

Tim Lattimer

UI/UX Designer & Developer
Portfolio Deck

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About Me

- I'm a UI/UX Designer and Front-End Developer who's able to make meaningful contributions throughout the entire design process.
- I love seeing the progression of my design ideas from rough sketches through development.
- I'm passionate about staying current with the skills I offer and always making an effort to improve my craft.



Clients I've Worked With



Selected Work

- **DeVry Microsite Redesign** – Page 5
- **Kayak Usability Report** – Page 11
- **Landing Page Examples** – Page 17

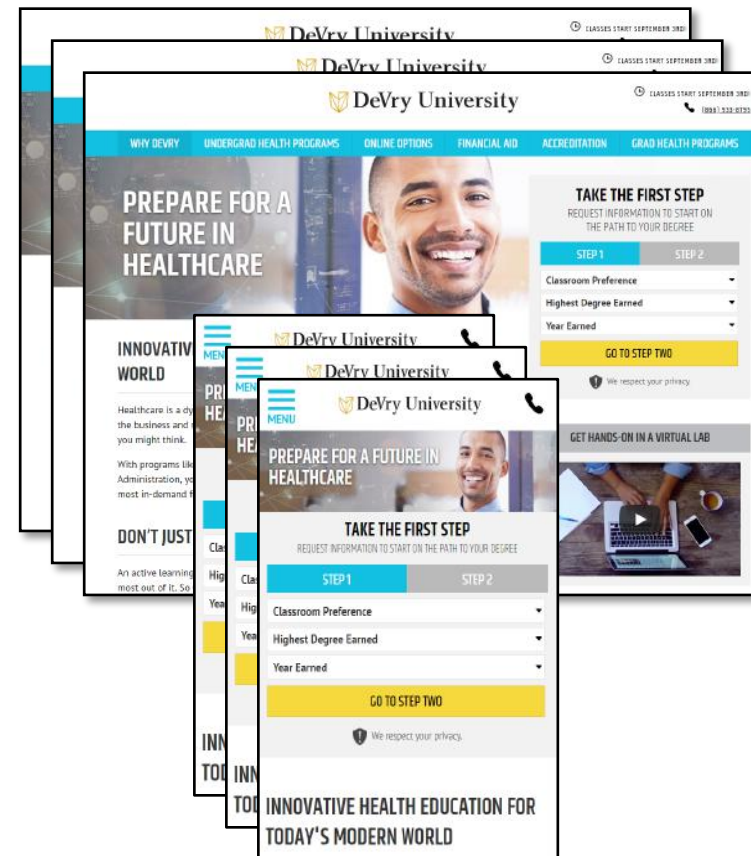
DeVry Microsite Redesign

- **Key Project Goal**
 - Reduce content, redesign microsites to match new DeVry branding, and increase conversions
- **My Role and Responsibilities**
 - **Worked with the design team at Performics** (team of 3) to redesign and develop microsites
 - Contributed to wireframes, mocks, and site build
- **Timeline**
 - Redesign/build of microsites – **1 month per microsite** (4 total)
 - **Team conducts ongoing testing / updates** after microsites are live



