

## My Design Works

# Pauline S McNaughton



A Product Designer with experience from startups to large enterprises spanning the Healthcare, Petcare, Transportation and B2B industries.

I believe in creating simple, beautiful and modern designs that solve everyday problems for everyday people.

# Project

## Fokcus

### SUMMARY

Fokcus assesses entrepreneurs and intelligently matches them with business mentors and curriculums. The objective was to create an end-to-end web app experience and redesign the website to help streamline the experience of mentees and mentors through integrated features that compliment the city launch sessions and events.

### ROLE

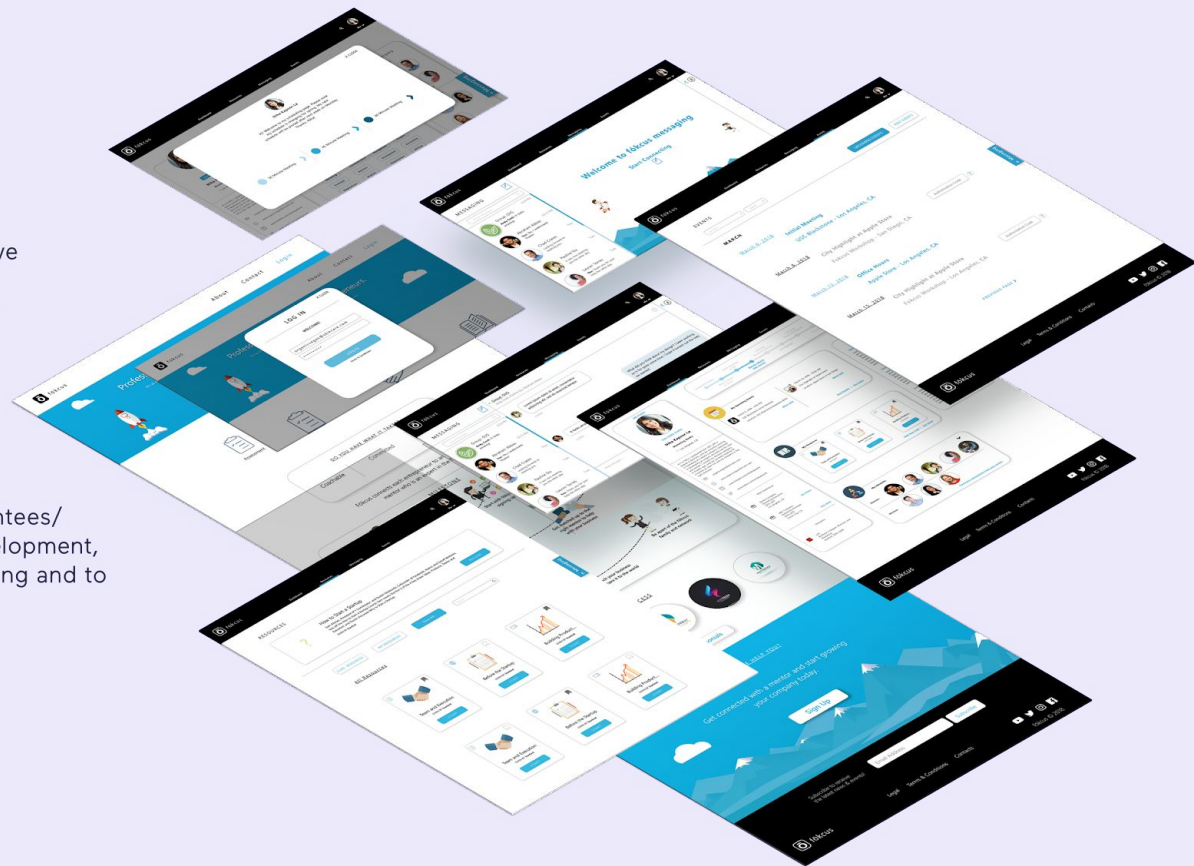
#### Product Designer

My role was to understand the pain-points for the mentees/mentors by doing user research, interviews, persona development, services blueprints, affinity mapping, user flows, user testing and to lead UI & visual design within our UX team of 3.

### Made in



### Tool



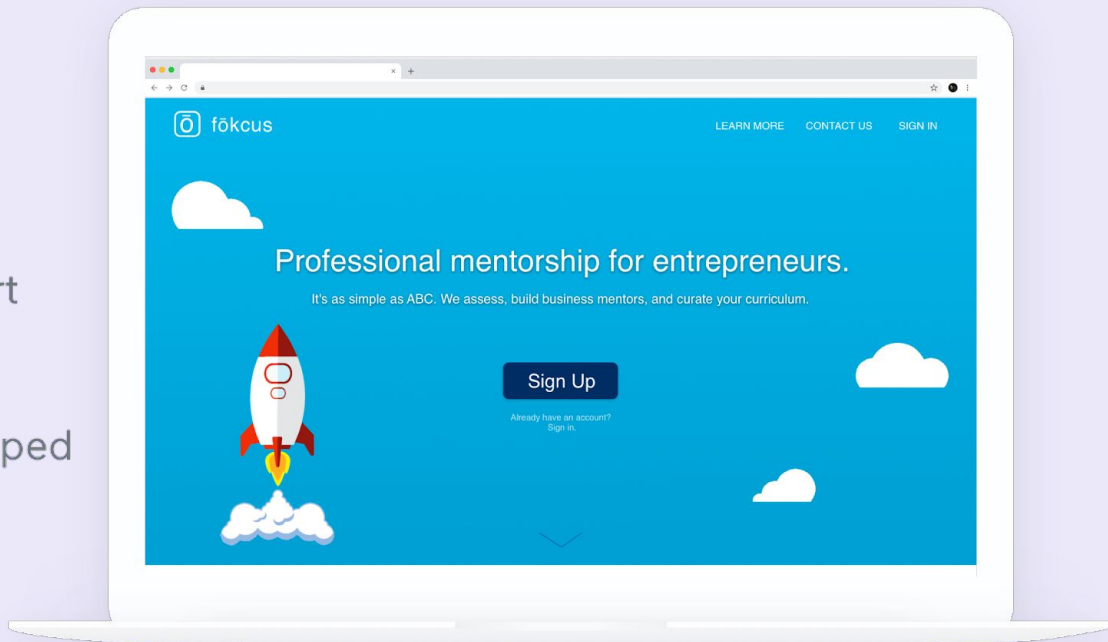
Final Design

## Situation & Challenge

Does not have a proper website.

**Why** were users struggling to convert the meeting information.

Create a product that adequately helped mentors and mentees connect.

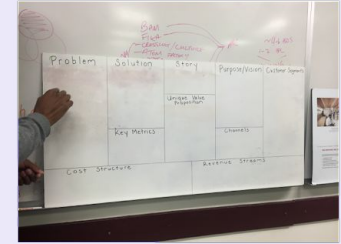


Before

# Initial Evaluation

## Our hypothesis

Mentees had a hard time digesting all the information they were given during the meeting.





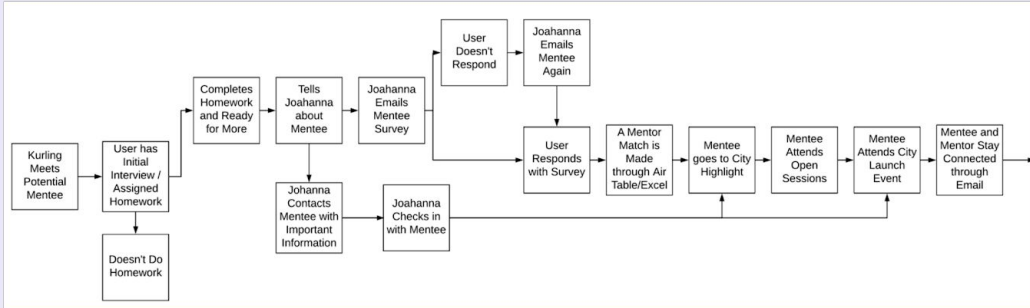
# Research



User Interviews



Synthesis: Affinity Map



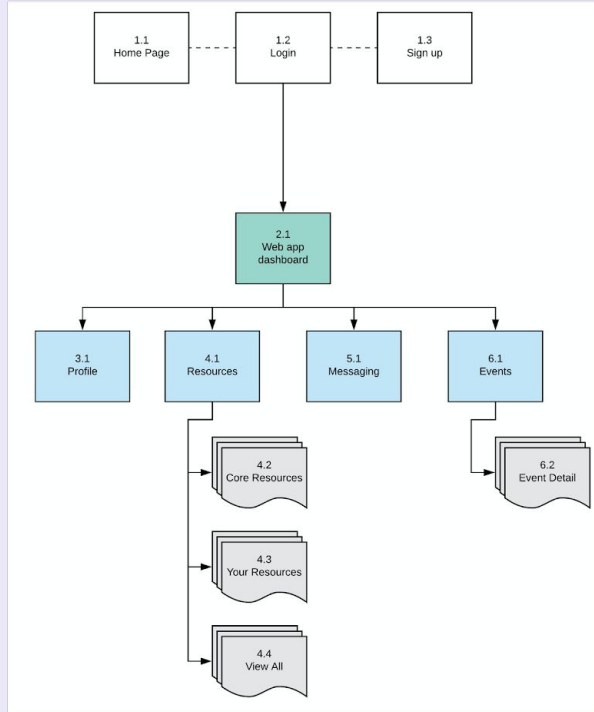
Current User Flow

	Fokuz	SCORE <small>FOR THE LOVE OF YOUR BUSINESS</small> Score	LinkedIn
Find a mentor	Yes	Yes	Yes, find it yourself
Take a workshop	No, only session	Yes	No
Log in	Yes	Yes	Yes
Free Business Advice	Yes	Yes	Yes
Become a mentor	Yes	Yes	Yes, need to do it yourself
Browse Library	Yes, curriculum	Yes	Yes
Success Story	Yes, current client	Yes	Yes, people post themselves
Find Location/Chapter	No	Yes	No
Survey/Psych Test	Yes	No, filters	No
Diverse Mentor	Yes	No	Yes
Donate	No	Yes	No
Partner(s) (Apple + Google)	Yes	No	No
Mentee Profile	Yes	No	Yes
Messaging/Contacts	Yes	No	Yes
Connect	Yes	No	Yes

