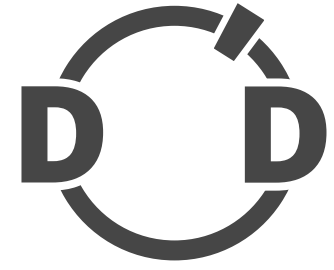


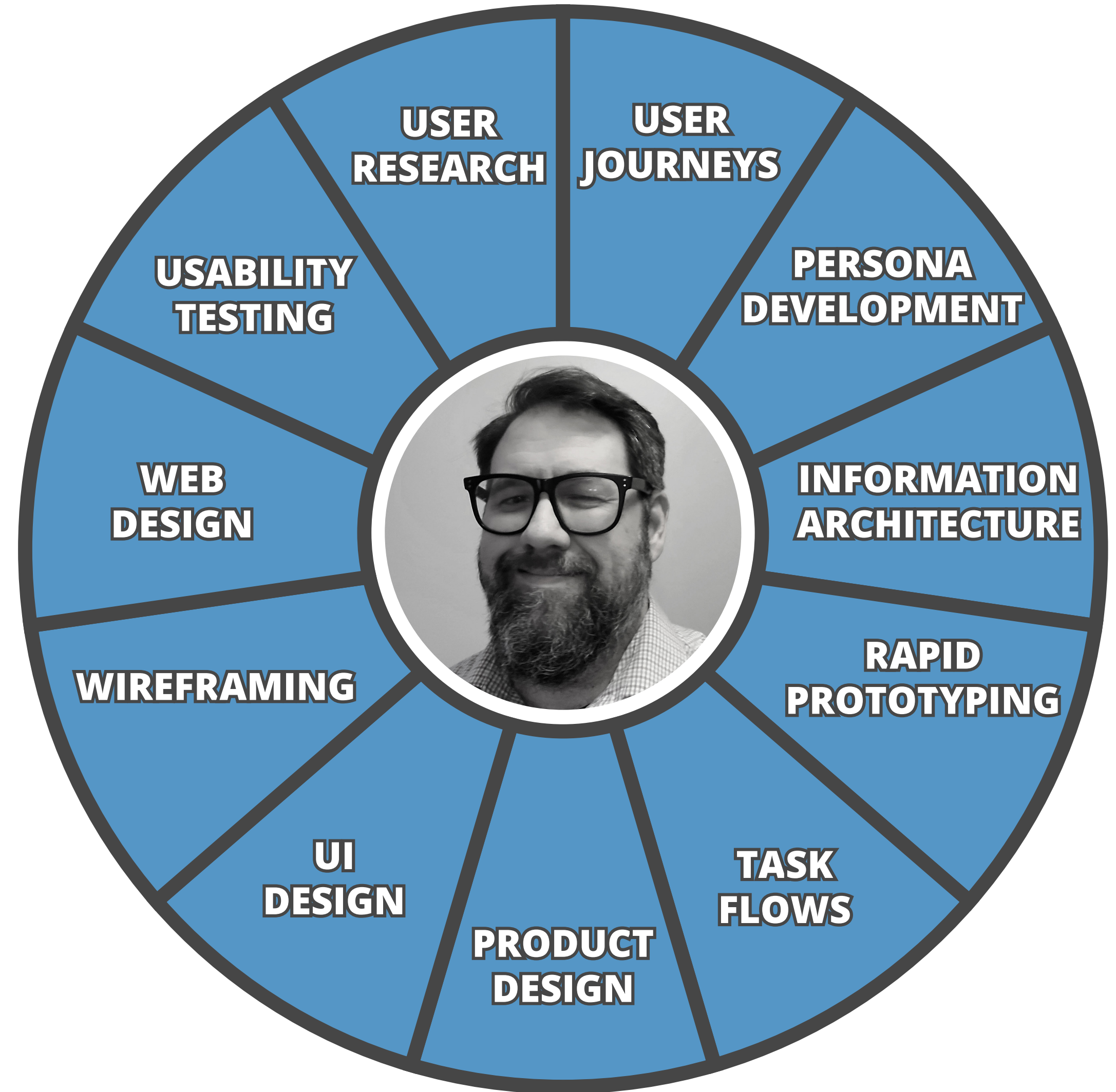
**DENNY O'DELL** **UX PORTFOLIO**  
SELECTED CASE STUDY

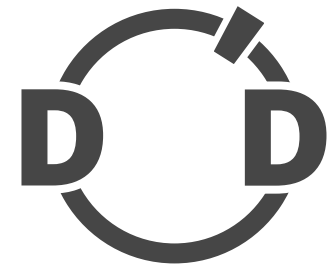
[dennyodellart@gmail.com](mailto:dennyodellart@gmail.com)