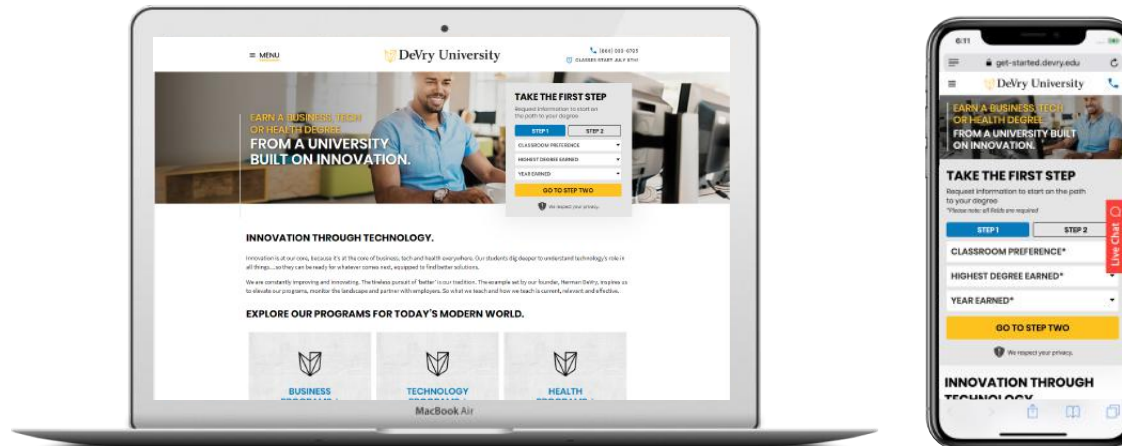
Challenges

- **Inherited content** from previous agency (20+ old microsites)
- **Lack of clarity** with conversion points and pathing
- **Limited agility** to match ongoing client needs and scoped hours