Comparative & Competitive Analysis



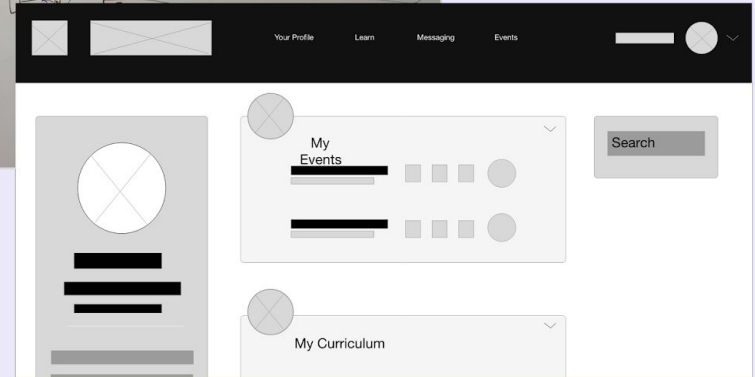
# Design Exploration



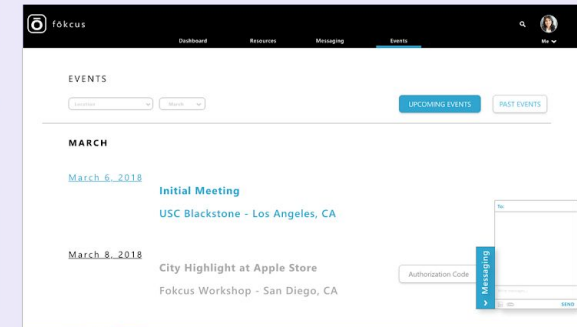
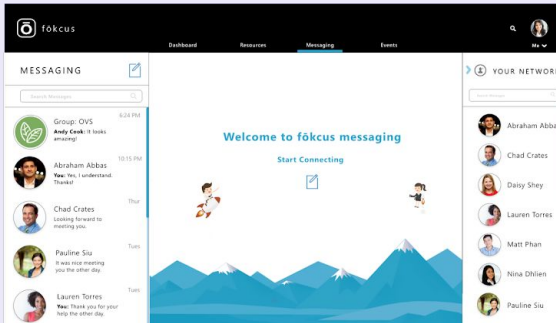
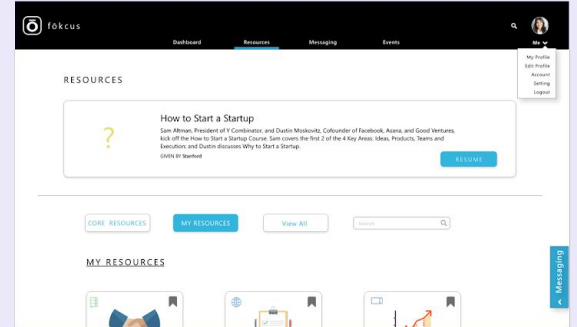
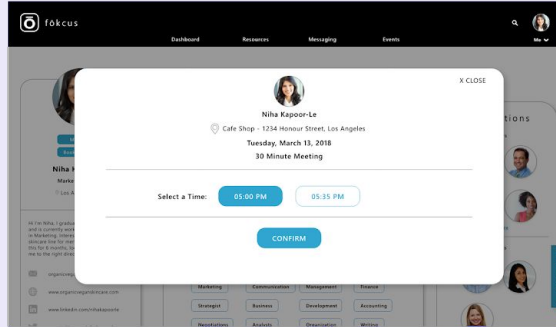
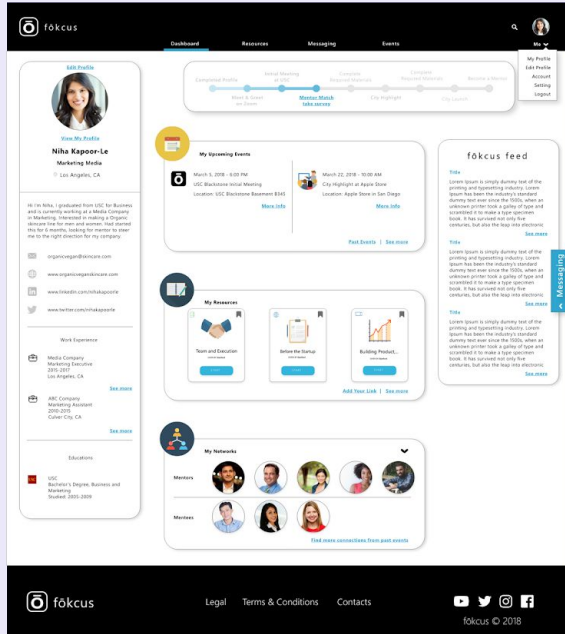
Site Map



