

RODYA'S INTERNSHIP

Presented by me



lytx

EXECUTIVE SUMMARY

- The importance of having a well defined Onboarding Experience
 - Minimizes the possibility of a negative user experience
 - Increases retention, reduces churn
 - Reduces the workload put on our CAM's
- Recommendation
 - Integrate contextual tooltips into Nova's onboarding experience

SO ... WHAT'S MY DEAL?

- Who am I
 - UCSD graduate
 - Communication + HCI
 - Coffee, water, and lasagna enthusiast
- Before Lytx
 - UX Research Intern at a consulting company
- At Lytx
 - UX/UI Design Intern
 - A part of: UX team + Delta Force
- After Lytx
 - Continue doing UX work

HERE'S WHAT I'VE DONE

Research

SAAS
UI Transitions
Behavioral Design
Annotations
Naming Conventions
Visual Design Principles
UX Deliverables
Gamification
User Testing – Script Writing
Search Results
404 Error
Login Page Redesign
User Onboarding

Deliverables

Presentations
White Paper
Wireframes
Prototypes

LOGIN PAGE REDESIGN





User Name: [Forgot User Name?](#)

Password: [Forgot Password?](#)


☐ Remember User Name?

[Sign In](#)






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Driving Insights
Check out our
latest newsletter ▶



DriveCam Academy
Where the Learning
Never Stops ▶

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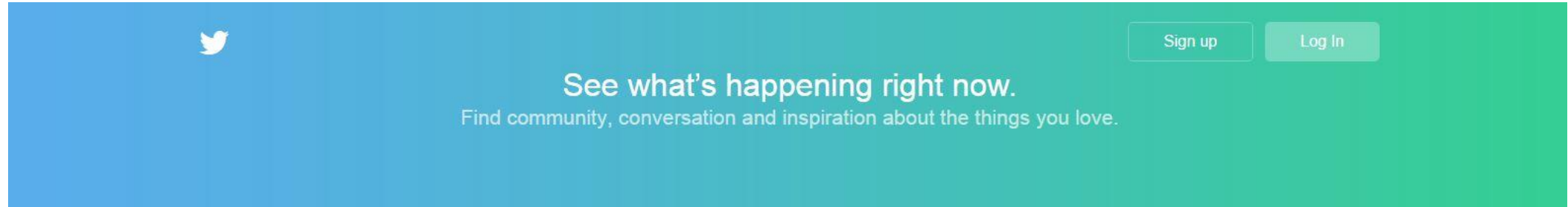
WHAT DO OUR USERS THINK ABOUT THE LOGIN PAGE

- Slow login – “takes forever”
 - A functional pain point
 - Cannot be addressed through design
- Not much was said about the design
- Nova look & feel
 - Intuitive
 - Simple
 - Clean

NOVA LOOK & FEEL

The screenshot displays the Lytx DriveCam Nova web interface. The top header includes the Lytx DriveCam logo, a search bar, and the user name 'Kristin Vander Kam'. Below the header is a navigation bar with 'Tasks' (34) and 'Advanced Filters'. The left sidebar contains a list of tasks: 'Possible Collision (3)', 'Collisions (1)', 'Assign Driver (4)', 'Overdue For Coaching (6)', 'Due For Coaching (7)', 'Positive Recognition (4)', 'FYI Notify (1)', 'Camera Issues (2)', 'Overdue for Download (1)', 'Confirm Active Status (1)', and 'Unattached Active ERs (4)'. Below these are menu items: 'Dashboard', 'Events', 'People', 'Vehicles', 'Devices', 'History', and 'Admin'. The main content area shows three identical event cards for 'Possible Collision' on 01/03/15 at 2:34PM. Each card features a video thumbnail of a driver, the name 'Kelly Kapowski', location 'Southwest 12345', vehicle 'Vehicle #1019285', and a 'Review Event' button. The interface is clean and modern, with a dark sidebar and a light main area.

DRAWING INSPIRATION

A login modal window titled "Log in to Twitter" with a close button (X) in the top right corner. The modal contains the Twitter bird logo, a text input field labeled "Phone, email or username", a password input field labeled "Password", a checkbox labeled "Remember me" followed by a link "Forgot password?", a blue "Log in" button, and a link at the bottom that says "Don't have an account? Sign up »".


DRAWING INSPIRATION

[Gmail](#) [Images](#)  [Sign in](#)



One account. All of Google.

Sign in with your Google Account



[Next](#)

[Need help?](#)


[Create account](#)

One Google Account for everything Google




DRAWING INSPIRATION

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Sign in to your SmartDrive account

 The company name, user name, or password is incorrect. Please ensure that you have correctly entered your login information for your account.

Company

User Name

Password

[Forgot your password?](#)
Password is case sensitive

Submit

US Technical Support
Toll free: (866) 933-9930
customer.service@smartdrive.net

UK Technical Support
Toll Free: 0-800-047-0968
customer.service@smartdrive.net

DRAWING INSPIRATION

facebook

Email or Phone


☐ Keep me logged in

Password


[Forgot your password?](#)

[Log In](#)


Connect with friends and the world around you on Facebook.



See photos and updates from friends in News Feed.



Share what's new in your life on your Timeline.



Find more of what you're looking for with Facebook Search.

Sign Up

It's free and always will be.

