



Adam Keller
User Experience
Design & Direction

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Work Samples

Examples of user experience solutions



Adam Keller

User Experience
Design & Direction

Case Study: Gut Check App

Client: Janssen Pharmaceuticals

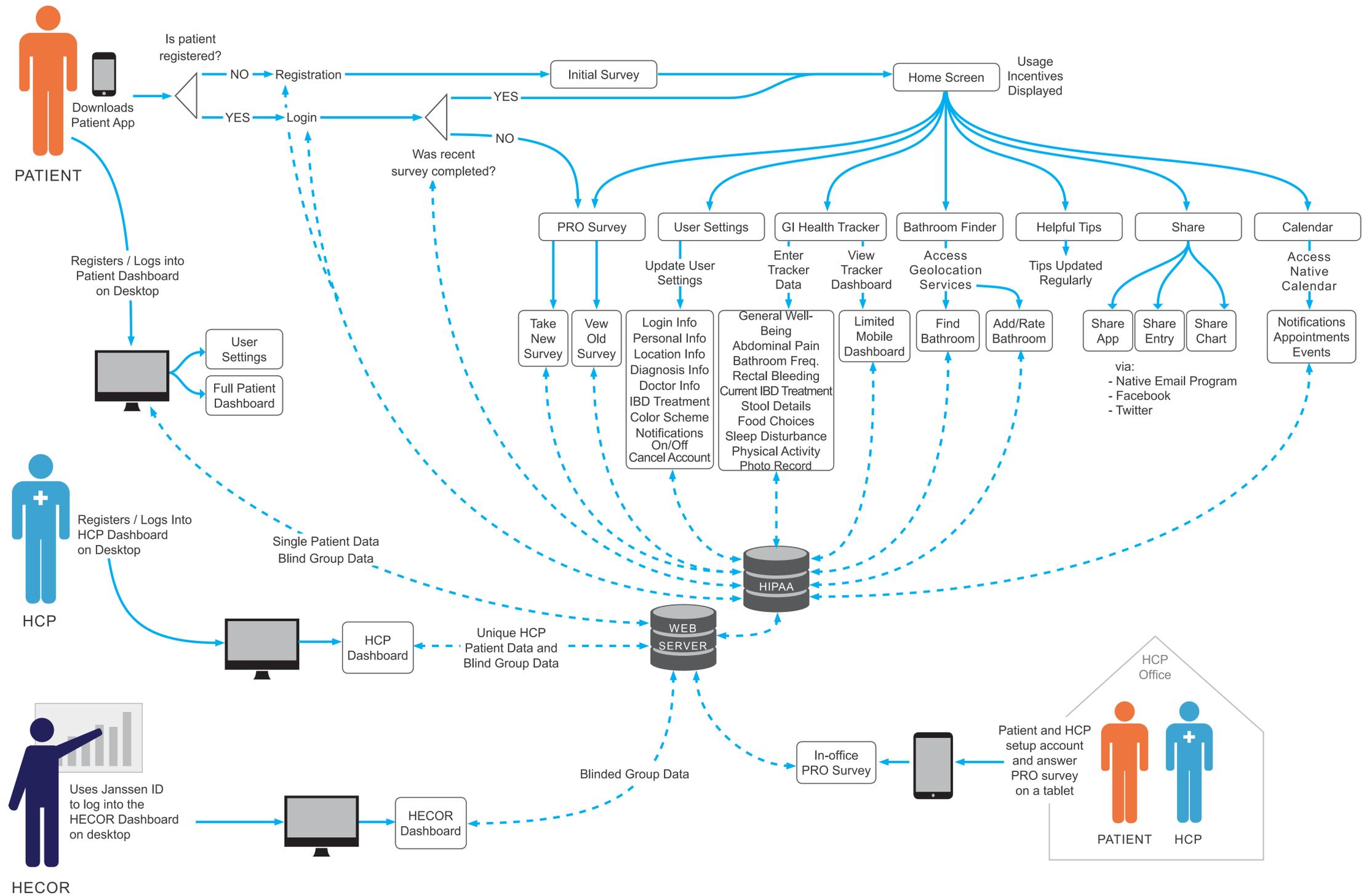
Business Objective: To provide IBD and Crohn's Disease patients with a helpful tool that also collects patient-reported outcomes for use in redefining prescribing regulations

Solution: Mobile app for patients to record their disease symptoms, and track their progress over time using a data visualization dashboard

Gut Check App User Flow

We then established how different users would interact with the app.

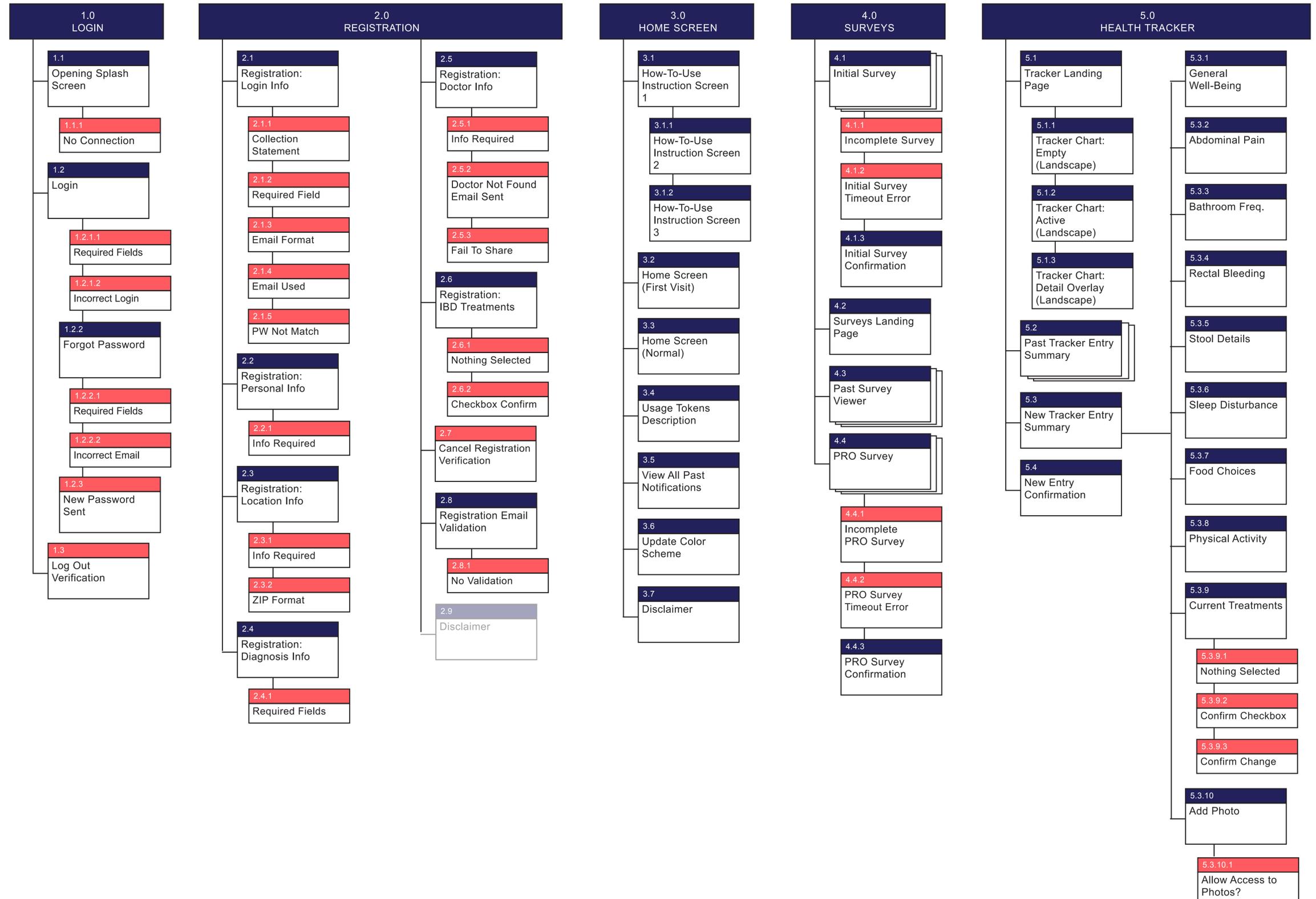
We outlined the different sections of the app, and how different actions were performed.



