

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

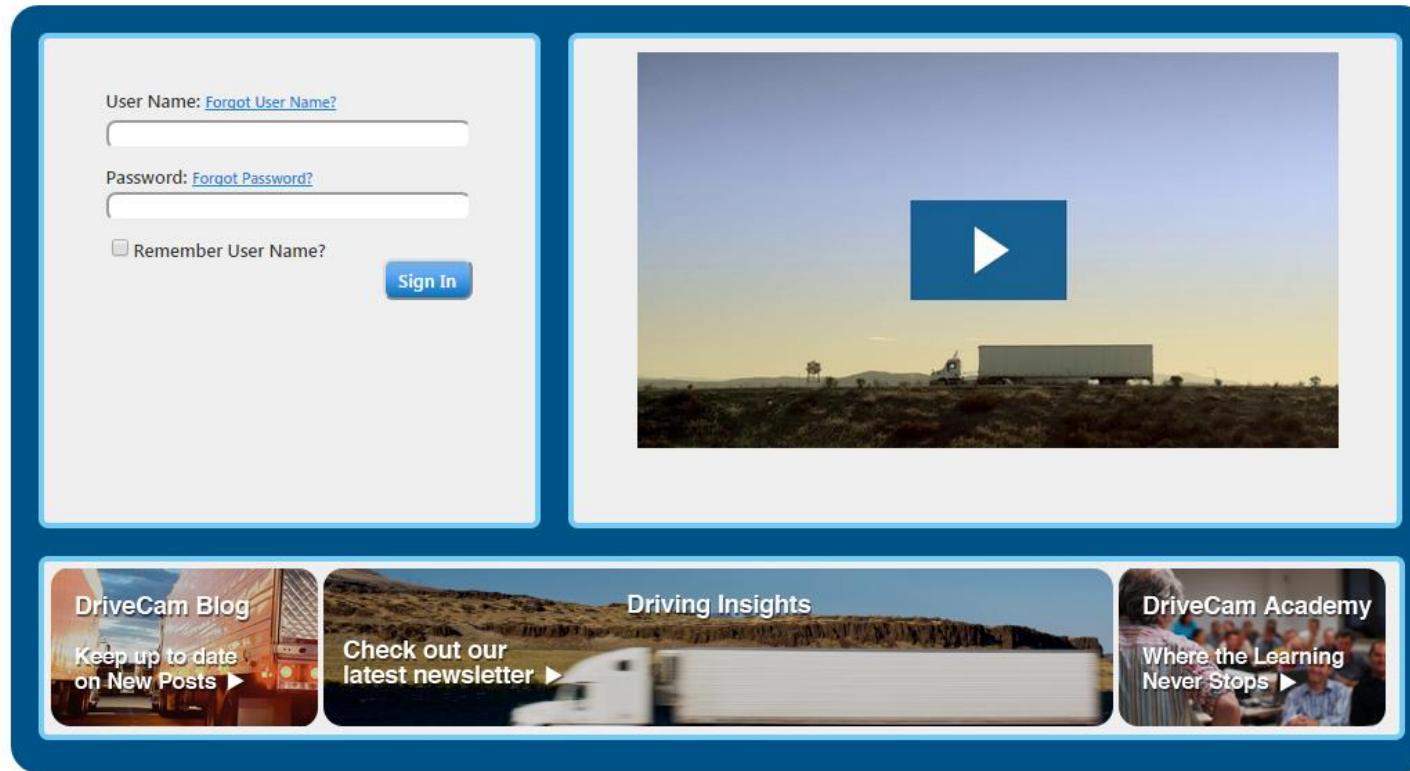
Presentations

White Paper

Wireframes

Prototypes

LOGIN PAGE REDESIGN

A redesign of the Lytx DriveCam login page. The page is divided into two main sections: a left sidebar and a right content area. The sidebar contains fields for "User Name" and "Password", a "Remember User Name?" checkbox, and a "Sign In" button. The content area features a large image of a truck on a road under a sunset sky, with a blue play button in the center. Below these are three call-to-action cards: "DriveCam Blog" (image of a truck), "Driving Insights" (image of a road), and "DriveCam Academy" (image of people).

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

Password: [Forgot Password?](#)

Remember User Name? [Sign In](#)

 [Play](#)

DriveCam Blog
Keep up to date on New Posts ►

Driving Insights

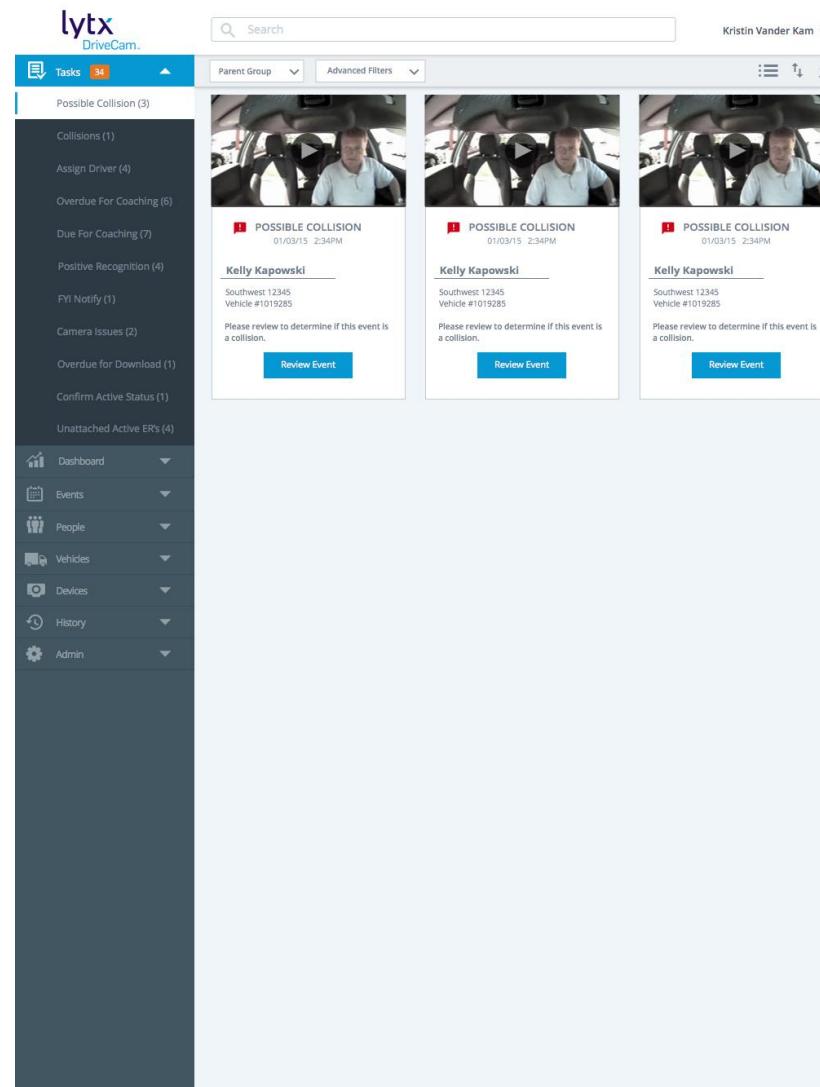
DriveCam Academy
Where the Learning Never Stops ►

Copyright © 2013 Lytx, Inc. All Rights Reserved U.S. Patent 7,804,426 Version : 3.2.0.61211
DriveCam is a copyright of Lytx, Inc.

