

# BOPHOT<sup>TM</sup>

PORTFOLIO

DESIGN + DEVELOP + CREATE



ABOUT ME

PROJECT  
BREAKDOWN #1

MODULE  
BREAKDOWN

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Q&A

# THE **BREAK DOWN**

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# **ABOUT ME**



# MEET BOPHO™!

BOPHO™ is an independently owned design lab located remotely in the USA but services clients globally. We provide creative strategy, art direction and art management services for serious brands, talent and cultural investors.

BOPHO™ believes good design is good business and good business is BOPHO™. We create strong first impressions, we build trust, and we develop strategies that take projects from start to finish. Good design leads to more rewarding and profitable ideas.

Scroll through for a quick look into BOPHO's engineering process.







## Design

*to create, fashion, execute, or construct according to plan*

I've always described my being as organized chaos. The artist in me enjoys the freedom to experiment but I also understand the value of order. I believe the key to a successful design project is a well constructed plan.



## Develop

*to grow or cause to grow and become more mature, advanced, or elaborate*

Nothing should be stagnant. Everything and everyone should be ever growing and changing, evolving and improving as you gain more knowledge and information. I believe an iterative process allows for room to improve and make corrections.



## Create

*to bring (something) into existence*

A plan without action is just an idea. I love to put movement behind a concept and really bring it to life. Even if it fails, you can at least say you tried. Whether failure or success, a lesson always exists so always create.

ABOUT ME

PROJECT

**BREAKDOWN #1**

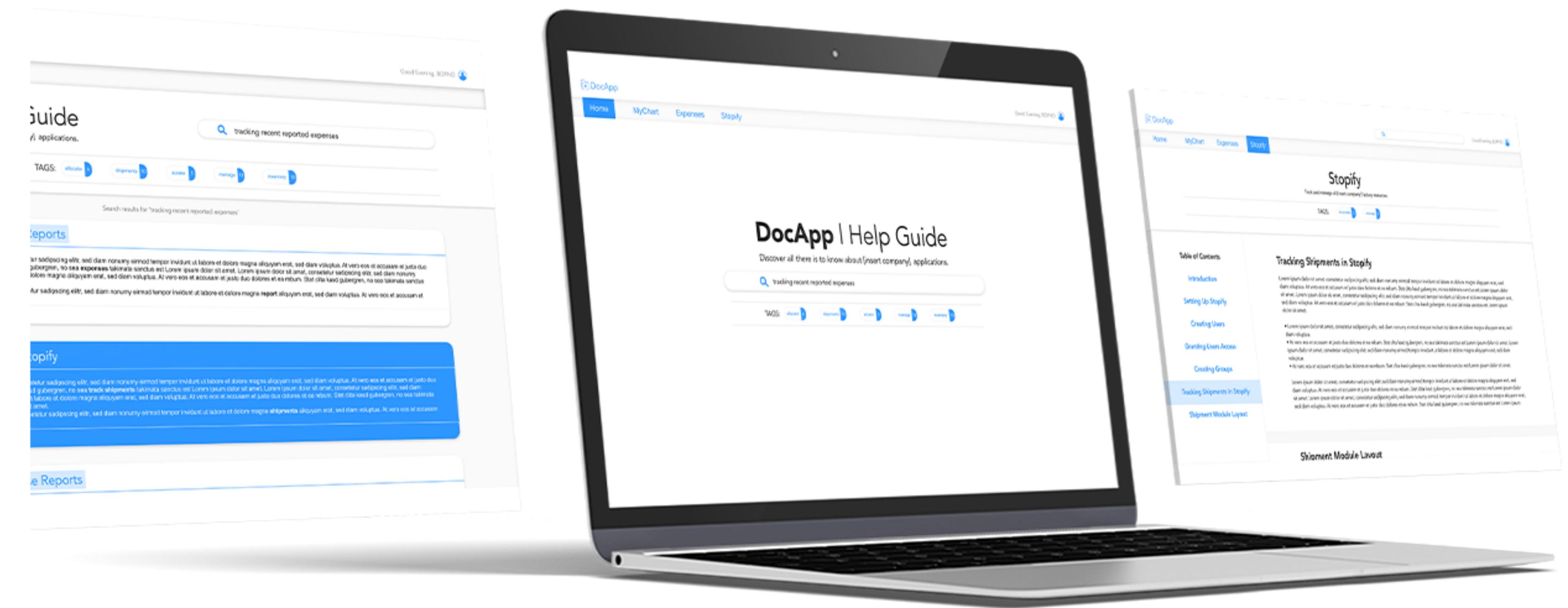
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# **PROJECT BREAKDOWN**

DOCAPP | WEB APPLICATION



# **PROBLEM STATEMENT**

What's the problem that needs to be solved?

