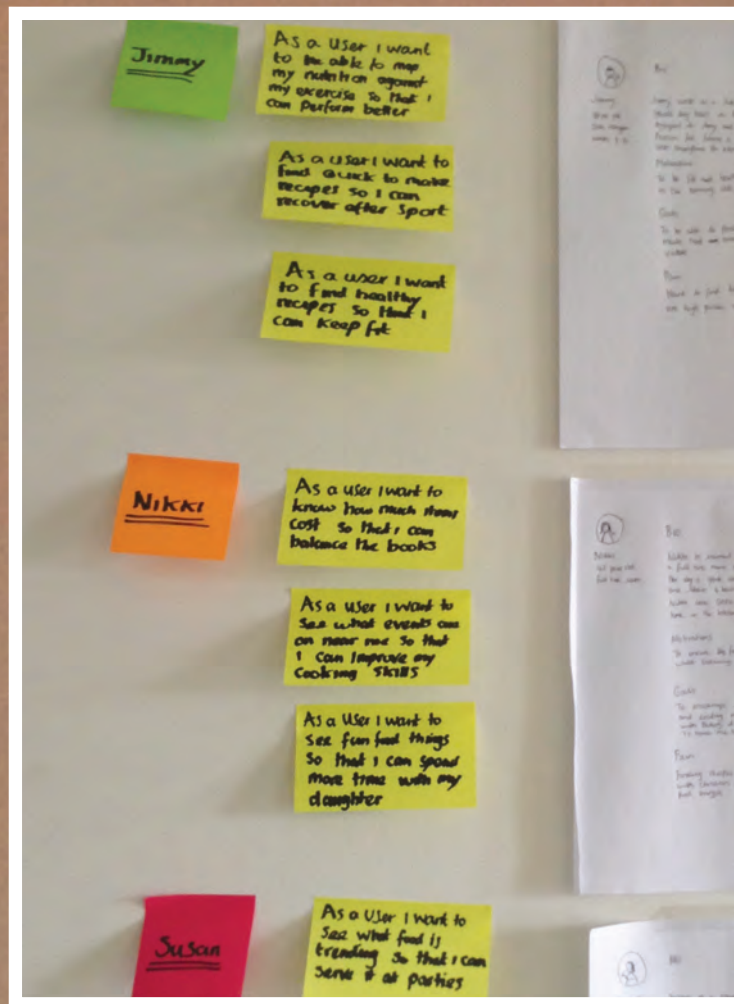


# BBC FOOD





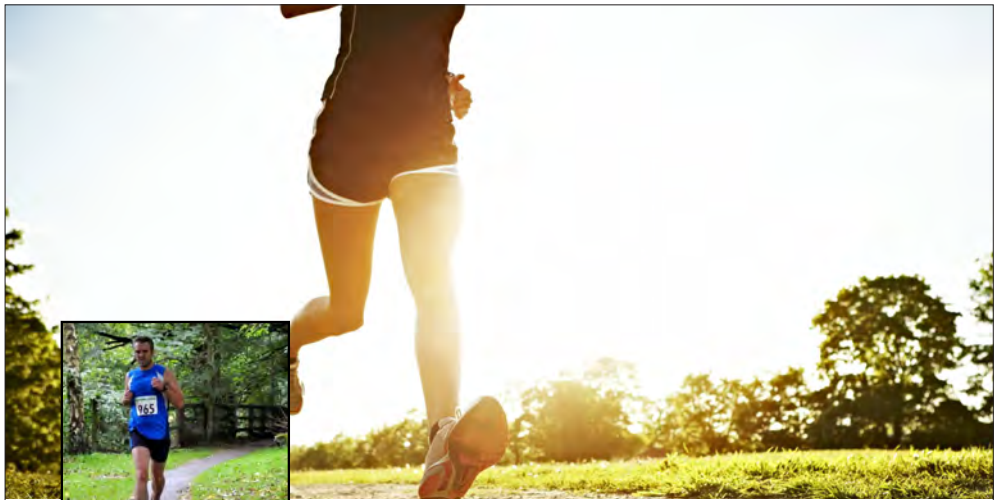
# BBC FOOD



My living room and UX dojo - pictured here are Personas, User Stories, Customer Journey and Navigation Items.



You can't have UX without users. I interviewed customers at Slattery's Bakery in Whitefield to canvass their opinions on food and their lifestyles. The personas below are made from the segments I identified. In the case of 'Jimmy' I validated his sentiments by speaking to users at the gym I attend.



Jimmy

30 years old, Sales Manager  
Works 8-6, 5 days a week

Jimmy works as a Sales Executive and often spends long hours on the road. He's engaged to Amy and they share a passion for fitness and healthy eating. Jimmy usually accesses the internet via his smart phone and loves fitness apps.

Motivations

To be fit and healthy and to be competitive in the running club that he and Amy attend.

Goals

To be able to produce quick and easy meals that have high quality nutritional value.

Pain

Hard to find healthy food ideas that are high in protein and balanced carbohydrates.



Nikki

45 years old  
Full time mother

Nikki is married to Nick and is a full time mum to Joe (9) and Evelyn (4). Her day is spent looking after the family and their 4 bedroom house. Nikki loves 'Great British Bake off' and enjoys spending time with Evelyn in the kitchen.

Motivations

To ensure that the family is well fed whilst balancing the housekeeping budget.

Goals

To encourage the family to try new and exciting meals. To have fun baking with Evelyn at weekends. To have 'me time' at cookery workshops.

Pain

Finding recipes that are easy to follow with children. Not overspending on food and drink.



Susan

28 years old, Pharmacist  
Works 9-5, 6 days a week

Susan is a Pharmacist in a large hospital. Her job is stressful and gives her little time to consider cooking in the week. Susan is very sociable and loves having friends round at the weekend for dinner parties.

Motivations

To be a great weekend host and to make sure her guests are well fed and having a great time.

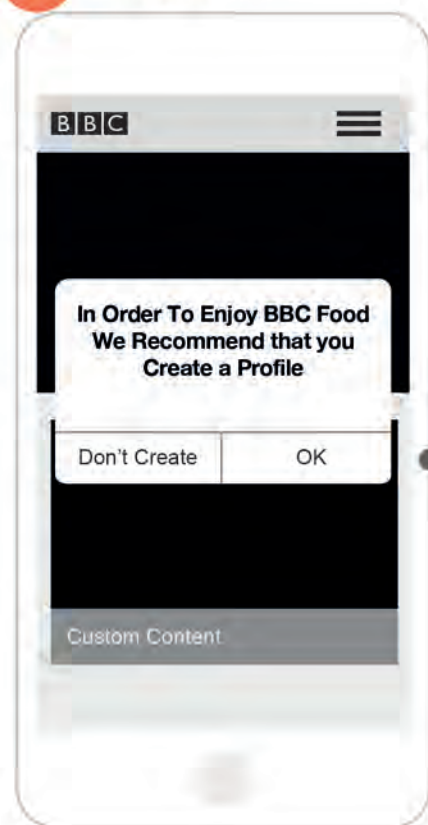
Goals

To cook 3 course meals and to be able to make great cocktails.

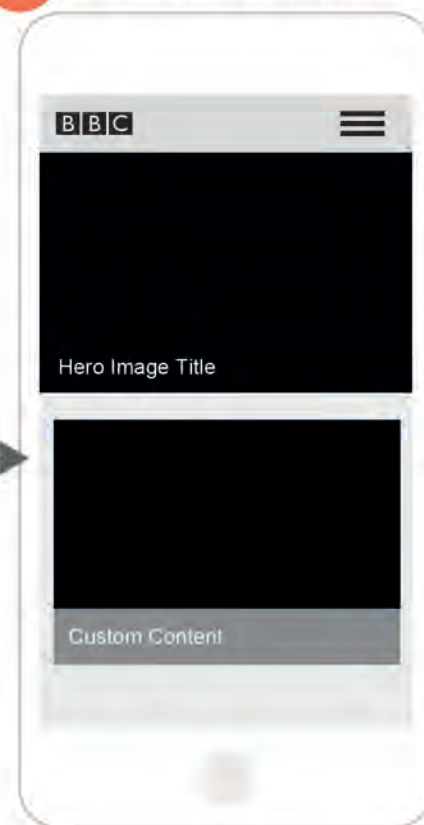
Pain

Can never find courses that compliment each other. Finds it hard to know which drinks to serve with meals. Due to the stress of her job, she often forgets to buy recipe items.