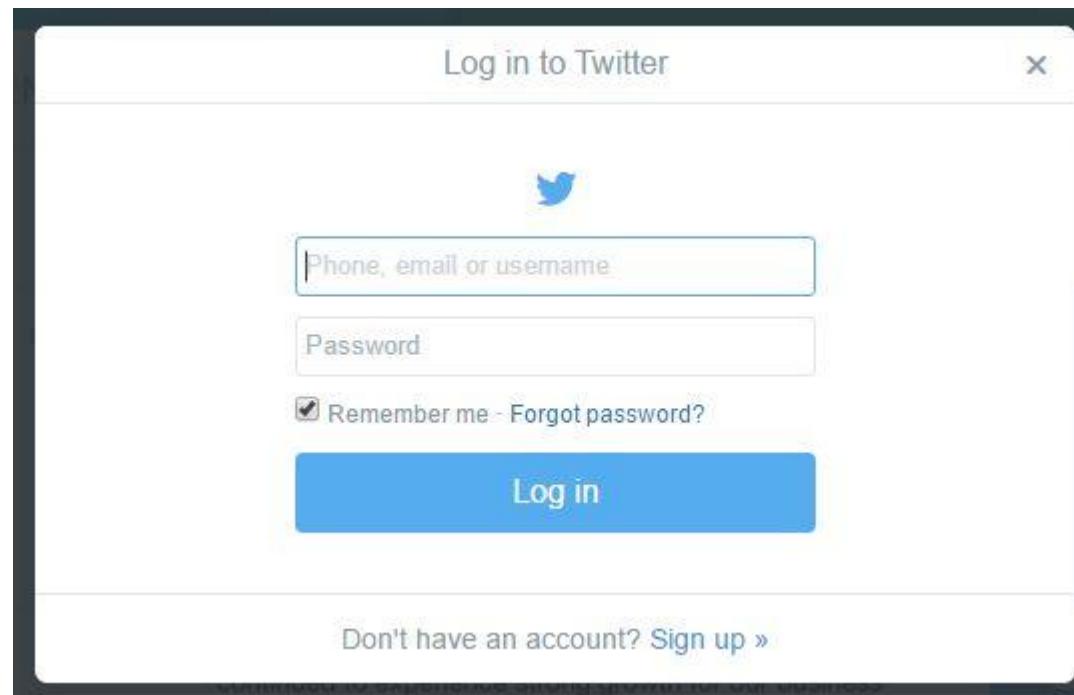
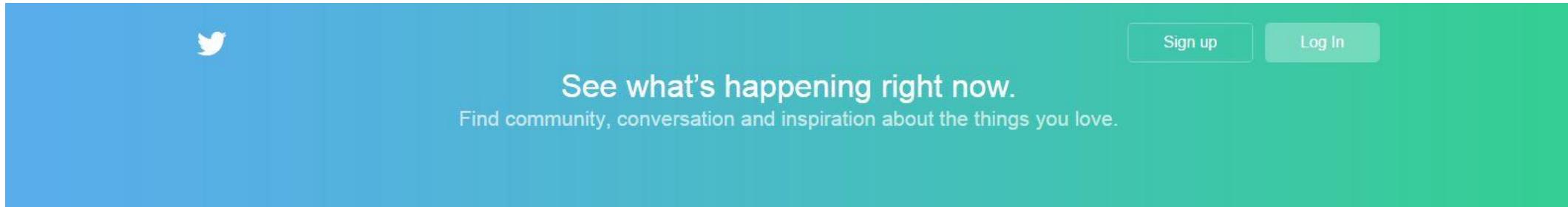
WHAT DO OUR USERS THINK ABOUT THE LOGIN PAGE