Gut Check App Content Map

Once we have identified all of the content and interactions in the app, we organize all of the screens into a content map.

Different colors denote different types of pages.

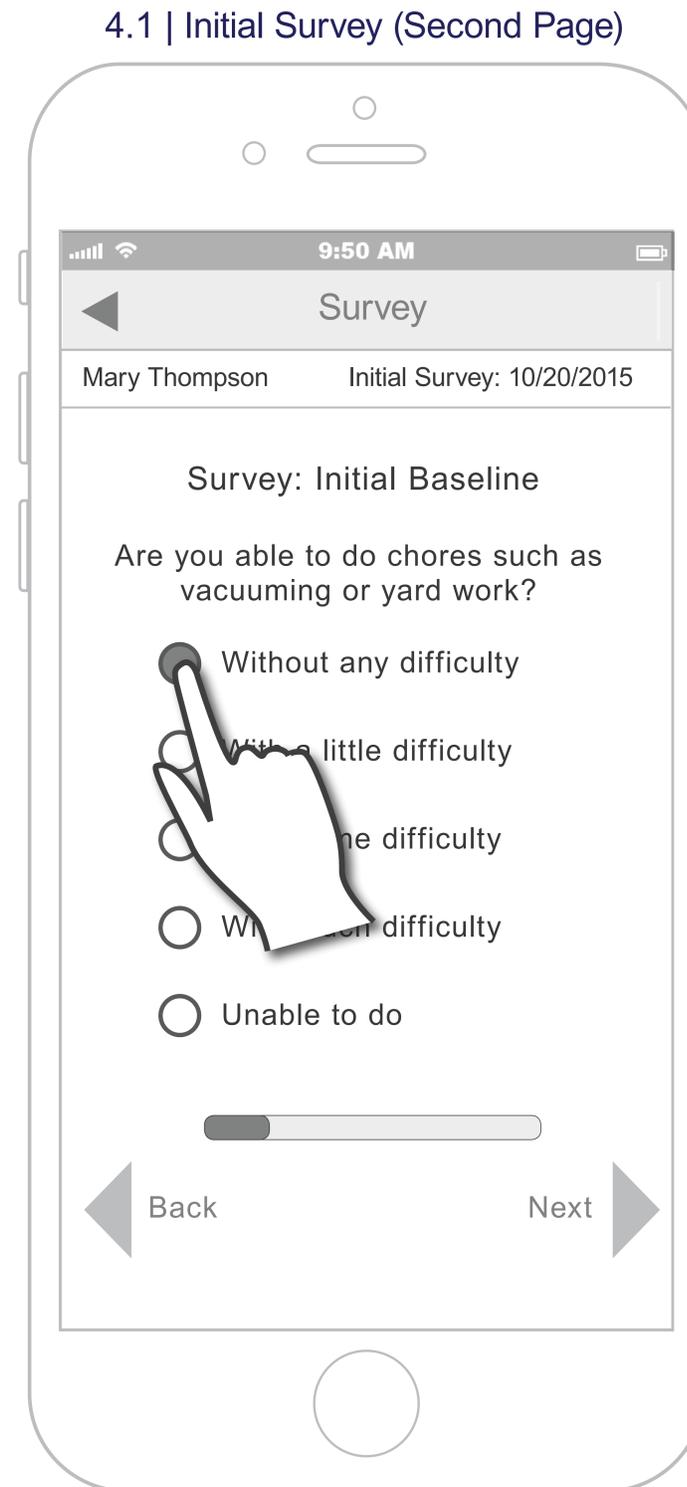
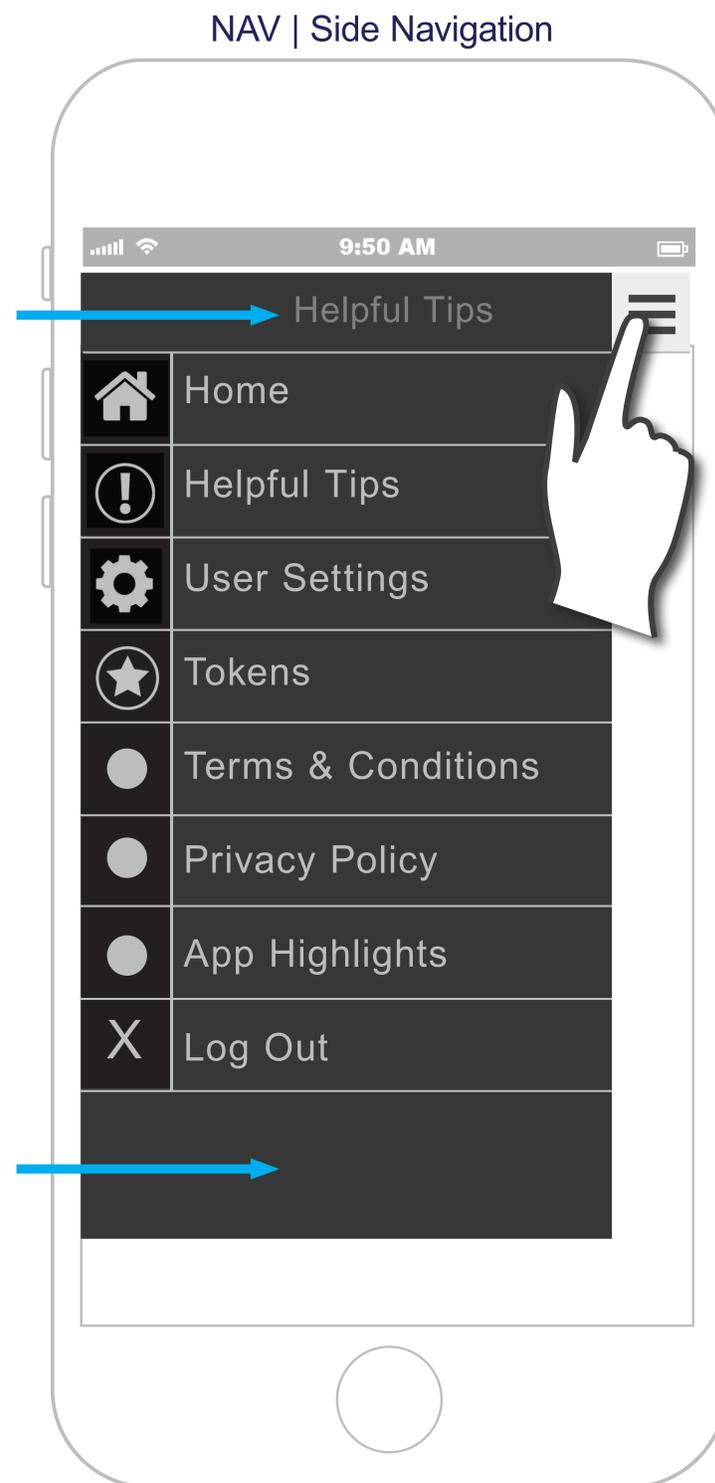


