

Slidedeck

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Freelance UX
Research & Design

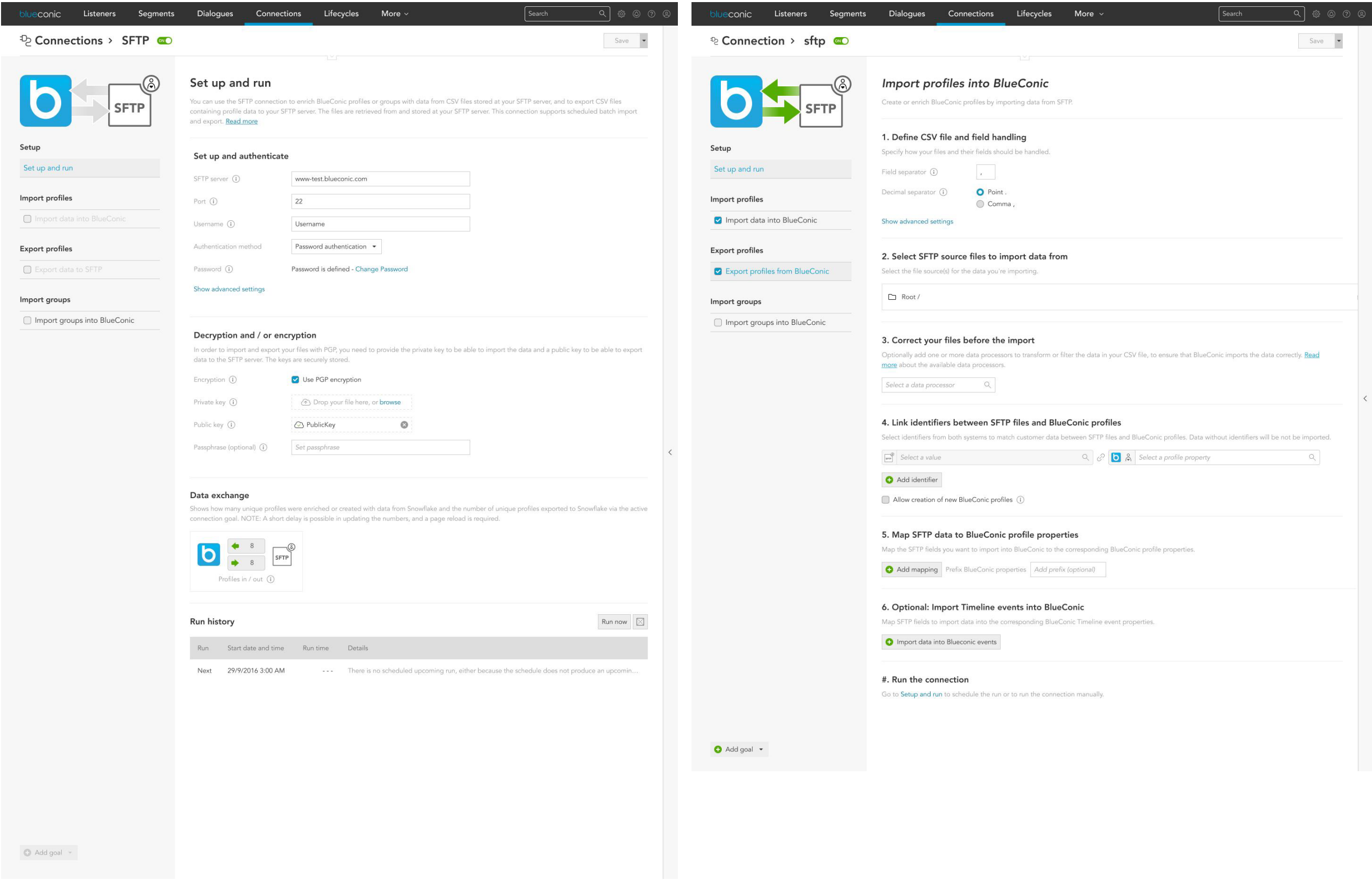


blueconic

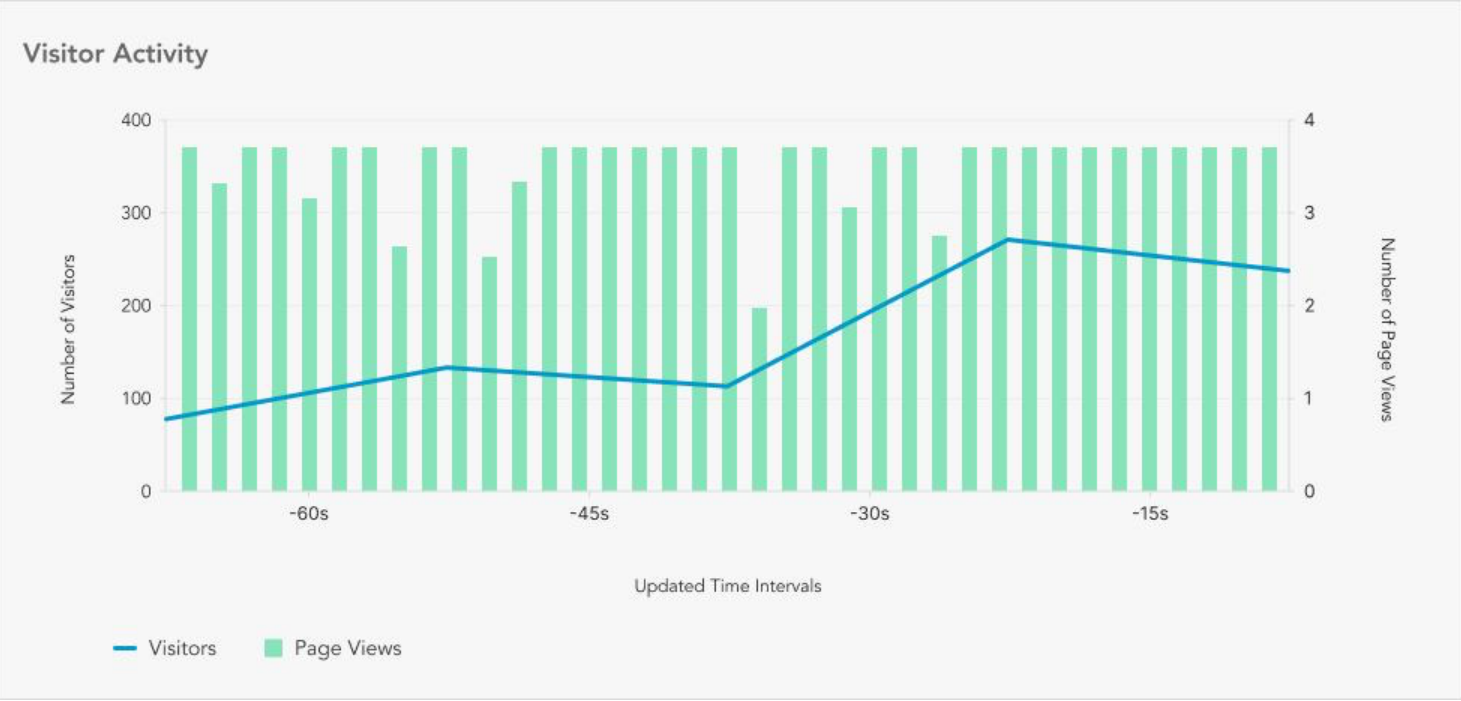
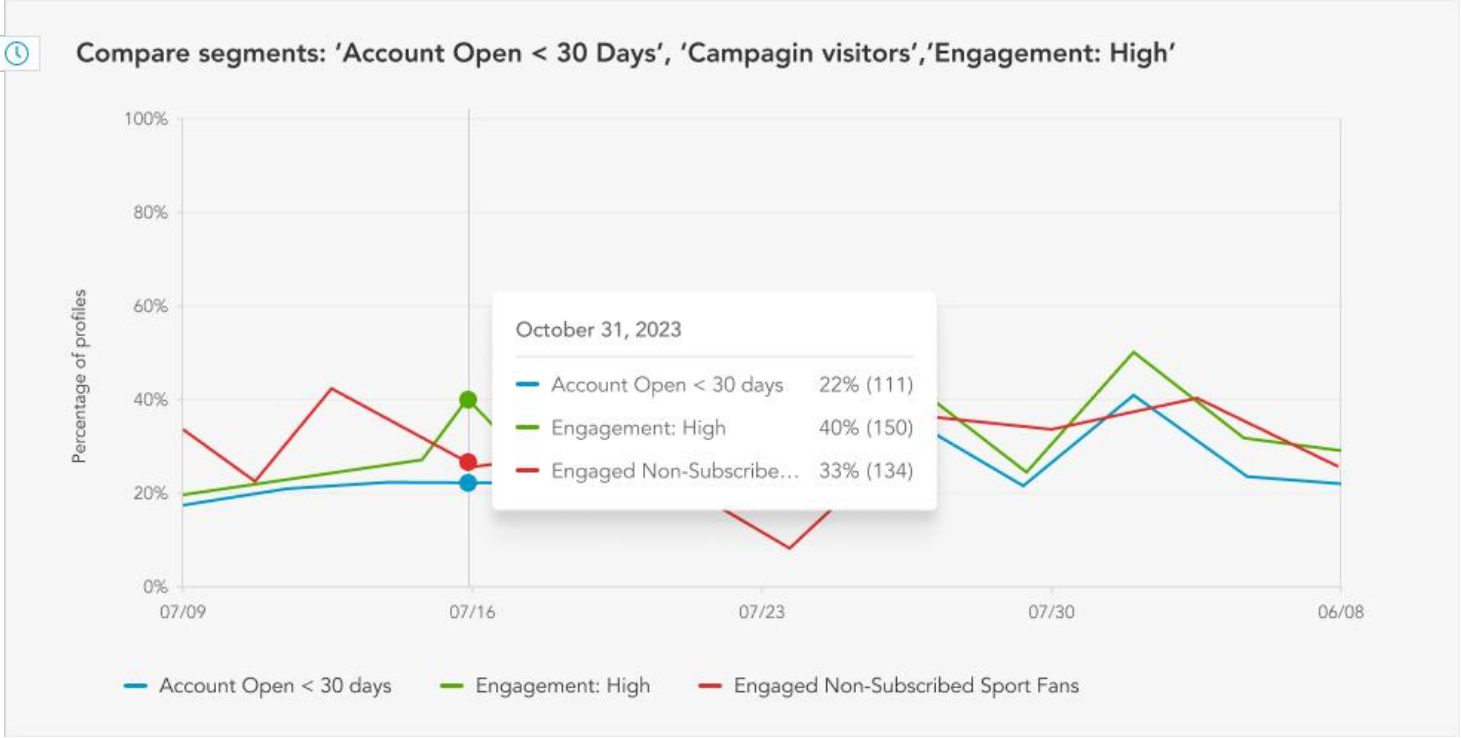
Design connections and
dashboard insights for
BlueConic's customer data
platform.

