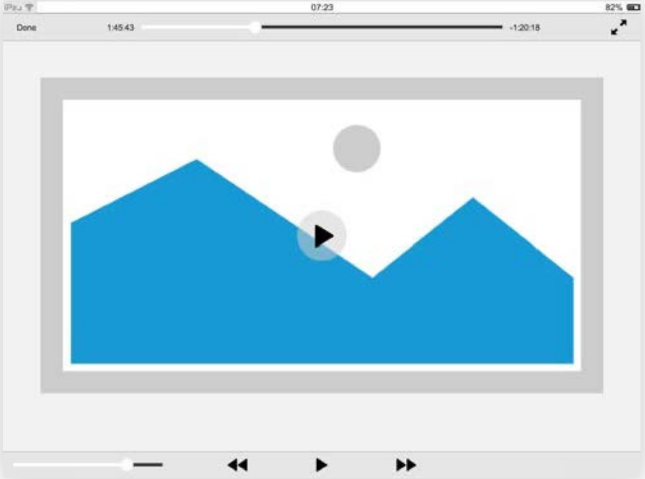
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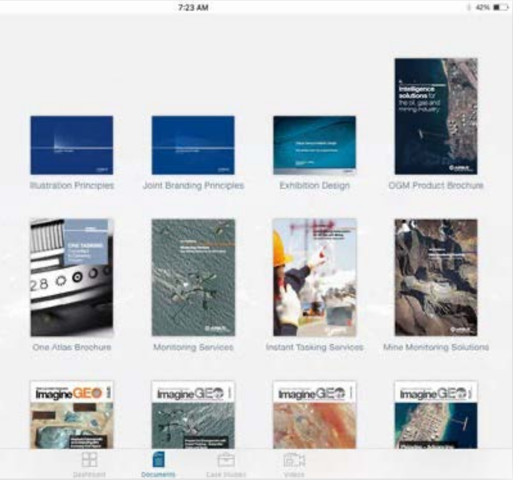
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Illustration Principles
Joint Branding Principles
Exhibition Design
OGM Product Brochure
Intelligence solutions for the oil, gas and mining industry
One Atlas Brochure
Monitoring Services
Instant Tasking Services
Mine Monitoring Solutions
ImagineGEO
ImagineGEO
ImagineGEO
ImagineGEO
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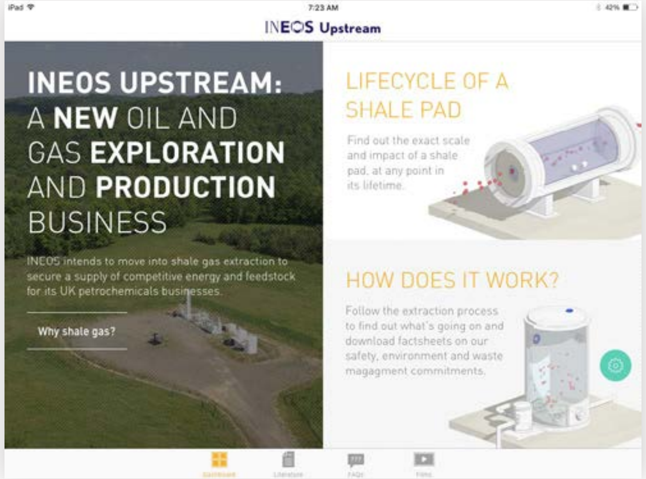
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INEOS Upstream

INEOS UPSTREAM: A NEW OIL AND GAS EXPLORATION AND PRODUCTION BUSINESS

INEOS intends to move into shale gas extraction to secure a supply of competitive energy and feedstock for its UK petrochemicals businesses.

Why shale gas?

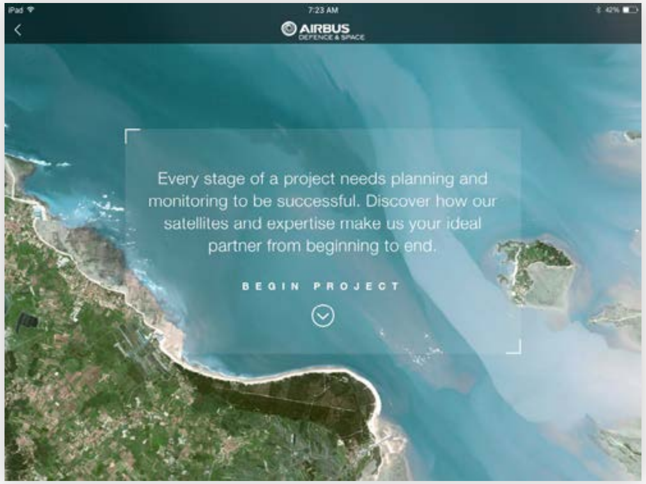
LIFECYCLE OF A SHALE PAD

Find out the exact scale and impact of a shale pad, at any point in its lifetime.

HOW DOES IT WORK?

Follow the extraction process to find out what's going on and download factsheets on our safety, environment and waste magagment commitments.

Dashboard
Literature
FAQs
Films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AIRBUS
DEFENCE & SPACE

Every stage of a project needs planning and monitoring to be successful. Discover how our satellites and expertise make us your ideal partner from beginning to end.

BEGIN PROJECT

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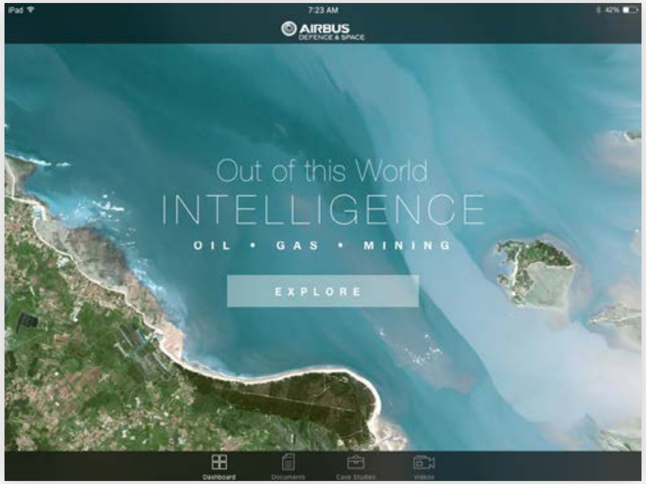
onitoring Solutions
Geo-Intelligence
Mine Monitoring Solutions
AIRBUS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AIRBUS
DEFENCE & SPACE

Out of this World
INTELLIGENCE
OIL • GAS • MINING

EXPLORE

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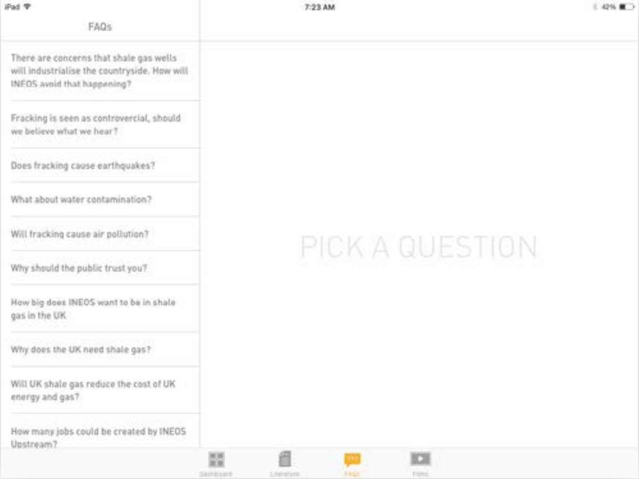
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FAQs

- There are concerns that shale gas wells will industrialise the countryside. How will INEOS avoid that happening?
- Fracking is seen as controvercial, should we believe what we hear?
- Does fracking cause earthquakes?
- What about water contamination?
- Will fracking cause air pollution?
- Why should the public trust you?
- How big does INEOS want to be in shale gas in the UK
- Why does the UK need shale gas?
- Will UK shale gas reduce the cost of UK energy and gas?
- How many jobs could be created by INEOS Upstream?

PICK A QUESTION

Dashboard
Literature
FAQs
Films

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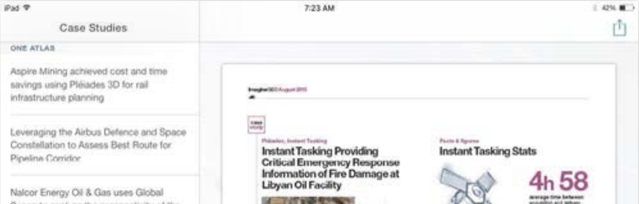
The Fracking Facts
The Fracking Facts
The Fracking Facts
The Fracking Facts

- The fracking facts: water contamination
- The fracking facts: air quality
- The fracking facts: earthquakes
- The fracking facts: what is fracking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Case Studies

ONE ATLAS

- Aspire Mining achieved cost and time savings using Pléiades 3D for rail infrastructure planning
- Leveraging the Airbus Defence and Space Constellation to Assess Best Route for Pipeline Corridor
- Nalcor Energy Oil & Gas uses Global

Instant Tasking Providing Critical Emergency Response Information of Fire Damage at Libyan Oil Facility

Instant Tasking Stats

4h 58

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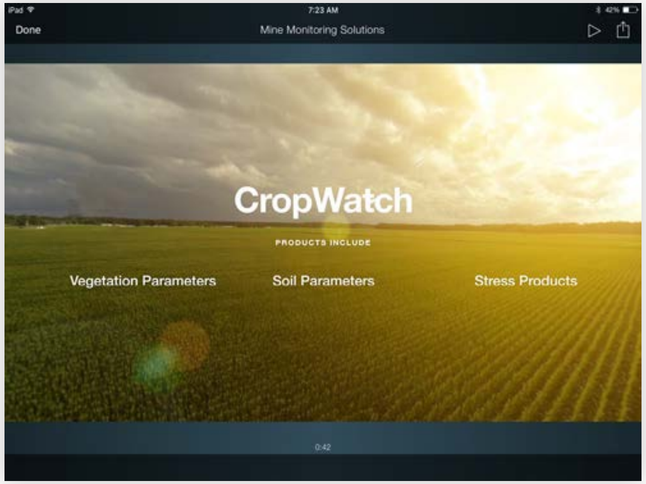
Airbus Defence and Space
Intelligence

ONE TASKING

ONE TASKING

Discover One Tasking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Mine Monitoring Solutions
CropWatch
PRODUCTS INCLUDE
Vegetation Parameters
Soil Parameters
Stress Products
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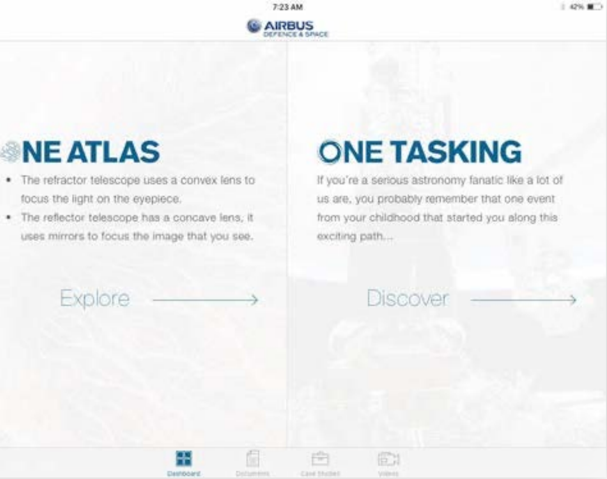
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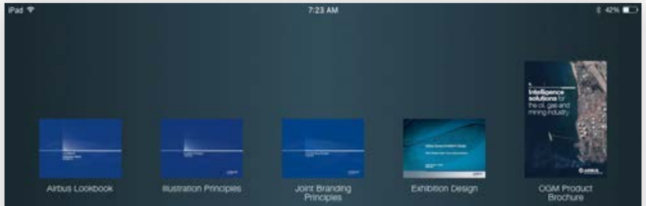
- The refractor telescope uses a convex lens to focus the light on the eyepiece.
- The reflector telescope has a concave lens, it uses mirrors to focus the image that you see.

