

Hi, I'm Marcus.



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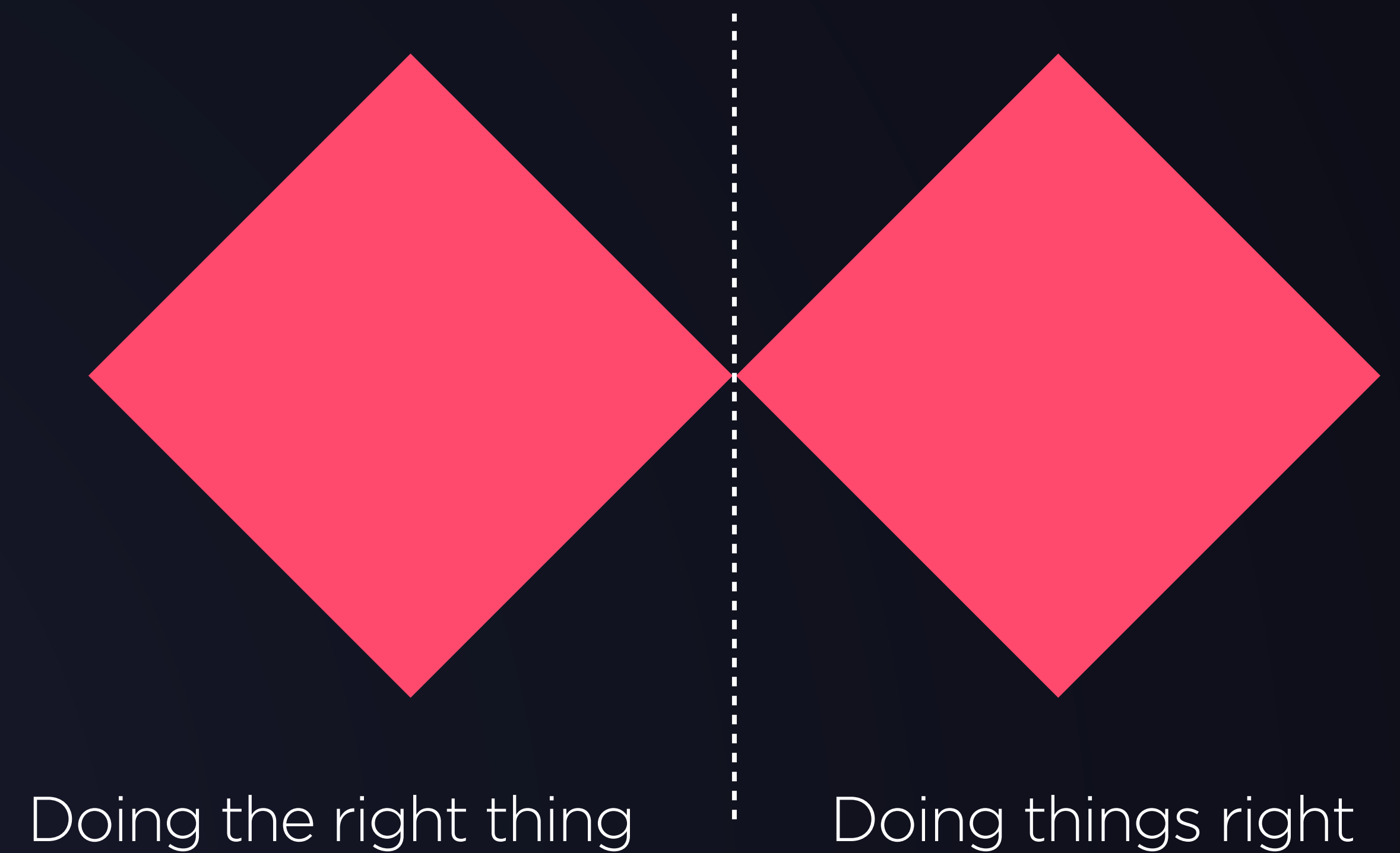
I design products & experiences.

I solve problems by exploring, experimenting, listening & learning.

The process

Double diamond

Every project requires a different approach and methods, but these can be structured around the same frame work.



These are a few of projects I've worked on...



TRANSURBAN

Transactional Website Redesign

Problem

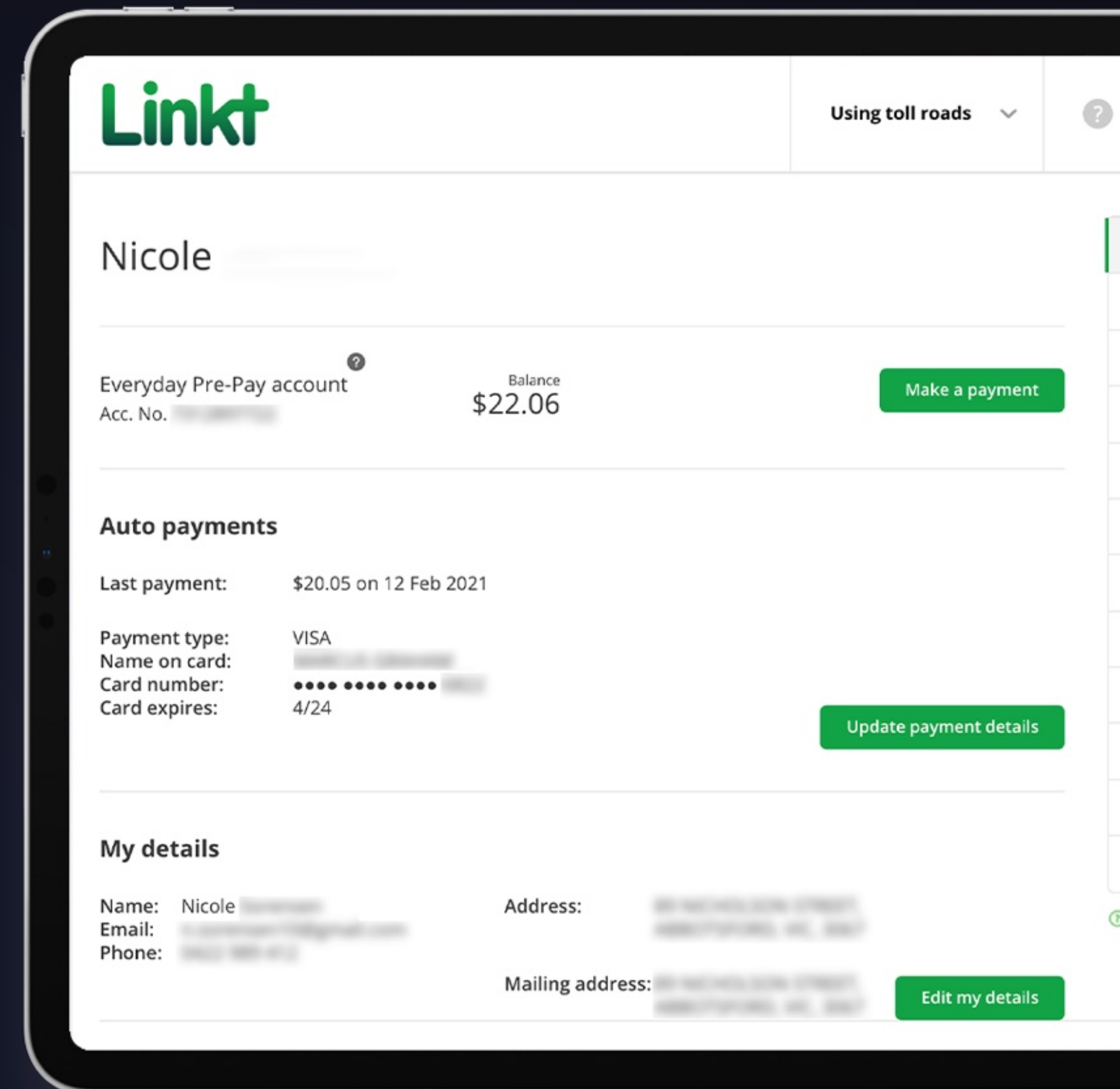
Outdated transactional site

Difficult to maintain or change

Poor responsive behaviour and accessibility

Long wish list of UX improvements

UI and flows hamstrung by inflexible designs



Objective

Make it better.

Update design, while adhering to existing brand

Improve accessibility and responsive behaviour

Ensure continuity between App and Website

Easily maintainable and adaptable to change

Design for the future

Unique challenges

I could just say “2020” here.

Tight timeline to deliver, small UX team.

Entire team working remotely, but collaboratively.

User testing had to be lean, and performed remotely.

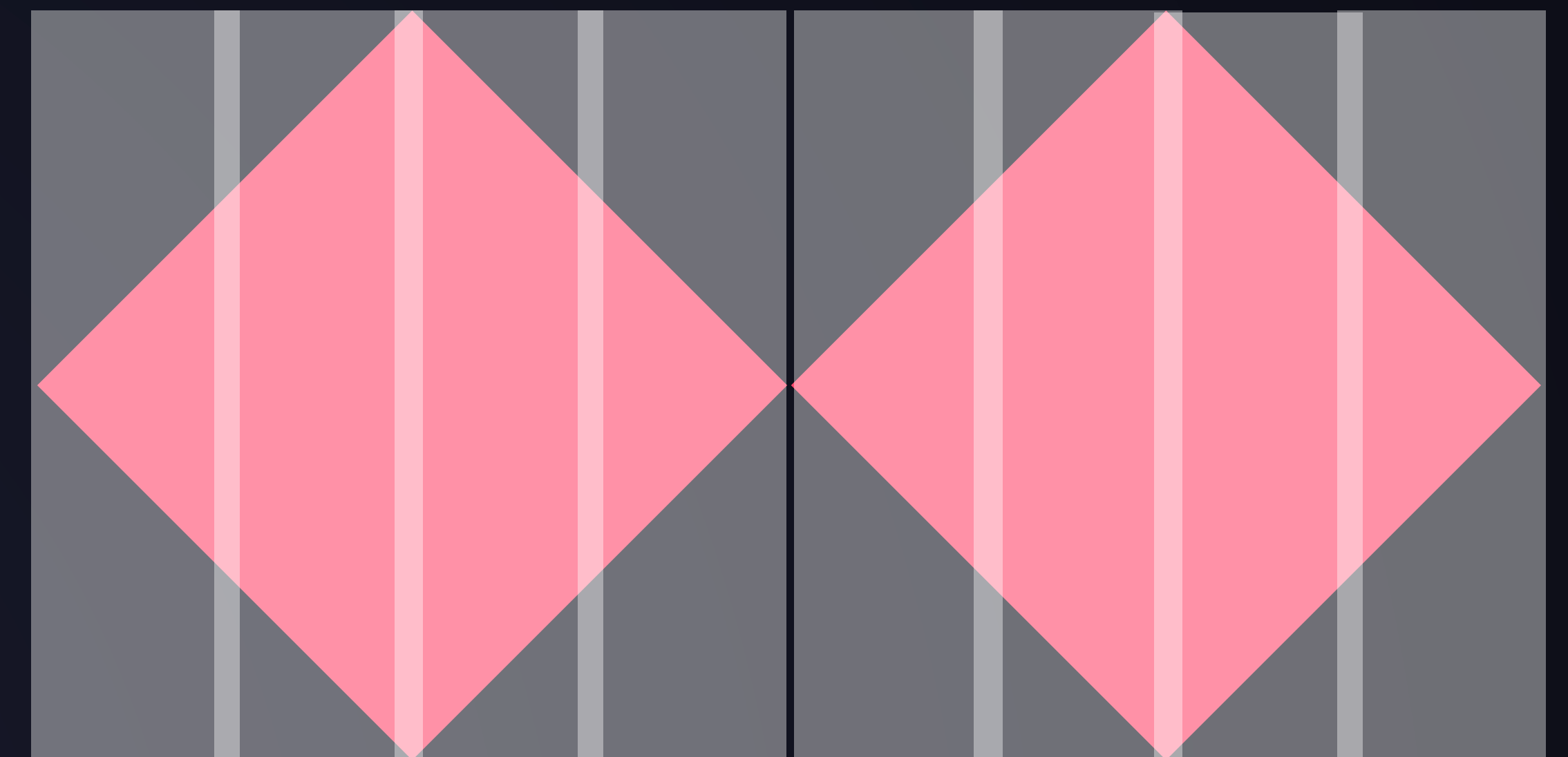
Personal health of team, both mental and physical.



