



LEO BERLIN

GRAPHIC & LEAD UX / UI DESIGNER



# Pedestrian deaths rising despite Toronto's Vision Zero pledge

2018 off to a deadly start for pedestrians, prompting calls for city hall to do more



John Rieti · CBC News · Posted: Mar 03, 2018 5:00 AM ET | Last Updated: March 3



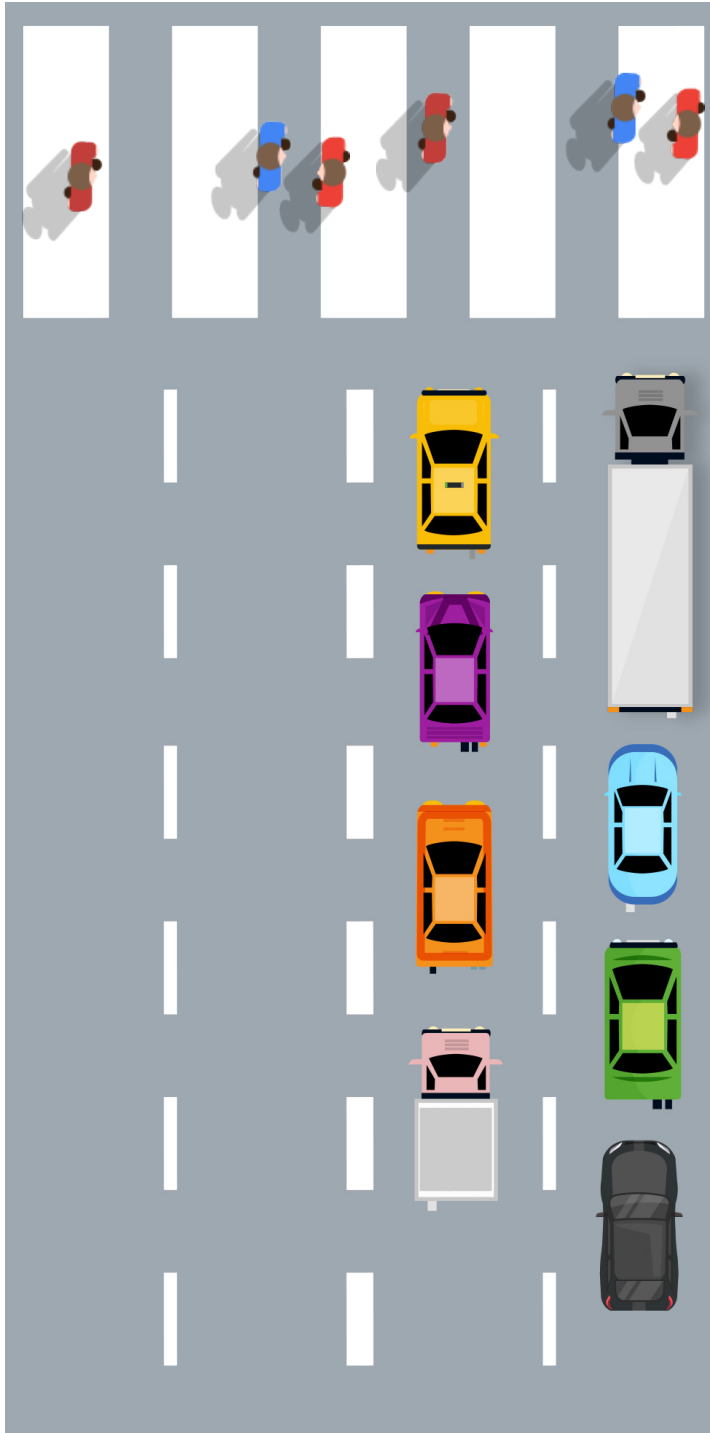
Source: [www.cbc.ca/news/canada/toronto/pedestrian-deaths-prompt-concern-1.4560548](http://www.cbc.ca/news/canada/toronto/pedestrian-deaths-prompt-concern-1.4560548)



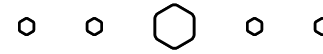
The problem\*

Defining the problem

1. Pedestrian death
2. Traffic congestion at intersections
3. Car accidents
4. Both, pedestrians and drivers, experience stress when approaching an intersection



## The solution

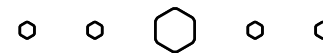


This is an example of how the failure to properly define a problem in the beginning can make it very difficult to solve later, because of the absolute cost of implementing the solution and the opportunity cost of changing people's mindsets.

