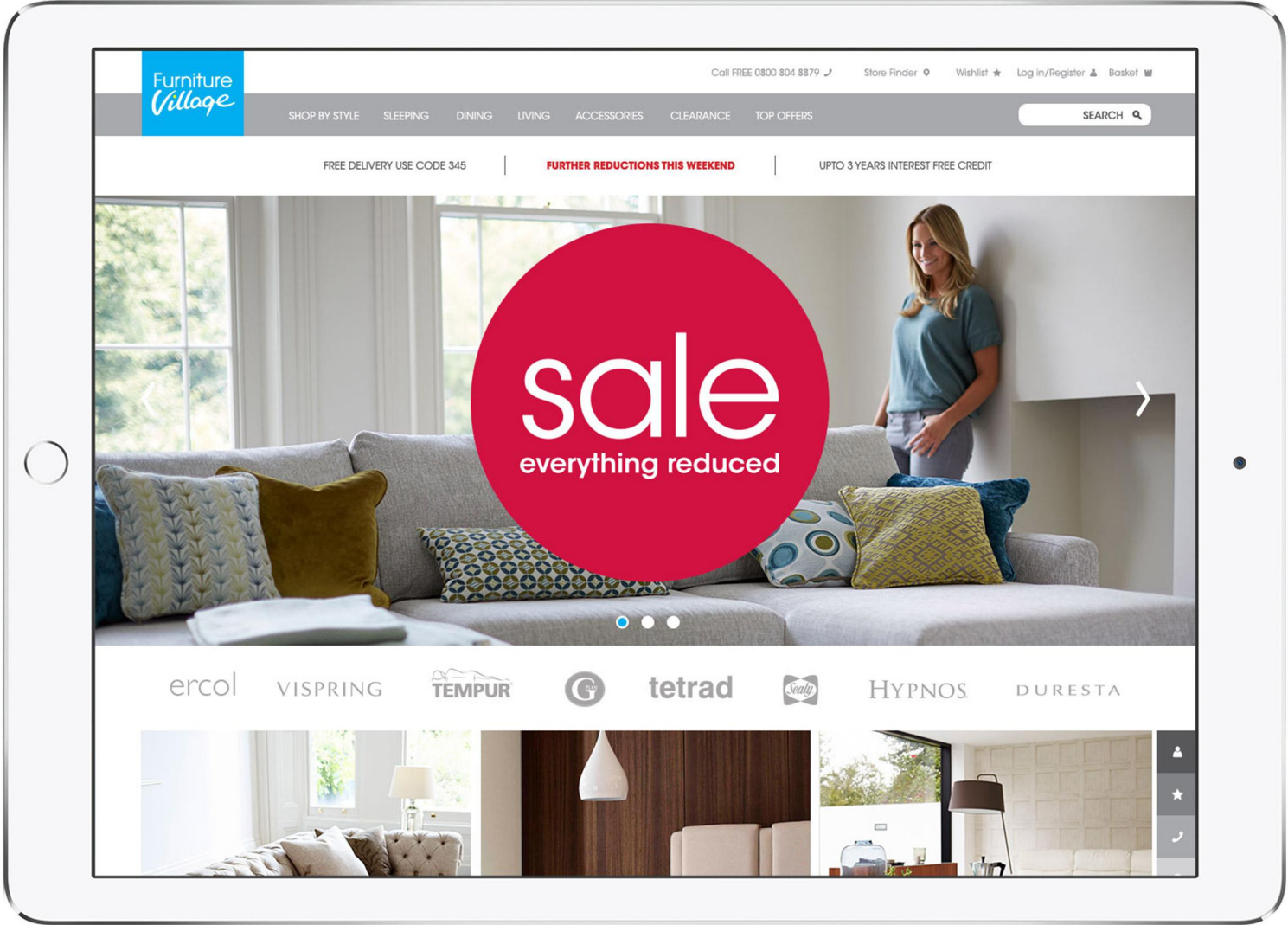


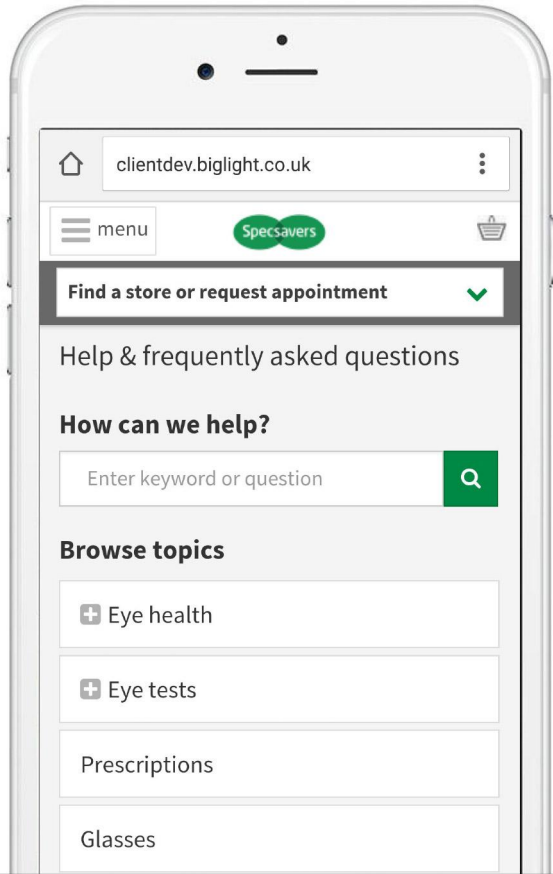