Gut Check App Wireframes

Wireframes are then created based on the screens and interactions detailed in the sitemap and user flows.

Here is shown the app navigation, and how the patient enters their symptoms every day.

Wireframes can also become interactive prototypes, so the app functionality can be tested, evaluated and improved upon.

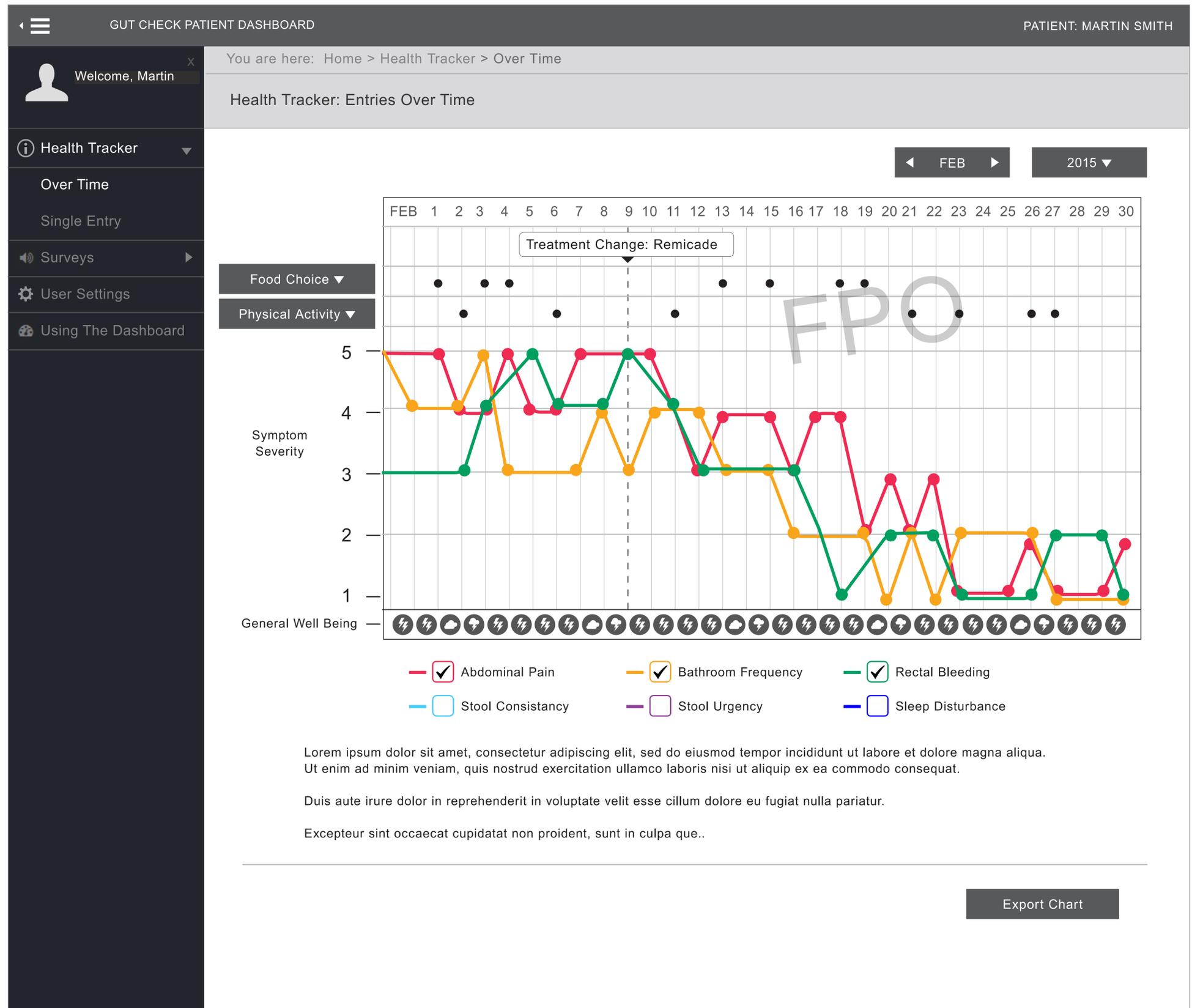


Gut Check App Wireframes

After recording symptoms over time, the patient can view progress in a chart.

They can identify any foods, activity or treatment changes that may show a change in symptoms.