There are always better ways of doing things and improving user experiences / human lives.

What are we solving?

1. Reducing pedestrian deaths
2. Increasing the field of view for turning vehicles
3. Reducing pedestrian stress when crossing
4. Reducing traffic congestion at intersections
5. Reducing car accidents
7. Reducing driver stress
8. Moving bus stops further from intersections to preclude congestion



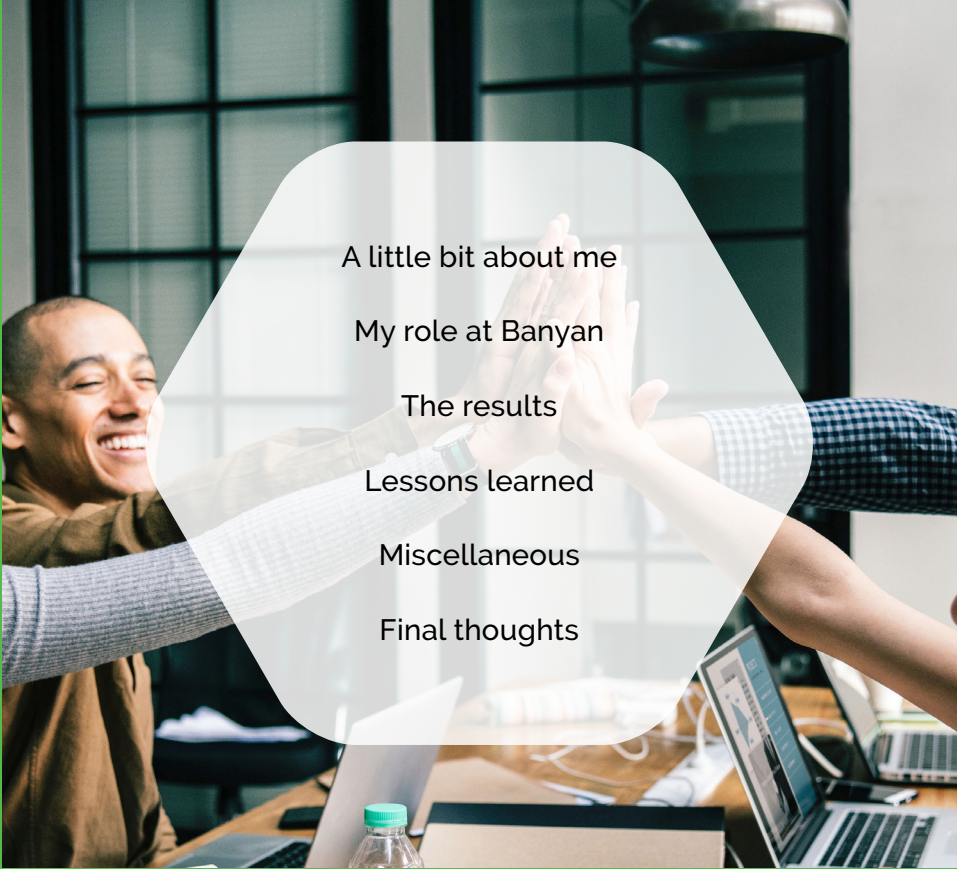
The proper function of man is to live, not to exist.  
I shall not waste my days trying to prolong them. I shall use my time.

– Jack London

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## CONTENT

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A photograph of a man in a brown shirt smiling and giving a high-five to another person whose arm is visible in a blue checkered shirt. They are in an office with laptops and a window in the background. A semi-transparent white hexagon is overlaid on the image, containing a list of content items.

A little bit about me

My role at Banyan

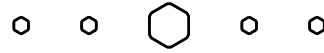
The results

Lessons learned

Miscellaneous

Final thoughts

## A little bit about me



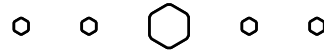
I got into Graphic Design because I love creating and designing projects/products that are useful and meaningful.

I started in a small printing shop in Barcelona, where I learned the basics of the printing industry: dealing with customers, suppliers, and employees. At that time the owner was supplying printed materials but not providing related services, so I suggested that we offer Graphic Design services to his existing clients. I started creating a variety of marketing materials for them, like brochures, flyers, business cards, menus, and other assets. In the early 2000s, I also taught myself HTML and CSS and began to build basic websites.

This was my first taste of digital design. Around 2004, I really started to understand the UX design process and the importance of user-centered design in creating digital products based on research of users' habits, needs, and goals.