Birthday

Month ▼

Day ▼

Year ▼

Why do I need to provide my birthday?

☐ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)

THE REQUIREMENTS

The new login screen should include:

1. Lytx/DriveCam logo
2. Text input field for email address
3. Text input field for password
4. A remember username prompt
5. Sign in button
6. 3 areas for marketing material (this can be a combination of images and text or only an image or only text)
7. 1 larger area for a video

Things to keep in mind:

Users sometimes forget their user names or passwords, so this should be considered when you're designing. Think about some error messages, for example when a user inputs the incorrect password.

Login

Email Address



Password



Sign In

☐ Remember Me?

[Forgot email/password?](#)



Heading 2

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Read Newsletter

Heading 2

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Read Blog

Heading 2

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Learn More

1

- Header (logo)

2

- Login
- Video
(512 x 288)

3

- Marketing material

1024 x 768
(974 x 529)

LOGIN PAGE REDESIGN





User Name: [Forgot User Name?](#)

Password: [Forgot Password?](#)


☐ Remember User Name?

[Sign In](#)






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Never Stops ▶

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BACK TO LOOK & FEEL

The screenshot displays the Lytx DriveCam web application interface. At the top, the Lytx logo and 'DriveCam' text are on the left, a search bar is in the center, and the user name 'Kristin Vander Kam' with a profile icon is on the right. Below the header, a blue navigation bar shows 'Tasks' with a count of 34 and a dropdown arrow. To the right of this bar are filters for 'Parent Group' and 'Advanced Filters', and icons for menu, sort, and download. A sidebar on the left lists various task categories: 'Possible Collision (3)', 'Collisions (1)', 'Assign Driver (4)', 'Overdue For Coaching (6)', 'Due For Coaching (7)', 'Positive Recognition (4)', 'FYI Notify (1)', 'Camera Issues (2)', 'Overdue for Download (1)', 'Confirm Active Status (1)', and 'Unattached Active ER's (4)'. The main content area displays three identical event cards for a 'Possible Collision'. Each card features a video thumbnail of a driver, a red exclamation mark icon, the text 'POSSIBLE COLLISION', the date and time '01/03/15 2:34PM', the driver's name 'Kelly Kapowski', the vehicle information 'Southwest 12345' and 'Vehicle #1019285', a request to 'Please review to determine if this event is a collision.', and a blue 'Review Event' button.

lytx
DriveCam.

Search

Kristin Vander Kam

Tasks 34

Parent Group Advanced Filters

Possible Collision (3)

Collisions (1)

Assign Driver (4)

Overdue For Coaching (6)

Due For Coaching (7)

Positive Recognition (4)

FYI Notify (1)

Camera Issues (2)

Overdue for Download (1)

Confirm Active Status (1)

Unattached Active ER's (4)