If you're a serious astronomy fanatic like a lot of us are, you probably remember that one event from your childhood that started you along this exciting path...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Intelligence solutions for the oil, gas and mining industry
Airbus Lookbook
Illustration Principles
Joint Branding Principles
Exhibition Design
OGM Product Brochure

Credit

Year: 2016

Clients: INEOS Group, Airbus Oil & Gas, Airbus Defence & Space

Completed At: Merchant Technology Marketing

My Roles: Project Management, UX, Visual Design

Development: Nick Ager, Constantin Anca

Thanks: Hasan Nawaz (DevOps)

---

2 eggs retrieved from ovary
5 fertilized eggs transferred into uterus

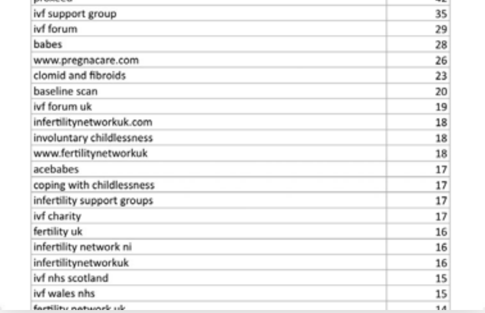
Creating a *family*

Fertility Network UK —
Flagship information website

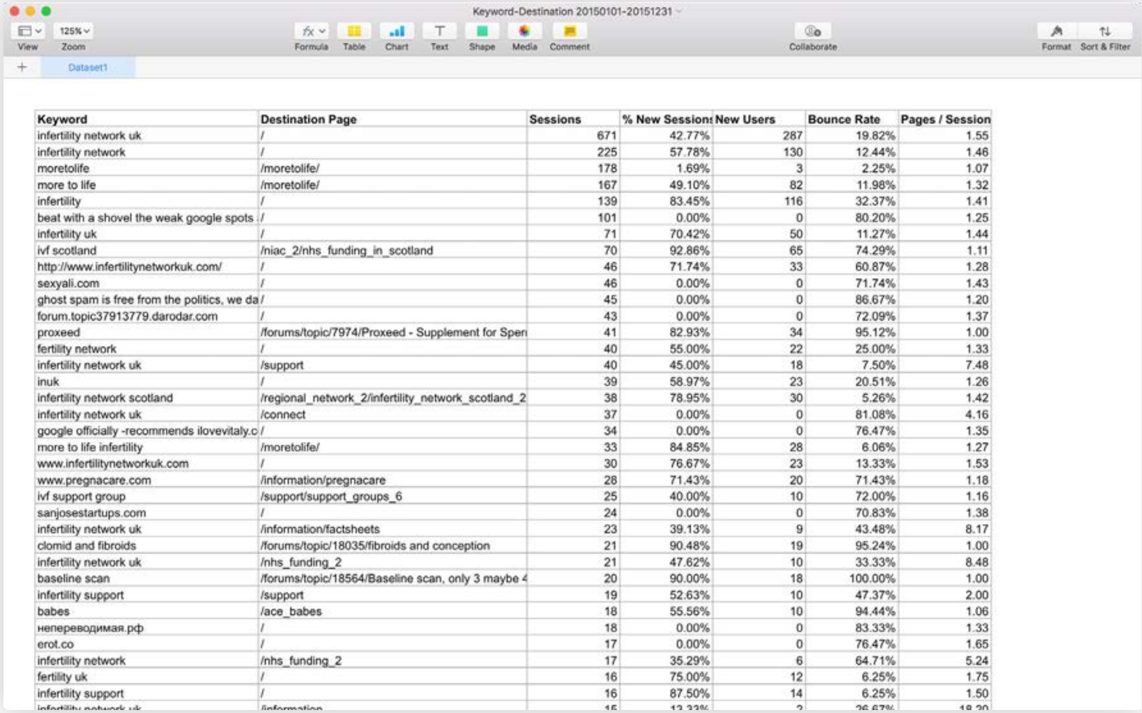
As the leading patient-focused fertility charity in the UK, the Fertility Network provides support, advice and understanding to anyone affected by fertility issues. Infertility is one of the few remaining taboo subjects in our culture, so communicating with the 3.5 million affected people across Britain is vital. To accompany a rebrand in 2016, I worked on a new website that would combine the Infertility Network, ACeBabes and More To Life portals into a single, unified experience. Driven by the concept of a community-based hub for fertility support, the website delivers a sympathetic health information service designed to comfort the affected and alleviate feelings of isolation.

User Research
Information Architecture
User Experience Design
Visual UI Design
Content Strategy

Fertility Network Website →



ivf support group	35
ivf forum	29
babes	28
www.pregnacare.com	26
clomid and fibroids	23
baseline scan	20
ivf forum uk	19
infertilitynetworkuk.com	18
involuntary childlessness	18
www.fertilitynetworkuk	18
acebabes	17
coping with childlessness	17
infertility support groups	17
ivf charity	17
fertility uk	16
infertility network ni	16
infertilitynetworkuk	16
ivf nhs scotland	15
ivf wales nhs	15


Keyword-Destination 20150101-20151231
View
Zoom
Formula
Table
Chart
Text
Shape
Media
Comment
Collaborate
Format
Sort & Filter
Dataset1

Keyword	Destination Page	Sessions	% New Session:	New Users	Bounce Rate	Pages / Session
infertility network uk	/	671	42.77%	287	19.82%	1.55
infertility network	/	225	57.78%	130	12.44%	1.46
moretolife	/moretolife/	178	1.69%	3	2.25%	1.07
more to life	/moretolife/	167	49.10%	82	11.98%	1.32
infertility	/	139	83.45%	116	32.37%	1.41
beat with a shovel the weak google spots .	/	101	0.00%	0	80.20%	1.25
infertility uk	/	71	70.42%	50	11.27%	1.44
ivf scotland	/niac_2/nhs_funding_in_scotland	70	92.86%	65	74.29%	1.11
http://www.infertilitynetworkuk.com/	/	46	71.74%	33	60.87%	1.28
sexyali.com	/	46	0.00%	0	71.74%	1.43
ghost spam is free from the politics, we da	/	45	0.00%	0	86.67%	1.20
forum.topic37913779.darodar.com	/	43	0.00%	0	72.09%	1.37
proxeed	/forums/topic/7974/Proxeed - Supplement for Spen	41	82.93%	34	95.12%	1.00
fertility network	/	40	55.00%	22	25.00%	1.33
infertility network uk	/support	40	45.00%	18	7.50%	7.48
inuk	/	39	58.97%	23	20.51%	1.26
infertility network scotland	/regional_network_2/infertility_network_scotland_2	38	78.95%	30	5.26%	1.42
infertility network uk	/connect	37	0.00%	0	81.08%	4.16
google officially -recommends ilovevitaly.c	/	34	0.00%	0	76.47%	1.35
more to life infertility	/moretolife/	33	84.85%	28	6.06%	1.27
www.infertilitynetworkuk.com	/	30	76.67%	23	13.33%	1.53
www.pregnacare.com	/information/pregnacare	28	71.43%	20	71.43%	1.18
ivf support group	/support/support_groups_6	25	40.00%	10	72.00%	1.16
sanjosestartups.com	/	24	0.00%	0	70.83%	1.38
infertility network uk	/information/factsheets	23	39.13%	9	43.48%	8.17
clomid and fibroids	/forums/topic/18035/fibroids and conception	21	90.48%	19	95.24%	1.00
infertility network uk	/nhs_funding_2	21	47.62%	10	33.33%	8.48
baseline scan	/forums/topic/18564/Baseline scan, only 3 maybe 4	20	90.00%	18	100.00%	1.00
infertility support	/support	19	52.63%	10	47.37%	2.00
babes	/ace_babes	18	55.56%	10	94.44%	1.06
непереводимая.рф	/	18	0.00%	0	83.33%	1.33
erot.co	/	17	0.00%	0	76.47%	1.65
infertility network	/nhs_funding_2	17	35.29%	6	64.71%	5.24
fertility uk	/	16	75.00%	12	6.25%	1.75
infertility support	/	16	87.50%	14	6.25%	1.50

REQUIREMENTS GATHERING

I began the design process with an audit of the site as it stood, compiling a list of pages, templates and functionality. The site was a mess of outdated and duplicate content, with broken links and hard to find pages from years of updates.

Next I tackled analytics, recording the top performing keywords, keyword landing pages, most frequently visited pages, pages with the longest read times and common visitor flows.

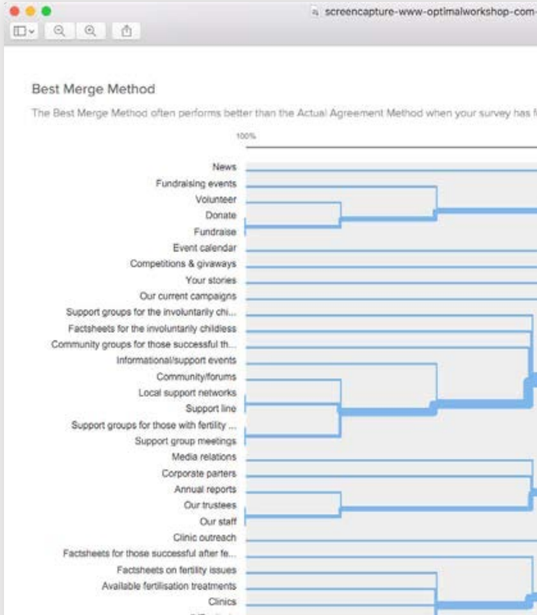
Afterwards I ran a friendly interview with a few current service users about their experience with the charity and their observations on the current site, which I recorded into a set of personas for future reference.

With all that data I was able to make recommendations on which parts of the site to strip and which to keep, as well as get insight into the key topics of the site.

Armed with my insights, I re-recruited my interviewees and others who fit the personas to take part in some card-sorting workshops. I included extra topics suited to those supporting someone else with fertility issues as I identified this as an audience segment that had been overlooked by the client.

Using the results of the card-sorting with the user flows I was able to begin pulling together an architecture for the new site.

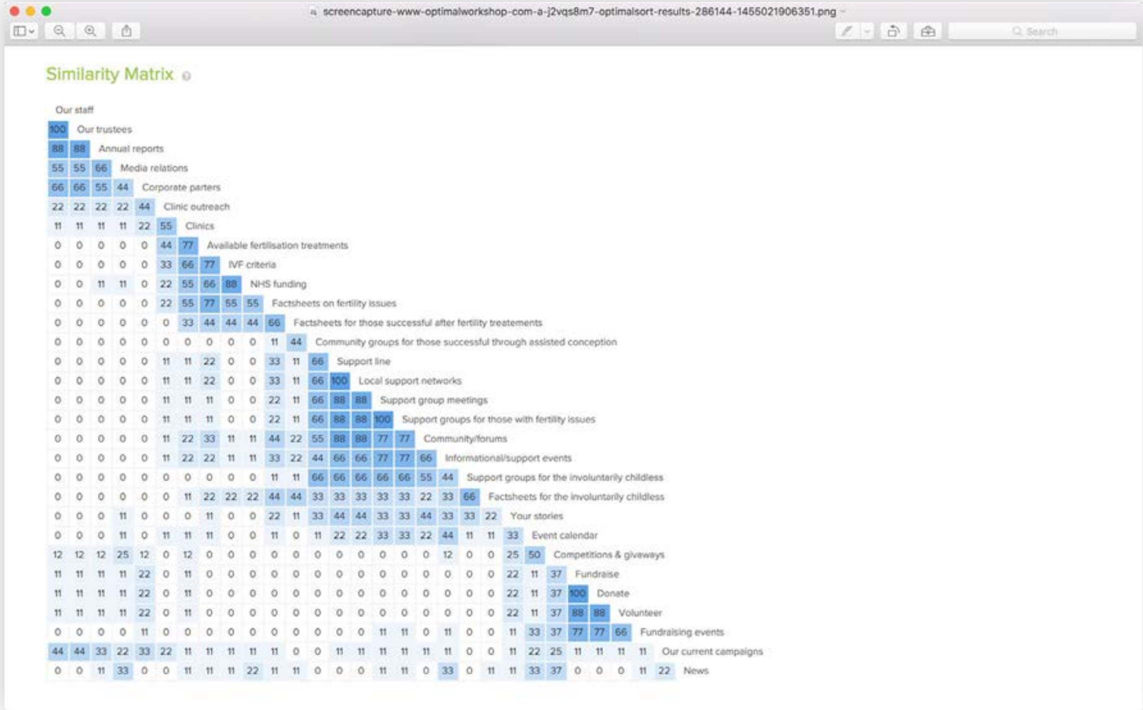
I identified a crucial overlooked audience group, the loved ones of those with issues.


screencapture-www-optimalworkshop-com-

Best Merge Method

The Best Merge Method often performs better than the Actual Agreement Method when your survey has

100%
News
Fundraising events
Volunteer
Donate
Fundraise
Event calendar
Competitions & givaways
Your stories
Our current campaigns
Support groups for the involuntarily chi...
Factsheets for the involuntarily childless
Community groups for those successful th...
Informational/support events
Community/forums
Local support networks
Support line
Support groups for those with fertility ...
Support group meetings
Media relations
Corporate parters
Annual reports
Our trustees
Our staff
Clinic outreach
Factsheets for those successful after fe...
Factsheets on fertility issues
Available fertilisation treatments
Clinics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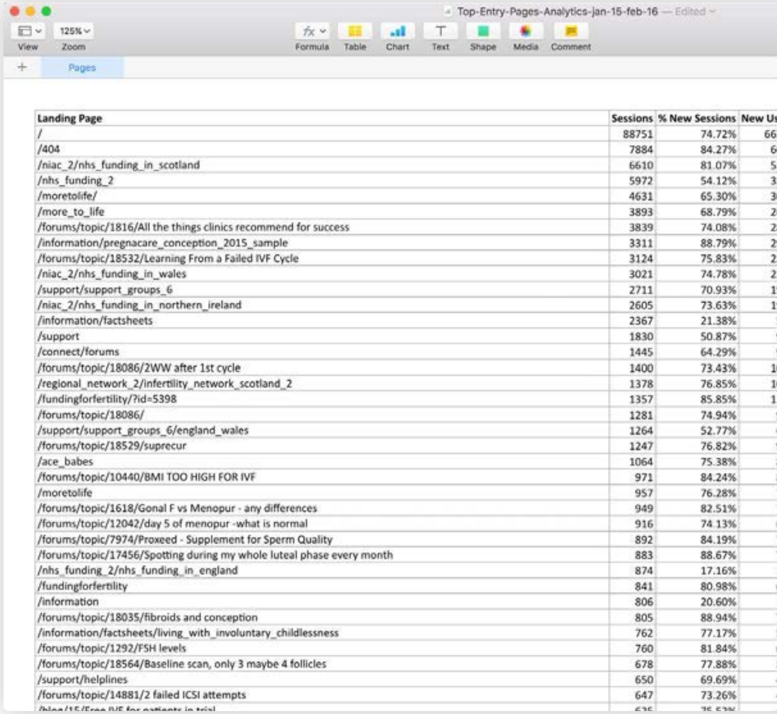
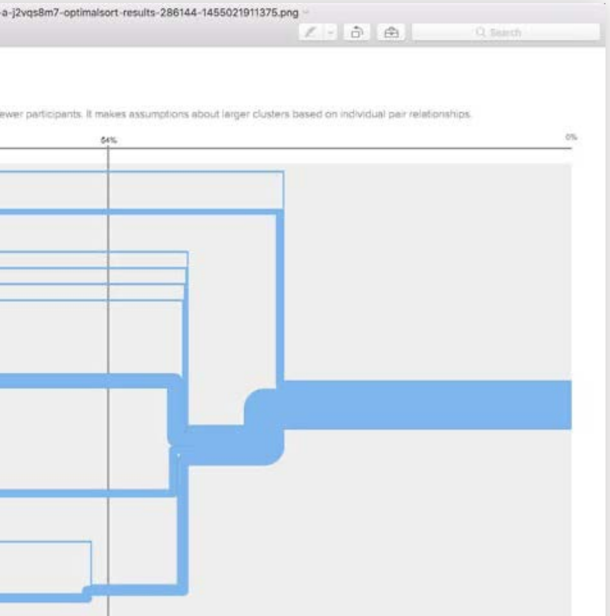
Search

