

# Katia Moors

Welcome to my portfolio!



## -INTRANET

- Data Analysis (3 - 6)
- Workshop Facilitation (7 - 11)

## -GUIDED GIFT

- UX Design (12 - 20)

## -FOW DIARY STUDY

- User Research (21 - 23)

## -ECOUNLOCK

- UI Design (24 - 34)

## -QUIETSY

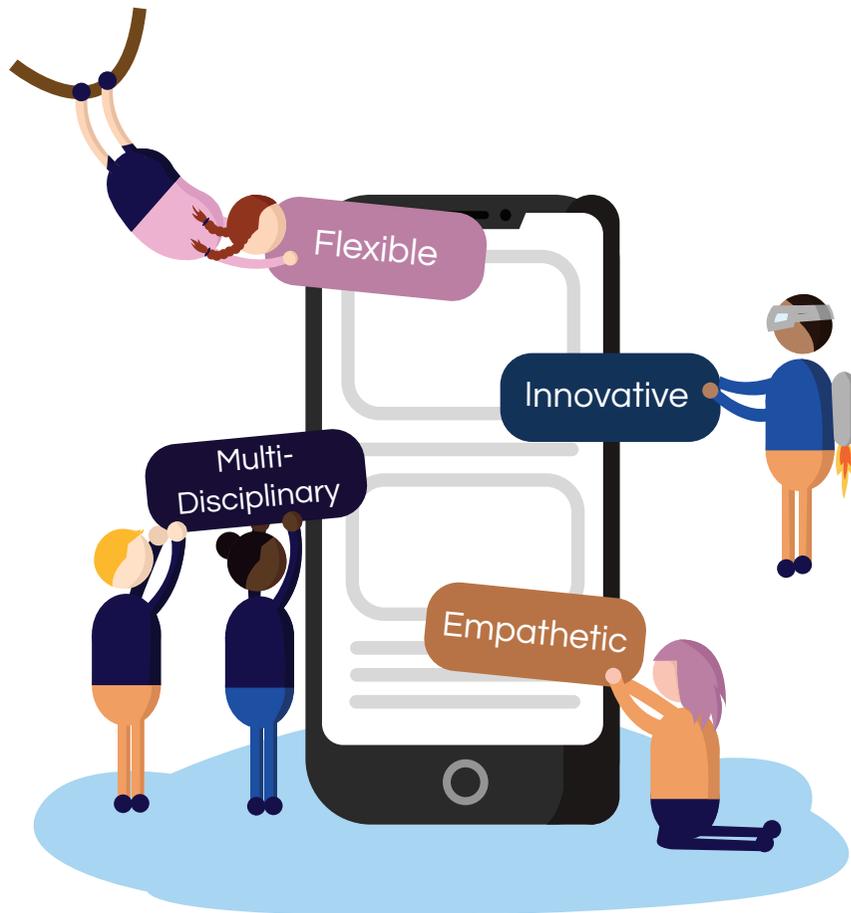
- Product Design (35 - 41)

## -AMAZON ANALYSIS

- Service Design (42 - 45)

# My Design Philosophy

I believe design should be:



Look out for the following in my projects...



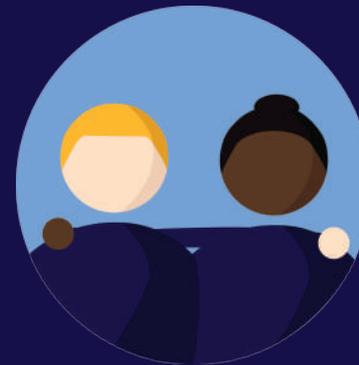
## Innovation

I frequently think outside the box



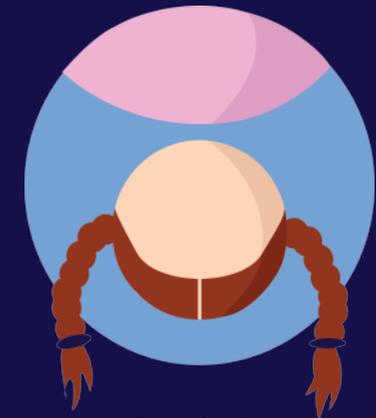
## Empathy

Connecting with users is my favourite part of design



## Multidisciplines

I value a variety of approaches



## Flexibility

Being able to adapt is key

# Intranet:

The Project:

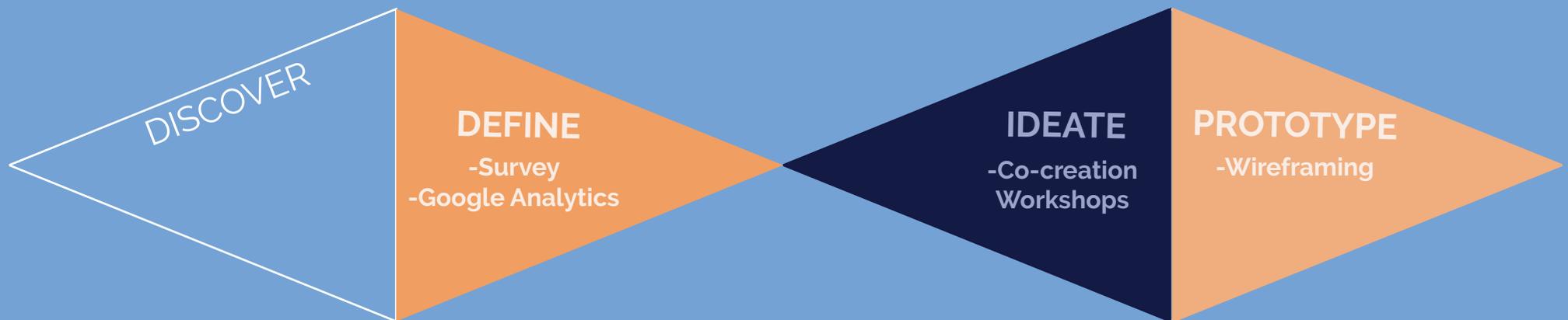
Reimagine the **intranet** of a **large** organisation to efficiently serve **users**.

The current system was outdated + inefficient

12,000+ staff across 4 continents

Different divisions of the company had different needs.

The Process:



**Disclaimer:** Due to non-disclosure agreements, I am limited in the amount of information I can show about the organisation.