BlueConic offers a customer data platform (CDP) that enables businesses to collect, integrate, and activate customer data for personalised marketing and customer interactions.

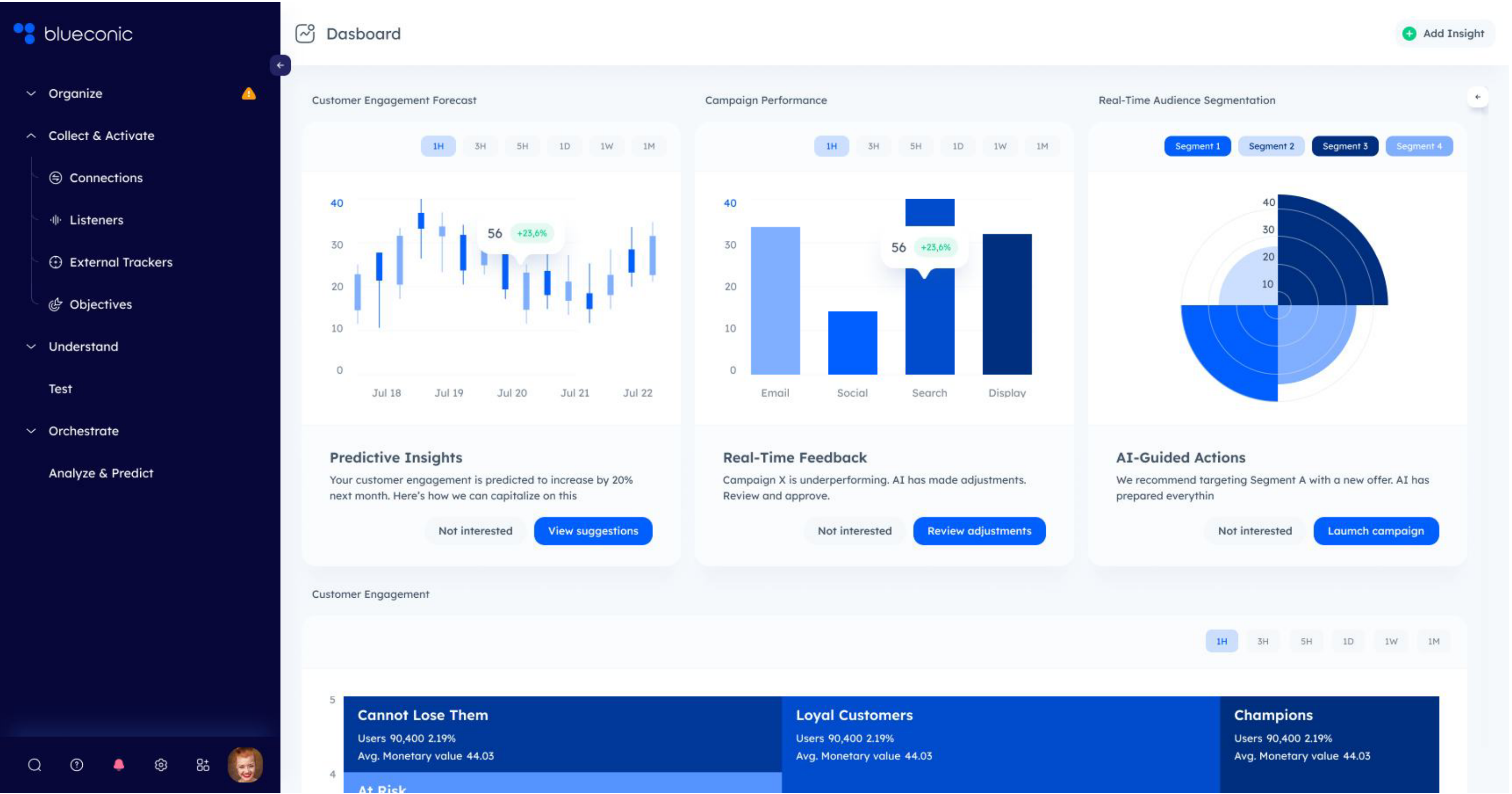
I have established a design and component library for **40+ features** in Figma, resulting in a consistent appearance and a more efficient development process within the platform.