Similarity Matrix

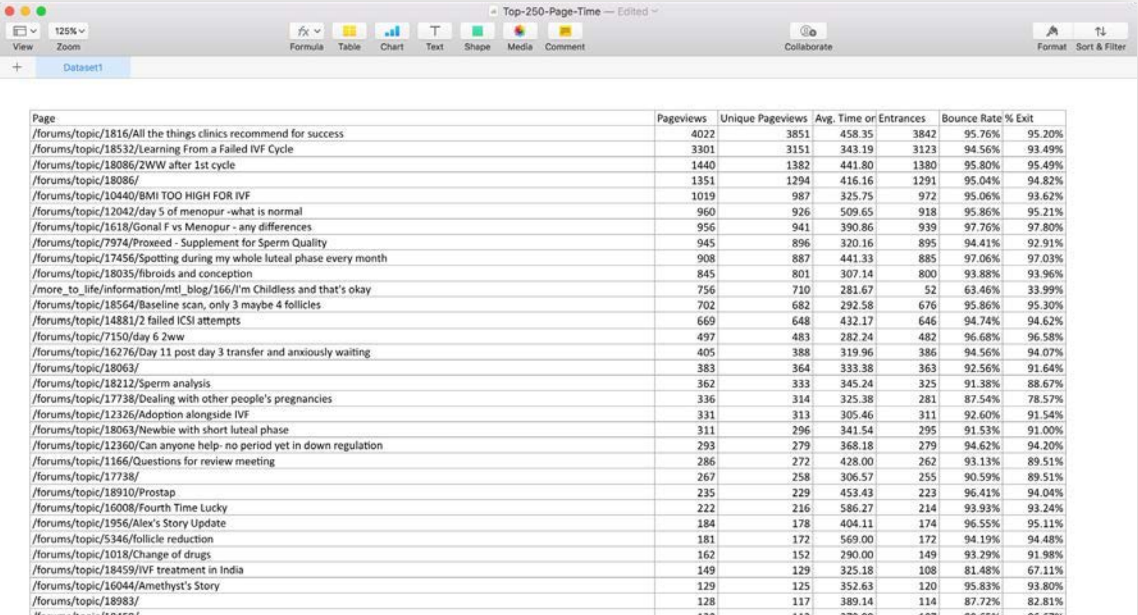
Our staff																													
Our trustees	100																												
Annual reports	88	88																											
Media relations	55	55	66																										
Corporate parters	66	66	55	44																									
Clinic outreach	22	22	22	22	44																								
Clinics	11	11	11	11	22	55																							
Available fertilisation treatments	0	0	0	0	0	44	77																						
IVF criteria	0	0	0	0	0	33	66	77																					
NHS funding	0	0	11	11	0	22	55	66	88																				
Factsheets on fertility issues	0	0	0	0	0	22	55	77	55	55																			
Factsheets for those successful after fertility treatements	0	0	0	0	0	0	33	44	44	44	66																		
Community groups for those successful through assisted conception	0	0	0	0	0	0	0	0	0	0	11	44																	
Support line	0	0	0	0	0	11	11	22	0	0	33	11	66																
Local support networks	0	0	0	0	0	11	11	22	0	0	33	11	66	100															
Support group meetings	0	0	0	0	0	11	11	11	0	0	22	11	66	88	88														
Support groups for those with fertility issues	0	0	0	0	0	11	11	11	0	0	22	11	66	88	88	100													
Community/forums	0	0	0	0	0	11	22	33	11	11	44	22	55	88	88	77	77												
Informational/support events	0	0	0	0	0	11	22	22	11	11	33	22	44	66	66	77	77	66											
Support groups for the involuntarily childless	0	0	0	0	0	0	0	0	0	0	11	11	66	66	66	66	66	55	44										
Factsheets for the involuntarily childless	0	0	0	0	0	0	11	22	22	22	44	44	33	33	33	33	33	22	33	66									
Your stories	0	0	0	11	0	0	0	11	0	0	22	11	33	44	44	33	33	44	33	33	22								
Event calendar	0	0	0	11	0	11	11	11	0	0	11	0	11	22	22	33	33	22	44	11	11	33							
Competitions & givaways	12	12	12	25	12	0	12	0	0	0	0	0	0	0	0	0	0	0	12	0	0	25	50						
Fundraise	11	11	11	11	22	0	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	11	37					
Donate	11	11	11	11	22	0	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	11	37	100				
Volunteer	11	11	11	11	22	0	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	11	37	88	88			
Fundraising events	0	0	0	0	11	0	0	0	0	0	0	0	0	0	0	11	11	0	11	0	0	11	33	37	77	77	66		
Our current campaigns	44	44	33	22	33	22	11	11	11	11	11	0	0	11	11	11	11	11	11	0	0	11	22	25	11	11	11	11	
News	0	0	11	33	0	0	11	11	11	22	11	11	0	0	0	11	11	0	33	0	11	11	33	37	0	0	0	11	22



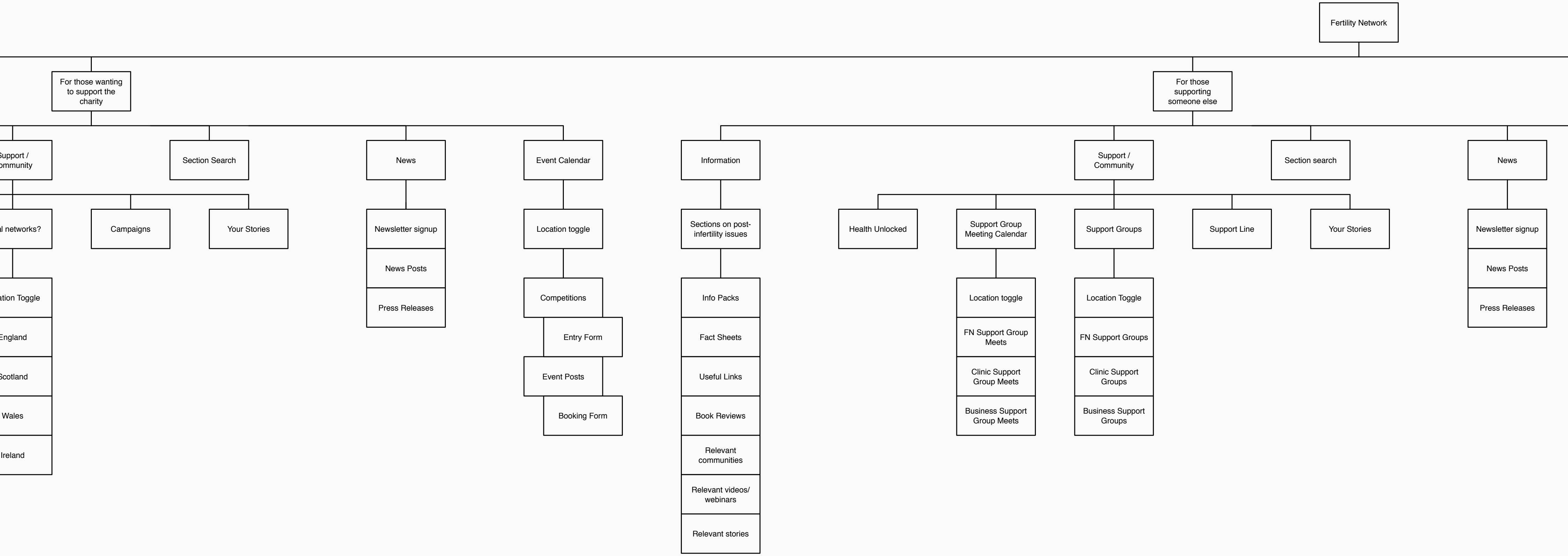
Landing Page	Sessions	% New Sessions
/	88751	74.72%
/404	7884	84.27%
/niac_2/nhs_funding_in_scotland	6610	81.07%
/nhs_funding_2	5972	54.12%
/moretolife/	4631	65.30%
/more_to_life	3893	68.79%
/forums/topic/1816/All the things clinics recommend for success	3839	74.08%
/information/pregnacare_conception_2015_sample	3311	88.79%
/forums/topic/18532/Learning From a Failed IVF Cycle	3124	75.83%
/niac_2/nhs_funding_in_wales	3021	74.78%
/support/support_groups_6	2711	70.93%
/niac_2/nhs_funding_in_northern_ireland	2605	73.63%
/information/factsheets	2367	21.38%
/support	1830	50.87%
/connect/forums	1445	64.29%
/forums/topic/18086/2WW after 1st cycle	1400	73.43%
/regional_network_2/infertility_network_scotland_2	1378	76.85%
/fundingforfertility/?id=5398	1357	85.85%
/forums/topic/18086/	1281	74.94%
/support/support_groups_6/england_wales	1264	52.77%
/forums/topic/18529/suprecur	1247	76.82%
/ace_babes	1064	75.38%
/forums/topic/10440/BMI TOO HIGH FOR IVF	971	84.24%
/moretolife	957	76.28%
/forums/topic/1618/Gonal F vs Menopur - any differences	949	82.51%
/forums/topic/12042/day 5 of menopur -what is normal	916	74.13%
/forums/topic/7974/Proxeed - Supplement for Sperm Quality	892	84.19%
/forums/topic/17456/Spotting during my whole luteal phase every month	883	88.67%
/nhs_funding_2/nhs_funding_in_england	874	17.16%
/fundingforfertility	841	80.98%
/information	806	20.60%
/forums/topic/18035/fibroids and conception	805	88.94%
/information/factsheets/living_with_involuntary_childlessness	762	77.17%
/forums/topic/1292/FSH levels	760	81.84%
/forums/topic/18564/Baseline scan, only 3 maybe 4 follicles	678	77.88%
/support/helplines	650	69.69%
/forums/topic/14881/2 failed ICSI attempts	647	73.26%



ewer participants. It makes assumptions about larger clusters based on individual pair relationships.



Page	Pageviews	Unique Pageviews	Avg. Time or	Entrances	Bounce Rate	% Exit
/forums/topic/1816/All the things clinics recommend for success	4022	3851	458.35	3842	95.76%	95.20%
/forums/topic/18532/Learning From a Failed IVF Cycle	3301	3151	343.19	3123	94.56%	93.49%
/forums/topic/18086/2WW after 1st cycle	1440	1382	441.80	1380	95.80%	95.49%
/forums/topic/18086/	1351	1294	416.16	1291	95.04%	94.82%
/forums/topic/10440/BMI TOO HIGH FOR IVF	1019	987	325.75	972	95.06%	93.62%
/forums/topic/12042/day 5 of menopur -what is normal	960	926	509.65	918	95.86%	95.21%
/forums/topic/1618/Gonal F vs Menopur - any differences	956	941	390.86	939	97.76%	97.80%
/forums/topic/7974/Proxeed - Supplement for Sperm Quality	945	896	320.16	895	94.41%	92.91%
/forums/topic/17456/Spotting during my whole luteal phase every month	908	887	441.33	885	97.06%	97.03%
/forums/topic/18035/fibroids and conception	845	801	307.14	800	93.88%	93.96%
/more_to_life/information/mtl_blog/166/I'm Childless and that's okay	756	710	281.67	52	63.46%	33.99%
/forums/topic/18564/Baseline scan, only 3 maybe 4 follicles	702	682	292.58	676	95.86%	95.30%
/forums/topic/14881/2 failed ICSI attempts	669	648	432.17	646	94.74%	94.62%
/forums/topic/7150/day 6 2ww	497	483	282.24	482	96.68%	96.58%
/forums/topic/16276/Day 11 post day 3 transfer and anxiously waiting	405	388	319.96	386	94.56%	94.07%
/forums/topic/18063/	383	364	333.38	363	92.56%	91.64%
/forums/topic/18212/Sperm analysis	362	333	345.24	325	91.38%	88.67%
/forums/topic/17738/Dealing with other people's pregnancies	336	314	325.38	281	87.54%	78.57%
/forums/topic/12326/Adoption alongside IVF	331	313	305.46	311	92.60%	91.54%
/forums/topic/18063/Newbie with short luteal phase	311	296	341.54	295	91.53%	91.00%
/forums/topic/12360/Can anyone help- no period yet in down regulation	293	279	368.18	279	94.62%	94.20%
/forums/topic/1166/Questions for review meeting	286	272	428.00	262	93.13%	89.51%
/forums/topic/17738/	267	258	306.57	255	90.59%	89.51%
/forums/topic/18910/Prostap	235	229	453.43	223	96.41%	94.04%
/forums/topic/16008/Fourth Time Lucky	222	216	586.27	214	93.93%	93.24%
/forums/topic/1956/Alex's Story Update	184	178	404.11	174	96.55%	95.11%
/forums/topic/5346/follicle reduction	181	172	569.00	172	94.19%	94.48%
/forums/topic/1018/Change of drugs	162	152	290.00	149	93.29%	91.98%
/forums/topic/18459/IVF treatment in India	149	129	325.18	108	81.48%	67.11%
/forums/topic/16044/Amethyst's Story	129	125	352.63	120	95.83%	93.80%
/forums/topic/18983/	128	117	389.14	114	87.72%	82.81%


Fertility Network
For those wanting to support the charity
For those supporting someone else
upport / ommunity
Section Search
News
Event Calendar
Information
Support / Community
Section search
News
l networks?
Campaigns
Your Stories
Newsletter signup
News Posts
Press Releases
Location toggle
Competitions
Entry Form
Event Posts
Booking Form
Sections on post-infertility issues
Info Packs
Fact Sheets
Useful Links
Book Reviews
Relevant communities
Relevant videos/ webinars
Relevant stories
Health Unlocked
Support Group Meeting Calendar
Location toggle
FN Support Group Meets
Clinic Support Group Meets
Business Support Group Meets
Support Groups
Location Toggle
FN Support Groups
Clinic Support Groups
Business Support Groups
Support Line
Your Stories
Newsletter signup
News Posts
Press Releases
tion Toggle
England
Scotland
Wales
Ireland