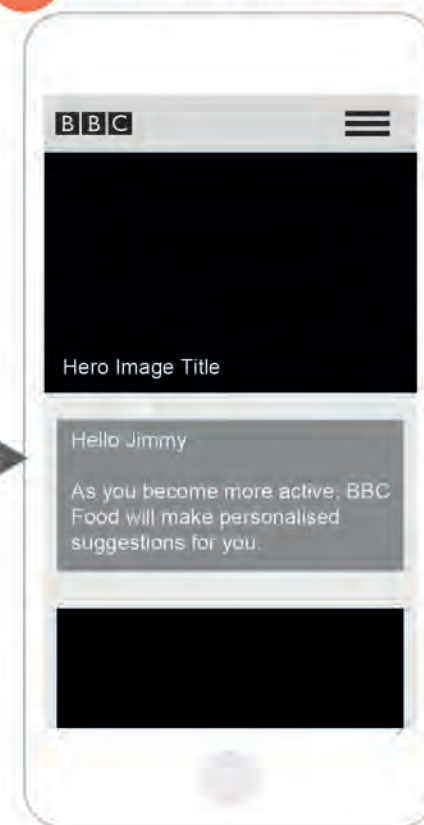
1 First Visit



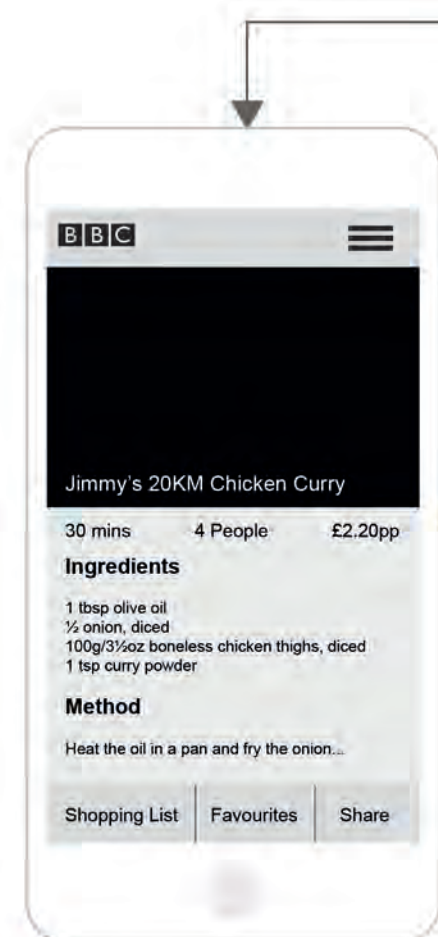
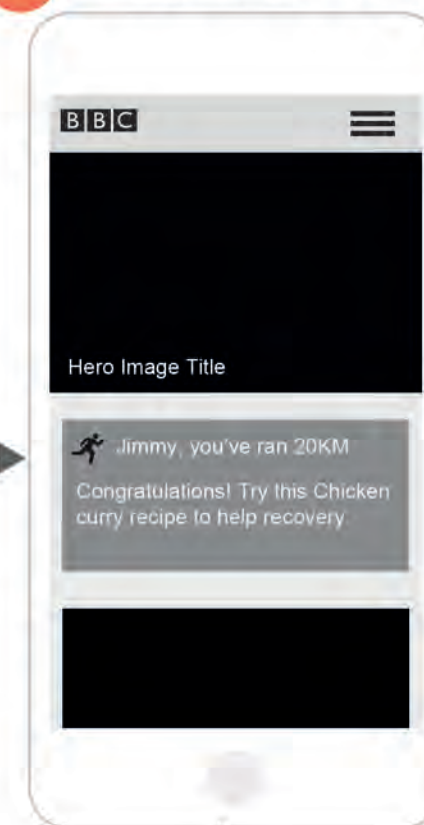
2 Homepage without customisation



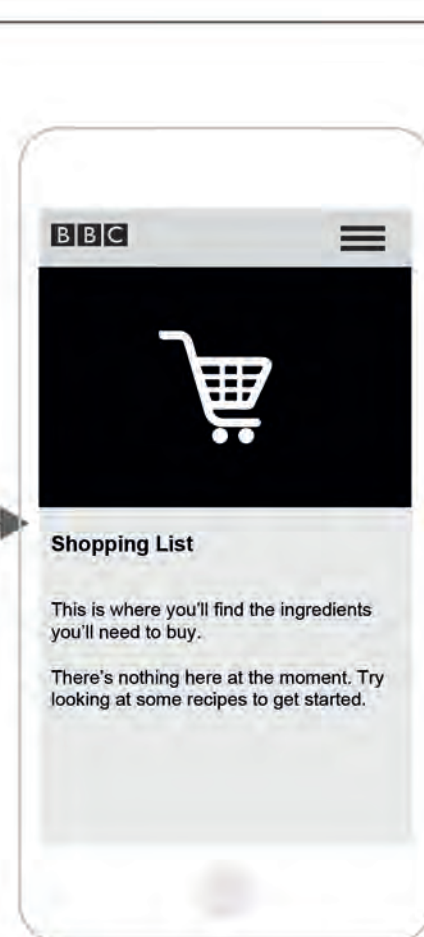
3 Homepage with customisation



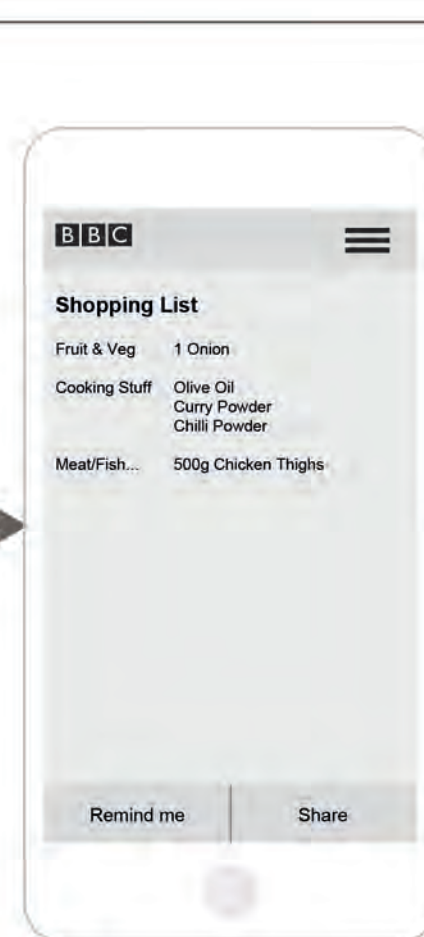
4 Homepage with Strava Data generated message