I'm a great team player and build strong relationships with everyone on my team: designers, product managers, and developers. I'm a good listener and never play the ivory-tower "artiste". I value communication with my fellow team members and make sure to keep lines of communication open at all times.

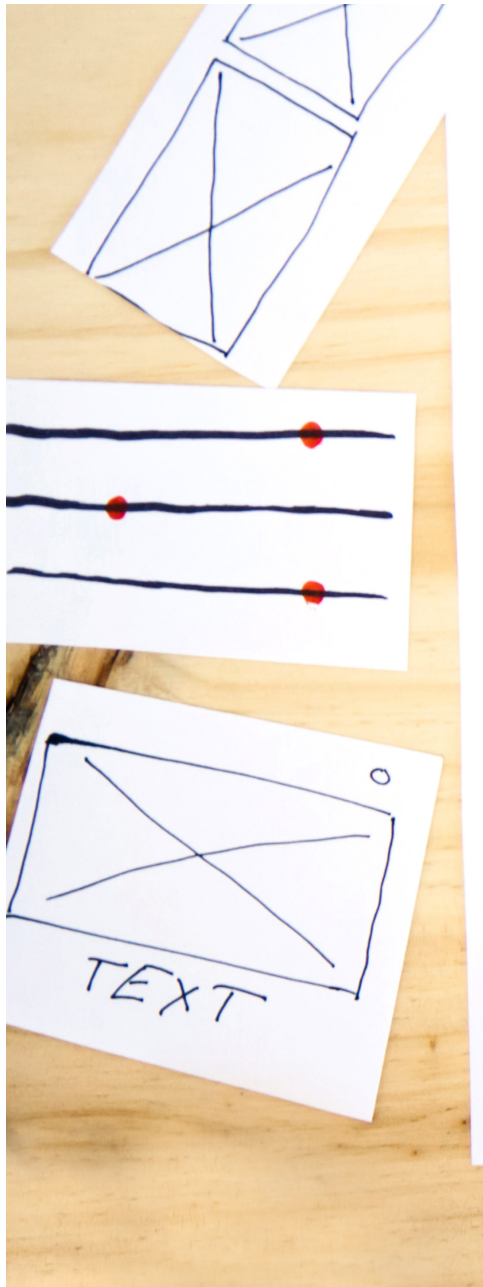
I understand the UX /UI process. I systematically identify requirements and apply them in user cases. I create tasks flows based on these user cases, and also build wireframing and high-fidelity prototypes to iterate with the rest of the team before moving to development.



Make everything as simple as possible, but not simpler.

– *Albert Einstein*



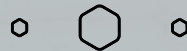


## MY ROLE AT BANYAN



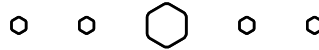
I was responsible for the UX / UI of the full Banyan suite of software applications. All these applications are related to best practices for return-to-work. I was also responsible for maintaining and updating the Design System, creating marketing materials such as professional presentations, video introductions, brochures, flyers, email campaigns, and other assets.

Before working intensively with their applications, I needed to understand the jargon that insurance companies use on a daily basis. Understanding their lingo was crucial to achieving viable solutions.



## The Results

Rebranding and bringing new ideas for, and solutions to, the full suite of Banyan Work Health Solutions software applications.



When I first started at Banyan Work Health Solutions in September 2006, I knew very little about the Insurance industry. Understanding their language and how it is used in their daily routines was my first challenge.

This was a very important task for me. Only when you understand the essence of the problem, the company, and its users can you suggest and create great solutions.

I always follow this principle: RESEARCH FIRST, DESIGN LATER.

It's human nature to make a beeline for a solution before first understanding the problem. The desire for solutions doesn't need

to be suppressed; it just needs to be tempered with reason and a logic-based approach.

After two weeks of steeping myself in insurance jargon and processes, I was much more comfortable to begin proposing ideas and implementing solutions.

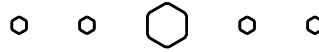
One of my first tasks was the rebranding of all Banyan 's solutions. I also suggested creating a central management system called the "Banyan Tool Box" to manage all their software applications in one central suite.

The final result of this rebranding of all their digital solutions can be seen below.



# ATWORKPRO

I am using Atworkpro\* as an example because it is one of my most challenging, intensive projects. The close collaboration it required with all team members resulted in the creation and implementation of an extremely powerful, mission-critical digital product.



**A**tworkpro is an easy-to-use, multifaceted tool that enables employers to track and report all workplace absences and incidents that directly impact their business performance delivered as a SaaS application.