Previous interviews had identified **4** key insights:



### RELEVANCE OVER QUANTITY:



The intranet's greatest asset, its wealth of content is also its biggest weakness (hard to find/manage)

### USER CENTRICITY:



User centricity must be balanced with organisational centricity

### PURPOSE:



The intranet is a compass to help navigate people and processes

### TRUST:

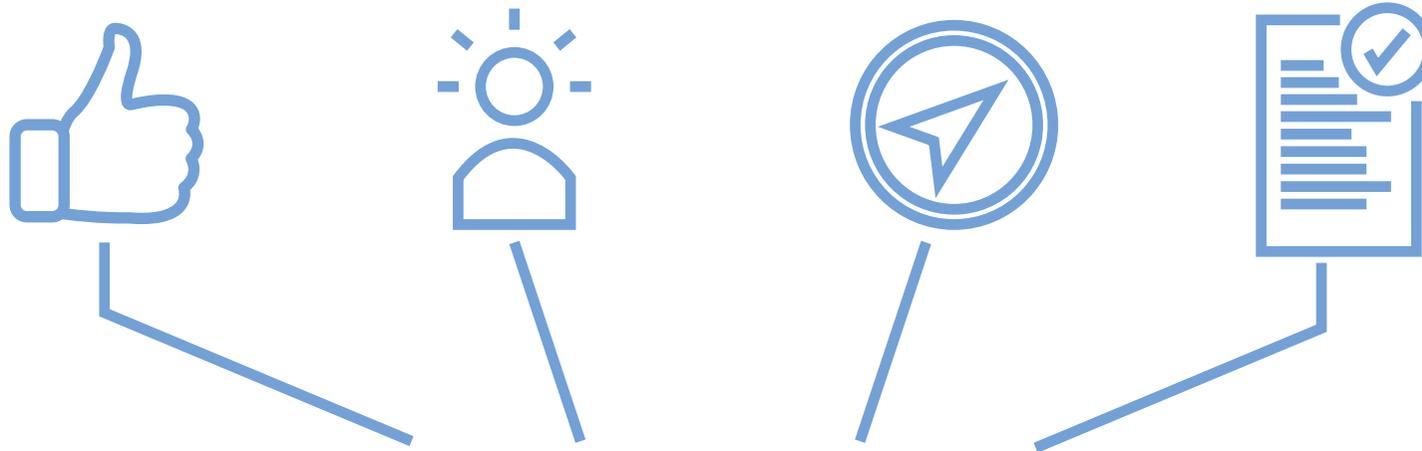


Staff need to trust the content

# We designed a survey to validate whether the insights were accurate:

We asked **7** targeted questions to **720** staff across continents and business groups.

The results confirmed our insights reflected user needs.  
This allowed us to develop our overall How Might We:



**How might we help our people access the information they need faster than before?**

DEFINE

# Is this reflected in user actions?

I used Google Analytics to compare how users perceived the intranet with how they actually used it.

I was also able to identify:

- The most popular pages
- Common pathways/shortcuts
- Irrelevant/underutilised pages



# This gave us our final **6** insights for the next iteration:

I need to be able to **find my way around** easily



*"It would be great for it to be more intuitive and easier to find things."*

I want to discover things **relevant** to both **me** and the **organisation**



*"It's very company-centric. It's not designed with the user in mind."*

I want the **freedom to control** my own experience



*"It was too hard to update info, we had to submit a request and a ticket...it took 2 weeks."*

I want **accurate, up to date** content



*"Stuff is not updated regularly."*

I want to be able to **find what I need** quickly



*"There is great content but poor search results."*

I want the intranet to **look and feel modern**



*"It would be nice if it looked like the company website, with a modern interface."*

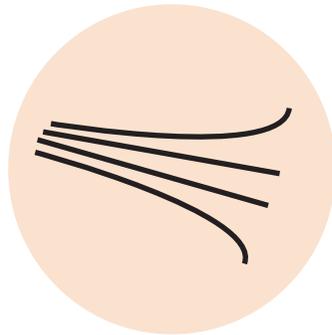
DEFINE

# Co-creation workshop:

We identified key processes, then ran workshops about each with users. We used the sailboat metaphor to develop activities to help users ideate solutions

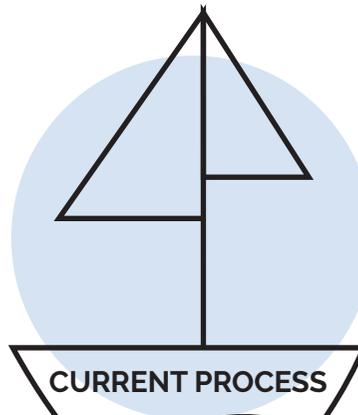
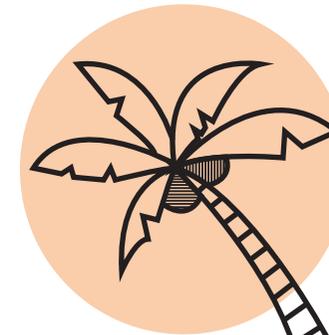
## WIND (POSITIVES):

First users identified positive aspects that progressed the process.



## ISLAND (IDEAL):

Finally, users imagined the ideal future of the process.



## SAILBOAT (CURRENT):

This captured the current experience.

Users then brainstormed the "tools" needed to navigate to the ideal island.