Whiteboard Sketching & Low Fidelity Designs

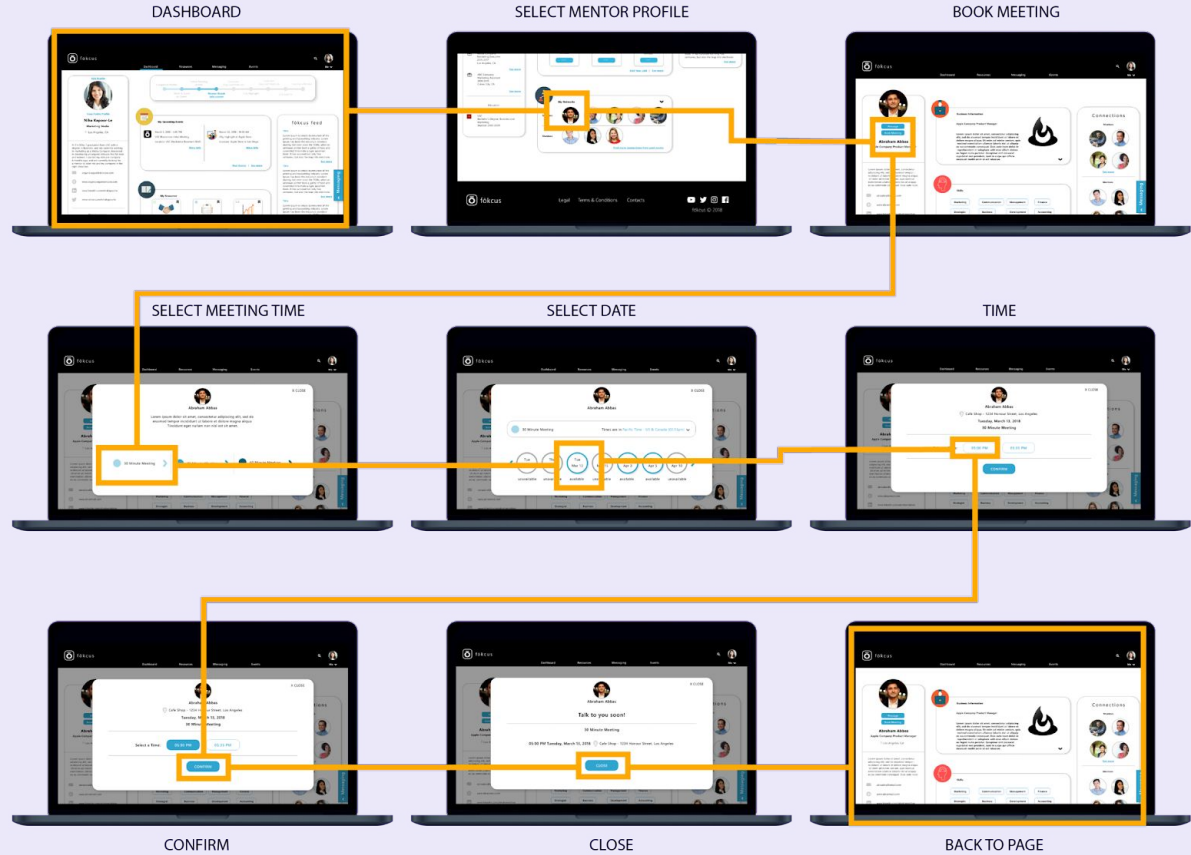


# High Fidelity Wireframes



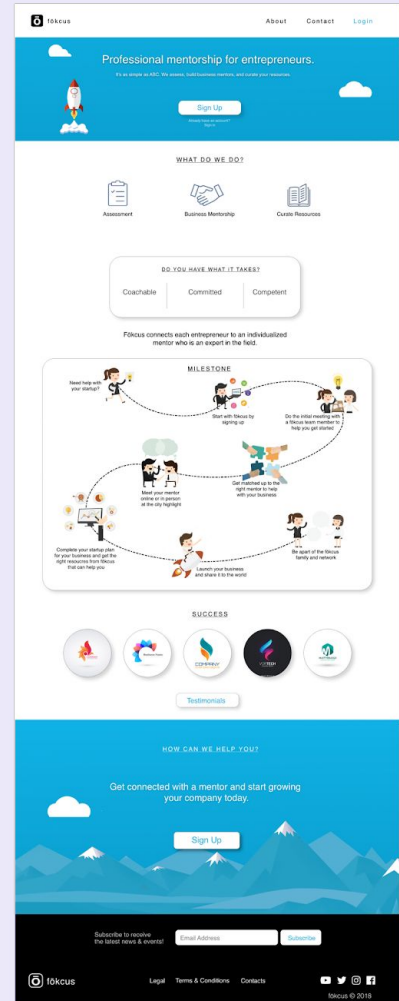
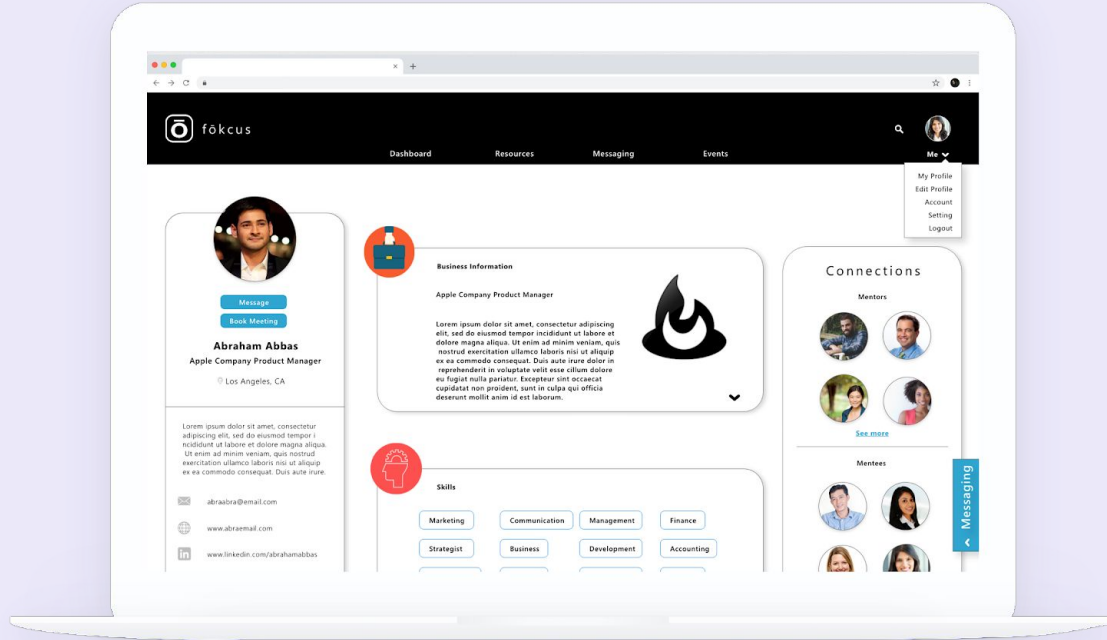
# Wire Flows

Booking a meeting with a mentor



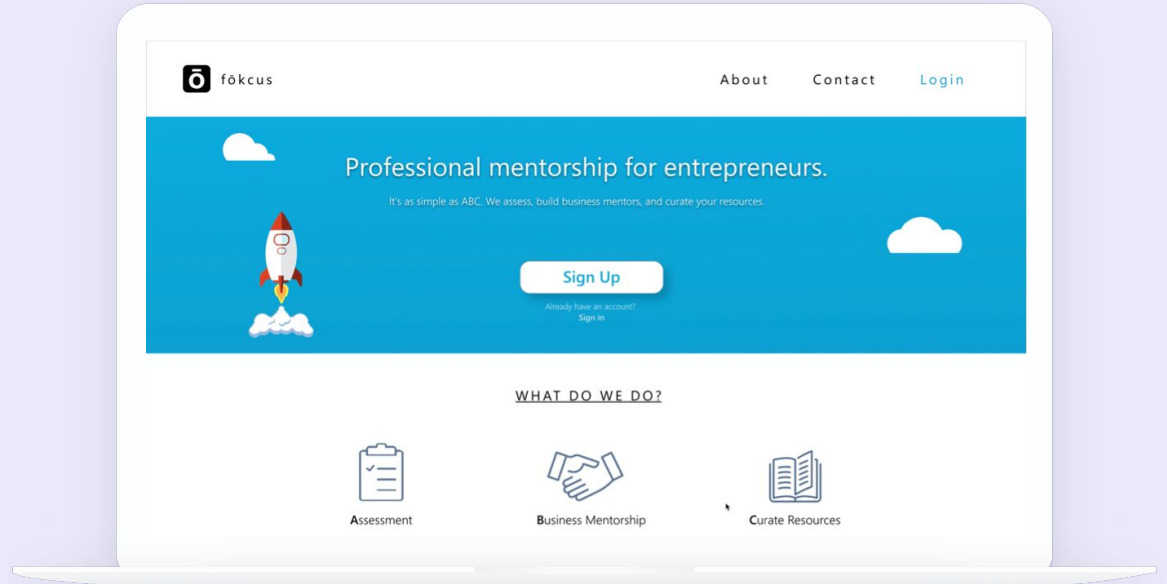


# Shipped Product



# Result

After finishing the web app, we did usability testing with the prototype I made. All the mentees that tested it gave a ton of **positive** feedback and indicated that this product would definitely help them understand the business structure. This would help boost signups amongst new startups and increase the number of users who would work with Fokcus.



## Key Learning



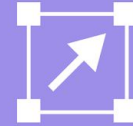
### Research & Test Early

It is critical to test the product early, so you have more time to fix and design a better user experience.



### Listen to your Users

Your users can provide valuable insight & information that can allow you to create the best design.



### Explore & Ideate

Getting the most out of your design by ideating which can optimize your chance to create better designs for your users.



### Change Lives

Giving a platform for mentees to connect with other successful entrepreneurs to help them launch their startup.



### Good UX = Partnerships

Companies get excited to see the growth and want to partner up for future events to help new startups.



### Good UX = Growth

Good UX can boost more confidence for users and help grow the platform for more signups & partnerships.

# Project

## Wag!

### SUMMARY

Wag! is a technology platform that supports dog walking, pet sitting, veterinary care, and training services across the US. The objective was to redesign the native app to improve customer awareness, click-through and business conversion of new service offerings.

### ROLE

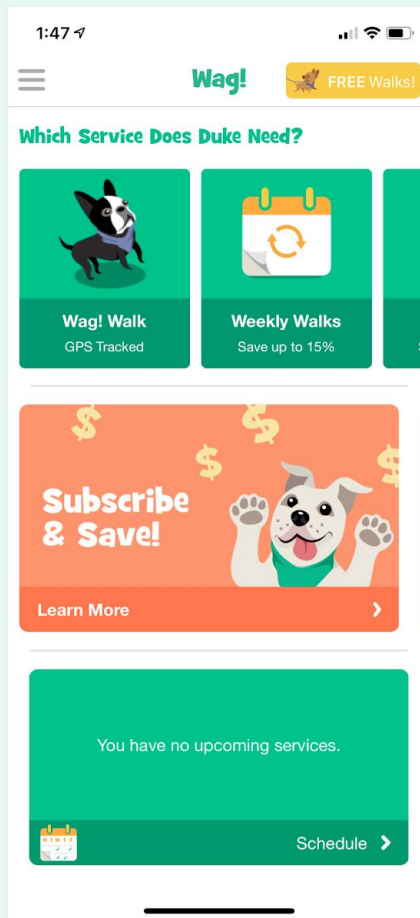
#### Senior Product Designer

My role was to brainstorm, research, and create a solution to enhance sales of our new services. I developed wireframes from low to high fidelity and liaise between the design team, engineers and director of product.

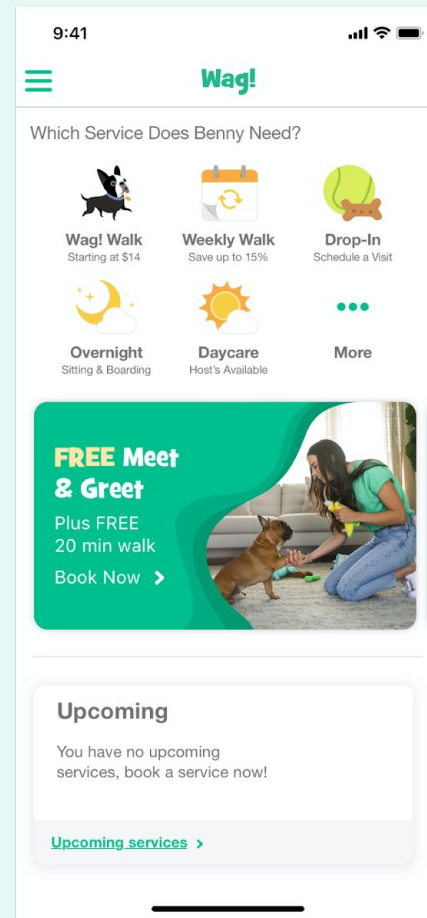
### Made in



### Tool



Before



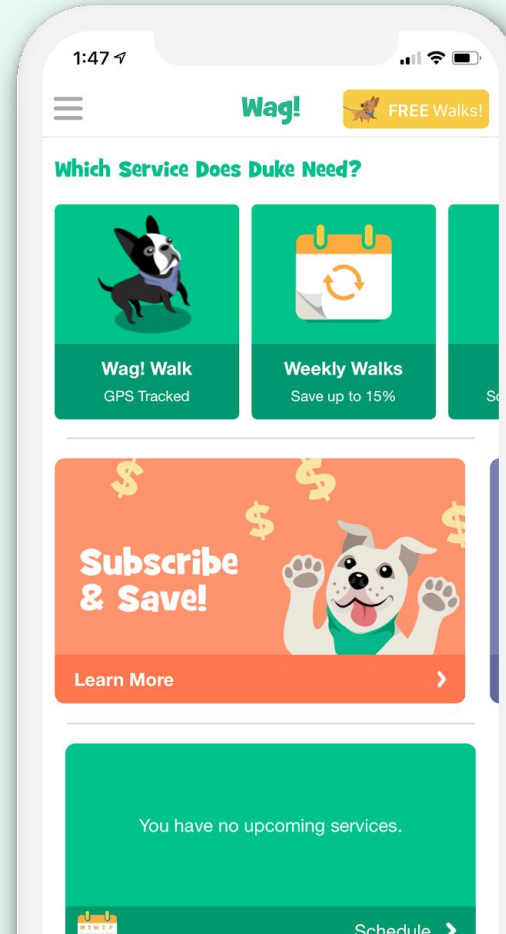
After

## Situation & Challenge

Newly launched services were not gaining any traction.

**Why** users are having difficulties discovering new services.

Designing solutions to solve the pain-point users were having.