- 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

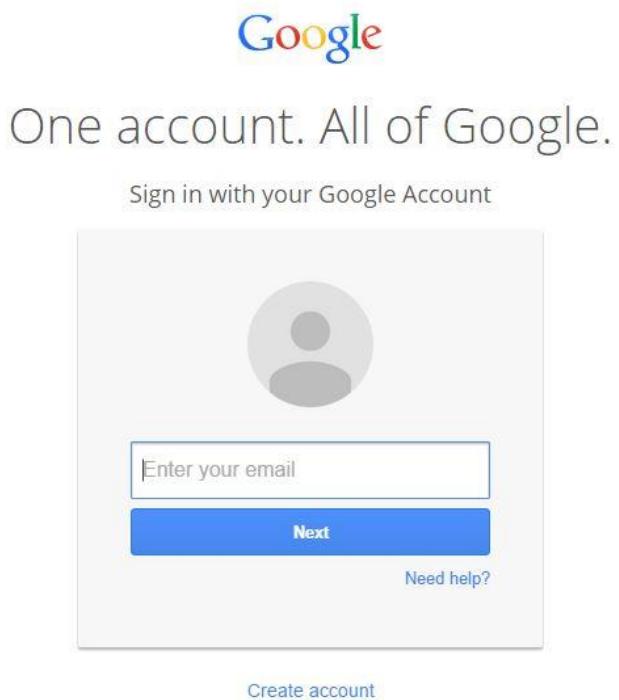


DRAWING INSPIRATION

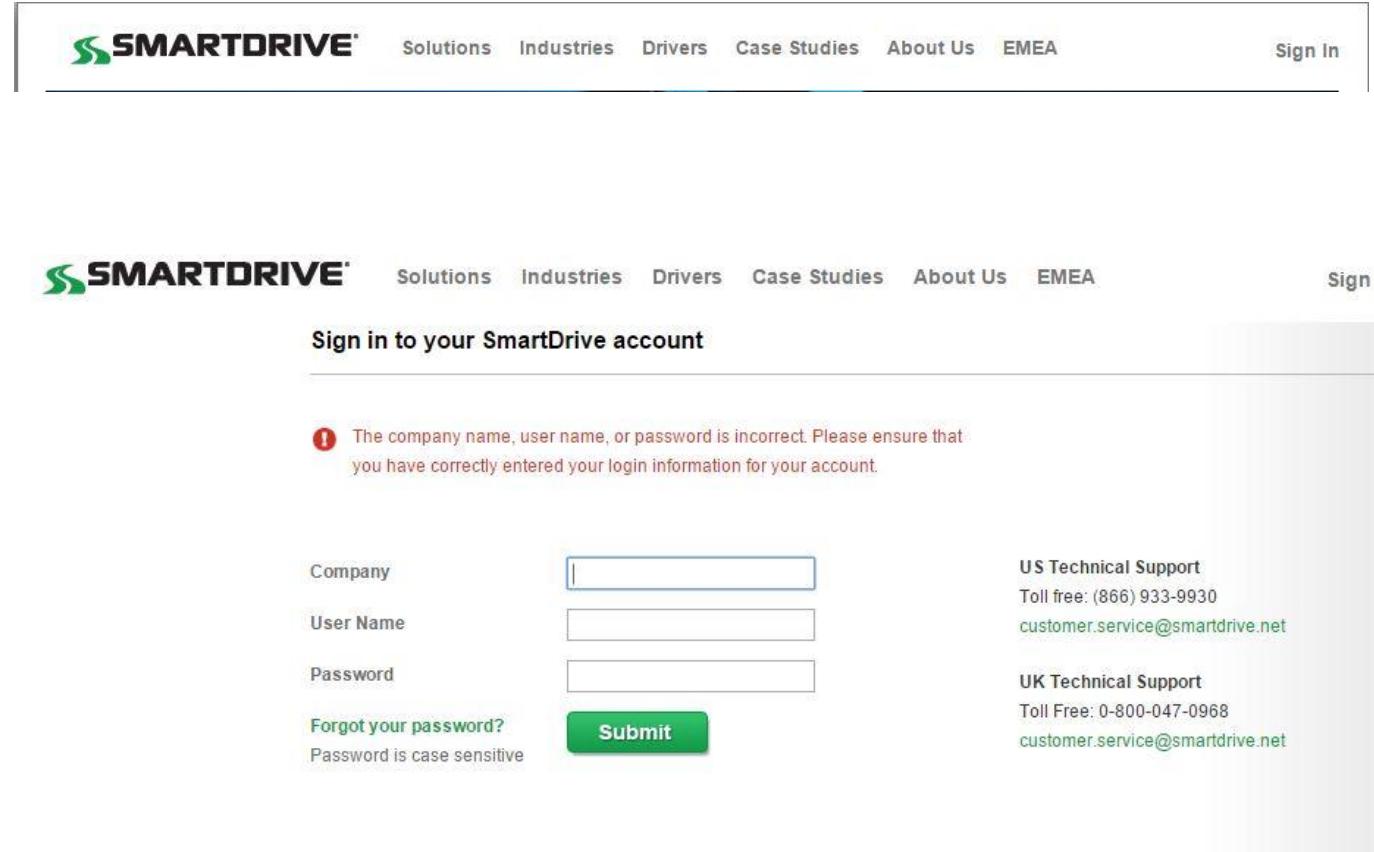


DRAWING INSPIRATION

Gmail Images  [Sign in](#)



DRAWING INSPIRATION



The image shows a screenshot of the SmartDrive login page. At the top, there is a navigation bar with the SmartDrive logo, followed by links for Solutions, Industries, Drivers, Case Studies, About Us, and EMEA, and a Sign In button. Below the navigation bar, the page title is "Sign in to your SmartDrive account". A red exclamation mark icon with a message states: "The company name, user name, or password is incorrect. Please ensure that you have correctly entered your login information for your account." Below the message are three input fields: "Company" (with a placeholder icon), "User Name", and "Password". To the right of these fields are two support sections: "US Technical Support" (Toll free: (866) 933-9930, email: customer.service@smartdrive.net) and "UK Technical Support" (Toll Free: 0-800-047-0968, email: customer.service@smartdrive.net). At the bottom left, there are links for "Forgot your password?" and "Password is case sensitive". A green "Submit" button is positioned between the password field and the support sections.

DRAWING INSPIRATION

The image shows the Facebook homepage on the left and the sign-up process on the right, separated by a vertical line.

Facebook Home Page (Left):

- Header:** The word "facebook" in white on a blue background.
- Text:** "Connect with friends and the world around you on Facebook."
- Icons and Text:**
 - 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 Process (Right):

- Login:** Fields for Email or Phone and Password, with "Keep me logged in" and "Forgot your password?" links.
- Sign Up Section:**
 - Sign Up:** Large text "Sign Up" with the subtext "It's free and always will be."
 - Input Fields:** First name, Last name, Email or mobile number, Re-enter email or mobile number, New password.
 - Birthday:** Month, Day, Year dropdowns, and a "Why do I need to provide my birthday?" link.
 - Gender:** Female, Male radio buttons.
 - Agreement:** "By clicking Sign Up, you agree to our Terms and that you have read our Data Policy, including our Cookie Use."
 - Sign Up Button:** A large green "Sign Up" button.
- Page Creation:** "Create a Page for a celebrity, band or business."