I have established a design and component standardisation for **20+ Dashboard Insights** in Figma, resulting in a consistent appearance and a more efficient development process within the platform.



A design exploration of a new Dashboard in BlueConic based on the new brand colours.



A design exploration of the connections overview in BlueConic based on the new brand colours.

blueconic

Organize

Collect & Activate

Connections

Listeners

External Trackers

Objectives

Understand

Test

Orchestrate

Analyze & Predict

🔍

🔔

🔔

⚙️

🧩

Connections

Overview - Connections 55

Filters

Columns

		Name	Created by	Last modified by	Created	Last modified
●	★	Azure	example@blueconic.com	example@blueconic.com	11mo ago	11mo ago
●	★	label	example@blueconic.com	example@blueconic.com	11mo ago	11mo ago
●	★	label	example@blueconic.com	example@blueconic.com	11mo ago	11mo ago
●	★	label	example@blueconic.com	example@blueconic.com	11mo ago	11mo ago
●	★	Snowflake	example@blueconic.com	example@blueconic.com	11mo ago	11mo ago
●	★	Salesforce		example@blueconic.com	11mo ago	11mo ago
●	★	Shopify		example@blueconic.com	11mo ago	11mo ago
●	★	label		example@blueconic.com	11mo ago	11mo ago
●	★	Mailchimp	example@blueconic.com	example@blueconic.com	11mo ago	11mo ago
●	★	label	example@blueconic.com	example@blueconic.com	11mo ago	11mo ago
●	★	Facebook	example@blueconic.com	example@blueconic.com	11mo ago	11mo ago
●	★	label		example@blueconic.com	11mo ago	11mo ago
●	★	label		example@blueconic.com	11mo ago	11mo ago
●	★	label	example@blueconic.com	example@blueconic.com	11mo ago	11mo ago



For JEX, a tech company in the staffing industry, I designed and tested a new portal for managing temporary staff.

Approach

Workshops with internal and external stakeholders & clients to map ideas and insights.

Customer journey mapping of the intermediary's workflow.

Prototype and design of the MVP using wireframes and ultimately ready-to-use designs of the portal.

Conceptual designs for further research and discussion material for stakeholders.