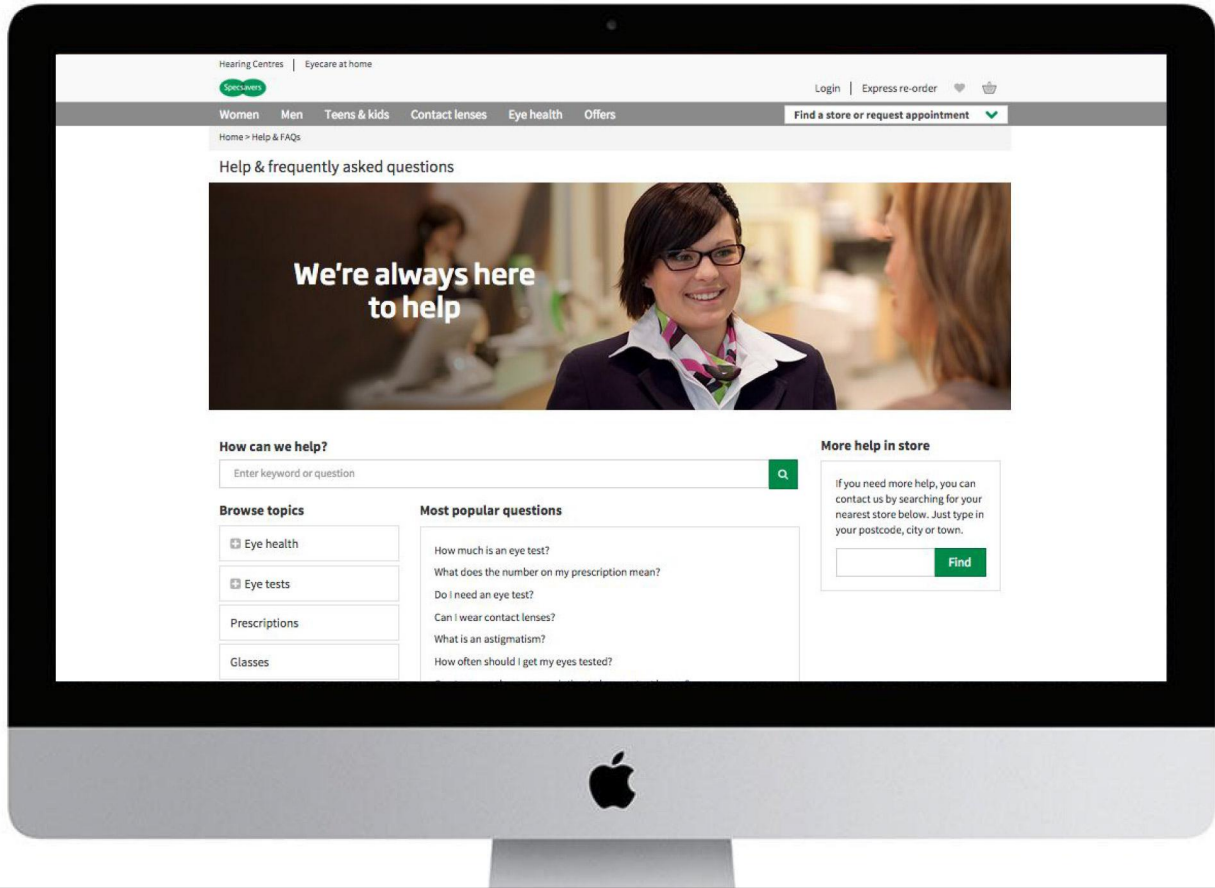