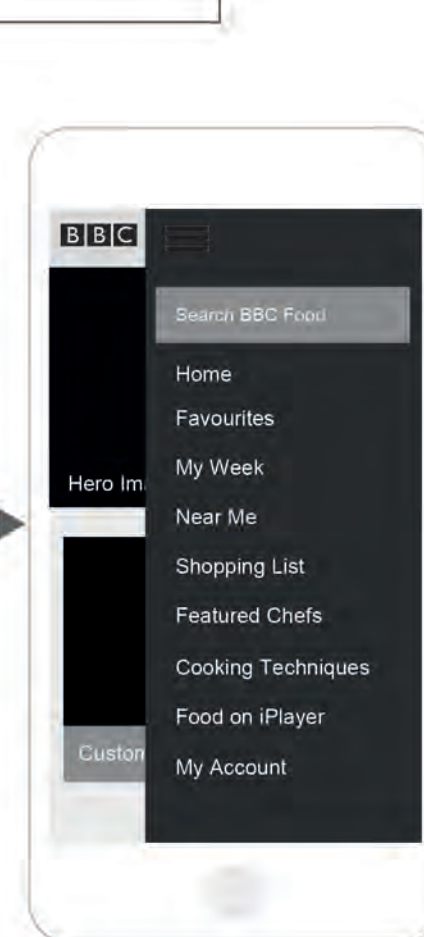
5 Recipe details



6 Shopping List - empty state



7 Shopping List - populated

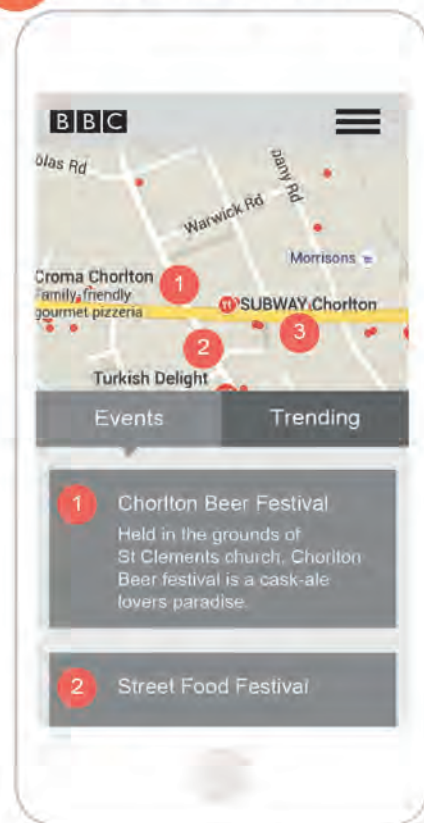


8 Navigation



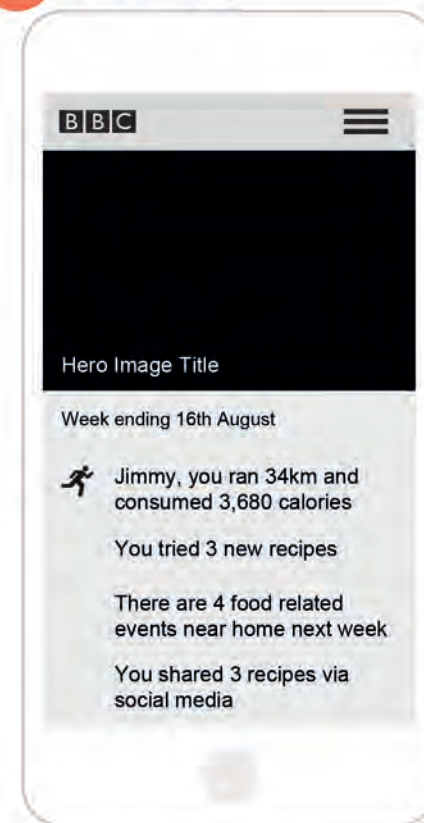
9

## Geo located local events



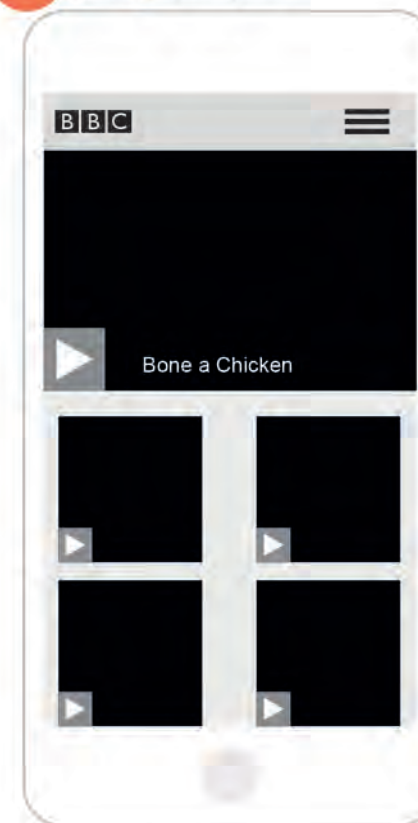
10

## Food activity log



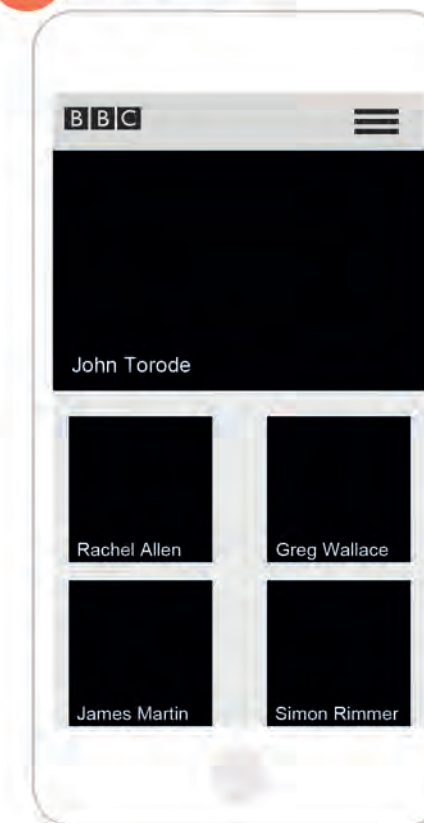
11

## Cooking Techniques

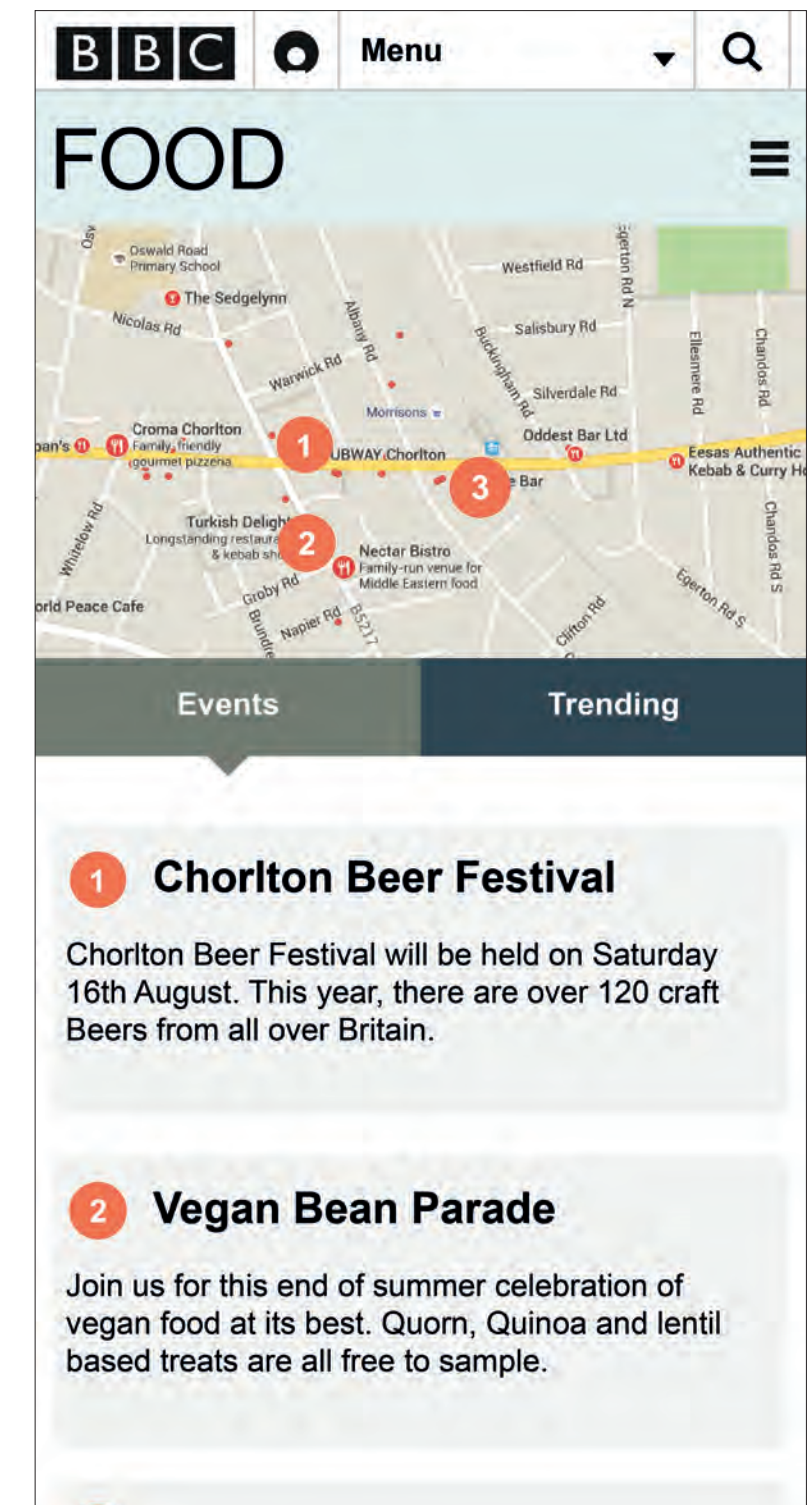
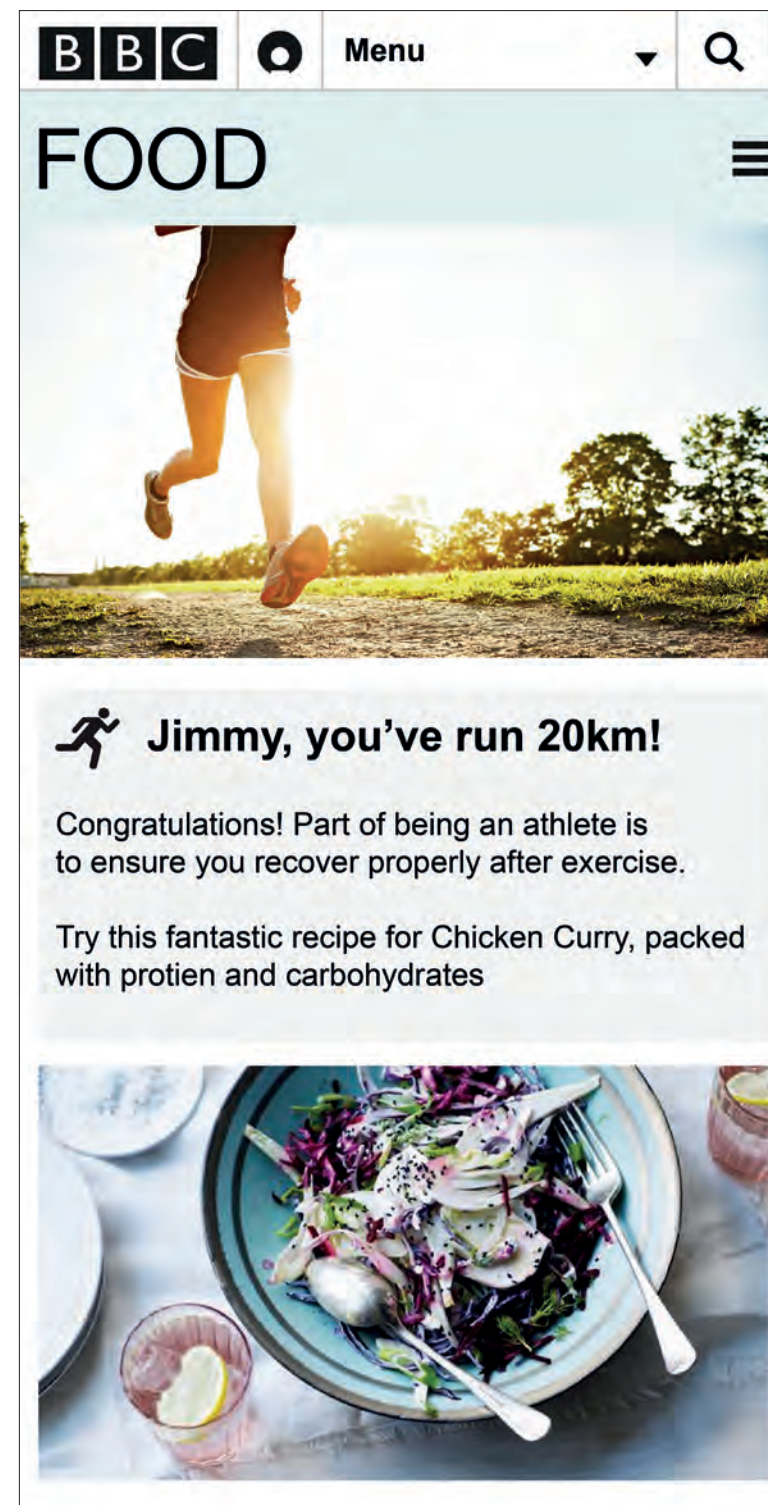
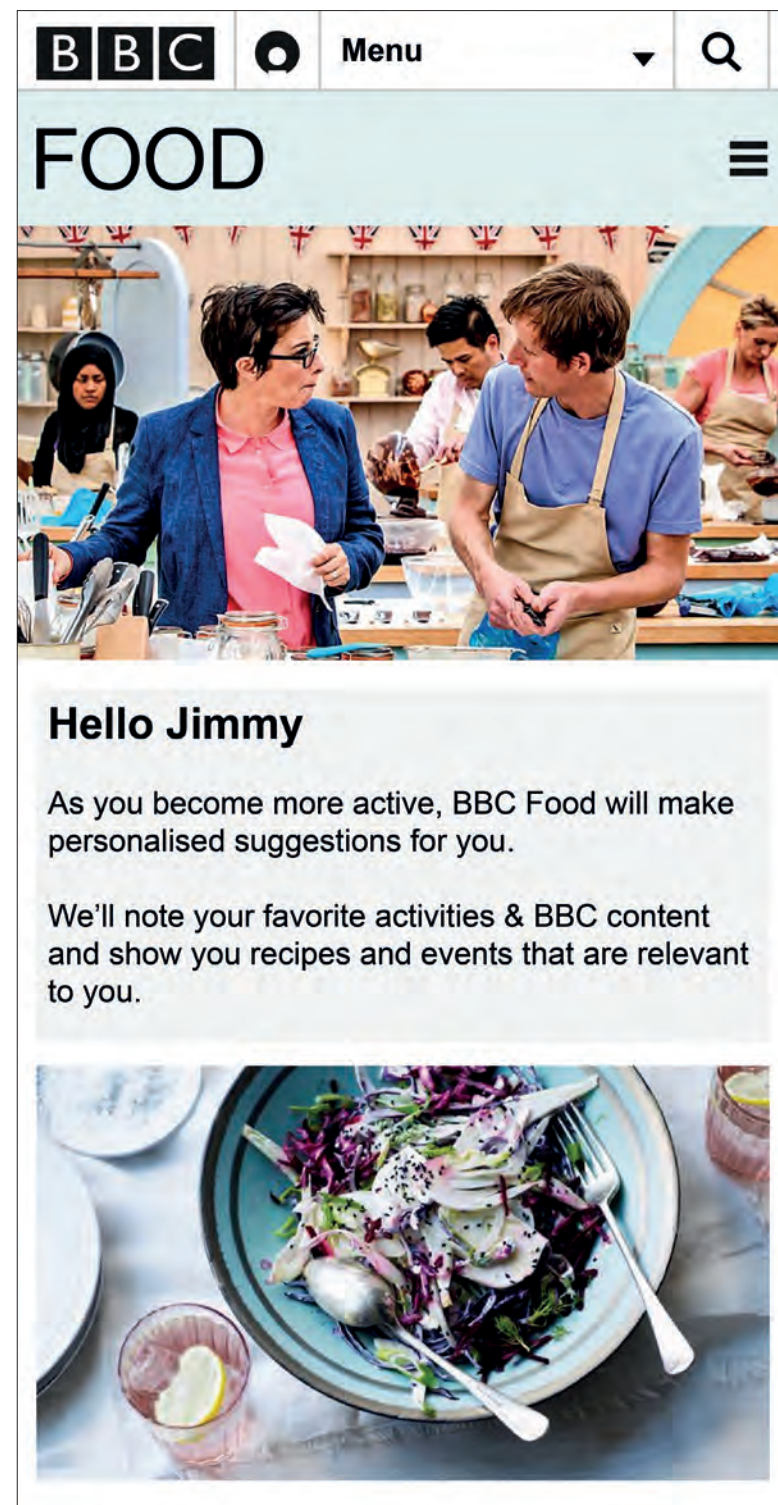