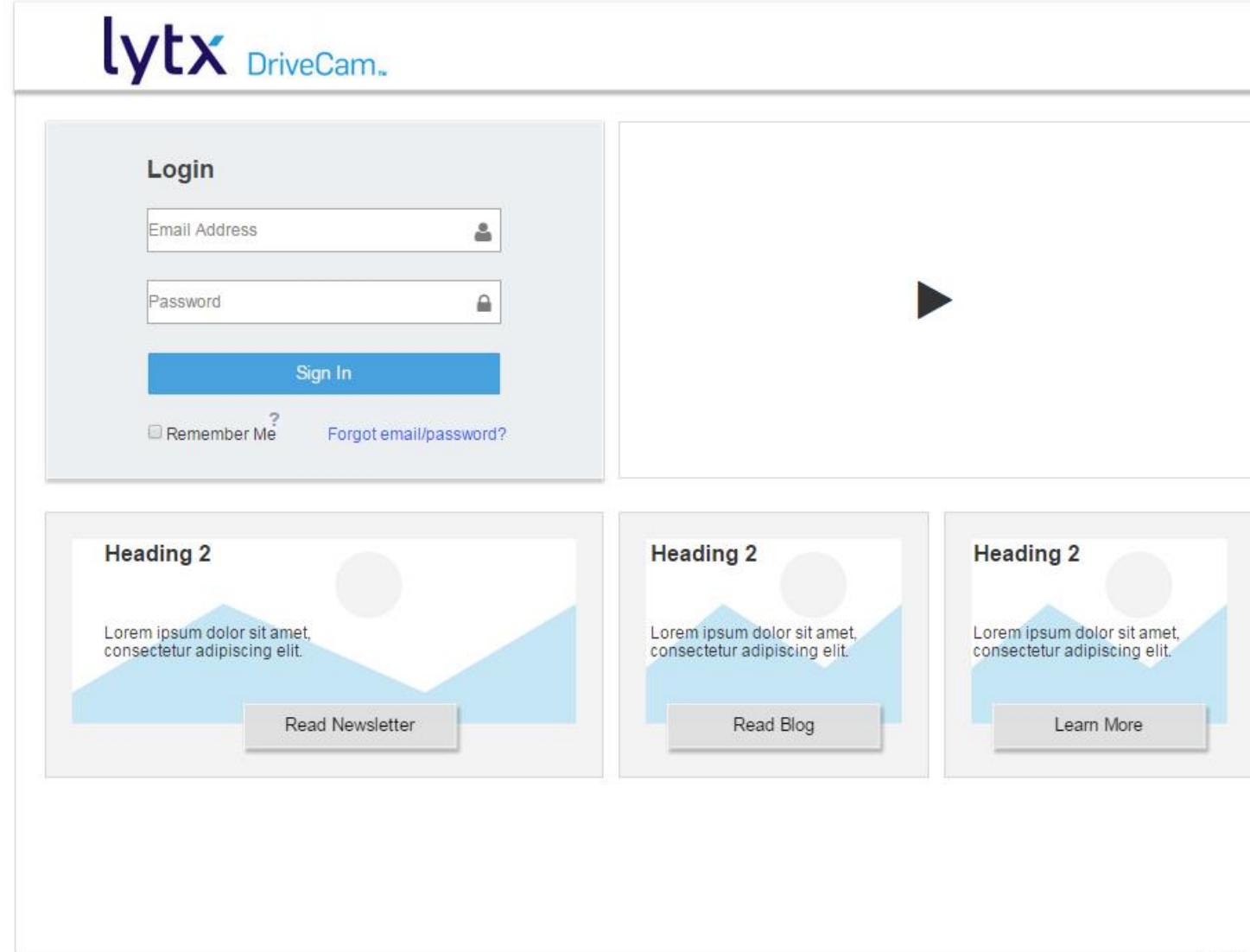
THE REQUIREMENTS

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.



1
- Header (logo)

2
- Login
- Video
(512 x 288)

3
- Marketing material

1024 x 768
(974 x 529)

LOGIN PAGE REDESIGN

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DriveCam™

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

Password: [Forgot Password?](#)

Remember User Name? [Sign In](#)



DriveCam Blog
Keep up to date on New Posts ►

Driving Insights
Check out our latest newsletter ►

DriveCam Academy
Where the Learning Never Stops ►

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BACK TO LOOK & FEEL

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DriveCam.

Search

Kristin Vander Kam

Tasks 34

Parent Group Advanced Filters

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)

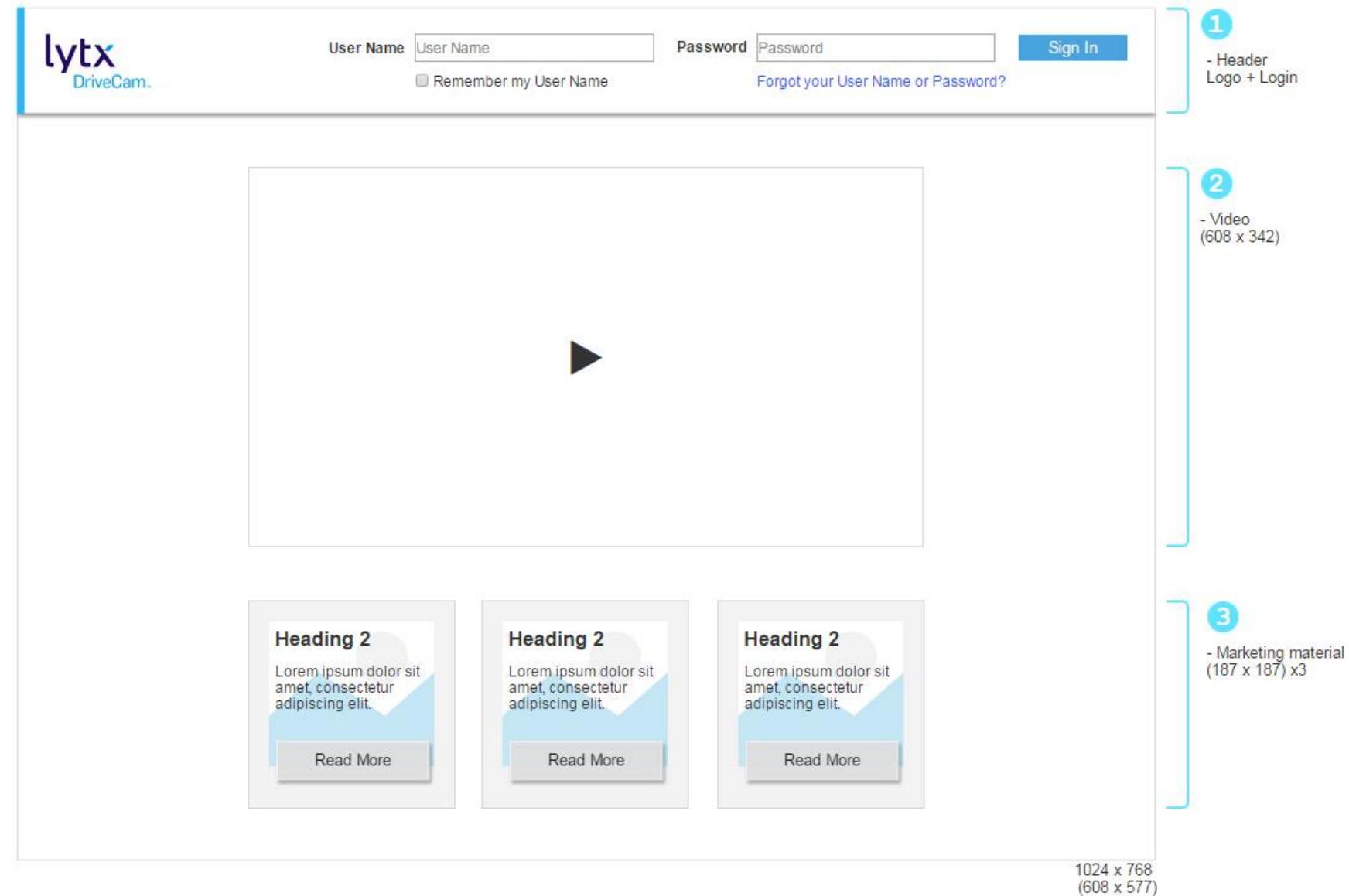
Confirm Active Status (1)

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

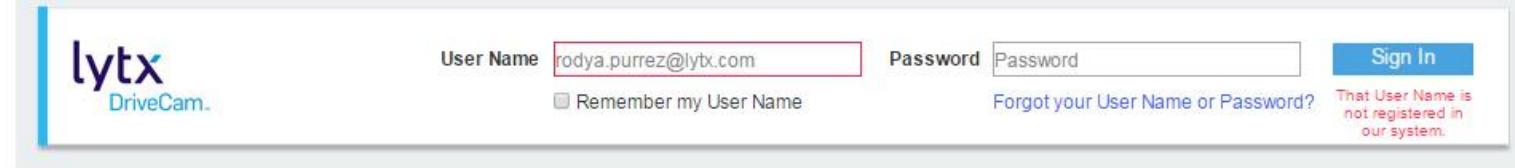
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Kelly Kapowski
Southwest 12345
Vehicle #1019285
Please review to determine if this event is a collision.
Review Event



Error Messages

Red Outline + Red Text



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

Sign In That User Name is not registered in our system.