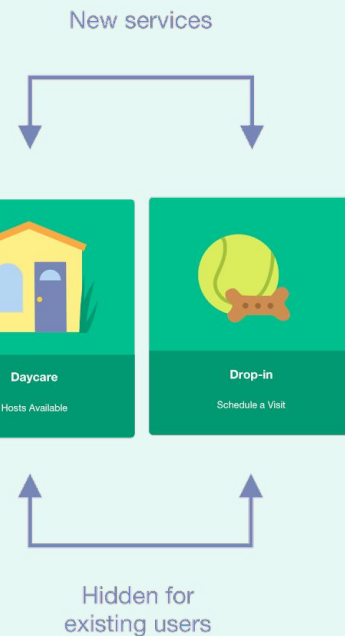
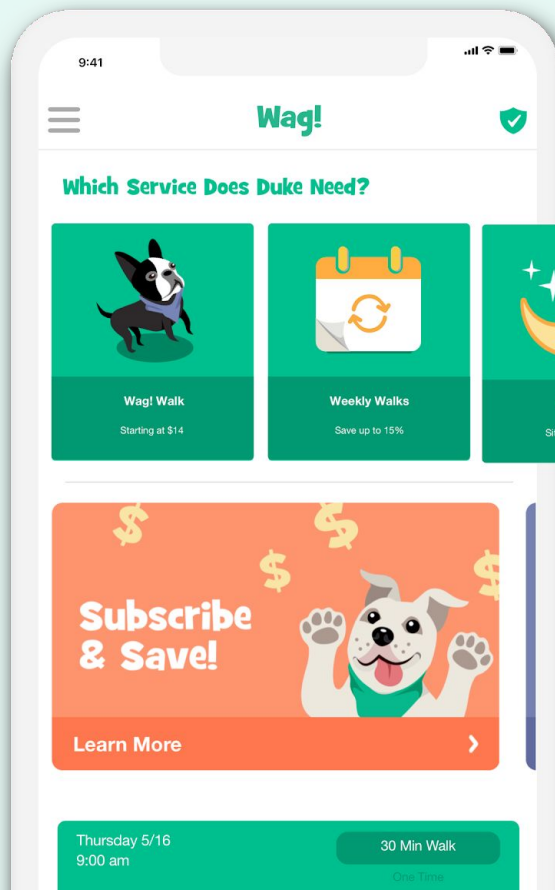




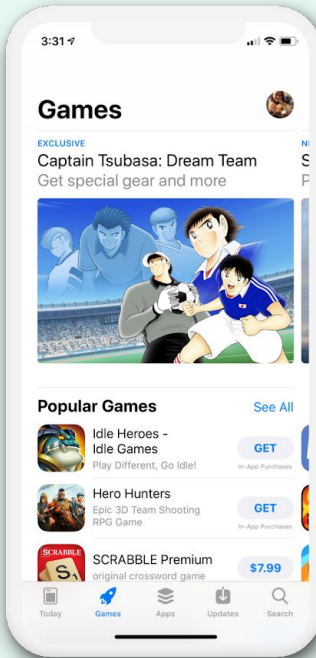
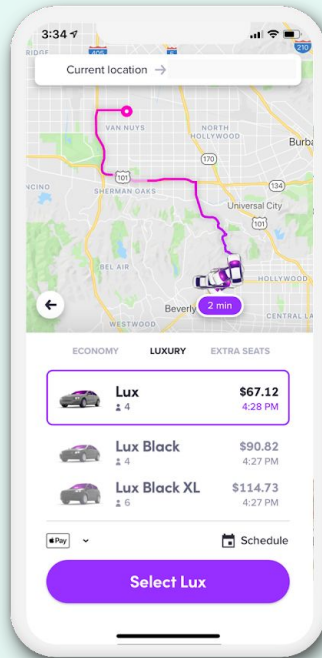
# Initial Evaluation

## Hypothesis:

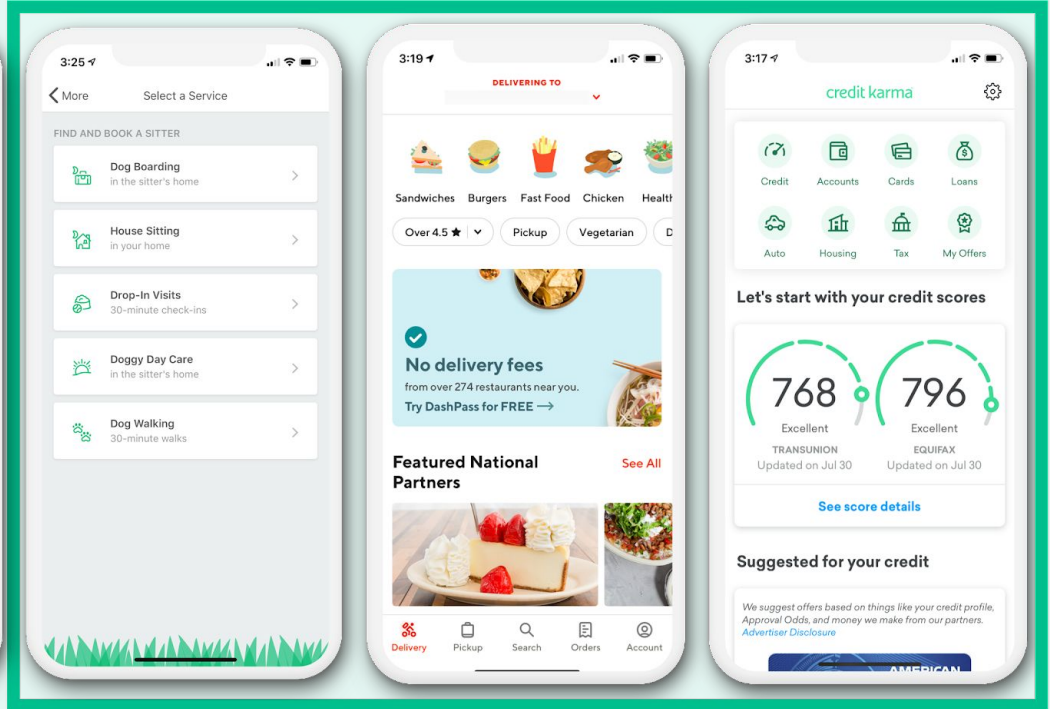
Horizontal scrolling harmed user awareness of our services.