12

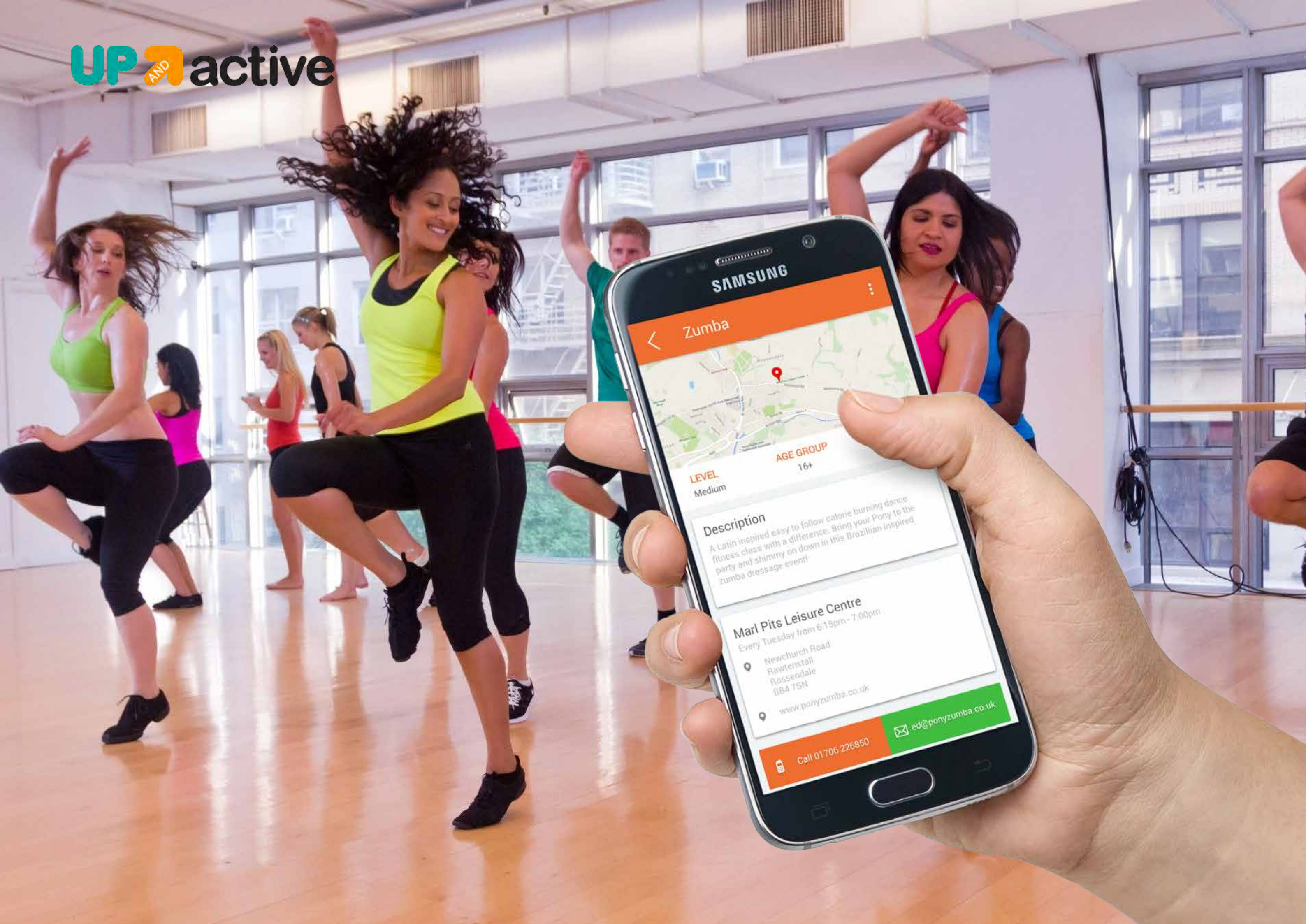
## Featured Chefs












**SAMSUNG**

**Zumba**





**LEVEL**  
Medium


**AGE GROUP**  
16+


**Description**  
A Latin inspired easy to follow calorie burning dance fitness class with a difference. Bring your Pony to the party and shimmy on down in this Brazilian inspired zumba dressage event!

**Marl Pits Leisure Centre**  
Every Tuesday from 6:15pm - 7:00pm

 Newchurch Road  
Rawtenstall  
Rossendale  
BB4 7SN

 [www.ponyzumba.co.uk](http://www.ponyzumba.co.uk)

 Call 01706 226850

 [ed@ponyzumba.co.uk](mailto:ed@ponyzumba.co.uk)



Aimed at addressing high levels of inactivity in parts of Rossendale, the Up and Active programme was funded by Lancashire County Council's public health fund and Rossendale Borough Council to contribute to health improvement work within the borough.

Initially, a research phase was commissioned with the aim of finding the percentage of the local population that were not active and to then look at methods of getting them engaged in exercise. A Five Ws and one H method was used to ask:



## WHO ARE THEY?

Where are they?

Why are they not active?

Do they want to be active?

What are the barriers?

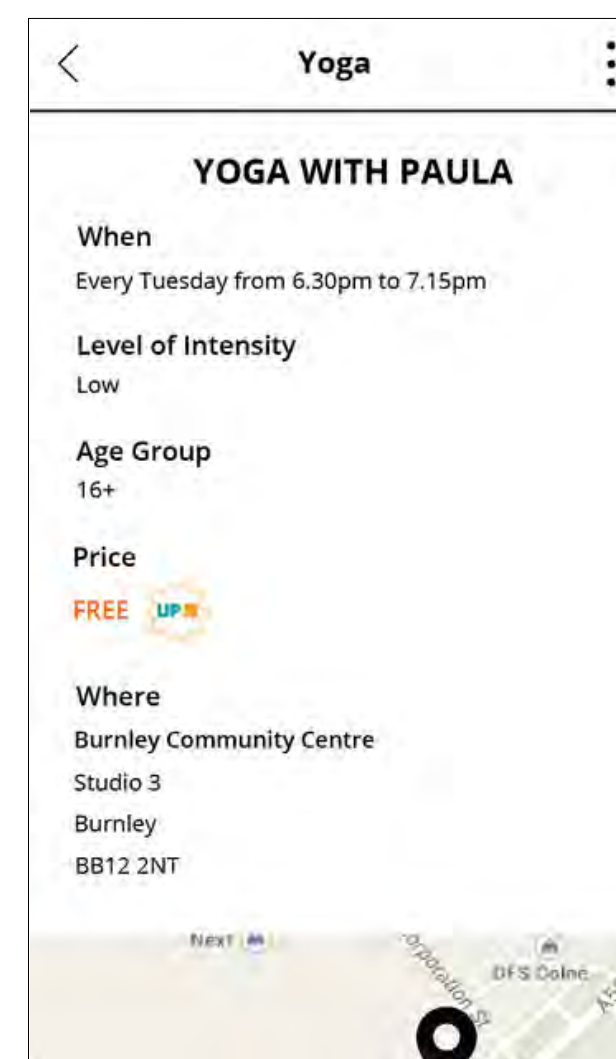
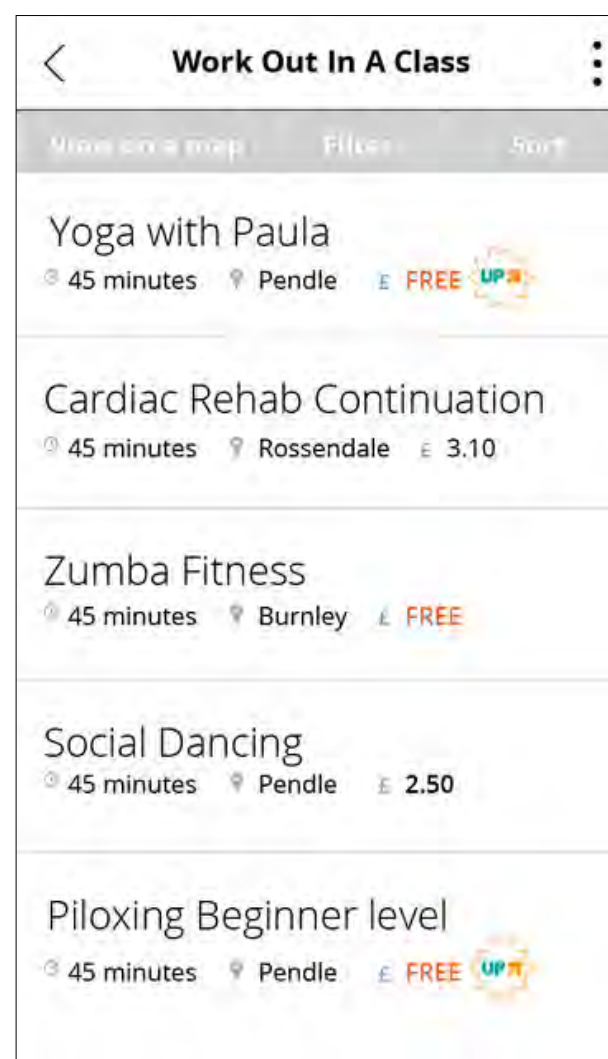
How can we help?



The proposed outcome of the project was to increase physical activity levels for the targeted population groups and to increase the use of leisure facilities in the borough. The project also aimed to demonstrate the integration of services from different organisations involved in leading elements of the programme. The Up and Active scheme would also be an opportunity to increase the number of volunteers and trained community champions.