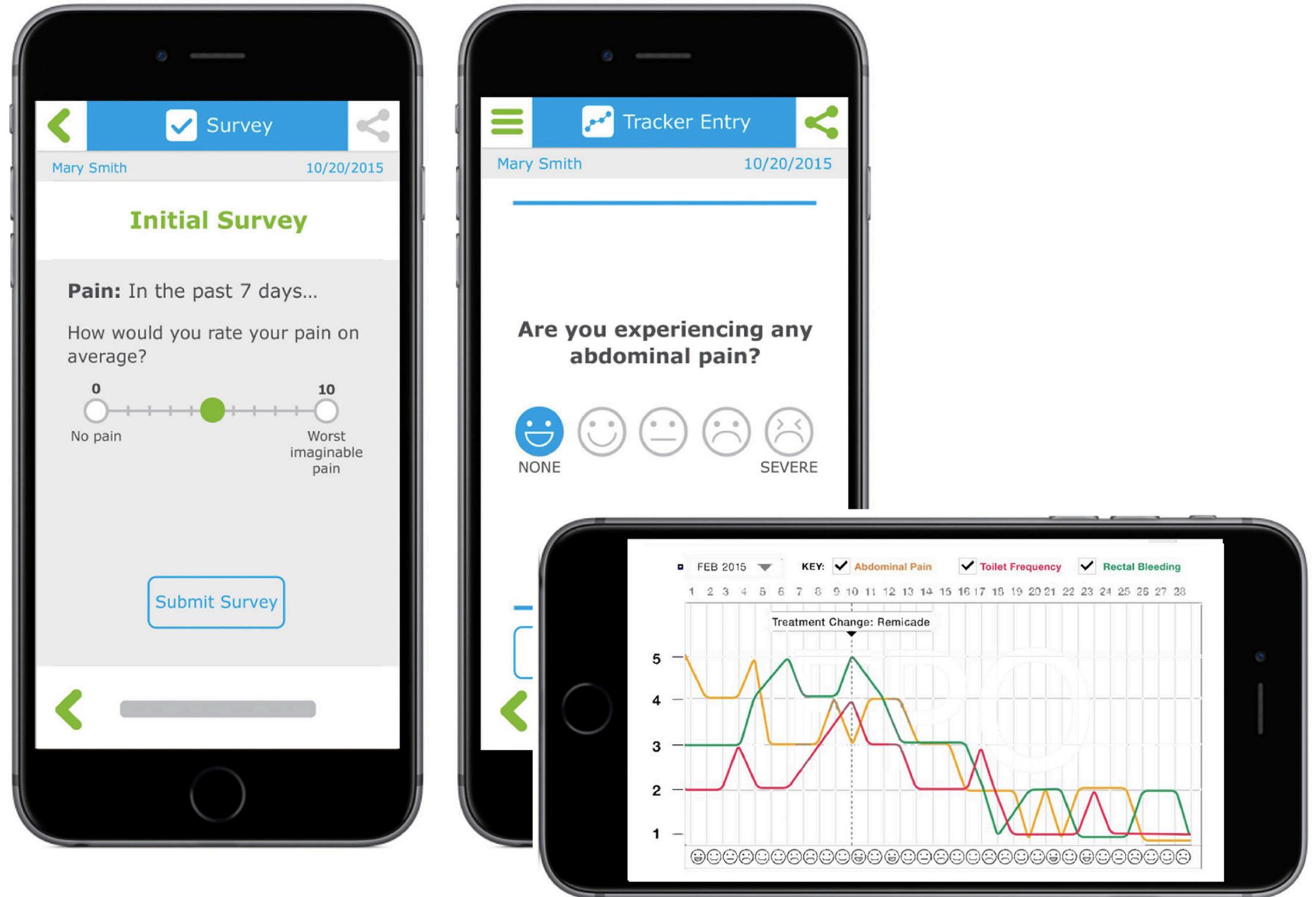
The desktop dashboard shows more detail than can be displayed on the mobile device.



Gut Check App Final Layouts

Wireframes are then brought to life in layout and developed into the finished product.

User testing can identify any usability problems, and further improvements can be implemented.





Adam Keller

User Experience
Design & Direction

Case Study: DestinationHealthy.com

Client: Pax Vax Pharmaceuticals

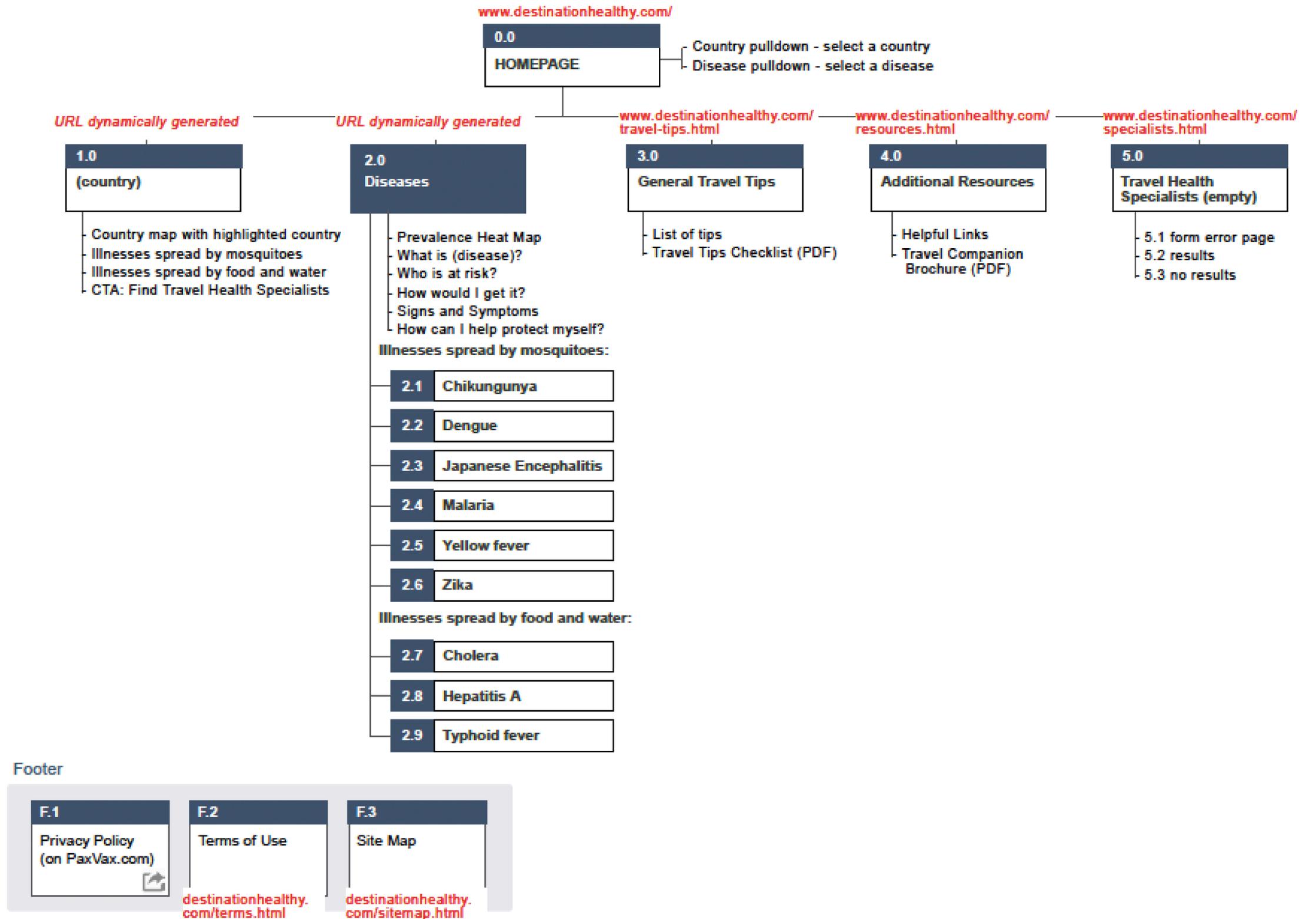
Business Objective: To provide travelers information about diseases in different countries, and direct them to vaccines

Solution: A website that uses a live CDC data feed to show travelers disease prevalence in any country in the world, and then helps customers find vaccines near them via a vaccine locator tool

DestinationHealthy.com Sitemap

This website will allow users to choose a country to view local diseases prevalence, choose diseases for more information, and other travel health tips.