Where did I fit in the process?

UX Lead

Lead design process for small team remotely located. Guided research, visual design, interaction design, and collaboration process for design and handover to build team.



Approach

Design System > Prototype > Test > Build > Review

Approach

Design System > Prototype > Test > Build > Review

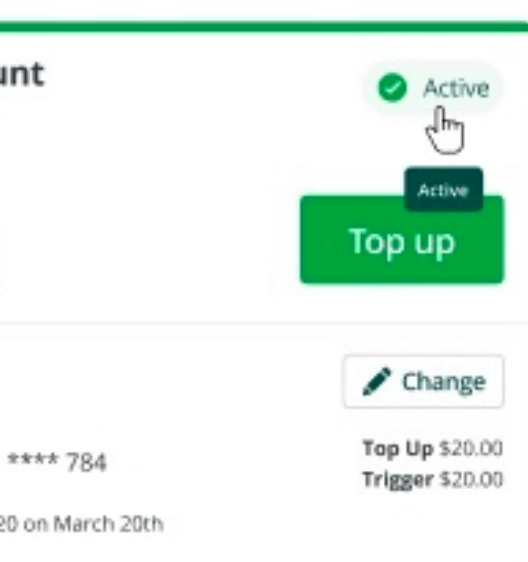
Used Material design as a base

Ensured consistency within team designs

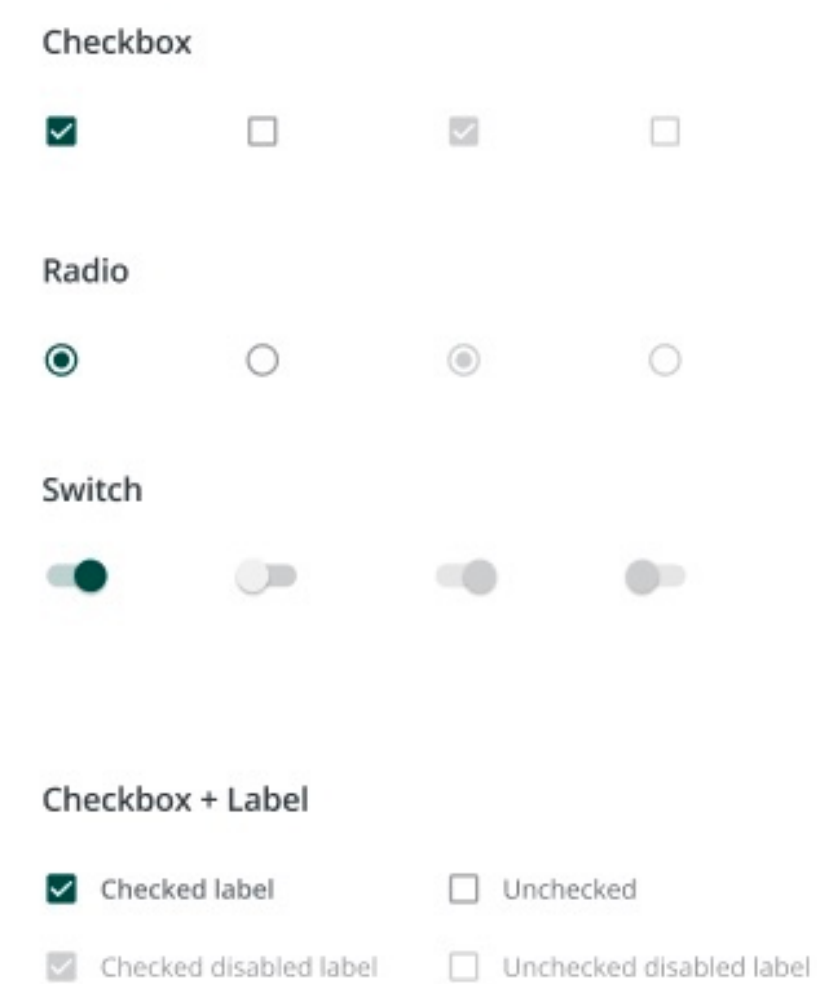
Allowed for rapid prototyping

Easily maintainable across multiple files

Balance cards



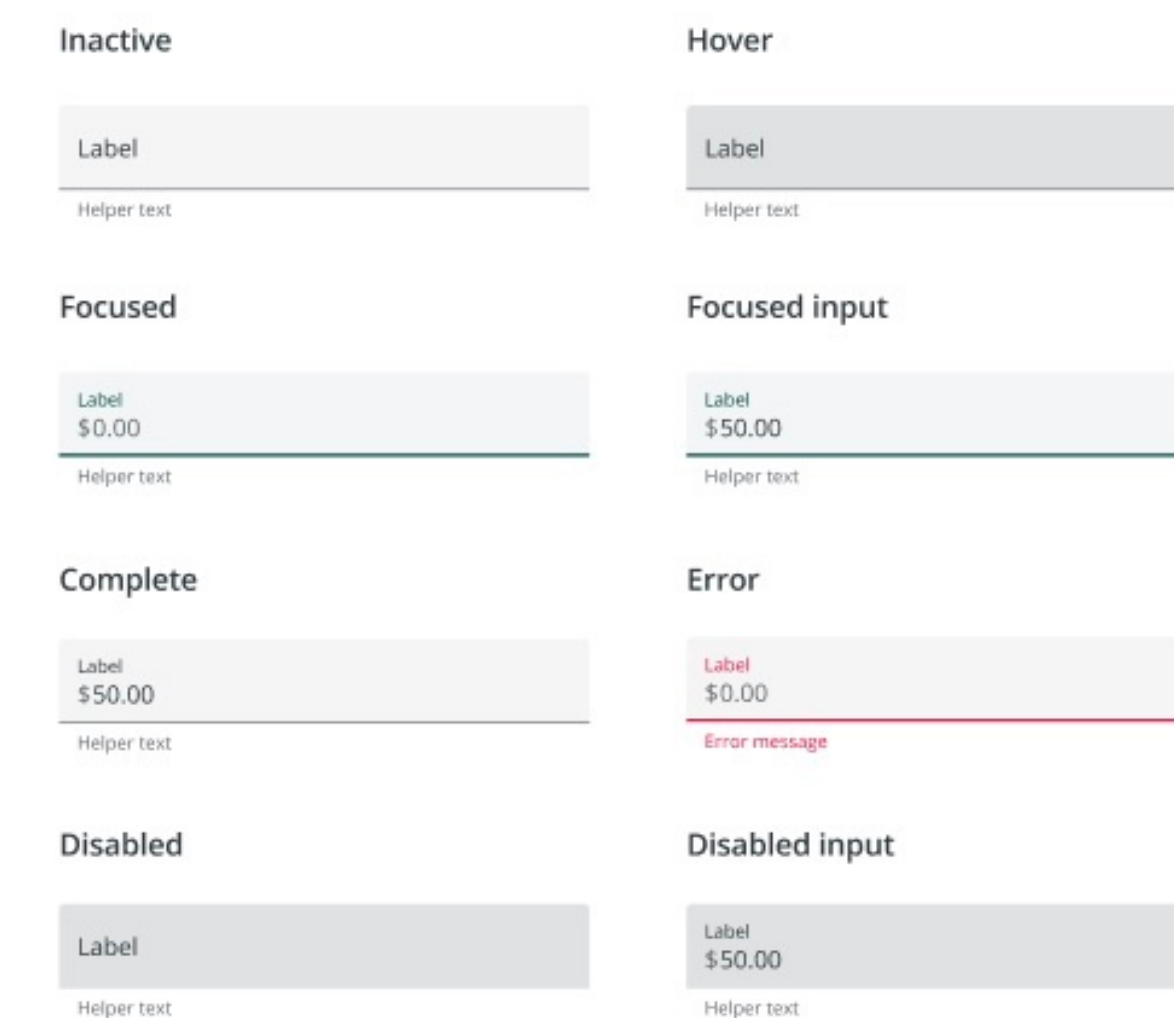
Web / Selection controls



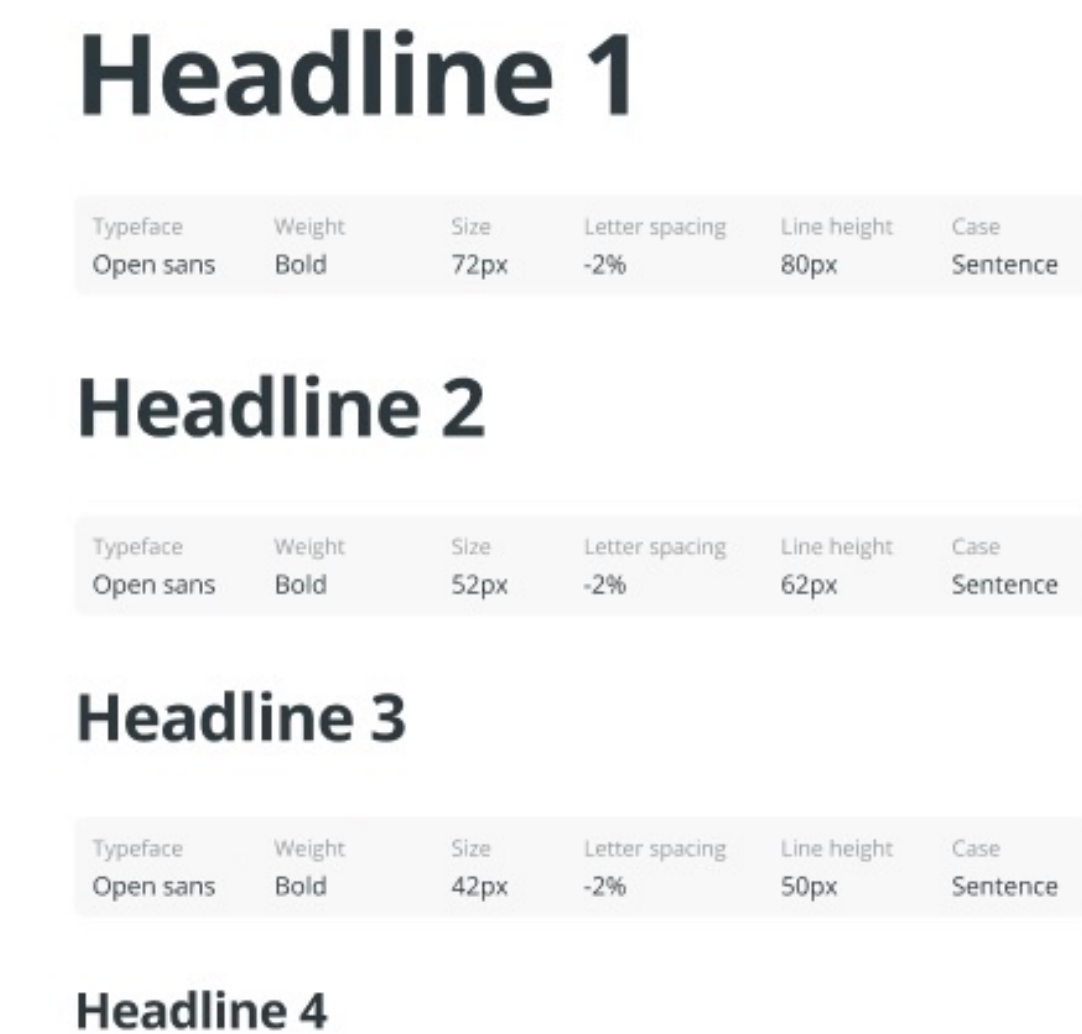
Universal / Icons



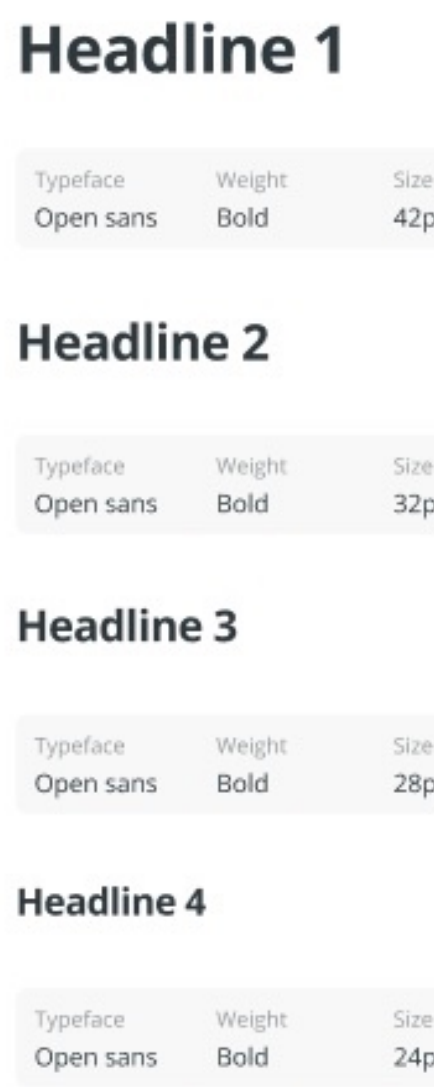
Web / Text field - Prefix



Web / Typography - Desktop



Web / Typography



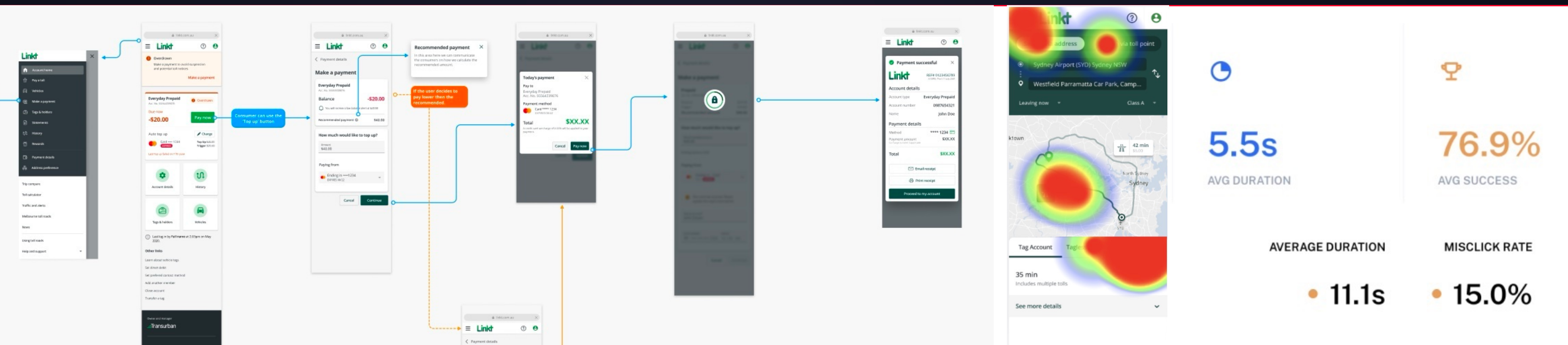
Approach

Design System > Prototype > Test > Build > Review

Current flows broken down to basic block elements then wireframed for discussion with SMEs, existing user problems identified.

High fidelity flows created in Figma using Design System, New components peer reviewed and added back into the Design System.

Flows converted into prototypes and where possible, tested remotely using Maze, Design iterated and retested if unsuccessful.