## ANCHORS (NEGATIVES):

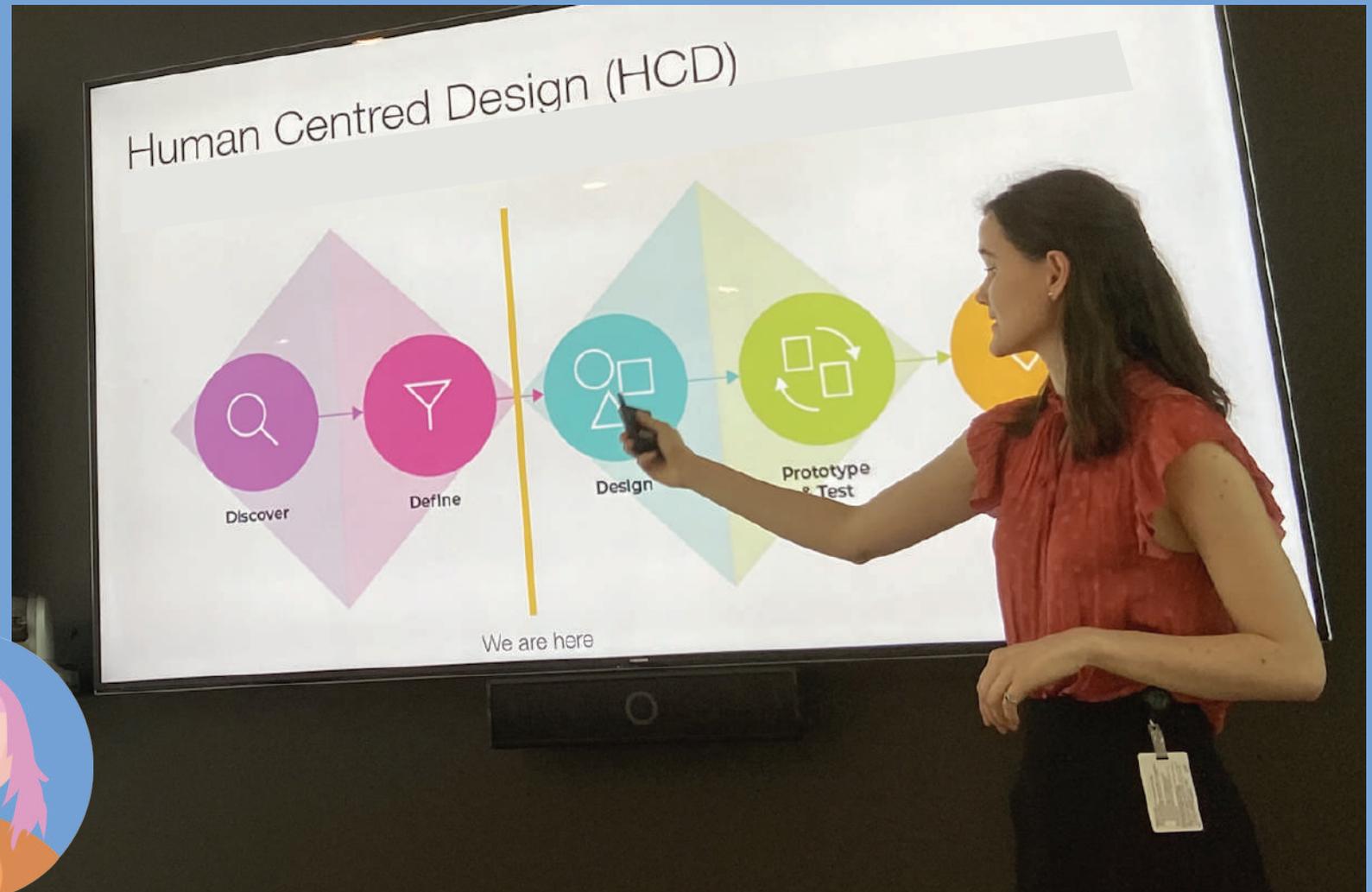
Next they identified pain points inhibiting the experience.

DEVELOP

# I was the first intern to facilitate a workshop, developing my skills in:

Time management   Communication   Connection

DEVELOP



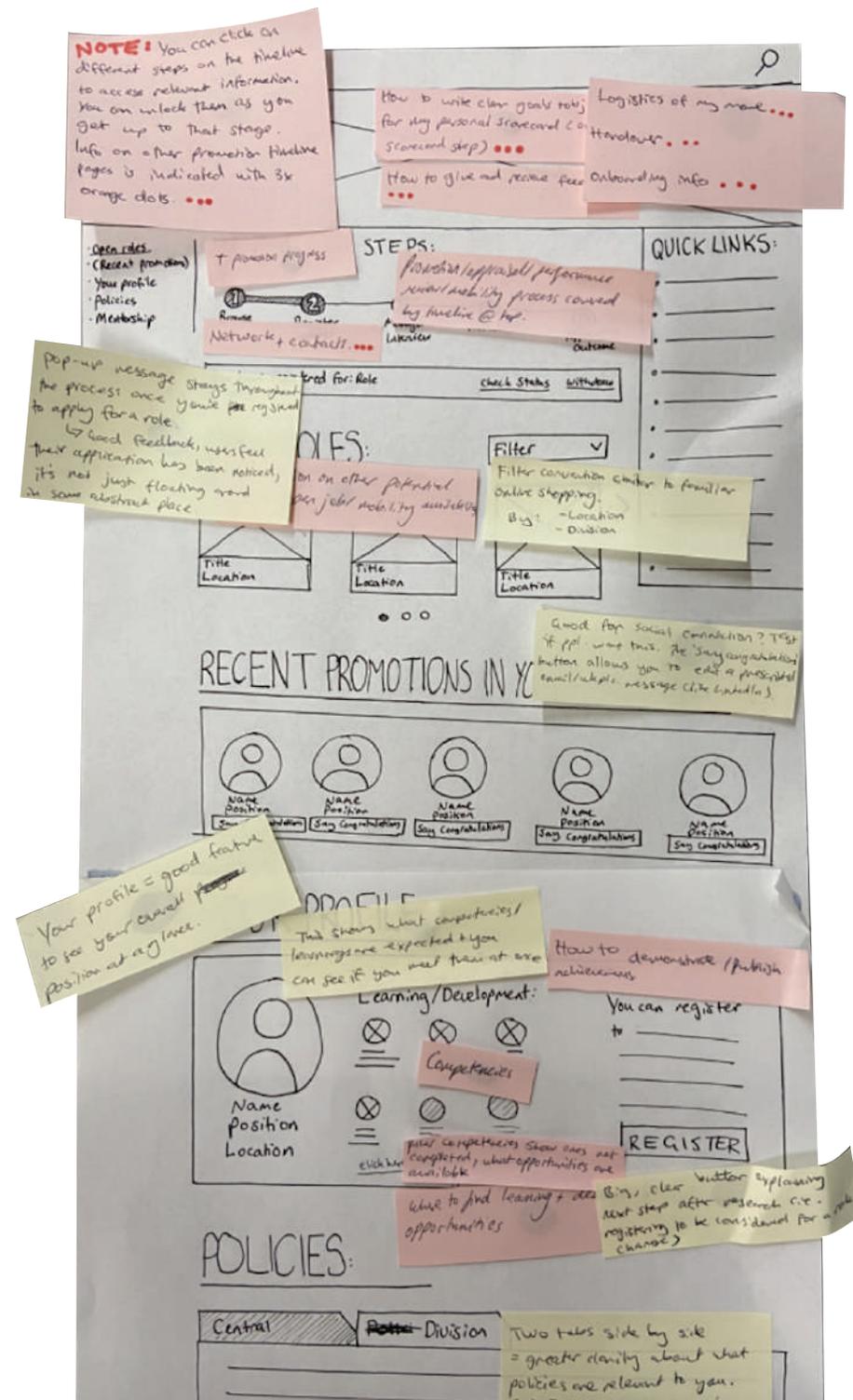
Empathy Alert!



The workshop model I helped develop was subsequently run internationally, informing the final intranet design.

# Wireframing:

I then sketched up **initial prototypes** for the intranet, **incorporating insights** from the workshops in **pink** and **evaluating strengths** in **yellow**.



Unfortunately, my internship ended before I could test these prototypes, but the project is progressing and due to be completed by October 2020.

PROTOTYPE

# GUIDED GIFT:



How can we improve the way young people currently experience the Sydney Museum of Contemporary Art?