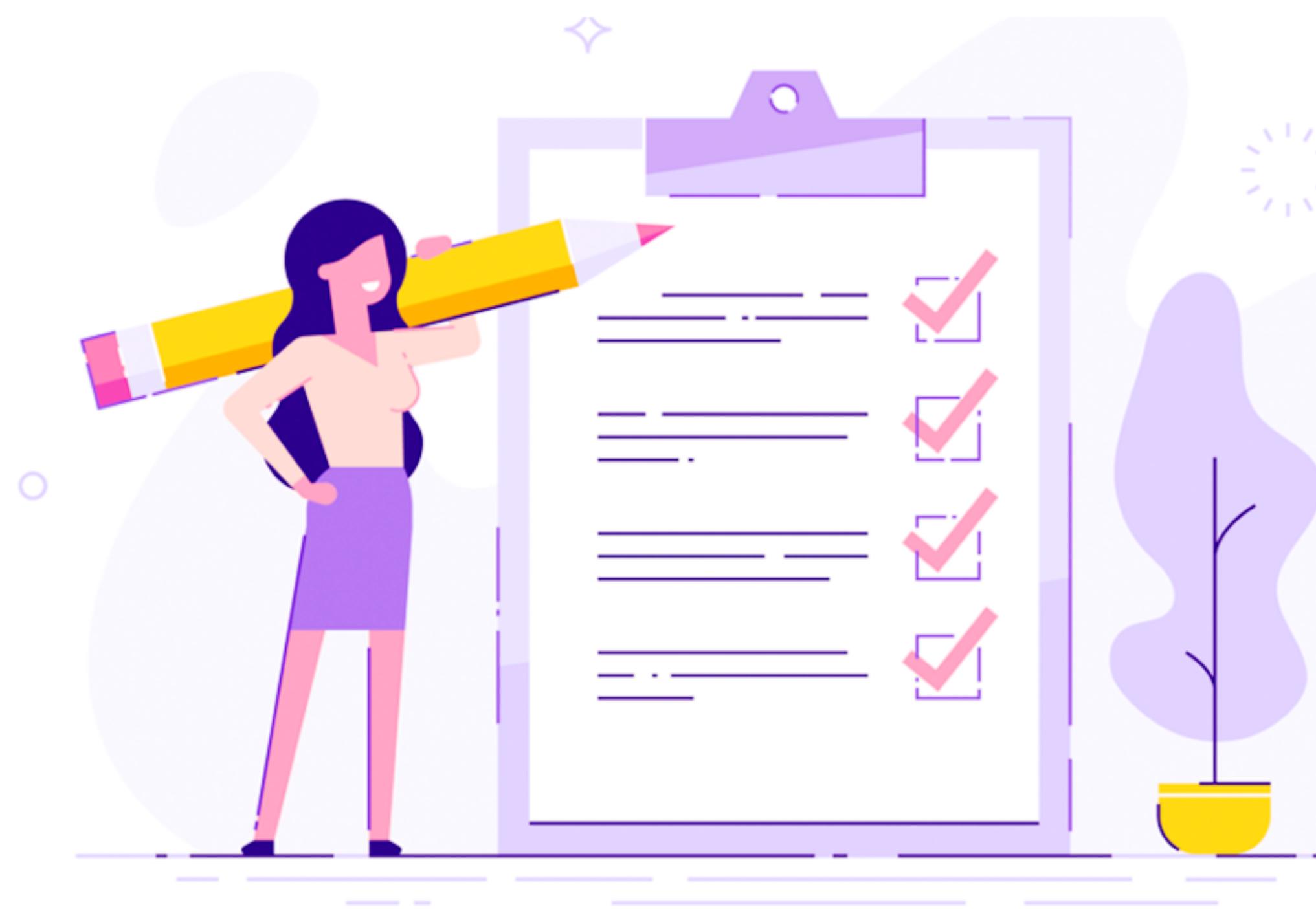
Engineers and managers within a certain organization at ~~Apple~~ rely on a range of applications to complete their day to day tasks. Occasionally, users run into issues with these applications and refer to help documents for guidance.

Users are having a hard time finding user guides and documents related to the applications or their specific problems.

**Are there any specific constraints?**

Employees are often on the go, either carrying their laptop, iPad or phone. Users need to be able to easily access and view the documents on different devices.

# USER RESEARCH



## User Research Methods:

- Surveys
- Scenario Submissions

## Findings:

- Users are very busy and currently think the process of finding documents is too complicated
- Most of the applications work in conjunction with each other. Because of this, a problem in one application might be solved by fixing an action in another application.
- Users sometimes have no idea what they're looking for and would like for an easy way to begin their search.
- Users would like to be able to share help documents with their coworkers.

# FUNCTIONS VS. REQUIREMENTS

**R1:** As a an engineer/manager, I want an easy way to find help documents related to the app I'm using so that I can quickly return to my original tasks.

**R2:** As an engineer/manager, I want to be able to search for key words or phrases so that I can find documents related to my problem.