Approach

Design System > Prototype > Test > Build > Review

Worked closely with build team on project

Ensured flows were understood and adhered to

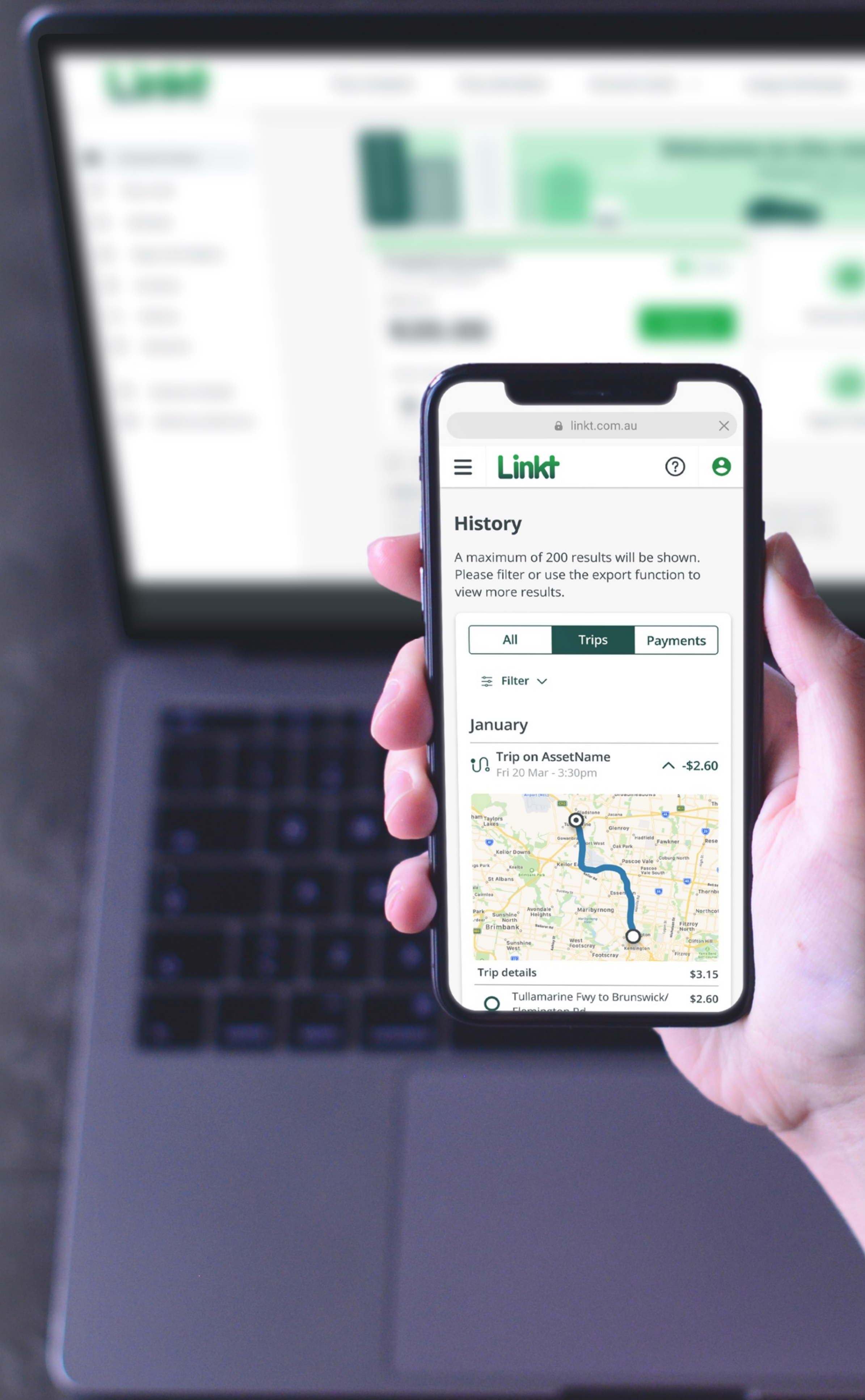
Negotiated best user experience working with capacity and time lines

Reviewed build from UX point of view (Did it look and act like we wanted)

Outcome

Watch this space

Build complete, working through testing phases with R1 in mid June 2021





AUSTRALIAN RUGBY UNION

Data Analytics Dashboard / Scoping Future Work

Problem

Data, Data Everywhere

The ARU manages numerous data sources that provide detailed player information (such as GPS tracking, performance stats, fitness, sleep & well-being).

Through a series of discussions, the ARU expressed interest in creating a platform that feeds data from their multiple systems and ultimately storing all data into a centralised analytics platform that will aggregate these data sources.



Objective

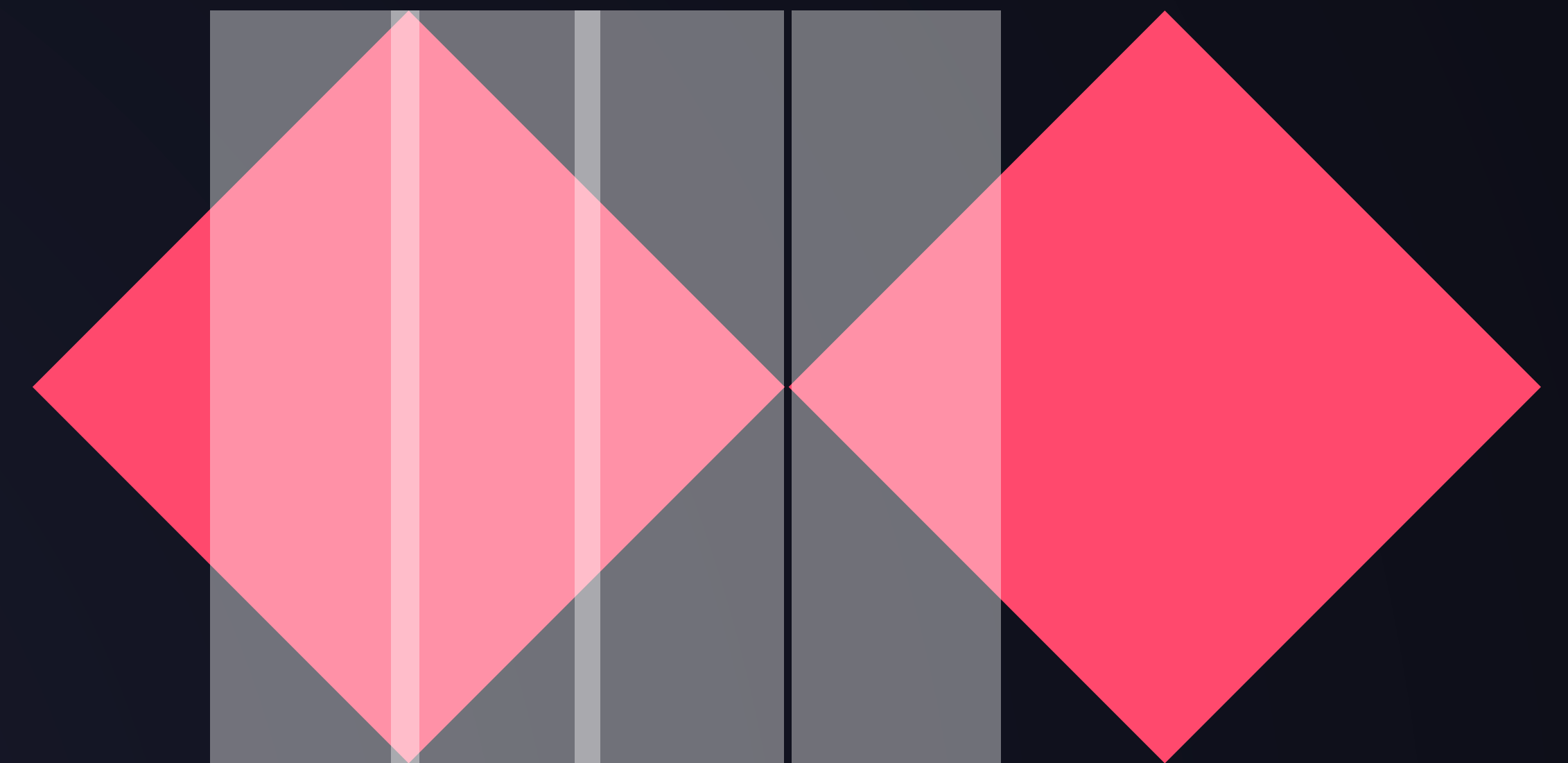
Single view of player / team

The intent is to use this data to create predictive insights, through visualisation dashboards and a responsive web frontend, that the coaching staff can use to manage player performance across all aspects and levels of Rugby.