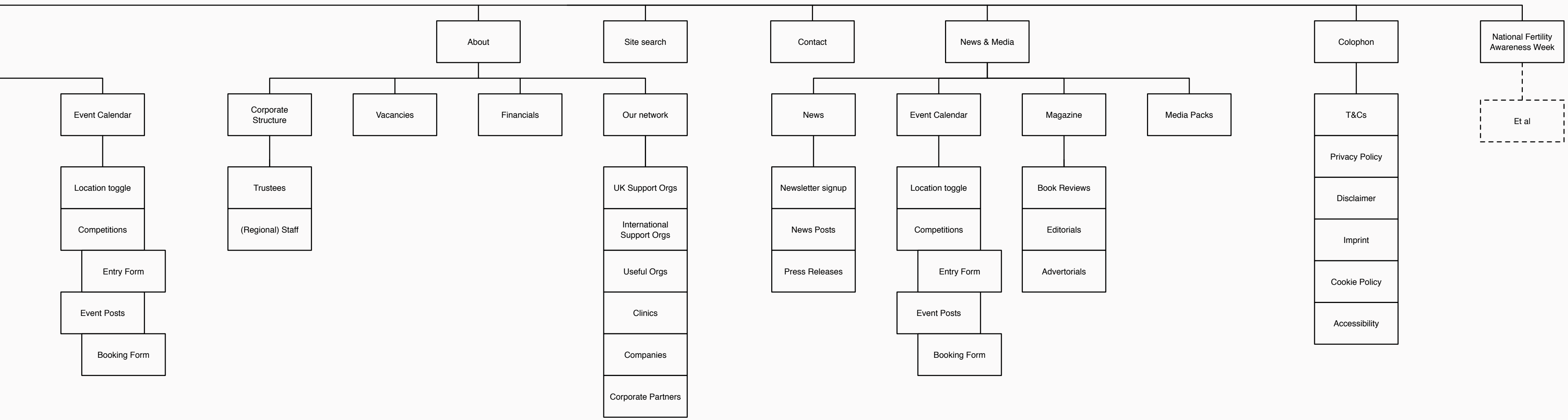
A ROBUST ARCHITECTURE

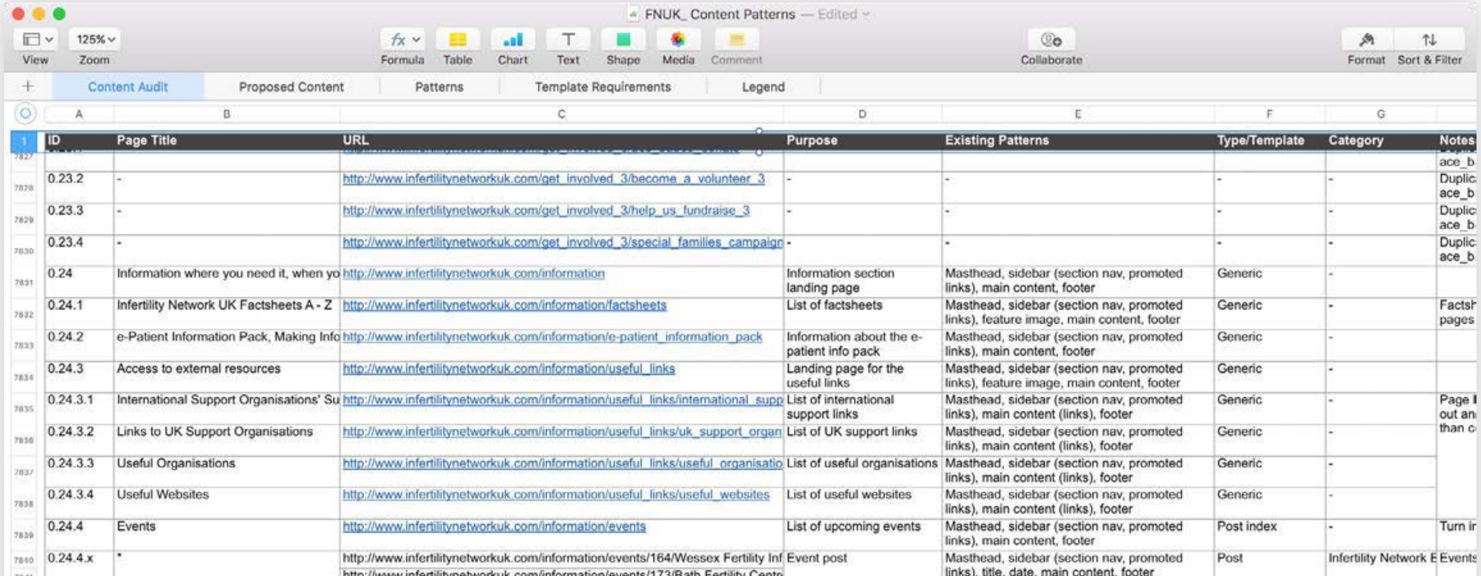
Using the results of the card-sorting workshops and the visitor flows I was able to organise the pages into a simple conceptual model that would be easy to navigate. This approach made more sense than a traditional sitemap because of the huge reorganisation of content that was involved as instead of instructing where to place content it would provide guidance on how to work out where content should go.

The architecture allows for the ‘model’ to be repeated multiple times, to target each audience segment. This modularity not only fulfils the need to share or isolate content between audiences but gives room for the site to change over a longer lifespan than a typical website. Each segment acts as a ‘chapter’ of the Fertility Network, which is necessary given the sensitive nature of the subject matter – for instance many of those who are unable to have children do not want to ever see any content aimed at those still trying.

After sharing and agreeing the conceptual model with the client and some of the target audience I moved on to content modelling, creating a list of content types and their respective domain models and taxonomies. These formed the basis of my content pattern library.

> Sensitive topics required clever channelling of content to avoid distressing visitors.


About
Site search
Contact
News & Media
Colophon
National Fertility Awareness Week
Event Calendar
Location toggle
Competitions
Entry Form
Event Posts
Booking Form
Corporate Structure
Trustees
(Regional) Staff
Vacancies
Financials
Our network
UK Support Orgs
International Support Orgs
Useful Orgs
Clinics
Companies
Corporate Partners
News
Newsletter signup
News Posts
Press Releases
Event Calendar
Location toggle
Competitions
Entry Form
Event Posts
Booking Form
Magazine
Book Reviews
Editorials
Advertorials
Media Packs
T&Cs
Privacy Policy
Disclaimer
Imprint
Cookie Policy
Accessibility
Et al


FNUK_ Content Patterns — Edited
View
125%
Zoom
Formula
Table
Chart
Text
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Media
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Collaborate
Format
Sort & Filter
Content Audit
Proposed Content
Patterns
Template Requirements
Legend
A
B
C
D
E
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G

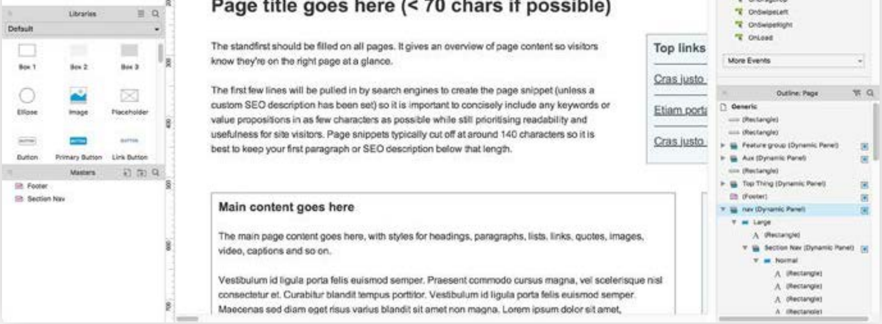
ID	Page Title	URL	Purpose	Existing Patterns	Type/Template	Category	Notes
							ace_b
0.23.2	-	http://www.infertilitynetworkuk.com/get_involved_3/become_a_volunteer_3	-	-	-	-	Duplic ace_b
0.23.3	-	http://www.infertilitynetworkuk.com/get_involved_3/help_us_fundraise_3	-	-	-	-	Duplic ace_b
0.23.4	-	http://www.infertilitynetworkuk.com/get_involved_3/special_families_campaign	-	-	-	-	Duplic ace_b
0.24	Information where you need it, when yo	http://www.infertilitynetworkuk.com/information	Information section landing page	Masthead, sidebar (section nav, promoted links), main content, footer	Generic	-	
0.24.1	Infertility Network UK Factsheets A - Z	http://www.infertilitynetworkuk.com/information/factsheets	List of factsheets	Masthead, sidebar (section nav, promoted links), feature image, main content, footer	Generic	-	Factsh pages
0.24.2	e-Patient Information Pack, Making Info	http://www.infertilitynetworkuk.com/information/e-patient_information_pack	Information about the e-patient info pack	Masthead, sidebar (section nav, promoted links), main content, footer	Generic	-	
0.24.3	Access to external resources	http://www.infertilitynetworkuk.com/information/useful_links	Landing page for the useful links	Masthead, sidebar (section nav, promoted links), feature image, main content, footer	Generic	-	
0.24.3.1	International Support Organisations' Su	http://www.infertilitynetworkuk.com/information/useful_links/international_supp	List of international support links	Masthead, sidebar (section nav, promoted links), main content (links), footer	Generic	-	Page out an than c
0.24.3.2	Links to UK Support Organisations	http://www.infertilitynetworkuk.com/information/useful_links/uk_support_organ	List of UK support links	Masthead, sidebar (section nav, promoted links), main content (links), footer	Generic	-	
0.24.3.3	Useful Organisations	http://www.infertilitynetworkuk.com/information/useful_links/useful_organisatio	List of useful organisations	Masthead, sidebar (section nav, promoted links), main content (links), footer	Generic	-	
0.24.3.4	Useful Websites	http://www.infertilitynetworkuk.com/information/useful_links/useful_websites	List of useful websites	Masthead, sidebar (section nav, promoted links), main content (links), footer	Generic	-	
0.24.4	Events	http://www.infertilitynetworkuk.com/information/events	List of upcoming events	Masthead, sidebar (section nav, promoted links), main content, footer	Post index	-	Turn ir
0.24.4.x	*	http://www.infertilitynetworkuk.com/information/events/164/Wessex Fertility Inf	Event post	Masthead, sidebar (section nav, promoted links), title, date, main content, footer	Post	Infertility Network E	Events

PROTOTYPING

With the structure and content planned I moved on to wireframing. Using the list of features I collated at the beginning I sketched out and linked up lo-fi versions of the required templates in Axure, simultaneously filling out the pattern library with documentation on the use cases, functionality and back-end requirements for each feature.

By sticking to a mobile-first layout system I had used in the past I was able to create testable wireframes quickly, safe in the knowledge that the patterns were touch friendly and would scale up and down suitably for any size viewport.

The first round of wireframes tested well with the audience but were deemed too complex by Fertility Network's stakeholders (who would be the editors ongoing), so I was required to simplify the content structure in a round of revisions.


Libraries
Default
Box 1
Box 2
Box 3
Ellipse
Image
Placeholder
Button
Primary Button
Link Button
Masters
Footer
Section Nav
OnSwipeLeft
OnSwipeRight
OnLoad
More Events
Outline: Page
Generic
(Rectangle)
(Rectangle)
Feature group (Dynamic Panel)
Aux (Dynamic Panel)
(Rectangle)
Top Thing (Dynamic Panel)
(Footer)
nav (Dynamic Panel)
Large
(Rectangle)
Section Nav (Dynamic Panel)
Normal
(Rectangle)
(Rectangle)
(Rectangle)
(Rectangle)

Page title goes here (< 70 chars if possible)

The standfirst should be filled on all pages. It gives an overview of page content so visitors know they're on the right page at a glance.

The first few lines will be pulled in by search engines to create the page snippet (unless a custom SEO description has been set) so it is important to concisely include any keywords or value propositions in as few characters as possible while still prioritising readability and usefulness for site visitors. Page snippets typically cut off at around 140 characters so it is best to keep your first paragraph or SEO description below that length.

Top links

Cras justo
Etiam porta
Cras justo

Main content goes here

The main page content goes here, with styles for headings, paragraphs, lists, links, quotes, images, video, captions and so on.