Kandidaat toevoegen

E-mail

Voornaam

Tussenvoegsel

Achternaam

Postcode

Huisnummer

Toevoeging

Straat

Woonplaats

Geboortedatum

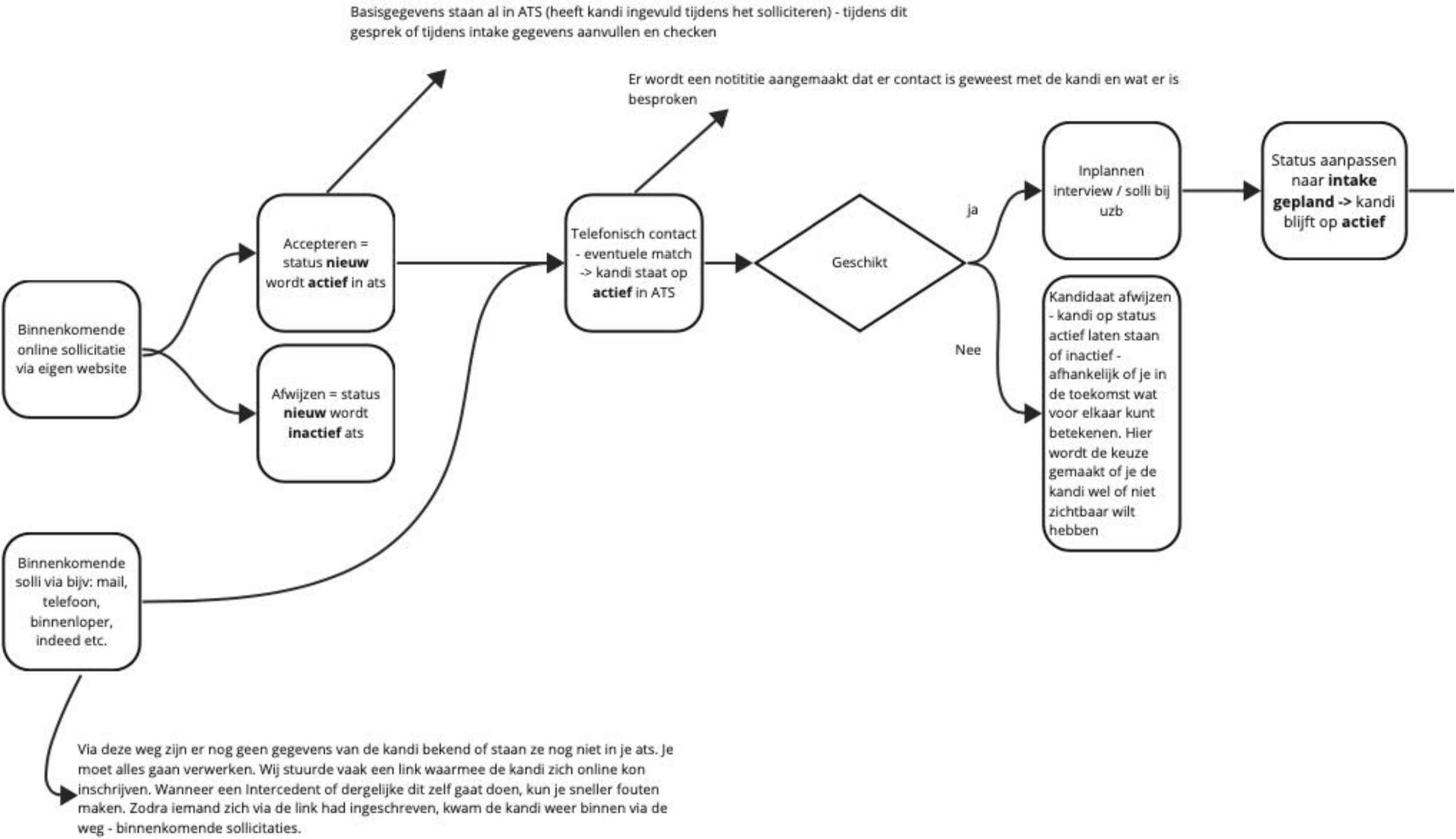
Gewenste functie titel



Annuleren

Opslaan

Workflow of an intermediary





Zoeken binnen JEX ATS



Jaleesa de Meza
Sr. Recruiter

Startpagina > Aanbiedingen > Kandidaat > ID-34991

[← Terug](#)

Kandidaat

Aangemaakt op **14 / 03 / 2022** Toegewezen aan **MD**



Bruno Versluis

BESCHIKBAAR

06 123 45 678 naam@jex.nl

Dit is een stukje over deze kandidaat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

Lourm Ipsum

Wensen [Profiel](#) [Kennis en kunde](#) [Ervaring](#) [Documenten](#)

Gewenste functies

Max. reisafstand 50 kilometer

Dagen per week ma, di, wo, do, vrij

Uren per week 16-40 uur

Gewenst salaris (bruto) 2.000,00 euro per maand



Notities

Notitie

Bram Dit is eem korte actieve tekst. Bij meerdere regels kies andere variant|

Annuleren

Opslaan

Marlou van Dam 28 oktober | 11:15

Jaleesa Dit een goede kandidaat!

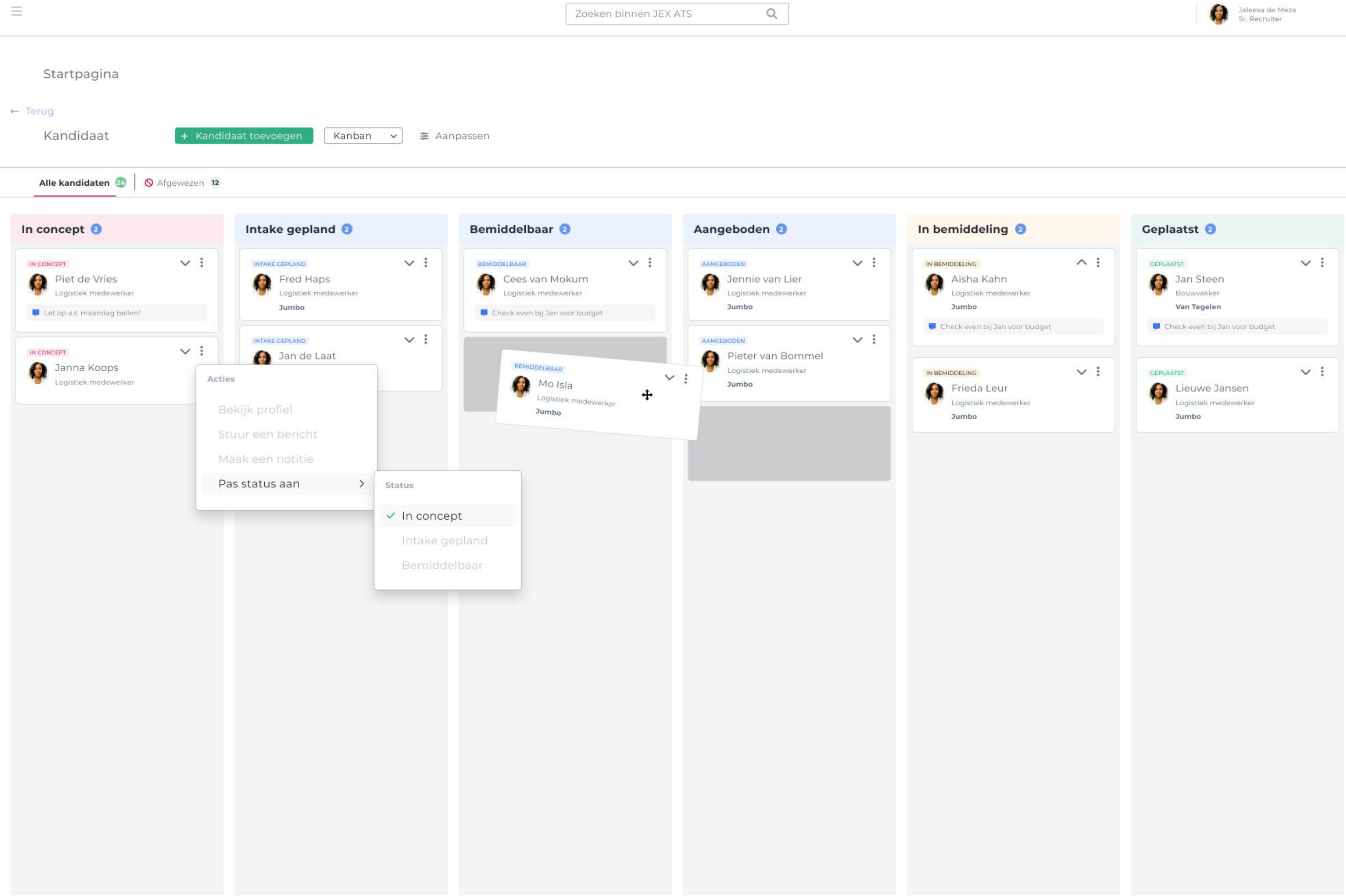
Marlou van Dam 27 oktober | 11:15

Dit een goede kandidaat!