Red Text



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

User Name not found in our system.

Sign In

Pop Up Message



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

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

Sign In

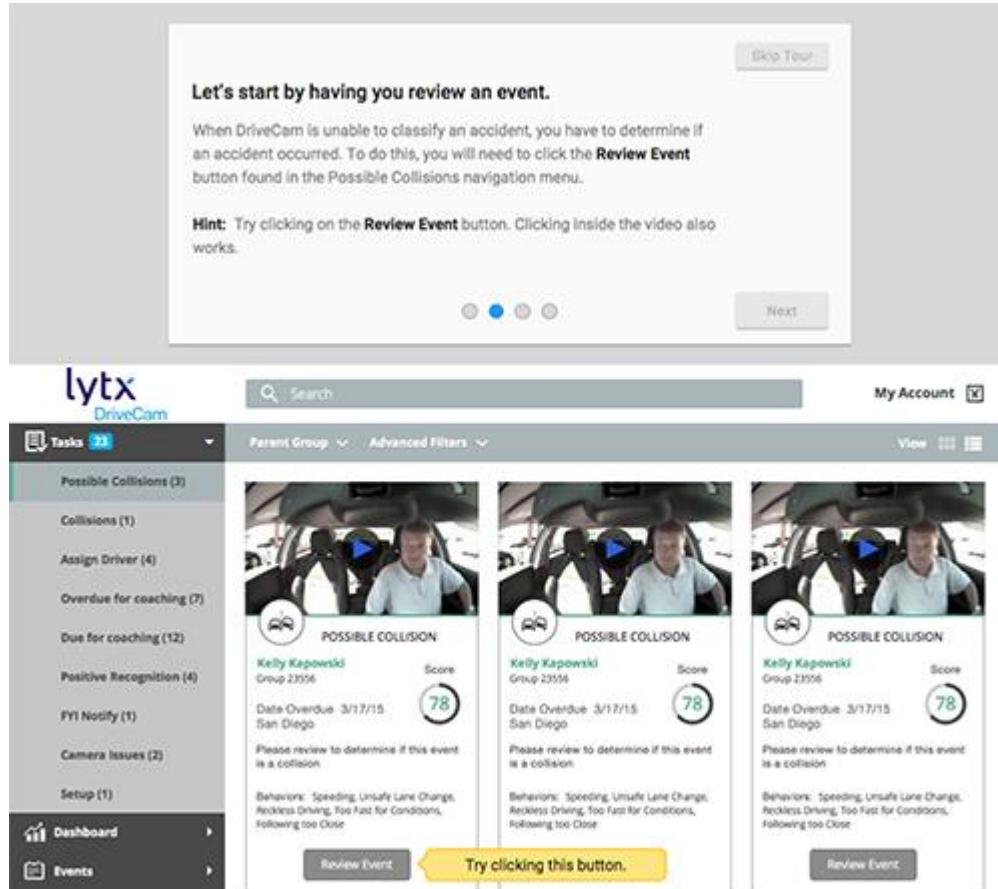


lytx
DriveCam.

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

Password is incorrect. Please try again. ×

USER ONBOARDING



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

lytx 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

Try clicking this button.

Review Event

First Pass



Richard Belding

Employee ID: 6709245 Group: San Diego 581A15 Email: kkapowski@bayside.com Phone: 858-555-6789

Safety Score: 71% Driver Rank in Fleet: 17 out of 1344 Good Driving Recognition: 7

Section I: Score, Rank, & Recognition 4 / 7

Use these metrics to quickly see how your driver is doing.

Close and save for later Back Next

Conduct Event Spatial Event

Following too Close (overdue)

Smoking (overdue)

Poor Awareness (overdue)

Failed to keep an Out (overdue)

Aggressive (overdue)

Following too Close (overdue)

Select Behaviors to Coach

Uncheck All

Behavior	Oldest Recorded	Last Coached	Events
Following too Close (overdue)	March 28, 2019	14 days ago	<input checked="" type="checkbox"/>

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

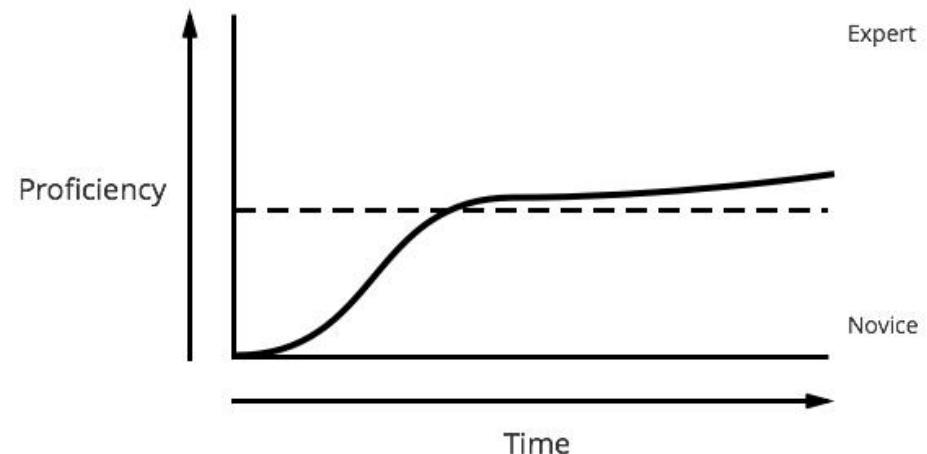
- Users start as novices who don't know how to use the product
- It takes time for them to learn
 - But what happens when they never learn
- **The longer users stay as novices the more likely they are to leave**