The key aim of the project was to change the attitudes of residents towards physical exercise and increase the number of opportunities to be active. A two stage solution was proposed to address the issues:

1. Develop an app based solution to create a single point for information and monitoring of fitness progress.
2. Deliver targeted activities from new or existing providers.

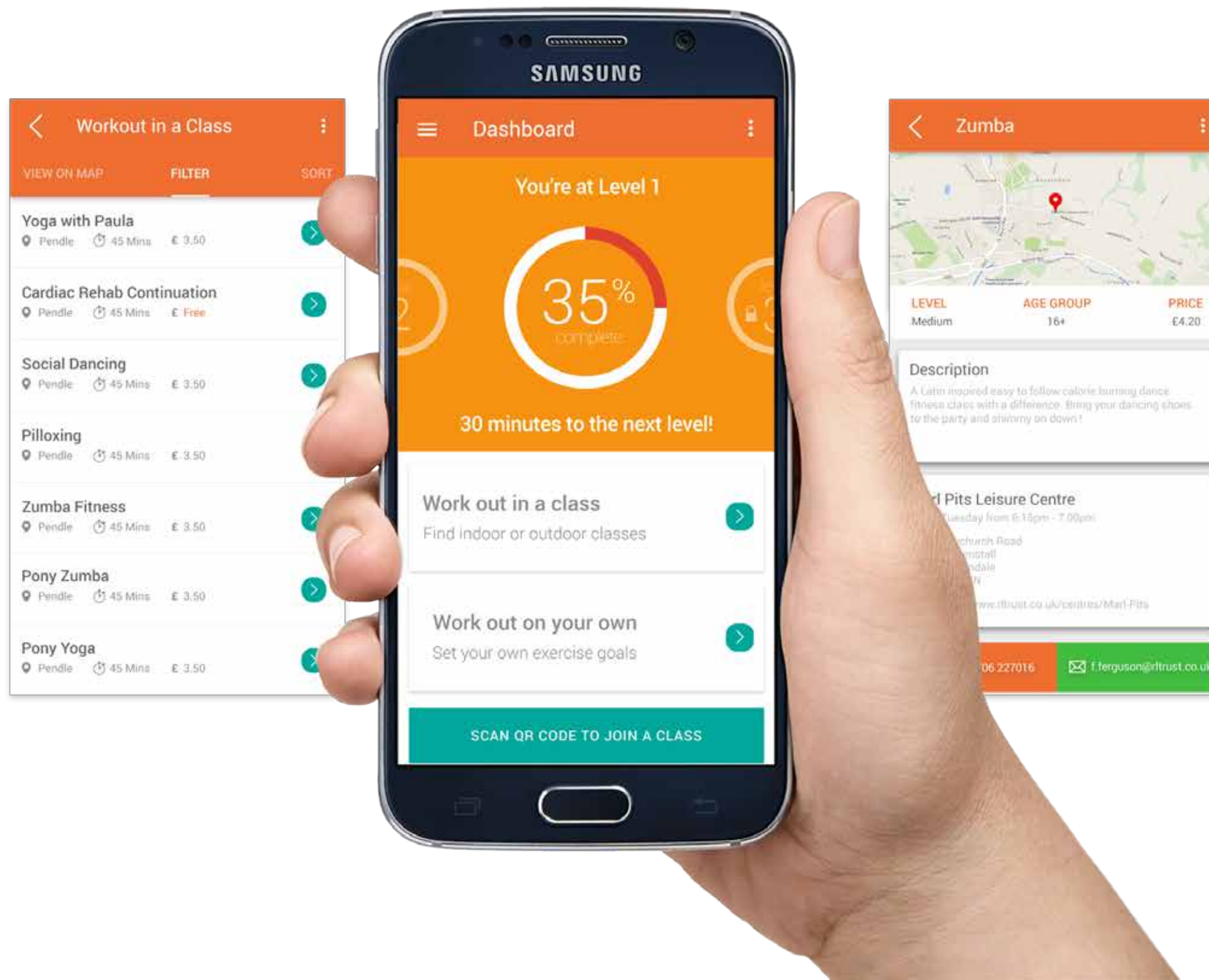


Wireframes for dashboard, class list and class details



Once Qualitative and Quantitative Research had been analysed, persona generation exercises were completed. Initial paper prototypes were tested and refined into interactive mock-ups using invision. User testing by segmented personas helped to validate the customer journey and highlighted potential problems with the usability of the product. As Agile was the project methodology, iterations were produced and validated quickly.

The app is due to be launched as a pilot project across two boroughs and in two specific wards in each borough. The wards were chosen by the local leisure trusts as areas of high deprivation and social need. These were seen as a good place to start and to also link into planned projects that were considered good but not necessarily targeting inactive or new users.





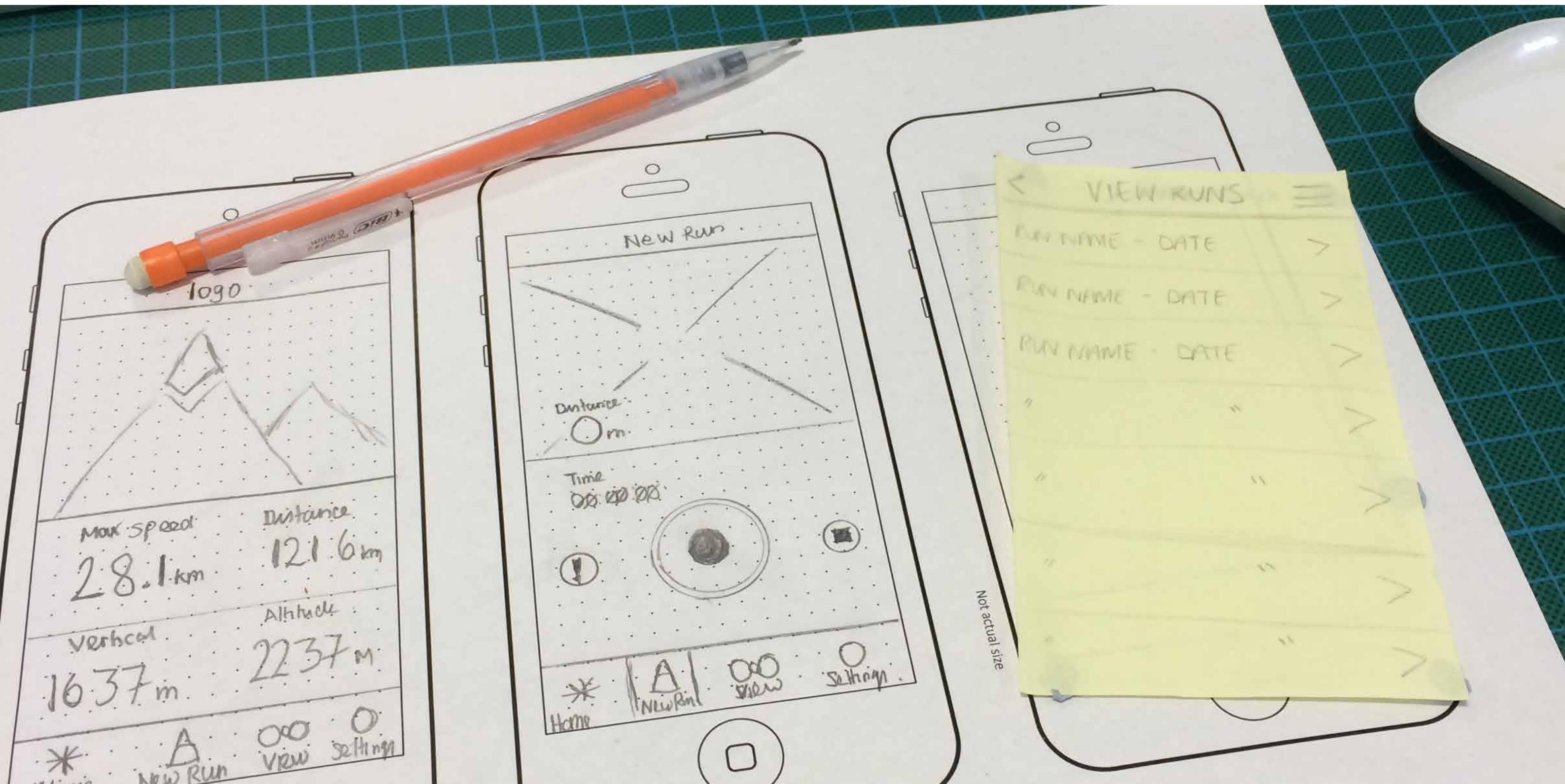




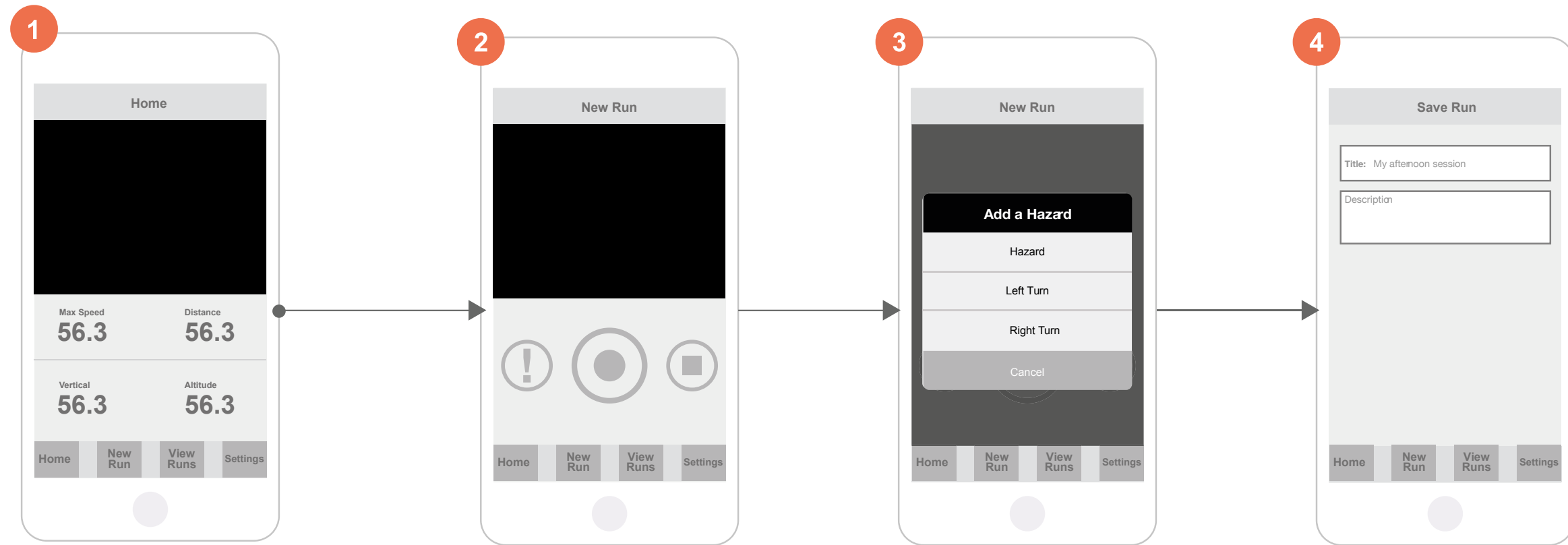


Snowcator is a proof of concept app aimed at extreme snow sports enthusiasts. The purpose of the app is to allow the user to record off-piste routes and make note of any hazards that might be present on the route being recorded. The user can then share the route for others to enjoy.