Where did I fit in the process?

UX, Interaction & Visual Designer

Analysed the brief requirements, Worked with coaching staff to understand the problem, explored visual styles, designed and built prototypes, ran testing feedback sessions with users, handover of assets to development team.



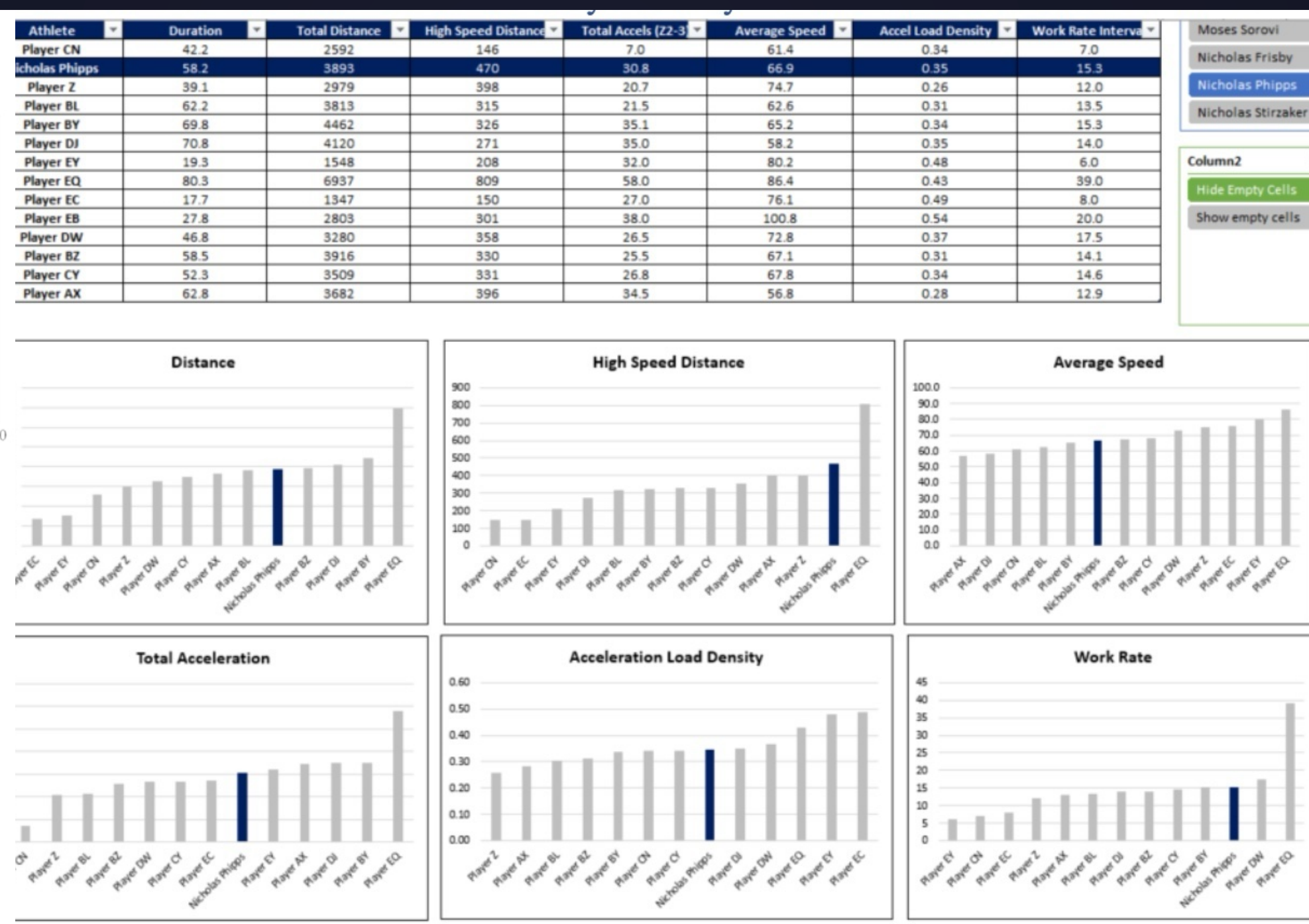
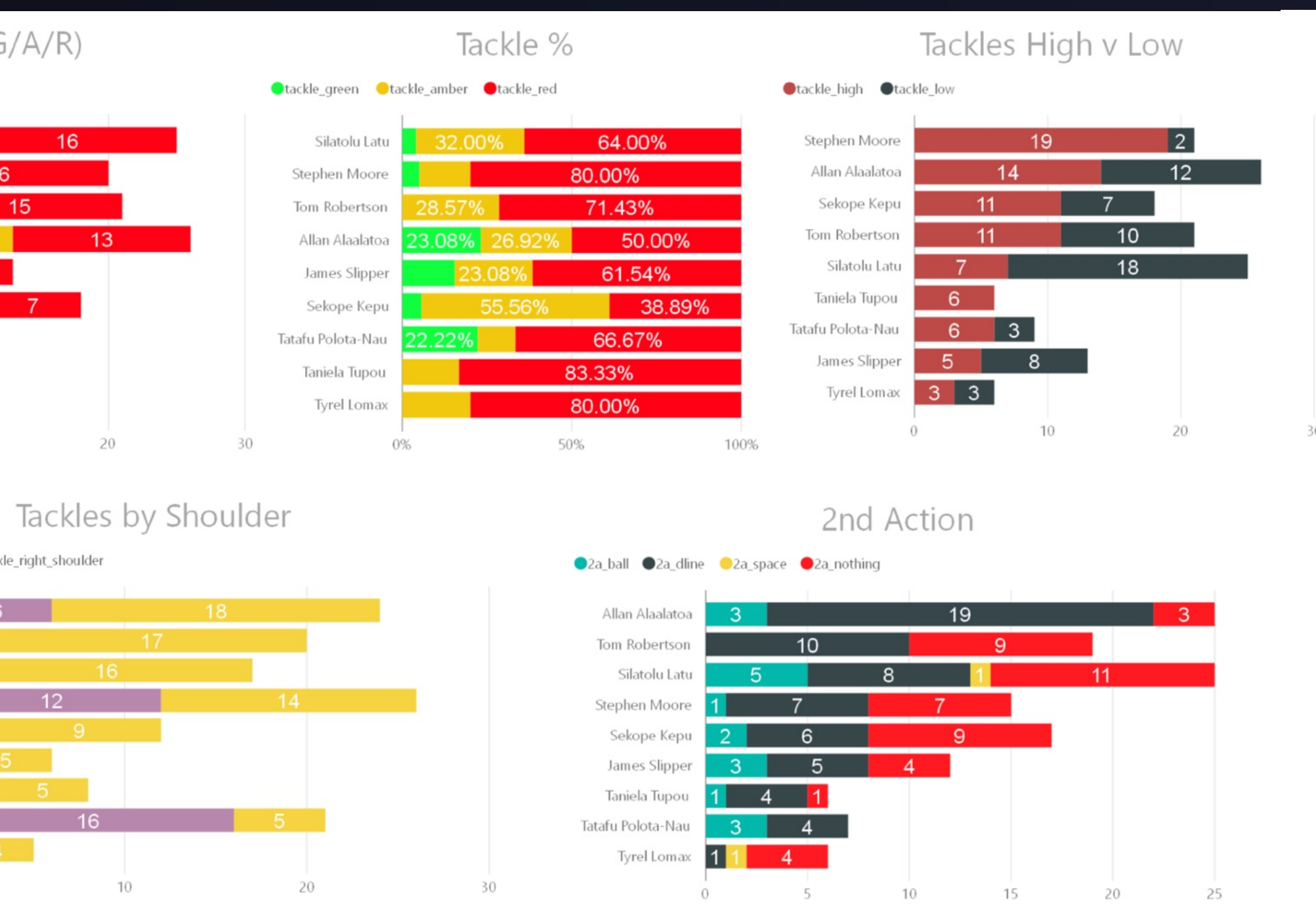
Approach

Immerse > Design & Prototype > Test > Iterate > Build

Approach

Immerse > Design & Prototype > Test > Iterate > Build

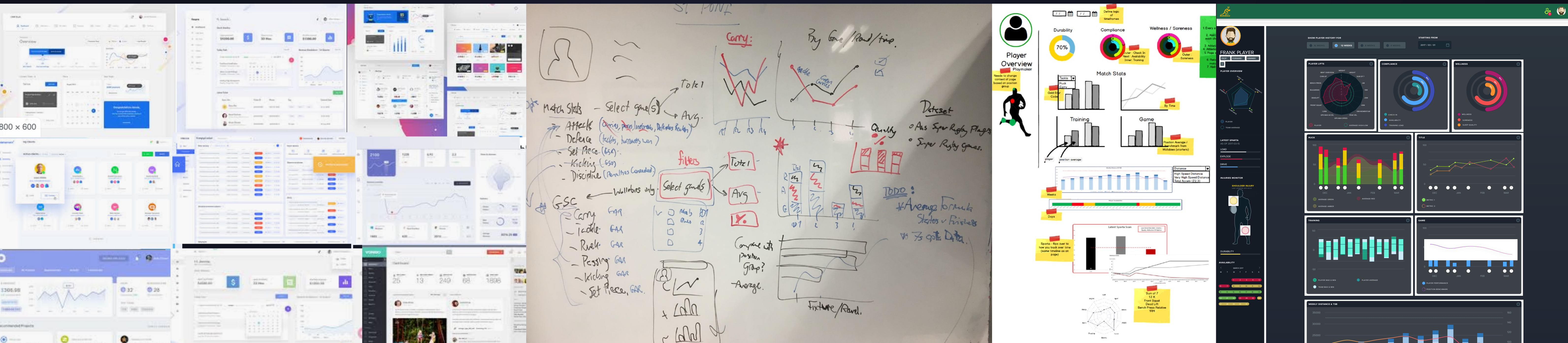
- Interviews with coaching staff to **understand** needs.
- Review existing data sources.