## The Solution

I began by gathering all the requirements needed from product owners. From these requirements, I then started creating different user cases, task flows, and customer journeys.

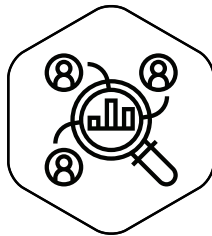
My role as a Lead UX / UI Designer on this specific solution was to re-imagine the user experience while maintaining its value and maintaining a user-centric design focus.

To understand how users were interacting with the product, I then performed different user and contextual interviews.

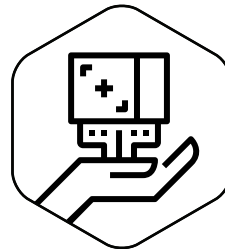
## The problem

The information architecture was confusing. As a result, users took too long to complete simple tasks.

These two first stages were critical to understanding what type of tasks users were performing with the tool and the difficulties they faced in meeting their needs and achieving their goals.



Research First



Design Later



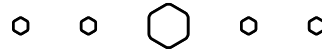
And always enjoy  
what you do!

\* The purpose of this section is to provide a broad overview (as opposed to an in-depth analysis) of my UX / UI methodology as it pertains specifically to Atworkpro.



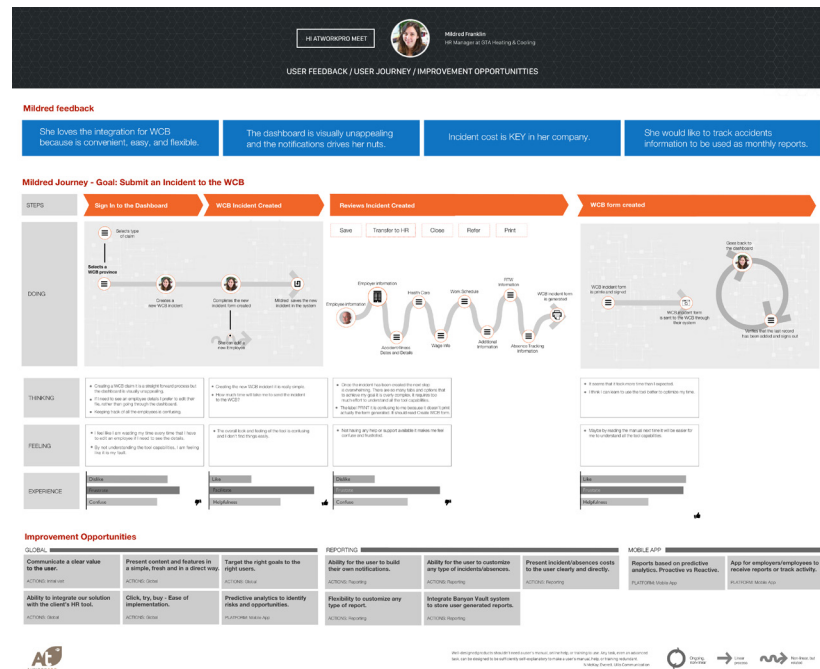
# ATWORKPRO

## The discovery phase



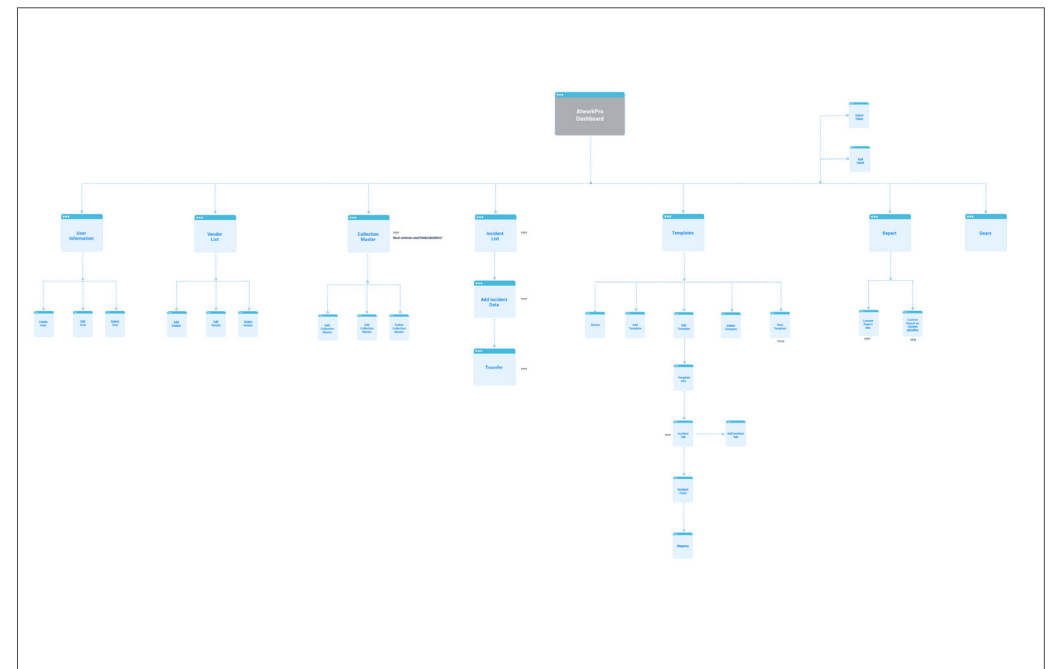
### Atworkpro: User Journey and opportunities for improvement