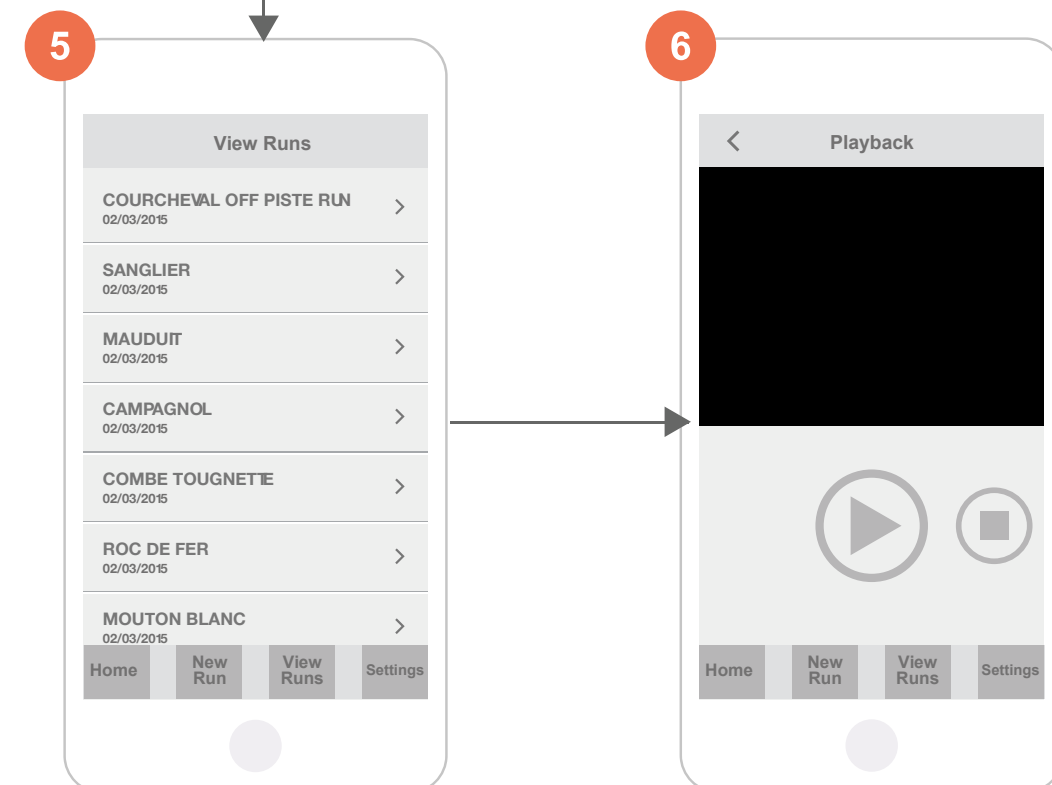
Competitor analysis ascertained that there were no similar products in the marketplace and prompted a research session at Chillfactore where experienced Skiers and Snowboarders were asked about their experiences whilst 'off-piste'. User testing of paper prototypes validated some of the assumptions made and the user journey. These findings then were re-worked into an iOS prototype which is currently being guerilla tested.



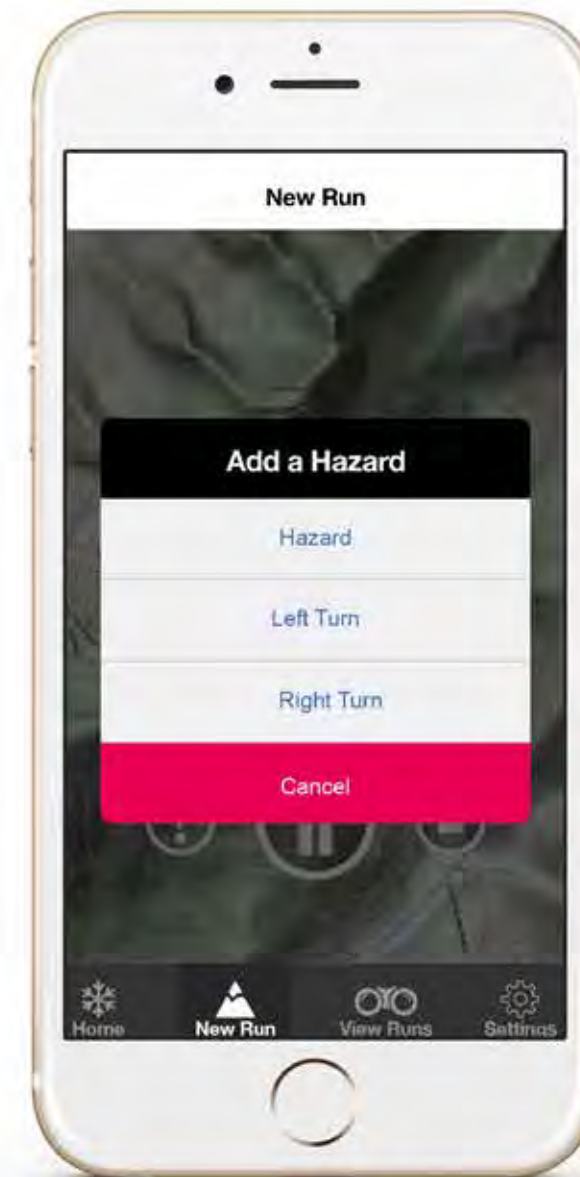
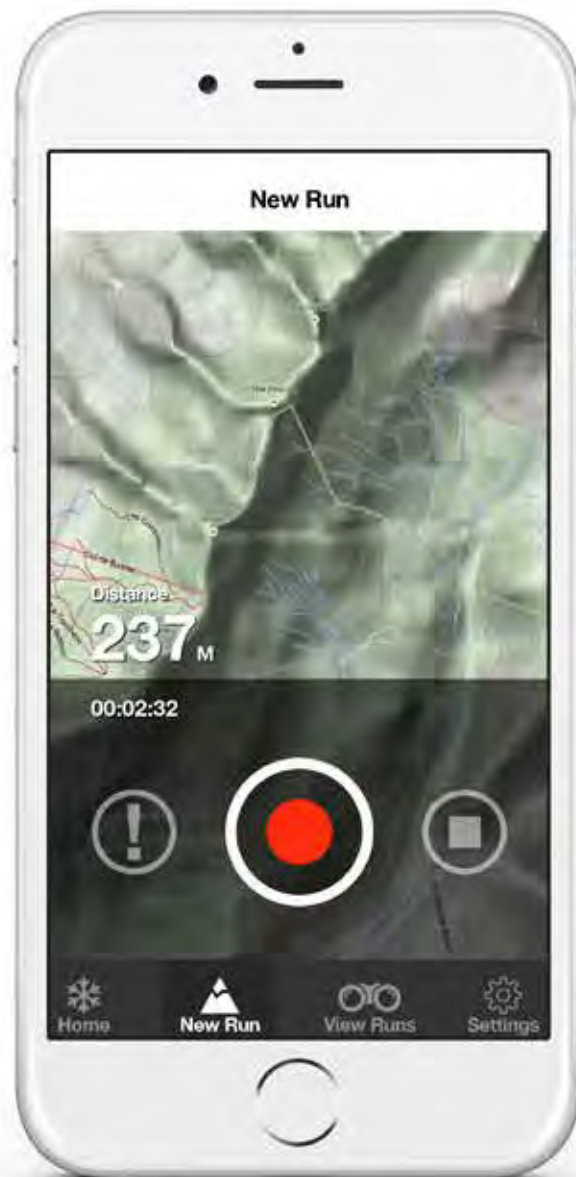




- 1** Dashboard.
- 2** Start a new run - Record/Pause on toggle.  
Add a hazard option. Finish recording (stop button).
- 3** Add a hazard modal view.
- 4** Save your run dialogue.
- 5** View a list of all saved runs.
- 6** Playback a saved run.