Approach

Immerse > Design & Prototype > Test > Iterate > Build

- Use mood boards to establish preferences for **visual style**
- Whiteboard sessions with Coaching Staff to establish layout & inform **wireframe**
- **Design visual language** and build **prototype**
- **Test** with Coaching staff and **iterate** designs informed by feedback



Approach

Immerse > Design & Prototype > Test > Iterate > Build

- Handover designs to development team
- Export assets
- Overview development process to ensure end product is aligned to visual designs

Outcome

Data Analytics Dashboard

Dashboard still in use by coaching staff

Visual deisgn used by Accenture in advertising campaign





FRANK PLAYER

PROP FORWARD HAMMER

PLAYER OVERVIEW



LATEST SPARTA

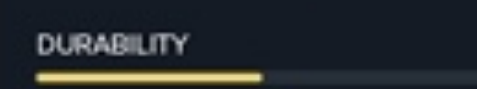
AS OF 2017-03-15



INJURIES MONITOR

SHOULDER INJURY

LAST UPDATED 2017-03-21



SHOW PLAYER HISTORY FOR

- 16 WEEKS
- 12 WEEKS
- 8 WEEKS
- 4 WEEKS

STARTING FROM

2017 / 03 / 01

PLAYER LIFTS



COMPLIANCE



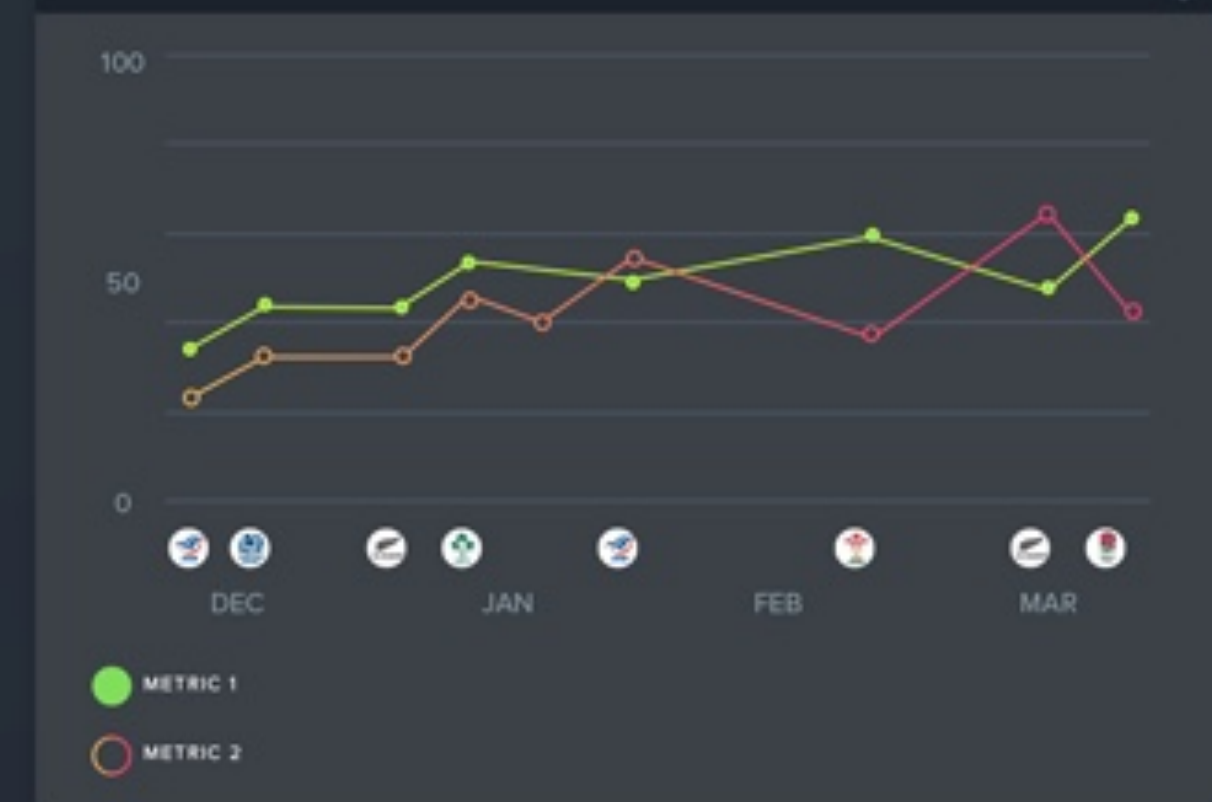
WELLNESS



RUCK



TITLE



TRAINING



GAME



We solved the current problem, But what next?

Challenge

We solved the current problem, But what next?

What other **problems** exist that we might be able to solve?

How can we **explore**, **learn** and **plan** our next offering?

Objective

Understand needs and scope future work

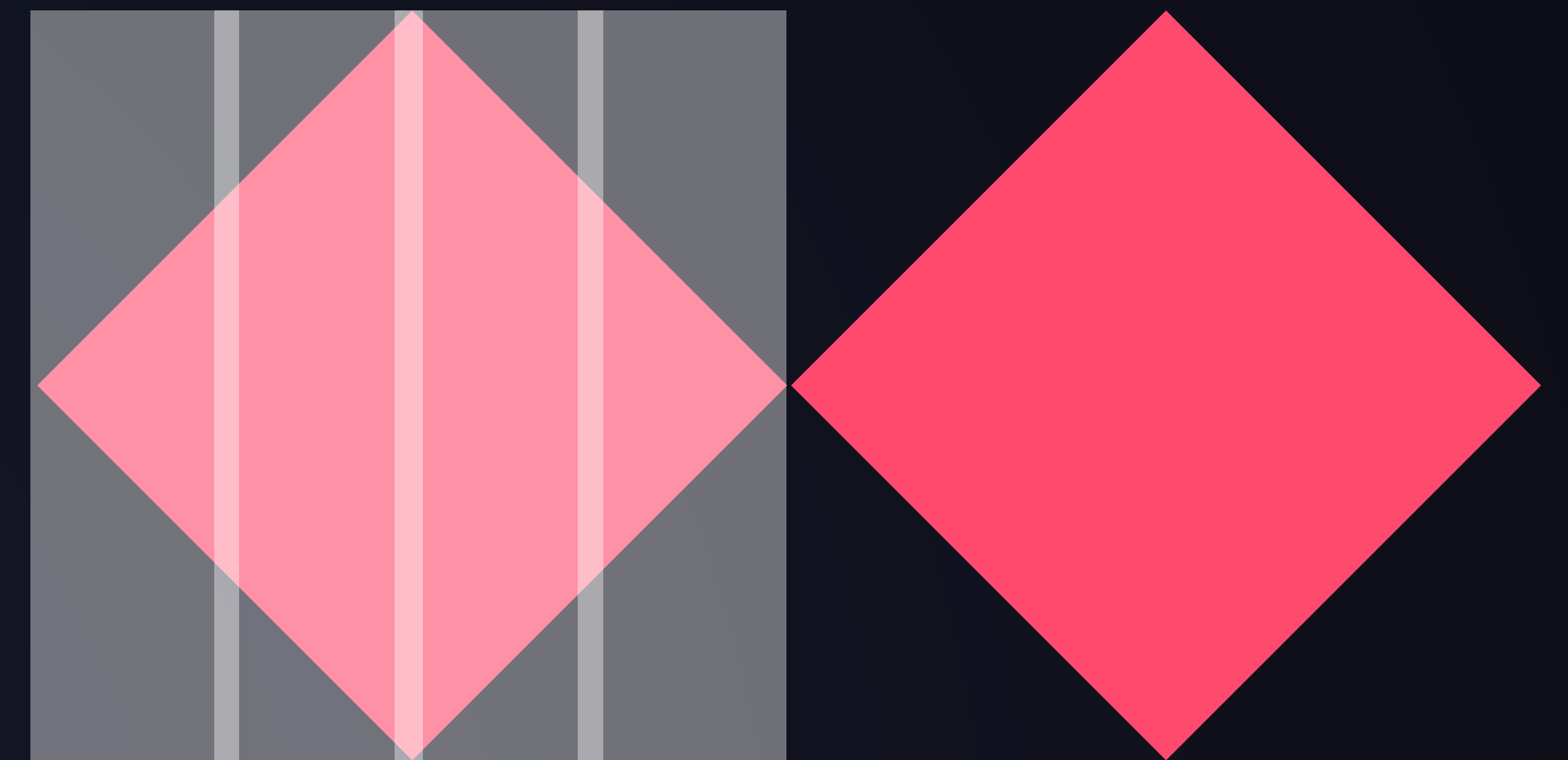
With the engagement continuing after the dashboard delivery, the next phase of work needed to be explored. We have the technology to apply to problems, but how do we know they're the **right problems** to solve?

How can we better **understand pain points** that exist for the coaching staff, and how can we use our expertise to solve those problems for now, and in the future?

Where did I fit in the process

Design Thinking Facilitator

Designed and facilitated Design Thinking workshop with coaching staff which explored problem statement, ideated, and helped identify ideas with value to establish a roadmap of future work.



Doing the right thing

The workshop was framed using a statement to give context and help explore problems within a given area.

**“ Manage Player Performance across
all aspects and levels of Rugby ”**

Approach

Explore > Reframe > Ideate > Discuss > Prioritise

A Design Led Thinking workshop with ARU Coaching Staff and our Developers, that will help further our team's understanding of problems faced by the ARU Coaching Staff, explore potential solutions, while involving the Coaching Staff as part of the journey.

Approach

Explore > Reframe > Ideate > Discuss > Prioritise

Abstraction Laddering How & Why

Affinity Clustering Bring order to ideas

How Might We Reframe as problem statements

Voting Pull out problems and needs of higher value



Approach

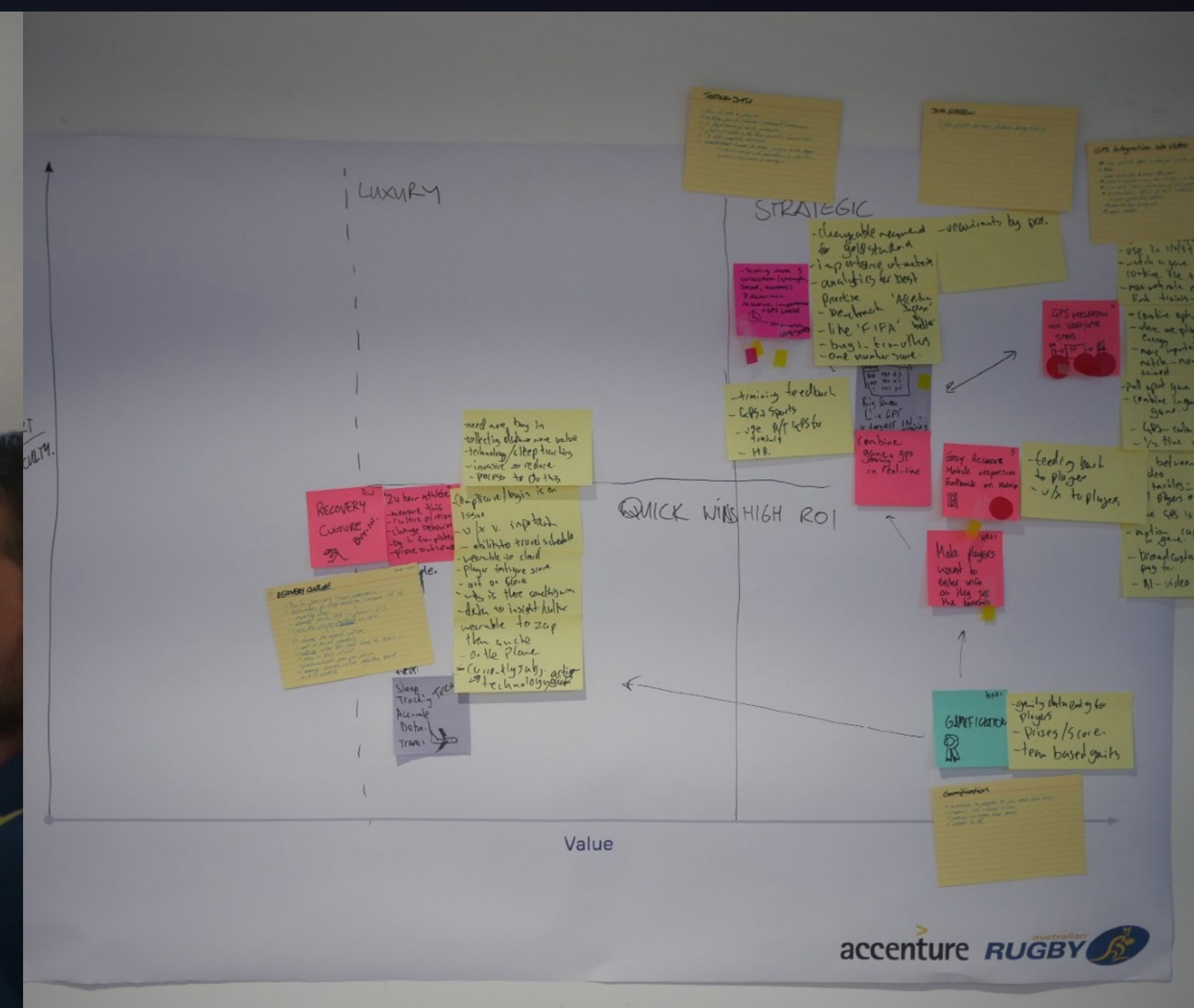
Explore > Reframe > Ideate > Discuss > Prioritise

