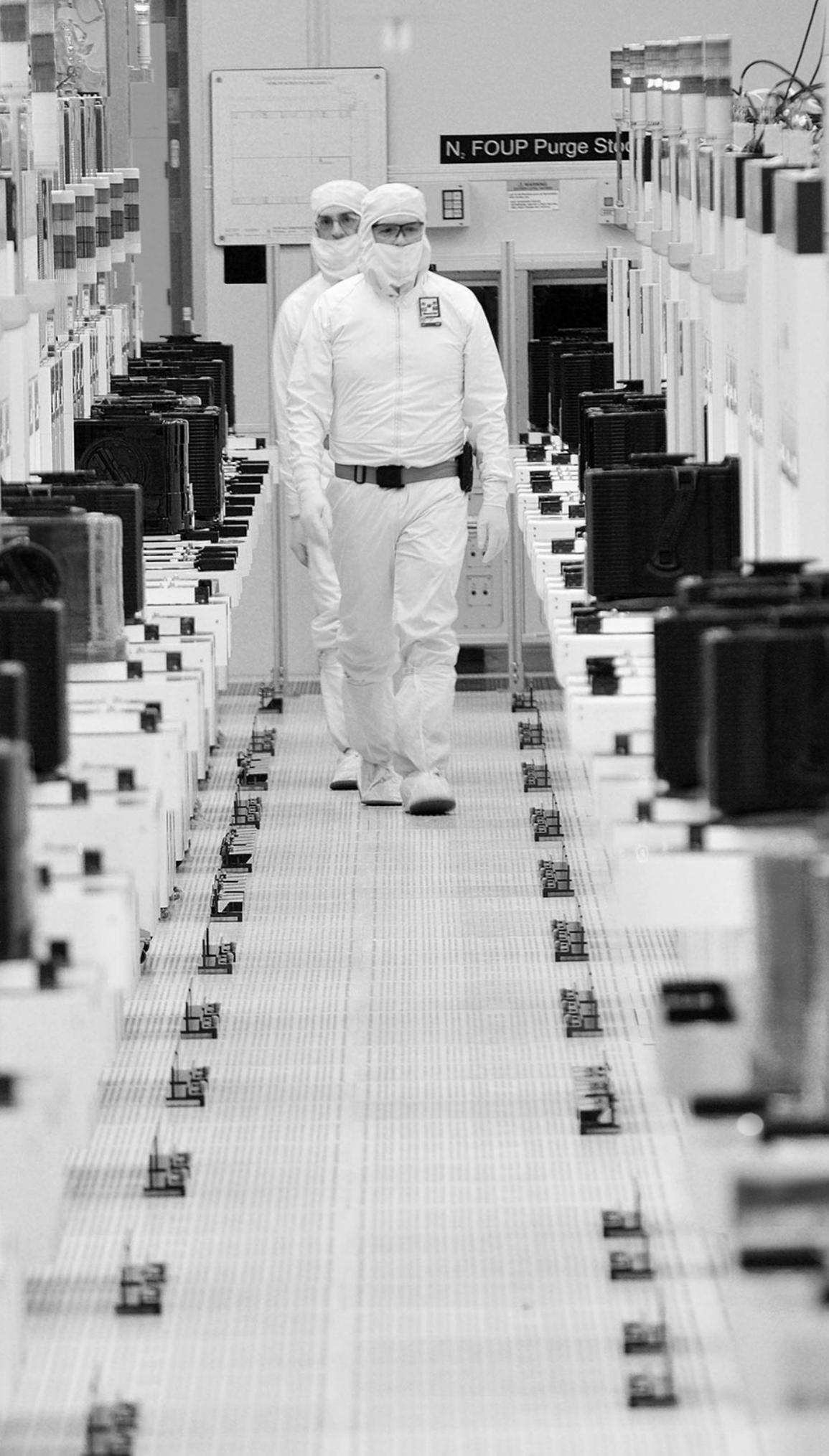




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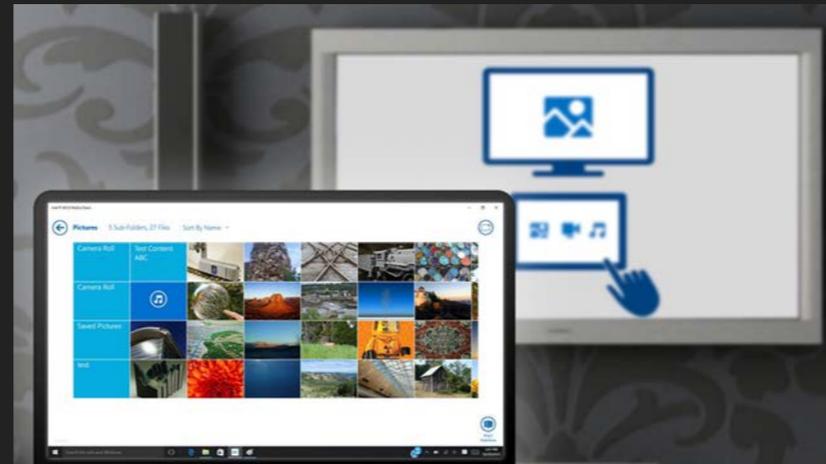
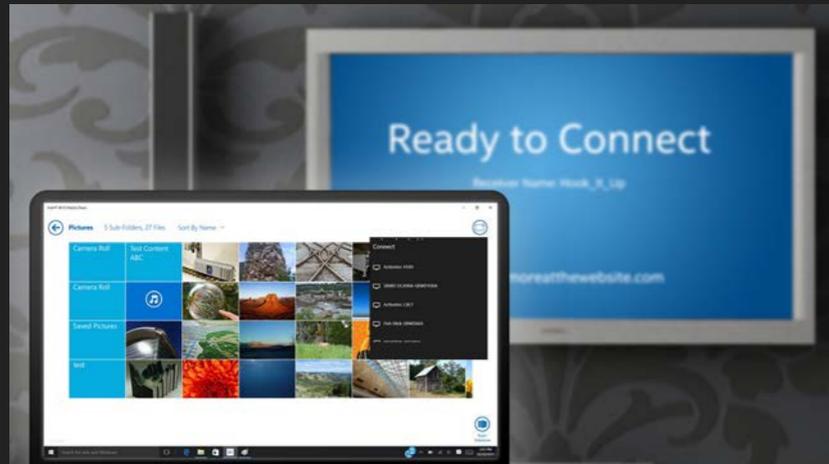
USER EXPERIENCE
DESIGNER