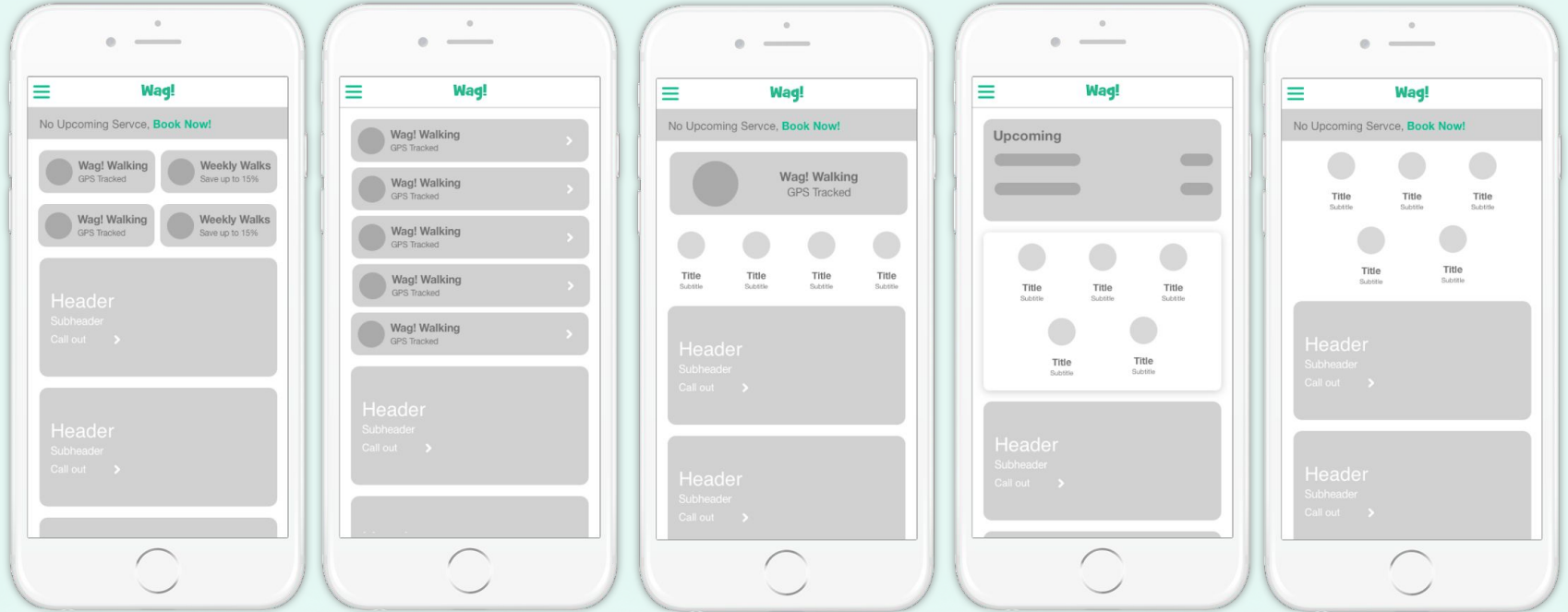
# Research



# Design Focus

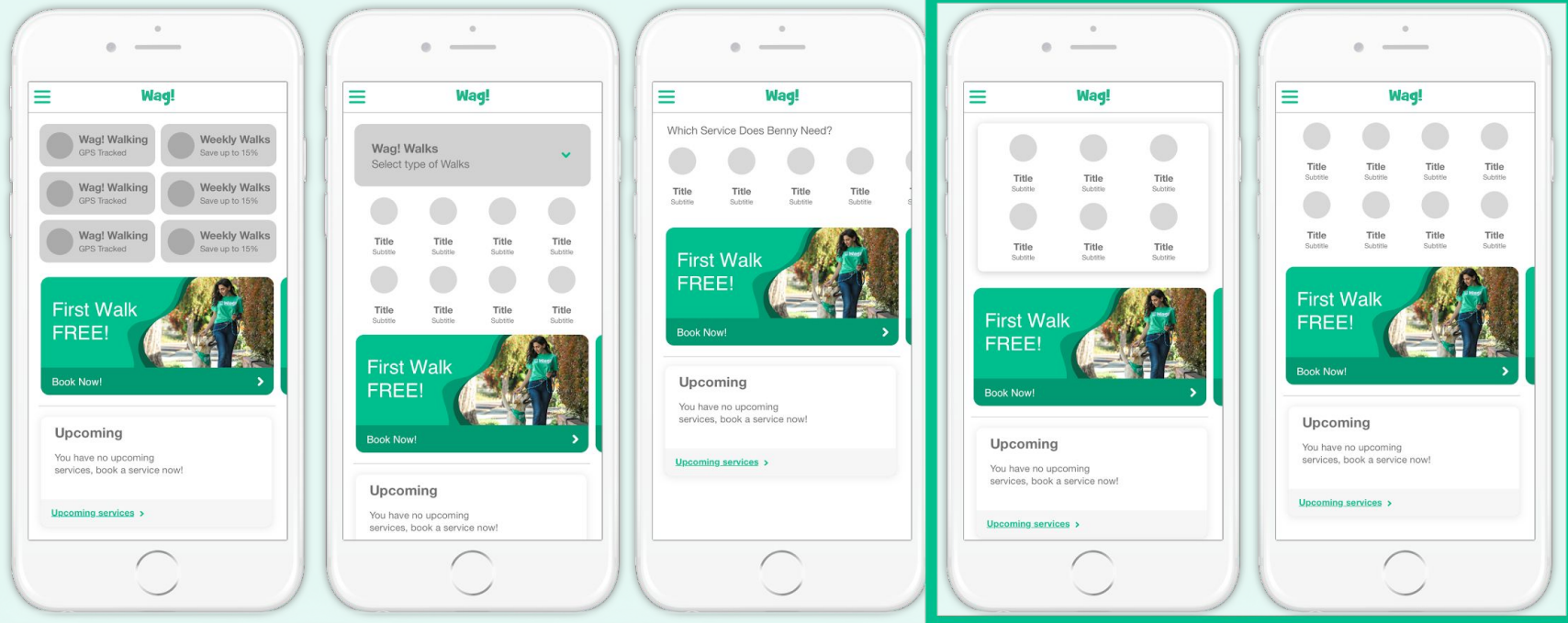


# First Design Exploration (Low-Fidelity)

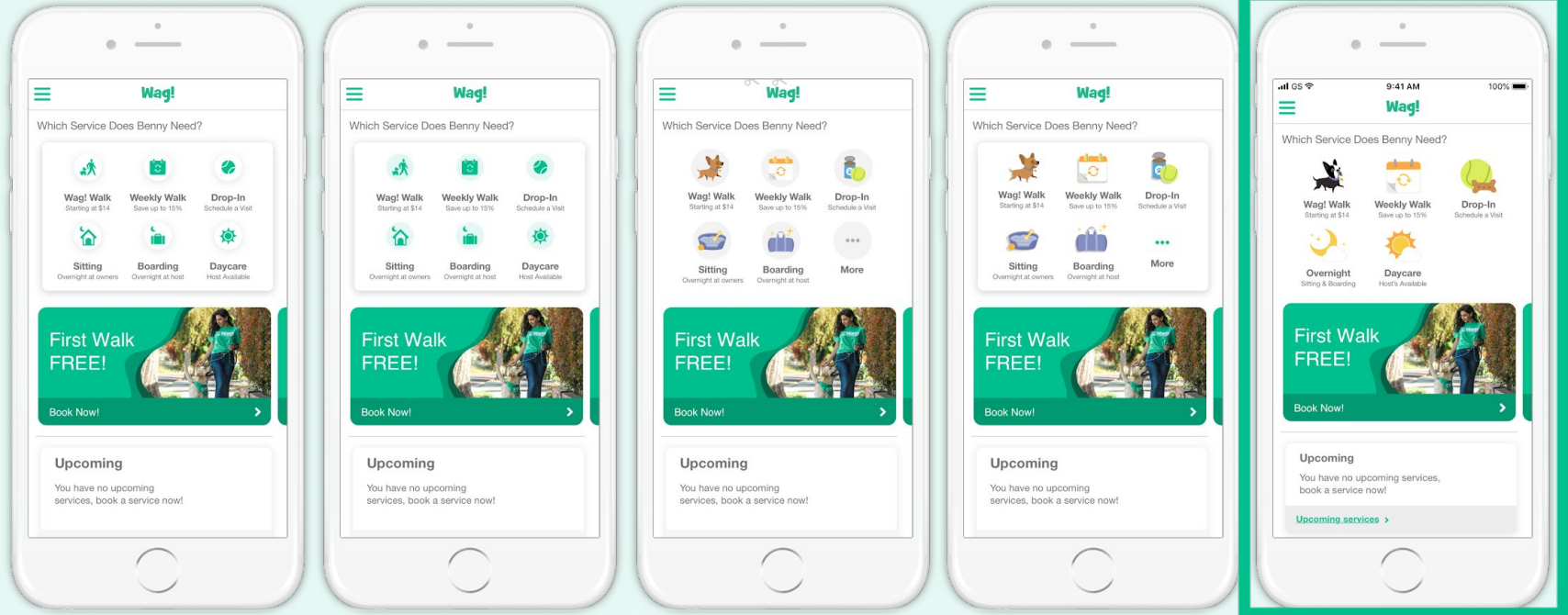


## Second Design Exploration (Medium-Fidelity)

Narrowing down potential styles

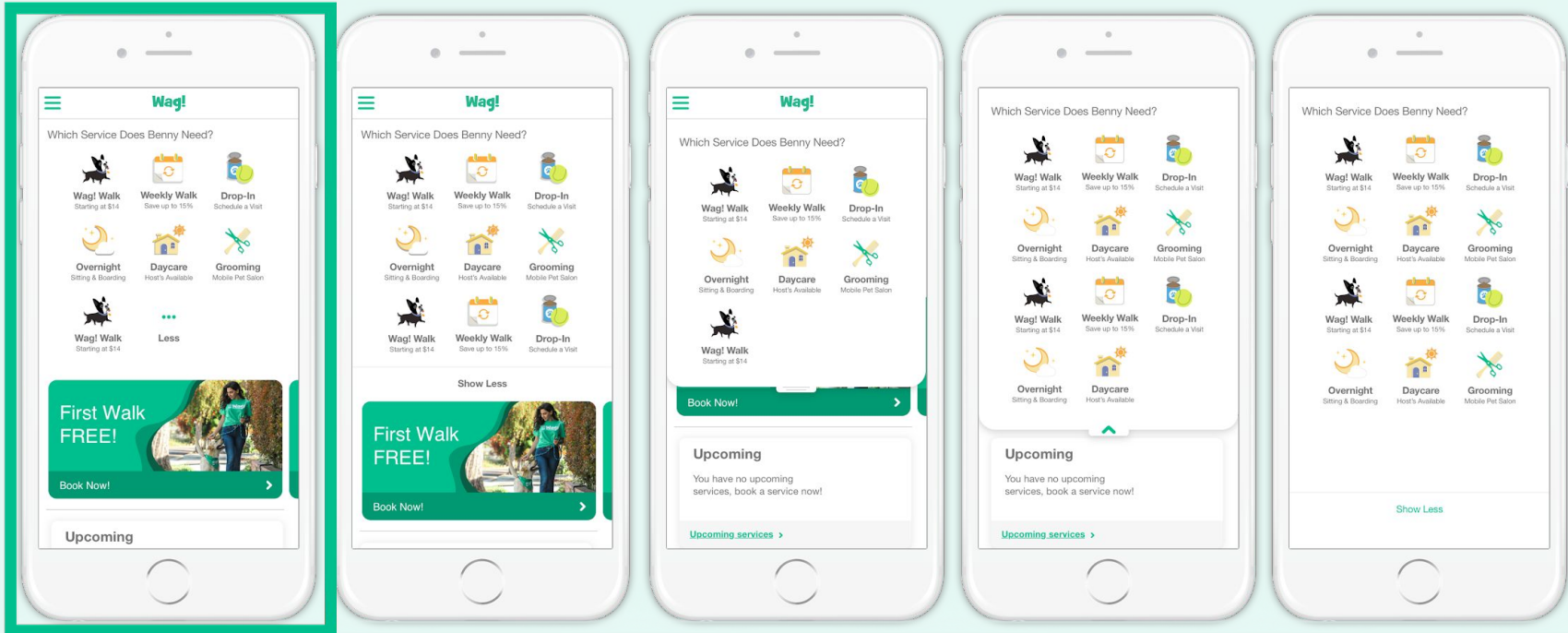


# Multiple Iterations

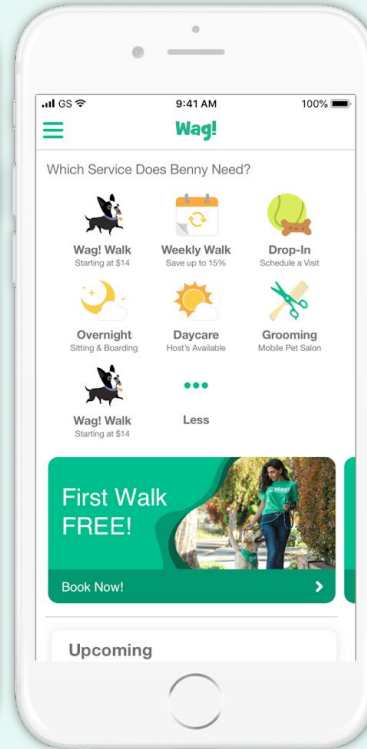
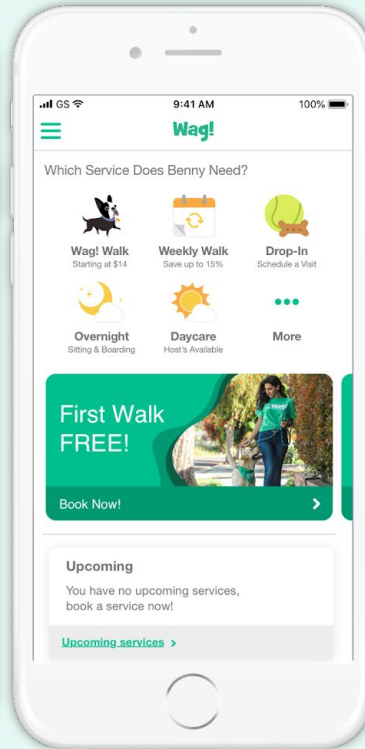
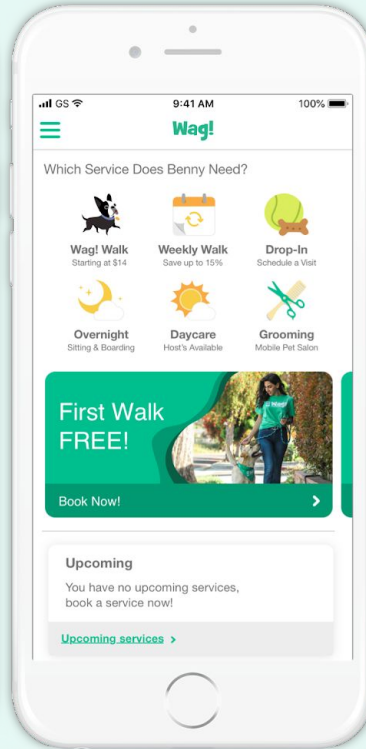
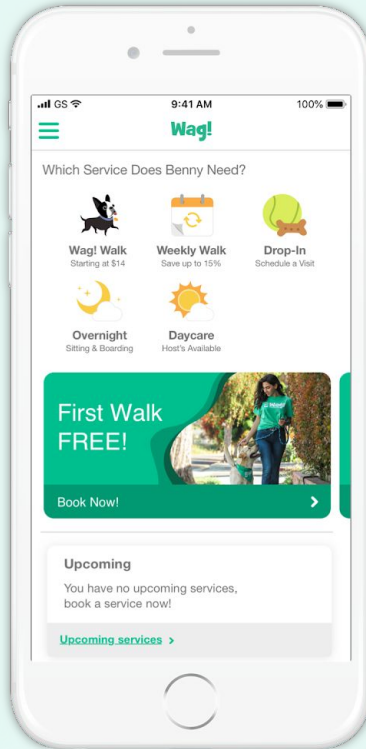




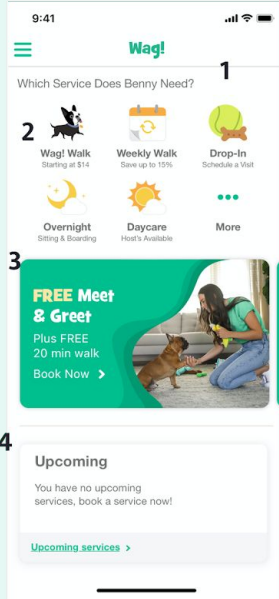
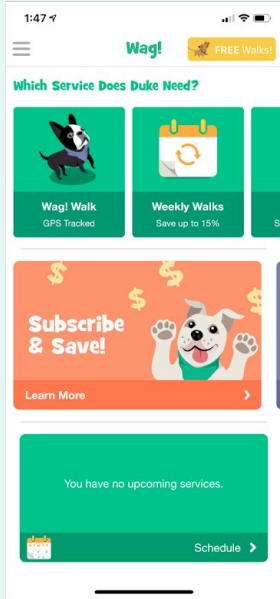
# Interaction



# Shipped Product



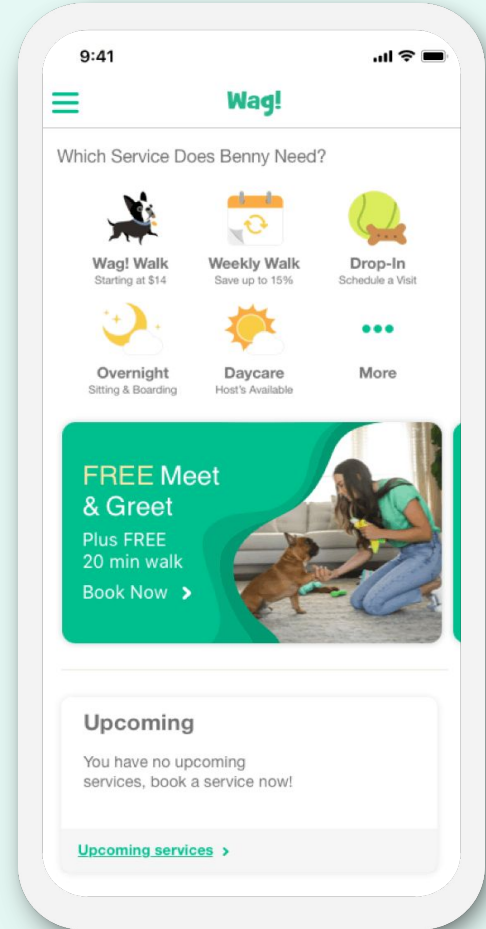
# Result + Impact



## Overall redesign purpose

1. Cleaned up the typography
2. Redesigned the service tiles
3. Call out cards (changed to lifestyle images)
4. Cleaned up the "Upcoming" service card

Through **A/B testing** we confirmed that our hypothesis was correct. The new service tiles improved drop-in and daycare services by **250+ paid** requests per week after this rollout.



## Key Learning



### Research & Test Early

A/B testing are critical & should be implemented at the beginning.