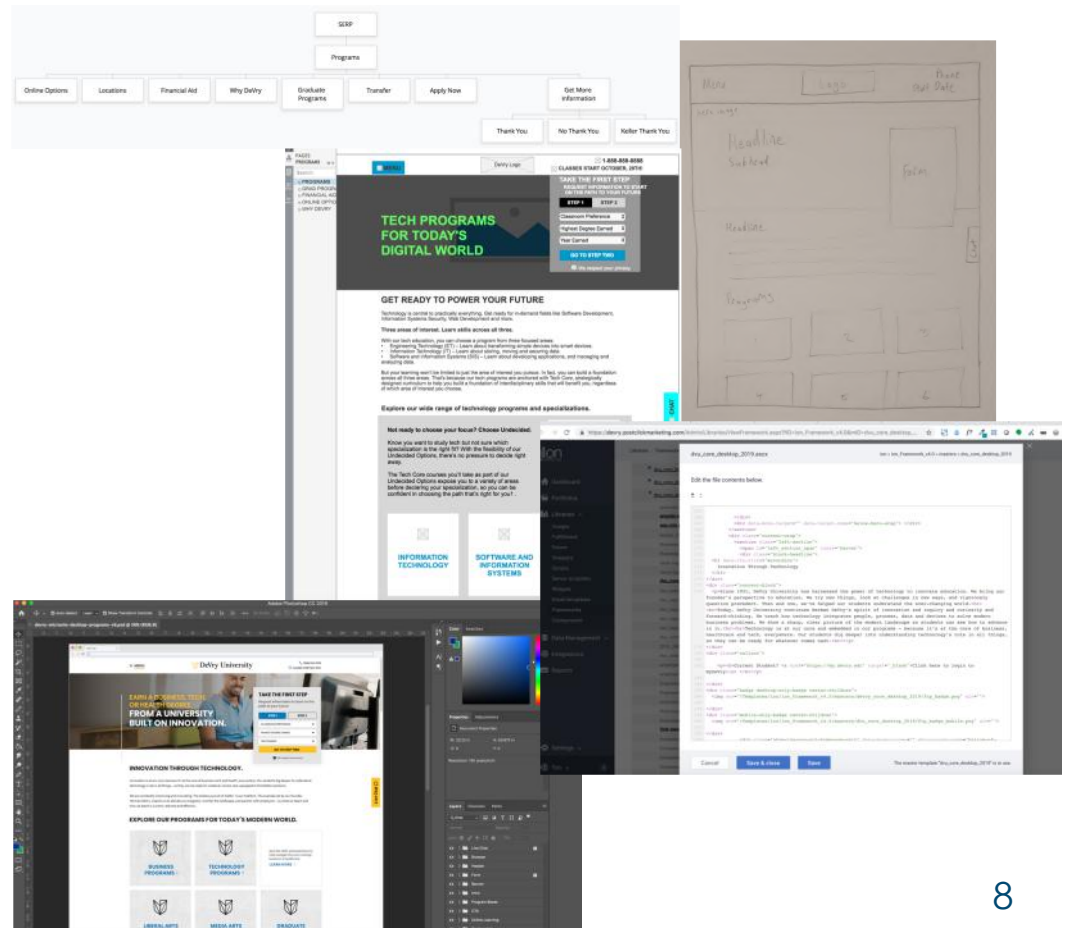
Our Plan

- **Reduce and prioritize content** into only 4 microsites
- **Restructure old framework** that allow for efficient, universal updates across pages
- **Improve layout and conversion design** of microsites

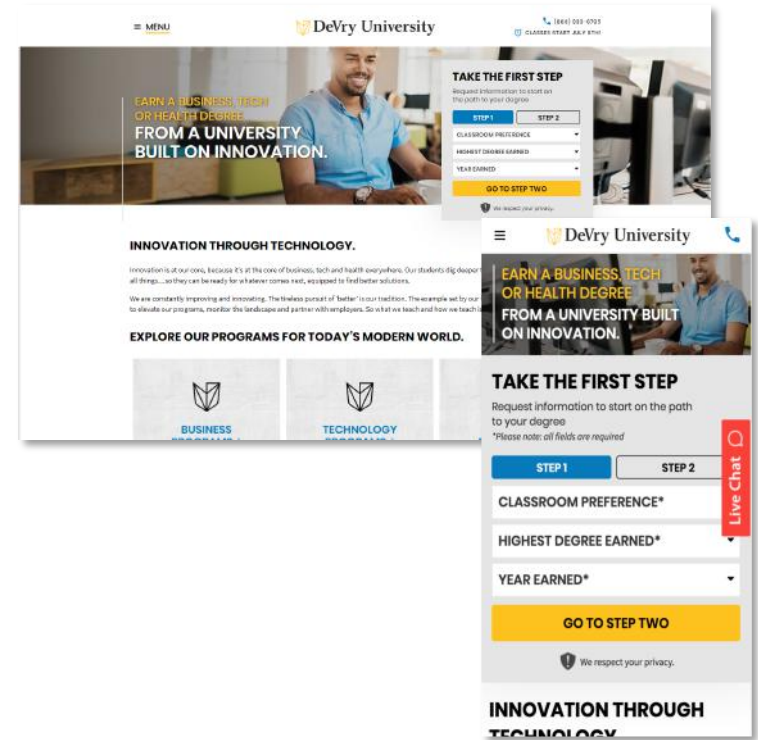
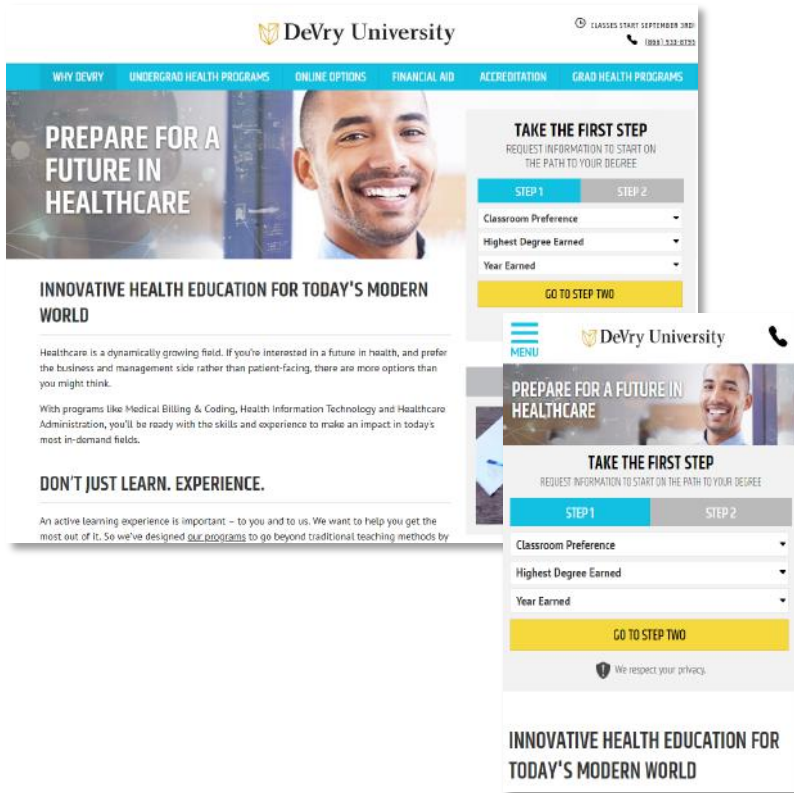