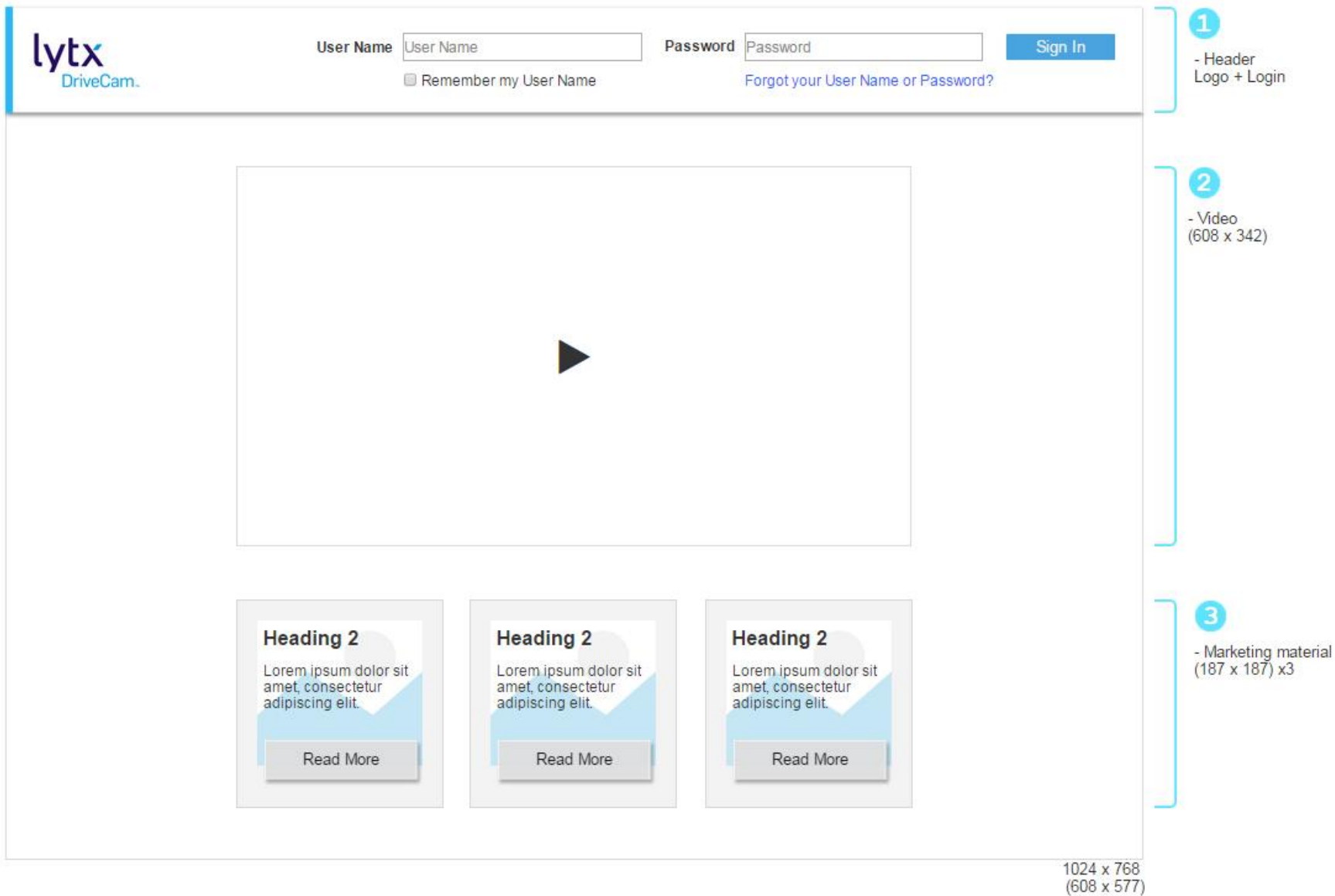
POSSIBLE COLLISION
01/03/15 2:34PM

Kelly Kapowski

Southwest 12345
Vehicle #1019285


Please review to determine if this event is a collision.

Review Event



Error Messages

Red Outline + Red Text



User Name

☐ Remember my User Name


Password

[Forgot your User Name or Password?](#)

[Sign In](#)

That User Name is not registered in our system.

Red Text



User Name

☐ Remember my User Name


Password

[Forgot your User Name or Password?](#)

[Sign In](#)

User Name not found in our system.

Pop Up Message



User Name


☐ Remember my User Name

Password

[Forgot your User Name or Password?](#)

[Sign In](#)

That User Name is not registered in our system. Please try again.



User Name

☐ Remember my User Name

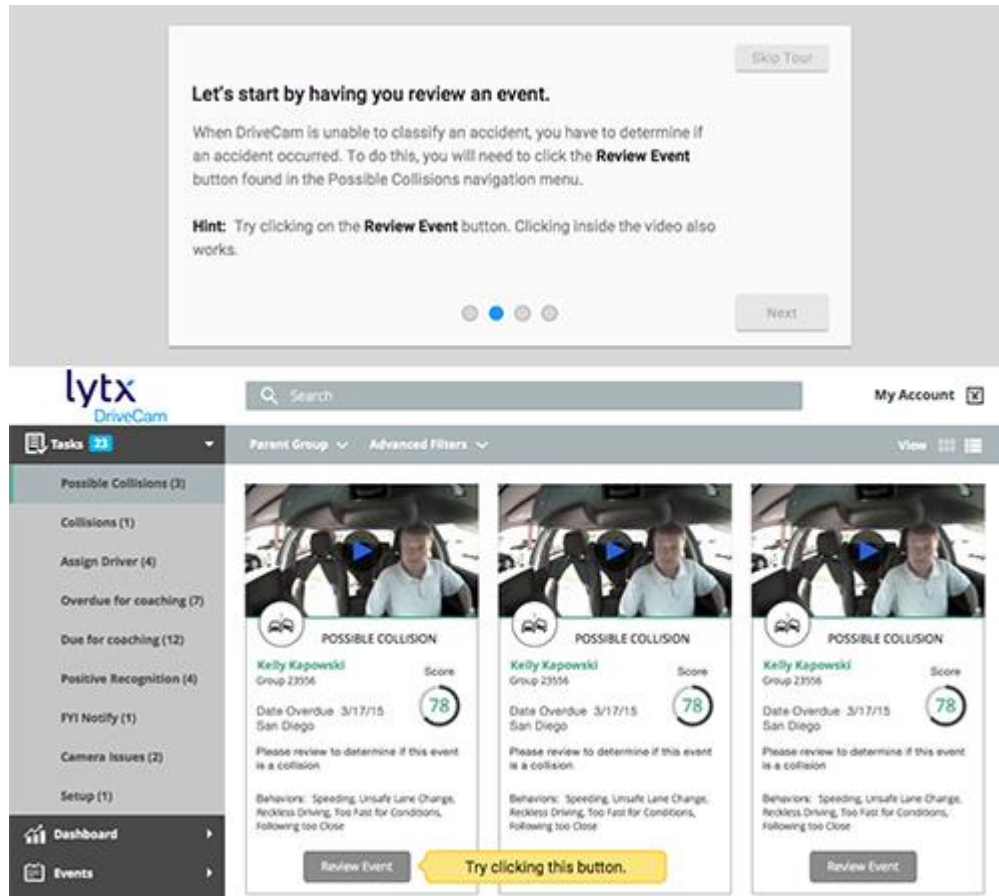
Password

[Forgot your User Name or Password?](#)