Vestibulum id ligula porta felis euismod semper. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Curabitur blandit tempus porttitor. Vestibulum id ligula porta felis euismod semper. Maecenas sed diam eget risus varius blandit sit amet non magna. Lorem ipsum dolor sit amet,

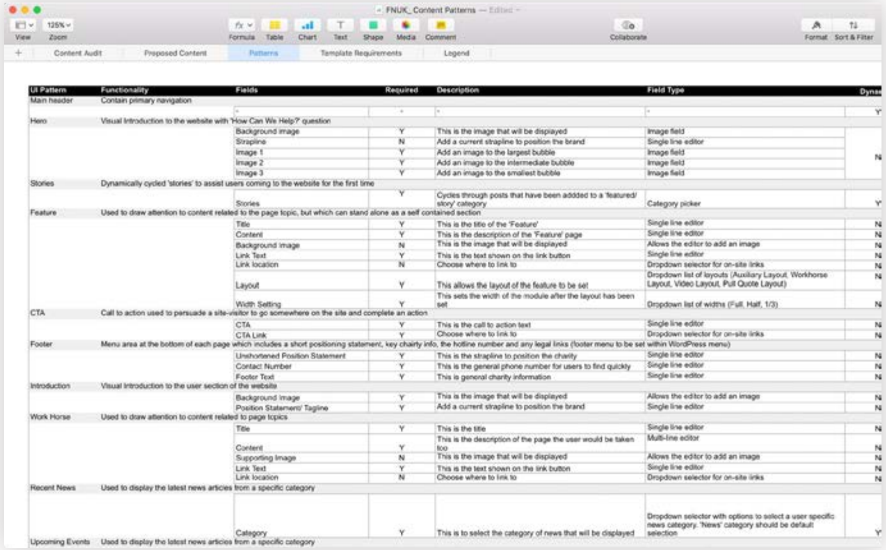

FNUK_Content Patterns — Edited
View
Zoom
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Table
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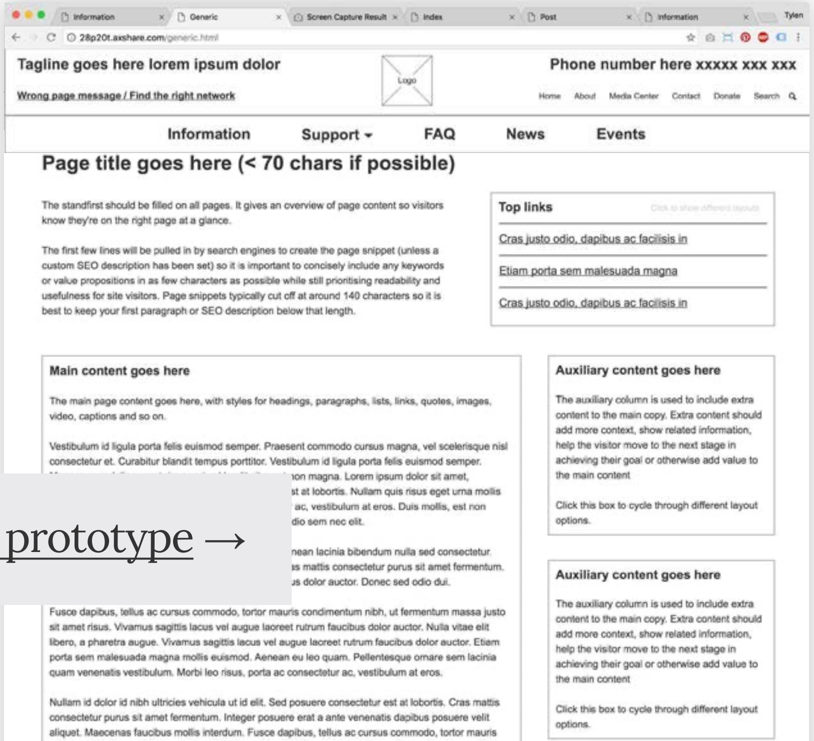
Text
Shape
Media
Comment
Collaborate
Format
Sort & Filter
Content Audit
Proposed Content
Patterns
Template Requirements
Legend

UI Pattern	Functionality	Fields	Required	Description	Field Type	Dyna
Main header	Contain primary navigation					
		-	-	-	-	Y
Hero	Visual Introduction to the website with 'How Can We Help?' question					
		Background image	Y	This is the image that will be displayed	Image field	N
		Strapline	N	Add a current strapline to position the brand	Single line editor	
		Image 1	Y	Add an image to the largest bubble	Image field	
		Image 2	Y	Add an image to the intermediate bubble	Image field	
		Image 3	Y	Add an image to the smallest bubble	Image field	
Stories	Dynamically cycled 'stories' to assist users coming to the website for the first time					
		Stories	Y	Cycles through posts that have been added to a 'featured/ story' category	Category picker	Y
Feature	Used to draw attention to content related to the page topic, but which can stand alone as a self contained section					
		Title	Y	This is the title of the 'Feature'	Single line editor	N
		Content	Y	This is the description of the 'Feature' page	Single line editor	N
		Background image	N	This is the image that will be displayed	Allows the editor to add an image	N
		Link Text	Y	This is the text shown on the link button	Single line editor	N
		Link location	N	Choose where to link to	Dropdown selector for on-site links	N
		Layout	Y	This allows the layout of the feature to be set	Dropdown list of layouts (Auxiliary Layout, Workhorse Layout, Video Layout, Pull Quote Layout)	N
		Width Setting	Y	This sets the width of the module after the layout has been set	Dropdown list of widths (Full, Half, 1/3)	N
CTA	Call to action used to persuade a site-visitor to go somewhere on the site and complete an action					
		CTA	Y	This is the call to action text	Single line editor	N
		CTA Link	Y	Choose where to link to	Dropdown selector for on-site links	N
Footer	Menu area at the bottom of each page which includes a short positioning statement, key chairty info, the hotline number and any legal links (footer menu to be set within WordPress menu)					
		Unshortened Position Statement	Y	This is the strapline to position the charity	Single line editor	N
		Contact Number	Y	This is the general phone number for users to find quickly	Single line editor	N
		Footer Text	Y	This is general charity information	Single line editor	N
Introduction	Visual Introduction to the user section of the website					
		Background image	Y	This is the image that will be displayed	Allows the editor to add an image	N
		Position Statement/ Tagline	Y	Add a current strapline to position the brand	Single line editor	N
Work Horse	Used to draw attention to content related to page topics					
		Title	Y	This is the title	Single line editor	N
		Content	Y	This is the description of the page the user would be taken too	Multi-line editor	N
		Supporting Image	N	This is the image that will be displayed	Allows the editor to add an image	N
		Link Text	Y	This is the text shown on the link button	Single line editor	N
		Link location	N	Choose where to link to	Dropdown selector for on-site links	N
Recent News	Used to display the latest news articles from a specific category					
		Category	Y	This is to select the category of news that will be displayed	Dropdown selector with options to select a user specific news category. 'News' category should be default selection	Y
Upcoming Events	Used to display the latest news articles from a specific category					


Information
Generic
Screen Capture Result
Index
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Information
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Logo
Home
About
Media Center
Contact
Donate
Search
Information
Support
FAQ
News
Events
Click to show different layouts

Tagline goes here lorem ipsum dolor

Wrong page message / Find the right network

Phone number here xxxxx xxx xxx

Page title goes here (< 70 chars if possible)

The standfirst should be filled on all pages. It gives an overview of page content so visitors know they're on the right page at a glance.

The first few lines will be pulled in by search engines to create the page snippet (unless a custom SEO description has been set) so it is important to concisely include any keywords or value propositions in as few characters as possible while still prioritising readability and usefulness for site visitors. Page snippets typically cut off at around 140 characters so it is best to keep your first paragraph or SEO description below that length.

Top links

Cras justo odio, dapibus ac facilisis in

Etiam porta sem malesuada magna

Cras justo odio, dapibus ac facilisis in

Main content goes here

The main page content goes here, with styles for headings, paragraphs, lists, links, quotes, images, video, captions and so on.

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Auxiliary content goes here

The auxiliary column is used to include extra content to the main copy. Extra content should add more context, show related information, help the visitor move to the next stage in achieving their goal or otherwise add value to the main content

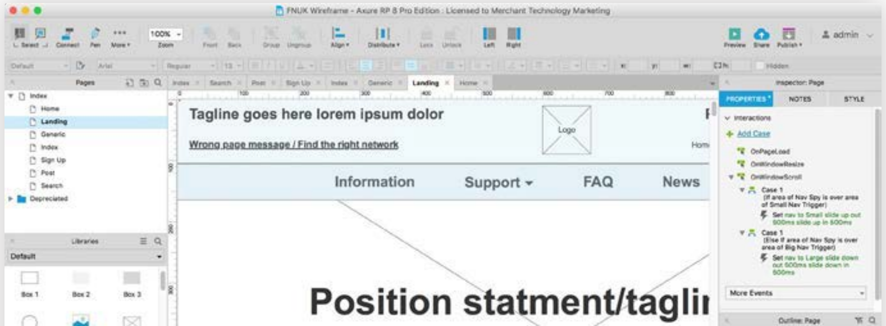
Click this box to cycle through different layout options.

Auxiliary content goes here

The auxiliary column is used to include extra content to the main copy. Extra content should add more context, show related information, help the visitor move to the next stage in achieving their goal or otherwise add value to the main content

Click this box to cycle through different layout options.

Axure prototype →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Index
Home
Landing
Generic
Index
Sign Up
Post
Search
Deprecated
Libraries
Default
Box 1
Box 2
Box 3
Index
Search
Post
Sign Up
Index
Generic
Landing
Home
Inspector: Page
PROPERTIES
NOTES
STYLE
Interactions
Add Case
OnPageLoad
OnWindowResize
OnWindowScroll
Case 1
(If area of Nav Spy is over area of Small Nav Trigger)
Set nav to Small slide up out 500ms slide up in 500ms
Case 1
(Else if area of Nav Spy is over area of Big Nav Trigger)
Set nav to Large slide down out 500ms slide down in 500ms
More Events
Outline: Page
Logo
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Tagline goes here lorem ipsum dolor

Wrong page message / Find the right network

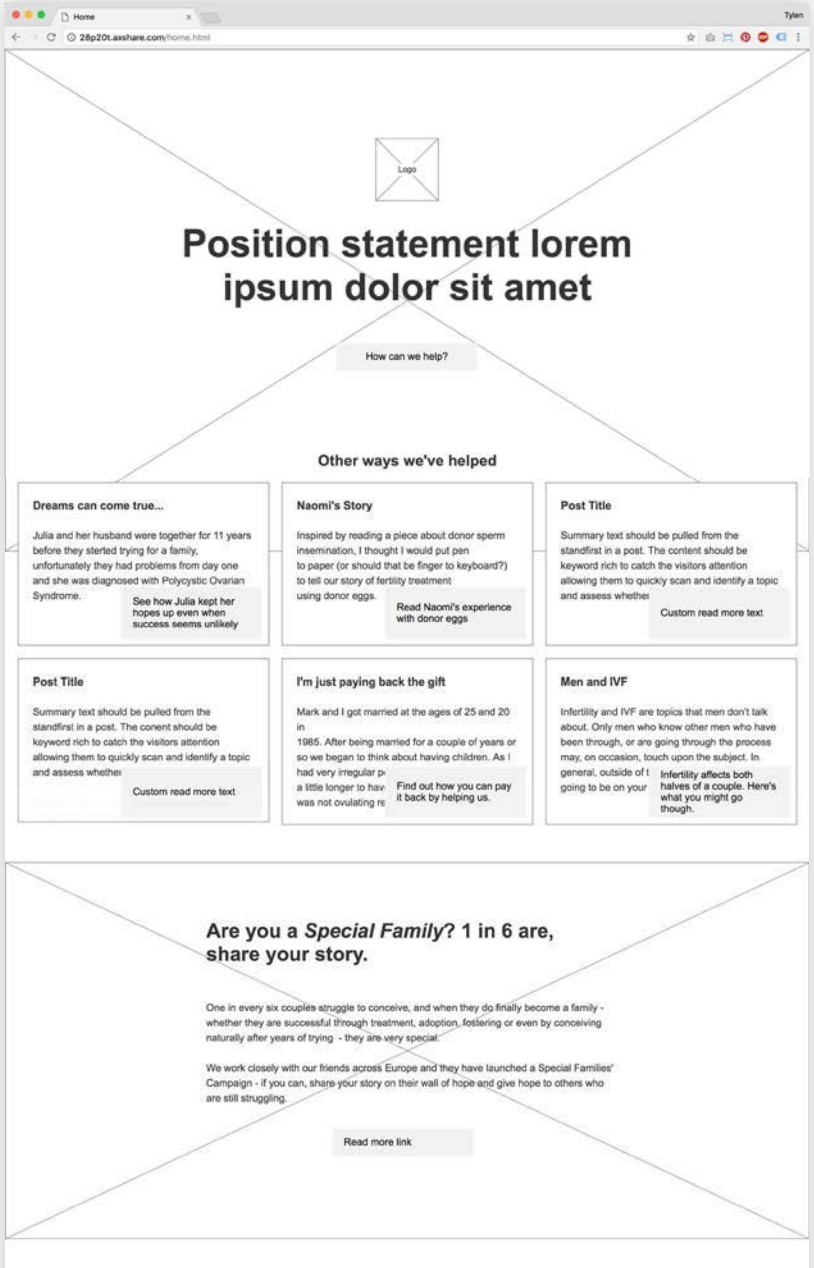
Information Support FAQ News

Position statment/taglin

Legal Charity Registered in England No. 1099960 and in Scotland No. SC039511Company Registration No. 4822073

Support line: 01213 235 025

We're here for anyone who has ever experienced in fertility problems



Position statement lorem ipsum dolor sit amet

How can we help?

Other ways we've helped

Dreams can come true...

Julia and her husband were together for 11 years before they sterted trying for a family, unfortunately they had problems from day one and she was diagnosed with Polycystic Ovarian Syndrome.

See how Julia kept her hopes up even when success seems unlikely

Naomi's Story

Inspired by reading a piece about donor sperm insemination, I thought I would put pen to paper (or should that be finger to keyboard?) to tell our story of fertility treatment using donor eggs.

Read Naomi's experience with donor eggs

Post Title

Summary text should be pulled from the standfirst in a post. The content should be keyword rich to catch the visitors attention allowing them to quickly scan and identify a topic and assess whethe

Custom read more text

Post Title

Summary text should be pulled from the standfirst in a post. The conent should be keyword rich to catch the visitors attention allowing them to quickly scan and identify a topic and assess whethe

Custom read more text

I'm just paying back the gift

Mark and I got married at the ages of 25 and 20 in
1985. After being married for a couple of years or so we began to think about having children. As I had very irregular p a little longer to hav was not ovulating re

Find out how you can pay it back by helping us.