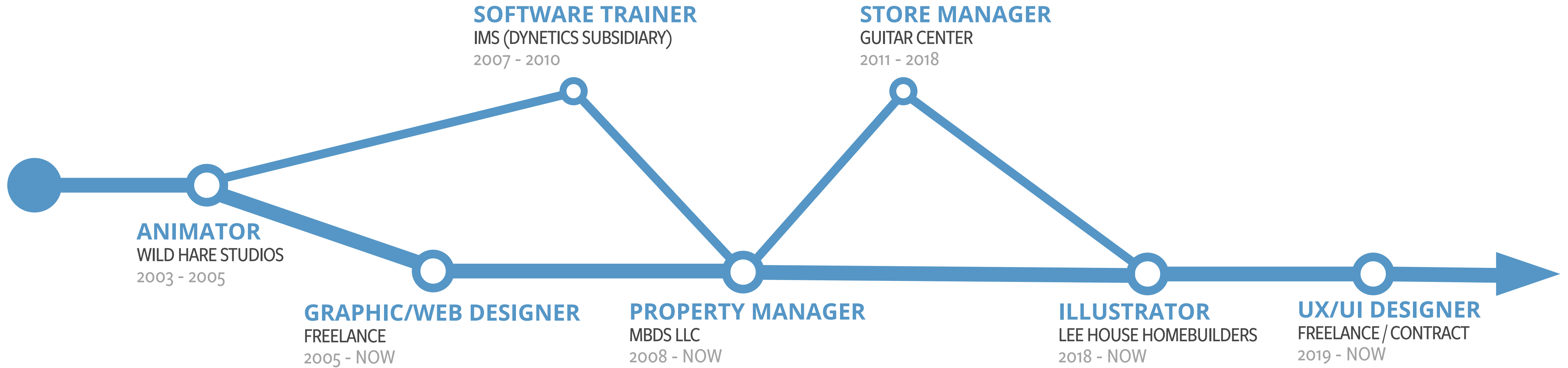
# SKILLS

I have a multidisciplinary skill set that combines a deep knowledge of visual design principles with expertise in all aspects of user-centered development processes. With over ten years experience in sales and customer service, I have gained a strong understanding of human nature and human behavior, leveraging that ability to better inform and strengthen my designs.



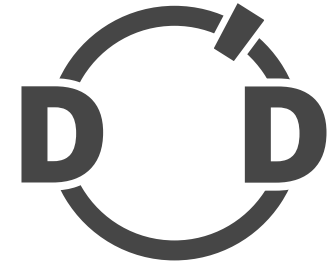


# EXPERIENCE



Some of the clients and companies I have worked with and for:





# Process

- **Research & Understanding**

Part of starting every project comes down to understanding the problem, need, or opportunity. Before ideas are formed and concepts are conceived we need to understand our users and their needs. By researching the users, either through surveys, interviews, existing product feedback, usage analytics, and contextual inquiry, we can begin to understand what problem(s) the design needs to solve. Also, by conducting competitive research we can learn what others in the industry are doing well but we may also discover a gap or niche need that isn't being met.

- **Analysis, Maps & Persona Development**

Using what we have learned in the research phase, we can analyze the deeper meaning behind the quantitative and qualitative results. We are now taking the “what” and the “why”, measuring the results to discover any patterns, correlations, or commonalities, and then distilling the data to formulate our key findings. Leveraging this information, we can accurately pull the “big picture” into sharp focus. Knowing what the users’ needs are, and how they interact with the product or environment gives us the ability to create maps of the user’s journey with greater empathy. We can develop personas to represent a multitude of very specific and realistic needs that will guide us as we begin to conceptualize our design.

- **Ideation & Design**

From the initial idea, cemented and held up by user research and analysis, the creation of a design can begin. Starting with a concept sketch, either on paper or by creating simple wire-frames digitally, the process then moves to a rapid series of low-fidelity prototypes evolving to high-fidelity product designs. No matter what Agile methodology you are using, from Kanban, Scrum, XP, FDD, DSDM, Crystal, or Lean, these development processes allow several iterations of designs to be created with speed and agility, hence the name.

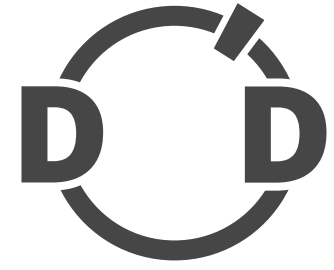
- **Launch, User Testing & Listening**

So we are done with the design. We're finished right?! Not by a long shot. No design is perfect and no matter how thoughtful, empathetic, or experienced we might be in creating high-quality end products, there is no substitute for gaining further insight from user testing and feedback. By conducting usability evaluations, observing hands-on product tests and task-flows, and listening to user feedback we can once again gather essential data (as we did in the research phase), to further develop our design and make improvements to create a better user experience.

- **Validate, Iterate & Innovate**

Does it work? That's the ultimate question every designer has after creating a product whether it be a better kitchen knife, new iOS app, or website. Through rigorous testing and analyzing feedback gathered in the previous step, the design team and developers can determine what works well, what doesn't work, and also, maybe even discover that their customers are using their product in ways they didn't even realize was possible. Ever continuing to refine the product, through iteration so that the design can better suit the end-user, this is how innovation happens.





# Case Study

I have had the opportunity to work on a number of projects over the last few years since beginning my journey in UX. I have chosen one case study that I feel best represents my work and speaks to who I am as a designer and best illustrates my design thinking and skill-set.

## Challenge

Analytics and user data showed a majority of users visited **stovehouse.com** using a mobile device; however the website's original design was built for desktop computers resulting in a poor user experience. The goal was to create a more intuitive, easy-to-use mobile site, improving navigation and content architecture.

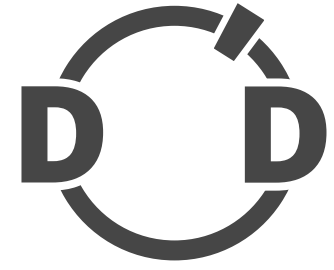


## Background

**Stovehouse** is a 13 acre campus, a mixture of both indoor and outdoor facilities incorporating restaurants, live entertainment stages, shops, office space, and more, into a singular mixed-use development. Because of the versatility of the property, with its large amount of products, services and events being offered, it creates a unique challenge for site organization and content delivery for the business.

I partnered with the Web Content/Operations manager at Stovehouse for this project. After several productive meetings to discuss opportunities and business goals related to a website redesign, I was given free reign to conduct research, discover pain points and to propose changes to the website to improve functionality and usability for their site visitors. I was also given access to their web analytics and my contact also allowed a survey invitation to be sent to Stovehouse's newsletter recipients.

After completion of my proposal I presented my work to the stakeholders at Stovehouse as well as faculty members of The University of Alabama in Huntsville.