Creative Matrix Use enablers to explore possible ideas & solutions

Discuss Explore and explain ideas, opportunities to understand

Voting Bring ideas with value to the surface

Priority Matrix What value does an idea have, How hard will it be to implement

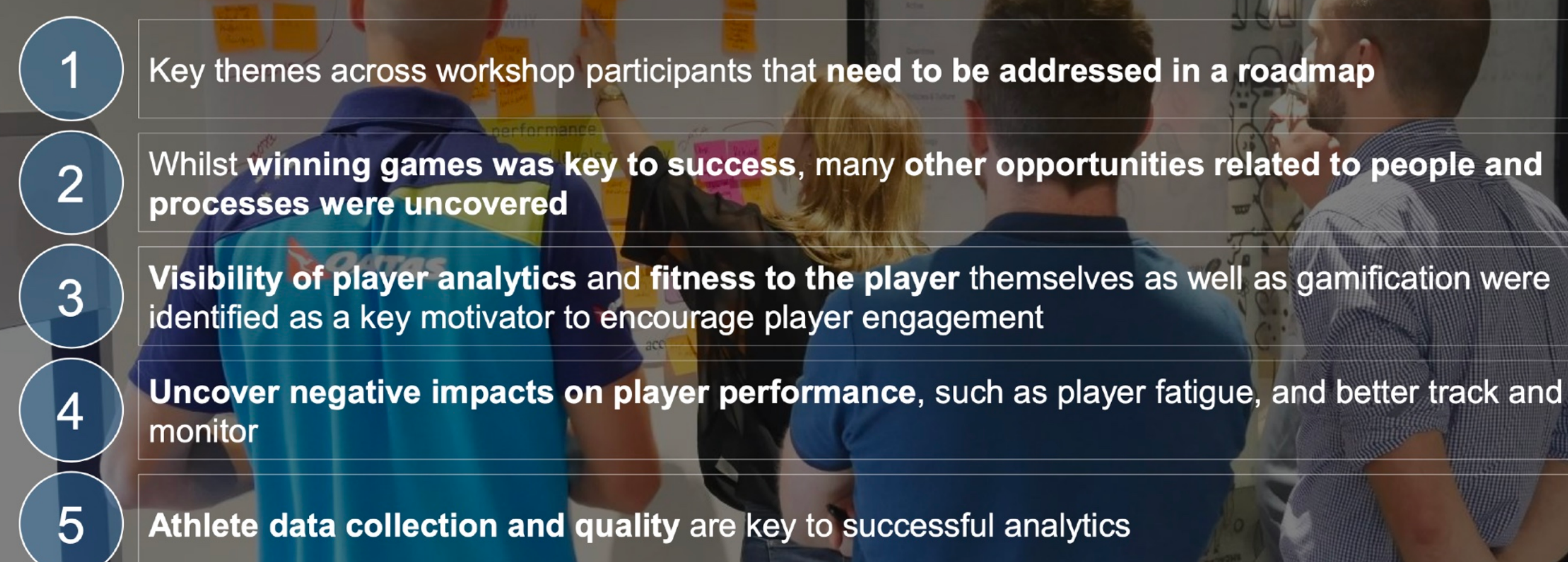


Outcome

Possibilities explored & an Informed roadmap defined

The workshop guided our team for the next steps of the project, involving the coaching staff at the core of requirement definition and outlining solutions.

WORKSHOP FINDINGS

- 
- 1 Key themes across workshop participants that **need to be addressed in a roadmap**
 - 2 Whilst **winning games was key to success**, many other opportunities related to people and processes were uncovered
 - 3 **Visibility of player analytics** and **fitness to the player** themselves as well as gamification were identified as a key motivator to encourage player engagement
 - 4 **Uncover negative impacts on player performance**, such as player fatigue, and better track and monitor
 - 5 **Athlete data collection and quality** are key to successful analytics

NEXT STEPS

To action upon the workshop outcomes, validation on identified themes and methods is required from ARU in order to build a roadmap based on key findings and analytics best practice



ON

clear call to action

Enablers

- Stakeholder engagement
- Credible and visible insights
- Policy/procedure to support action

ent ID Data Understanding Opposition



IFLIX

Rewards Mechanics

Problem

Poor user engagement & retention.

IFlix is a Video on Demand service for emerging markets, areas where a Netflix subscription might be more of a luxury.

Users are offered an initial “30 days free” trial when they first sign up which leads to a push for subscription after that time period.

It was noted that users often didn’t even make it to through the 30 day period, and rarely converted to a pay model.



Objective

Increase BAU / MAU using rewards mechanics

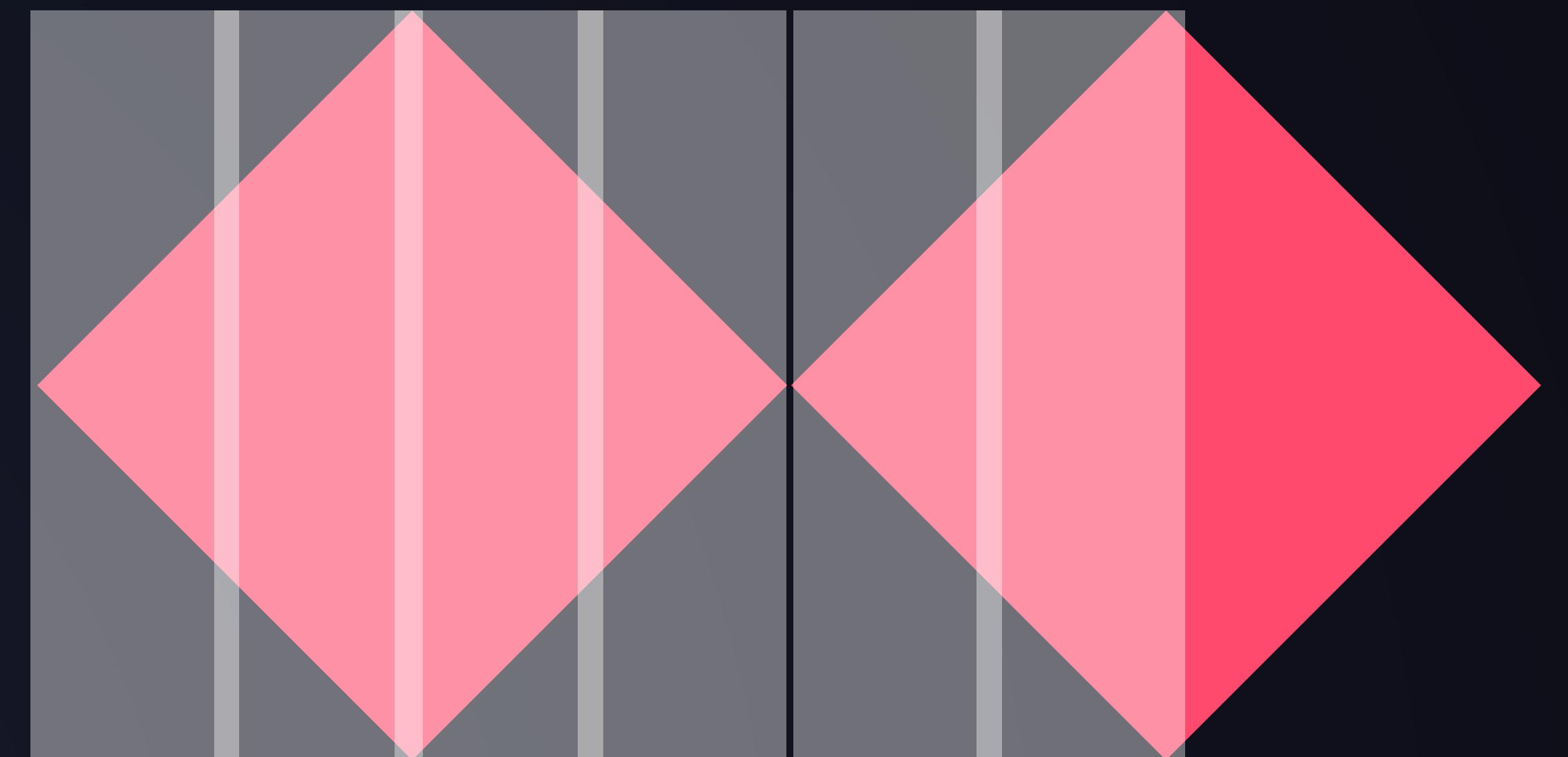
As part of the engagement pillar, we were exploring ways to increase the daily active users alongside monthly active users.

One of the concepts was to employ reward mechanics within the app to encourage users to engage more often with the platform.

Where did I fit in the process

Ideation, UX, Interaction & Visual Designer

Became SME in reward mechanics, Ran ideation sessions and worked with development team to prioritise MVP to test concepts. Outlined userflow, wireframes and UI elements, Delivered assets to development team.



Approach

Immerse > Ideate > Prioritise > Design > Test > (Pivot)

iFlix worked with at a rapid cadence, with short turn around time from concept to deployment, so it was necessary to test any hypothesis quickly, with minimal development effort.

Approach

Immerse > Ideate > Prioritise > Design > Test > (Pivot)

Understanding what success looked like for rewards

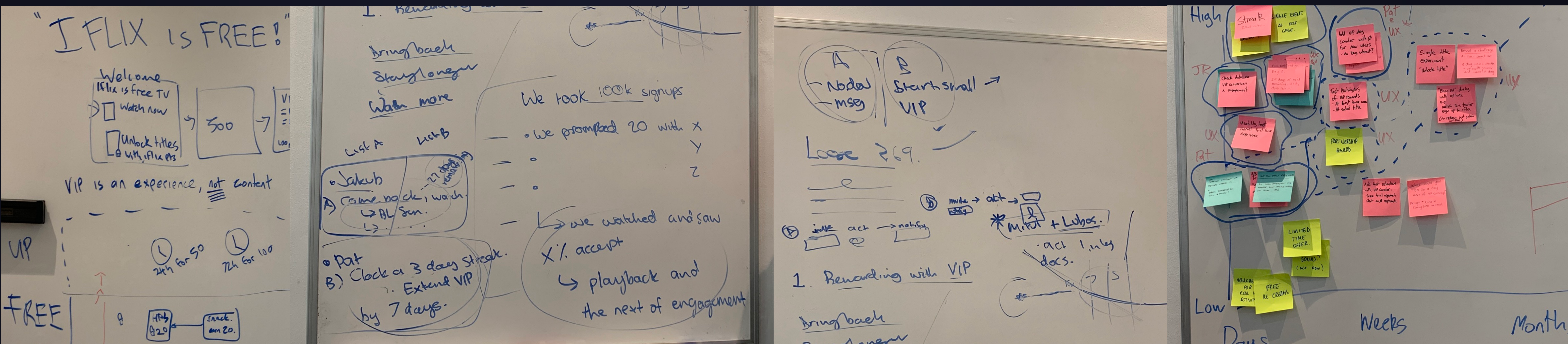
Exploring the different types of reward mechanics (Physical rewards, Gamification, Loyalty) and what the advantages and disadvantages of each style were.

Exploring how competitors integrated rewards mechanics in their platforms, learning from what worked for them and what didn't

Approach

Immerse > Ideate > Prioritise > Design > Test > (Pivot)

The team was given autonomy as to how they would be implementing the rewards mechanics. An ideation session was run, to initially compose and then discuss potential ideas. Before investing a large dev effort, we first wanted to understand how our users reacted to rewards mechanics. By weighing up the benefit against effort a minimal dev effort experiment was chosen, which would allow the team to gain data on how users responded to being offered rewards.