This sitemap diagrams all the pages found on the website. It helps visualize the the entire site at to organize content.



DestinationHealthy.com Wireframes

Wireframes are then created based on the pages and interactions detailed in the sitemap.

Here a heatmap is shown with prevalent disease descriptions.



DestinationHealthy.com Final Layout

Wireframes are then brought to life in layout and developed into the finished product.

User testing can identify any usability problems, and further improvements can be implemented.

Destination Healthy

travel tips | resources

VIEW BY COUNTRY ▾ VIEW BY DISEASE ▾ FIND TRAVEL HEALTH SPECIALISTS ▶

Brazil

Capital: Brasília
Population: 206,100,000

Chikungunya

Select infectious diseases spread by food and water:

- ▶ Hepatitis A
- ▶ Typhoid

Select infectious diseases spread by mosquitoes:

- ▼ Chikungunya

Chikungunya is a viral disease spread by the same day-biting mosquitoes that transmit the dengue and Zika viruses. Like dengue, chikungunya tends to be more common in urban areas, but it can also be a concern in more rural settings. Chikungunya causes a febrile illness with joint and muscle pain. Joint pain and stiffness can be severe in some cases, and these symptoms may persist for months. Severe disease is more likely to occur in older people with chronic medical conditions, as well as pregnant women. There is no vaccine for chikungunya, so precautions focus on avoiding mosquito bites.

[learn more](#)
- ▶ Dengue
- ▶ Malaria
- ▶ Yellow Fever
- ▶ Zika

AREAS AFFECTED:

AREAS OF HEIGHTENED DISEASE REPORTING: LO HI

[Data Sources For Areas Affected](#)



Adam Keller

User Experience
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Case Study: PaxVaxConnect.com

Client: Pax Vax Pharmaceuticals

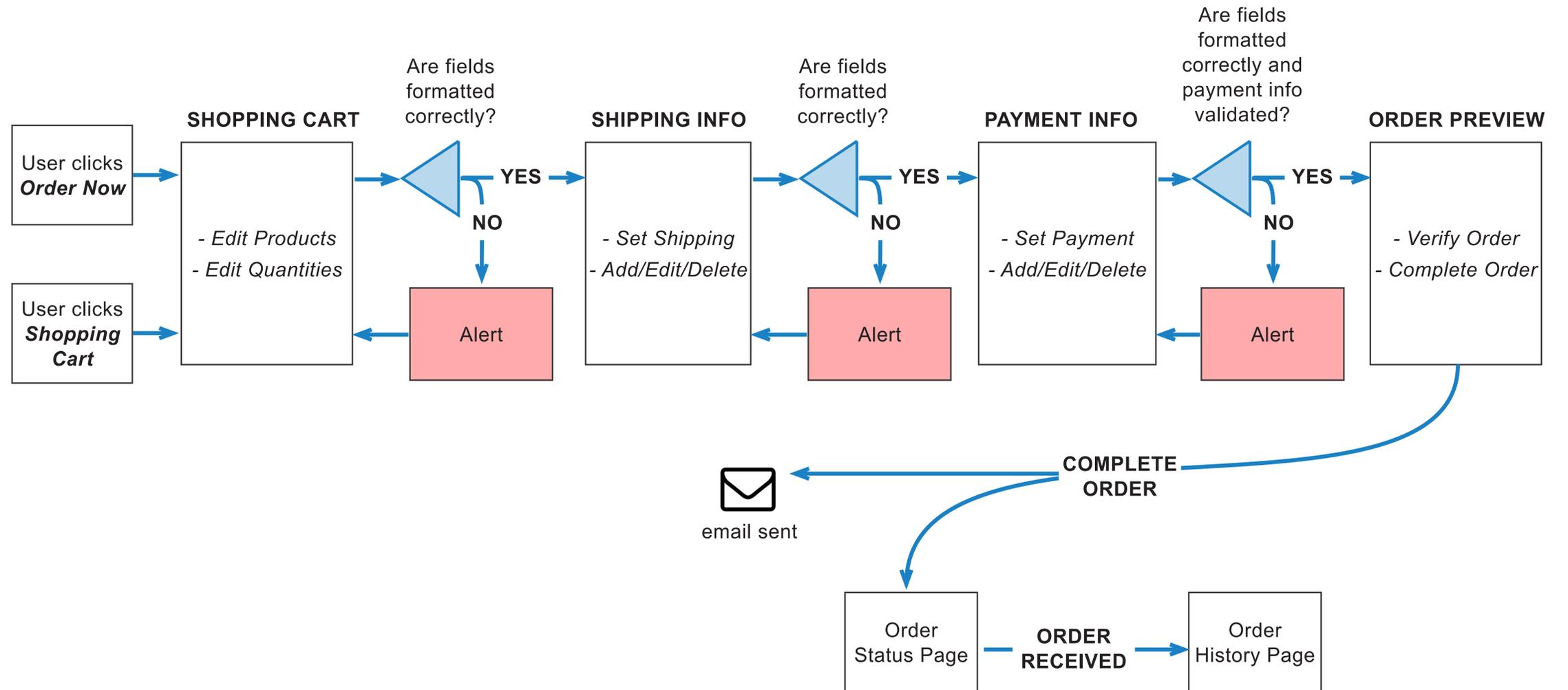
Business Objective: To give users the ability to order vaccines online, and find out product and disease state information

Solution: An e-commerce site that includes account registration and management, user credential validation, shopping cart and detailed product and disease state info

PaxVaxConnect.com User Flow: Shopping Process

This project required many complex user flows, which help to identify all interactions and necessary screens.