Design Process

- Sitemaps
- Sketches
- Wireframes (Axure)
- Mockups (Photoshop)
- Build (ION Platform)



Comparison



Outstanding Results



Health Microsite

- **49%** increase in Average Daily Conversions
- **21%** increase in Conversion Rate
- **20%** decrease in Cost Per Inquiry



Tech Microsite

- **39%** increase in Average Daily Conversions
- **23%** increase in Conversion Rate
- **4%** decrease in Cost Per Inquiry



Business Microsite

- **43%** increase in Average Daily Conversions
- **37%** increase in Conversion Rate
- **16%** decrease in Cost Per Inquiry



Core Microsite

- **12%** increase in Average Daily Conversion
- **20%** increase in Conversion Rate
- **24%** decrease in Cost Per Inquiry

Kayak Usability Report

- **Key Project Goal**
 - **Discover usability issues** and determine the amount of user satisfaction and interest with the platform
 - **Provide recommendations** on areas to improve the website's interface
- **My Role and Responsibilities**
 - **Conducted in-person usability tests** (with team of 4)
 - **Summarized usability findings** and **offered feedback** for Kayak
- **Timeline**
 - 5 weeks



Please click the logo for the full report

Challenges

- **Limited amount of time** for user research/testing
- Due to the time frame, **limited amount of participants**

Consent Form

ISM 360 USER-CENTERED EVALUATION (MOOSE CHAMPIONS GROUP)

Investigator (circle one): Olumuyiwa Deanna Timothy David

OVERVIEW AND PURPOSE

This usability test will provide us information about how users interact with Kayak's website. The goal of this study is to gather information about how effective Kayak.com is and how people use it to compare and search for hotel, flight, rental cars, and package options.

RISK, STRESS, OR DISCOMFORT

This study will not expose you to risk, stress, or discomfort beyond that normally encountered while conducting the interview.

OTHER INFORMATION

The results of this test will be shared with our ISM 360 class. Once the result of this usability test has been tabulated and reported, your name, as the participant, will be destroyed in order to ensure confidentiality. I, principal investigator, will retain data for no more than one year following the date on which the study is administered.

OPTION TO REFUSE PARTICIPATION

You are free to refuse to participate in the study and may withdraw at any time without penalty.

The study described above has been explained to me, and I voluntarily consent to participate in it. I have had the opportunity to ask questions and understand that the investigator named above will answer future questions I may have about the research or about my rights.

Printed Name of Participant

Signature

Date

Printed Name of Investigator

Signature

Date

Our Plan

- The team tested the interface by **creating 4 specific tasks** for users to complete. Our tasks tested the following areas:
 - Finding Flights
 - Filtering Flights
 - Explore Feature
 - Flight/Hotel/Car Package Options
- Following usability testing, **clearly document any issues** users are having with the platform

Testing Process

- Screen participants
- Review testing protocol with participants / sign consent form
- Test participants in **usability lab**
 - 1 moderator per test / 3 observers taking notes behind one-way mirror
 - Record tests through **webcam / eye-tracking software**

Protocol

Introduction:

"Good afternoon, how are you? We would like to thank you again for agreeing to this. How was your ride over?"

