UX Case Study

Leading the design process from ideation to implementation

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Develop a long-term UX vision and an annual roadmap that aligns with business objectives

Transform the home mortgage experience to be efficient for buyers, compliant with regulations, and more profitable

Research (understanding our customer's perspective)

- I conducted User Research to understand customer's perception of their experience along their path to homeownership for providing insight & empathy building

  - Engaged User Research partners to collaborate on research planning & implementation

  - Participated in Customer Interviews to capture individual experiences

  - Organized Focus Groups to understand general perspective

  - Iteratively documented consolidated learnings and Validated documentation with study participants

  - Research Outputs: Homeownership Lifecycle Model, Customer Journey Maps, Customer Pain Points & Feature Wishlist

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Product Discovery (understanding Product & business line objectives)

- I facilitated Design Thinking Workshops with leaders, front-line employees, and strategic partners in each business area

  - In-person and remote session each focused on a specific business vertical

  - Activities included defining current state experience, reviewing user research, identifying points of pain, ideating on ideal future state experience, building a prioritized list of features

  - Validated concept ideas with customers to measure alignment with expectations

  - Discovery Outputs: Documented & Agreed Upon Current State, Future State Experience Blueprint, Concept Illustrations, Story Boards, Prioritized Feature List, Six Quarter Roadmap

Deliver features that align with customer expectations and achieve business goals

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Product Implementation (delivering experiences that empower successful engagement)

- I collaborated with cross-functional teams in an Agile Scrum environment to iteratively design & deploy prioritized features

  - Iterated through design maturity cycles as determined necessary to create a common understanding and support team needs (sketches, wireframes, low-fidelity prototypes, high-fidelity designs)

  - Validated designs with users to inform decision making and confirm alignment with expectations prior to implementation

  - Validated experience built align with design criteria for each story

  - Implementation Outputs: Brand aligned, design compliant, customer tested features available in experience baseline