LUKE KEAST

SENIOR UX DESIGNER PORTFOLIO



Furniture Village replatform project



Specsavers Help/FAQ re-design project



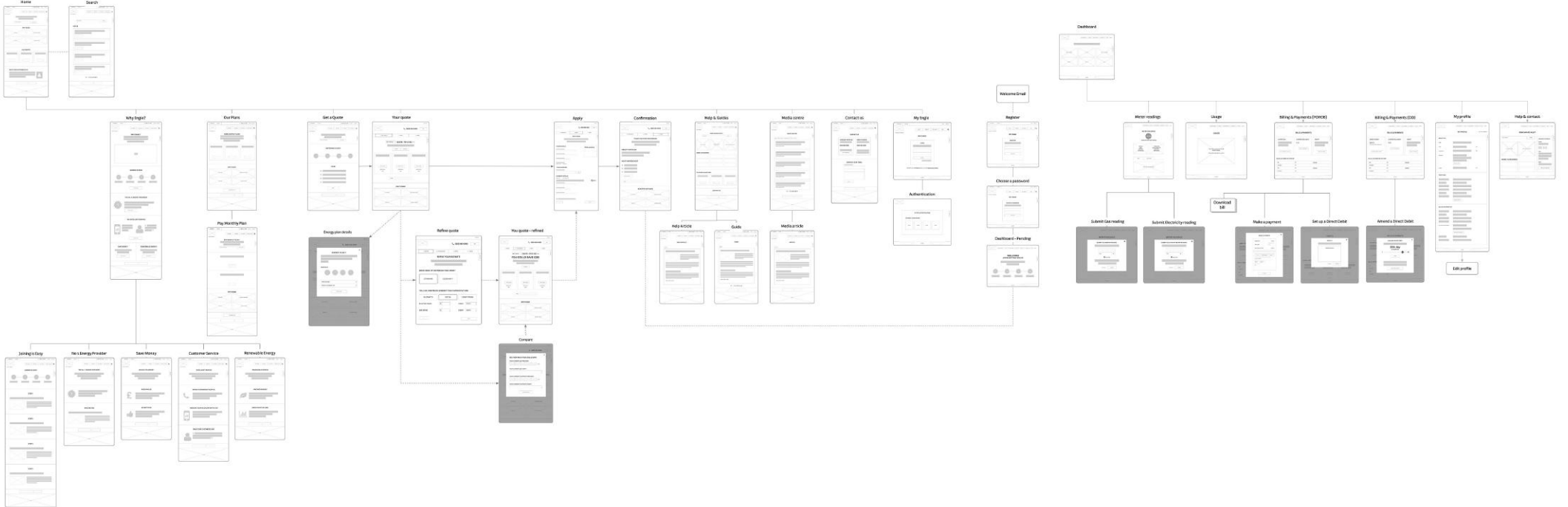
Ann Summers replatform project



Toyota card sorting exercise, using real customers



Engie - Phase 1 Service map
V1.1 22nd April 2016



Complete service map for the Engie website build project

GLOBAL

Content Spots
CMS Migration
mrCMS
Footer
ECMC Preview

Responsive Framework
Accessibility
Header
Content Components
Nav/Menu
Brand Styling
Search
gaps
Promotions
Analytics

PLP

View Product List
Filter Product List
Change List View
Compare
Page Filter

PDP

View Product Detail
Add to Cart
Add to Wishlist
Share Product

BUNDLES

ADD TO BAG

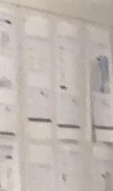
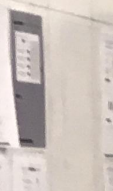
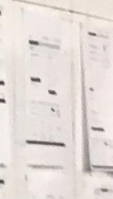
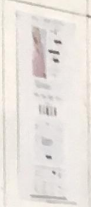
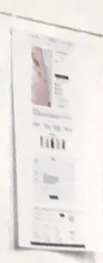
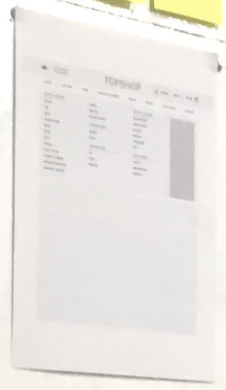
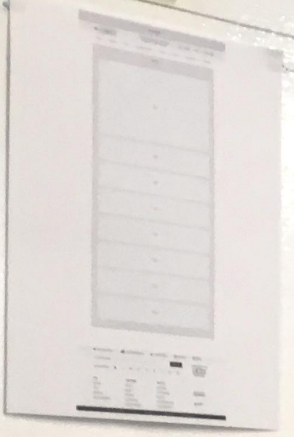
SEC