UX DESIGN

INTEL

INTEL WIRELESS CAPABILITIES



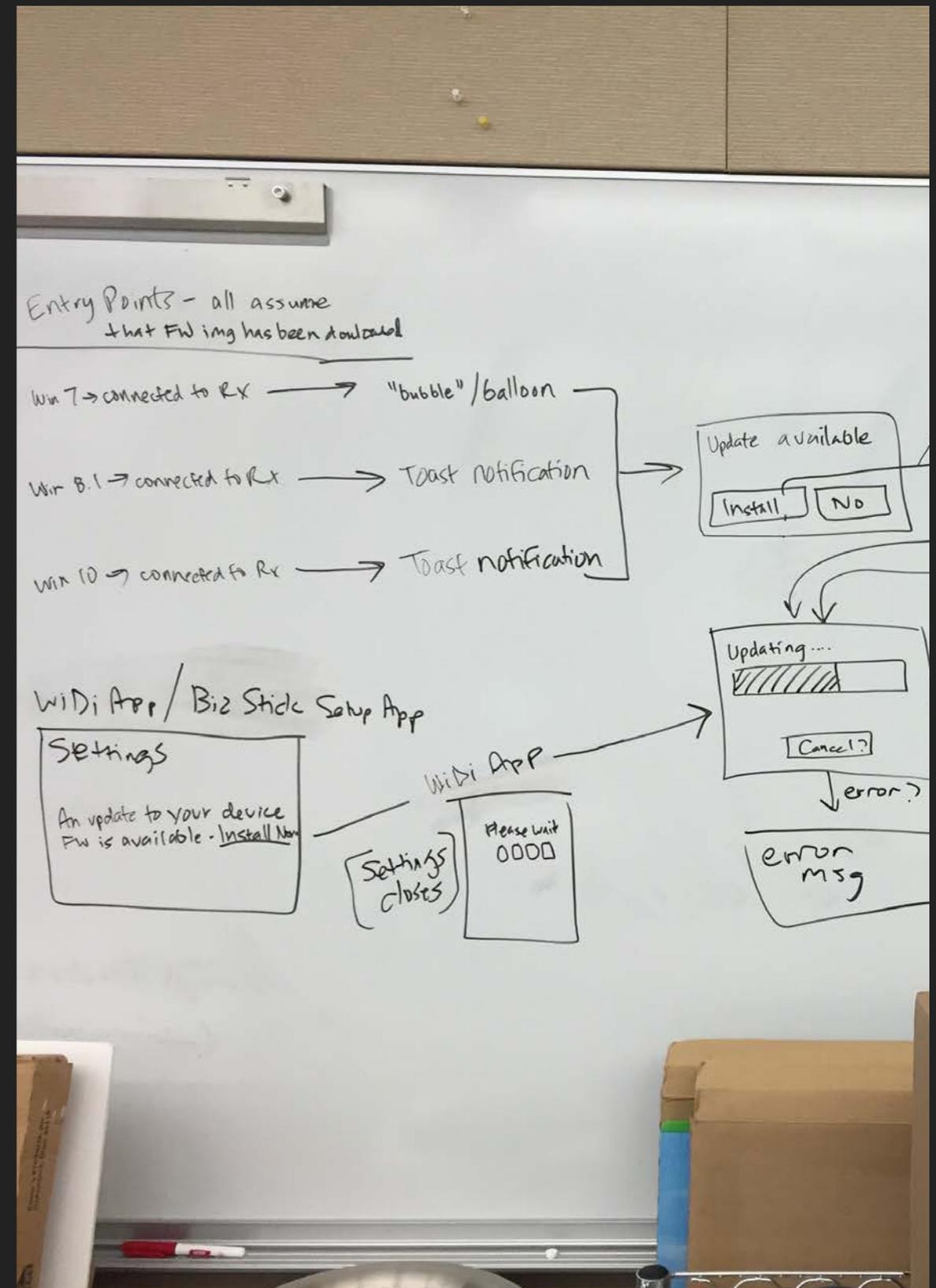
- ▶ Wireless Display (WiDi) and MediaShare were apps that duplicated or extended content from a laptop to a larger display
- ▶ Driving factor: Software capabilities drive hardware necessities

- ▶ The product owner presented the vision, the UX Lead guided the process, and engineering carried out functionality.
Problem statement: Presenters need to quickly and easily exhibit content to a larger audience.

- ▶ My role included devising storyboards and interaction flows, designing mockups, creating interactive prototypes for both apps and delivering pixel perfect assets for the final product

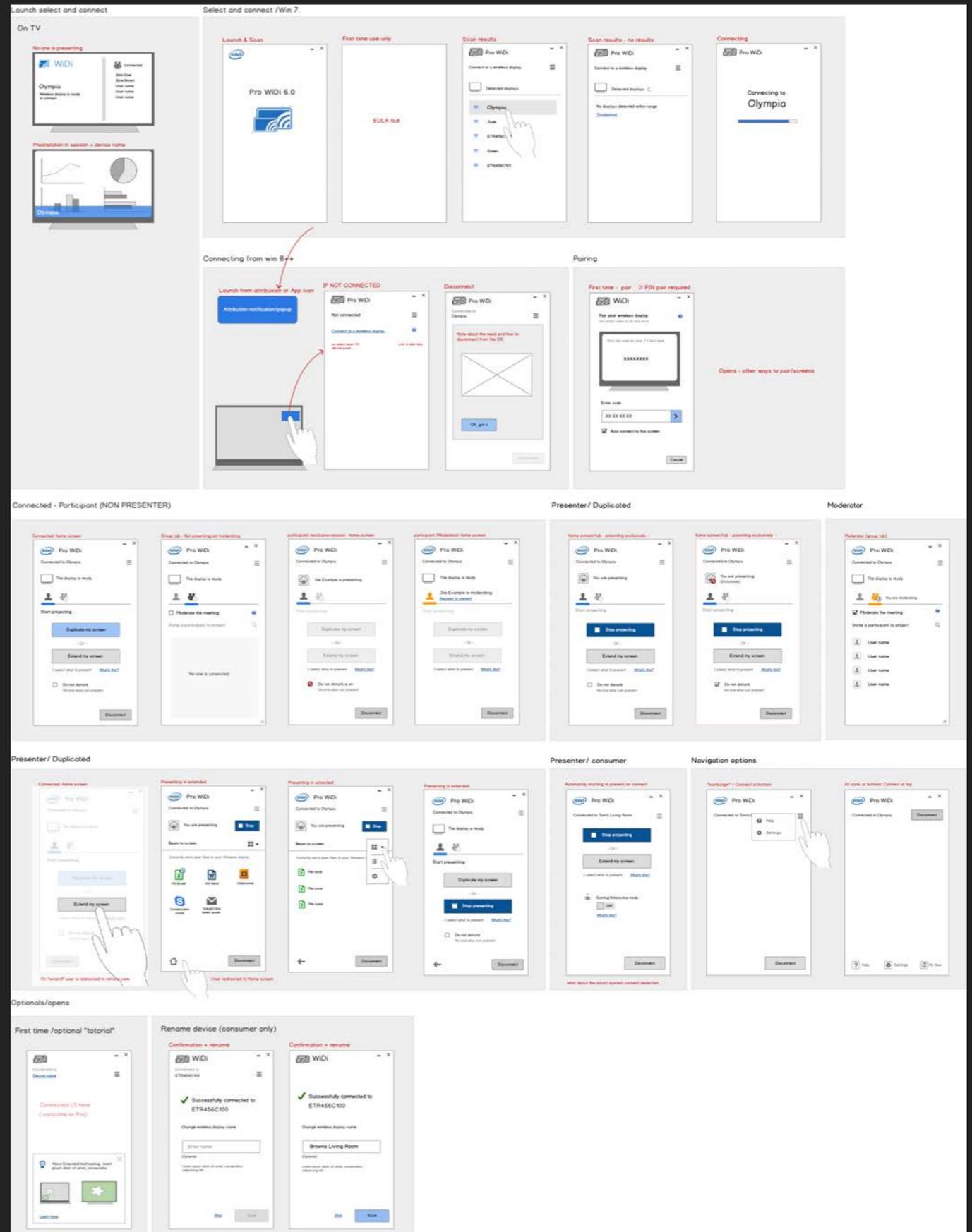
STEP 1: RESEARCH

- ▶ I joined the projects in-progress
- ▶ Preliminary research was complete
- ▶ I conducted competitive analyses
- ▶ Our team participated in brainstorming, iterative design sessions together
- ▶ I played a key role in defining interactions and visuals for the apps