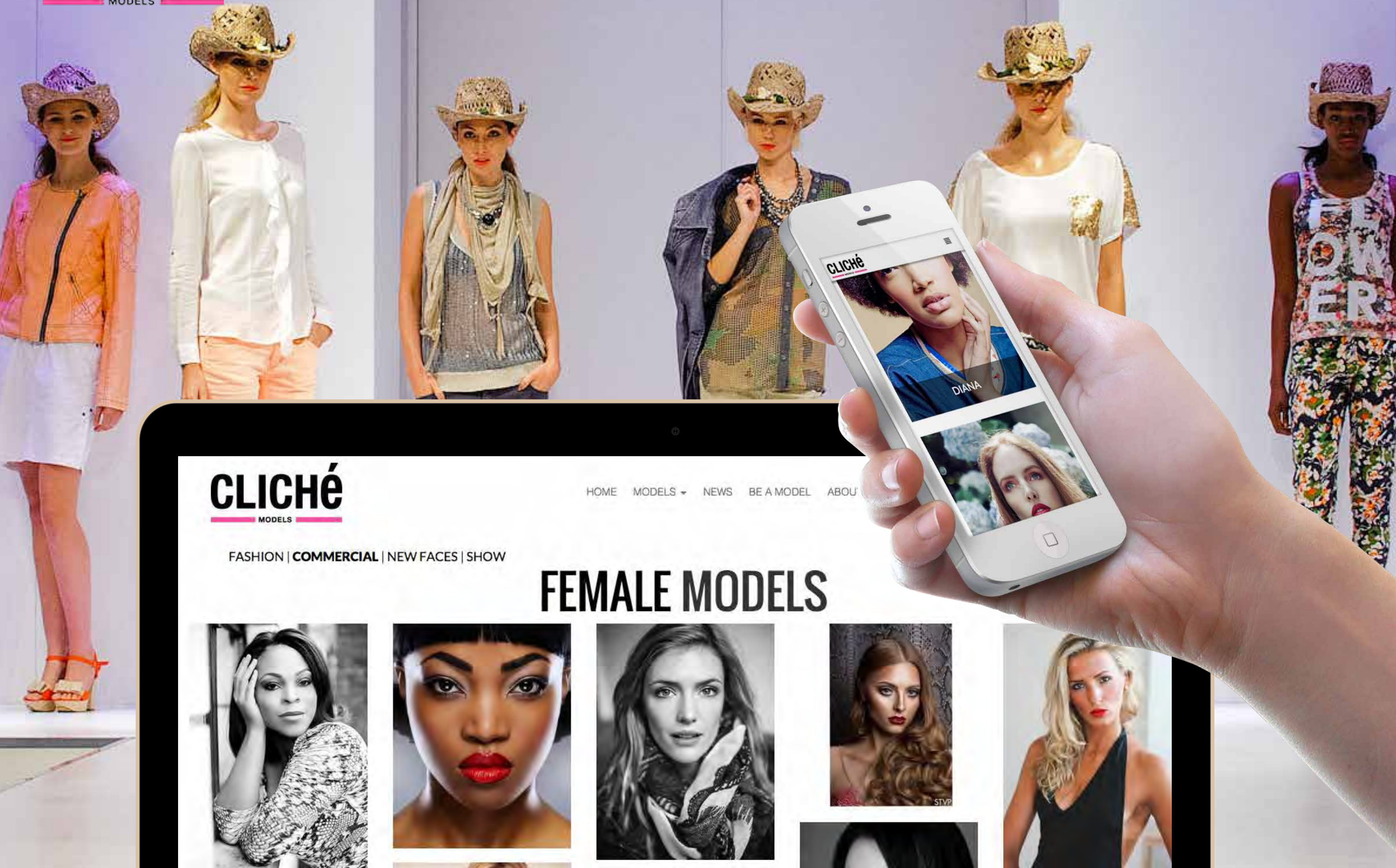






# CLICHÉ

MODELS



## CLICHÉ

MODELS

HOME MODELS NEWS BE A MODEL ABOUT

FASHION | COMMERCIAL | NEW FACES | SHOW

## FEMALE MODELS





Cliché Models is one of the North West's top model agencies, representing fashion and commercial models from multiple ethnicities. To help Cliché establish a functional and engaging website, existing contacts were targeted with an email survey to ascertain their needs and frustrations with the old site. This was supported by Ethnographic research. Face to face interviews were then held with a cross section of recipients to help generate personas and user stories.

User testing of a beta product indicated that the project was on track and meeting expectations. This was confirmed by encouraging Google analytic results for the first 3 months of usage of the re-designed website.

Administrator

Create a Profile

As an Administrator I want to create model profiles so that models can advertise themselves

Show available models

As an Administrator I want to be able to set which models are available for shoots so that clients can book them

Model

Profile Page

As a Model I want to have a profile page so that agents can book me.

Edit my Profile

As a Model I want to be able to upload photos to my profile so that I can promote myself.

Booking Agent

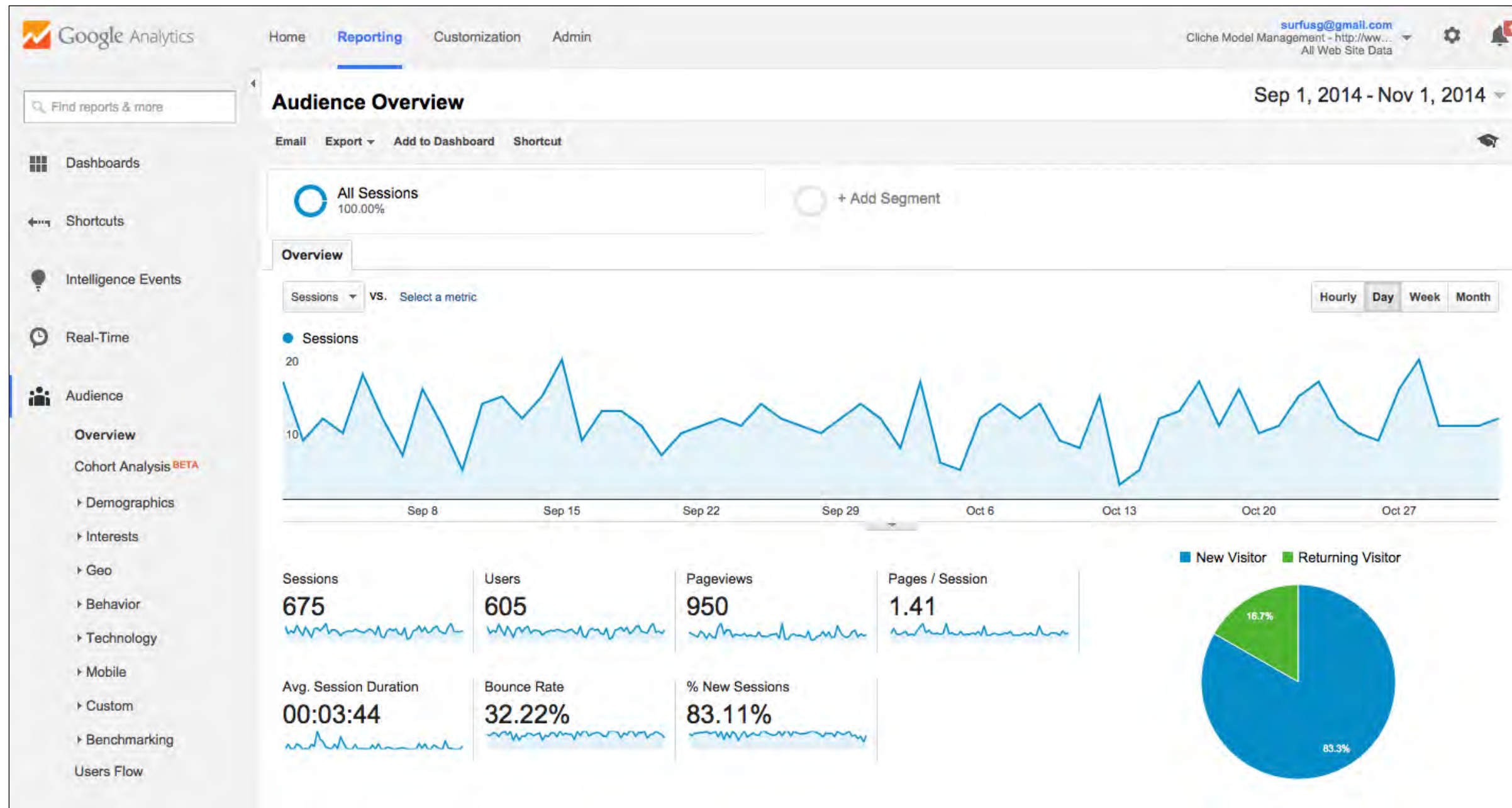
View a Profile

As a Booking Agent I want to be able to see a model's profile so that I can potentially book them for a job.

Download a model's details

As a Booking Agent I want to download a model's profile to show to clients before booking





Google Analytics results - 01/09/14 - 01/11/14



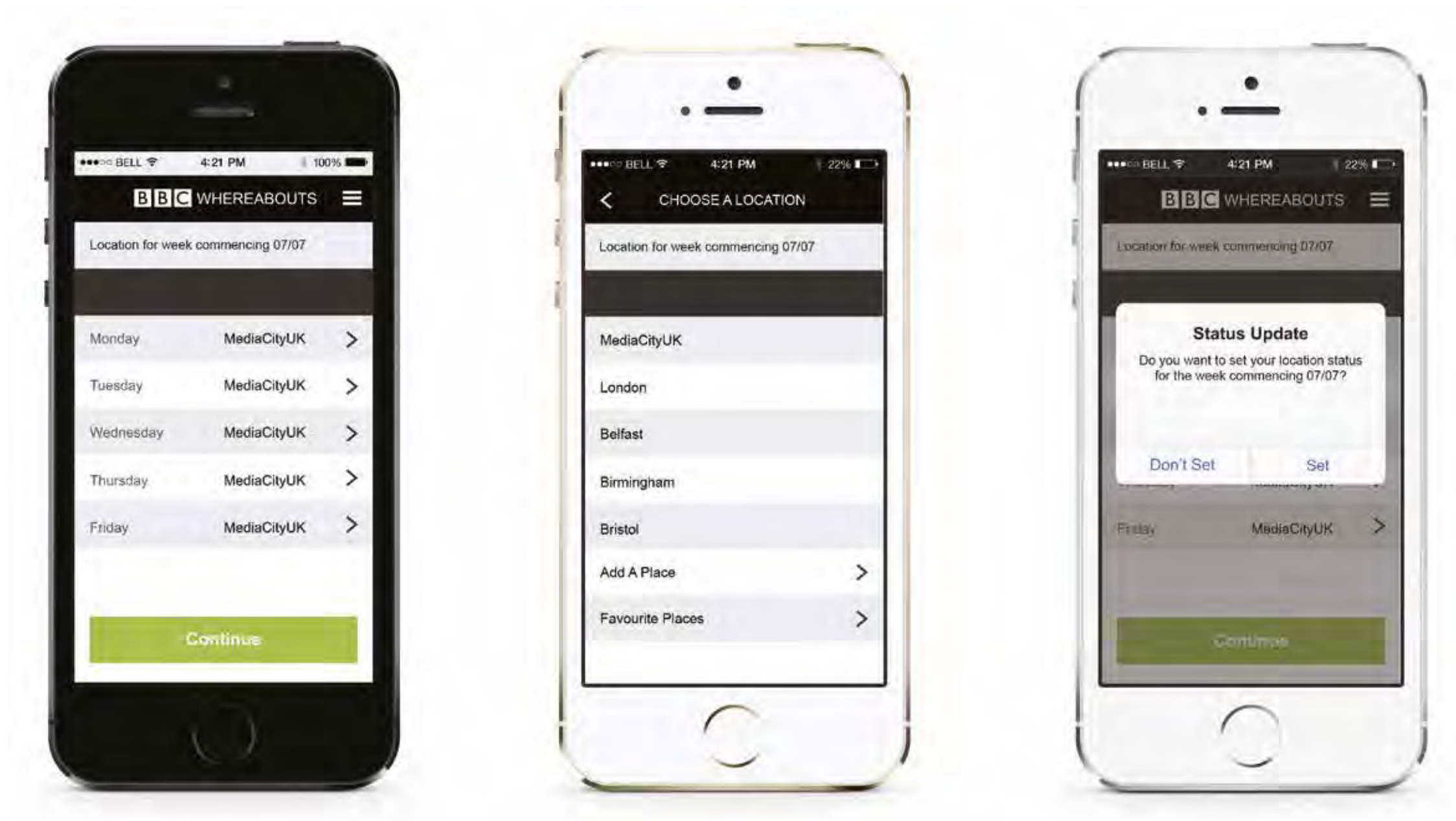






The BBC North senior leadership team all travel regularly. This makes it difficult to know which members of the team are in a specific BBC location, and which are not on any given day.