**R3:** As an engineer/manager, I want to be able to view only documents related to a particular app.

**R4:** As an engineer/manager, I want to be able to see documents that have related information or content.

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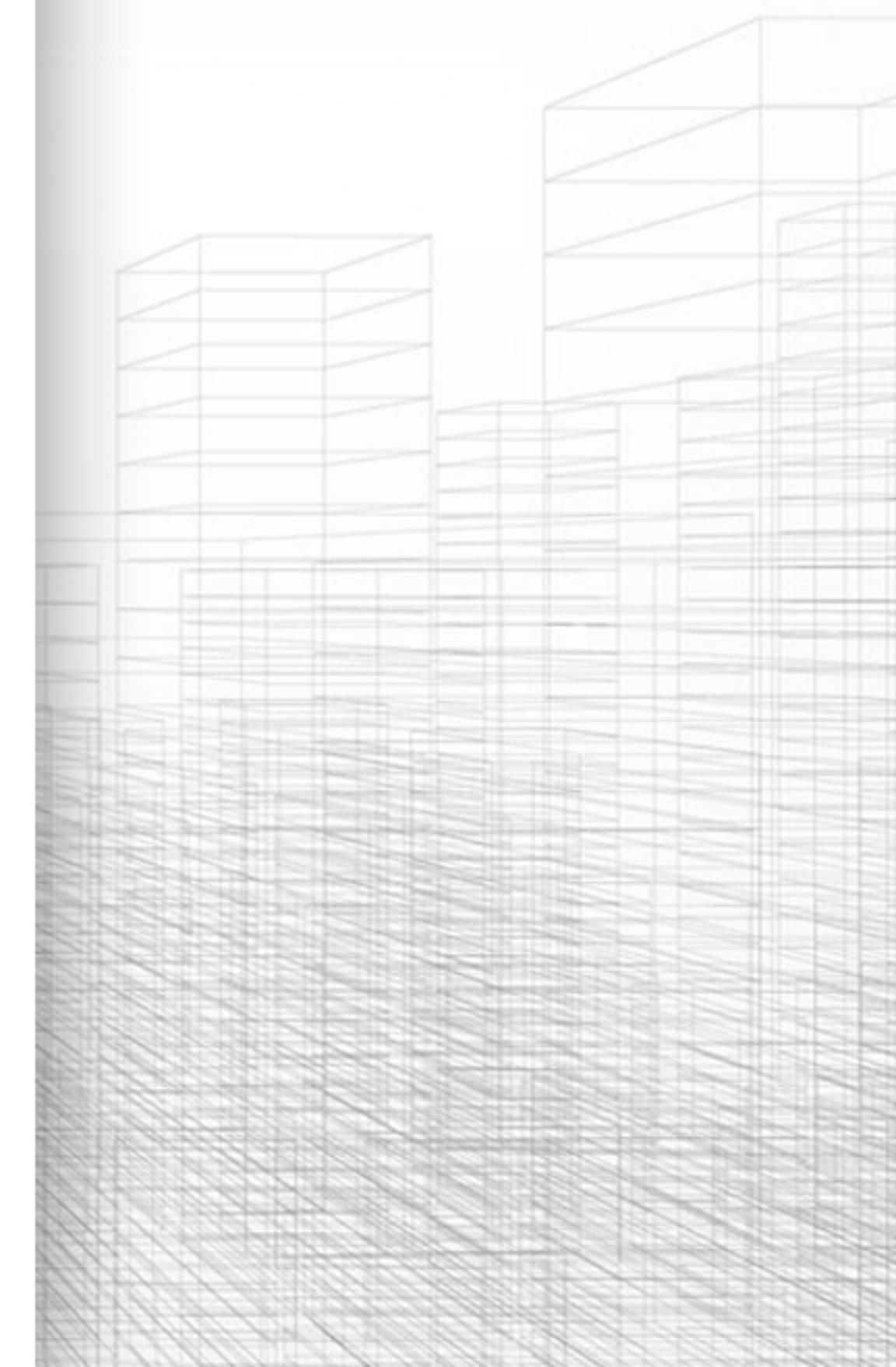
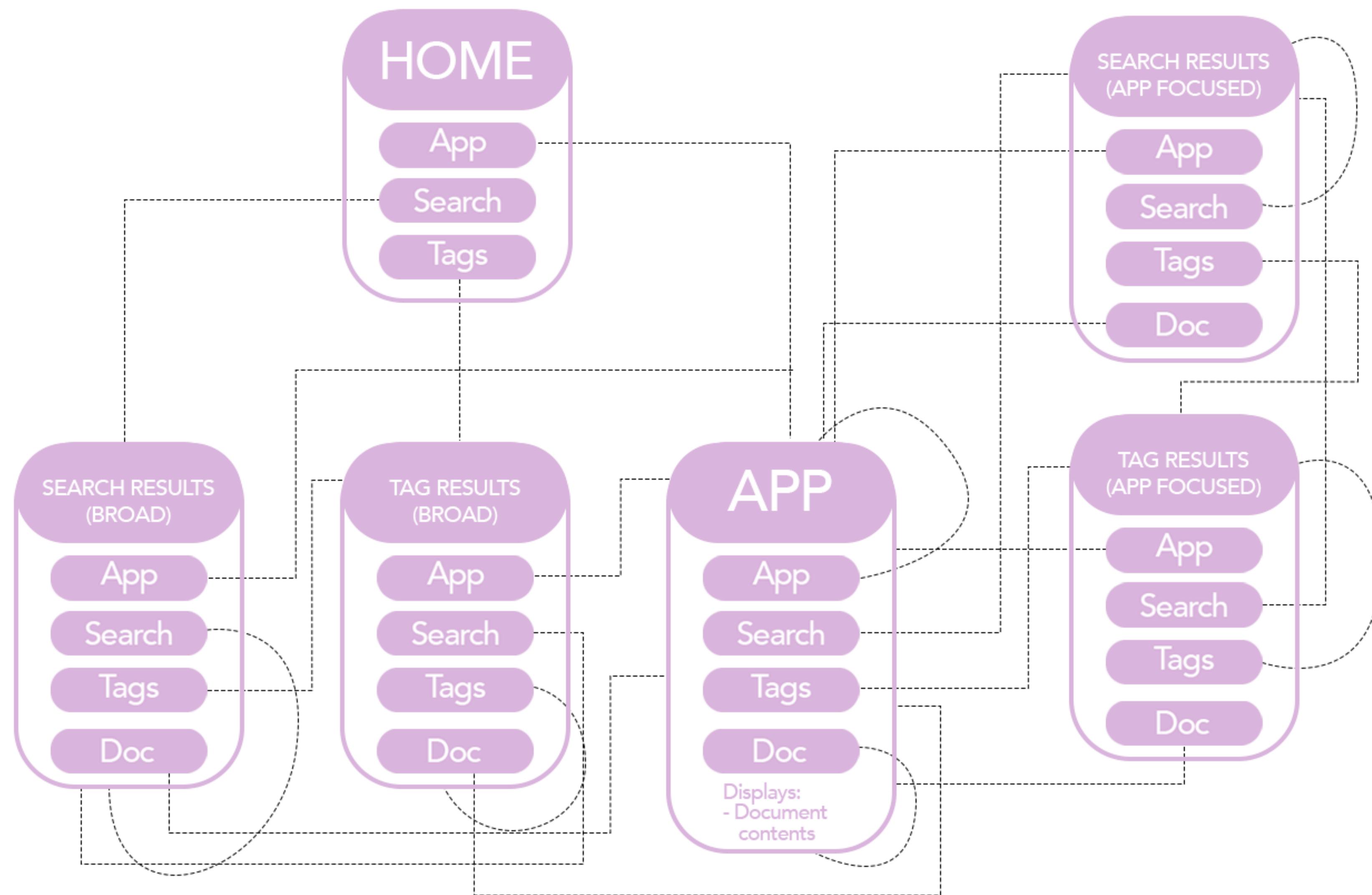
**F1:** Search - allow users to query database for words/phrases