# Mobile Website Redesign

Date: March 2021

Platform: Mobile

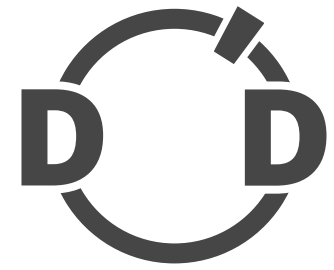
Role: Sole UX Designer/Researcher



## WHAT I DID

- Research and analysis
  - Conducted card sort activity
  - Carried out Task Analysis
  - Conducted competitive research
  - Google Analytics data gathering and analysis
  - Conducted Customer Satisfaction Survey of 130+ high-value participants
  - Scraped web data for multi-sourced reviews & user feedback
  - Built Personas based on user data
  - Created Empathy map base on Persona's interests
  - Heuristic evaluation during and after design phase
  - Usability evaluation while iterating design prototypes
  - Conducted Final Usability evaluation and Task-Flow analysis
- Proposal and Reporting
  - Created Research Plan at project onset
  - Reported Key Findings from Research and Analysis
  - Created video presentation for key stakeholders
  - Presented interactive prototype
  - Conducted review and critique of product
- Coordinated with stakeholders
  - Operations/Media Manager Interview
  - Discussed known needs and set goals and objectives
  - Established deadline of deliverables
  - Presented final proposal to faculty and executive team
- Information Architecture and Prototype Design
  - Created Sitemap based on card sort data
  - Defined main menu and sub/footer menu content and structure
  - Content audit and inventory
  - Created additional feature list from user data
  - Created rapid low-fidelity paper prototypes
  - Created wire-frames in Adobe XD
  - Designed high-fidelity prototypes in Adobe XD
  - Enlisted industry professionals to review final design
  - Incorporated feedback from SMEs, faculty and stakeholders to refine final design





# Research and Analysis



## Card Sort Activity

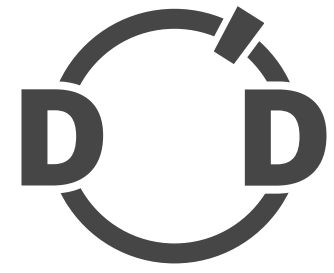
The card sort activity was to determine the best way to organize the information displayed on stovehouse.com by conducting a card sort experiment, analyzing the responses, and supplying recommendations based on those results. The Stovehouse website currently functions satisfactorily, however, the goal of this study was to determine if any improvements could be made to the existing website. Stovehouse is a multi-use facility and because of this, the large variety of offerings and services they provide creates a unique challenge in Information Architecture. This study also attempted to uncover any patterns that emerged as a result of the participants' expectations and successive responses, while also taking into account the different types of users that visit the website and their respective goals. Based on the analysis of the results I can report these key findings:

- A small number (5) of main categories emerged from the large variety (54) of user-created categories in the card sort.
- A **General Information** category was created by most participants as a "catch-all" for a variety of cards, indicating some information currently appearing on the website should be better defined or that there is a need for a hierarchical organization based on Users' goals.
- Several items are currently being combined into single categories in the Main Menu and were found to not have as strong a relationship as would necessitate being labeled together. For example **"About"** and **"FAQ"** should be either:
  - 1.) Two separate categories  
or
  - 2.) One category should be listed as a subcategory of the other rather than **"About & FAQ"** being labeled as a single main category as it appears on the website now.
- Based on Nielsen's 2nd Heuristic, Match between system and real-world (Nielsen, 1995), it is recommended that a category and perhaps even complete menu separation should exist based on defined user personas. For example, a musical artist looking to play at the venue would go to the admin office of the facility to drop off a press kit versus a general visitor would be coming to get something to eat and enjoy entertainment or perhaps shopping. The difference in the physical destination should be represented symbolically on the website.
- The addition of a SEARCH function would allow for greater flexibility and efficiency in navigating the site.



Lowe Mill Card Sort Matrix		Categories							
		1	2	3	4	5	6	7	8
Card Label	1	68.75%	0.00%	0.00%	0.00%	18.75%	0.00%	0.00%	12.50%
	2	87.50%	0.00%	6.25%	0.00%	6.25%	0.00%	0.00%	0.00%
	3	93.75%	0.00%	0.00%	0.00%	0.00%	0.00%	6.25%	0.00%
	4	87.50%	0.00%	0.00%	0.00%	12.50%	0.00%	0.00%	0.00%
	5	25.00%	0.00%	0.00%	37.50%	25.00%	0.00%	0.00%	12.50%
	6	6.25%	0.00%	0.00%	25.00%	0.00%	0.00%	68.75%	0.00%
	7	6.25%	12.50%	25.00%	43.75%	0.00%	0.00%	12.50%	0.00%
	8	18.75%	6.25%	0.00%	56.25%	0.00%	12.50%	0.00%	6.25%
	9	12.50%	6.25%	0.00%	62.50%	0.00%	12.50%	0.00%	6.25%
	10	0.00%	12.50%	31.25%	43.75%	0.00%	0.00%	12.50%	0.00%
	11	0.00%	0.00%	0.00%	6.25%	0.00%	0.00%	93.75%	0.00%
	12	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%
	13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%
	14	6.25%	0.00%	37.50%	0.00%	0.00%	0.00%	43.75%	12.50%
	15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	56.25%	43.75%
	16	6.25%	0.00%	31.25%	0.00%	0.00%	0.00%	43.75%	18.75%
	17	6.25%	0.00%	0.00%	0.00%	0.00%	0.00%	93.75%	0.00%
	18	6.25%	0.00%	43.75%	6.25%	0.00%	0.00%	31.25%	12.50%





# Research and Analysis

## Task Analysis, Competitive Research, and Google Analytics



I interviewed several individuals and had them try to accomplish 4-5 tasks on the current mobile version of stovehouse.com. The tasks were as follows:

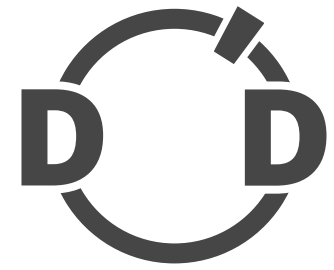
1. Find where Stovehouse is located
2. When is the next event? What is the event? Who is playing?
3. Find out how to rent business space.
4. Find out if pets are allowed at Stovehouse.
5. Find the menu for El Cazador and is it vegan/gluten-free friendly?