LOGIN

REGISTER

ACCOUNT

CHECKOUT



Footer template
CMS Migration
mrCMS
ECMC Preview

Rich Nav/Menu
Access Wishlist
gaps/Redirection
Tealief
Product Lookup
Desktop gaps
Type ahead
E2E Tests
Breadcrumbs
Tactical Spot

Shop the Phone
Phone banner
Category header
Product Grid
Content Spot
Add to Cart
Add to Wishlist
Share Product
Compare
Page Filter
View Product List
Filter Product List
Change List View
Compare
Page Filter

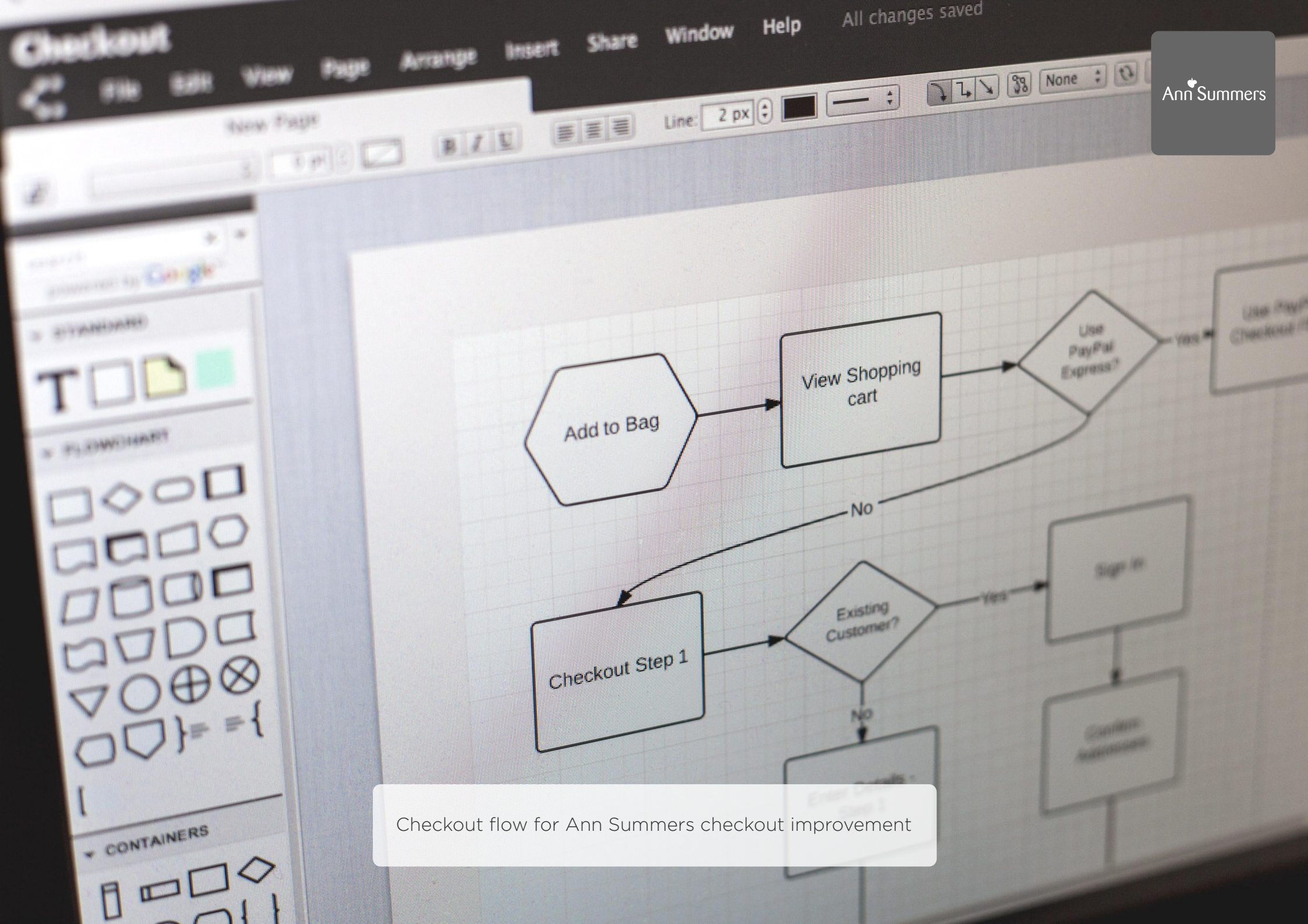
Shop the Phone
Phone banner
Category header
Product Grid
Content Spot
Add to Cart
Add to Wishlist
Share Product
Compare
Page Filter
View Product List
Filter Product List
Change List View
Compare
Page Filter

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Add to Cart
Add to Wishlist
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Filter Product List
Change List View
Compare
Page Filter