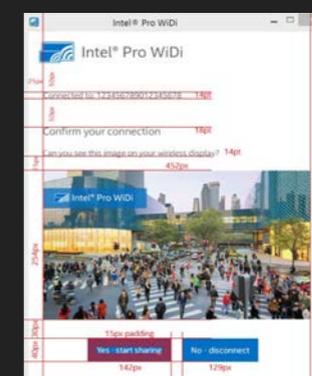
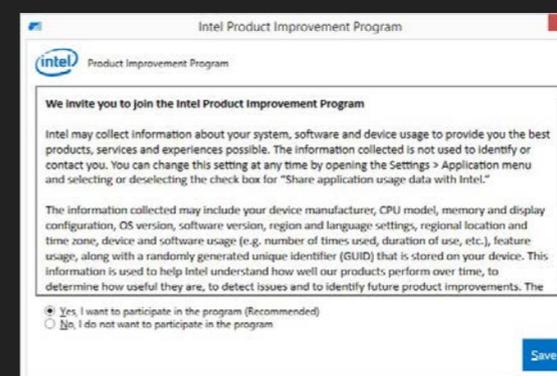
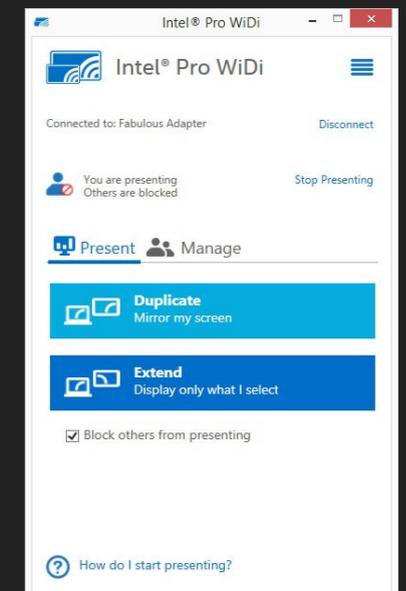
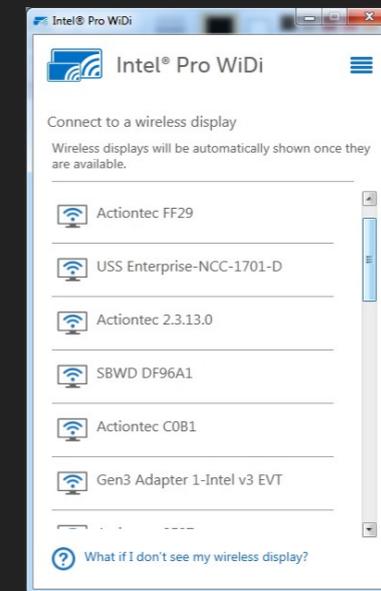
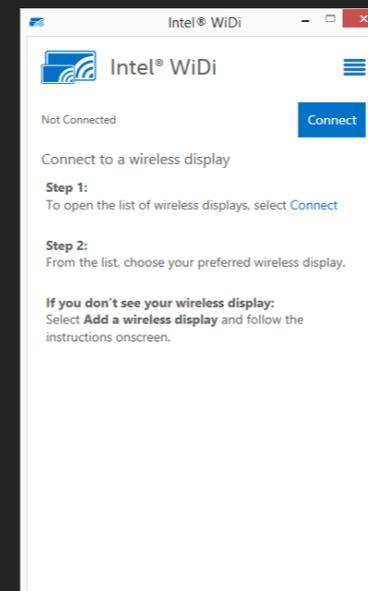
STEP 2: DESIGN

- ▶ Hi-Fi mocks were needed, as project was in flight



STEP 2: DESIGN

- ▶ I designed multiple in-app layouts, 3rd party connect screens and desktop/tray icons with Adobe CC
- ▶ Illustrator vectors were transformed into code using Expression Blend



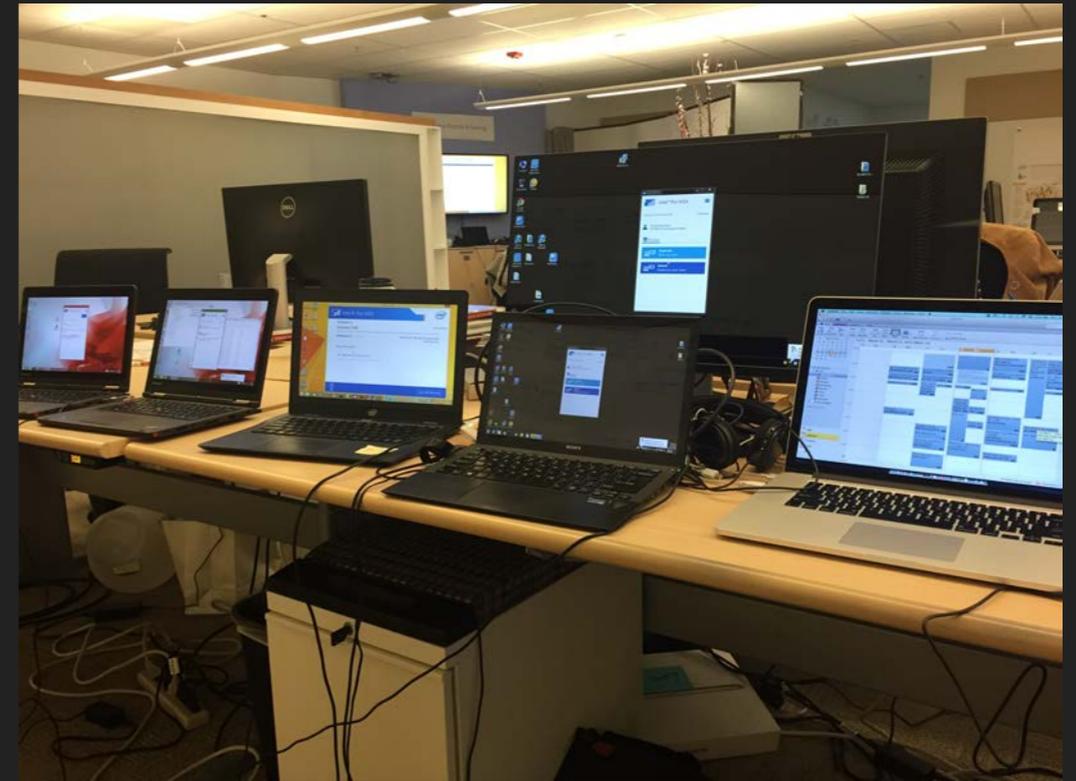
STEP 2: DESIGN

- ▶ Our team was the first at Intel to design and develop a Mac app
- ▶ I created additional supporting assets such as connection diagrams, promotional internal website and tabletop instructions