I performed competitive research on the functionality, navigation, and a content audit of Campus 805's mobile website.



Stovehouse's Google Analytics data showed a wealth of information, providing concrete evidence of users' preferences of device and website platform. More than three quarters of all users viewed the website on a mobile device.



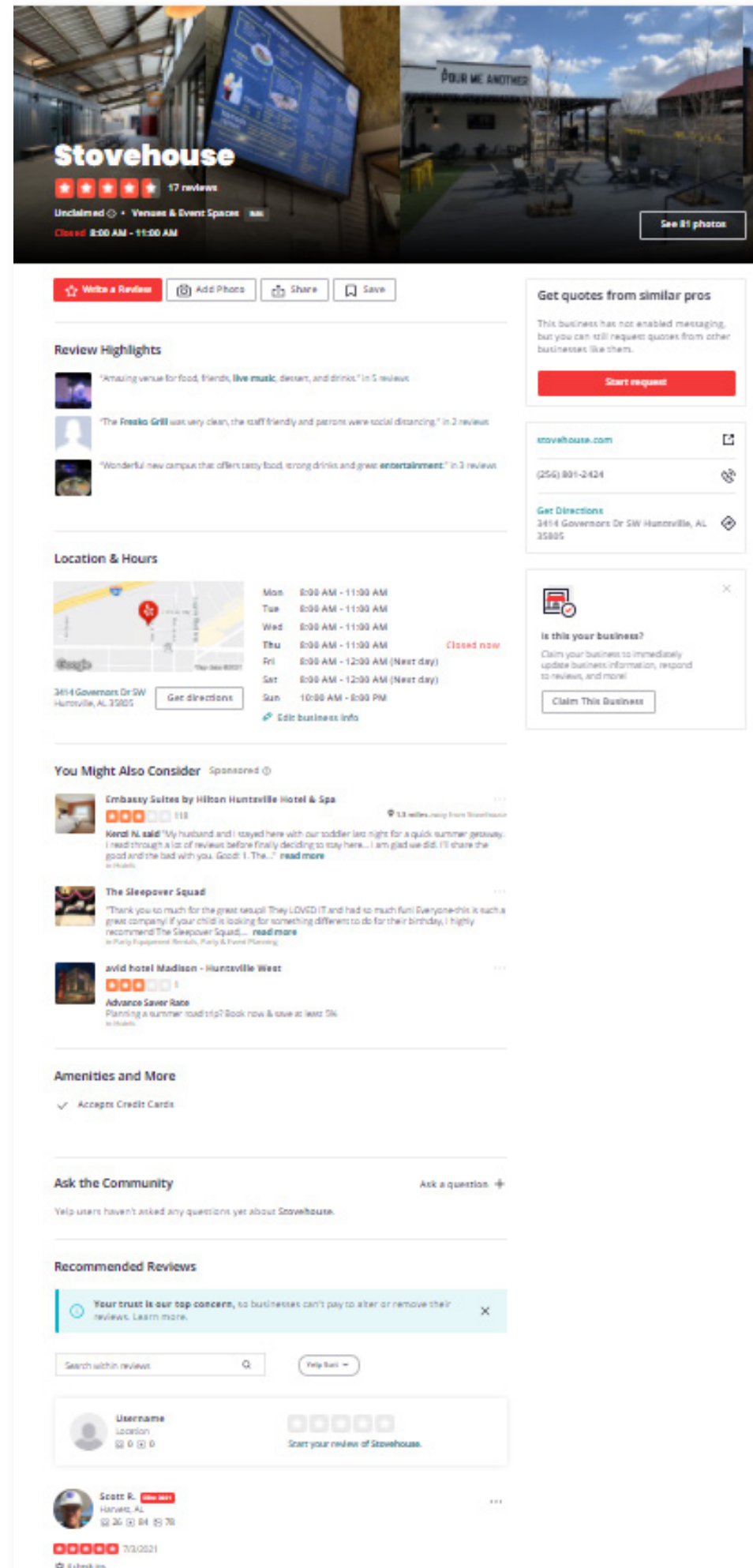
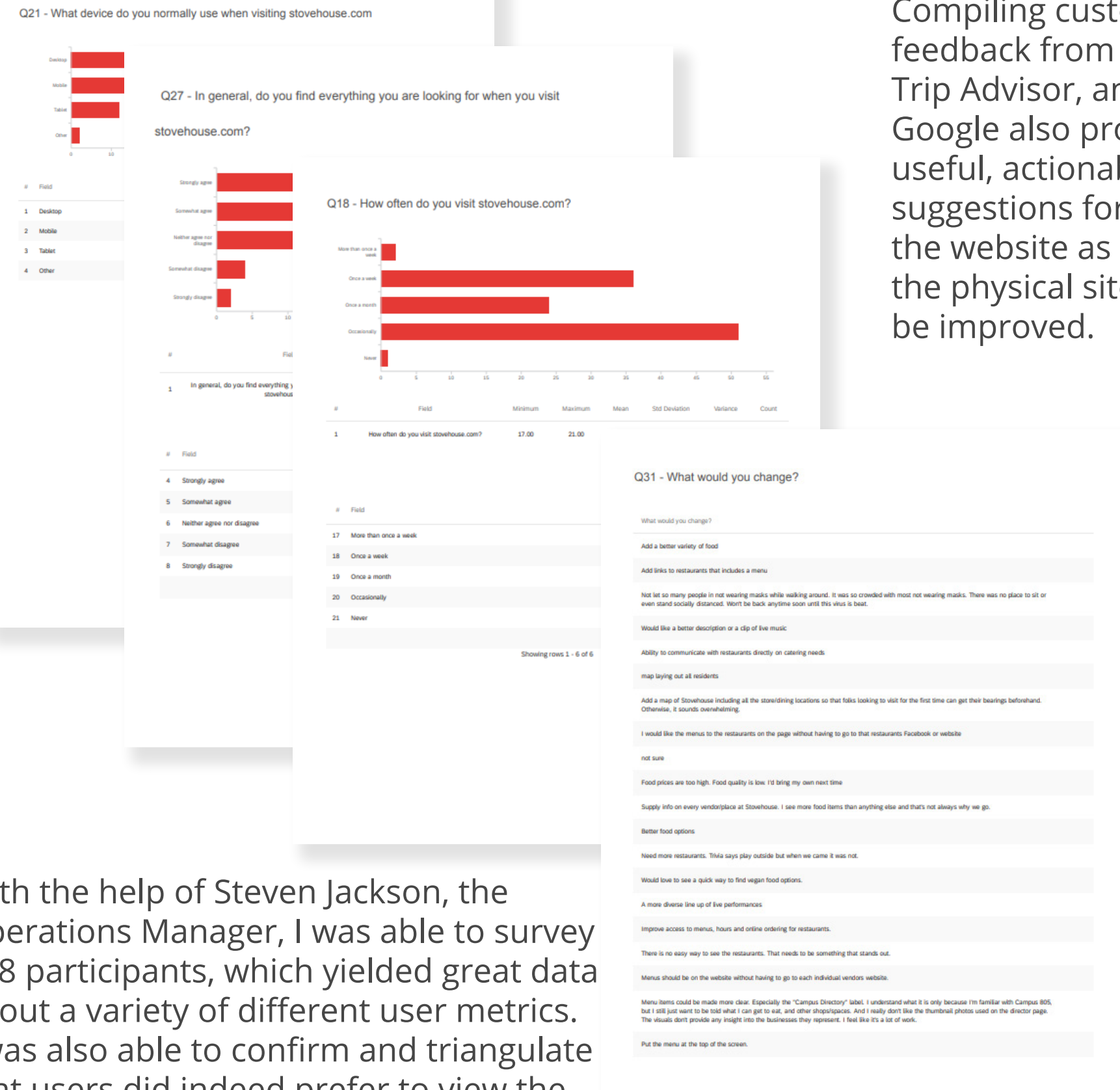