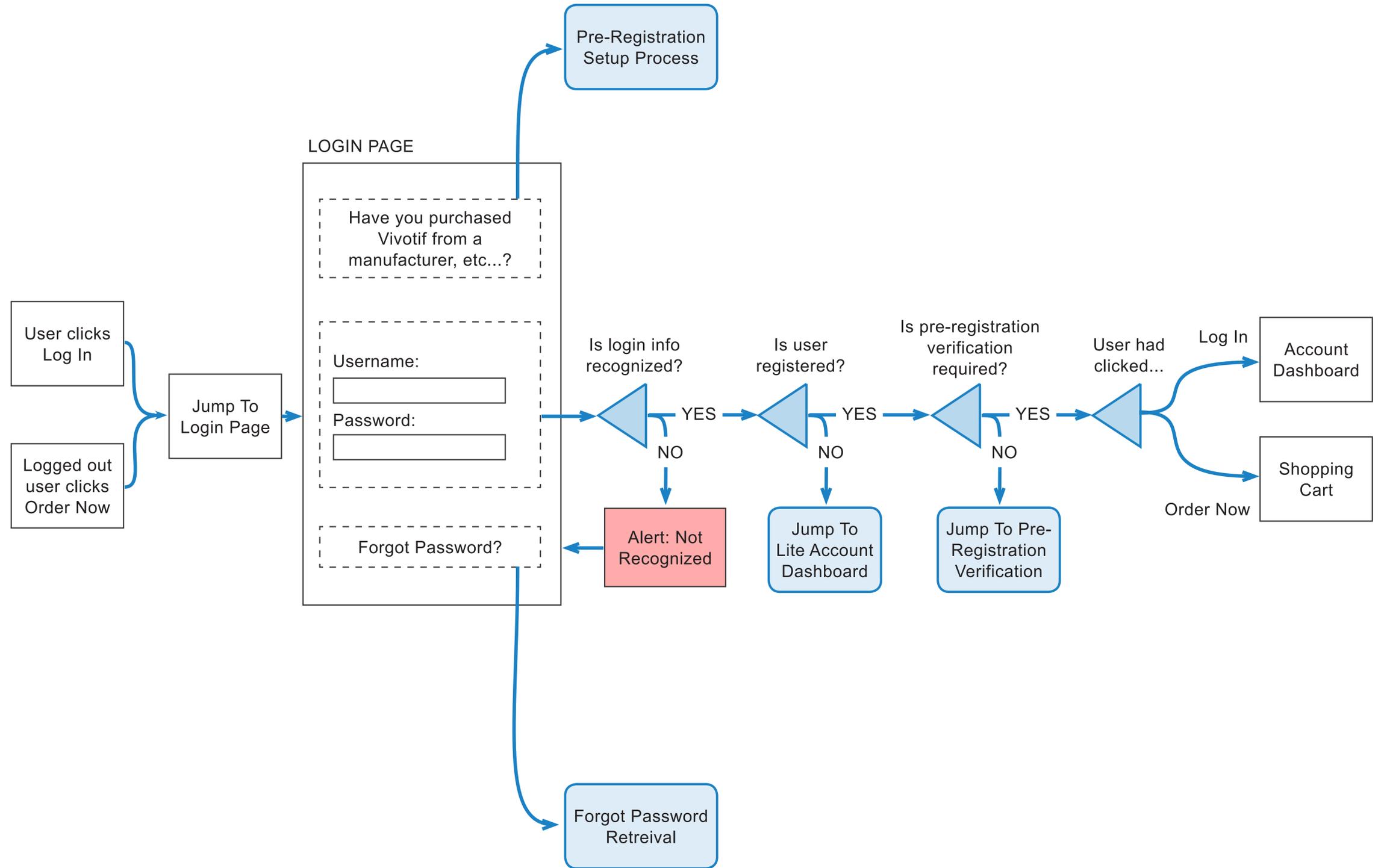
This example shows how a user orders products on the site.



PaxVaxConnect.com User Flow: Login Process

This project required many complex user flows, which help to identify all interactions and necessary screens.

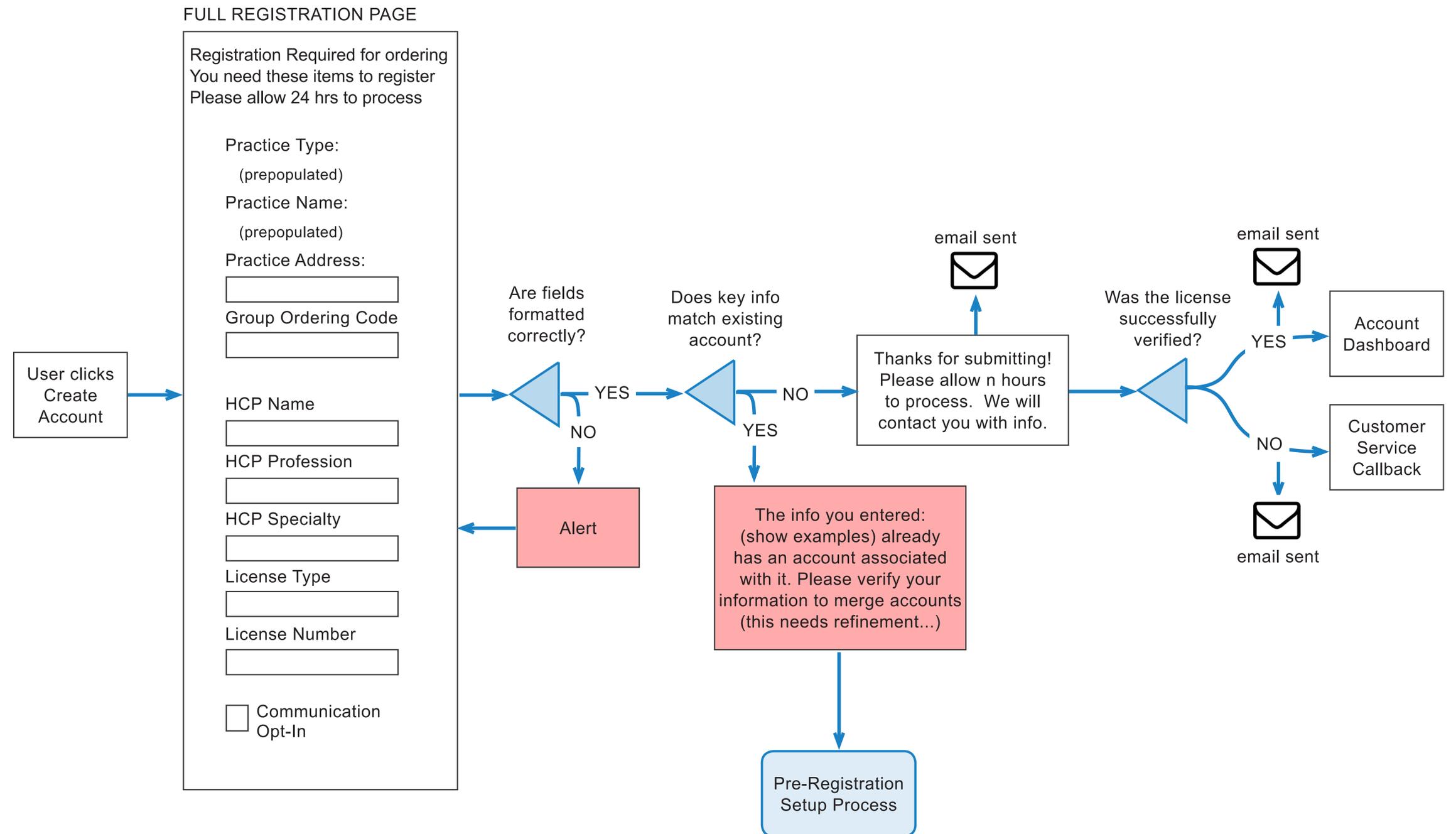
This example walks through the Login process.