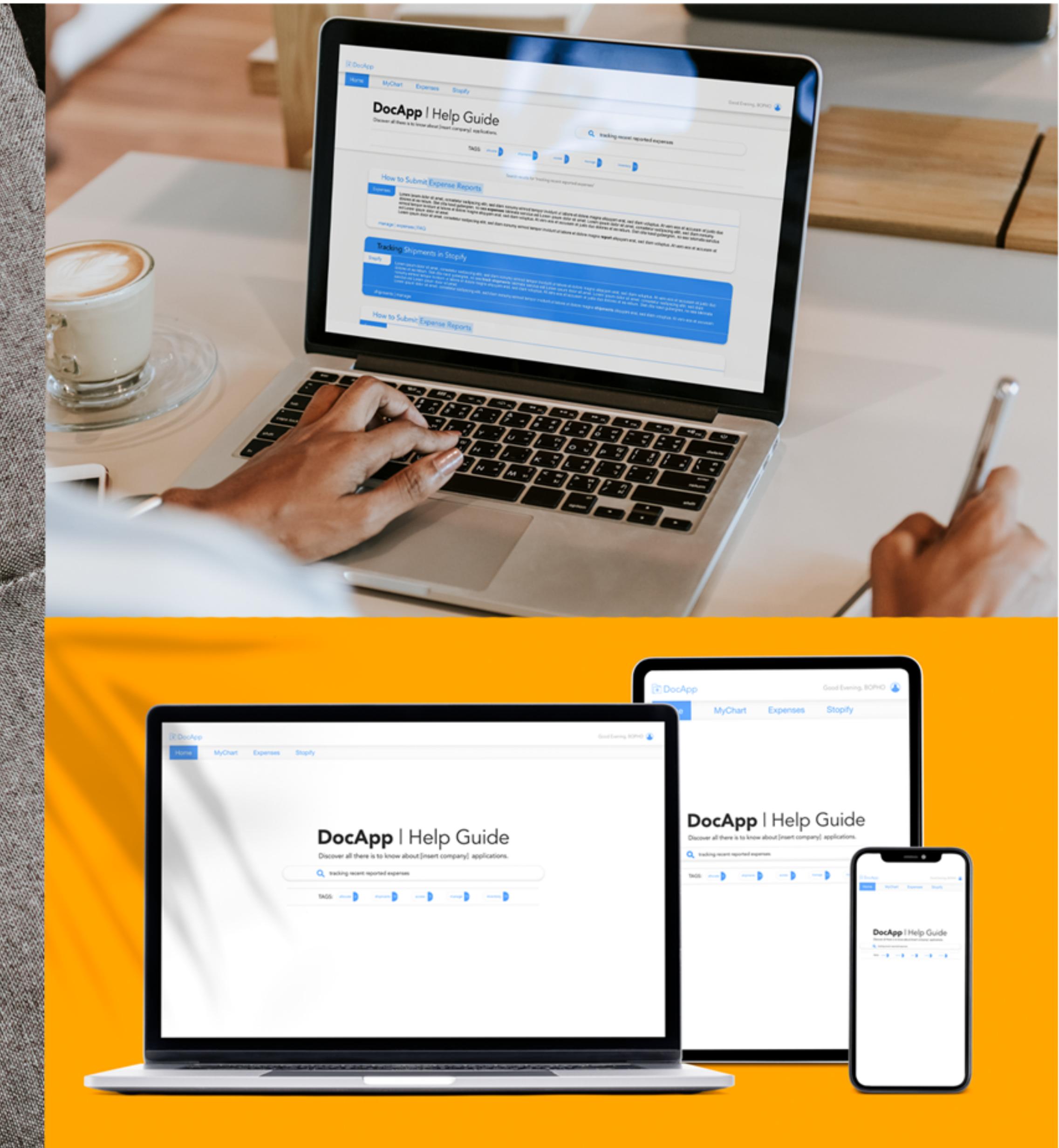
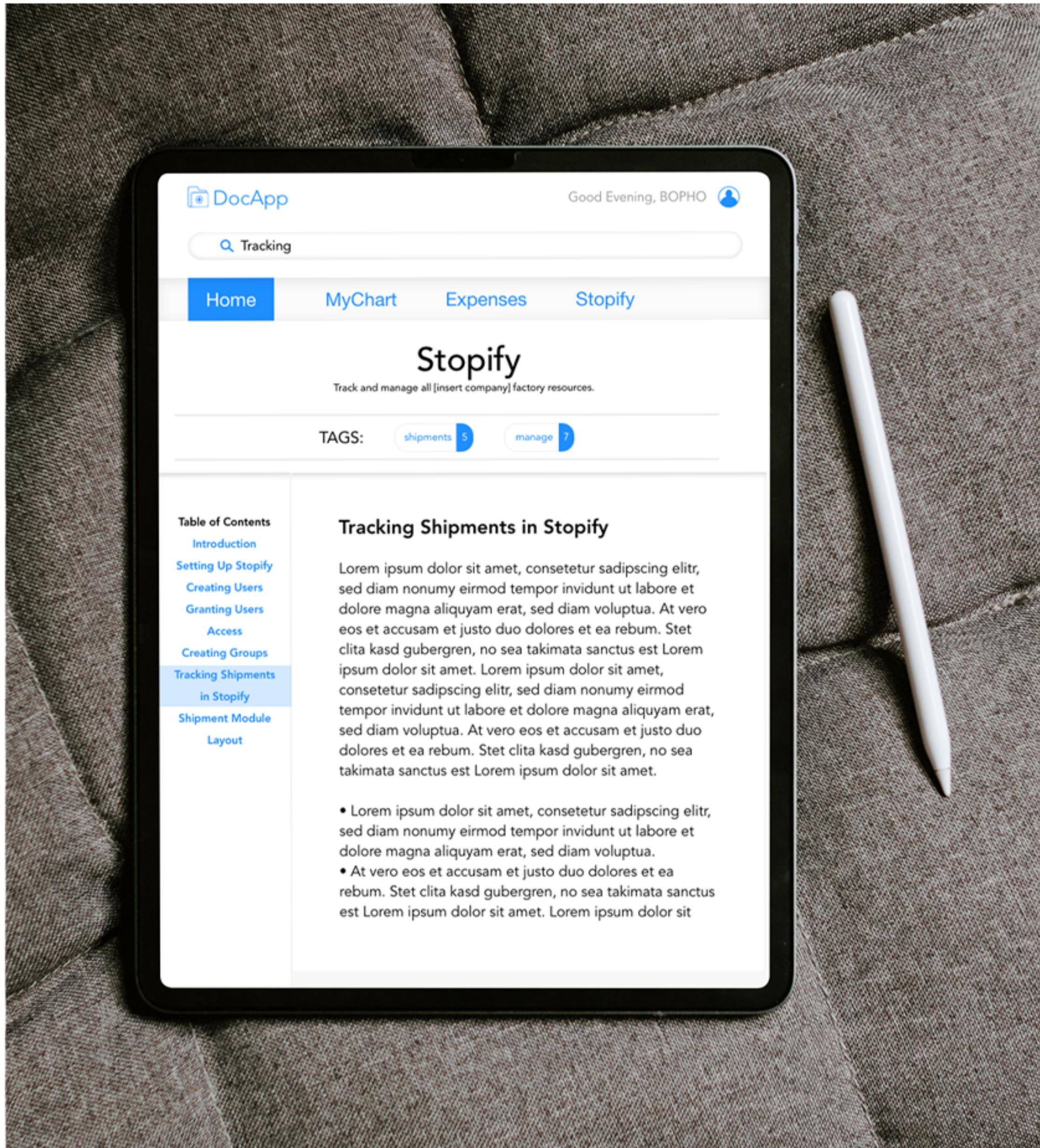
**F2:** Tags - each document should have a list of tags to allow for grouping

**F3:** App/Document View - allow users to view documents within specified app

	<b>F1</b>	<b>F2</b>	<b>F3</b>
<b>R1</b>	X		X
<b>R2</b>	X		
<b>R3</b>	X	X	X
<b>R4</b>		X	

# INFORMATION ARCHITECTURE







# DESIGN DECISIONS

- Clean and minimal UI with high contrast to allow for easier reading for varying eye sights
- Two panel layout with infinite scroll for the document view to better support deeplinks. Deeplinks allow for easier collaboration.
- Tags included a number count to provide users with an idea of how much related information exists.
- Grid style layout for easy transitions amongst devices

# OUTCOME

- Product shipped successfully and was well integrated into existing apps.
- Reduced number of help emails from engineers/managers regarding problems that could be found in existing documentations.