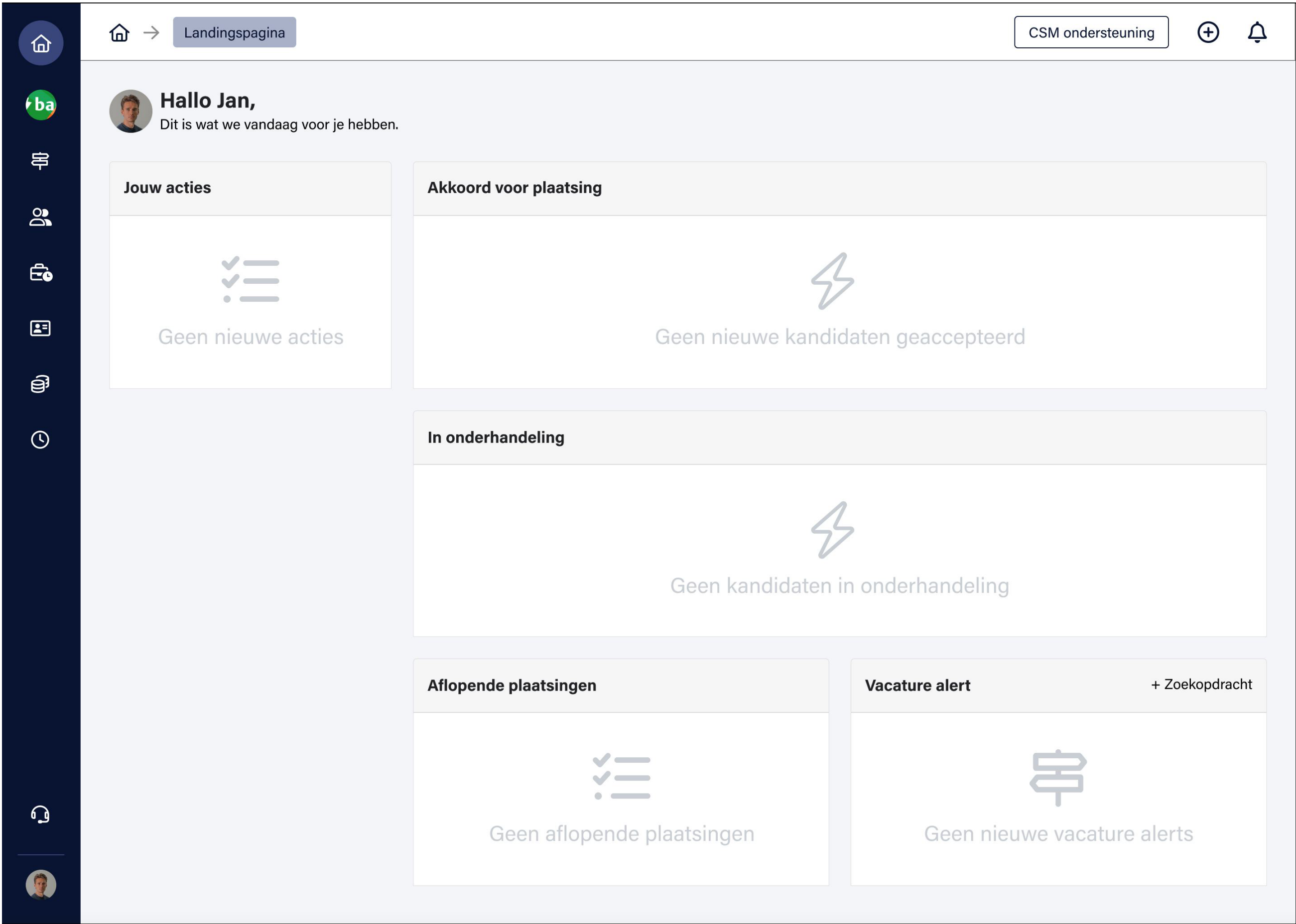
Marlou van Dam 14 oktober | 11:15

Dit een goede kandidaat!

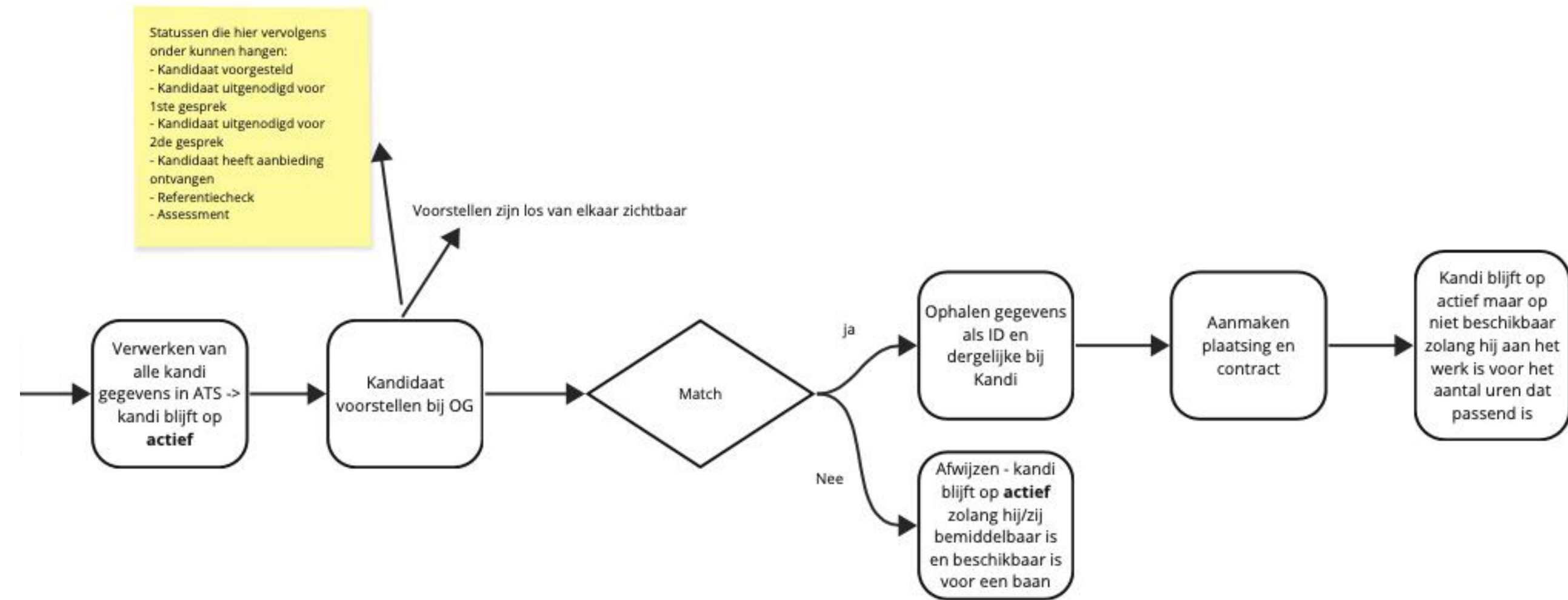
Concept of an overview of all candidates, their position in the process, and where action is needed, based on the Kanban board used by many intermediaries.