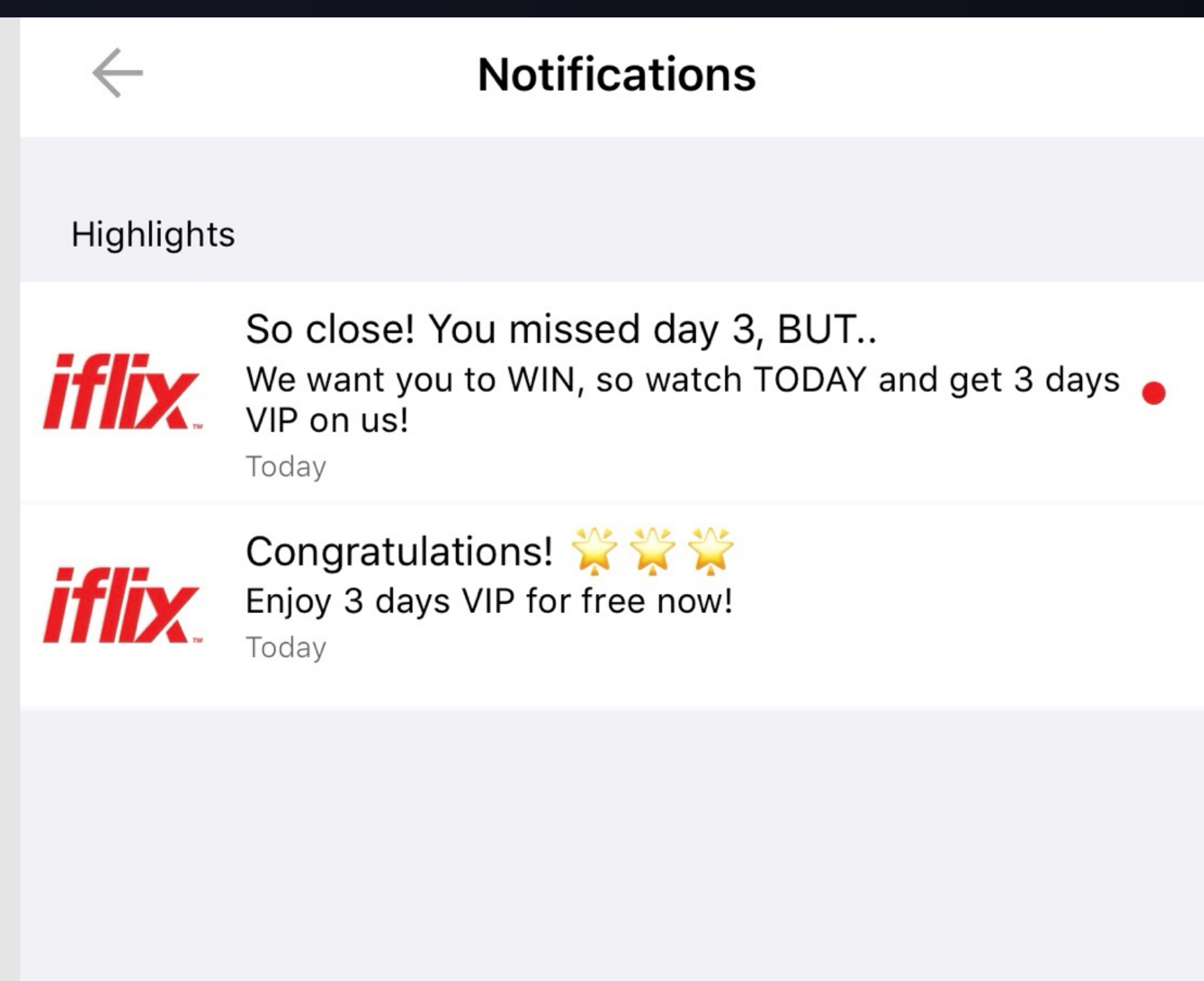
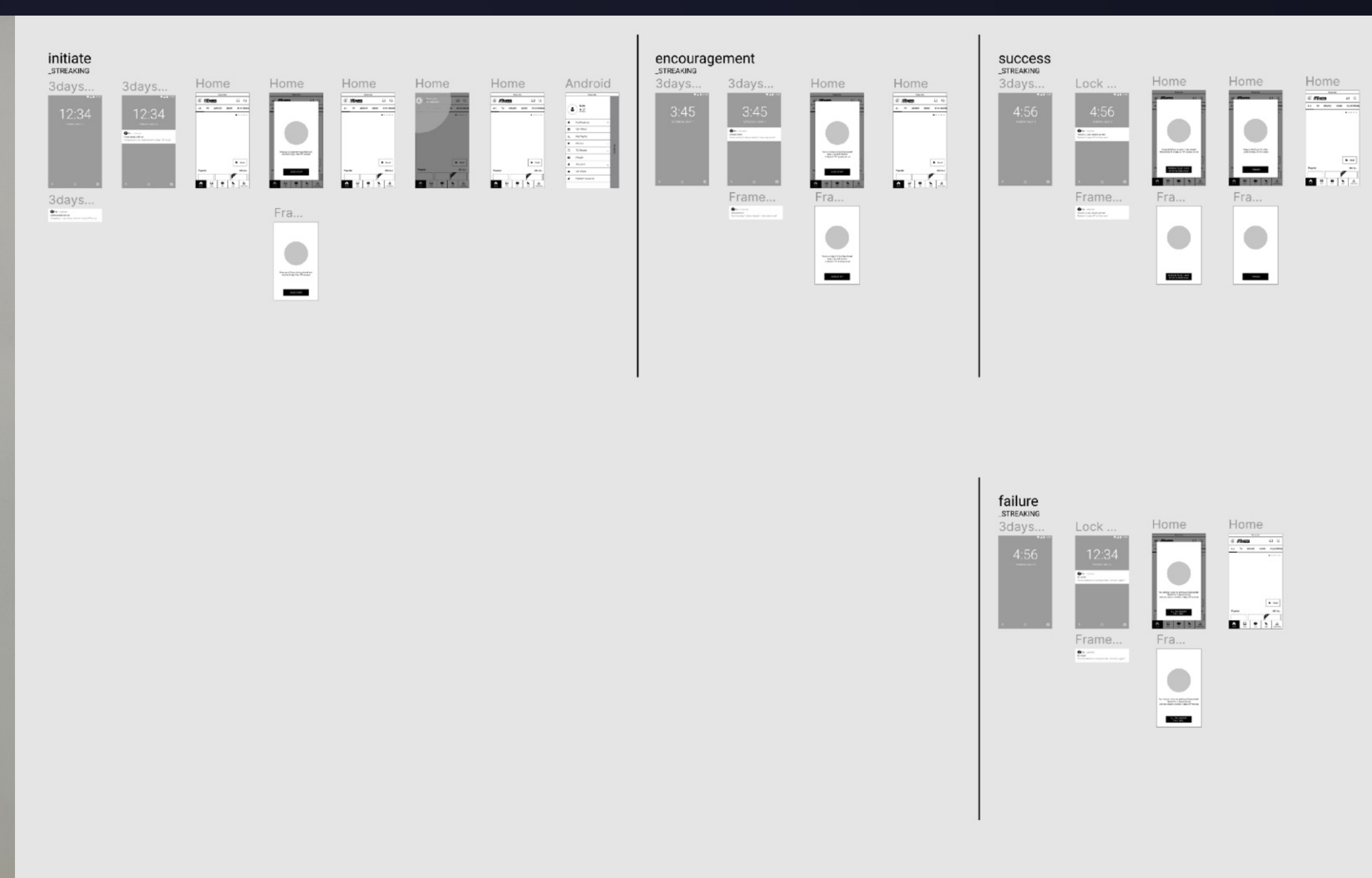
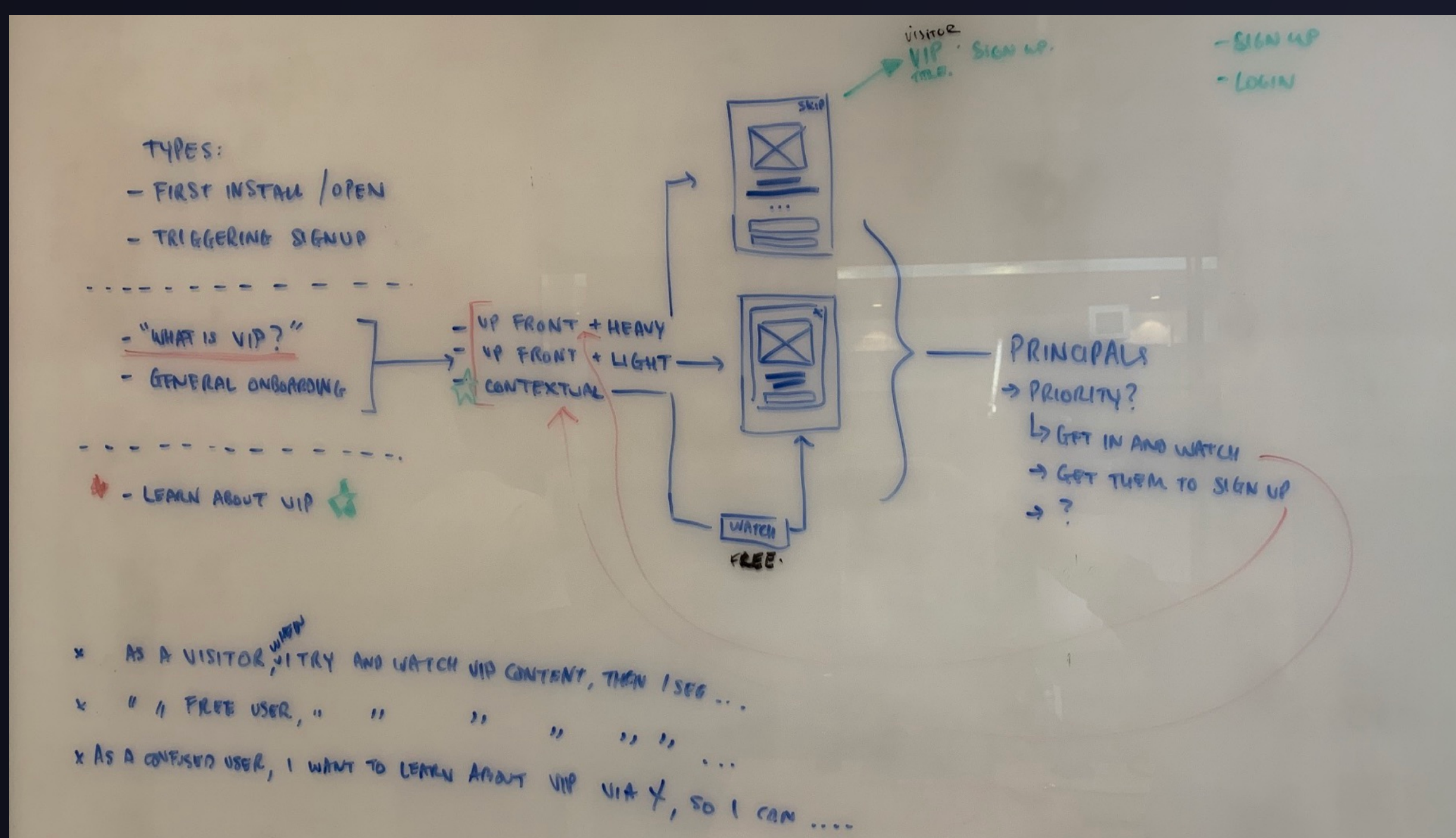


Approach

Immerse > Ideate > Prioritise > Design > Test > (Pivot)

Working with the dev team, we white boarded out what the user flow would look like. These were converted to wireframes, for discussions with the marketing leads, while high fidelity assets were created in the background.