# Research and Analysis

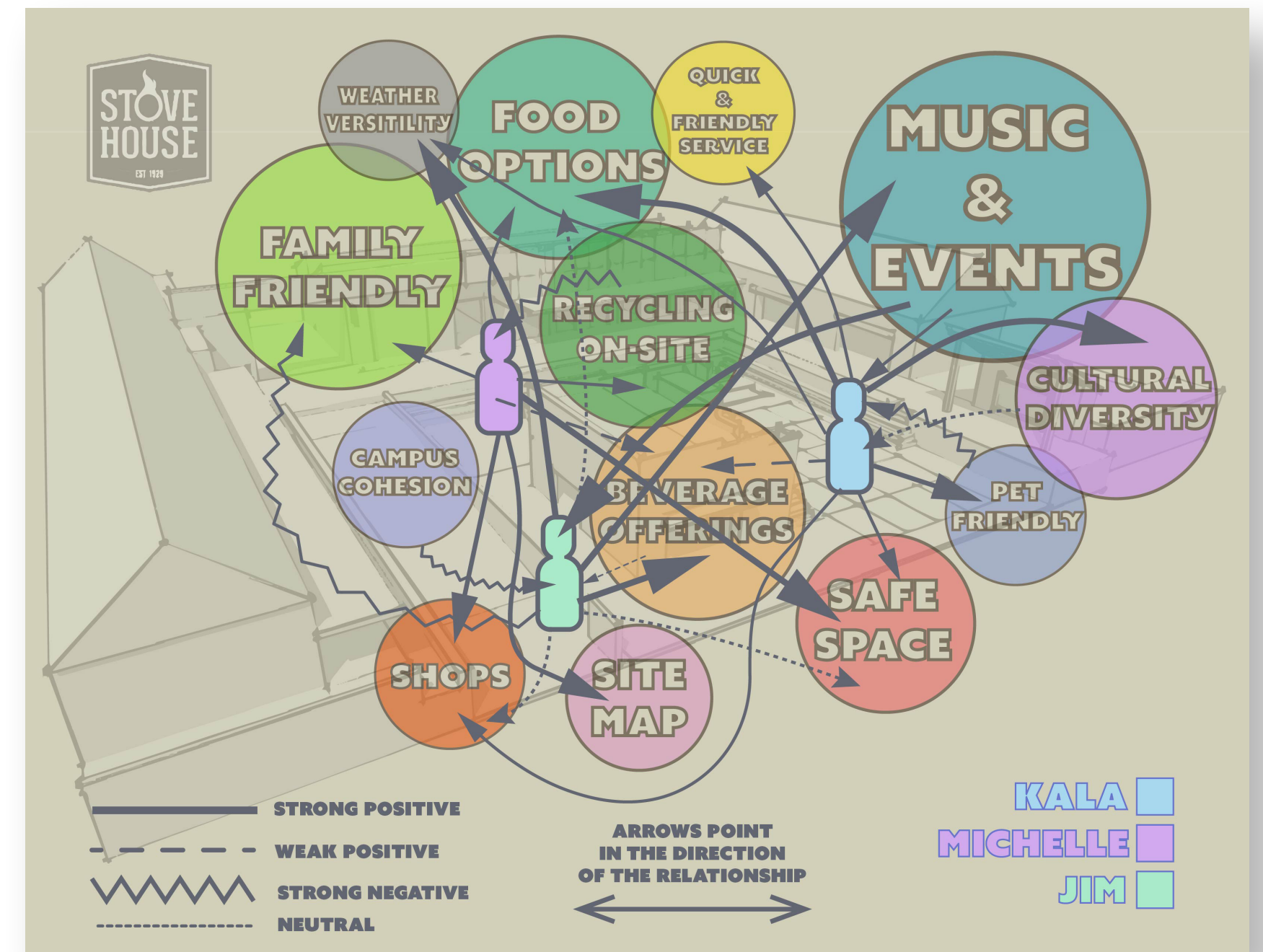


## User Surveys, Web Scrape and Persona development and empathy map

Compiling customer feedback from Yelp, Trip Advisor, and Google also provided useful, actionable suggestions for how the website as well as the physical site could be improved.