DOL 3 → Nova

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

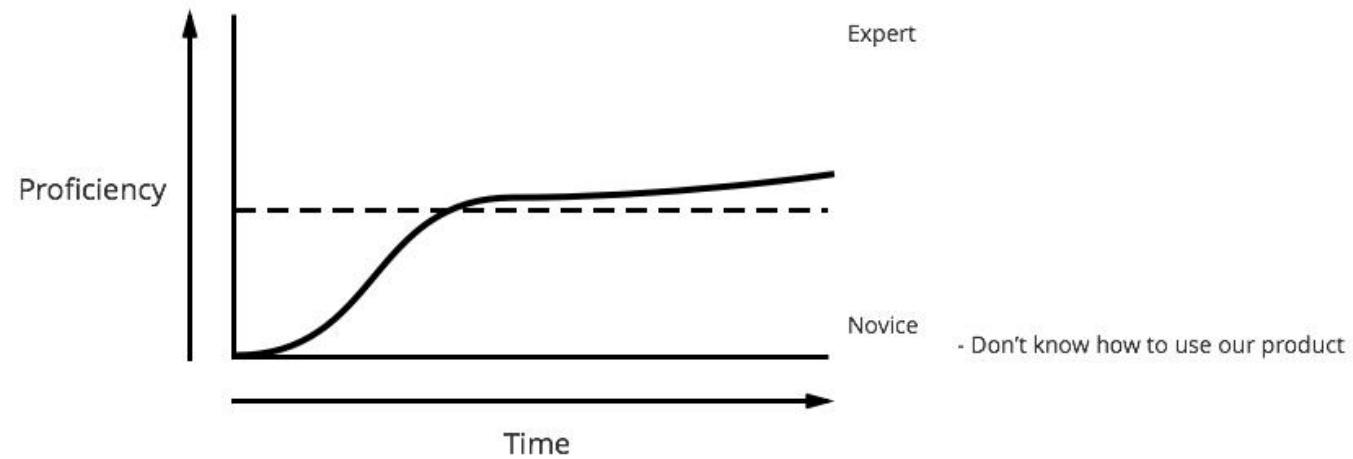
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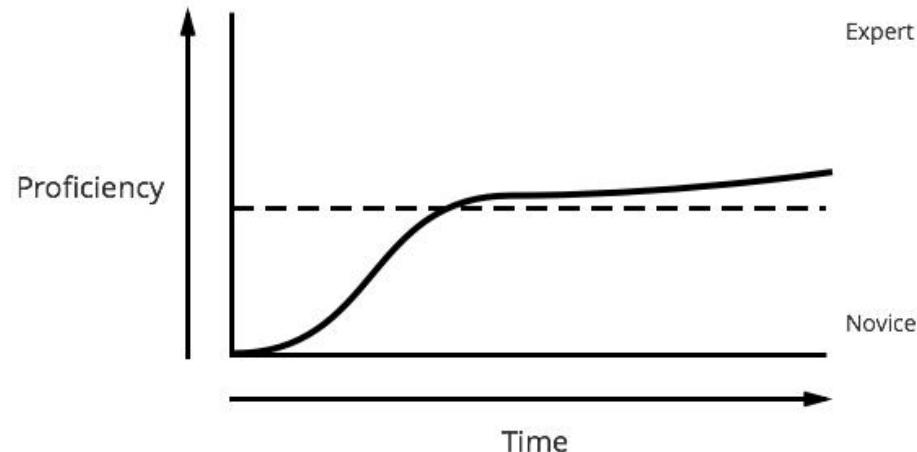
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DOL 3 → Nova

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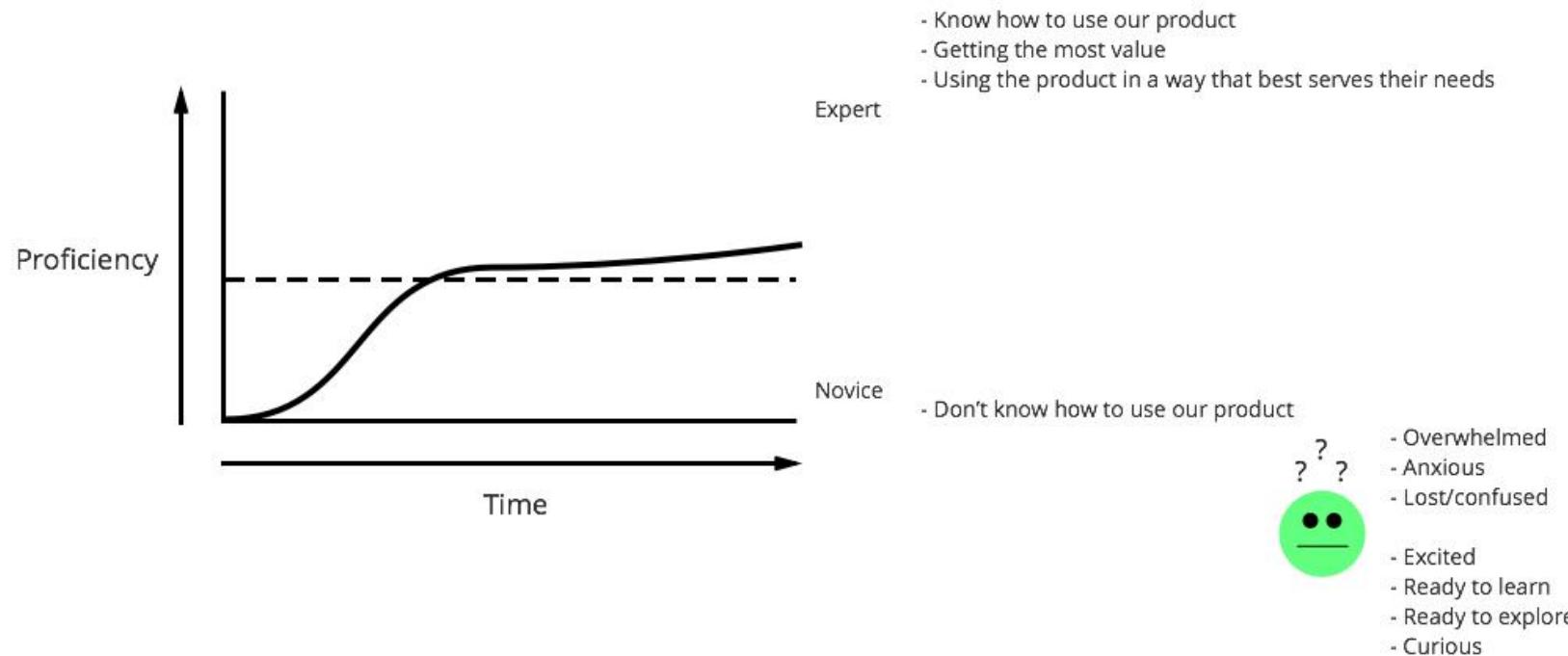
- Don't know how to use our product