## Duration:

13 weeks

## Team Members:

Nancy Nguyen

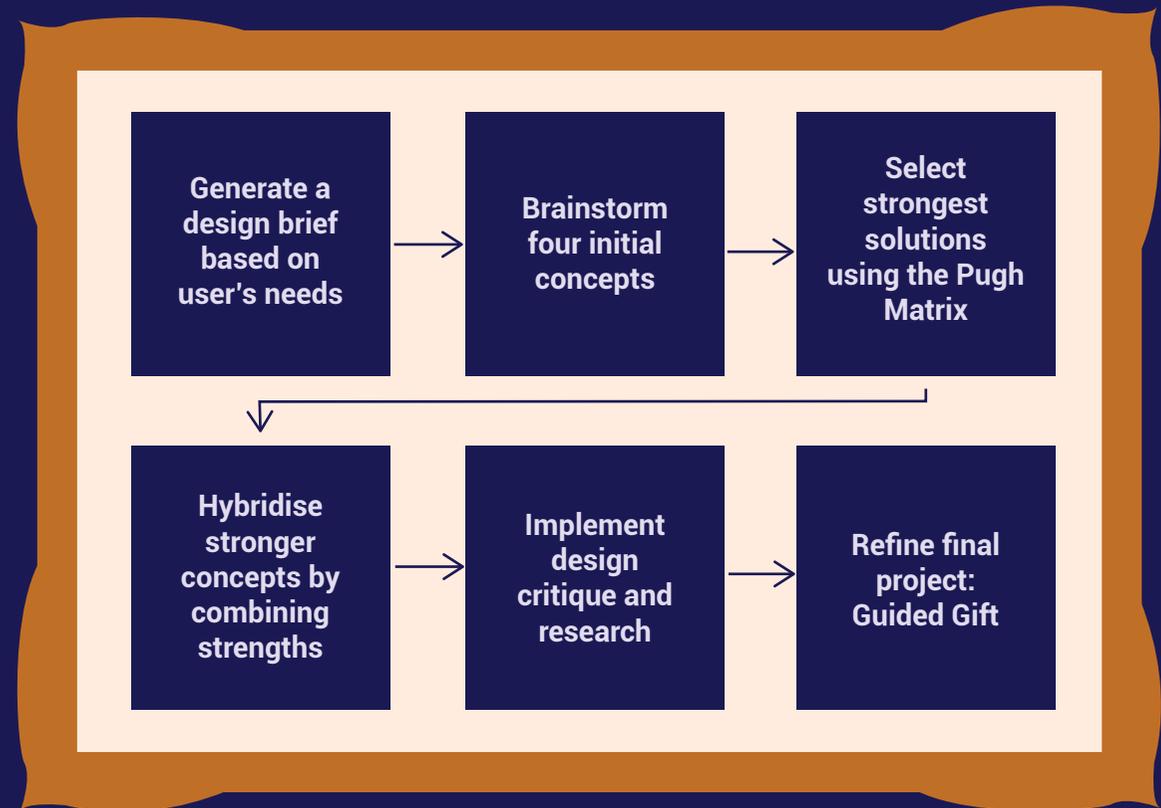
Tony Pham

Jonathan Kraft

## Role:

UX Designer

This final project scored **97.5/100**, topping the cohort. I was then **invited to present** it to Readify executives.



# 6 KEY RESEARCH QUESTIONS:

- What makes an **engaging experience** in an art gallery?
- Why do young people **go to the Museum of Contemporary Art?**
- What **keeps them** at an art gallery?
- What do visitors **like** or **dislike** and why?
- What part/s of the art gallery were **educational?**



7 participants (age **18-25**, varied interest in art)  
**2 x 3 hour** workshops  
5 cognitive mapping exercises per workshop

# WORKSHOP ANALYSIS:



DEFINE

When transcribing the workshops, we identified **key quotes**



We sorted these quotes into **statement cards**



These statement cards were then **clustered** to identify **5 overall insights**, summarised in the poster below



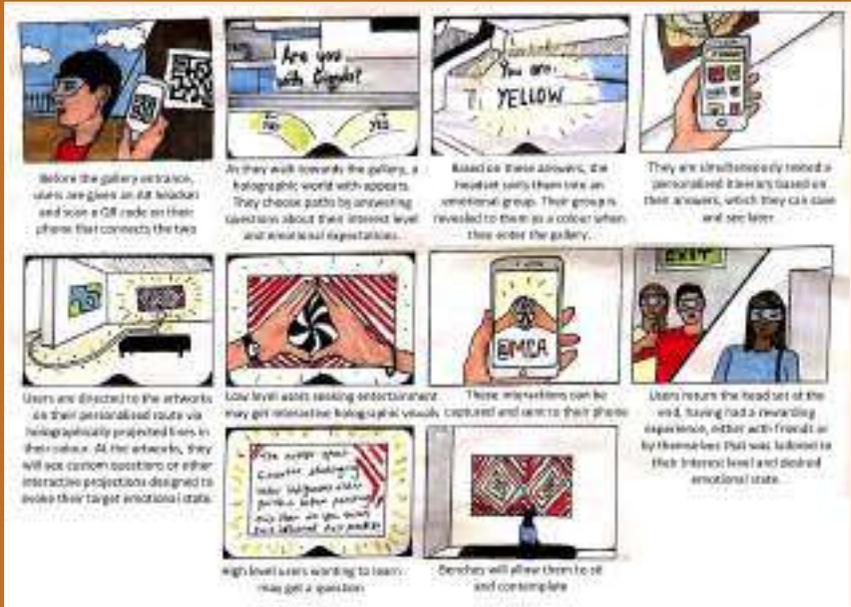
We then chose feeling immersed, expecting an emotional experience and learning something as insights to focus on. They informed the vision statement for the rest of our project:

Young adult visitors to the Museum of Contemporary Art have **differing levels of knowledge** and interest in art that we aim to build on. They also desire different **emotional connections** to artworks as they move through the space.