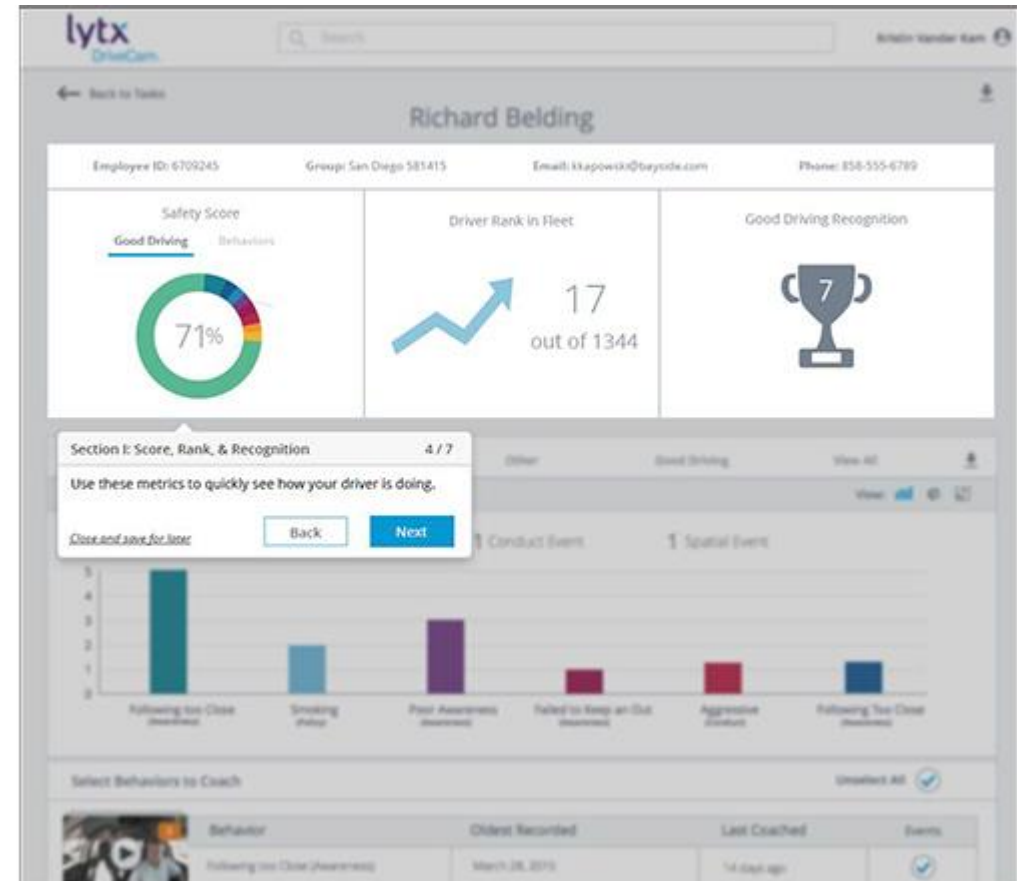
[Sign In](#)

Password is incorrect. Please try again.

USER ONBOARDING



First Pass



Second Pass

USER ONBOARDING

- Often overlooked
 - Establishes the initial user experience
- **Definition:**
 - *The way we register our users*
 - *& then introduce them to our product*

THE ONBOARDING EXPERIENCE IS ABOUT

- Developing a great user experience
- Making a good first impression
- Expediting the time it takes for someone to learn our system

THE PROBLEMS THAT COME WITH INTRODUCING A NEW PRODUCT

The Fresh Start Problem

- Users start as novices who don't know how to use the product
- It takes time for them to learn
 - But what happens when they never learn
- **The longer users stay as novices the more likely they are to leave**

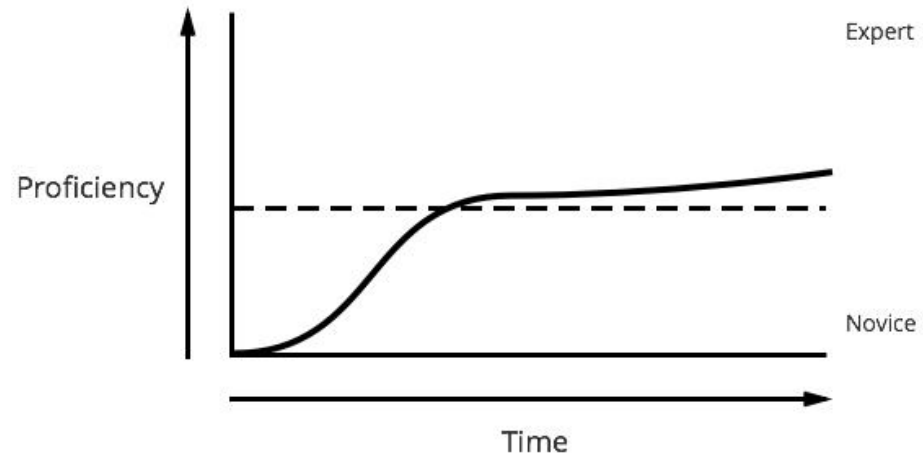


DOL 3



Nova

- New user interface
- New features
- New functionality
- A new way of doing things