End-to-end journey map for Arcadia Group

9
10



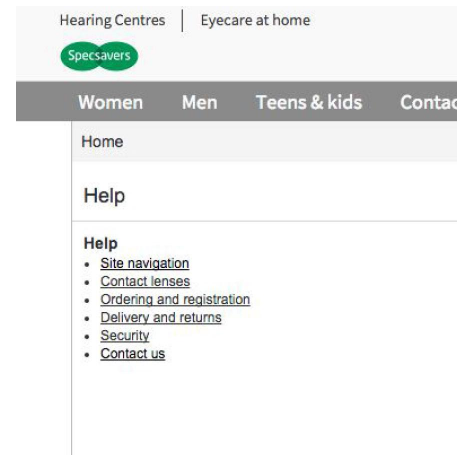
Checkout flow for Ann Summers checkout improvement

Case study

Specsavers FAQ

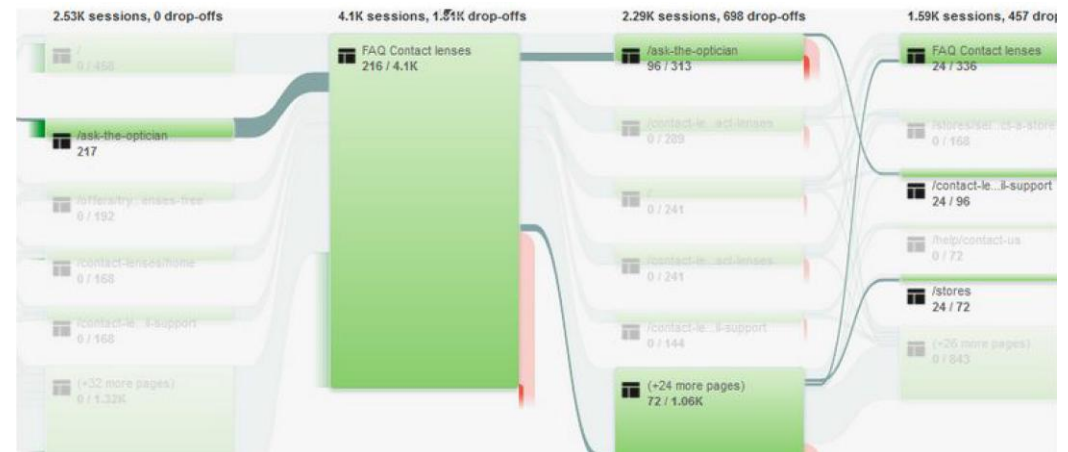
User feedback was telling us that Specsavers customers were finding it very difficult to use the online help & FAQ tools available, this project set out to improve the customer experience in this area.

Using analytics tools and customer surveys we could see that customers were finding it very difficult to find the answers they were looking for, often going back and forth looking for a solution, we could also see that there was no onward journey for customers who had a problem or enquiry, which was common.



“It’s hard to find the information I need”

“There are thousands of articles to go through, that’s ridiculous”



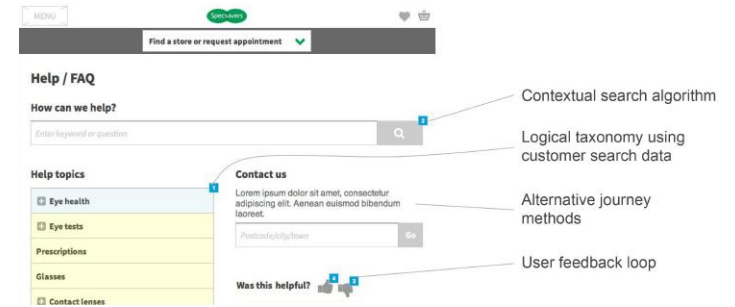
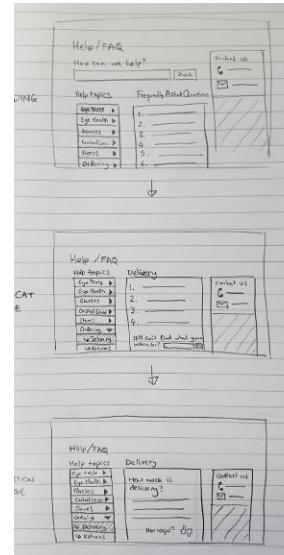
Case study

Developing a solution

After conducting extensive customer research (user panels, feedback forms) and by using subject media experts and consulting the scrum team, I was able to collate a comprehensive database of Help and FAQ articles for all territories.

By using card sorting and tree testing exercises, I was able to produce a proposal for a simple and usable taxonomy for end users.