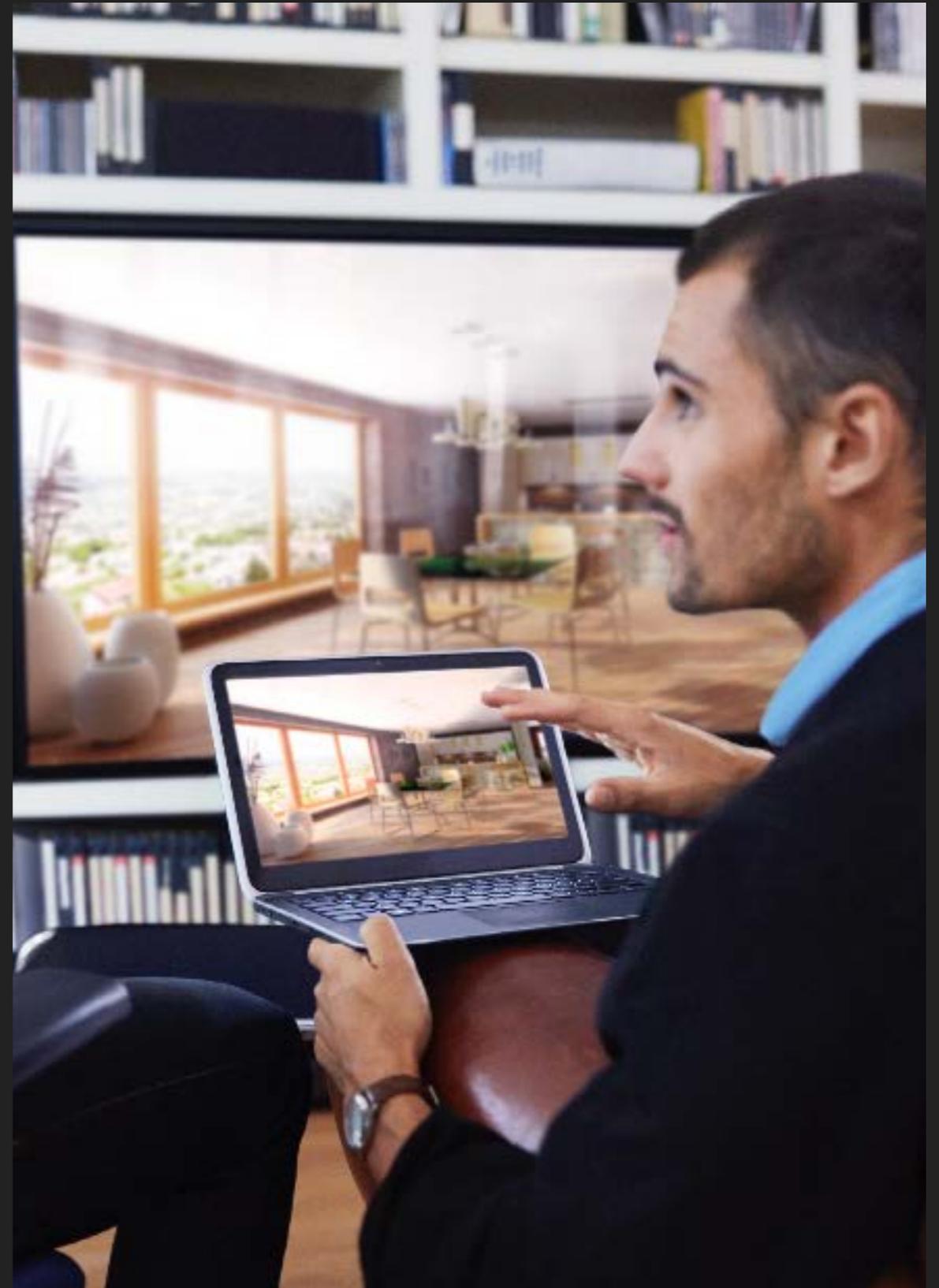
STEP 3: TESTING

- ▶ I tested on multiple OS's, PC + Mac
- ▶ Our UX team, PO's, researchers and engineers worked with an outside agency to conduct and learn from user testing (WiDi)
- ▶ UX also conducted internal user testing for MediaShare
- ▶ All learnings were compiled and presented to management so they could give us direction



RESULT

- ▶ All assets were delivered to engineering on or before deadline
- ▶ Visuals, interactions and feature functionality increased dramatically because of our team efforts
- ▶ Even though overall usage, analytics and financial impact weren't disclosed to our team, we constantly aimed at giving our users the best possible experience

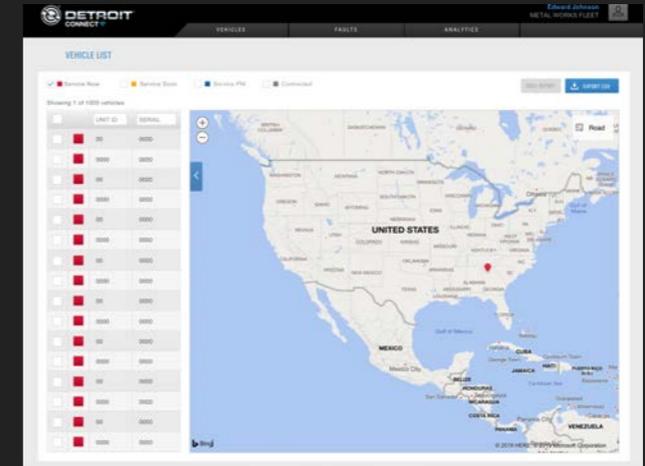
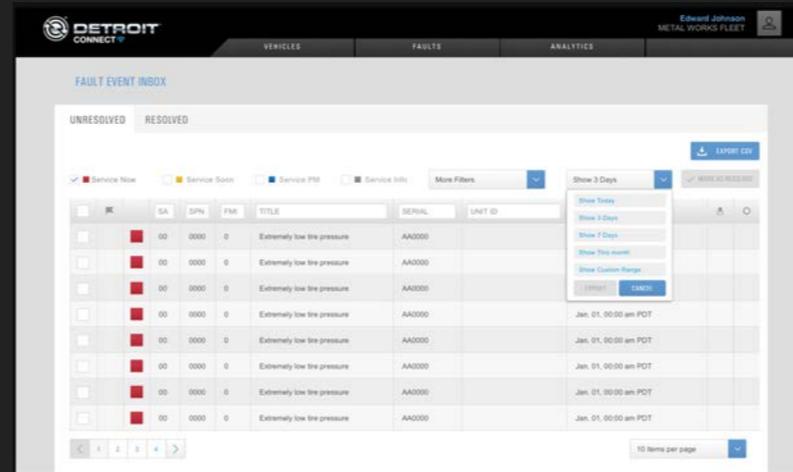




UX DESIGN

DAIMLER

DETROIT CONNECT PORTAL



- ▶ DCP is bundled with the purchase of new vehicles
- ▶ Fault and location data is collected and relayed to fleet owners and truck drivers

- ▶ Various PO's manage different aspects of the portal and engineers regulate massive amounts of data
- Problem statement:
Customers require easy access to the system and actionable data that keeps trucks on the road.

- ▶ My role included a discovery phase, new feature mockups, interaction flows and a mobile design system in lieu of the discontinuation of the mobile app

STEP 1: RESEARCH

- ▶ I joined the project in-progress
- ▶ No research had been conducted
- ▶ In my discovery phase, I compiled a screenshot sitemap, conducted stakeholder interviews, competitive analysis, studied Google analytics
- ▶ Requests to collect user data directly was denied