The previous solution was to simply email or call all the senior staff members. This was a time consuming task, both for the PA that was chasing and each senior team member who had to break off from what they were doing to respond. If interrupting an activity was not possible, then the PA would end up with incorrect information and would likely miss a senior team member from an important meeting.







The brief was for a simple application that could be easily adopted and used by the senior leadership team for a 2 month trial period. After that, the utility of the application was reviewed, and if successful, rolled out to more teams across the BBC’s principal business sites.



Fig 1. Splash Screen

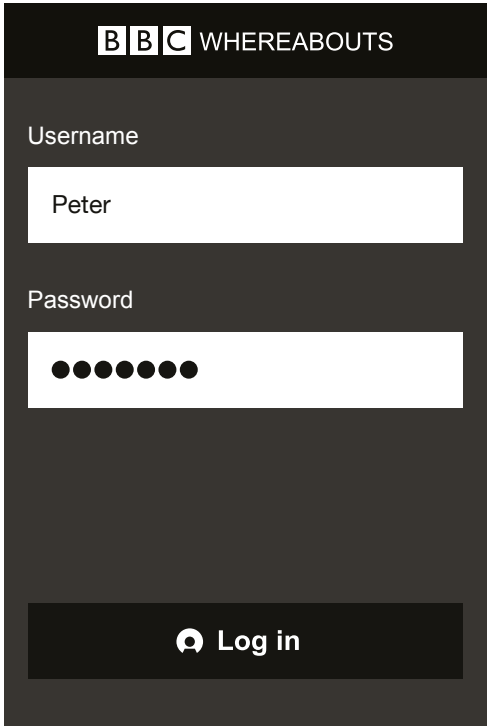


Fig 2. Login Screen

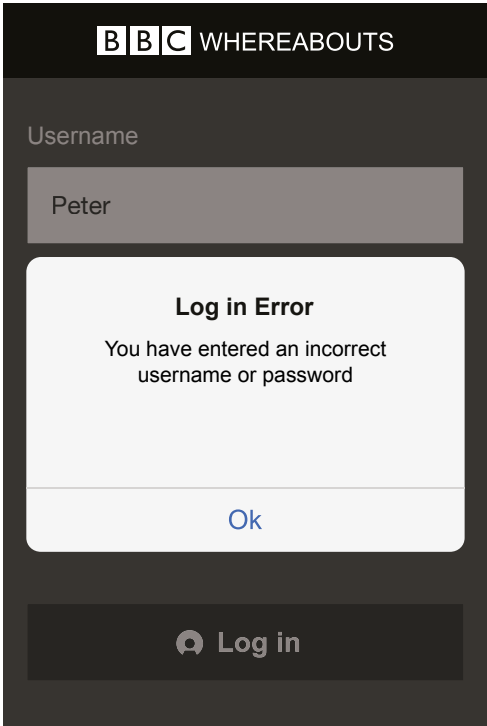


Fig 3. Error Dialog

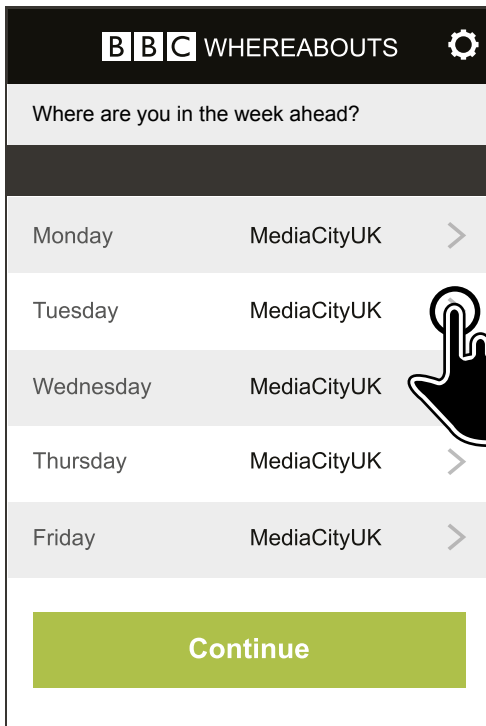


Fig 4. Summary Screen

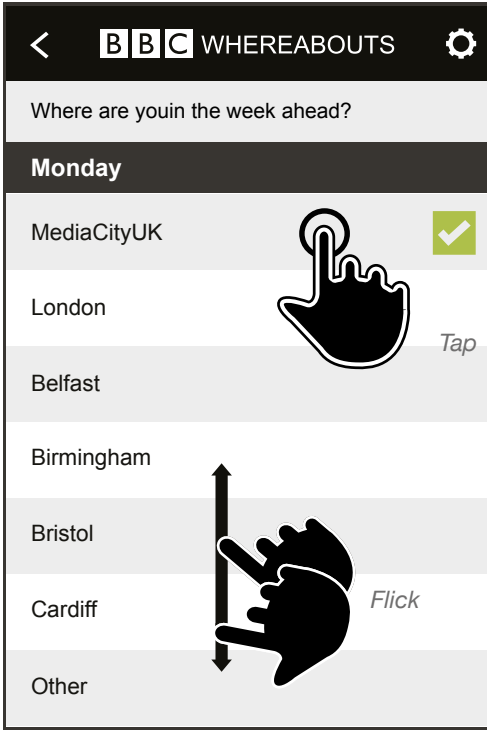


Fig 5. Location Selection Screen

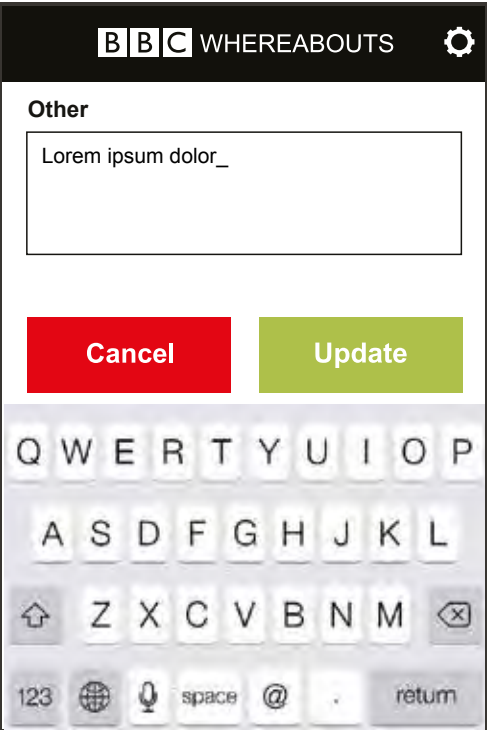


Fig 6. Text entryScreen

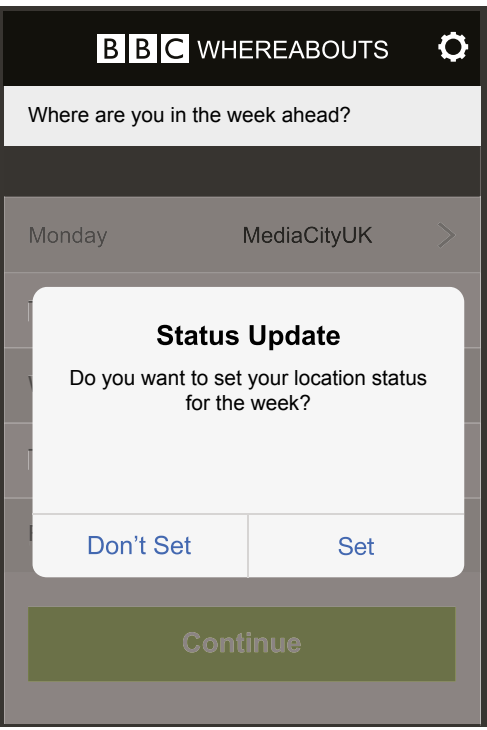


Fig 7. Confirmation Dialog

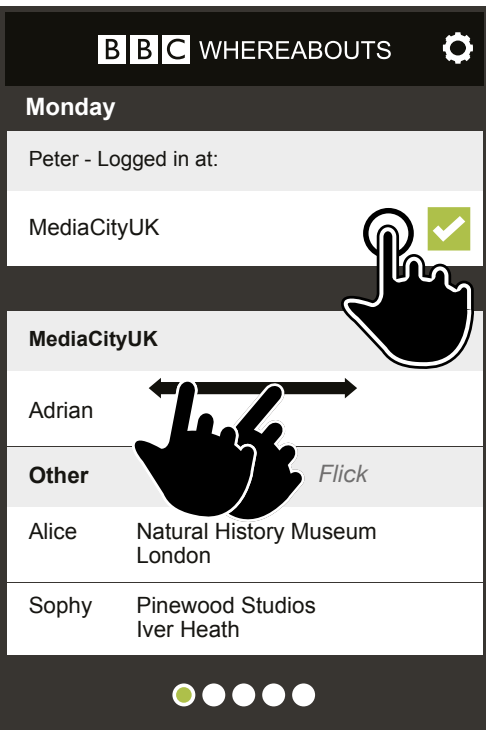


Fig 7. Summary Screen







Footasylum wanted to deploy an innovative strategy that would extend their buoyant e-commerce capabilities across new channels to provide their customers with optimized shopping experiences to support customer loyalty and drive new sales. High on the agenda was a mobile optimised site which would support Footasylum in reducing its high bounce rate due to poor navigational experience and also lost order conversions.

The results were strong and delivered immediate return on investment with conversions up over 50% and with higher average order values more frequently from shoppers.