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

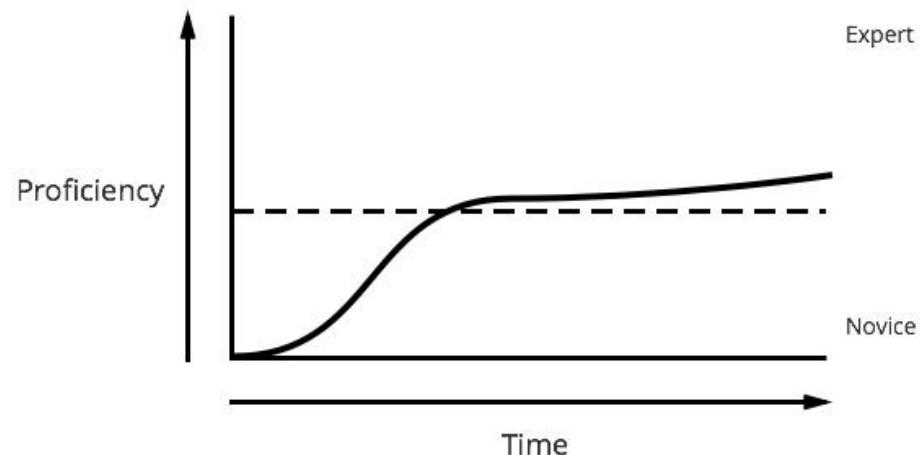
DOL 3 → Nova

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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



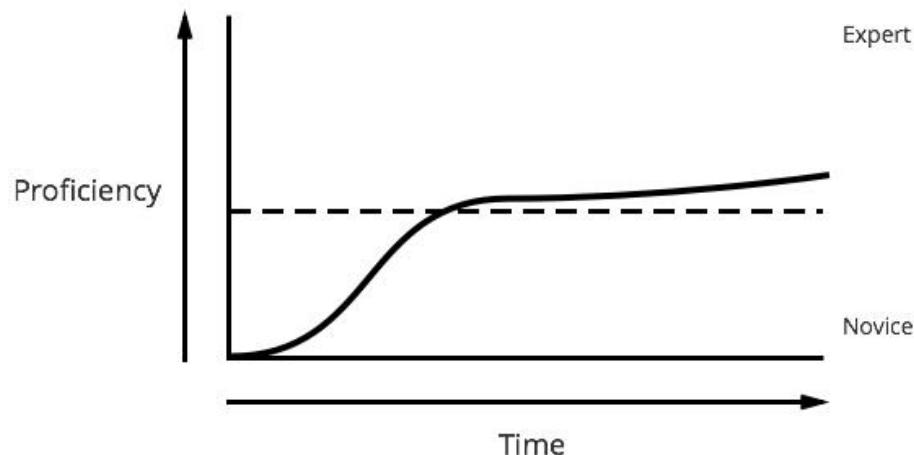
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DOL 3 → Nova

- New user interface
- New features
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- 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
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- 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

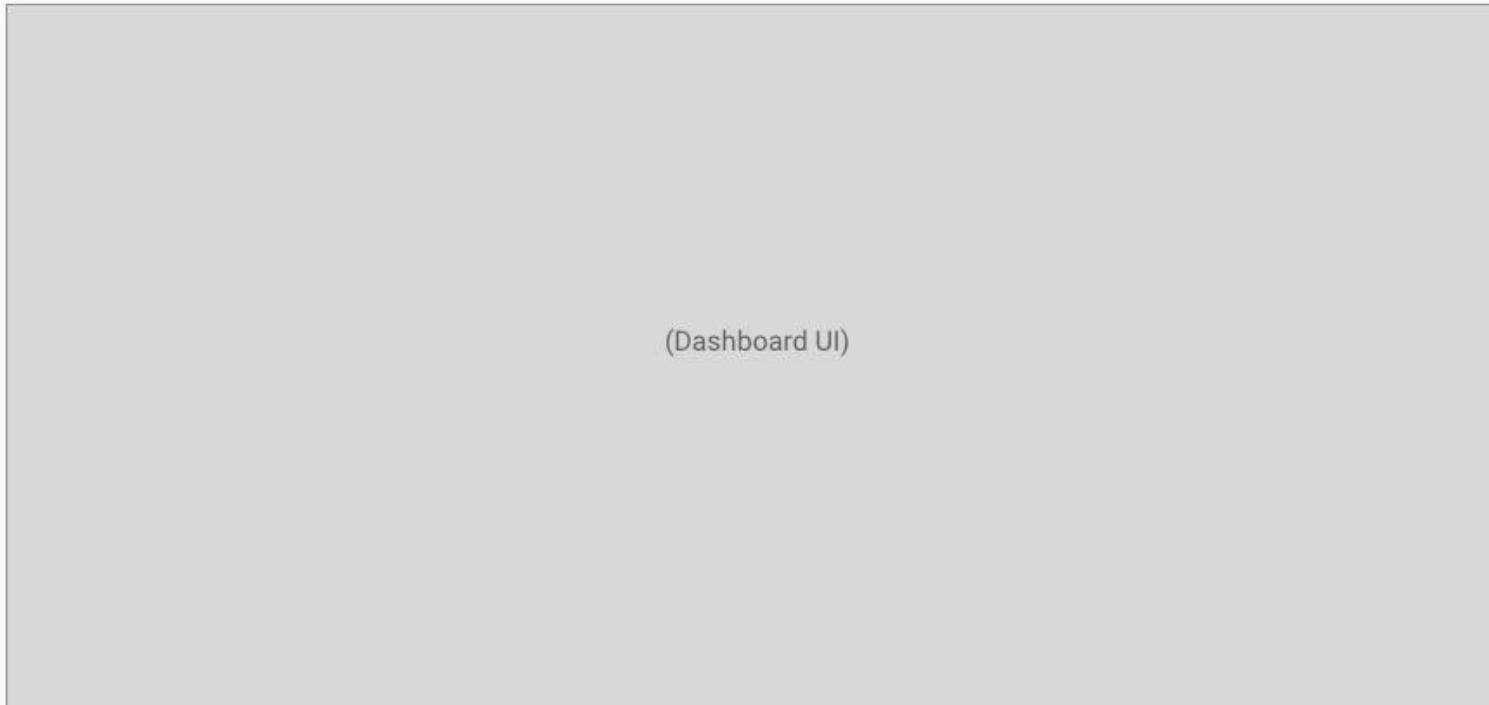
- Teaching users our system
 - Turning novices into experts
- Minimizing the possibility of a negative experience
- Reducing the workload of our CAM's

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.