PaxVaxConnect.com User Flow: Registration

This project required many complex user flows, which help to identify all interactions and necessary screens.

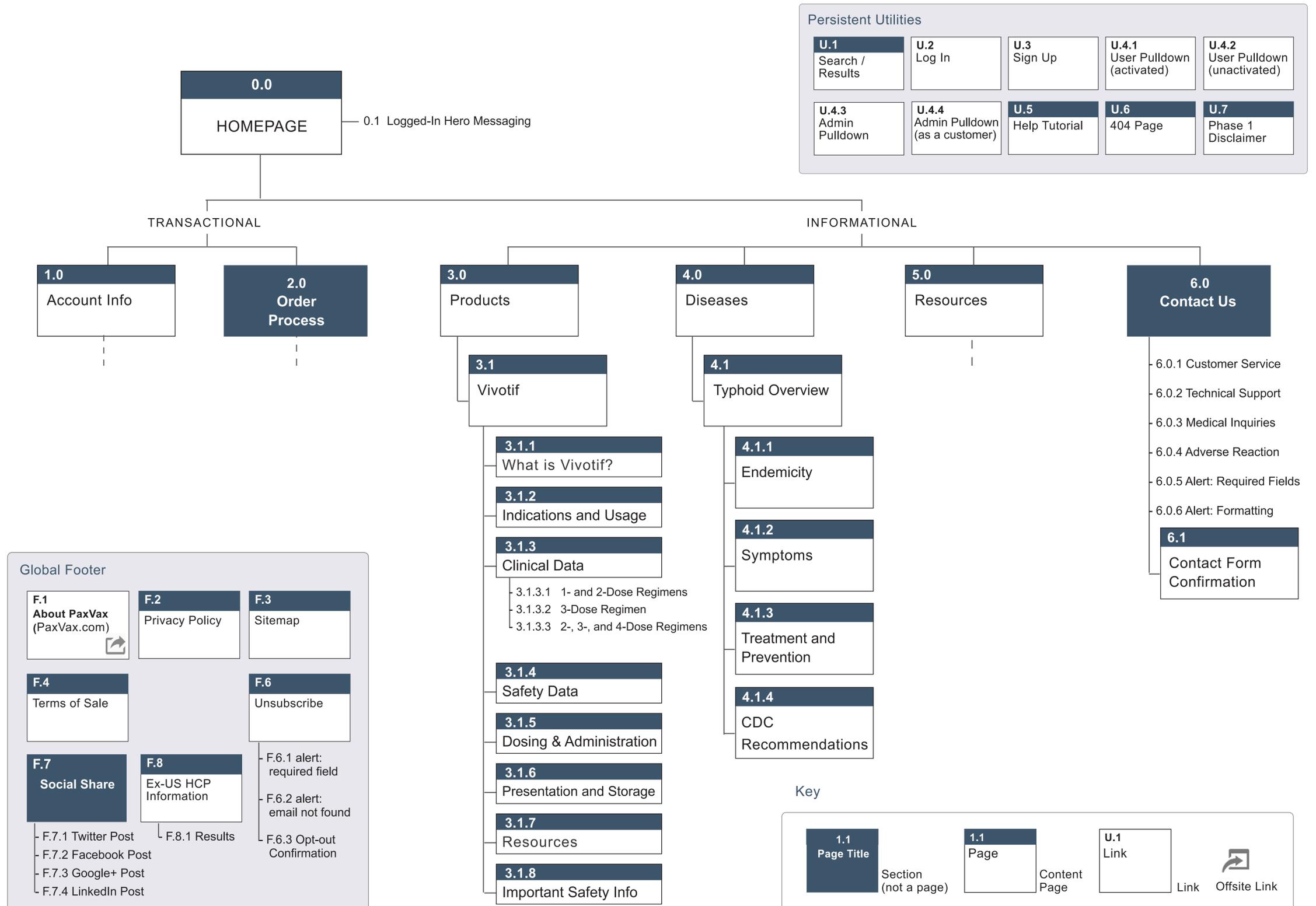
This example walks through the Registration process.



PaxVaxConnect.com Site Map (partial)

This sitemap diagrams all the pages found on the website. It helps visualize the the entire site at to organize content.

When a website it very large, a partial map is used, with subsequent maps shown on separate pages.



PaxVaxConnect.com Wireframe: Registration

Wireframes are then created based on the pages and interactions detailed in the sitemap.

This wireframe features a form needed for product replacement.

Both desktop and mobile layouts are shown.

The desktop wireframe shows a navigation bar with the PaxVaxConnect logo, a search bar, and links for Log In, Sign Up, Need Help?, PRODUCTS, DISEASES, RESOURCES, CONTACT, and ORDER NOW. A left sidebar lists resources: Patient Materials, CDC Health Tool, Helpful Links, Sign Up For Info, VIVOTIF® (Typhoid Vaccine Live Oral Ty21a), Patient Text Reminders, and Product Replacement Program. The main content area is titled "Vivotif Product Replacement" and features a progress indicator with three steps: 1 ACCOUNT INFORMATION, 2 REPLACEMENT INFO, and 3 TERMS + CONDITIONS. Below this is a question: "Did your order of Vivotif come from PaxVax or a Third Party?" with radio buttons for PaxVax and Third Party. A "Login" button is present. The form includes "Organization Information" fields: Organization Name, Contact Name, Address 1, Address 2, City, State, Zip Code, ATTN, Phone, Extension, and Email. A "Submit" button is at the bottom. The footer contains links for About PaxVax, Privacy Policy, Sitemap, Terms of Sale, and Unsubscribe, along with the PaxVax logo, copyright notice, and social media icons.

The mobile wireframe shows the same registration form adapted for a smartphone. It includes a top navigation bar with the PaxVaxConnect logo and a shopping cart icon. The main content area is titled "Vivotif Product Replacement" and features a progress indicator with three steps: 1 ACCOUNT INFO, 2 REPLACEMENT INFO, and 3 TERMS + CONDITIONS. Below this is a question: "Did your order of Vivotif come from PaxVax or a Third Party?" with radio buttons for PaxVax and Third Party. A "Login" button is present. The form includes "Organization Information" fields: Organization Name, Contact Name, Address 1, Address 2, City, State, and Zip Code. A "Submit" button is at the bottom. The footer contains the PaxVax logo, copyright notice, and a link for "Would You Like To Sign Up For Updates?".