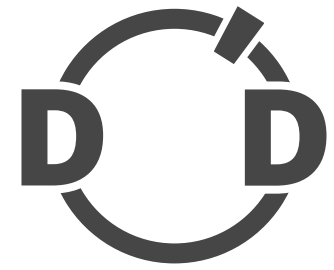


Data from user interviews, satisfaction surveys and customer feedback provided the basis for my Persona development. After creating 3 unique Stovehouse users I created an empathy map in the form of an info-graphic showing each person's wants and needs as well as undesirable pain points of both the website and physical location.



With the help of Steven Jackson, the Operations Manager, I was able to survey 138 participants, which yielded great data about a variety of different user metrics. I was also able to confirm and triangulate that users did indeed prefer to view the website on mobile devices.



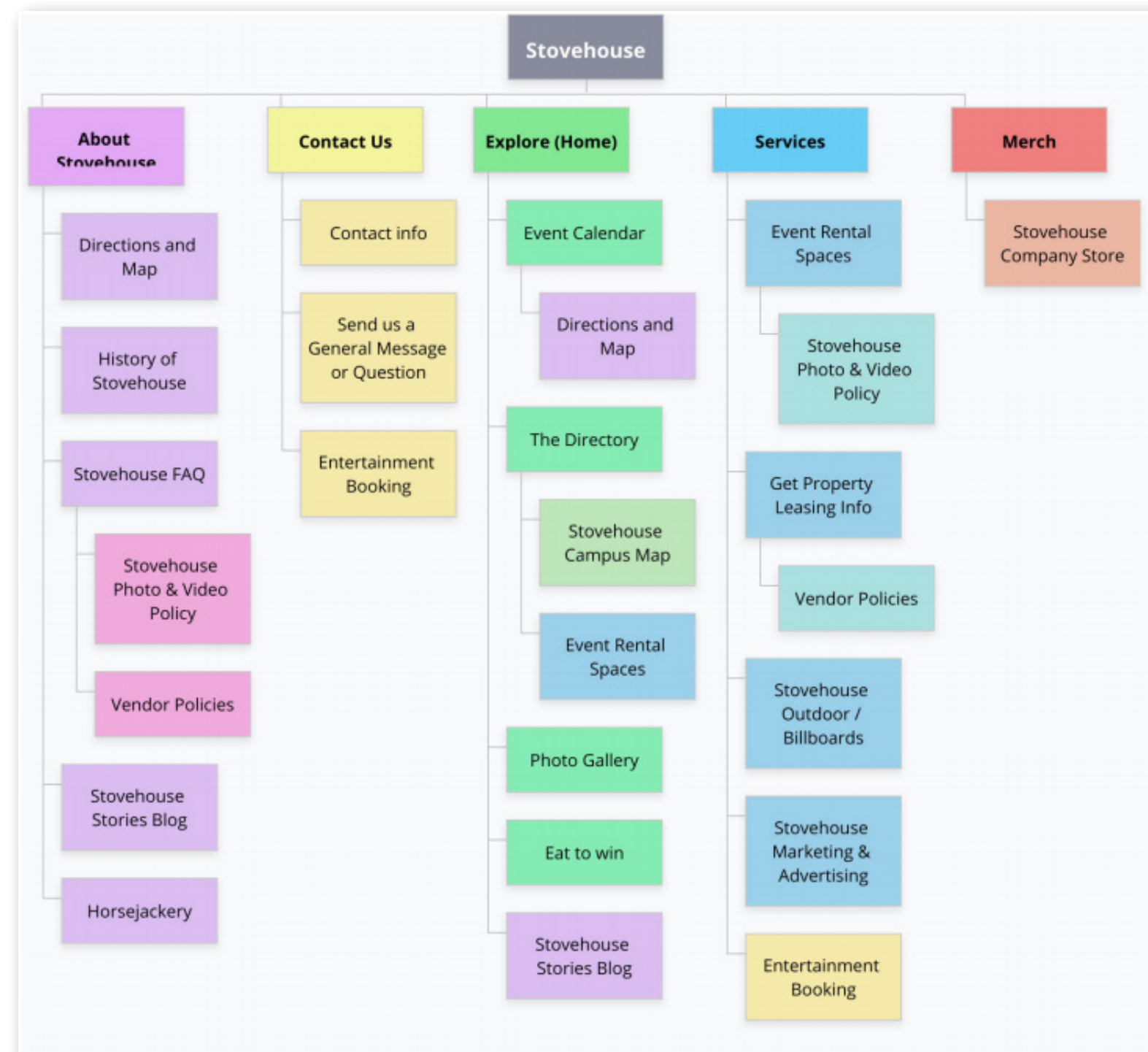


# Information Architecture and Prototype Design

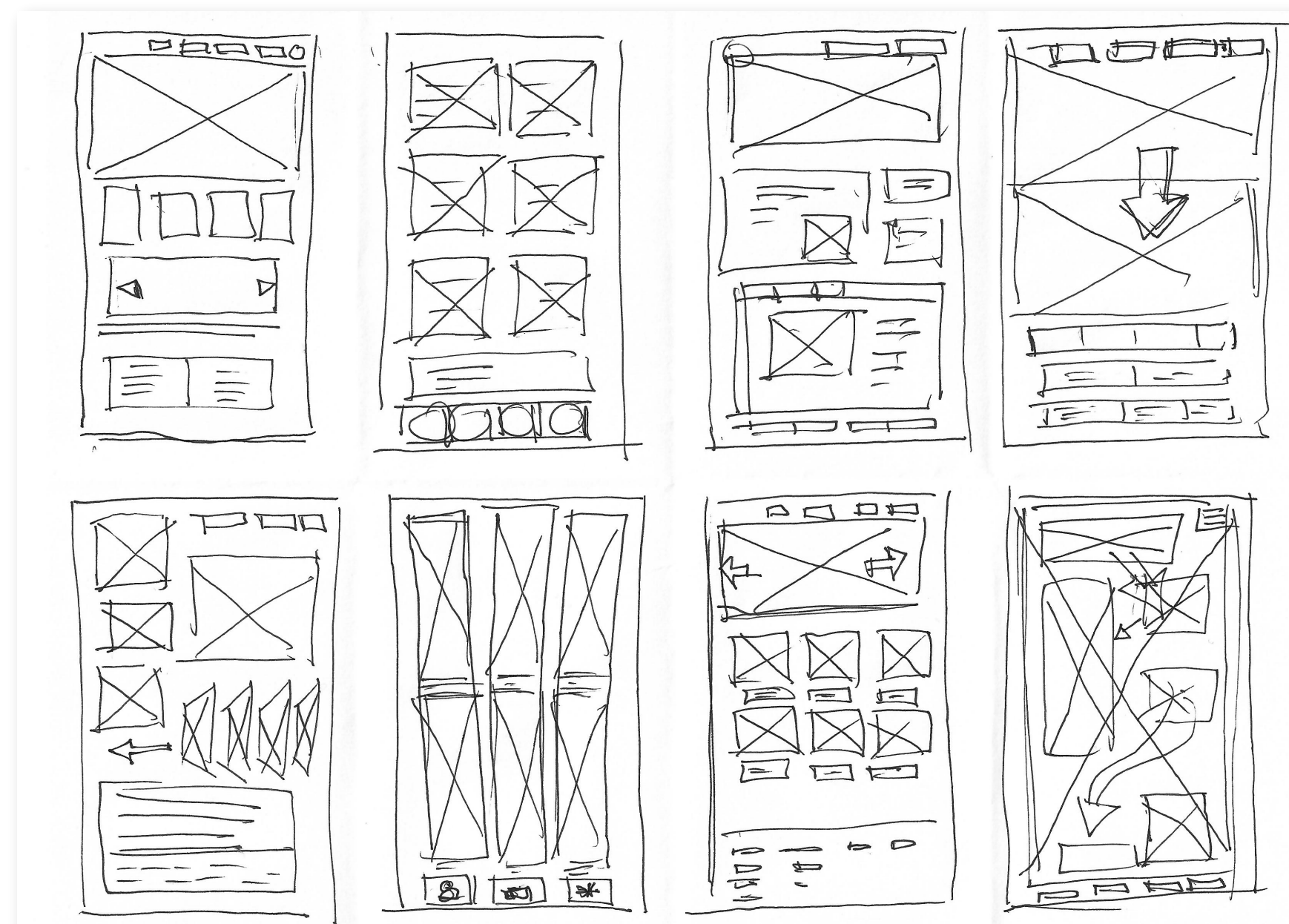


## Site-map, Menu Structure, paper sketch and low-fidelity mock-ups

Analysis of the card sort activity produced IA recommendations that would benefit both the stakeholders and website visitors. During this process I also created 3 unique user types. Not as specific as personas, the user categories were: Visitor /Guest, Artist / Artisan ,and Business Professional. This allowed me to further organize the site and menu structure defined users' needs in mind.

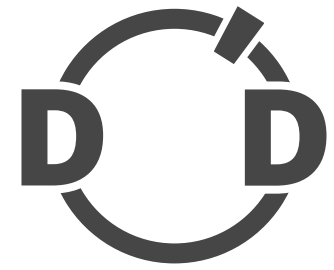


To jump start my design process I employed the “Crazy 8’s” method to sketch several different designs very rapidly. I then moved into Adobe XD and began a series of wire-frame, low-fidelity mock-ups trying a few of my more successful paper prototype designs.



Low Fidelity mock-ups allow for quick iteration of design ideas to find out what works and what doesn't. Once I settled on a new homepage layout and menu structure I moved forward to high fidelity designs in Adobe XD.