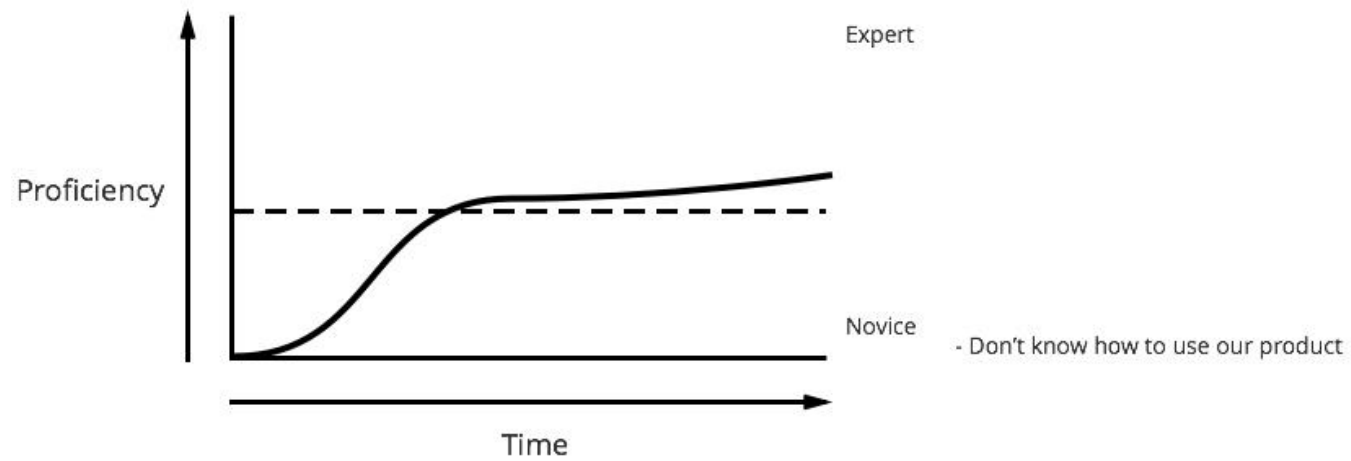


DOL 3



Nova

- New user interface
- New features
- New functionality
- A new way of doing things

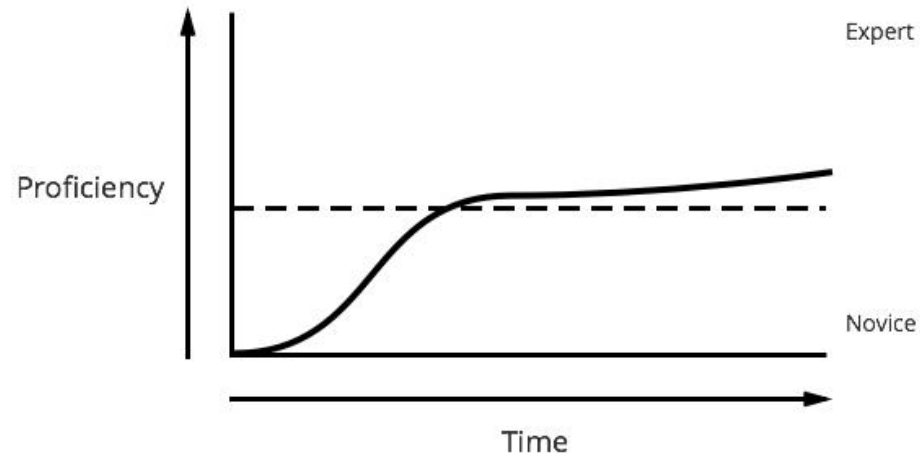


DOL 3



Nova

- New user interface
- New features
- New functionality
- A new way of doing things



- Don't know how to use our product



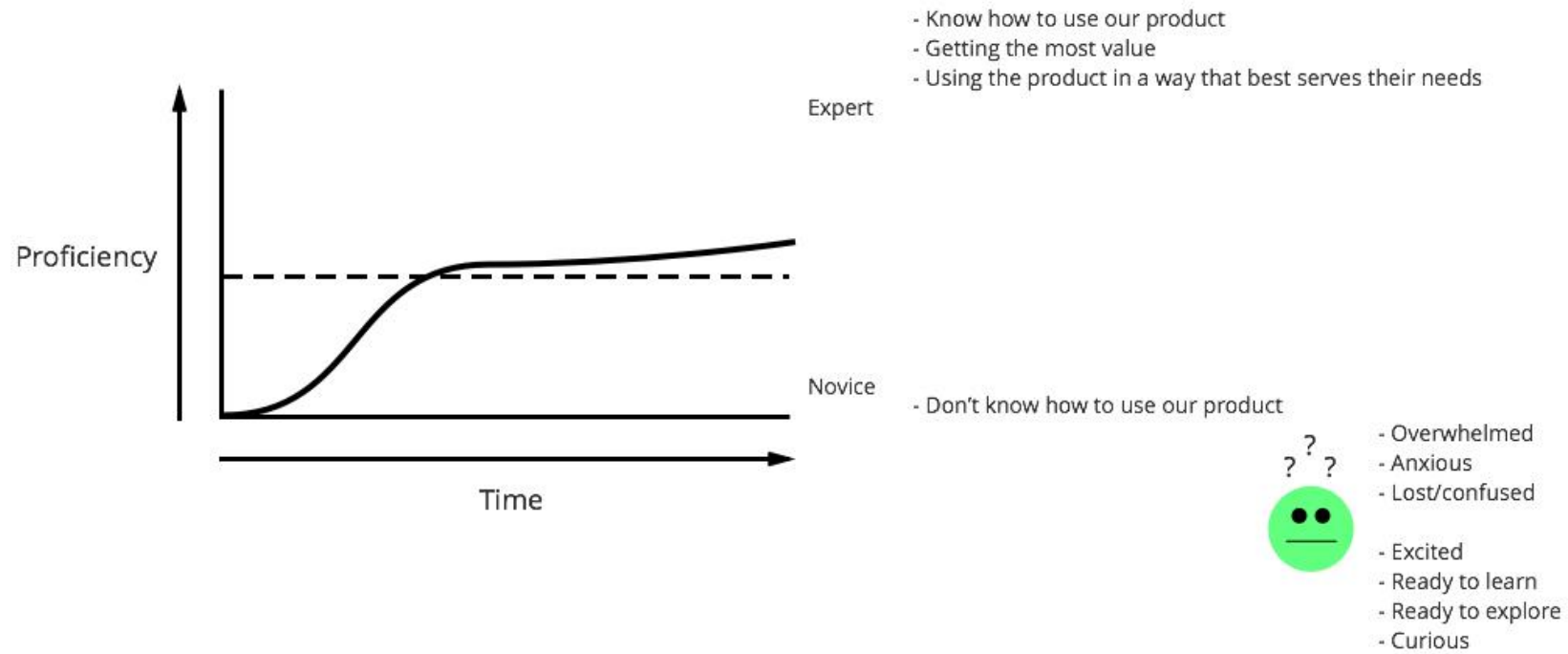
- Overwhelmed
- Anxious
- Lost/confused
- Excited
- Ready to learn
- Ready to explore
- Curious

