

PROJECT CASE STUDY EXCELLUS BCBS

JUNE 2016 - AUGUST 2016

CARIN CAMEN

carincamen.com

PROJECT CASE STUDY

Project Case Studies provide documentation to my direct contribution to the projects. Designs are propriety and under a non-disclosure agreement.

PROJECT BRIEF

UX RESEARCH

UX TESTER

BUSINESS ANALYST

UX DESIGN

UI DESIGN

PROJECT NAME: AGIF

- **Challenges:**
 - Old coding technology limiting current design standards
 - Developers skill level
- **Assignment:**
 - Submission progress bar for lengthy data input
 - Redesign of 9 pages
- **Deliverables:**
 - Analysis of current state
 - Heuristic Evaluation
 - Cognitive Walkthrough
 - Recommendations for Phase I and Phase II
 - Phase I Design provided UI design that could be implemented with current code
 - Phase II Design provided UI design direction when this area of code was redeveloped with newer coding technology
 - Wireframes
 - Prototype
 - HTML, CSS
 - Customer submission form design
 - Broker submission form design
- **Software: AXURE**
 - Implementation of UX research and testing was put into AXURE so there was documentation for stake holders, direct and indirect managers, other designers and development teams.

PROJECT CASE STUDY

Project Case Studies provide documentation to my direct contribution to the projects. Designs are propriety and under a non-disclosure agreement.

PROJECT BRIEF

UX RESEARCH
UX TESTER
BUSINESS ANALYST
UX DESIGN
UI DESIGN
ICONOGRAPHY

PROJECT CASE STUDY EXCELLUS BCBS

JUNE 2016 - AUGUST 2016

PROJECT NAME: BLUE U INTRNET WEBSITE

- **Challenges:**
 - Old coding technology limiting current design standards
 - Fingertips website was coded in table format forcing everyone to put their content into cells.
 - Developers skill level
- **Assignment:**
 - Intranet Website Re-design
 - Design of 30 pages
- **Deliverables:**
 - Analysis of current state
 - Heuristic Evaluation
 - Cognitive Walkthrough
 - Discovery of serious coding issue for the entire Fingertips Intranet platform
 - Recommendations for Phase I and Phase II
 - Wireframes and Mockups
 - Logo Design based upon current logo standards
 - Iconology
 - Phase I Design
 - Wireframes
 - Prototype
 - HTML, CSS
 - Stake Holder Presentation
 - **Software:**
 - AXURE
 - Implementation of UX research and testing was put into AXURE so there was documentation for stake holders, direct and indirect managers, other designers and development teams.
 - Power Point

JUNE 2016 - AUGUST 2016

CARIN CAMEN
carincamen.com

PROJECT CASE STUDY

Project Case Studies provide documentation to my direct contribution to the projects. Designs are propriety and under a non-disclosure agreement.

PROJECT BRIEF

UX RESEARCH
UX TESTER
BUSINESS ANALYST
UX DESIGN
UI DESIGN
BRANDING IDENTITY

PROJECT NAME: eServices

- **Challenges:**
 - Old coding technology limiting current design standards
 - Fingertips website was coded in table format forcing everyone to put their content into cells.
 - Developers skill level
- **Assignment:**
 - Intranet Website Re-design
 - Design of 8 pages
- **Deliverables:**
 - Analysis of current state
 - Heuristic Evaluation
 - Cognitive Walkthrough
 - Recommendations to overcome issues with the Fingertips Intranet site
 - Recommendations for Phase I and Phase II
 - Wireframes
 - Prototype
 - Logo Design
- **Software:**
 - AXURE
 - Implementation of UX research and testing was put into AXURE so there was documentation for stake holders, direct and indirect managers, other designers and development teams.

PROJECT CASE STUDY

Project Case Studies provide documentation to my direct contribution to the projects. Designs are propriety and under a non-disclosure agreement.

PROJECT BRIEF

UX RESEARCH
UX TESTER
BUSINESS ANALYST
UX DESIGN
UI DESIGN
CONSULTANT
PRESENTATION DESIGN

PROJECT CASE STUDY EXCELLUS BCBS

JUNE 2016 - AUGUST 2016

PROJECT NAME: FINGERTIPS INTRANET

- Challenges:
 - Old coding technology limiting current design standards
 - Fingertips website was coded in table format forcing everyone to put their content into cells.
 - Developers skill level
- Assignment:
 - Analysis of current intranet platform and recommendations for consistent branding of departments and department self-editing.
 - Presentation of findings – 27-page power point deck
- Deliverables:
 - Analysis of current state
 - Heuristic Evaluation
 - Cognitive Walkthrough
 - Recommendations
 - To move away from a coding platform and transition into a CMS platform utilizing WordPress
 - Recommendations for Phase I and Phase II
 - Stake Holder Presentation
 - Understanding Material Design
 - Understanding Intranet vs Internet
 - Understanding Intranet Potential
 - Understanding Design Standards
 - Design of template standards
 - Home Page
 - Option 1-4 for department home pages
 - FAQ page
 - Options 1-4 for department sub pages
 - Options 1-2 for Contact page
 - Wireframes
 - Prototype
 - Documentation of Design and Template Standards
- Software:
 - AXURE
 - Implementation of UX research and testing was put into AXURE so there was documentation for stake holders, direct and indirect managers, other designers and development teams.
 - Power Point

JUNE 2016 - AUGUST 2016

CARIN CAMEN
carincamen.com

PROJECT CASE STUDY

Project Case Studies provide documentation to my direct contribution to the projects. Designs are propriety and under a non-disclosure agreement.