To fully investigate the problem at hand, I conducted user interviews mapping all the opportunities for improvement.



### Atworkpro: User Flow

Based on the information gleaned from these interviews, I started creating user flows to propose new ways for users to navigate throughout the tool.

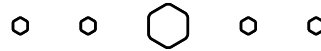


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# ATWORKPRO

## The prototyping phase



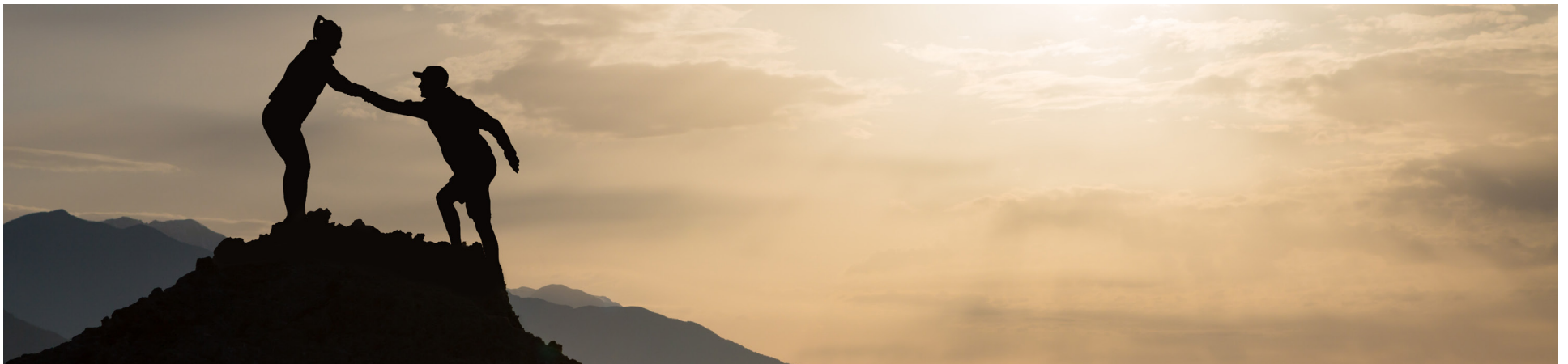
After this discovery phase was completed, I started creating wireframes and prototypes by working closely with product owners and implementing their ideas and suggestions for improvement.

This process included creating wireframes and high fidelity prototypes. I created the prototypes with two tools\*, Sketch and Axure RP. You can view the Axure Prototype [here](#) (no password required).

After all the needed screens were completed, tested, approved, and uploaded to InVision with all assets and icons in place and

the design system requirements met, I built high-fidelity prototypes using HTML, CSS, and JavaScript. You can view some of the screens [here](#).

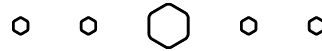
Finally, when the scrum development started (Banyan IT Solutions are built in C# and .NET), I checked to ensure that developers and product owners had all the resources they needed and worked closely with QA to make sure that development proceeded according to the design system created at the beginning of the project.



\*Sometimes it is faster to build prototypes in Sketch (rapid prototyping) that don't require too much interaction but when I need to explain more complex concepts I use Axure. I have found that project owners and other team members understand suggested solutions easier when they can relate them to high-fidelity prototypes and see them in action.