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# MODULE BREAKDOWN

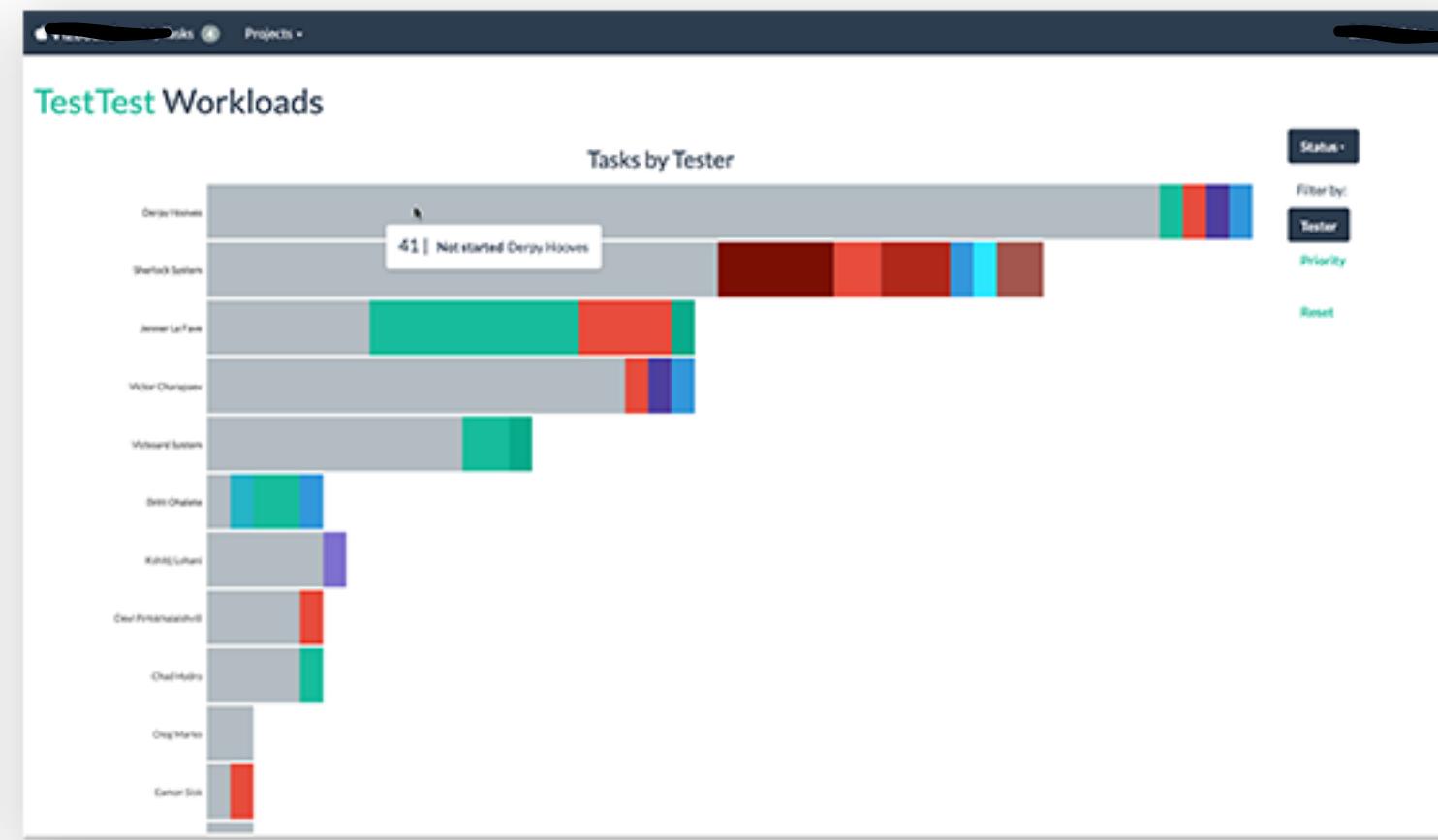
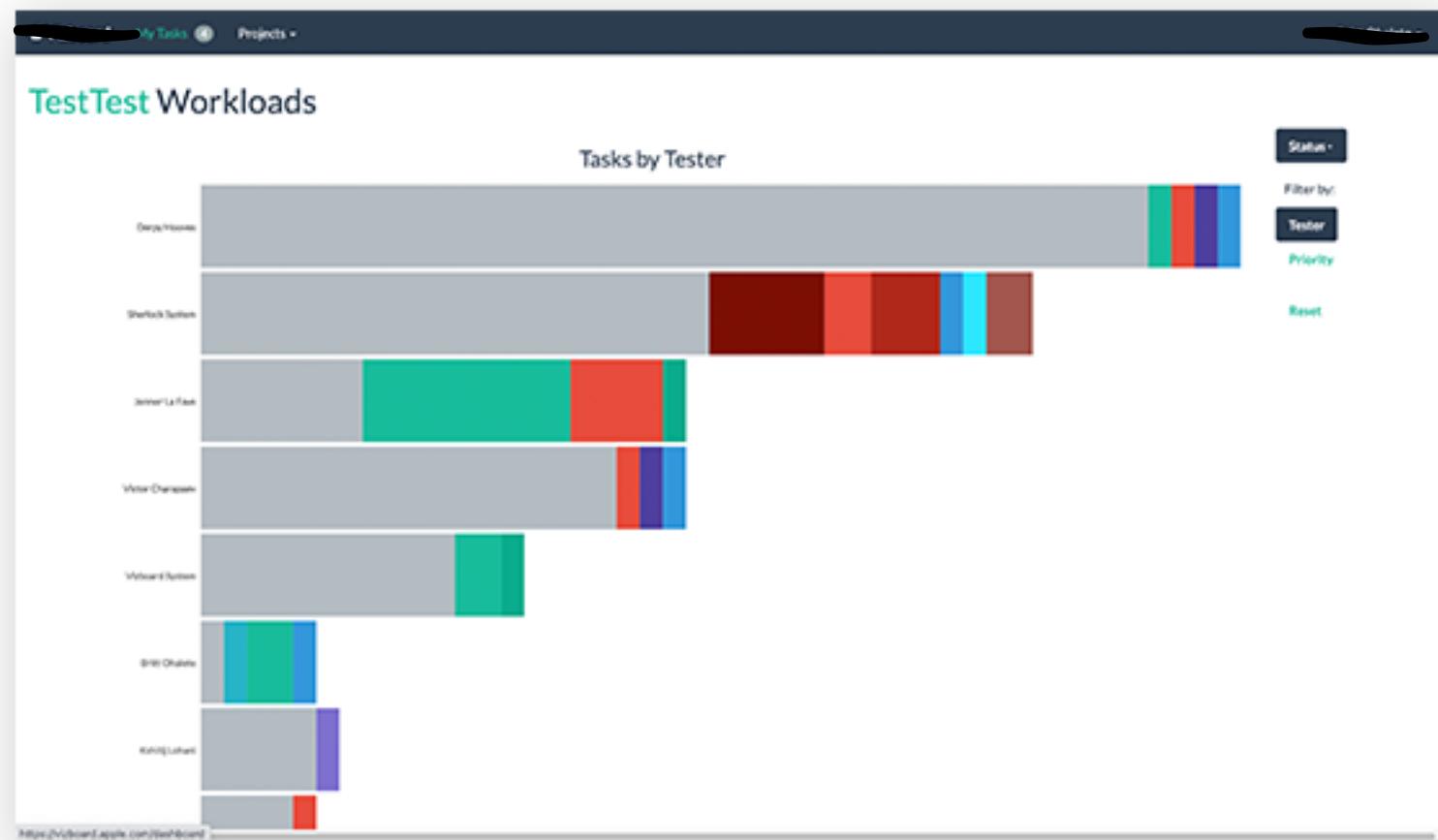
# PROBLEM STATEMENT