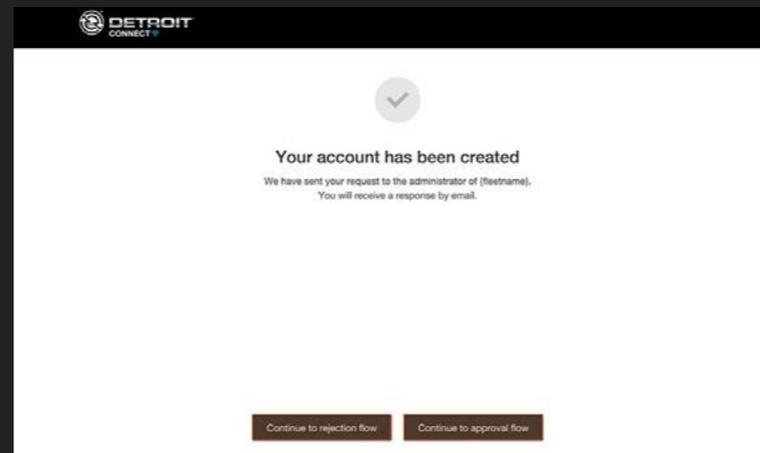
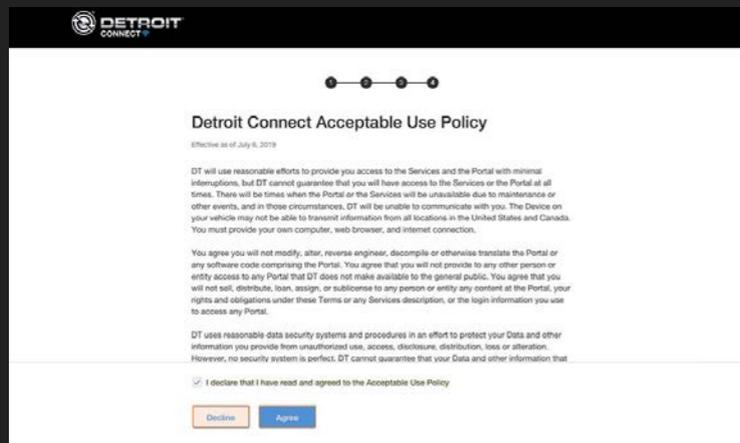
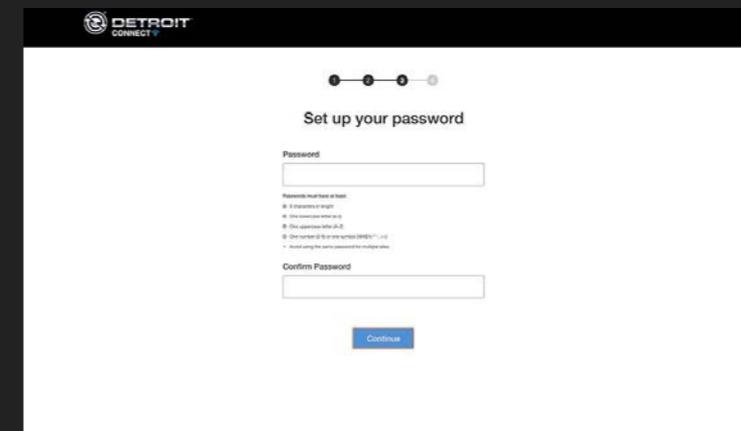
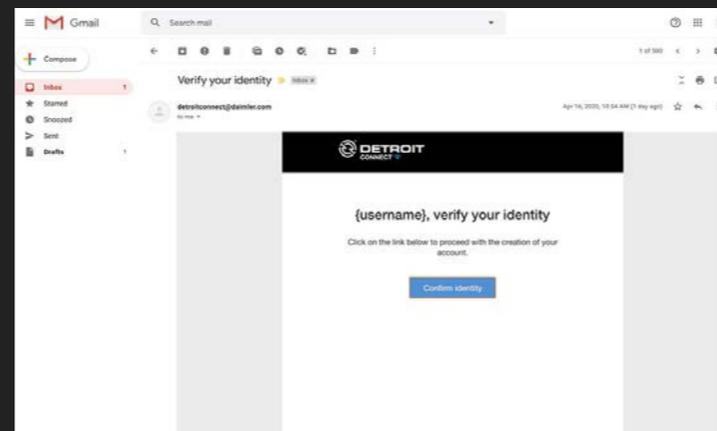
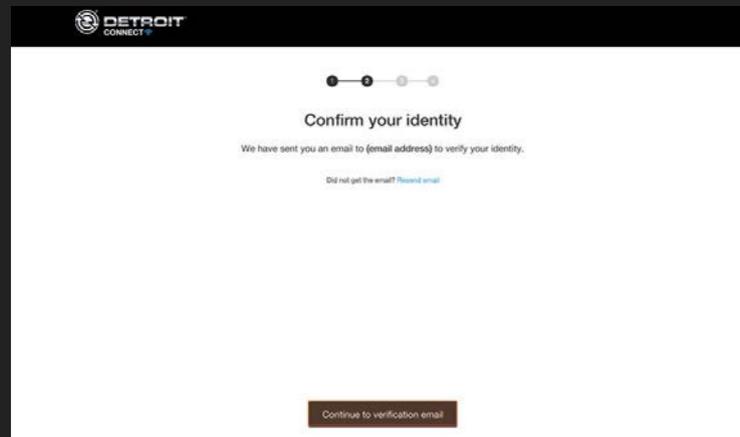
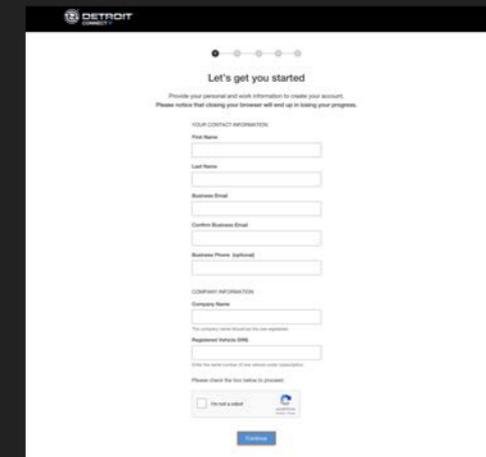
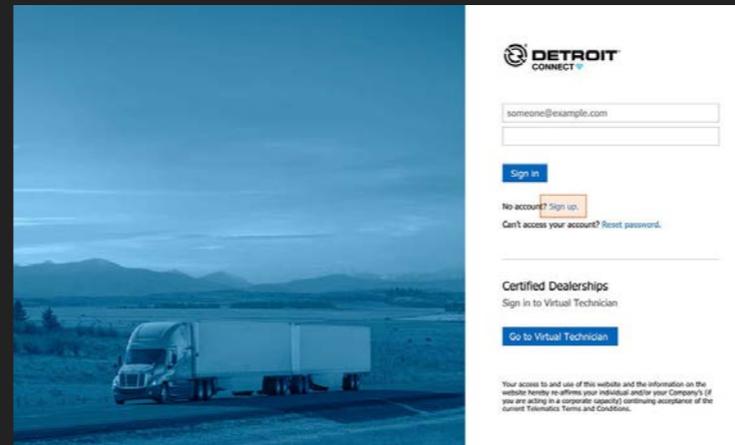
STEP 2: DESIGN

- ▶ I worked with another designer to identify all points of contact, steps, pain points and proposed solutions

Stage	Purchasing & Registration							DC Portal Sign Up		
Description										
Point-of-contact	Dealership Agency	Registration Wizard	Email	Phone Call				DC Portal	Email	
Steps	Dealer starts Warranty Registration for it's Customer's new vehicle	Dealer completes Retail Sale	Dealer explains DC Services to the customer and agrees to manage the fleet on it's behalf	Dealer initiates DC Portal registration and provisions telematics Terms & Conditions email for the Customer to approve	Dealer accepts/declines Telematics Terms & Conditions on Customer's confirmation	Dealer sets up the Primary Admin, Renewal contact, and adds the Dealership as a Fleet contact	Dealer submits form and hand over the truck	Dealer receives invitation from Primary Admin to sign up to the DC Portal	Dealer creates his/her username and password	Dealer logs in into the DC Portal
Pain Points	Did he/she have to order it before? Is he/she ordering the truck at the moment?	How long does it take between first and second step?		Request to see the actual email	Dealer needs to accept/decline Terms & Conditions on Customer's behalf			Does the Dealer need to accept any sort of agreement?	Does the Dealer create a credential for each customer he/she manages? How does he/she manage accounts?	
	How does Support solve this problem? How much does it take?					Dealer depends on the Customer providing the information for the Primary Admin				
	Sometimes the vehicle does not show up the day that Dealer contacts DITek Support		Telematics Terms and Consentment is not a mandatory part of the process. Can be easily missed	Dealer & Customer are not "back with the telematics Terms & Conditions approval should be		Customer is not sure who the Primary Admin should be				
	Services go down often	DITek takes up to 4 days to validate the information. Dealer must email paperwork by hand/portal	Dealer often signs this step due to time optimization or lack of interest	Customer don't realize the DC services	Telematics Terms & Conditions emails are often generated on received on the sign factor	Dealer can't proceed without Customer's consent to the Terms & Conditions	Dealer can't get into the Primary Admin until the Primary Admin creates himself	Dealer can't get into the Primary Admin until the Primary Admin creates himself		
Proposals	How can we ensure that the services won't go down?	Inform users of # of steps and time at the start of flow	Make Terms & Conditions part of the Portal Sign Up process		Allow Dealers to be a Primary Admin, but make mandatory to provide a Secondary Admin (Customer)					
		Automate the process (how?)	Communicate DC services through digital means: exploit Retail Sale information	Data collection should be requested by email after sign up	Friendly summary on Terms and Conditions for fast-reading	Make setting up contacts part of the DC Portal sign up process				
			Communicate DC services through non-digital means: paper and merchandising		Ask for authorization through other means: text, phone calls.					
					Provide different flows depending on who will manage the Portal: Dealer, Fleet, or Lessor					