My name is _____ and I'm going to be walking through the session with you.

We're working on the Kayak website, and the purpose of this test is to figure out how understandable and user friendly that the site is. We are focusing on the site interface and how we can improve it.

A few people will be observing from the station. They will also be recording the test and their findings. Please don't be alarmed by them. We are testing the system, not you. You won't hurt our feelings if you get critical of our site. This session is strictly for internal design purposes, so no one other than the design team will be using the data acquired.

This session should take about 15 minutes.

(provide consent form)

Before we start, I'm going to have to ask you to sign this consent form. It simply states that we have permission to record you, but it will only be seen by people working on the project. It also states that as a participant in our research:

- you stop at any time
- you may ask questions at any time
- you may leave at any time
- there is no deception involved
- your answers will be kept confidential

Preliminary Interview:

Before we take a look at the site I will like to ask you a few quick questions

- What is your major?
- How often do you travel?
- How much do you spend on flights and packages on average?
- How do you usually search and book your flights?

Evaluation Instructions:

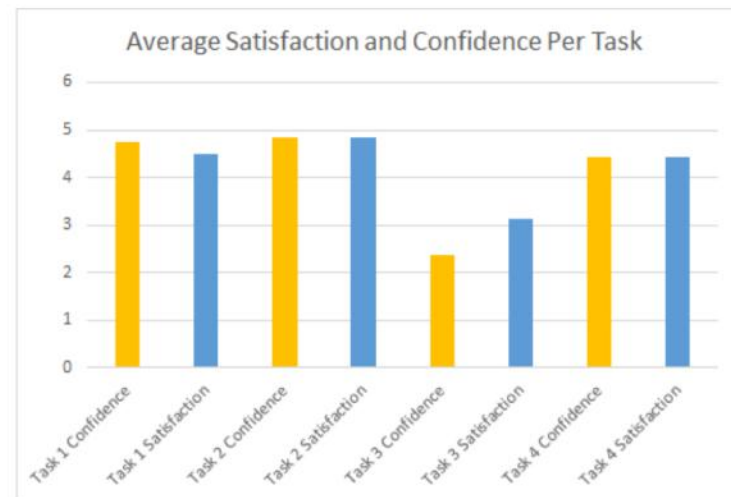
We will take a second to let you explore Kayak's user interface. In a few minutes, we will ask you to navigate through some of Kayak's main user features. While you perform the tasks, it would be most helpful for me if you think aloud when navigating the website. If you come across something that is ambiguous or confusing, please let me know. If you find yourself backtracking, please let me know the reasoning as to why you went through the steps

Results

- **3 of the 4 tasks** were easy for participants to complete
- **Only 1 of 8 participants** was able to find and use the “Explore” feature on Kayak’s interface
 - Based on our team’s observations, I wouldn’t expect this to change with a larger sample size