DOL 3



Nova

- New user interface
- New features
- New functionality
- A new way of doing things

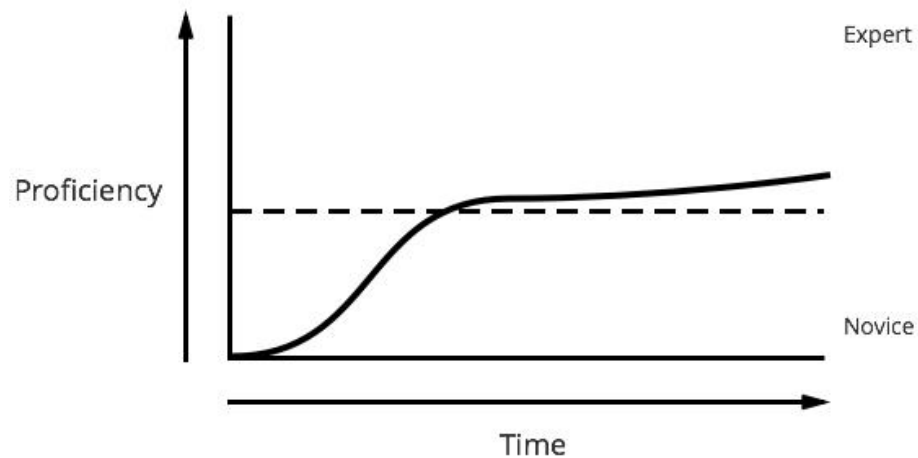


DOL 3



Nova

- New user interface
- New features
- New functionality
- A new way of doing things



- Know how to use our product
- Getting the most value
- Using the product in a way that best serves their needs



- Don't know how to use our product



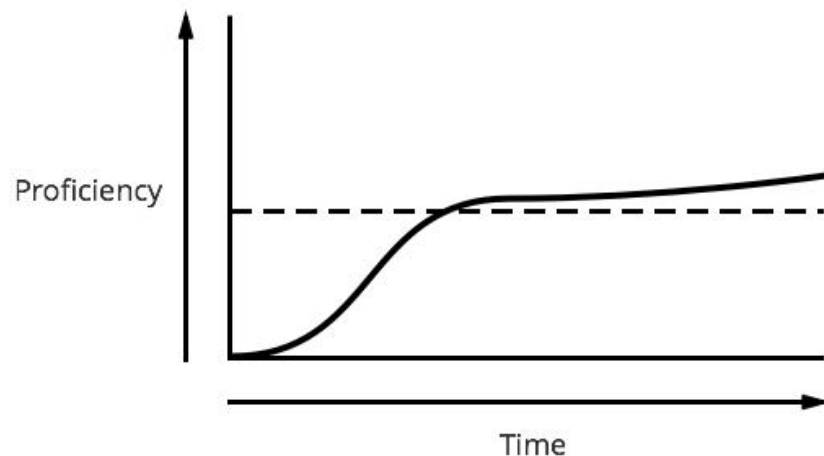
- Overwhelmed
- Anxious
- Lost/confused
- Excited
- Ready to learn
- Ready to explore
- Curious

DOL 3



Nova

- New user interface
- New features
- New functionality
- A new way of doing things



Expert

- Know how to use our product
- Getting the most value
- Using the product in a way that best serves their needs



Novice

- Don't know how to use our product



- Overwhelmed
- Anxious
- Lost/confused
- Excited
- Ready to learn
- Ready to explore
- Curious

We can use User Onboarding to expedite the time it takes for someone using our software to go from novice to expert

THE SOLUTION

User Onboarding is our solution to

- Teaching users our system
 - Turning novices into experts
- Minimizing the possibility of a negative experience
- Reducing the workload of our CAM's

FIRST PASS STRATEGY

- Task-based guided walkthrough
- Address
 - What can I do with this product?
 - What am I seeing?