What's the problem that needs to be solved?

Project managers at ~~Apple~~ need an easier way to view their team's workload per project on ~~Wrike~~.

What we know?

- Each team owns a series of projects.
- Within each project a team member is responsible for a series of tasks.
- Each tasks has varying priority levels and status updates.
- Project managers need to be able to see:
  - How many tasks are left based on priority
  - How many tasks each member has
  - How many tasks exists based on status



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# PROJECT BREAKDOWN

ROSARY HEALTHCARE



# **PROBLEM STATEMENT**

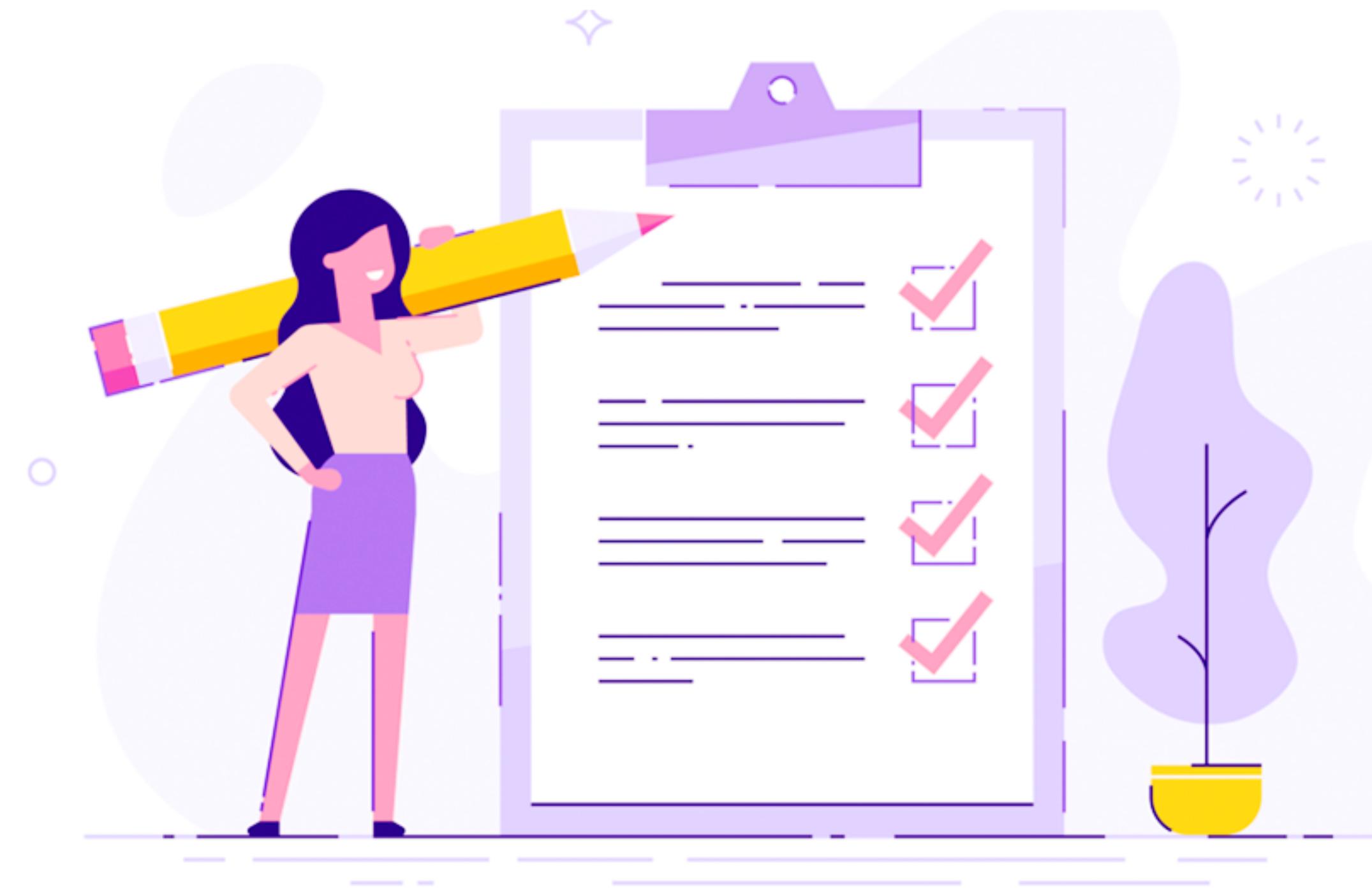
What's the problem that needs to be solved?

Rosary Home Health, Inc. is a growing home health care service who provides different services such as infusion therapy and disease management. They need a more effective way of hosting their files for patients and future employees to access as well as a site that clearly defines the company.

**Are there any specific constraints?**

RHH patients range in age from old to young and varying disabilities so the site must cater to a broad range of needs.