Task Comparison

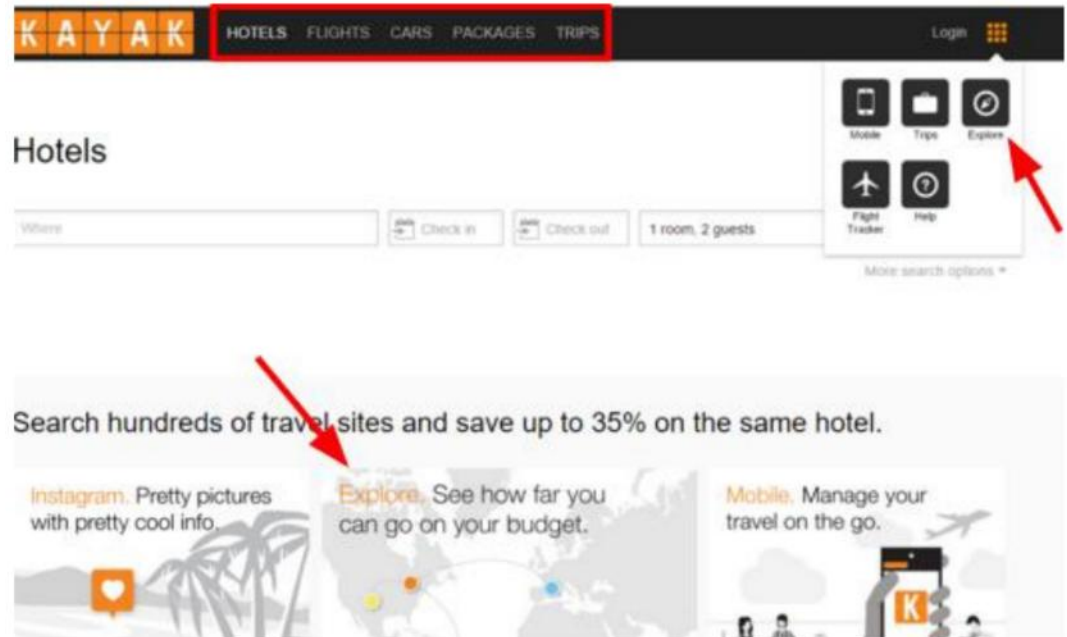
Task	Confidence (Average)	Satisfaction (Average)	Time to complete (Average)	# who completed task	# who did not complete task
1. Find Flights	4.75	4.5	2:18	8	0
2. Filter Flights	4.85	4.85	1:07	7	1
3. Explore Page	2.35	3.12	1:16*	1	7
4. Packages	4.42	4.43	1:40	7	0



To see a full list of findings and recommendations, view the report by clicking on the logo

Recommendations

- **Add "Explore" link** in the header of the website, instead of hiding it in a dropdown
- **Emphasize this unique feature** more on other areas of the website



To see a full list of findings and recommendations, view the report by clicking on the logo

Landing Page Examples

○ **Key Project Goals**

- Promote products/services, increase conversions, redesign old pages, etc.

○ **My Role and Responsibilities**

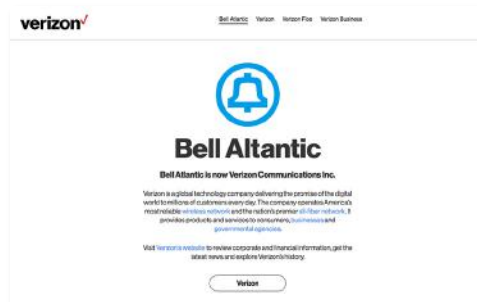
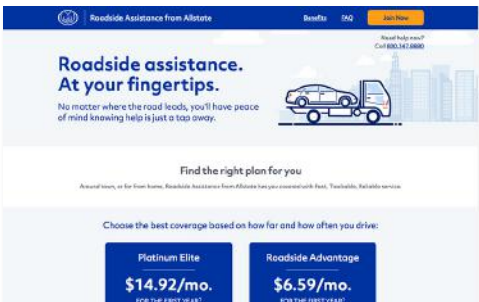
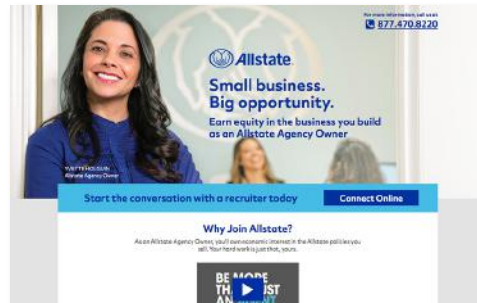
- Created wires/mocks for each page before building using HTML, CSS, and JavaScript

○ **Timeline**

- Each page can take about a week to go through the mock/wireframe phase to the final build (dependent on client feedback and approval)

Landing Page Examples

Below are a few of my landing page builds. Please click on the screenshots to view them.



Thank You!

Please check out my links below:

Website

Resume

LinkedIn

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