Men and IVF

Infertility and IVF are topics that men don't talk about. Only men who know other men who have been through, or are going through the process may, on occasion, touch upon the subject. In general, outside of t going to be on your

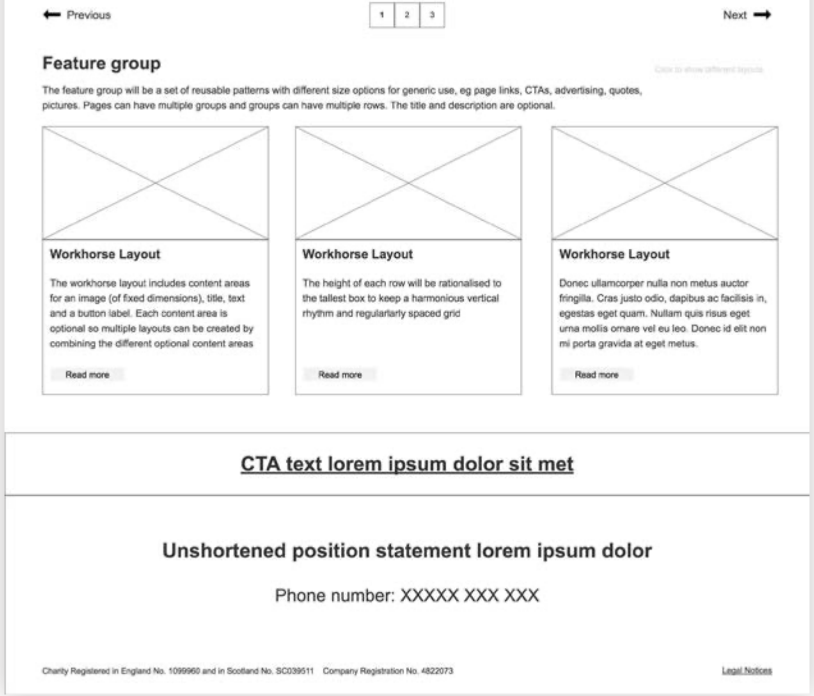
Infertility affects both halves of a couple. Here's what you might go though.

Are you a *Special Family*? 1 in 6 are, share your story.

One in every six couples struggle to conceive, and when they do finally become a family - whether they are successful through treatment, adoption, fostering or even by conceiving naturally after years of trying - they are very special.

We work closely with our friends across Europe and they have launched a Special Families' Campaign - if you can, share your story on their wall of hope and give hope to others who are still struggling.

Read more link



Feature group

The feature group will be a set of reusable patterns with different size options for generic use, eg page links, CTAs, advertising, quotes, pictures. Pages can have multiple groups and groups can have multiple rows. The title and description are optional.

Workhorse Layout

The workhorse layout includes content areas for an image (of fixed dimensions), title, text and a button label. Each content area is optional so multiple layouts can be created by combining the different optional content areas

Read more

Workhorse Layout

The height of each row will be rationalised to the tallest box to keep a harmonious vertical rhythm and regulariarly spaced grid

Read more

Workhorse Layout

Donec ullamcorper nulla non metus auctor fringilla. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Nullam quis risus eget urna mollis ornare vel eu leo. Donec id elit non mi porta gravida at eget metus.

Read more

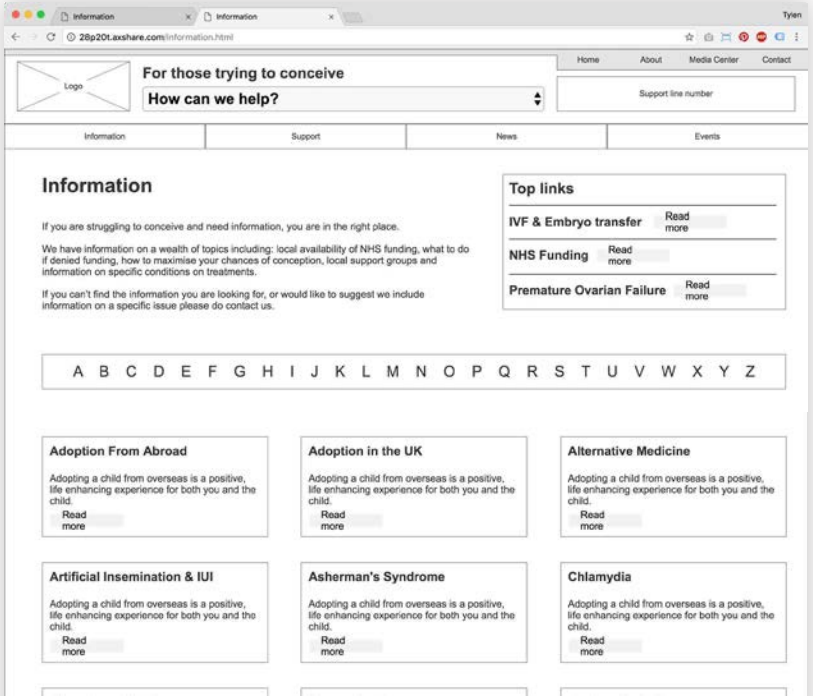
CTA text lorem ipsum dolor sit met

Unshortened position statement lorem ipsum dolor

Phone number: XXXXX XXX XXX

Charity Registered in England No. 1099960 and in Scotland No. SC039511 Company Registration No. 4822073

Legal Notices



For those trying to conceive

How can we help?

Information

If you are struggling to conceive and need information, you are in the right place.

We have information on a wealth of topics including: local availability of NHS funding, what to do if denied funding, how to maximise your chances of conception, local support groups and information on specific conditions on treatments.

If you can't find the information you are looking for, or would like to suggest we include information on a specific issue please do contact us.

Top links

IVF & Embryo transfer Read more

NHS Funding Read more

Premature Ovarian Failure Read more

Adoption From Abroad

Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

Read more

Adoption in the UK

Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

Read more

Alternative Medicine

Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

Read more

Artificial Insemination & IUI

Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

Read more

Asherman's Syndrome

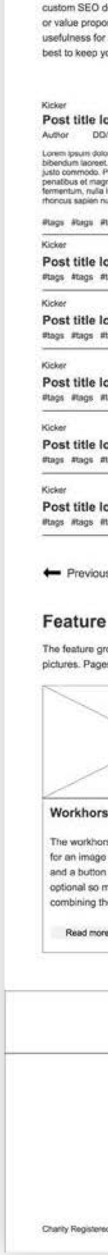
Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

Read more

Chlamydia

Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

Read more

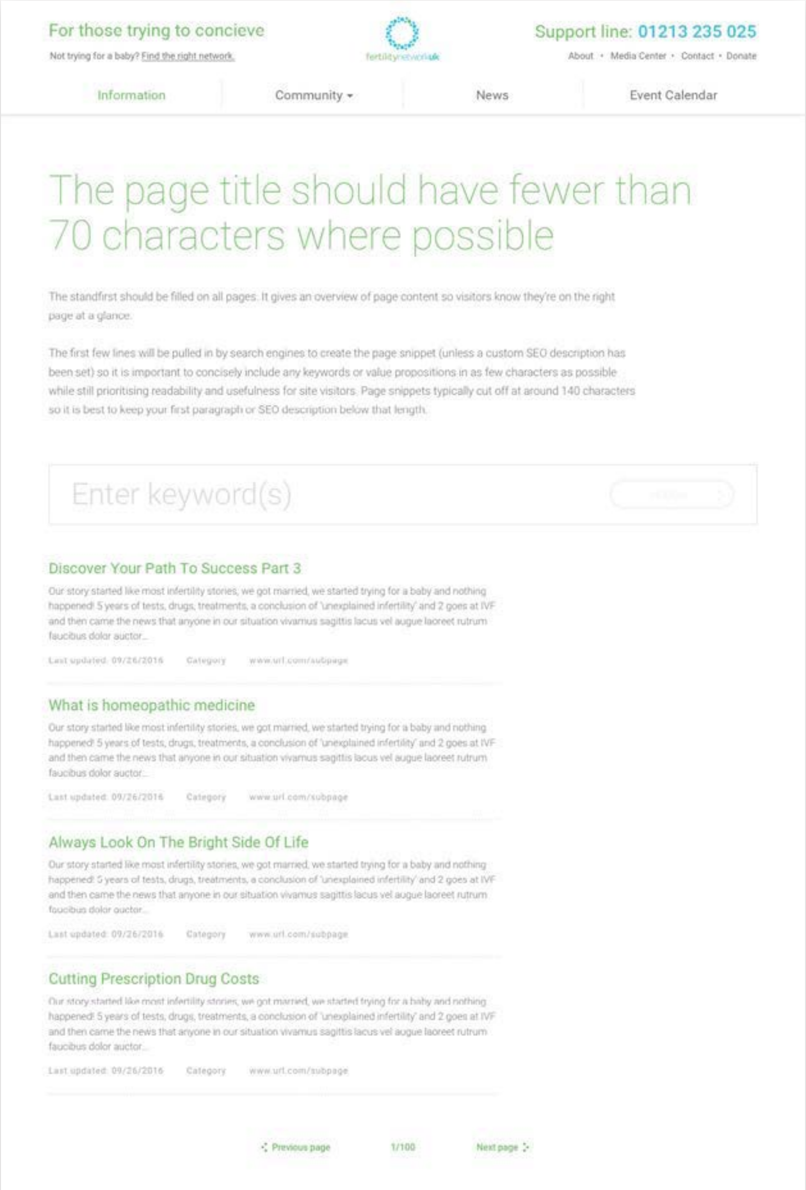


fertilitynetworkuk

SUPPORT LINE: 01213 235 025

Charity Registered in England No. 1099960 and in Scotland No. SC039511 · Company Registration No. 4822073

Problem with this site?
View legal notices



For those trying to concieve
Not trying for a baby? Find the right network.
fertilitynetworkuk
Support line: 01213 235 025
About • Media Center • Contact • Donate
Information
Community
News
Event Calendar

The page title should have fewer than 70 characters where possible

The standfirst should be filled on all pages. It gives an overview of page content so visitors know they're on the right page at a glance.

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Enter keyword(s)

Discover Your Path To Success Part 3

Our story started like most infertility stories, we got married, we started trying for a baby and nothing happened! 5 years of tests, drugs, treatments, a conclusion of 'unexplained infertility' and 2 goes at IVF and then came the news that anyone in our situation vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor...

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What is homeopathic medicine

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Always Look On The Bright Side Of Life

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Cutting Prescription Drug Costs

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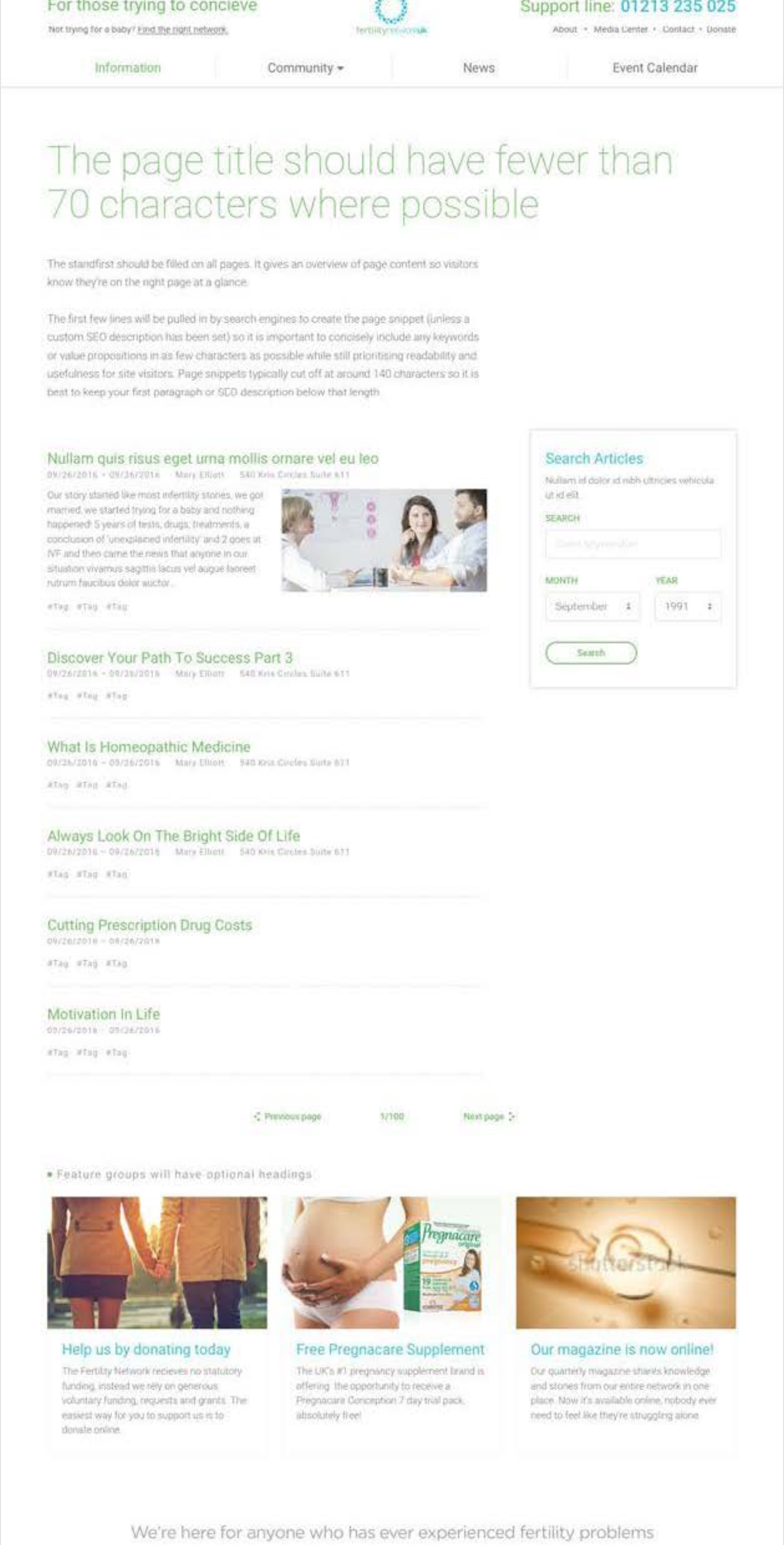

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fertilitynetworkuk
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Nullam quis risus eget urna mollis ornare vel eu leo

09/26/2016 – 09/26/2016 Mary Elliott 540 Kris Circles Suite 611

Our story started like most infertility stories, we got married, we started trying for a baby and nothing happened! 5 years of tests, drugs, treatments, a conclusion of 'unexplained infertility' and 2 goes at IVF and then came the news that anyone in our situation vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor...