# USER RESEARCH



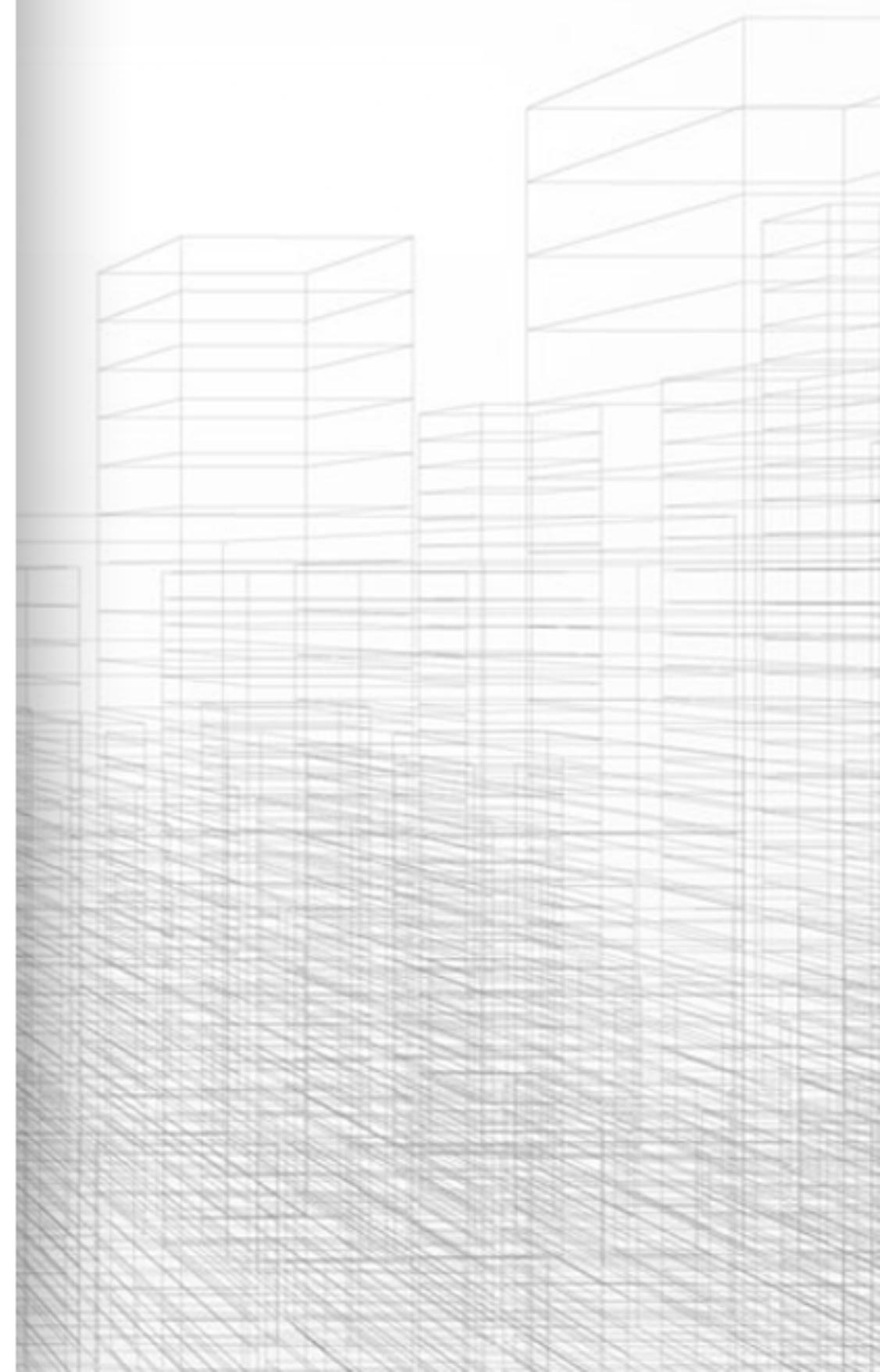
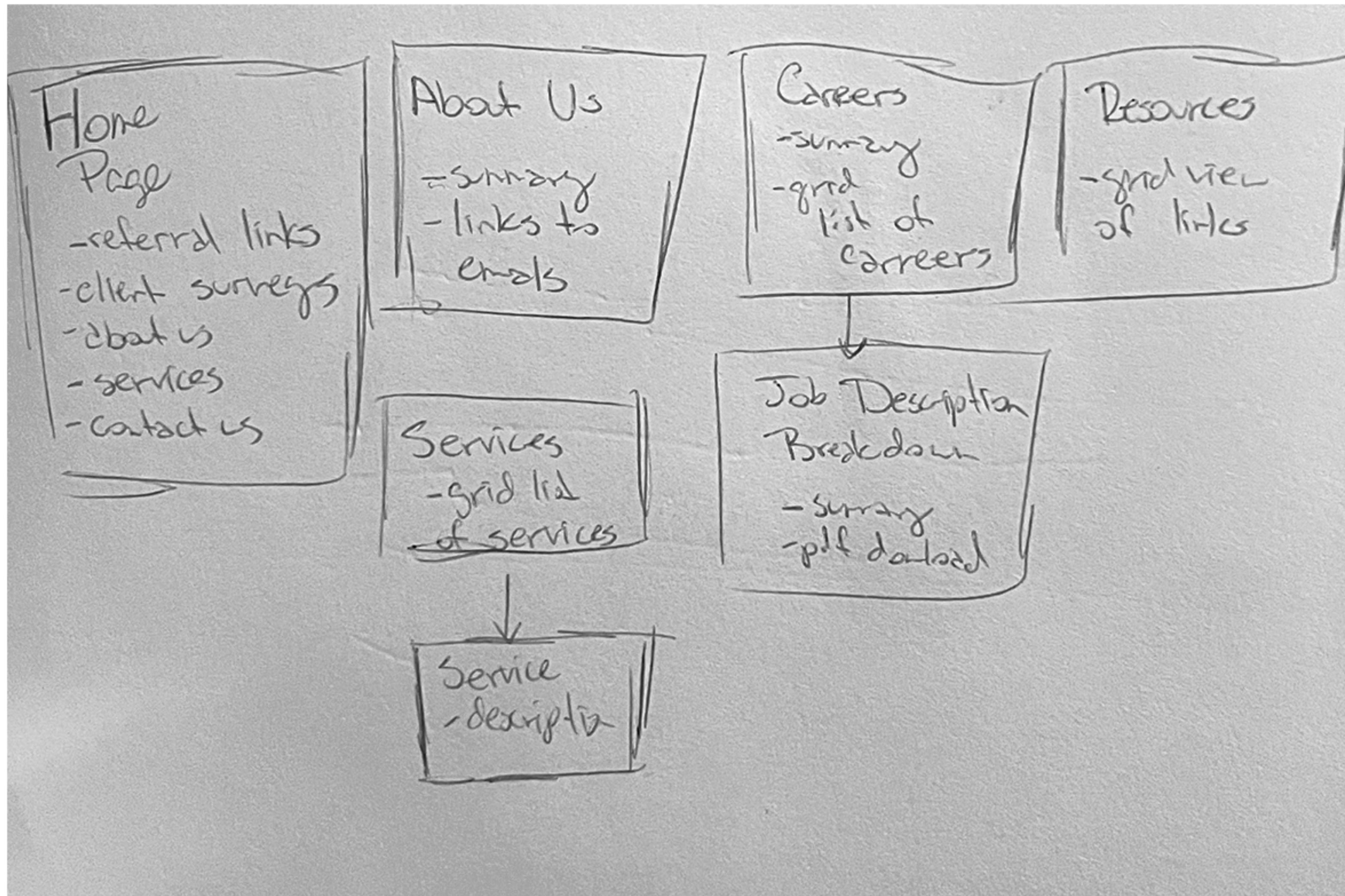
## User Research Methods:

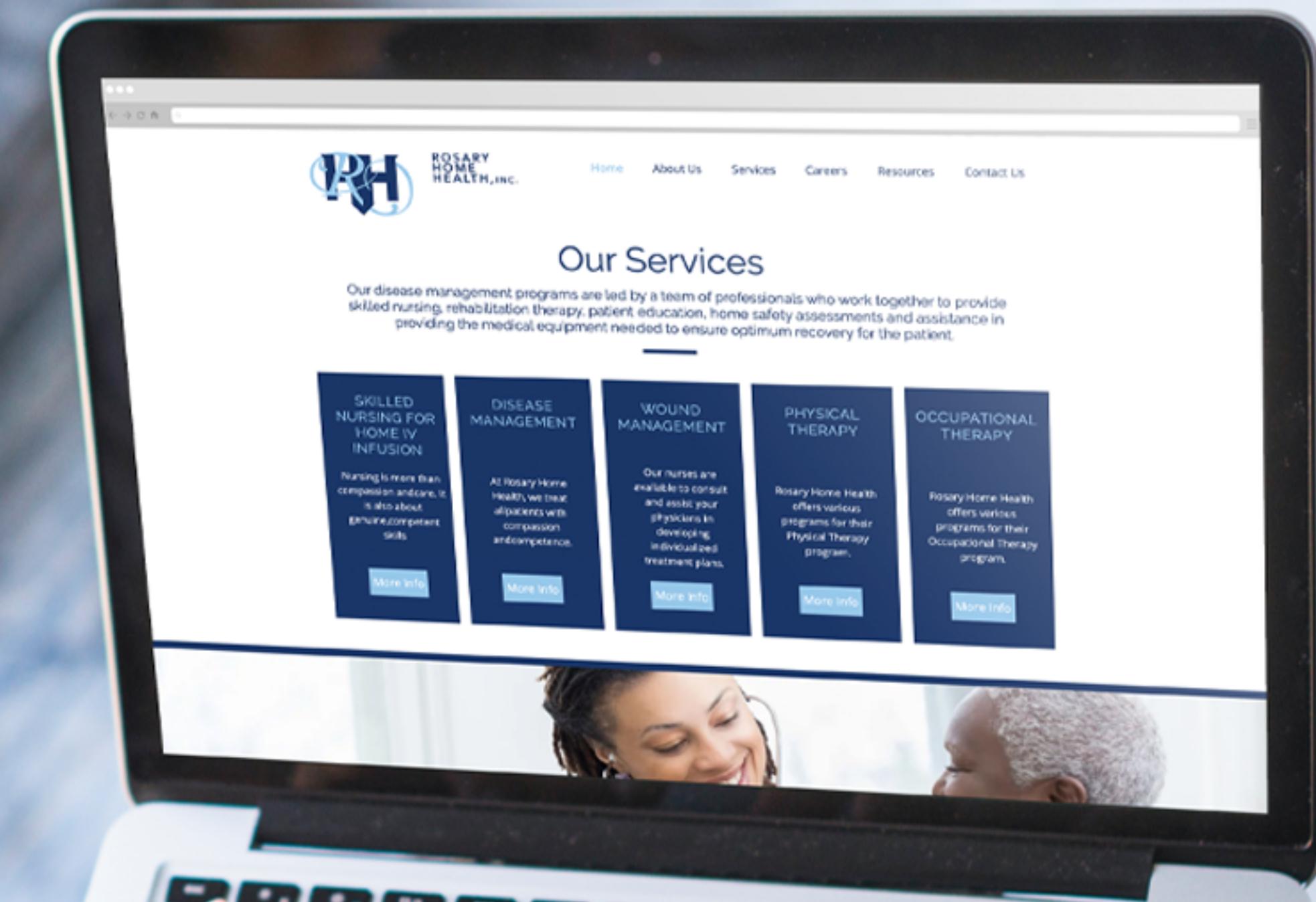
- Individual interviews

## Findings:

- Users are either patients or loved ones of patients.
- Most users are not familiar with most medical jargon.
- Users consist of current patients, new patients, and future employees
- Users want to spend as limited time as possible finding forms.

# INFORMATION ARCHITECTURE







# DESIGN DECISIONS

- Emphasis on icons. Although language varies amongst humans, symbols are one thing we can all almost understand universally.
- Limited use of pages to decrease confusion and users getting lost during browsing sessions.
- Emphasis on large font and buttons for easy navigation.
- Avoided long pages to limit distractions or overwhelming feelings in users.
- Made sure to match the overall aesthetic to fit the brand image Rosary Home Health. Helps promote brand identity.
- Focused on designing for a large screen/desktop. Main functionality of the site is to deliver forms.

# OUTCOME

- Overall satisfaction.
- Increased inquiries from new clients.
- Reduced burden, clients could find relevant forms without needing them emailed. that could be found in existing documentations.



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# CONCLUSION

# What sets me apart...?



## I have a background as a developer

A common pain point amongst cross-functional teams is the inability to understand and communicate with each other. As both a developer and a designer, I know how to properly deliver design decisions as well as understanding what choices are feasible as a developer. This reduces the need for constant iterations and assures that the team meets the required deadline.



## I'm an analytical thinker

I'm always thinking. I consider both the big picture and the important details. I love picking at the pieces and asking questions people didn't consider. Doing this allows us to get ahead of future problems and create a more sustainable product.



## + I'm an empath

Design at the end of the day is centered around the user. The better you understand the user's needs and wants, the better the product. As an empath I'm always considering people's feelings, their disabilities, cultural affects, and their overall experience.



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**THANK YOU**  
A N Y   Q U E S T I O N S ?