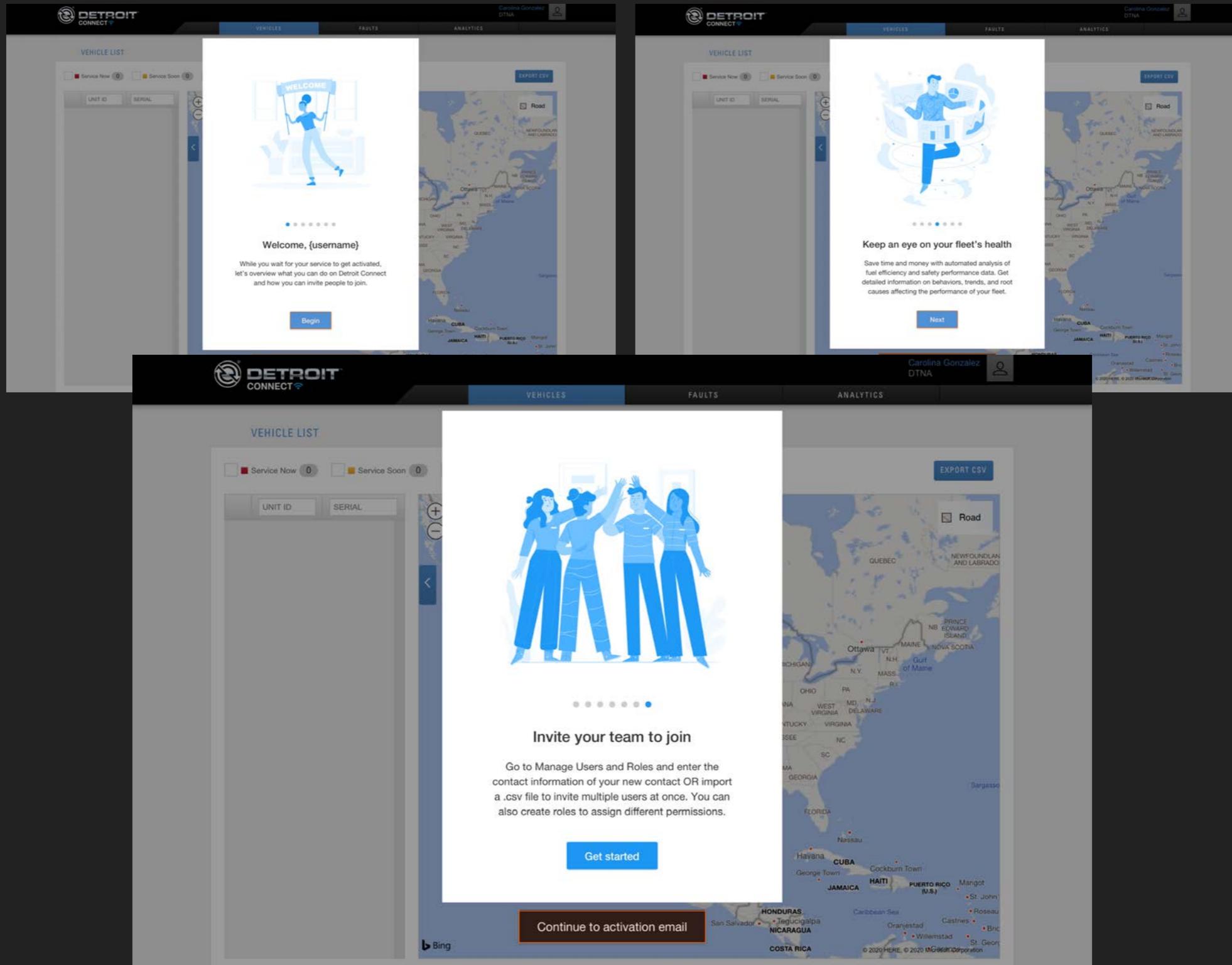
STEP 2: DESIGN

► I initiated a customer sign up flow, which decreased difficulty and effort



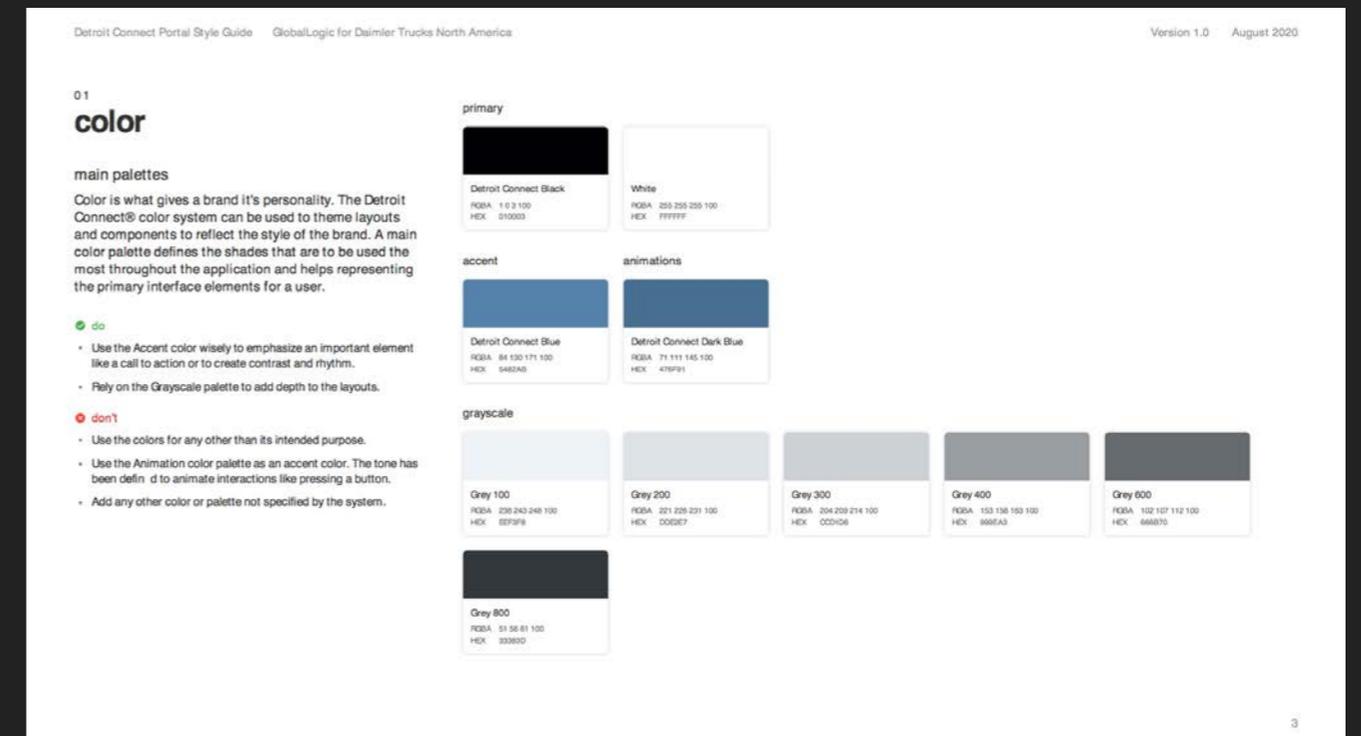
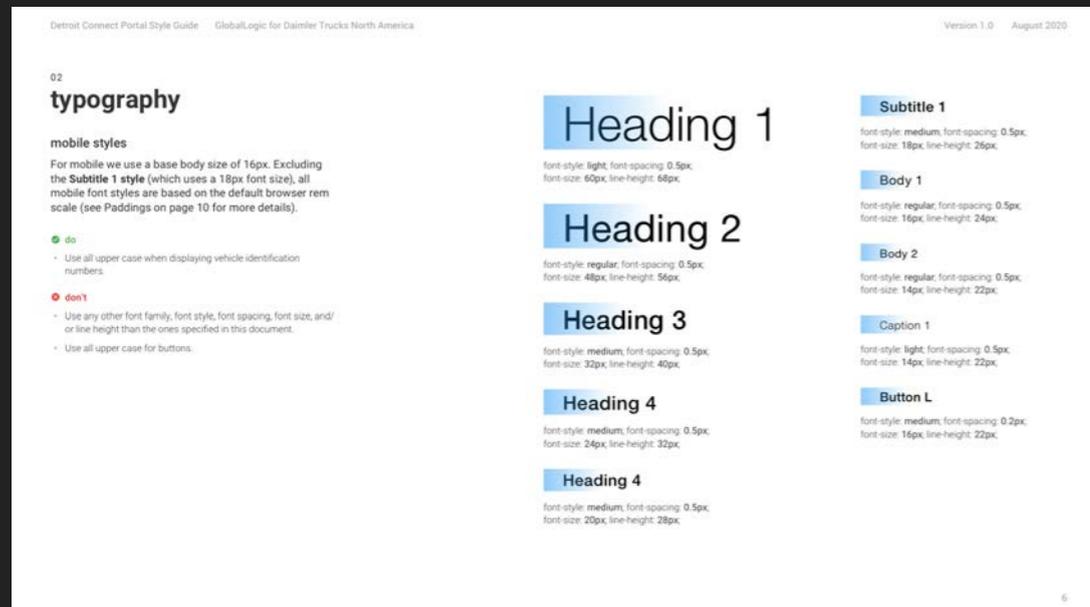
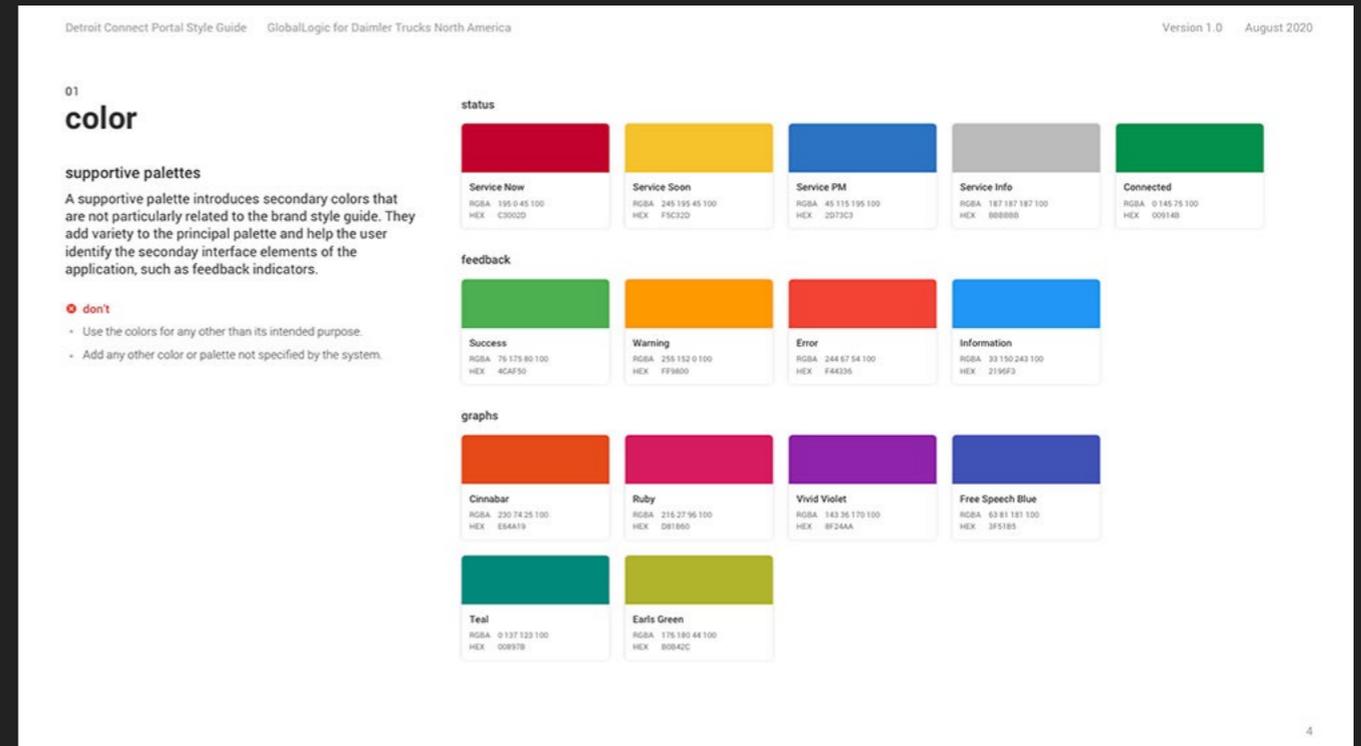
STEP 2: DESIGN