# ATWORKPRO

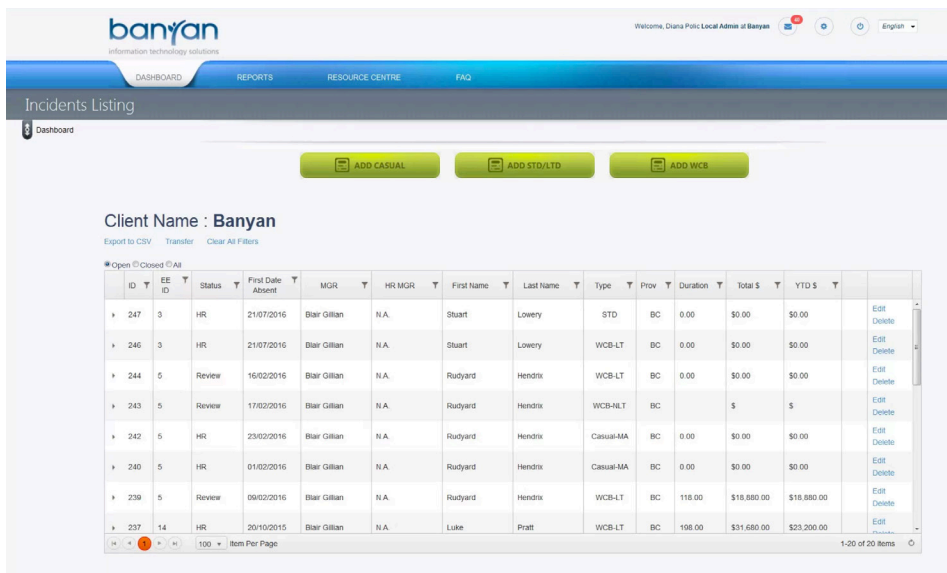
## The prototyping phase



### Atworkpro: Previous Dashboard Screen

#### The problem

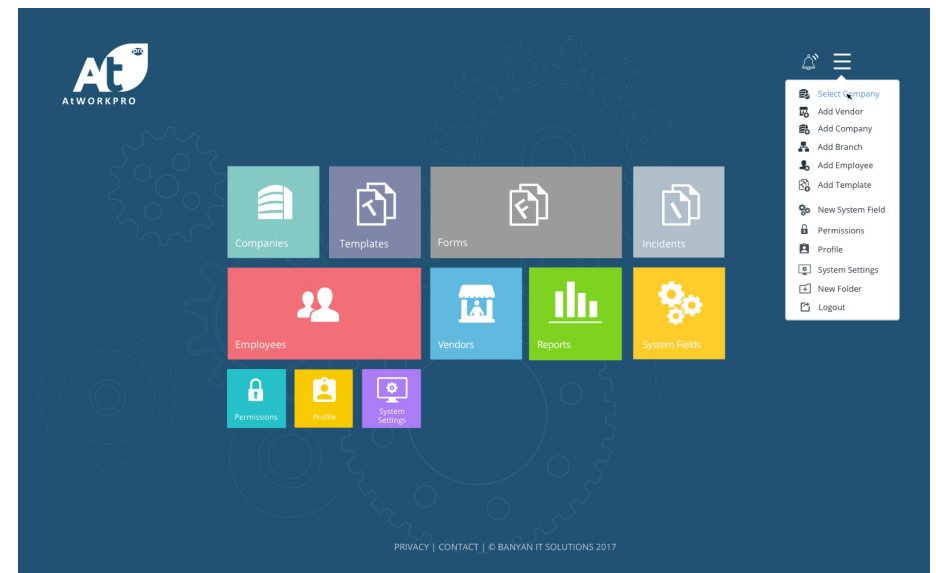
Users didn't know what task to perform when using the software because the information architecture was confusing, overwhelming and frustrating.



### Atworkpro: New UI Dashboard Screen

#### The Solution

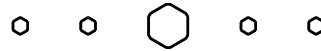
I created a totally new dashboard with a modular approach, making the whole system easily scalable. For example, new features can now easily be added to the current system as they are developed.