Through **personalisation** to their unique needs and interest levels, we aim to facilitate these different emotional journeys, which can make users feel **tranquil, nostalgic, entertained or that they have learned something.**

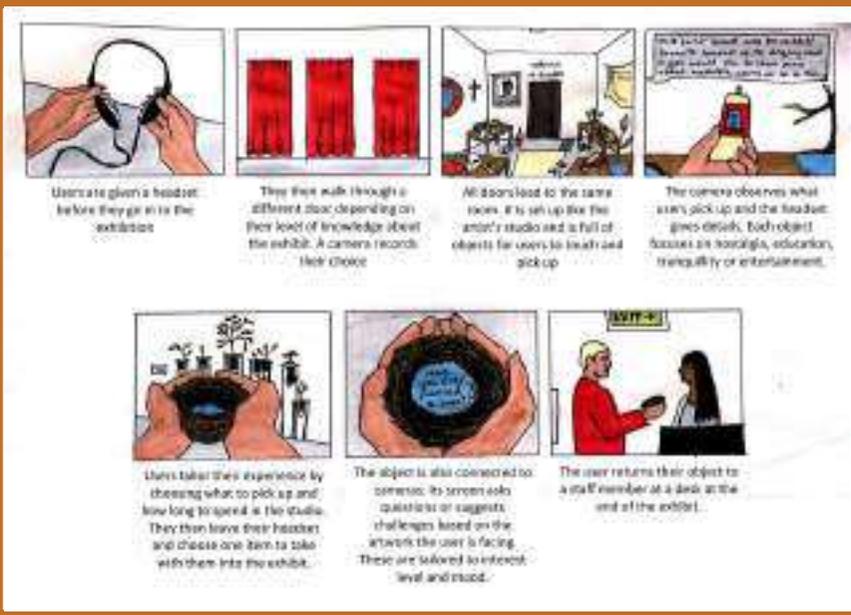
DEFINE





# IDEATION:

I sketched multiple storyboards and sought feedback from users and experts on them.



We designed a decision matrix to compare our four best ideas.

### DECISION MATRIX:

Criteria	Rating	Datum	Concepts			
			Gifting	Objects	Build	Headset
<b>Design Brief Criteria</b>						
Problems	5		+2	+2	0	+1
Evoked desired emotional state	4		+1	+1	+2	+2
Does it feel personalized?	4		+2	+2	+1	+2
Customizability	3		+2	+1	+1	-1
Addresses different user levels	3		0	+2	+2	+2
<b>Usability Criteria</b>						
Easy to learn	4		+2	+2	+1	-2
Intuitiveness	1		+2	-1	0	-2
Duration of activity	2		-2	+2	0	+1
<b>Feasibility Criteria</b>						
Technological Feasibility	3		+2	-2	+2	0
Cost	3		+1	-1	+1	-2
<b>Sociocultural Criteria</b>						
Acceptability	2		-1	0	-1	-1
<b>Physical Criteria</b>						
Visual aesthetics appeal	2		0	+2	0	+1
<b>General Criteria</b>						
Interactions in flow	2		+1	+1	+1	+1
Sum of weighted plus (+)			49	49	36	33
Sum of weighted minus (-)			-6	-10	-2	-27
Total			43	39	34	12

**CLICK BELOW FOR THE FINAL VIDEO PROTOTYPE:**



Link: <https://www.youtube.com/watch?v=j5C5RpGg8sU>

Based on the results, we combined our two strongest ideas and refined them into our final product:

### **GUIDED GIFT**

See below for user journey map

PROTOTYPE

# MCA MUSINGS

Visualising how 18-25 year olds experience the Museum of Contemporary Art

## LOGISTICAL FACTORS AFFECTING THE EXPERIENCE

### My preparation should be convenient

- "Cost is a factor. But I would pay for a cool experience"
- "If someone posts it online, I would go"
- "If it's too far, even if it's really good, it's like...nah."

START

MCA MAP

## External elements impact my experience

For users, factors like the proximity of food, the cost of entry and low noise levels contributed to their ideal experience

- "In the UK, [galleries] are free. So, they feel inherently welcoming"
- "(At the MCA) It wasn't very well signed, which stressed me out a bit"
- "I like the fact that it's a quiet space"

## Physical barriers interrupt the flow

Users felt physical disconnection from the artworks when their experience was disrupted through queues, ropes and crowds

- "I don't like how they have a rope in front of the piece. I can't read from that far"
- "Children crawling all over the floor was... chaotic"
- "With crowds, I hate feeling like cattle"

## I want to be drawn in by something of interest

Users were initially attracted to the MCA through the buildings exterior, cool activities and new exhibits

- "Friends play a factor. Distance plays a factor. But it's more the activity itself that plays a factor for me."
- "Wandering around...I thought wow, this is a cool looking building"

"I feel like I've seen everything at the MCA"

NEW EXHIBIT

## WHY DO PEOPLE GO TO MODERN ART GALLERIES?

## I have an obligation to visit particular attractions

People have preconceived notions of how they "should" experience galleries

"When you go to a gallery for the first time you want to see the main highlights"

"Every time I'm in a new city, I always [feel like I should] go to the art gallery"

## Learning something new adds depth to my experience

"I think all the artworks should have explanations"

"The information you get can feel very basic. It is great to hear experts talk for a different perspective"

"I reckon you should get a QR code so you can learn more if you want"

## The visual qualities of the artworks are important to me

"Art revolves around the amount of effort the artist put in to it"

"I have a lot of admiration for craftsmanship"

"I am less of the person who wants to experience culture. I want to look at nice things"

## USER ENGAGEMENT WITH ARTWORKS

## Seeing the impact of my creative choices engages me

Users were particularly interested in interactive experiences where they were given creative freedom and could see the impact of their choices.

"If you could touch it, [injecting dye into the work] it would be fun"

"I get more enjoyment from drawing myself"

"So, in art galleries you see art installations, that's about it. Reading, no interaction."

## INTERNAL EMOTIONAL PROCESSES

### I like feeling immersed

Particularly when users went alone, they expressed a value for the sense of escapism provided by modern art galleries.

"The feeling I get from [looking at art]. I like feeling at ease"

"By myself, it would be exciting because I could get lost"

"I wouldn't use an audioguide. Because it's so visual and immersive that I'd rather not get taken out of that"

### I expect an emotional experience

The atmosphere created by nostalgia, sharing photos, and tailored experiences provoked personal, emotional responses for users.

"My highlight was photo sharing at the end of the day because it is a nice memory to have. It's more personal."

"[A personal touch] forces you to have a connection with the object...without it, I feel like you're just an actor in the interaction"

## FACILITATING SOCIAL CONNECTION

### I appreciate having a shared experience in the gallery

"It's nice to be in a space where you feel like other people are appreciating the same thing you are"

"Art galleries can be romantic spaces"

"My friends and I would go to galleries on weekends and support each others aspirations"



# Diary Study:

The Project:

**What should we prioritise to optimise the future user experience of work?**

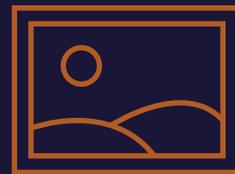
In completing this project for a large company, I helped design a diary study to identify current areas of staffs experiences that were successful as well as areas for improvement.

13  
Participants



2  
Weeks

Each diary entry includes:



a photo



a rating



a caption



a theme

**Disclaimer:** Due to non-disclosure agreements, I am limited in the amount of information I can show about the organisation.

# Example Entry:



"Took 10 mins to set up the conference call this morning. My team consistently has tech problems which are a huge waste of time."

Rating: 1/5 **#technology #collaboration #productivity**

Having collected **60+** entries, I introduced my team to affinity diagramming.