Once the data was gathered and sorted I set about creating a simple and powerful user interface including proposals for a powerful new search feature and customer feedback loop. In addition, contextually relevant CTAs were added to aid customers in their onward journey.



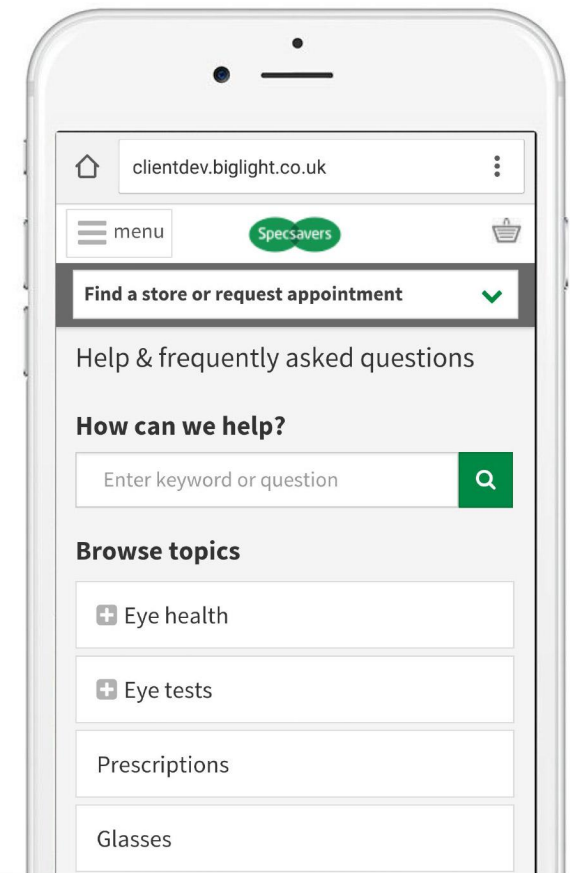
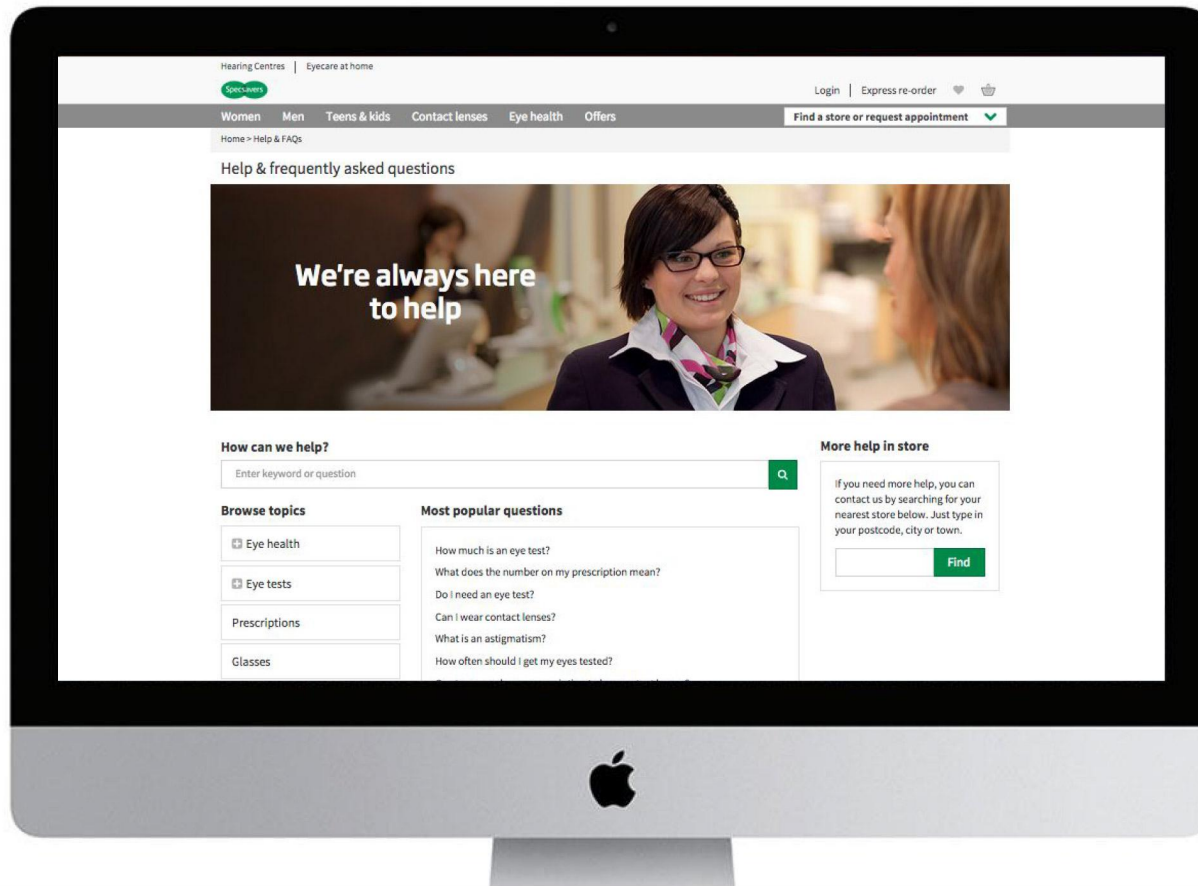
Question	Answer	Primary category	Sub-category	Secondary category	Target content	CTA for answer page	Secondary sub-category	Hit count	Rating	UK	IE	SE	DK	ES
18	What are the best ways to clean my glasses?	Contexts	Using contacts	Contact lenses Using contacts	Contact lenses Using contacts	Shop contact lenses	http://www.specsavers.co.uk/contact-lenses			TRUE	TRUE	TRUE	TRUE	TRUE
19	What does it feel like to wear contact lenses?	Contexts	Using contacts	Contact lenses Using contacts	Contact lenses Using contacts	Shop contact lenses	http://www.specsavers.co.uk/contact-lenses			TRUE	TRUE	TRUE	TRUE	TRUE
20	Can I contact lenses from behind my eye?	Contexts	Using contacts	Contact lenses Using contacts	Contact lenses Using contacts	Shop contact lenses	http://www.specsavers.co.uk/contact-lenses			TRUE	TRUE	TRUE	TRUE	TRUE
21	Should I wear my contact lenses at night?	Contexts	Using contacts	Contact lenses Using contacts	Contact lenses Using contacts	Shop contact lenses	http://www.specsavers.co.uk/contact-lenses			TRUE	TRUE	TRUE	TRUE	TRUE
22	What should I do if I lose my contact lenses?	Contexts	Using contacts	Contact lenses Using contacts	Contact lenses Using contacts	Shop contact lenses	http://www.specsavers.co.uk/contact-lenses			TRUE	TRUE	TRUE	TRUE	TRUE