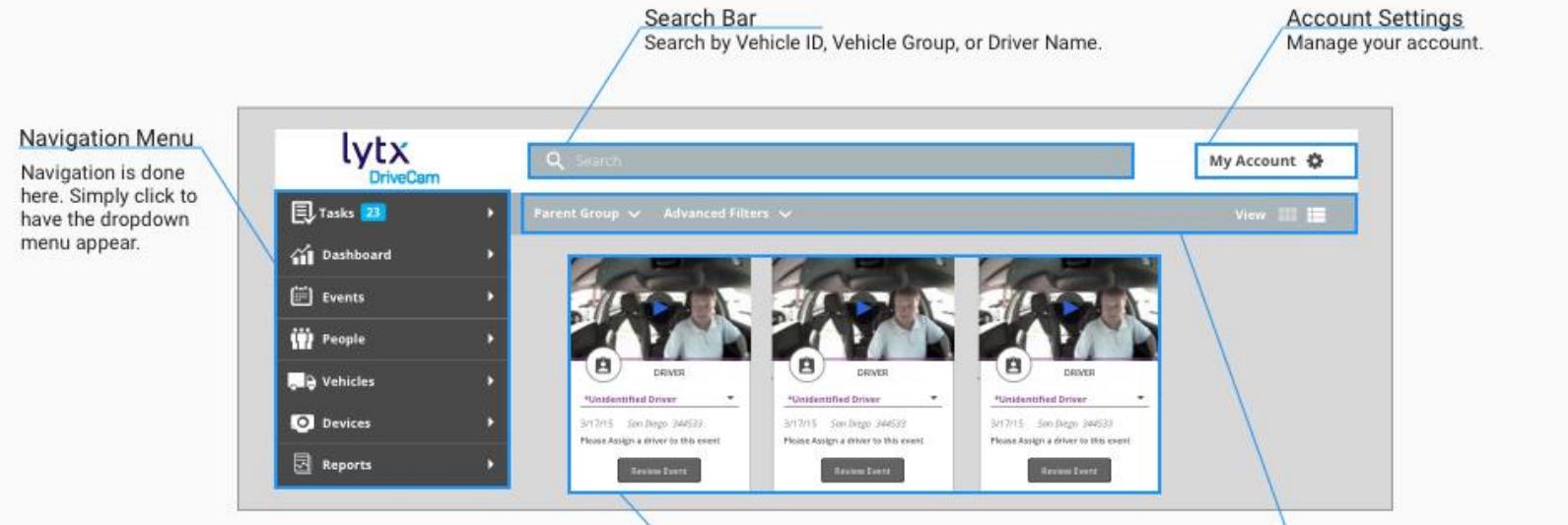
(Dashboard UI)



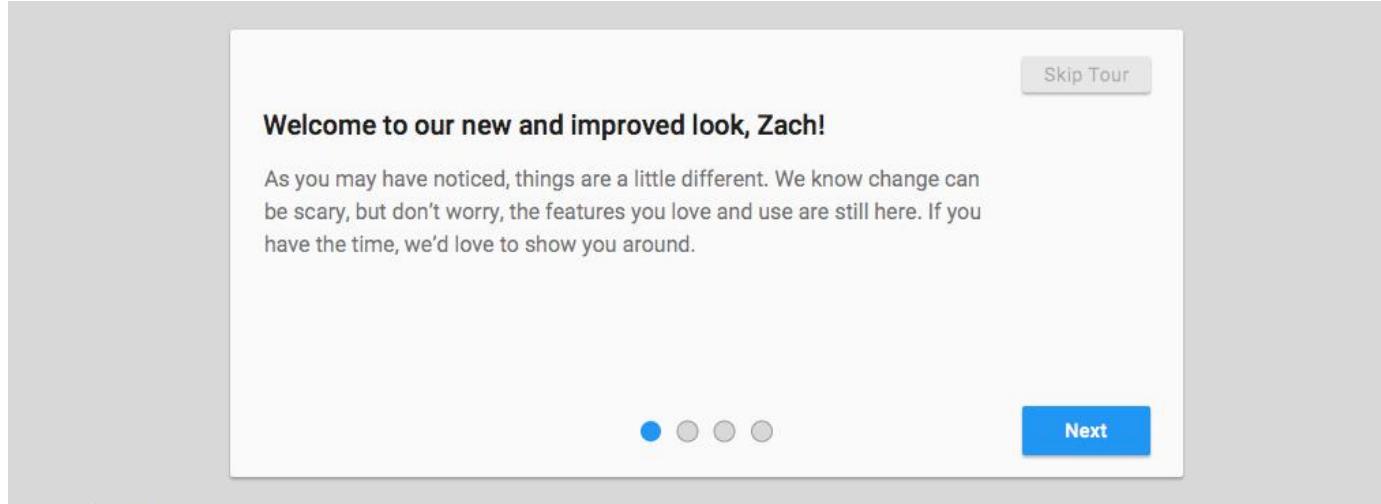
Next

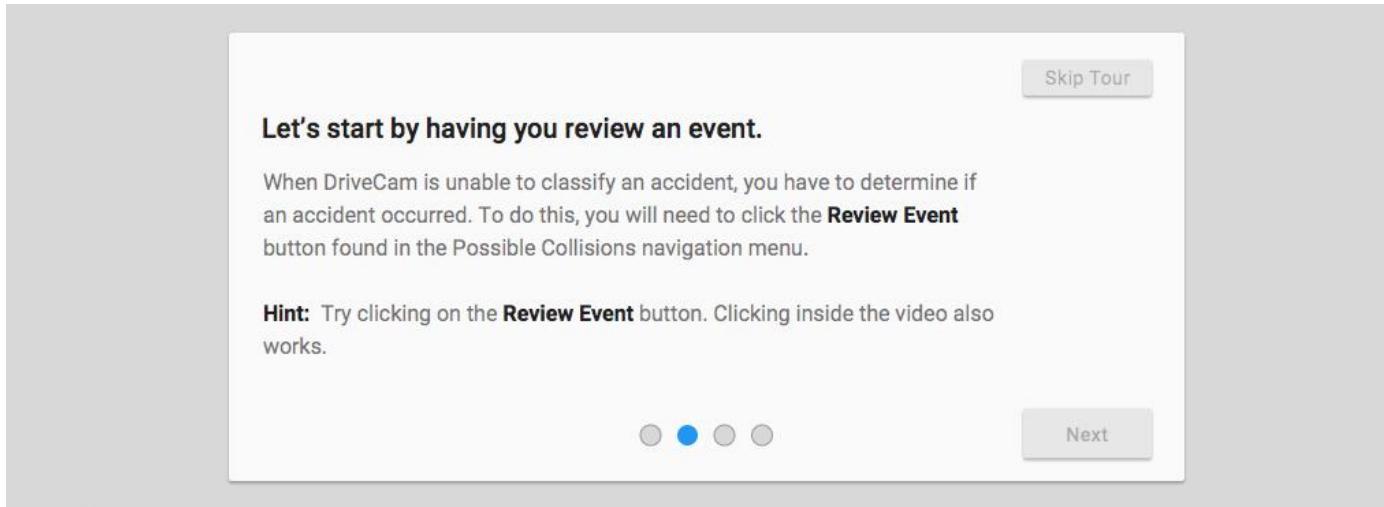
A new look, all the same features.

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



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
Score 78

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

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Review Event

Try clicking this button.

Review Event

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