We used this method, along with more conventional data analysis to identify **6** key areas to focus on in improving the future of work.

I took the diagram to participants, who dotted and discussed the notes that resonated with them.



(stock photo)

This feedback was compiled into a report to be implemented in the next phase of company development.



## Duration:

2 weeks

## Organisation:

**Real Skills Education** (STEM Leaders Program)

**Disclaimer:** We worked with a large company but due to non-disclosure agreements, I am limited in the information I can show.

## Team Members:

Katia Moors (Design)

Justin Nhan (Software)

Miffy Chung (Hardware)

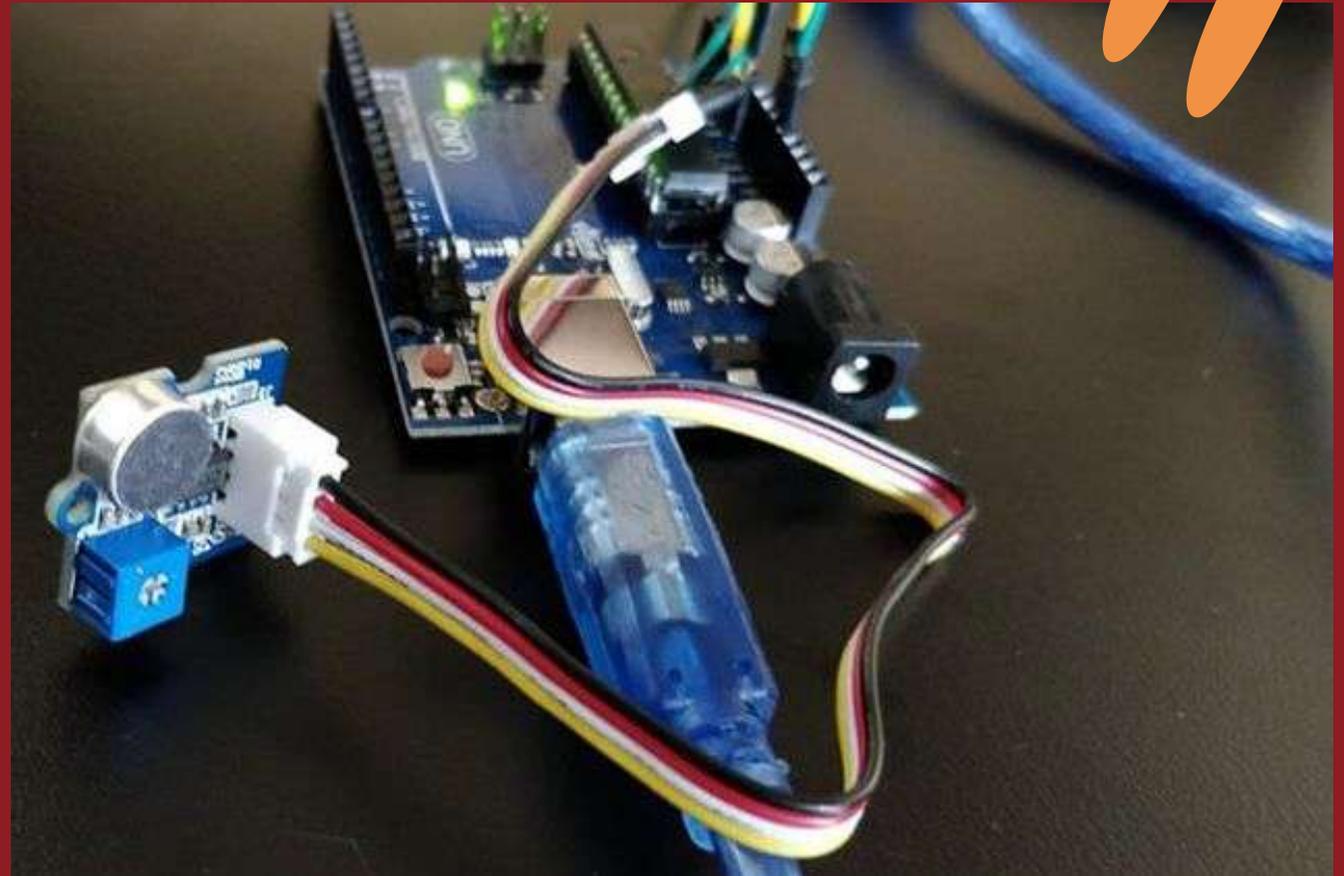
William Huang (Hardware)

Roy Zhang (Hardware)

## The Problem:

How do we ensure that modern academic libraries are **dynamic, functional** spaces for students by reducing **unproductive and disruptive noise** in a way that **minimises librarian involvement?**

Having completed some **background research** and **spoken to potential users**, we developed **Quietsy**, a system which **measures sound levels** across the library using **Arduino technology**. It then **communicates** these levels to users in a **meaningful format**, to encourage them to be quieter.



Multidisciplinary Alert!



The hardware is a loudness sensor module attached to an Arduino UNO. This collects the sound data, processes it for a specified time interval then transmits the data to the web-app.

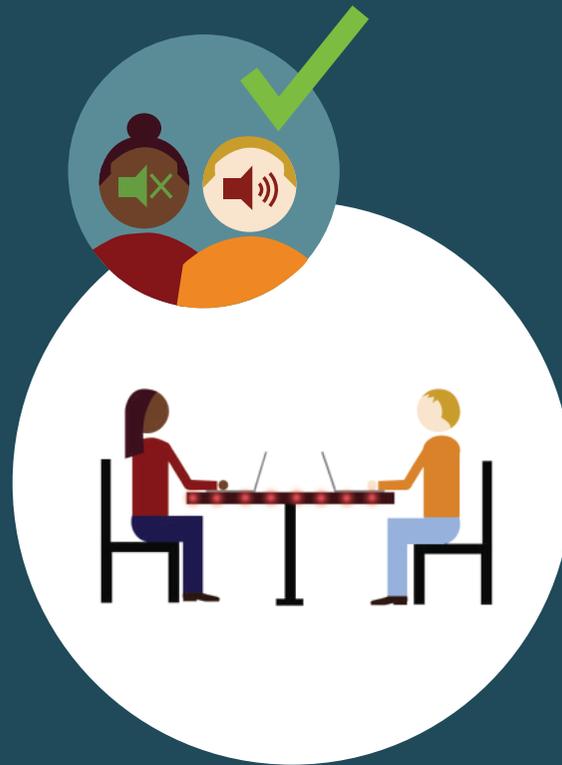
# How is this sound data communicated?

I tailored information outputs to user groups, preventing information overload and encouraging the intended behavioural responses.