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Feature groups will have optional headings

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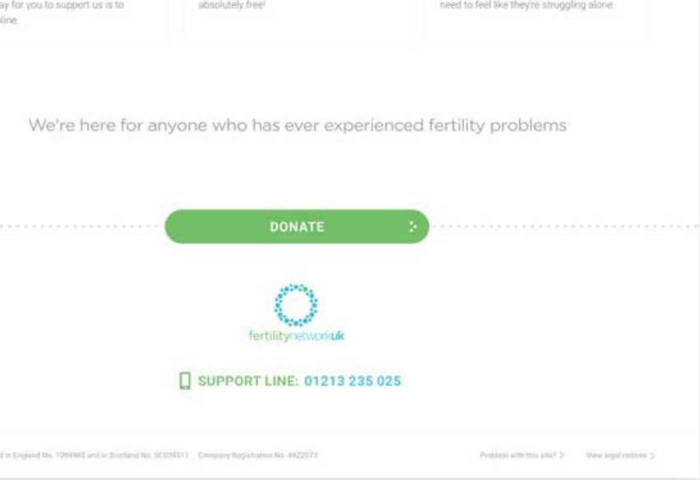
Our quarterly magazine shares knowledge and stories from our entire network in one place. Now it's available online, nobody ever need to feel like they're struggling alone.

We're here for anyone who has ever experienced fertility problems



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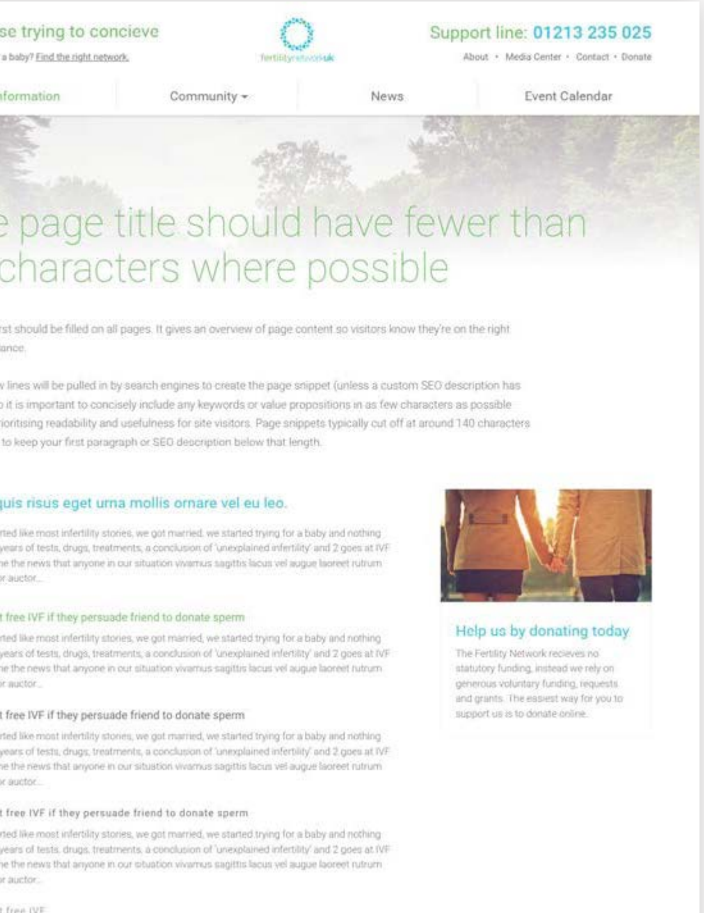

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Credit

Year: 2016

Client: Fertility Network UK

Completed At: Merchant Technology Marketing

My Roles: Research, IA, UX, Visual Design, Content Strategy

Project Manager, Editor: Alice Berry

Development: David Janning

Good *chemistry*

INEOS Group Limited ——
Flagship corporate website

—— Of the top ten chemicals producers in the world, INEOS is the only company still privately held. Run with a fiercely entrepreneurial culture, INEOS is comprised of a fluctuating number of independent business units each with their own product range. Due to the group's dynamic structure and autonomous management, a flexible and reusable website is key to uniting the units under one easily navigable hub. In support of a step into the oil and gas industry in 2015 that put INEOS and fracking in the public eye, I worked on a new information architecture that would restructure INEOS' 5000-page strong web presence to better represent and support its changing structure and the sudden public interest in their dealings.

Information Architecture *User Experience Design*

INEOS Group Website →

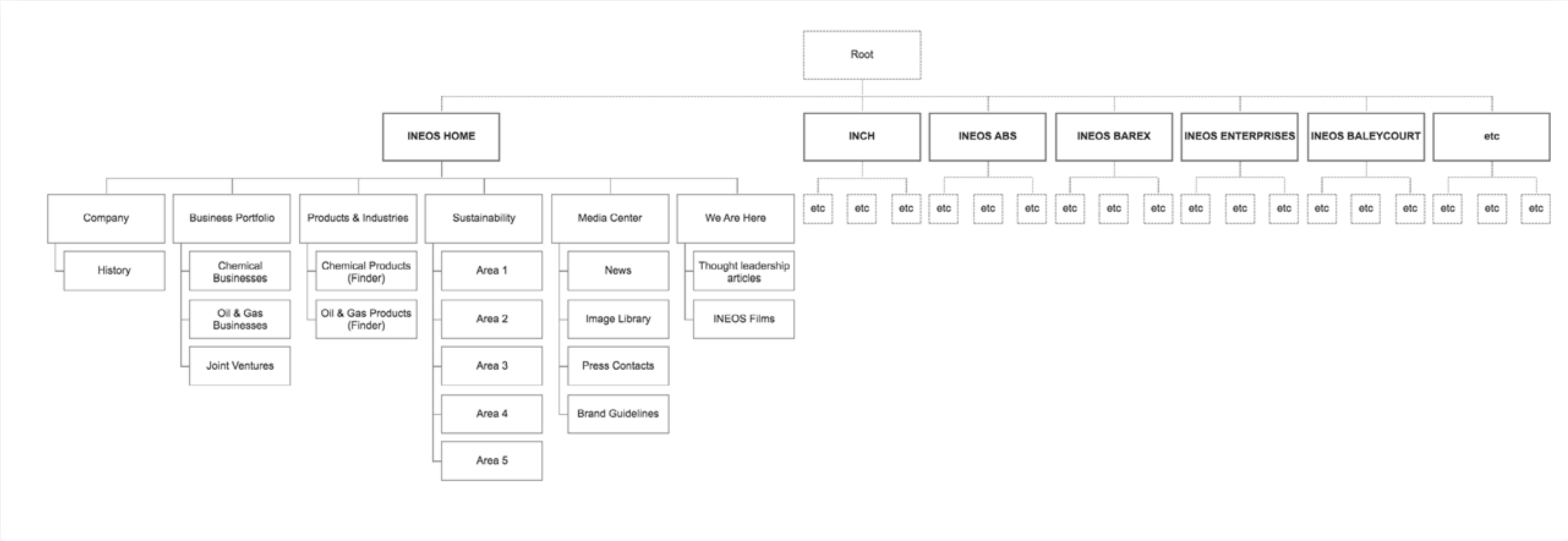
THE ARCHITECTURE

My first problem to tackle was how to place the new oil & gas businesses, would they sit alongside the chemicals businesses or somewhere else? Complicating matters was INEOS Enterprises and it's own set of sub-businesses.

In total I tested out 5 different architectures at varying degrees of resolution, before settling on the idea that the business units didn't need to be nested like Russian dolls.

As each business has equal standing regardless of the corporate structure, I would place them all as siblings in the architecture. The intricacies of the corporate hierarchy could then be explained explicitly in content rather than implied from the breadcrumb bar or URL scheme.

As a back-up plan I prepared a second architecture that more closely matched the corporate structure, just in case.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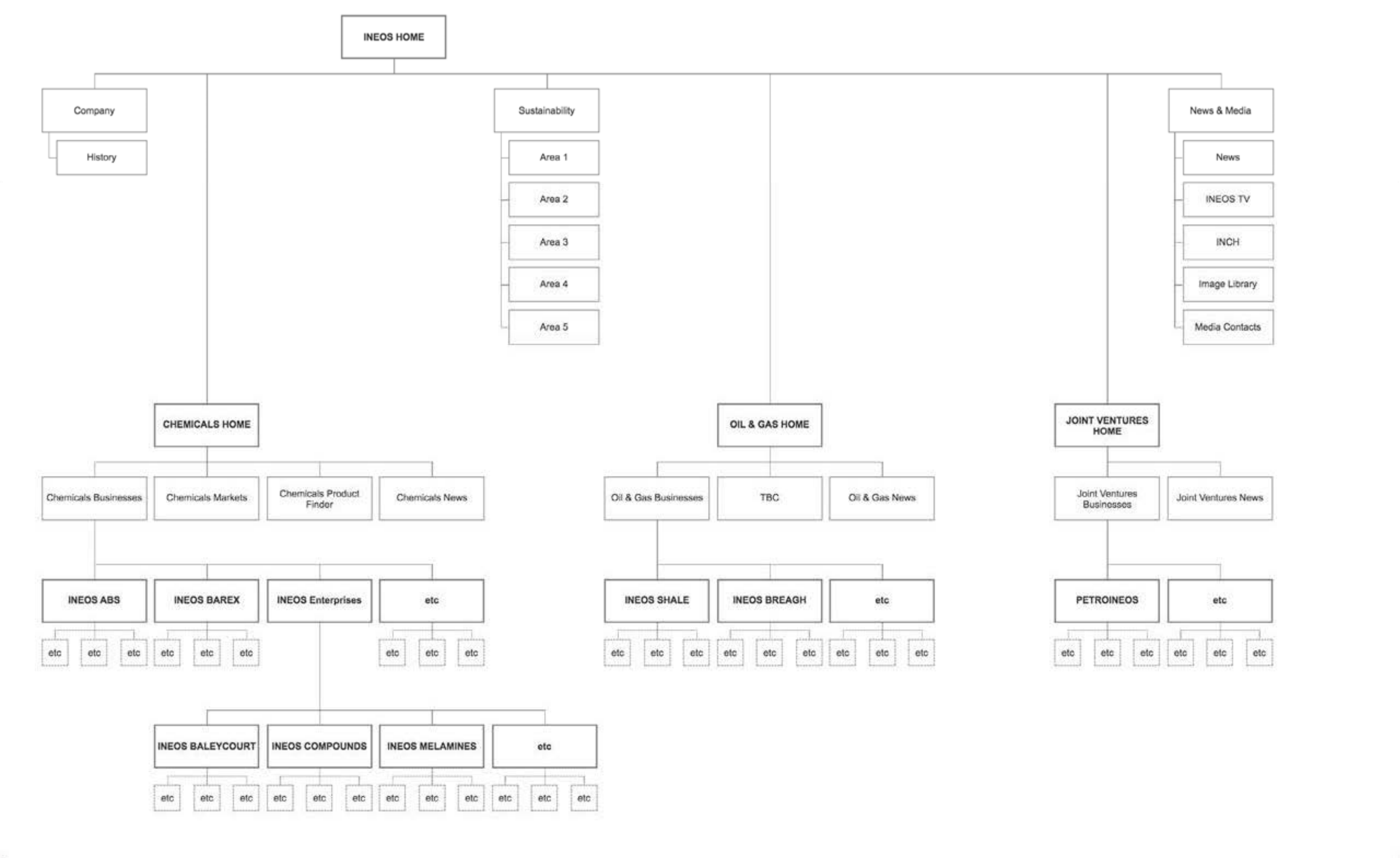
INEOS HOME
INCH
INEOS ABS
INEOS BAREX
INEOS ENTERPRISES
INEOS BALEYCOURT
etc
Company
History
Business Portfolio
Chemical Businesses
Oil & Gas Businesses
Joint Ventures
Products & Industries
Chemical Products (Finder)
Oil & Gas Products (Finder)
Sustainability
Area 1
Area 2
Area 3
Area 4
Area 5
Media Center
News
Image Library
Press Contacts
Brand Guidelines
We Are Here
Thought leadership articles
INEOS Films
etc

Architecture Prototype →


INEOS HOME
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Sustainability
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Area 2
Area 3
Area 4
Area 5
News & Media
News
INEOS TV
INCH
Image Library
Media Contacts
CHEMICALS HOME
Chemicals Businesses
Chemicals Markets
Chemicals Product Finder
Chemicals News
INEOS ABS
INEOS BAREX
INEOS Enterprises
etc
INEOS BALEYCOURT
INEOS COMPOUNDS
INEOS MELAMINES
OIL & GAS HOME
Oil & Gas Businesses
TBC
Oil & Gas News
INEOS SHALE
INEOS BREAGH
JOINT VENTURES HOME
Joint Ventures Businesses
Joint Ventures News
PETROINEOS

Structuring the site according to corporate hierarchic formalities was a mistake. The structure ought match the way the businesses were perceived.