Case study

The result

The deliverable was a highly usable and tested product, which provided a simple and powerful user interface, relevant and helpful articles and a clear onward journey for users with further needs.





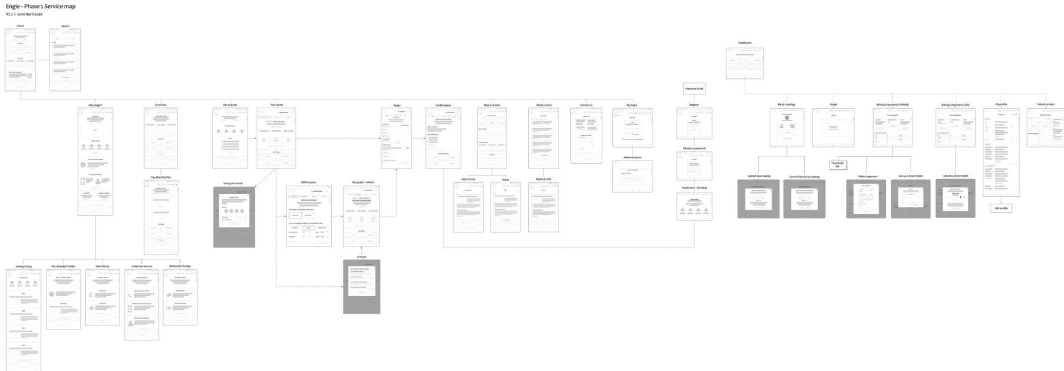
Case study

Engie website build

Engie is a multinational energy company with revenues of nearly €100 billion. Engie is already well established B2B energy supplier (the largest in the UK) and therefore was interested in developing a new B2C website to supply energy to the public.

The project started by gathering data from real energy customers in Engie’s target market (via user interviews) and mapping out the typical user journeys - identifying pain points and potential opportunities with their existing supplier.

This data allowed us to map out a detailed service map, describing a potential product.