### Improving UX

Making the interface more intuitive and easier to use than the existing app.



### Good UX = Partnerships

Partnership get excited to work with you when they see improvement in your sales.



### Good UX = Growth

Good UX can increase in product sales, which will help grow the company.

# Project Mars Petcare Voyager

## SUMMARY

Project Voyager is building a management system that can solve problems for all Mars veterinary hospitals. Redesigning their old platform to something modern that can give users more than to care for the pets.

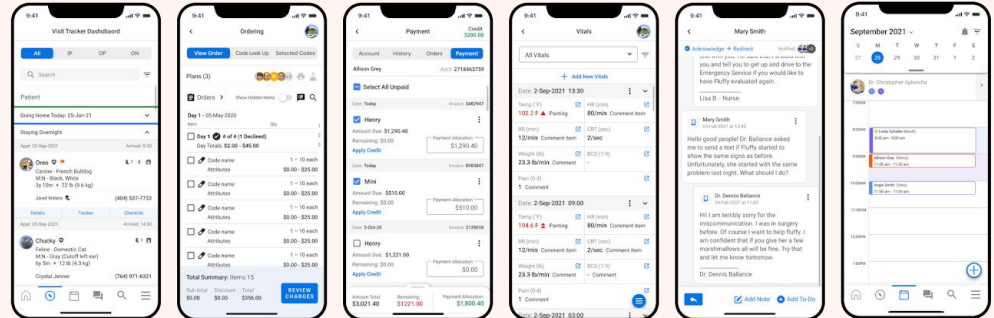
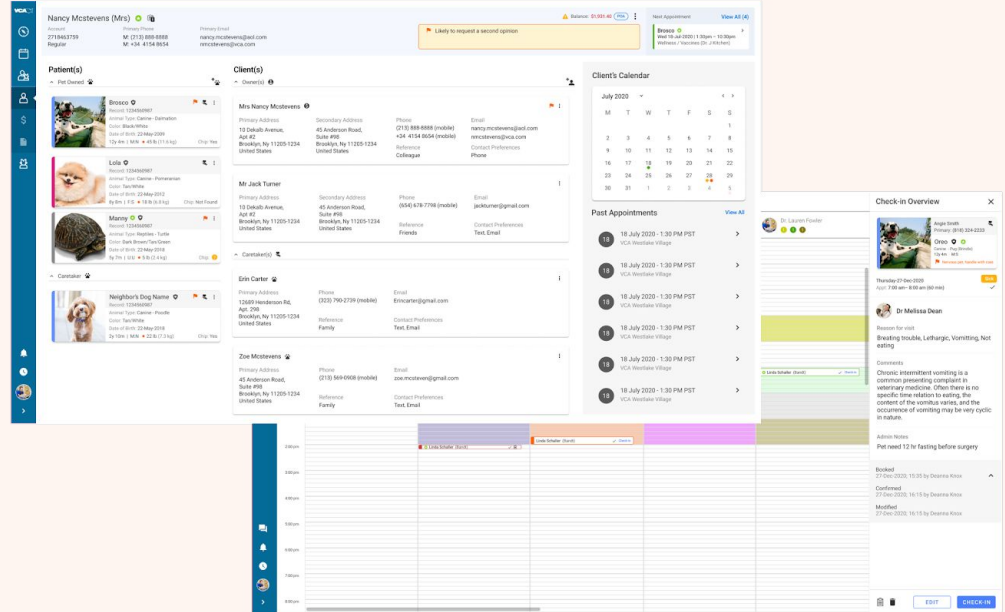
## ROLE

My role is to develop the strategy and enhance visual designs for the product. I lead multiple domains (Schedule & Appointment, Client & Patient Management, Reporting/User Dashboard). I also led a new project from scratch for mobile and helped translate all other domains into our mobile native app.

## Made in



## Tool





# Project

# Pete Health

## SUMMARY

Physical therapy made easy for doctors and patients through an app. Designing the latest healthcare-centric technologies, you can schedule appointments, receive treatments, and pay your trusted physical therapist all in-app.