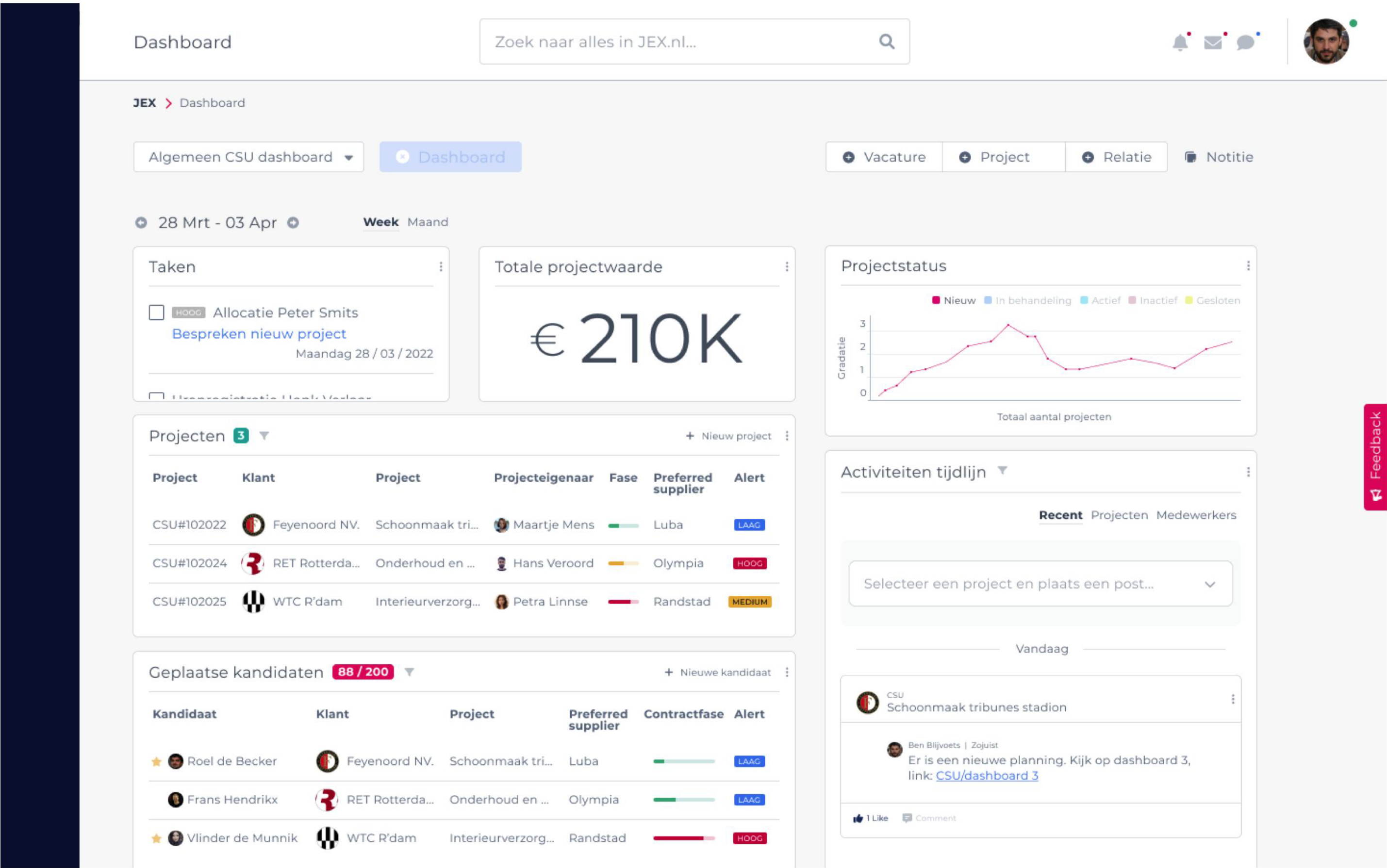
Overview page per candidate showing where they are in the process and where action is required.



Continuation of the workflow of an intermediary



Dashboard concept for JEX designed for an intermediary as discussion material for conversations with internal stakeholders and clients.



essent

Optimisation of the sales
funnel and customer
portals for private and
business clients.

Problem

How can we optimise Essent's website and make it mobile-friendly to simplify the purchase of energy products and increase customer retention?



Assignments

1. Design an optimised website for Essent that simplifies and encourages the purchase of energy products
2. Design an optimised customer portal that maximises customer retention and reduces churn.
3. User research apps, and new CRM customer service.