PROJECT BRIEF

UX RESEARCH

UX TESTER

BUSINESS ANALYST

UX DESIGN

UI DESIGN

PROJECT NAME: MULTI-TIER

- **Challenges:**
 - Coding was done in the old table layout rather than responsive column and rows.
 - Navigation of a large amount of data was problematic for the user.
 - Customers expressed that it was easier to call.
 - Developers skill level
- **Assignment:**
 - High Deductible Plan
 - Redesign 4 pages
 - Design 10 pages
 - Creation of a better user experience for large data search
- **Deliverables:**
- Analysis of current state
 - Heuristic Evaluation
 - Cognitive Walkthrough
 - Usability Test Summary
- UI Design for navigation of table content
 - Alphabetical Navigation
 - Three Tier Column Layout
 - Dropdown filer to sort three tier column layouts
- Prototype of Phase 1
- Prototype of Phase 1b with Tool Tips
- Prototype of Phase II - Filter and Sorting
- Prototype of Phase III - Data Visualization and Personalization
- HTML, CSS
- **Software:**
- AXURE
- Implementation of UX research and testing was put into AXURE so there was documentation for stake holders, direct and indirect managers, other designers and development teams.

PROJECT CASE STUDY

Project Case Studies provide documentation to my direct contribution to the projects. Designs are propriety and under a non-disclosure agreement.

PROJECT BRIEF

UX RESEARCH
UX TESTER
BUSINESS ANALYST
UX DESIGN
UI DESIGN
BRANDING IDENTITY

PROJECT CASE STUDY EXCELLUS BCBS

PROJECT NAME: SAFETY NET - HARP

- **Challenges:**
 - Coding was done in the old table layout rather than responsive column and rows.
 - Navigation of a large amount of data was problematic for the user.
 - Was out of government compliance and needed quick turnaround time
 - Submission process was unclear to the user and required expensive customer support
 - Developers skill level
- **Assignment:**
 - Three Step Submission and Survey
 - Redesign 4 pages
 - Design 10 pages
 - Creation of a better user experience for large data search
- **Deliverables:**
 - Analysis of current state
 - Heuristic Evaluation
 - Cognitive Walkthrough
 - Usability Test Summary
 - Prototype Design
 - Excellus Survey Design Template
 - Universe Survey Design Template
 - Member Survey Design Template
 - Provider Survey Design Template
- **Software:**
 - AXURE
 - Implementation of UX research and testing was put into AXURE so there was documentation for stake holders, direct and indirect managers, other designers and development teams.

PROJECT CASE STUDY

Project Case Studies provide documentation to my direct contribution to the projects. Designs are propriety and under a non-disclosure agreement.

PROJECT BRIEF

UX RESEARCH
UX TESTER
BUSINESS ANALYST
UX DESIGN
UI DESIGN
ILLUSTRATOR
DATA VISUALIZATION

PROJECT CASE STUDY EXCELLUS BCBS

PROJECT NAME: SAFETY NET – USER CENTER DESIGN PRESENTATION

- **Challenges:**
 - UX strategy was a new concept to the company.
 - Company was unfamiliar with UX Industry Standards
 - Company was unfamiliar with AGILE Philosophy
 - Company was unfamiliar with Scrum Practices
- **Assignment:**
 - I was brought on as a consultant to evaluate the team, their current practices and to develop training and documentation on implementation of UX standards
 - As part of my duties, the assignments above were given so I could understand Excellus BCBS system.
- **Deliverables:**
 - Interview of all existing team members, support team members and managers - 31 interviews
 - Power Point Presentation - 10-page deck
 - Creation of illustrations
 - Data Visualization
 - Incorporation of UX strategy
 - Presented Power Point of approximately 20 individuals consisting of UX Team, supporting team and managers
- **Software:**
 - Power Point
 - Illustrator

JUNE 2016 - AUGUST 2016

CARIN CAMEN
carincamen.com

PROJECT NAME: SAFETY NET – UNIVERA SMALL BUSINESS

PROJECT CASE STUDY

Project Case Studies provide documentation to my direct contribution to the projects. Designs are propriety and under a non-disclosure agreement.

PROJECT BRIEF

UX RESEARCH
UX TESTER
BUSINESS ANALYST
UX DESIGN
UI DESIGN
ILLUSTRATOR

- **Challenges:**
- **Challenges:**
 - UX strategy was a new concept to the company.
 - Company was unfamiliar with UX Industry Standards
 - Company was unfamiliar with AGILE Philosophy
 - Company was unfamiliar with Scrum Practices
- **Assignment:**
 - I was brought on as a consultant to evaluate the team, their current practices and to develop training and documentation on implementation of UX standards
 - As part of my duties, the assignments above were given so I could understand Excellus BCBS system.
- **Deliverables:**
 - Interview of all existing team members, support team members and managers - 31 interviews
 - Power Point Presentation - 10-page deck
 - Creation of illustrations
 - Data Visualization
 - Incorporation of UX strategy
 - Presented Power Point of approximately 20 individuals consisting of UX Team, supporting team and managers
- **Software:**
 - Power Point
 - Illustrator