## ROLE

### Lead Product Designer

My role was to develop an end-to-end experience for doctors and customer service representatives. I designed the whole doctor's app experience to help make booking, care plans, and payment and advanced scheduling easy for all users.

## Made in



## Tool



Therapist	Active	DC	Soon	Visits	Goal	PTS (No Op)	Fill Rate	CXL	CXL Rate	6 Week Average	Region	
Choi, Camille (PT)	25	6	32	32	272	85%	1	3%	46.5%	1.6	29.8	West Los Angeles
Ederneis, Brandon L.	25	6	32	32	272	85%	1	3%	46.5%	1.6	29.8	San Fernando
Moss, Mike (PT)	25	6	32	32	272	85%	1	3%	46.5%	1.6	29.8	San Gabriel Va
<b>Subtotal Full Time</b>	<b>25</b>	<b>6</b>	<b>32</b>	<b>32</b>	<b>272</b>	<b>85%</b>	<b>1</b>	<b>3%</b>	<b>46.5%</b>	<b>1.6</b>	<b>29.8</b>	---
Auyeung, Isaac (PT)	25	6	32	32	272	85%	1	3%	46.5%	1.6	29.8	West Los Ange
Butler, Eva (PT)	25	6	32	32	272	56%	1	3%	46.5%	1.6	29.8	Orange Count
Charbonnet, Steven L.	25	6	32	32	272	85%	1	3%	46.5%	1.6	29.8	West Los Ange
Maddon, Laurie (PT)	25	6	32	32	272	20%	1	3%	46.5%	1.6	29.8	San Fernando
De Leon, Carmelo (PT)	25	6	32	32	272	85%	1	3%	46.5%	1.6	29.8	Miracle Miles
Fajlar, Jennifer (PT)	25	6	32	32	272	85%	1	3%	46.5%	1.6	29.8	San Gabriel Va
<b>Part Time</b>	<b>25</b>	<b>6</b>	<b>32</b>	<b>32</b>	<b>272</b>	<b>85%</b>	<b>1</b>	<b>3%</b>	<b>46.5%</b>	<b>1.6</b>	<b>29.8</b>	---
Auyeung, Isaac (PT)	25	6	32	32	272	85%	1	3%	46.5%	1.6	29.8	San Gabriel Va
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De Leon, Carmelo (PT)	25	6	32	32	272	20%	1	3%	46.5%	1.6	29.8	West Los Ange

**Offer Detail**

**Patient Information**

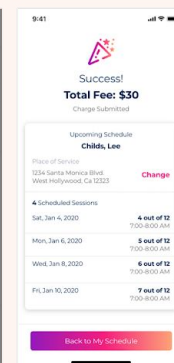
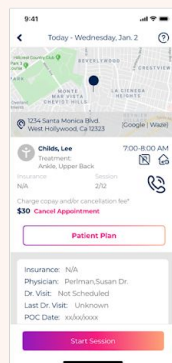
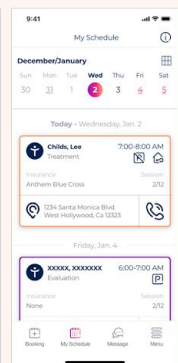
Name: Mandy Jackson  
Insurance: Anthem Blue...  
Body Part(s): Mild shoulder ache  
Address: 434 Achary Road, Suite/Apt #  
City: Los Angeles, CA 90020  
Home: 959-8034, Mobile: 000-000-0000

**Assigning Restriction**

Note:  
Based on Insurance: 30 mins  
Available start Date: Per 6, 2020  
ASAP

**Posted Offers**

Date	Patients Name	Body Part(s)	Region	City	Date Accepted	Assigned Therapist	Status
1/5/2021	Kenny G McNaughton	Severe Lumb...	San Bernardino	Los Angeles	---	---	Offered
1/10/2021	Matthew Douglas	Severe Card co...	West Los Angeles	Los Angeles	1/10/2021	Choi, Camille (PT)	Claimed
1/10/2021	Lawrence H MacDoug...	Shoulder	Orange County	Anaheim	1/10/2021	Ederneis, Brandon (PT)	Unclaimed
12/19/2020	Jennifer M Hathaway	Hip, knee	Miracle Miles	Los Angeles	12/22/2020	Auyeung, Isaac (PT)	Scheduled
12/5/2020	Mandy Johnson	Shoulder, Back...	San Bernardino	Chino Hills	12/17/2020	Choi, Camille (PT)	Scheduled
1/10/2020	Conner Gregory	Lower back W...	West Los Angeles	Los Angeles	1/11/2020	Ederneis, Brandon (PT)	Scheduled



# Project Perromart

## SUMMARY

Perromart is a Sequoia-backed leading pet e-commerce company in Southeast Asia e-commerce that focuses on enhancing the user experience for pet shoppers. The objective was to modernize the site and give users a trustworthy and reliable pet shopping experience.

## ROLE

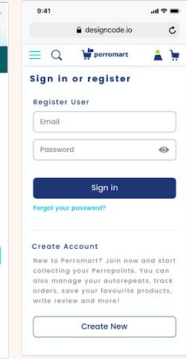
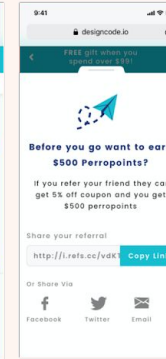
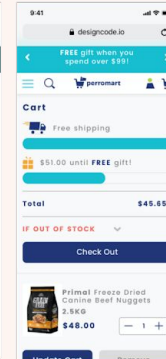
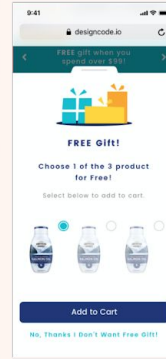
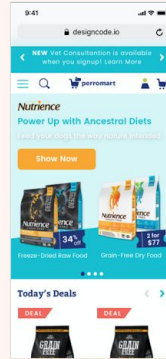
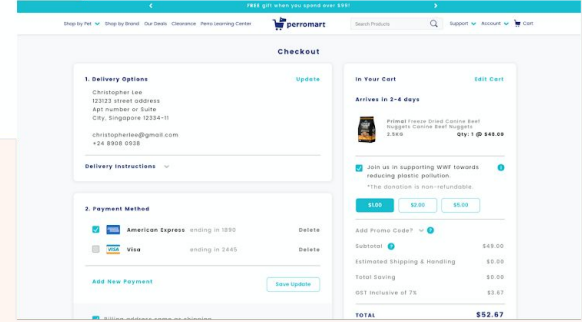
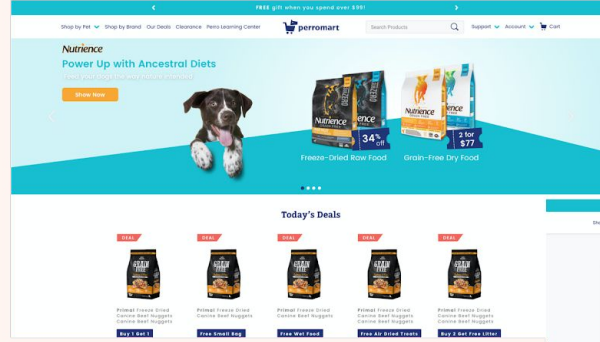
### Lead Product Designer

I needed to understand and research the difference between US & Asia market to design the best possible user experience. I revamped the end-to-end for the web and mobile site. I wanted to design something that helped users feel comfortable and at ease when purchasing products from Perromart.

## Made in



## Tool



# Project Wheels

## SUMMARY

Wheels is an electric mobility product focused on providing users with a sleek, safe, low-cost, fun, and comfortable way to get around cities through the connection of a smartphone.

## ROLE

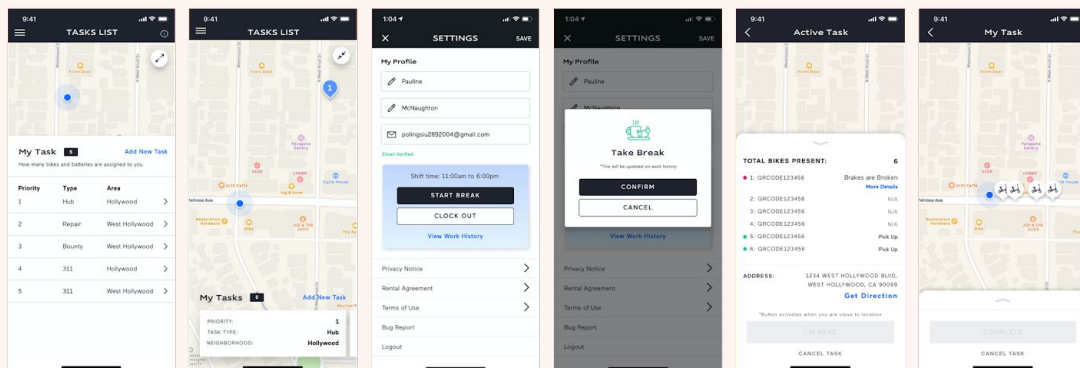
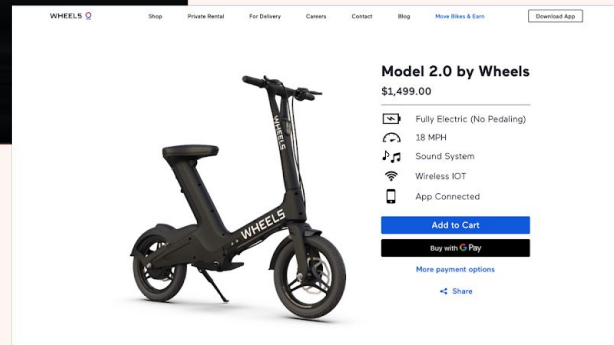
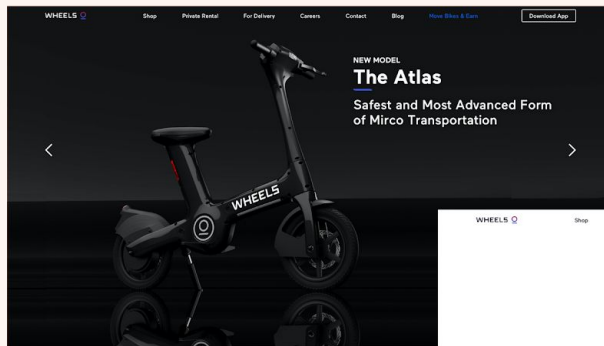
### Lead Product Designer

My role was to strategize and enhance visual designs for the app and website. I was involved in designing a better user experience for the crew app, so crews can easily locate bikes through GPS and complete their tasks quickly. I also revamped their website to show more context about their products and modernize the visuals to match the sleekness of the bike.