With DriveCam Online, you're always informed.

Drivecam provides you with the data you need to effectively manage your company. Use DriveCam Online to track the performance of your drivers, and coach bad behaviors.

(Dashboard UI)



Next

A new look, all the same features.

After hearing your feedback, we went ahead and updated our user interface.

The screenshot displays the Lytx DriveCam web application interface. On the left is a dark sidebar with a 'Navigation Menu' containing links for Tasks (23), Dashboard, Events, People, Vehicles, Devices, and Reports. At the top of the main content area is a 'Search Bar' for searching by Vehicle ID, Vehicle Group, or Driver Name. To the right of the search bar is the 'Account Settings' link with a gear icon. Below the search bar are 'Parent Group' and 'Advanced Filters' dropdowns, and a 'View' toggle between list and grid views. The main area shows three 'Event Cards', each featuring a driver's video feed, a driver profile picture, the text 'DRIVER', and a dropdown menu set to '*Unidentified Driver'. Each card also displays a date and time (3/17/15, San Diego, 244533) and a message 'Please Assign a driver to this event', with a 'Review Event' button at the bottom. Callout lines connect these elements to their respective descriptions. At the bottom of the interface are three circular progress indicators (the middle one is blue) and a blue 'Next' button.

Navigation Menu
Navigation is done here. Simply click to have the dropdown menu appear.

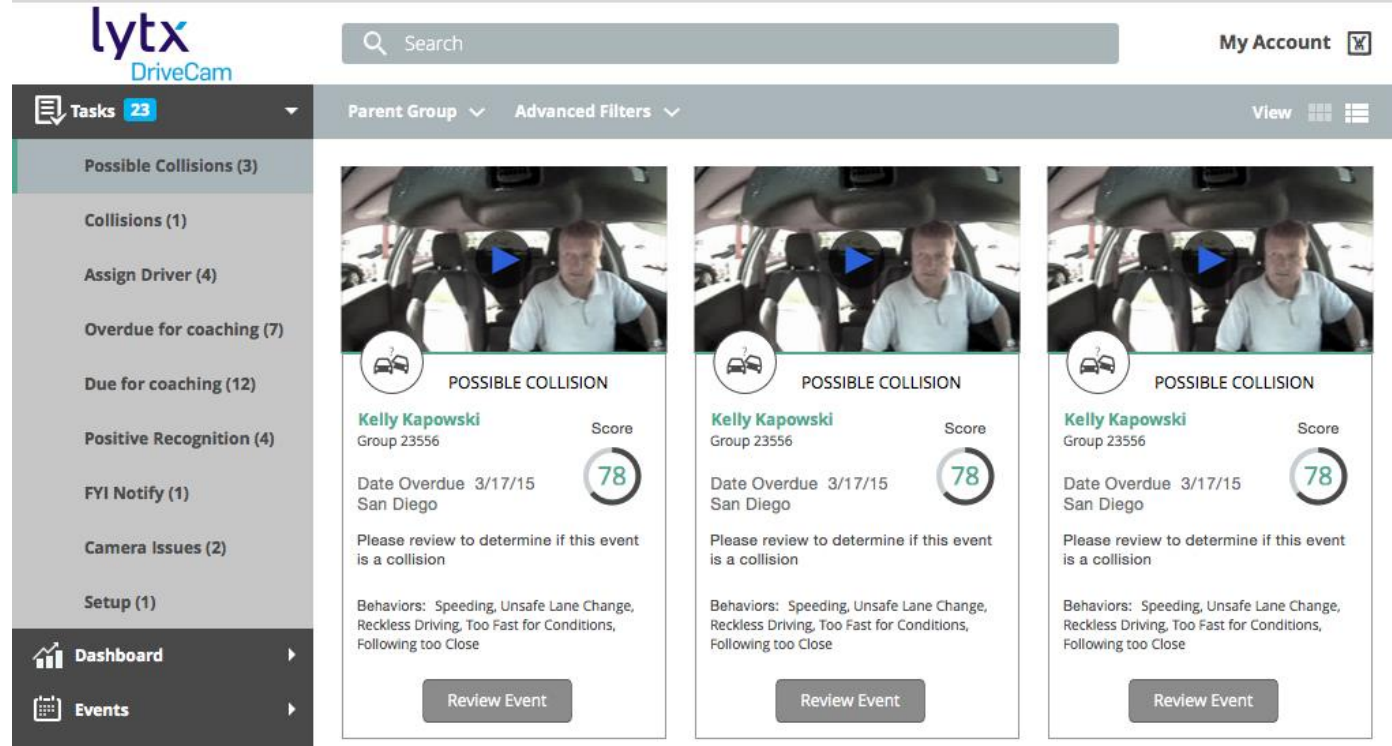
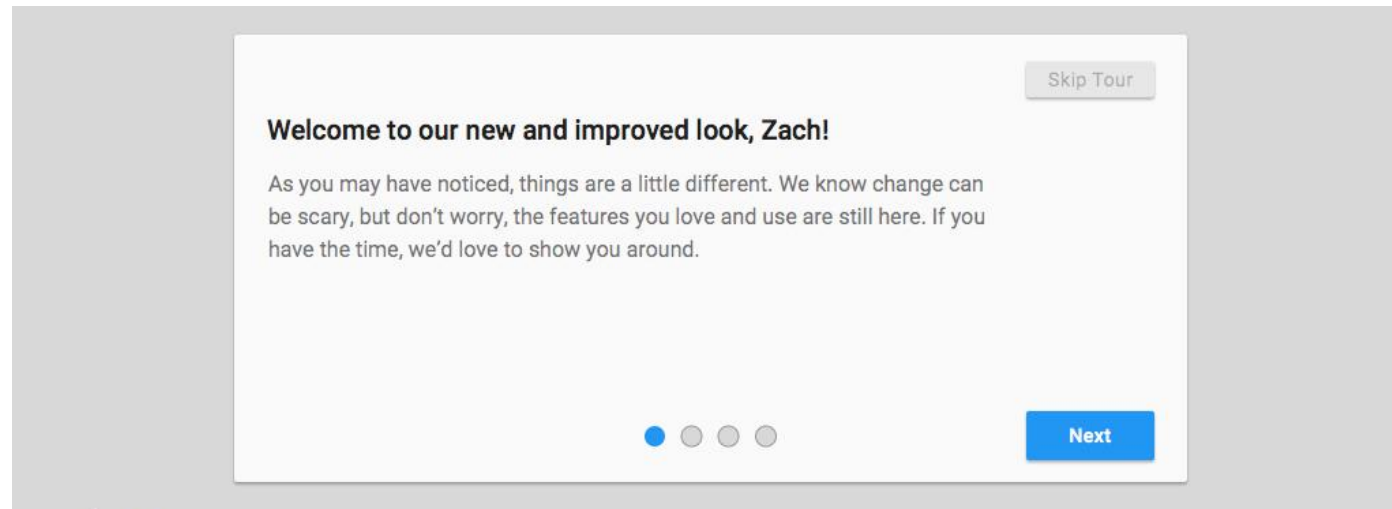
Search Bar
Search by Vehicle ID, Vehicle Group, or Driver Name.