	Enquiry	Getting information			Quotation	Application	Welcome		
Joanne 'I'm worried about using a new provider'	<p>Key traits Likes to use iPhone & iPad to keep in touch with n Usually sticks with the tried & tested</p>								
Journey	A friend tells Joanne about Engie	Searches for Engie on Google	Reads about Engie's heritage	Reads about Engie's customer service	Discusses Engie with her husband	Get a quote from Engie website	Apply to join Engie	Receives welcome pack via email and post	
Needs	Fed up of existing supplier & need cheaper energy	I want to find out more about Engie	I need reassurance about Engie	I need to make sure this provider will take care around	I need to know I will get a good service	Need to validate the decision and get reassurance	Want to confirm that Engie are chosen for our needs	Need to be guided through the application process	Need to check that everything is on track and find out how long it'll take
Feelings	●	●	●	●	●	●	●	●	
Website									

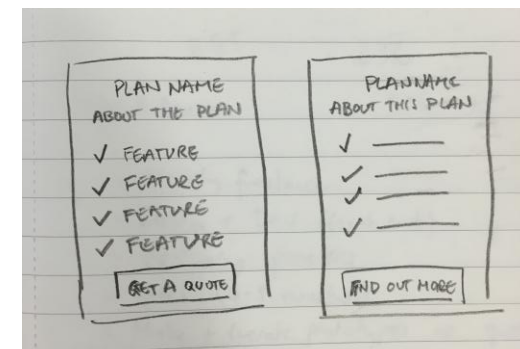
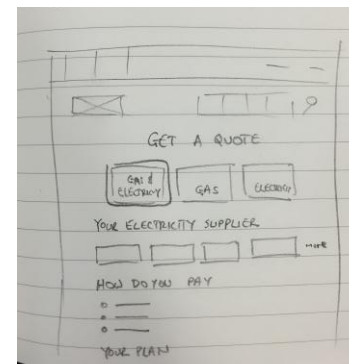
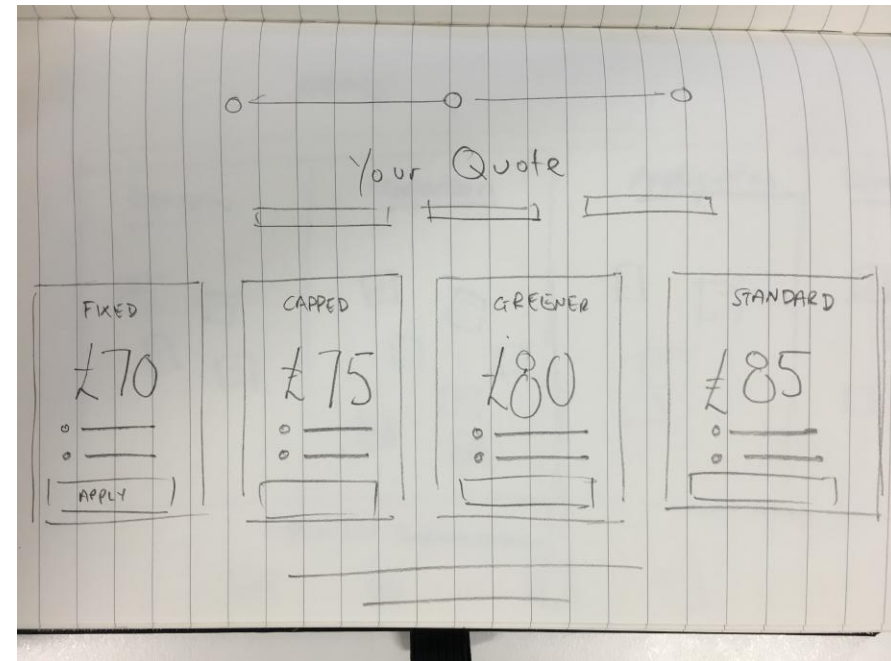
Case study

Developing a solution

In order to develop a robust solution, I decided to first sketch out some ideas based on the research data and then ask for expert review from the SMEs within the energy market, to identify any specific needs for this market, which is tightly regulated.

Following the initial sketches, I developed a detailed functional prototype using Axure. The prototype was fairly high fidelity so that I was able to test the prototype with real users (WhatUsersDo) and the project team.

The prototype was refined according to user feedback and re-tested.





Case study

The result

The finished website was tested with users in the market looking for a new energy supplier. Of 10 users tested, 8 wanted to sign up following the test, despite the product not yet being available.



[Contact us](#) [My Engie](#)

[Why Engie?](#) [Our plans](#) [Get a quote](#) [Help & guides](#) [Search](#)

The caring energy people

We can save you up to £200* compared to other suppliers

 [Quick quote >](#)

Why Engie?

Great reasons to choose Engie



Engie in action



A man with dark hair and a beard, wearing a dark sweater, is shown in profile from the chest up, sitting at a desk in an office. He is looking at a computer monitor. The desk has a keyboard, a mouse, and a glass of water. In the background, there are other computer monitors and office equipment, slightly out of focus.

Get in touch

Telephone

07725432518

Email

lukekeast@gmail.com

Website

www.lukekeast.com