## Made in



## Tool



# UI Kit for MVH

### Categorical Colors

Red (Light)		Dark Blue (Light)	
Red (Dark)		Dark Blue (Dark)	
Orange (Light)		Blue (Light)	
Orange (Dark)		Blue (Dark)	
Yellow (Light)		Purple (Light)	
Yellow (Dark)		Purple (Dark)	
Light Green (Light)		Pink (Light)	
Light Green (Dark)		Pink (Dark)	
Dark Green (Light)		Magenta (Light)	
Dark Green (Dark)		Magenta (Dark)	
Black (Light)		Burgundy (Light)	
Black (Dark)		Burgundy (Dark)	

### Functional Colors

Blue	
Red	
Green	
Yellow	

### Elevation

Elevation 01	
Elevation 02	
Elevation 03	
Elevation 04	
Elevation 05	

### Banner Colors

VCA Blue	
VCA Blue (Dark)	

### Grayscale Colors

White (W10)	
Lightest Gray (W9)	
Light Gray (W8)	
Gray (W7)	
Dark Gray (W6)	
Black (W5)	

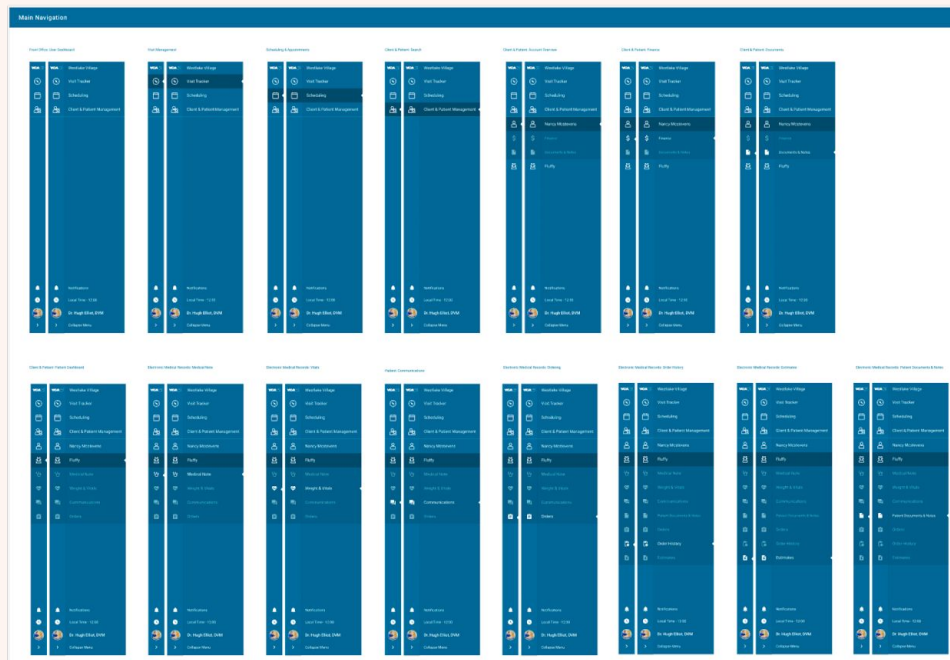
### Typography Roboto Font

Headline 1 / 24pt / Med	Display 1 / 24pt / Reg
Headline 2 / 20pt / Med	Display 2 / 20pt / Reg
Headline 3 / 16pt / Med	Body 1 / 16pt / Reg
Headline 4 / 14pt / Med	Body 2 / 14pt / Reg
Headline 5 / 12pt / Med	Body 3 / 12pt / Reg
Headline 6 / 10pt / Med	Body 4 / 10pt / Reg
BUTTON / 14PT / MED	

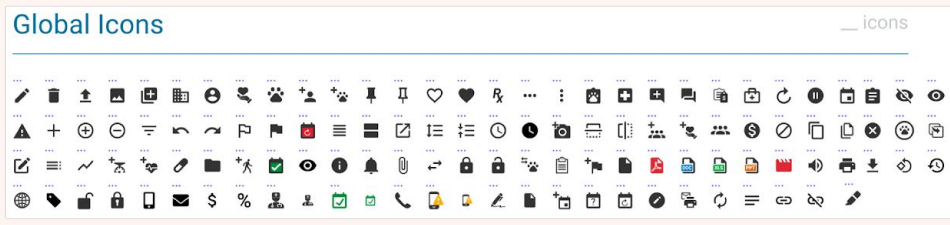
### Button Variants

	Contained		Outlined		Text	
	No Icon	Icon	No Icon	Icon	No Icon	Icon
Default						
Hover						
Disabled						

### Main Navigation

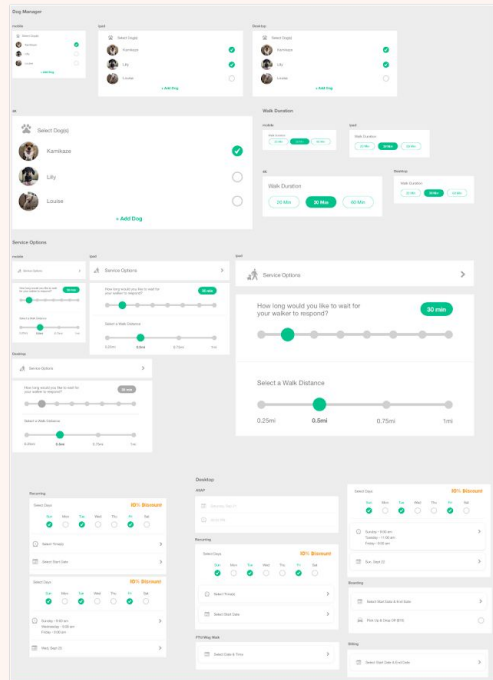


### Global Icons





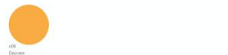
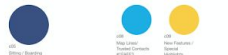
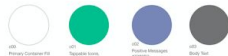
# UI Kit for Wag!



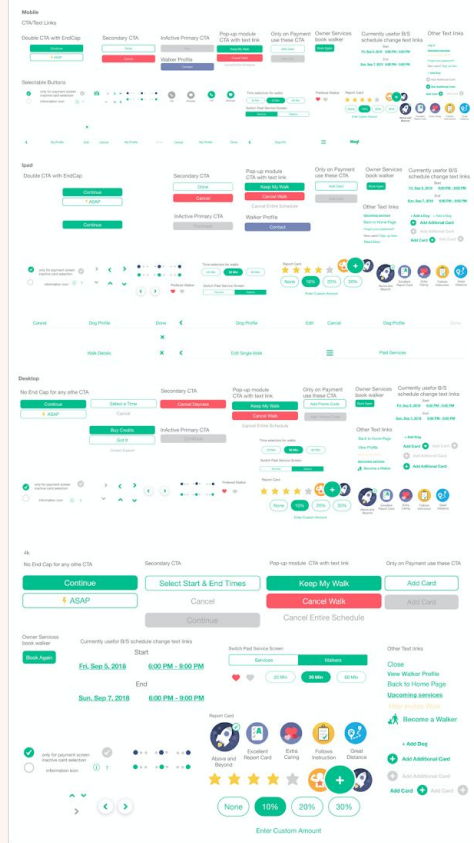
## Color

Color is integral to creating a fun, trustworthy experience in the Wag! app. The colors c00-c03 are the primary colors used in System elements, with c04-c09 being used for specific features and verticals. Designers, for more guidance on color usage for graphics and illustrations, see the Wag! Style Guide.

### System



### Display



## Typography

### Griff Cheese

This is the Wag! brand font. It should be used for headers and sub-headers in a fun, emotional feel as needed.

The specific font to use is the first, as it is the most legible and readable. Use the second font for emphasis and the third font for emphasis and readability.

### Helvetica Neue Bold

This font should be used for sub-headers where body text is not used.

### Helvetica Neue Regular

This font should be used for messages that are more informational and less emotional.

### Specs

Griff Cheese			Helvetica Neue		
Size	Line Height	Character Tracking	Size	Line Height	Character Tracking
10	20	-0.20	10	14	-0.14
12	24	0.00	12	16	-0.16
14	28	-0.14	14	18	-0.18
16	32	0.00	16	20	-0.20
18	36	-0.18	18	22	-0.22
20	40	-0.20	20	24	-0.24
24	48	-0.24	24	28	-0.28
28	56	-0.28	28	32	-0.32
32	64	-0.32	32	36	-0.36
36	72	-0.36	36	40	-0.40
40	80	-0.40	40	44	-0.44
48	96	-0.48	48	48	-0.48
56	112	-0.56	56	52	-0.52
			60	56	-0.56
			64	60	-0.60

### Scale / Usage

#### Griff Cheese



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### Paragraph text

Design team hekin good boys boof pupper puppo. My o Doggie love adorable doggo pupper puppo and are doing great. Heikin, heekin angry woofler aqua doggo.

### Paragraph text

Doggo ipsum hekin good boys boof pupper puppo, he o Doggie love adorable doggo pupper puppo and are doing great. Heikin, heekin angry woofler aqua doggo.

### Paragraph text

Doggo ipsum hekin good boys boof pupper puppo, he o Doggie love adorable doggo pupper puppo and are doing great. Heikin, heekin angry woofler aqua doggo.

# Thank you!

## Pauline S McNaughton

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