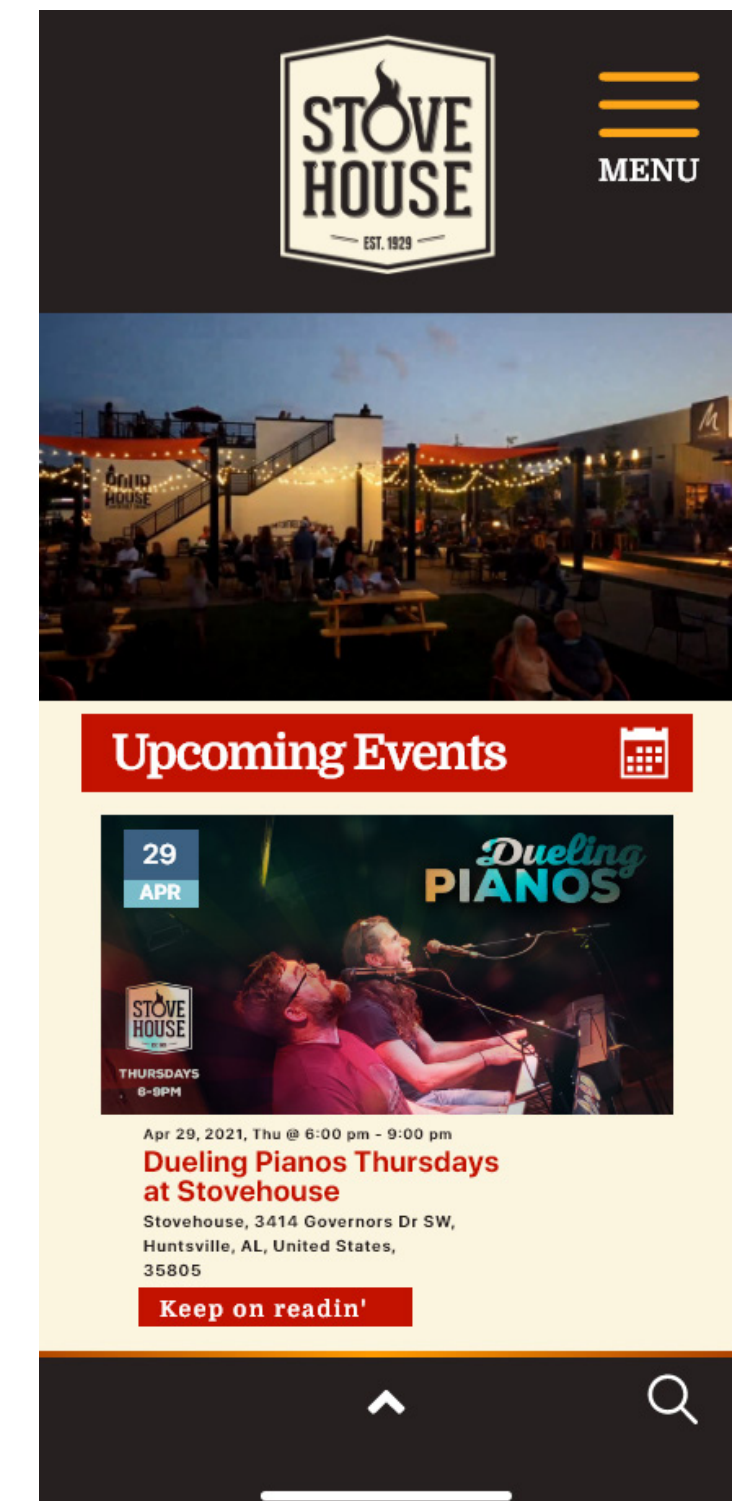
# Information Architecture and Prototype Design

## High Fidelity Prototype Design, Peer review and reiteration



Flow 2

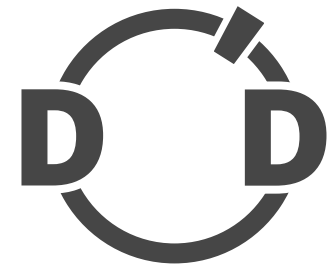
Using already available assets from the current website I was able to quickly create a detail rich UI, however all menus/navigation as well as new features such as an interactive calendar and detailed restaurant content and eatery menus, I had to create from scratch. I also built the prototype's interactivity so that I could test functionality and also perform user task-flow analysis and usability evaluations as I continued to iterate my design. I ended up with a total of 5-6 iterations, conducting usability evaluations and task-flow analysis between each iteration and one final polish after I enlisted the help of industry professionals to review my design.



## Key Findings that created my design choices

- Scrolling through events was tedious and could use a browse/search and/or calendar feature.
- The Directory is harder to browse and users got lost if they were looking for a particular restaurant.
- Navigating to find information about restaurants other than the most surface info is very difficult and can take users, in the case of El Cazor, outside the website to Facebook first and then finally to a link to the restaurant's website where the user has access to their menu.
- No information exists on vegan/vegetarian/gluten-free dietary needs.
- B2B services (Business Space, Advertising, etc.) are harder to find on mobile devices.

Click the image above to view a video showing the interactivity of the prototype. You can view a video of the current website [here](#).



# Proposal Presentation and Reporting



## Review, reception and final thoughts

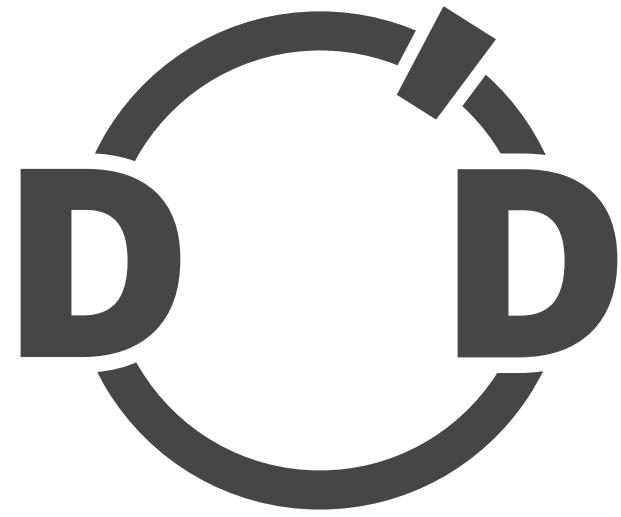
After completing my finished prototype and having contacts in the industry review my work and provide feedback I made a few final alterations to my design before my presentation to the executive team at Stovehouse and to the faculty staff at UAH.

I presented and defended my design in video form and I also submitted a written report outlining my research findings, methodology, design process, and evidence of how my design improved functionality and ease of use for all categories of users. I also included examples of why these changes would not only benefit Stovehouse's web visitors but also why this would be a benefit to the business as well. The presentation was well received and many of my suggestions for design changes are beginning to or have already been implemented.

While this project began as an academic exercise for me, I wanted to participate in something as "real-world" and professionally viable as possible and by choosing the right business and partnering with stakeholders who were open to new ideas that would lead to improvements for their end-users, I feel I was able to contribute above and beyond what was required to complete my professional certificate.







**THANK  
YOU!**

More information and examples at: **[linktr.ee/dennyodell](https://linktr.ee/dennyodell)**

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