- ▶ I initiated a customer sign up flow, which decreased difficulty and effort



STEP 2: DESIGN

▶ I contributed to our mobile design system which replaced the mobile app



STEP 2: DESIGN

- ▶ I contributed to our mobile design system which replaced the mobile app

Detroit Connect Portal Style Guide GlobalLogic for Daimler Trucks North America Version 1.0 August 2020

03 iconography

We use Material-UI filled icon library. Icons are used in a reduced rem scale from 0.75 to 2 rem. An icon should not be less than 12px or bigger than 32px.



- do**
 - Use the Primary, Accent, Grayscale, and Feedback color palettes to apply color to the icons.
 - Support icon comprehension with a label, text, or tooltip when possible.
- don't**
 - Apply icons in a scale above 2 rem (32px). If the design requires for a bigger element, use a sticker or an illustration instead.
 - Apply icons in a scale below 0.75 rem (12px). Legibility will be lost.
 - Use the supporting (except for the Feedback) and external color palettes.



8

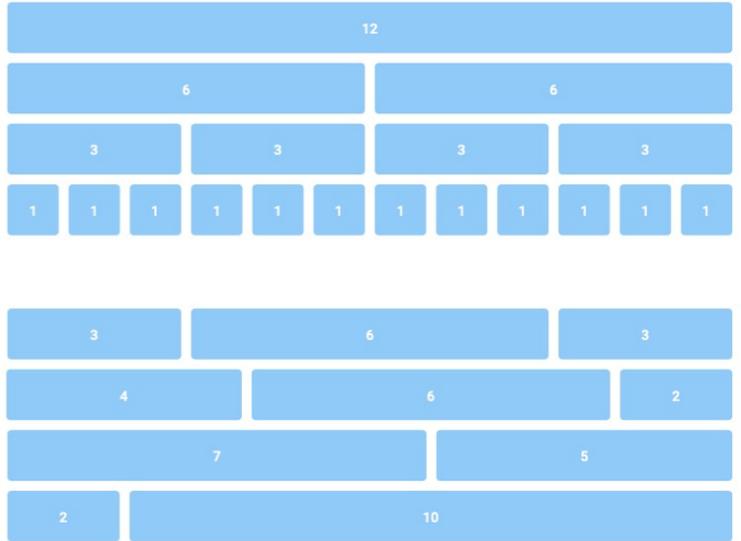
Detroit Connect Portal Style Guide GlobalLogic for Daimler Trucks North America Version 1.0 August 2020

04 grid

A grid creates visual consistency between layouts while allowing flexibility across a wide variety of designs. We use Material-UI responsive grid system which is based on a 12-column layout. Multiple column widths can be mixed and matched to create architectural diversity across layouts.

We recommend using a padding no less than 0.5 rem between columns.