THE NAVIGATION

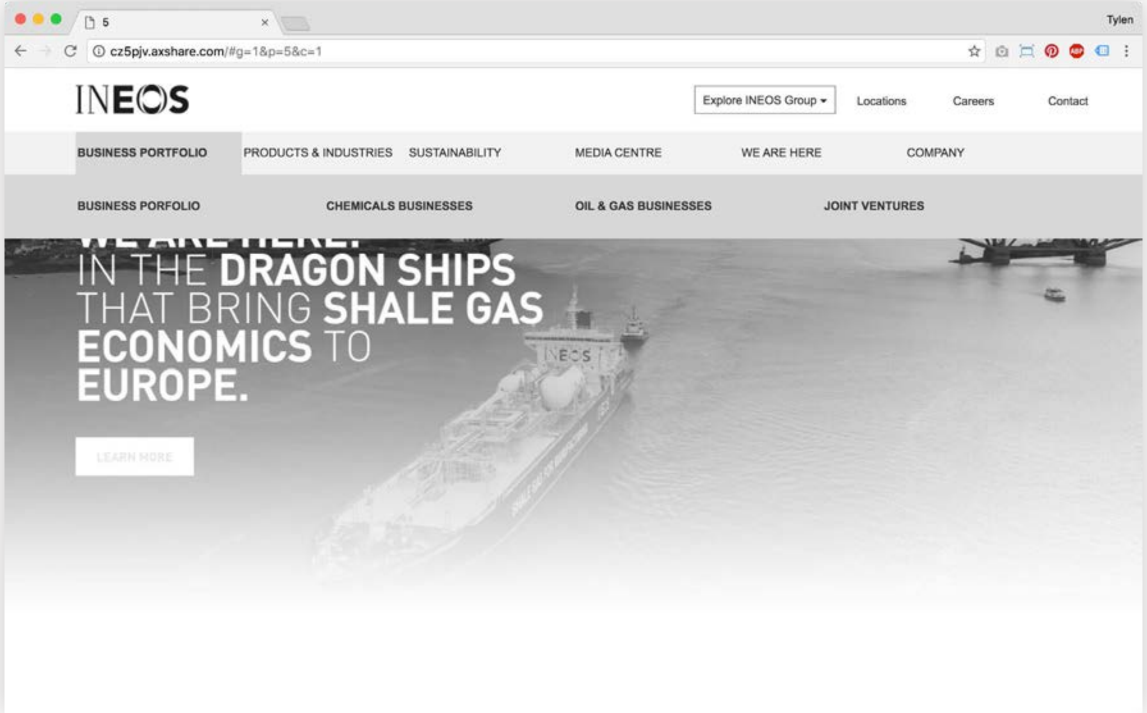
The next challenge was figuring out how to structure the navigation, as I was essentially telling INEOS how to present itself.

I looked at other chemical giants and umbrella companies to learn how they structured themselves and why, then I cherry-picked the best features, including;

- Business Portfolio, to showcase businesses the way Unilever showcases products and satisfy the need to show corporate structure.
- Products & Industries, to show what INEOS makes and how it can be used, similar to Dow's Products & Solutions section. This area also helps to cross-pollinate between businesses and makes it easy for customers to find product details.
- Top-level media centre, for highlighting recent news and updates, and signposted for journalists.
- Top-level spaces for sustainability and PR campaigns, such as the "We Are Here" promotion, to garner goodwill and assuage the worries of the public.

I was also able to remove redundant navigational elements, leaving only the business explorer as the point of interaction to switch to navigate to another business.

I presented my architecture directly to the Group Communications Manager at INEOS, who responded favourably to my proposal.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PRODUCTS & INDUSTRIES
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MEDIA CENTRE
WE ARE HERE
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JOINT VENTURES
IN THE DRAGON SHIPS THAT BRING SHALE GAS ECONOMICS TO EUROPE.
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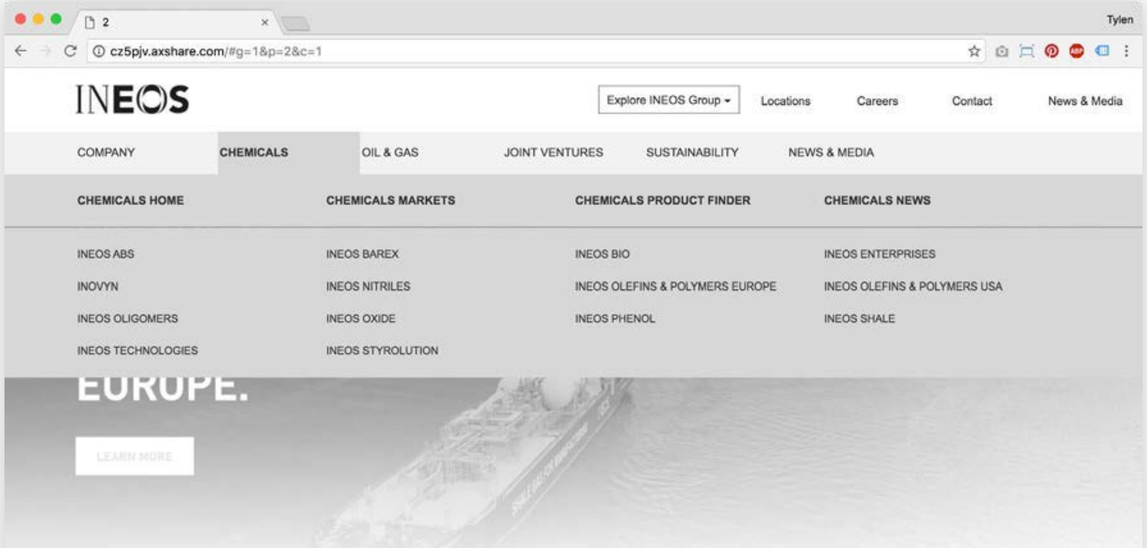
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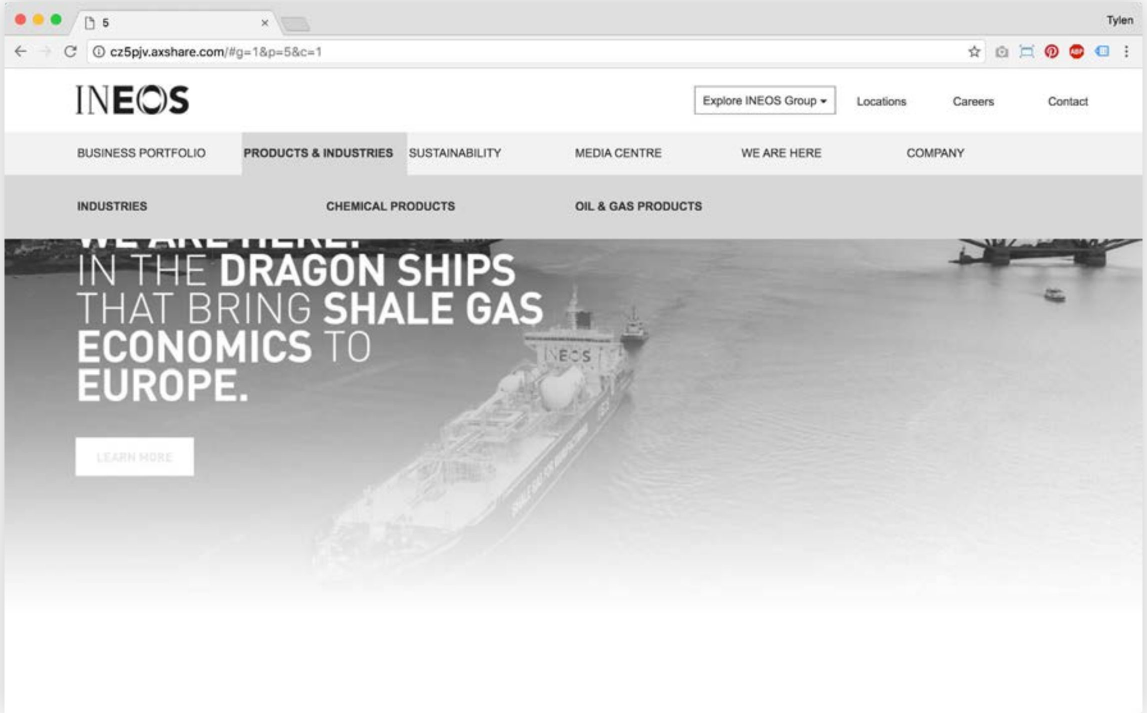
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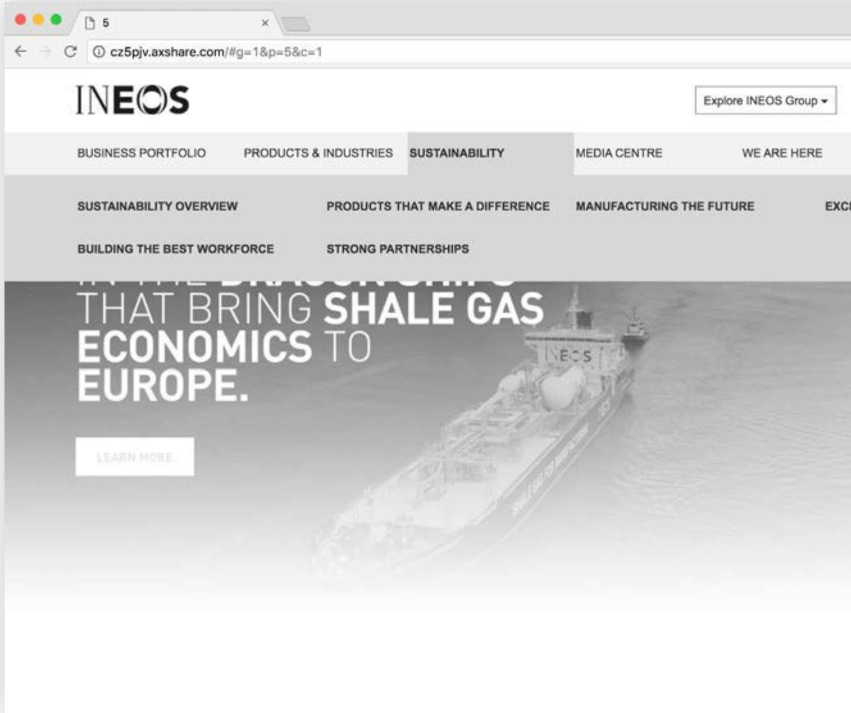
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STRONG PARTNERSHIPS
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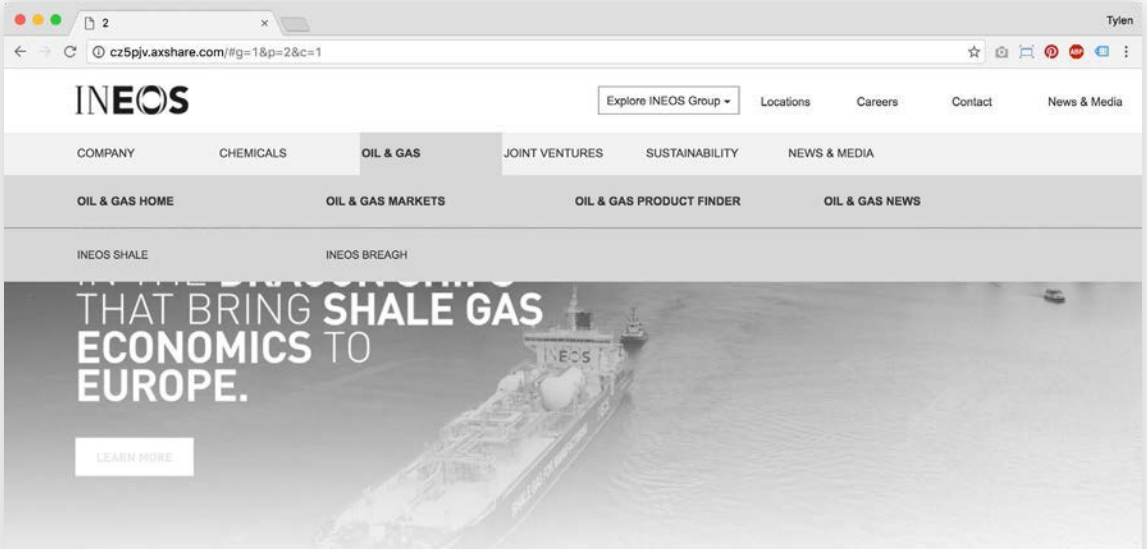
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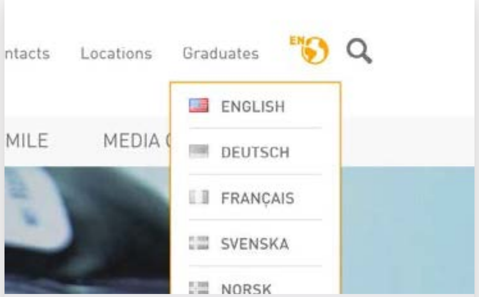
OTHER PRODUCTS

In addition to the IA, I have also worked on and/or led a number of other features on the INEOS website that are in the product pipeline, as well as creating a number of brochures, exhibition graphics and other PR materials.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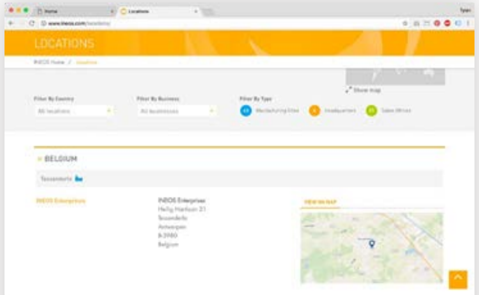
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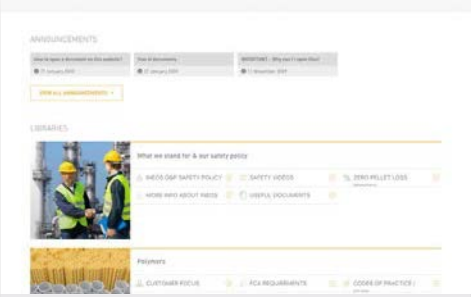
BELGIUM

Locations →

INEOS ENGINEERING ROLES
LIGHTING

Careers (Archived)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WELCOME TO INEOS TV

INEOS TV →

INVESTOR RELATIONS
WELCOME TO INEOS INVESTOR RELATIONS

Investor Relations (Archived)

EXCELLENCE IN SAFETY, HEALTH & ENVIRONMENTAL PERFORMANCE

Sustainability (Archived)

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INEOS at Antwerp
PERSONNEL
180
PRODUCTS
Phenol, Acetone
ABOUT THIS SITE
CAPACITY
LOGISTICS

Site pages (Archived)

Credit

Year: 2016

Client: INEOS Group

Completed At: Merchant Technology Marketing

My Roles: IA, UX, Visual Design

Project Management: Gordon Hawes & Richard Broughton

Development: Constantin Anca, Anup Zaver

Thanks: Pete Luffman (Visual Design), Mounir Boudouda (.net)

Tylen St Hilaire