Approach to the sales funnel

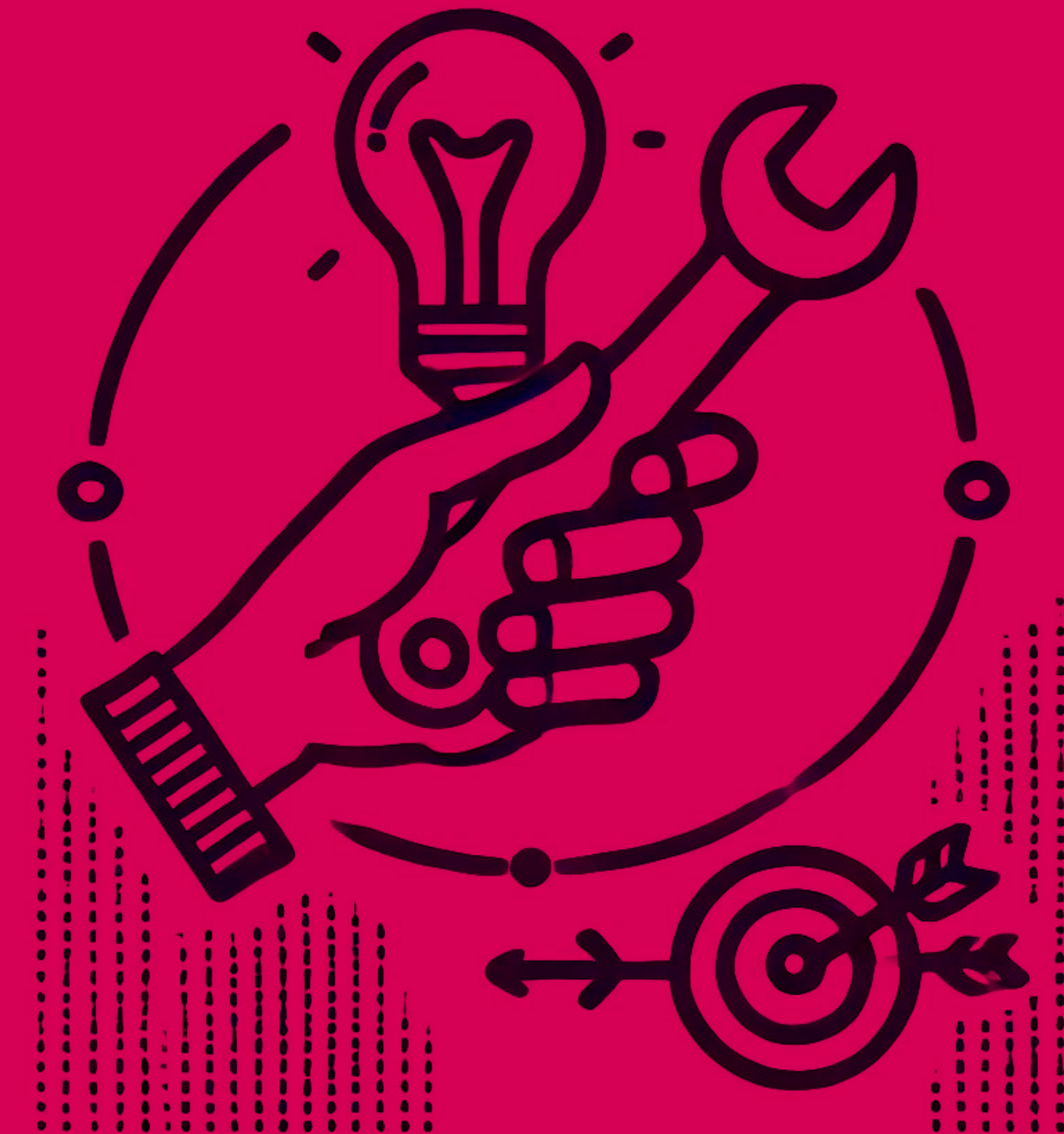
Together with stakeholders, research and hypotheses were established.

User research using a prototype, neuro usability research, and behavioural research to identify friction points in the sales funnel.

Customer journey mapping to outline the steps a customer takes when purchasing energy products.

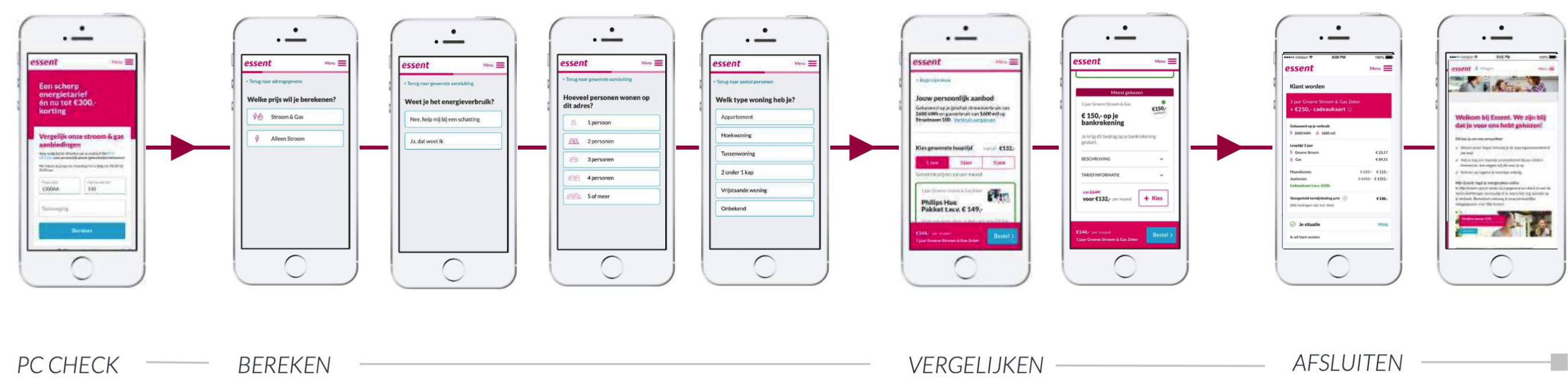
Design a new responsive online funnel.

- *Due to Corona, it was not possible to conduct a lab study with eye tracking and the desired test devices.*



Design a prototype **sales funnel** based on stakeholder interviews and existing assumptions.

I **tested** this prototype in 2 rounds via **Usabilityhub** with a total of **50 participants** from various energy providers.



Schermen usability onderzoek resultaatpagina (test 2-2020)

Looptijd switch

- toont de looptijden
- vanaf prijs
- bijbehorende incentives

Incentive card

- looptijd
- prijs per maand
- van / voor prijs optioneel
- titel incentive
- intro incentive
- accordion
 - beschrijving
 - tariefinfo
- selectie indicator
 - gekozen of kies