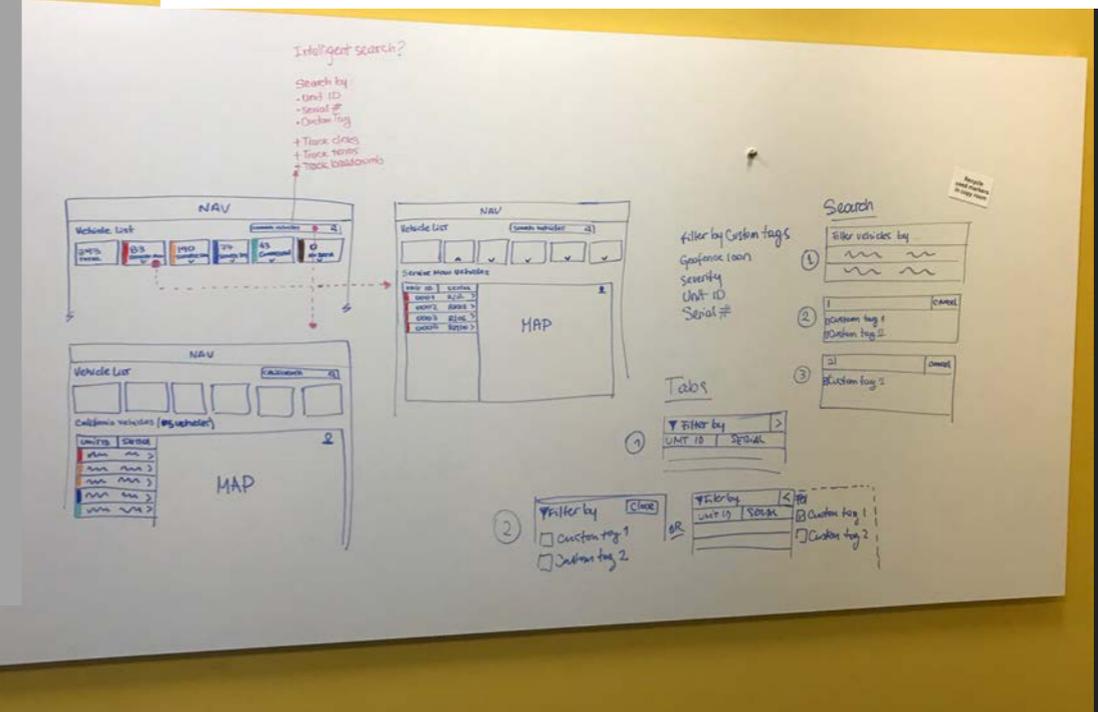
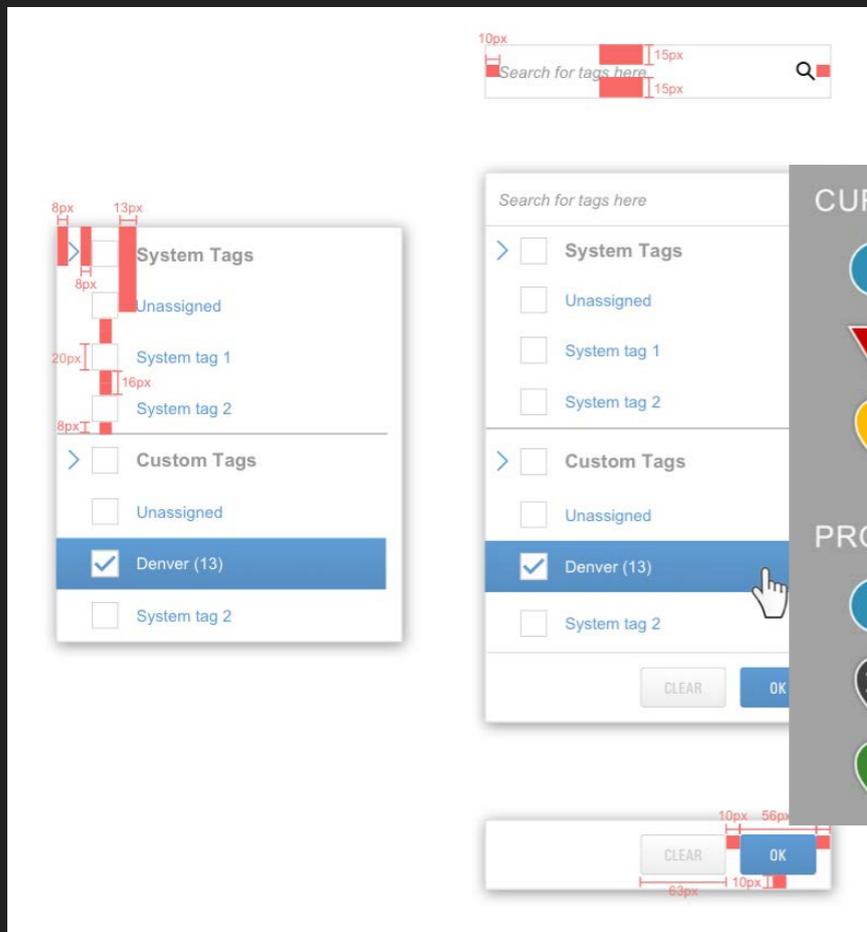
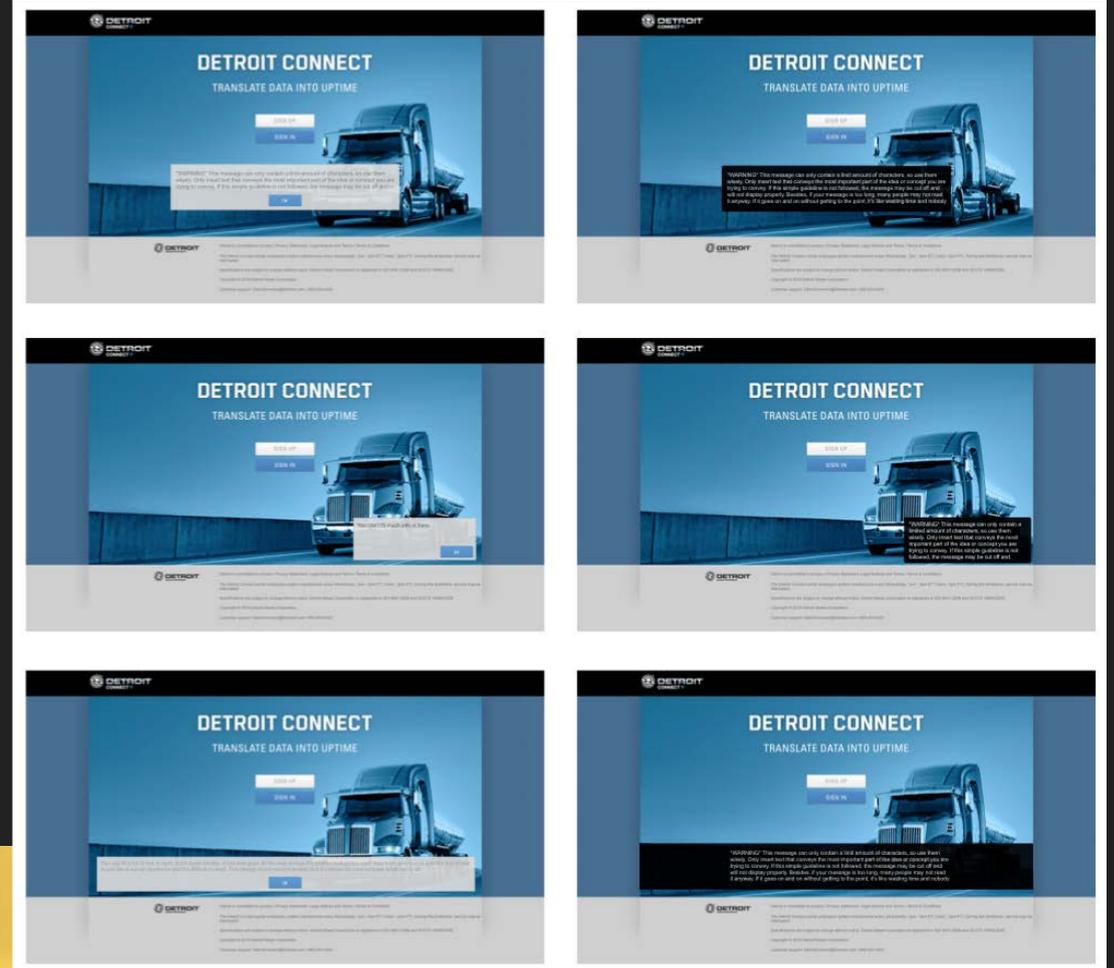
- do**
 - While mixing column widths, keep consistency across similar or sibling pages.



9

STEP 2: DESIGN

- ▶ PO's implemented new features and required mock-ups, interactive prototypes and visual assets



STEP 3: TESTING

- ▶ Direct access to users and customers was unavailable
- ▶ After implementation, analytics could be reviewed
- ▶ Efforts are currently ongoing

RESULT

- ▶ All assets were delivered to engineering on or before deadline
- ▶ DCP team has a better understanding of user experience and its value





THANK YOU

Questions?