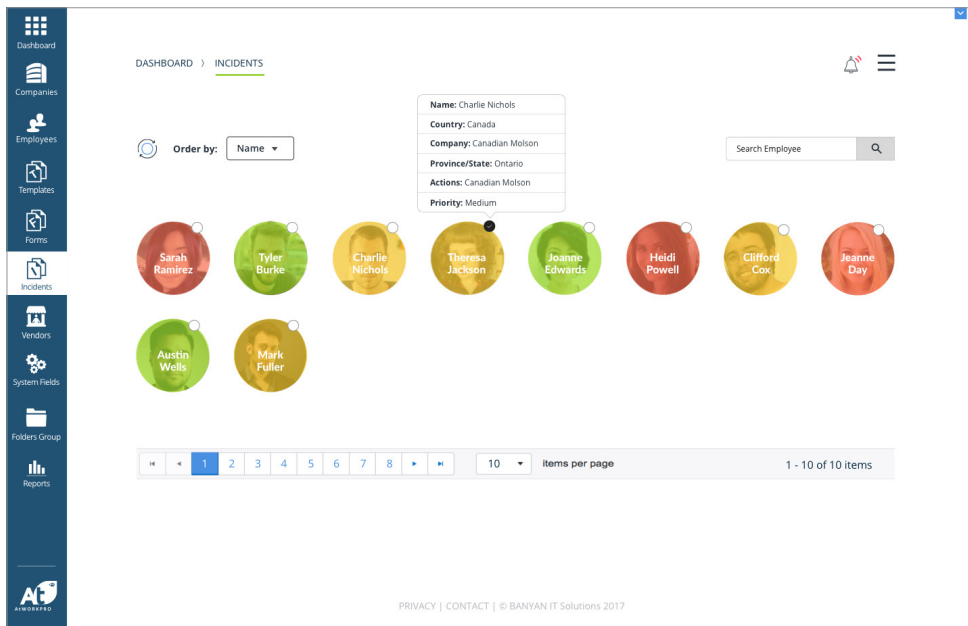
# ATWORKPRO

## The prototyping phase



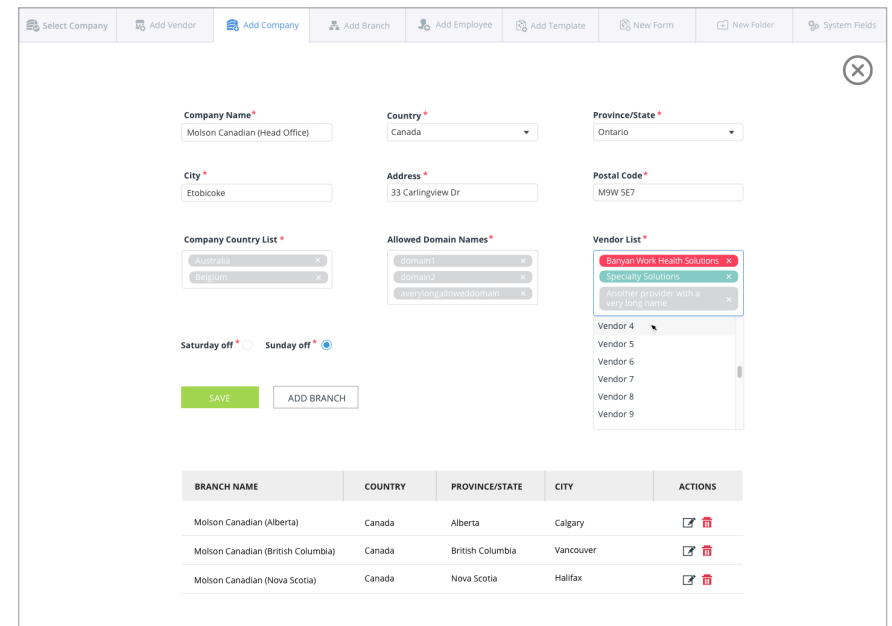
### Atworkpro - Incident Screen

In the previous version, the incident list was presented in a long table list, making it extremely difficult to find all the information at once. HR Managers were the main users of this tool and they usually have limited time to find a specific incident. I recommended a visually appealing, colour-coded solution. Using red, yellow, and green, I classified incidents from "Most Urgent" to "Completed". My solution also made it possible to search for incidents by name and filter them by other common search criteria.



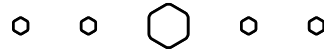
### Atworkpro - Adding a New Company

All actions that involved adding new content were grouped in a top menu tab. As per the screen depicted below, when users add a new company it is automatically inserted into the table below, where content can also be directly edited or deleted.