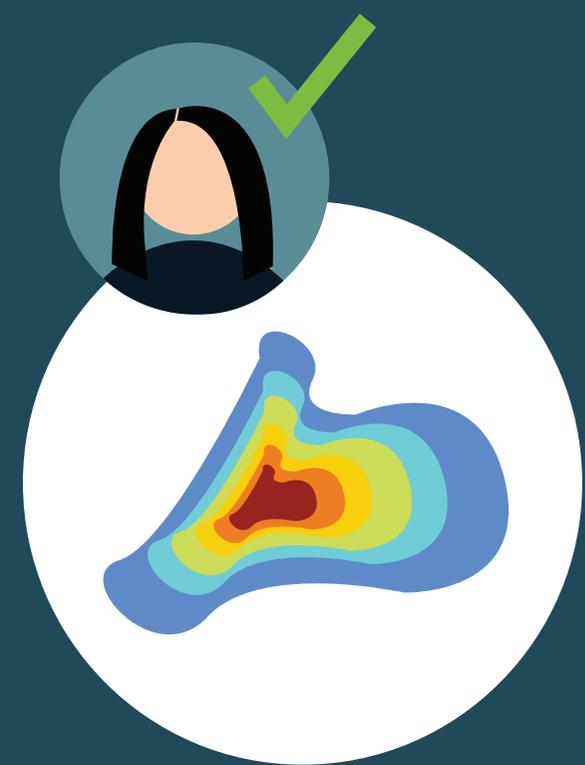
## Librarian:

- A website pop up identifies problem areas.
- They can send security to intervene if necessary



## Existing Patrons:

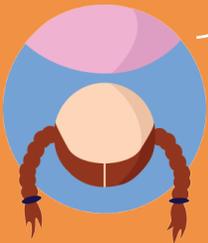
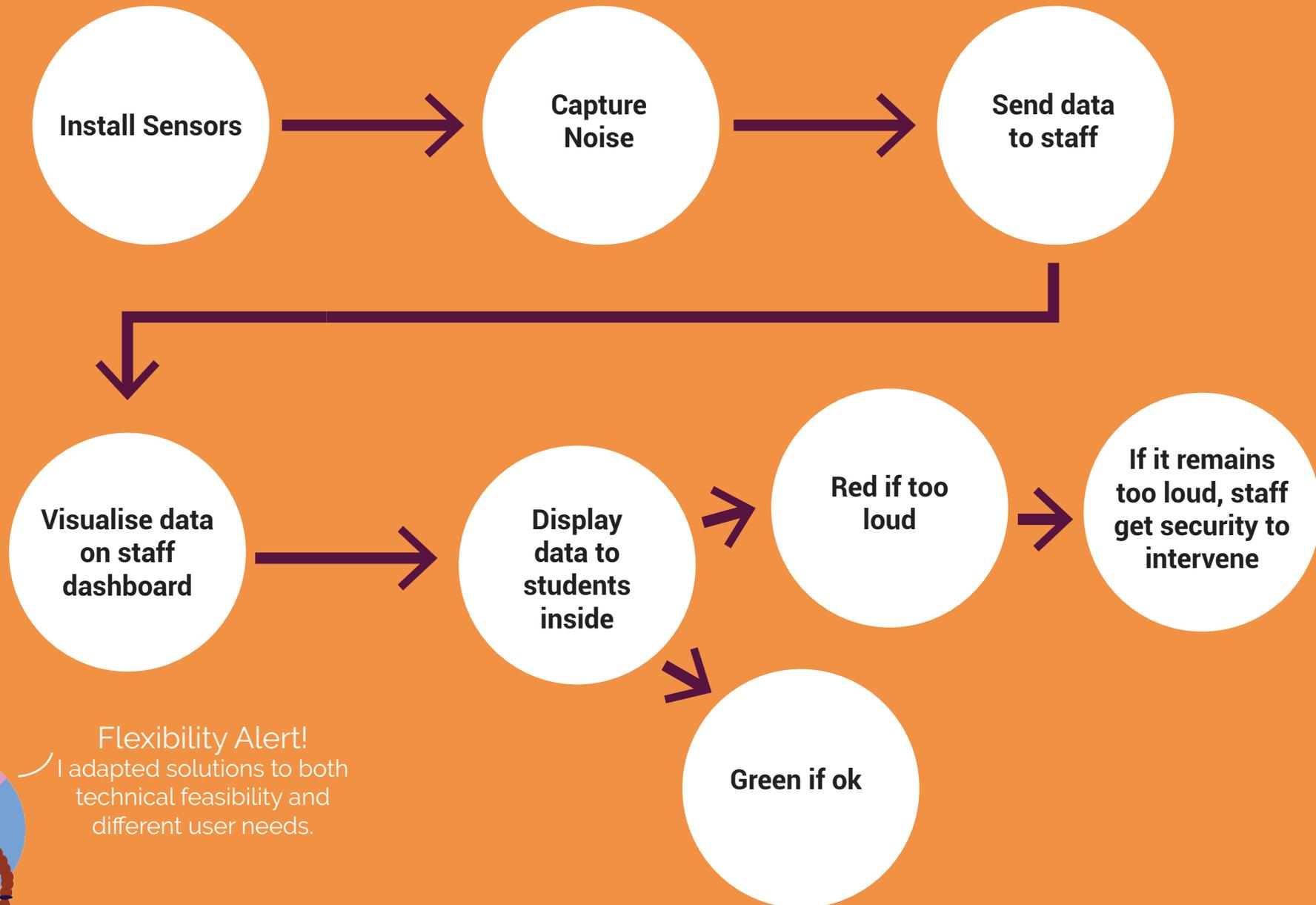
- A strip of LED lights around the desk will glow red if they're too loud.
- Implied social pressure will encourage quiet without disturbing others much.



## Library Entrants:

- A heat map of noisiness at the entrance will help them choose an appropriate place to sit.

# How will the system reduce noise?



**Flexibility Alert!**  
I adapted solutions to both technical feasibility and different user needs.



# Initial Cost Analysis:

Arduino Uno R3: **\$4.50**  
Microphone: **\$1.47**  
Wiring and LEDs: **\$0.015**  
Total: **\$5.99** (small scale price)

UNSW Library (400  
Desks): **\$2394**

## Competitor 1:



### Noise Aware:

Must be plugged into a socket  
**\$199/device**

## Competitor 2:



### Baby Cube:

No clear user interface  
**\$50/device**

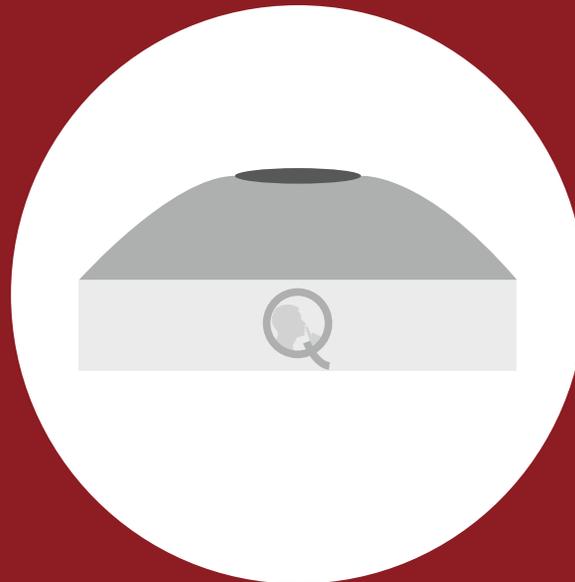
# Next Steps:

Moving forward would require:



## User Testing:

- Where should the lights be placed?
- How effective are each of the three interfaces?