Account Settings
Manage your account.

Event Cards
Based on your selection via the navigation menu, relevant events will be shown as cards. You can filter and export events. You can also toggle between a grid or list view.

Filter / Sort
Use this section to filter or sort event cards.

Next



Skip Tour

Let's start by having you review an event.

When DriveCam is unable to classify an accident, you have to determine if an accident occurred. To do this, you will need to click the **Review Event** button found in the Possible Collisions navigation menu.

Hint: Try clicking on the **Review Event** button. Clicking inside the video also works.

Next

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DriveCam

Search

My Account

Tasks 23

Possible Collisions (3)

Collisions (1)

Assign Driver (4)

Overdue for coaching (7)

Due for coaching (12)

Positive Recognition (4)

FYI Notify (1)

Camera Issues (2)

Setup (1)

Dashboard

Events

Parent Group

Advanced Filters

View

POSSIBLE COLLISION

Kelly Kapowski

Group 23556

Date Overdue 3/17/15

San Diego

Please review to determine if this event is a collision

Behaviors: Speeding, Unsafe Lane Change, Reckless Driving, Too Fast for Conditions, Following too Close

Review Event

POSSIBLE COLLISION

Kelly Kapowski

Group 23556

Date Overdue 3/17/15

San Diego

Please review to determine if this event is a collision

Behaviors: Speeding, Unsafe Lane Change, Reckless Driving, Too Fast for Conditions, Following too Close

Review Event

POSSIBLE COLLISION

Kelly Kapowski

Group 23556

Date Overdue 3/17/15

San Diego

Please review to determine if this event is a collision

Behaviors: Speeding, Unsafe Lane Change, Reckless Driving, Too Fast for Conditions, Following too Close

Review Event

Try clicking this button.

34 USER ONBOARDING – FIRST PASS

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SECOND PASS STRATEGY

Objective: Teach users how to use our new system

THE PLAN

Use contextual tooltips to showcase the features & functionality of our interface

- Tooltip tutorials within the UI
- Tooltips are contextual – appearing when the time is right
- Store & track progress
- Keep text short & simple

EXECUTION

Introduce the UI through tooltip packages

- Each package highlights a different section of the interface
- The Experience
 - A guided walkthrough
 - 1st: Describe the purpose of each section
 - 2nd: Explain how to use each section

SECOND PASS

Tooltip Packages

Nova System Training

“How do I use this new system?”

- Navigation & Global Controls
- Task Views & CTA's
- [Driver Profile - overall](#)
 - Events Section
 - Behavior Frequencies
 - Score Trending
- Coaching Session - overall
 - Coaching queue
 - Comments & Coaching Tips
 - Corrective Action & Recognition
- Complete Coaching Session
- Dashboard
 - Cards
 - Card Flip

NEXT STEPS

- Do some user testing
- Measure effectiveness
 - At what point do users taper off
 - Are we covering all the right topics
 - Do users understand the tooltips
 - Do they find the tooltips helpful
- Re-iterate design based on feedback

THANKS FOR YOUR TIME!

- I loved
 - The People
 - The Culture
- What I learned
 - Process