As the test only required minimal UI changes (mostly around the notifications) the dev team were able to move ahead rapidly, turning the test around in about a fortnight.



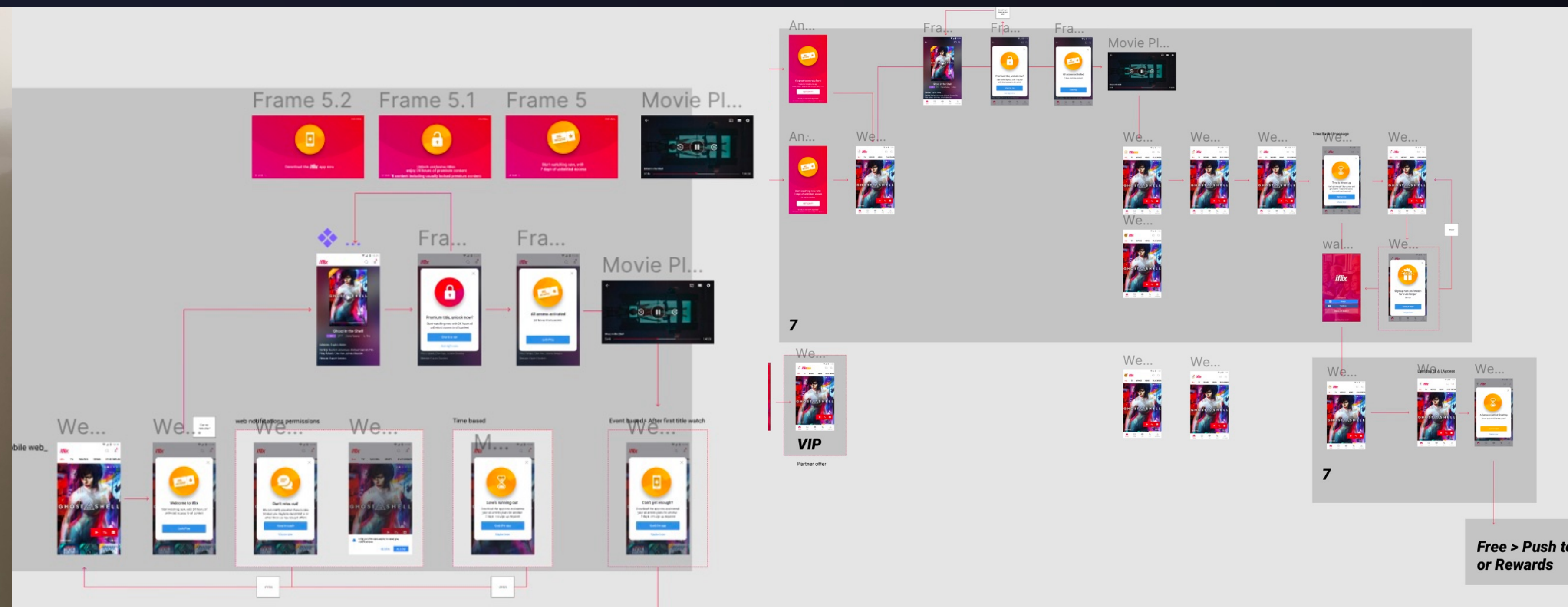
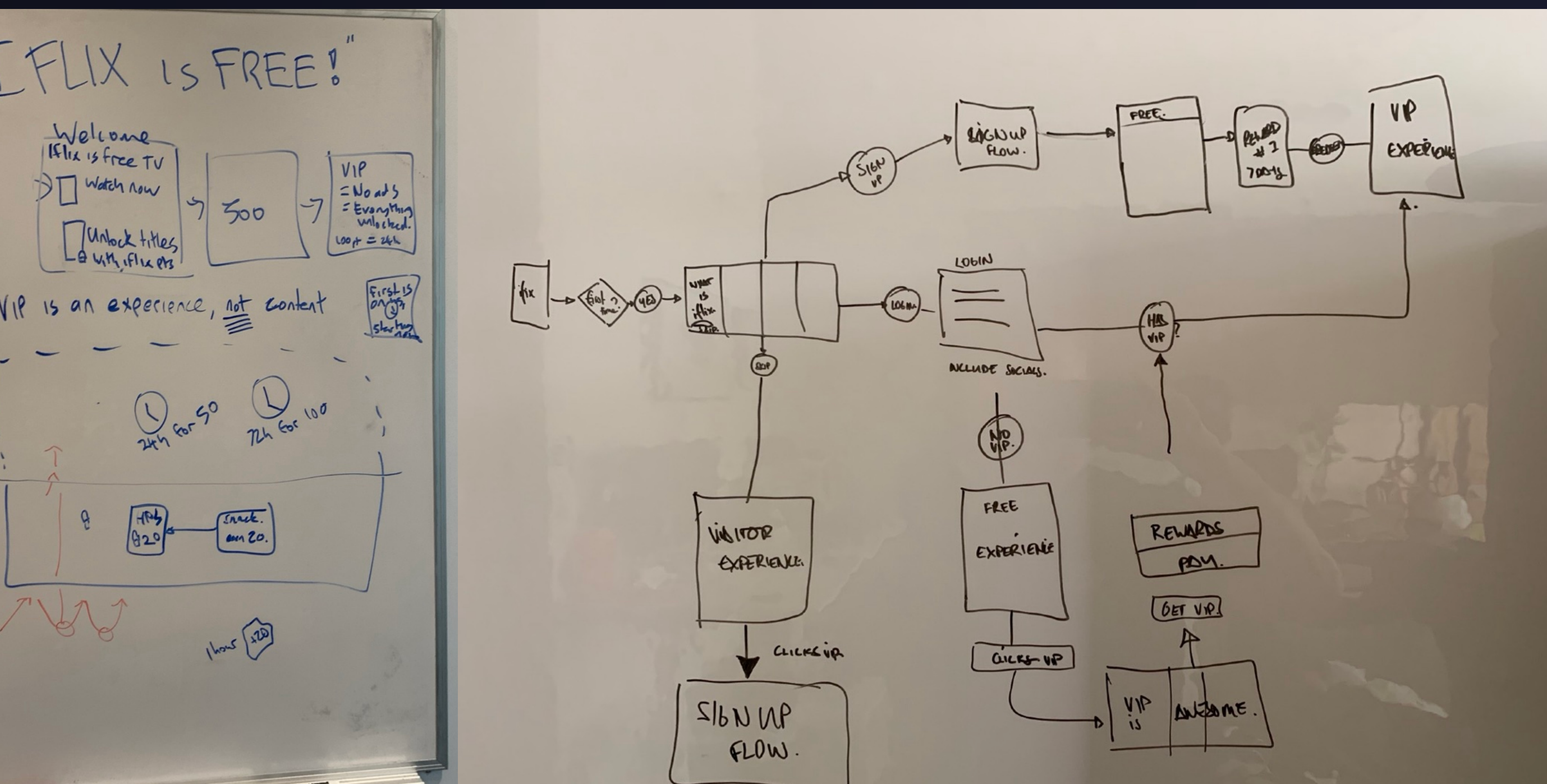
Approach

Immerse > Ideate > Prioritise > Design > Test > (Pivot)

While our test was in progress, the metrics we were seeing proved disappointing.

Rather than sit and wait for the test to complete, other options for rewards mechanics were mapped out and we repeated the process as before. Picking out an idea with value, outlined the flow, wireframed, and high fidelity screens produced.

At this point we also investigated onboarding and other ways to educate the user on how rewards within our platform worked.

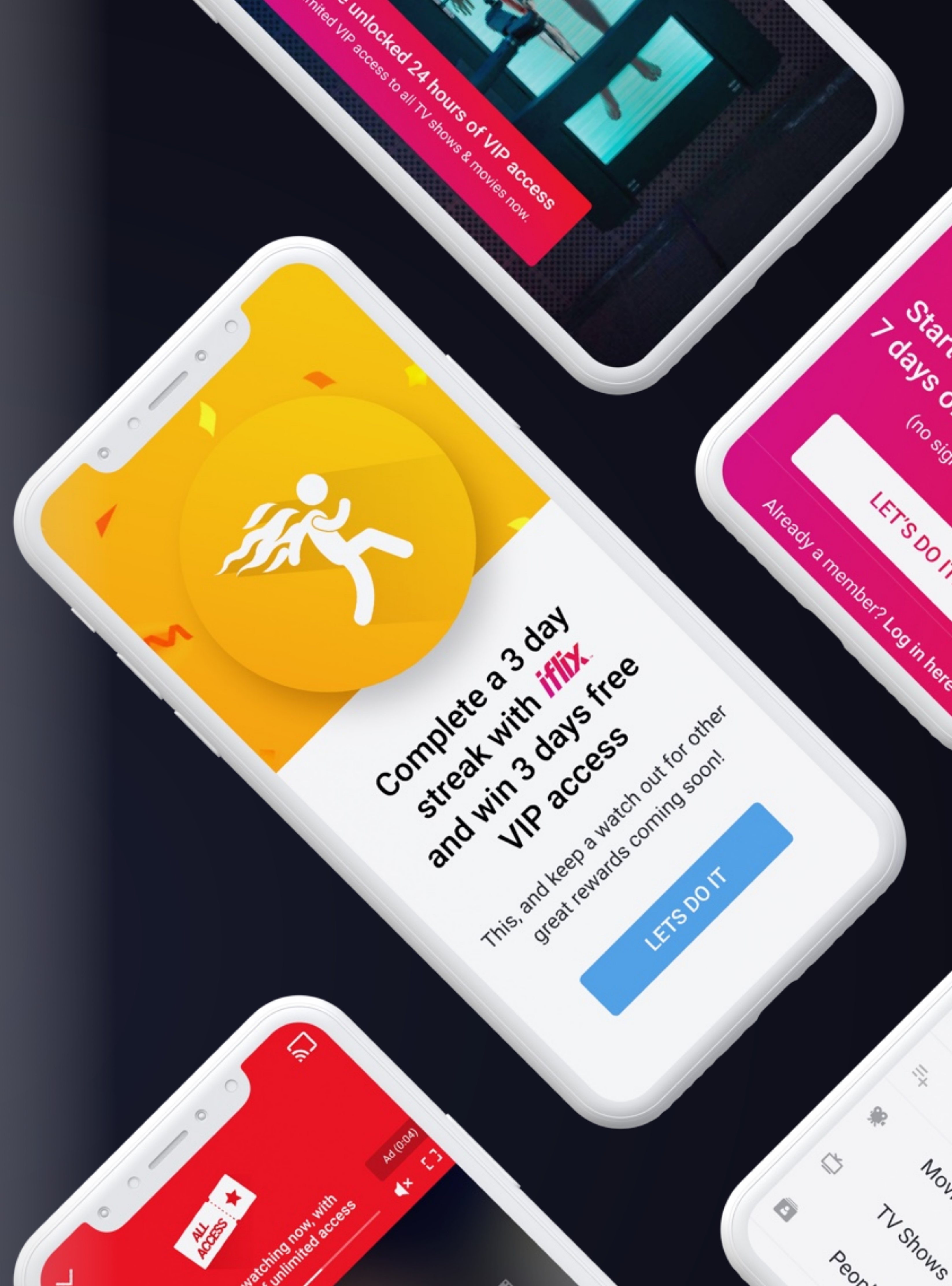


Outcome

Yeah, well about that...

Early tests proved that the rewards mechanics we initially tested didn't move the needle.

I was in the process of mapping out and designing another form of rewards mechanics, but unfortunately wasn't around to see it through to testing or development before leaving iFlix.





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GET MORE VIP VIP Days

Notifications

We're streaking
Lorem ipsum dolor sit amet.
Just now

We're streaking
Lorem ipsum dolor sit amet.
Just now

VIP Offers

My Playlist

Movies

TV Shows

People

ALL ACCESS

watching now, with
unlimited access

Ad (0:04)