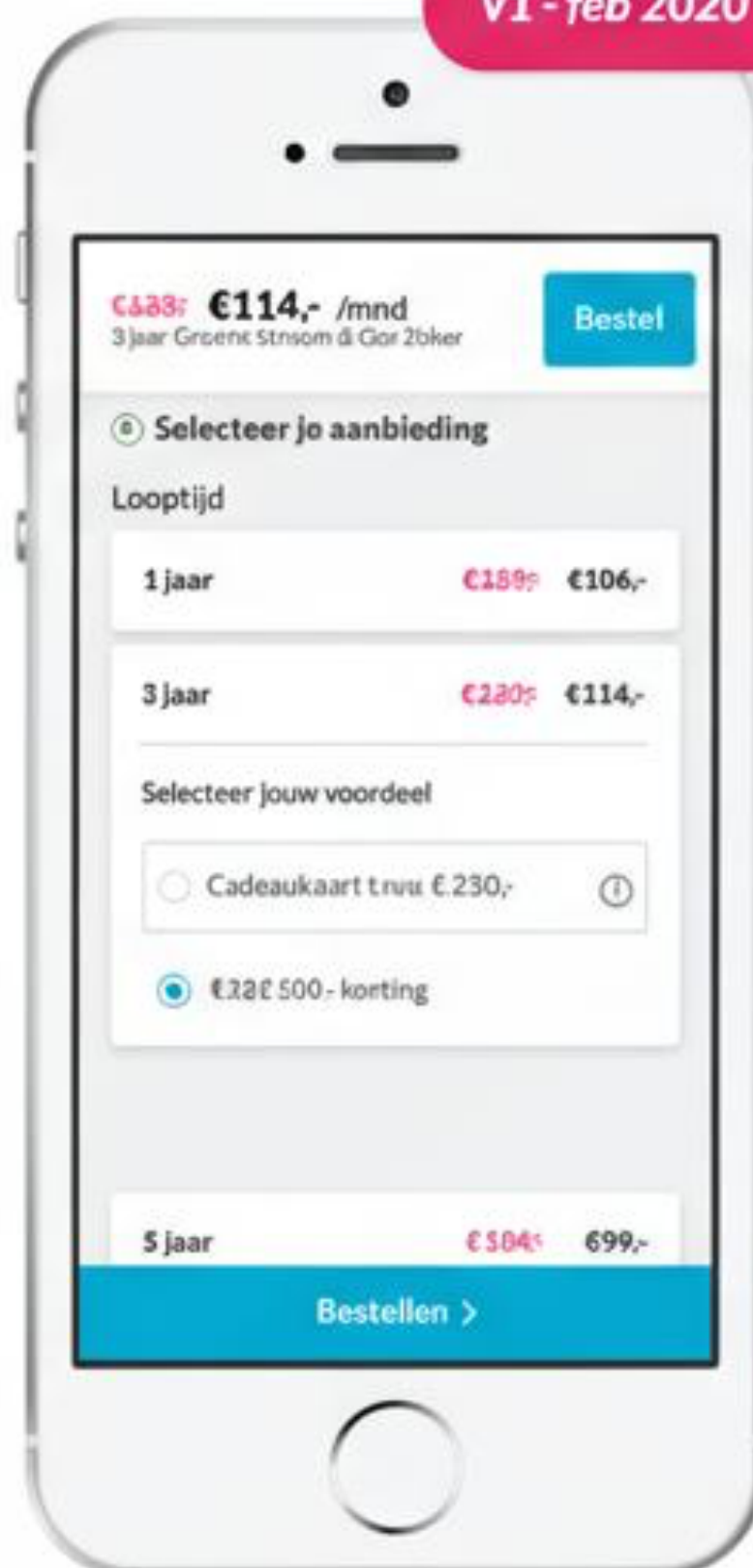
Progress indicator voor mobile

- in dit voorbeeld op 100%
- de gebruiker zit op 100%
- de gebruiker zit op 50%

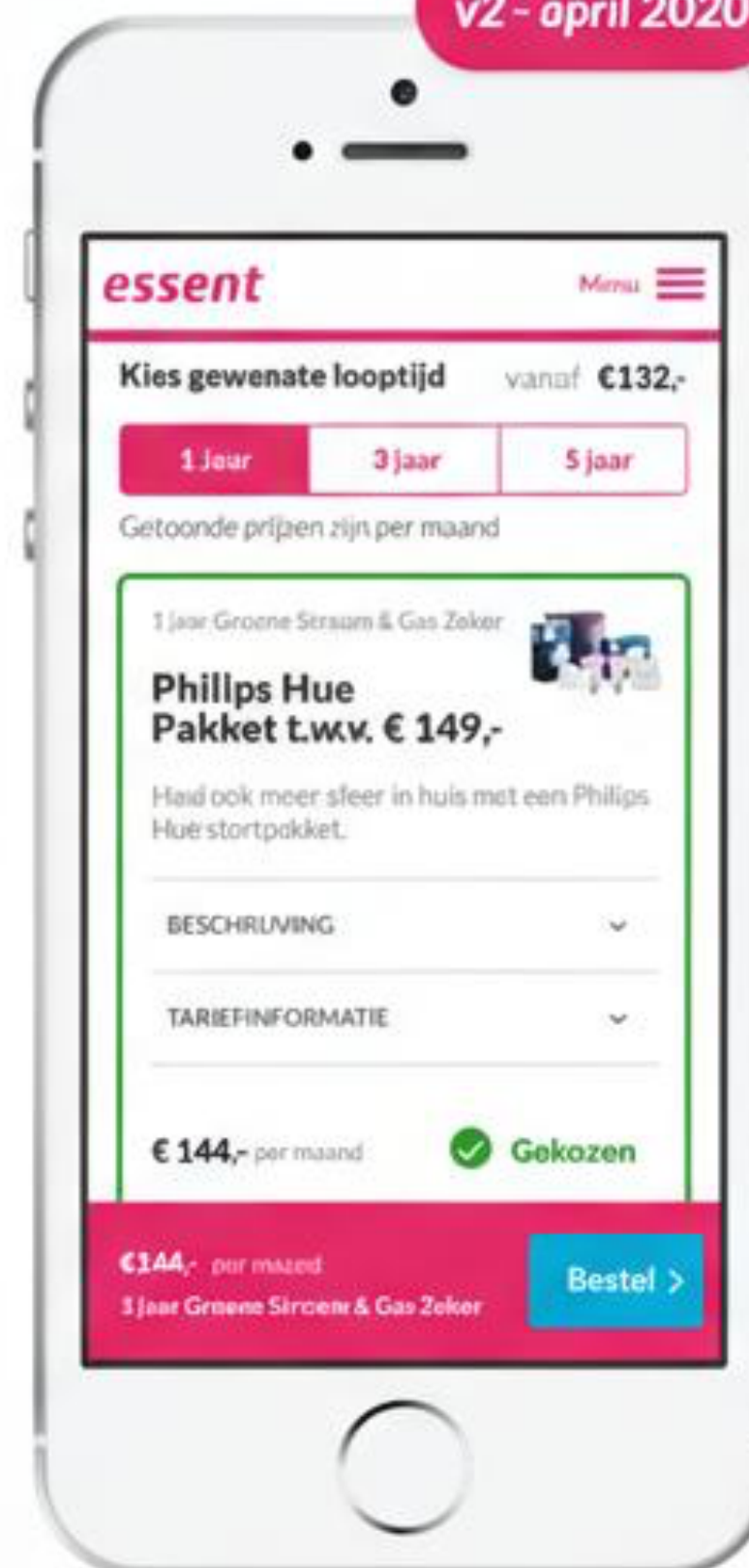
Accordion

- voor beschrijving en tariefinformatie
- klapt op en dicht
- inhoud
 - afbeelding
 - uitgebreide productinformatie

v1 - feb 2020



v2 - april 2020



v3 - juni 2020



Design Essent customer service portal showing contract history of a business client.

I created this design for an A/B test regarding contract