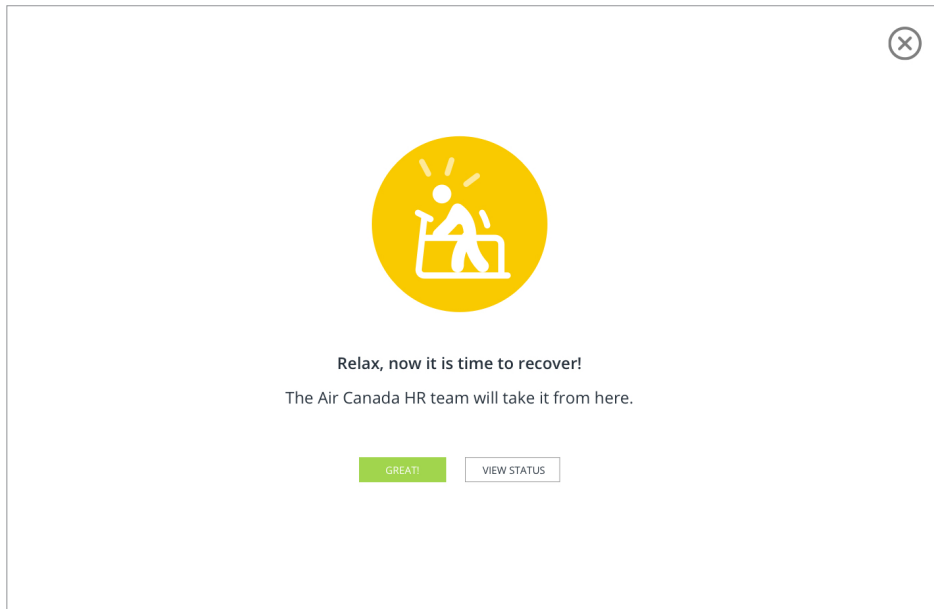
# ATWORKPRO

The prototyping phase

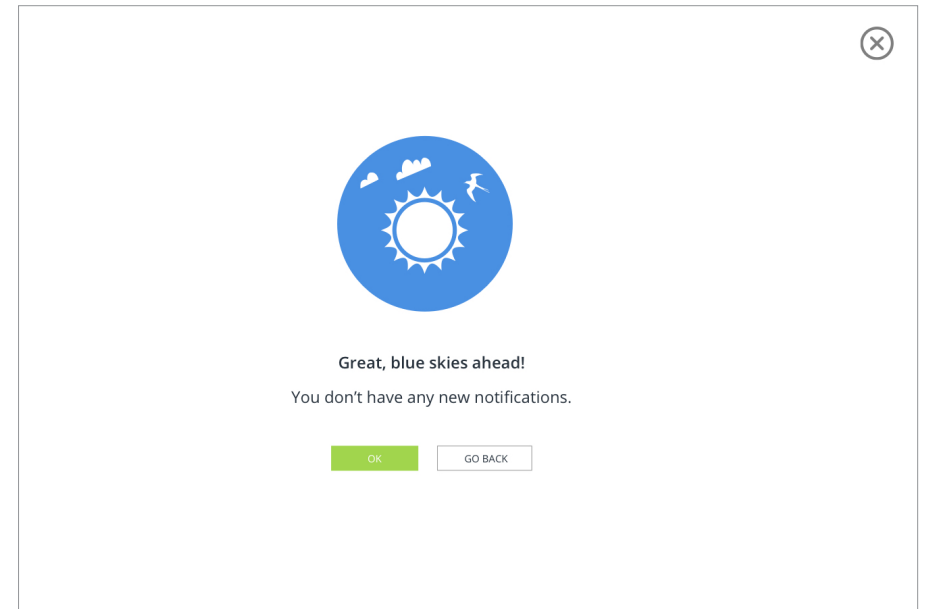


## Atworkpro - Alert message after sending an incident

I used a minimalist approach, not only for alert messages but also for the whole solution.



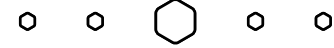
## Atworkpro - Alert message when there are no notifications



For more screens check this [link](#) in InVision.



## FINAL THOUGHTS

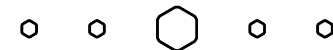


I believe that a good UX / UI designer needs many different technical skills as well as a great deal of empathy in order to bring the client's vision to life.

Asking the right questions and being a good listener are key factors in creating useful, powerful digital products.

When somebody asks me what I do for a living, my answer is always the same: *"I solve communications problems between humans and computers by creating user-friendly interfaces"*.

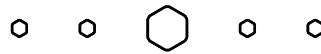
Thanks for taking the time to read my UX / UI story. I look forward to hearing from you soon.



If a man does not know what port he is steering for,  
no wind is favorable to him.

– *Seneca the Elder*





RESEARCH FIRST - DESIGN LATER