## Design + Prototype Device Casing



## Make hardware battery operated

# amazon service analysis

## Project:

Map the user experience of the Amazon delivery service, identifying potential pain points and areas to improve.

## steps:

individual  
research

I used the service myself  
to buy a textbook.

online  
ethnography

-90+ amazon reviews  
-5 review sites  
(Consumer Affairs, Trustpilot, Sitejabber, Reseller  
Ratings, Product Review)  
-All reviews <1 year old.

affinity  
diagram

Combine reviews and my  
own experience.

make map

Identify steps of engaging,  
noting potential pain points.

evaluate  
amazon

Assess the current service,  
show areas to improve.

# affinity diagram



**100+ yellow notes**  
(verbatim reviews)

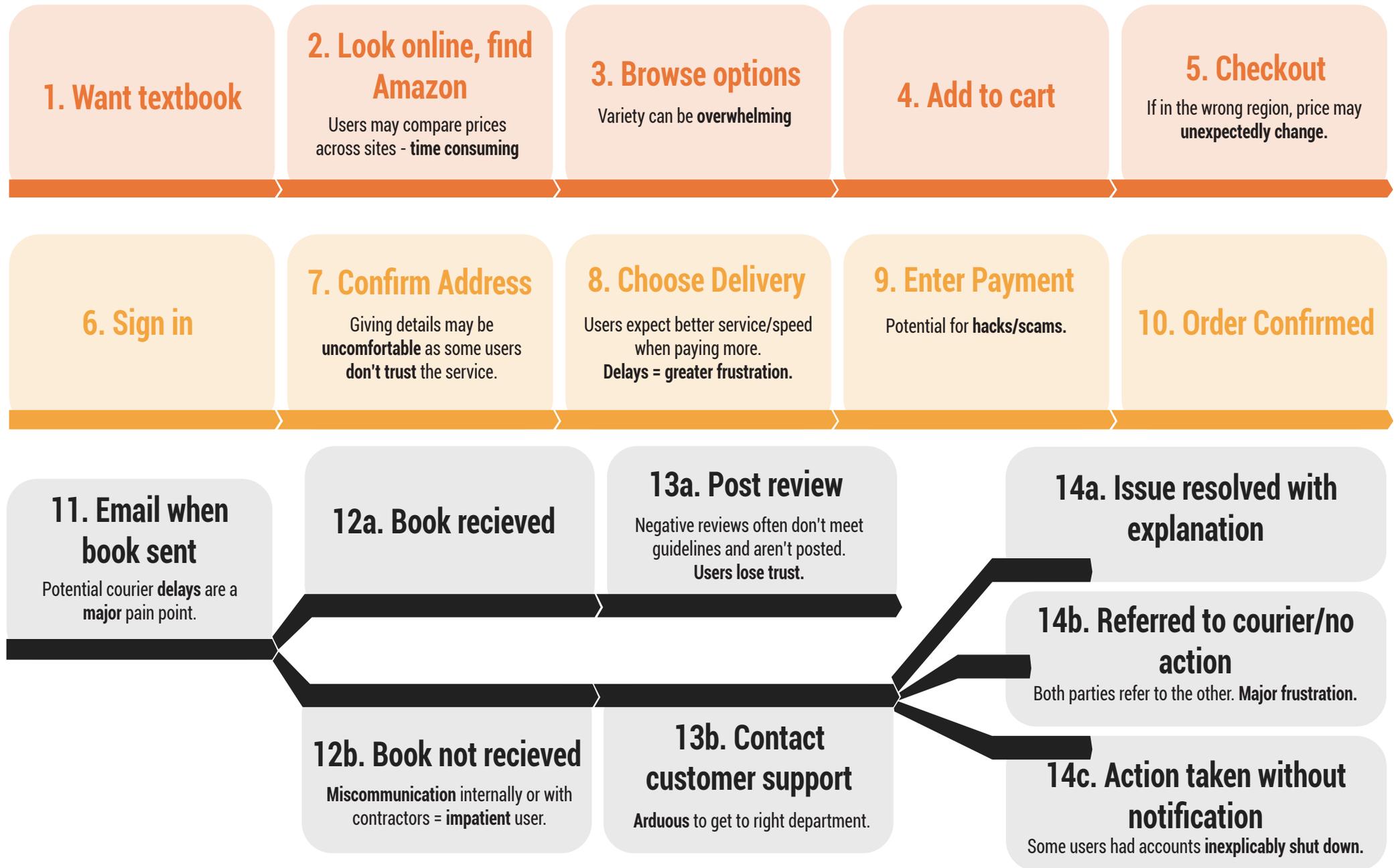


**56 pink notes**  
(mid-level observations)



**19 blue notes**  
(high-level needs)

# Purchasing a book as an existing Amazon customer.



# Soft Skills:



## Writing

I am an **award winning** student who **topped** my Dalyell Scholar's creative writing assignment (**98/100**) and achieved a **high distinction** score of **95/100** for my most recent Art History essay.

I was **elected** Sydney Sustainable Ocean Alliance (SOA) Public Relations executive in 2018 and **wrote our promotional materials**.



## Communication

I have **extensive debating and public speaking experience**, both in high school and at university and currently work as a public speaking coach.

I have **confidently presented** work to executives at IBM, Macquarie, Readify and Honeywell.



## Organisation

I was **elected 2019 Camp Executive** for SUEDE (Sydney University Experience Designers). I **organised the first camp** for design students, **managing** venues, catering, promotions and budgeting. I also **oversaw a team** of supervisors and we created a **highly enjoyable event**, according to anonymous camper surveys.

As the **2019 SOA Treasurer** I also oversaw the decrease in our membership fee which more than **doubled membership** sign ups, **increasing profits**.

# Speak to you soon!

**Reach out at** [kmoors47@gmail.com](mailto:kmoors47@gmail.com)  
**or** [linkedin.com/in/katia-moors/](https://www.linkedin.com/in/katia-moors/)  
**or follow me on twitter** [@MoorsKatia](https://twitter.com/MoorsKatia)