PaxVaxConnect.com Wireframe: Account Home

Wireframes are then created based on the pages and interactions detailed in the sitemap.

This wireframe features the account home page, with all information about your account and current promotions.

Both desktop and mobile layouts are shown.

PAXVAX CONNECT LOGO

PRODUCTS DISEASES RESOURCES CONTACT ORDER NOW

Search Log In Sign Up Need Help?

MY ACCOUNT

- Account Home
- Update Account Info
- My Orders and Invoices
- Payment Method
- Credit Cards
- Billing Address
- Shipping Locations
- Terms of Sale

Account Home

User: John Smith

My Rep: Edward Mason
emason@paxvaxconnect.com
555-555-1234

ACCOUNT

Welcome John!
Loyal Account Member since 05/05/2016

TRANSACTIONS

Your recent order on 12/01/15 has shipped! VIEW ALL ORDERS

ORDER	DATE	TOTAL	PAYMENT	
76543	05/06/2016	\$3,800	due 07/01/16	DETAILS / PAY NOW
76542	02/16/2016	\$2,700	paid	Details Reorder
76541	01/06/2016	\$1,400	paid	Details Reorder

PRODUCT NEWS

Current Product Promotion

RESOURCES

Your recent print material order on 12/01/15 has shipped!

[About PaxVax](#)
[Privacy Policy](#)
[Sitemap](#)
[Terms of Sale](#)
[Unsubscribe](#)

PaxVax

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[Are you a Healthcare Professional outside of the US?](#)

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[Would You Like To Sign Up For Updates?](#)

FOLD

12:34 PM

PaxVaxConnect Logo

< ACCOUNT MENU

My Account User: John Smith

Welcome John!
Loyal Account Member since 05/05/2016

TRANSACTIONS

Your recent order on 12/01/15 has shipped! VIEW ALL ORDERS

PRODUCT NEWS

Current Product Promotion

RESOURCES

Your recent print material order on 12/01/15 has shipped!

My Rep: Edward Mason
emason@paxvaxconnect.com
555-555-1234

[About PaxVax](#)
[Privacy Policy](#)
[Sitemap](#)
[Terms of Sale](#)
[Unsubscribe](#)

This site is intended for US healthcare professionals only.
 Healthcare

PaxVaxConnect.com Wireframe: Ordering

Wireframes are then created based on the pages and interactions detailed in the sitemap.

This wireframe features adding products to the shopping cart.

Both desktop and mobile layouts are shown.

PAXVAX CONNECT LOGO

Search Log In | Sign Up | Need Help?

PRODUCTS DISEASES RESOURCES CONTACT ORDER NOW

1 PRODUCT / SHIPPING 2 PAYMENT / BILLING 3 REVIEW ORDER

Location: 123 Hudson Maddox Way

PO Number: 12345

Products:	PRICE	QUANTITY	TOTAL
VIVOTIF	\$100.00	14	\$1400

SELECT Add Additional Product

Add Additional Location >

View Terms & Conditions Need assistance? Contact 888-888-8888

Order Subtotal: \$1400.00
Discount: \$0
Total: \$1400.00

CONTINUE

FOLD

12:34 PM

PaxVaxConnect Logo

Shopping Cart

1 PRODUCT + SHIPPING 2 PAYMENT + BILLING 3 REVIEW ORDER

Location: 123 Hudson Maddox Way

PO Number: 12345

Product: VIVOTIF

PRICE	QUANTITY	TOTAL
\$100.00	14	\$1400

SELECT Add Additional Product >

Add Additional Location >

Order Subtotal: \$1400.00
Discount: \$0
Total: \$1234.56

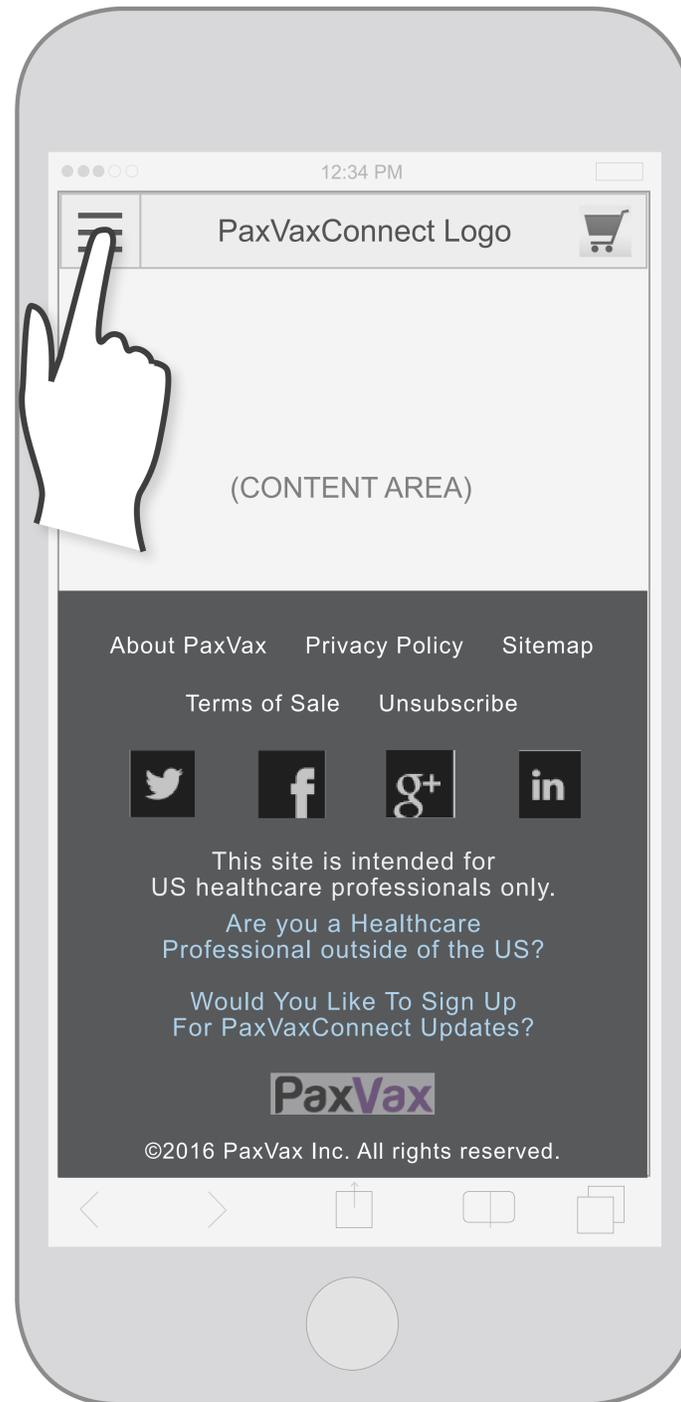
CONTINUE

View Terms & Conditions
Need assistance? Contact 888-888-8888

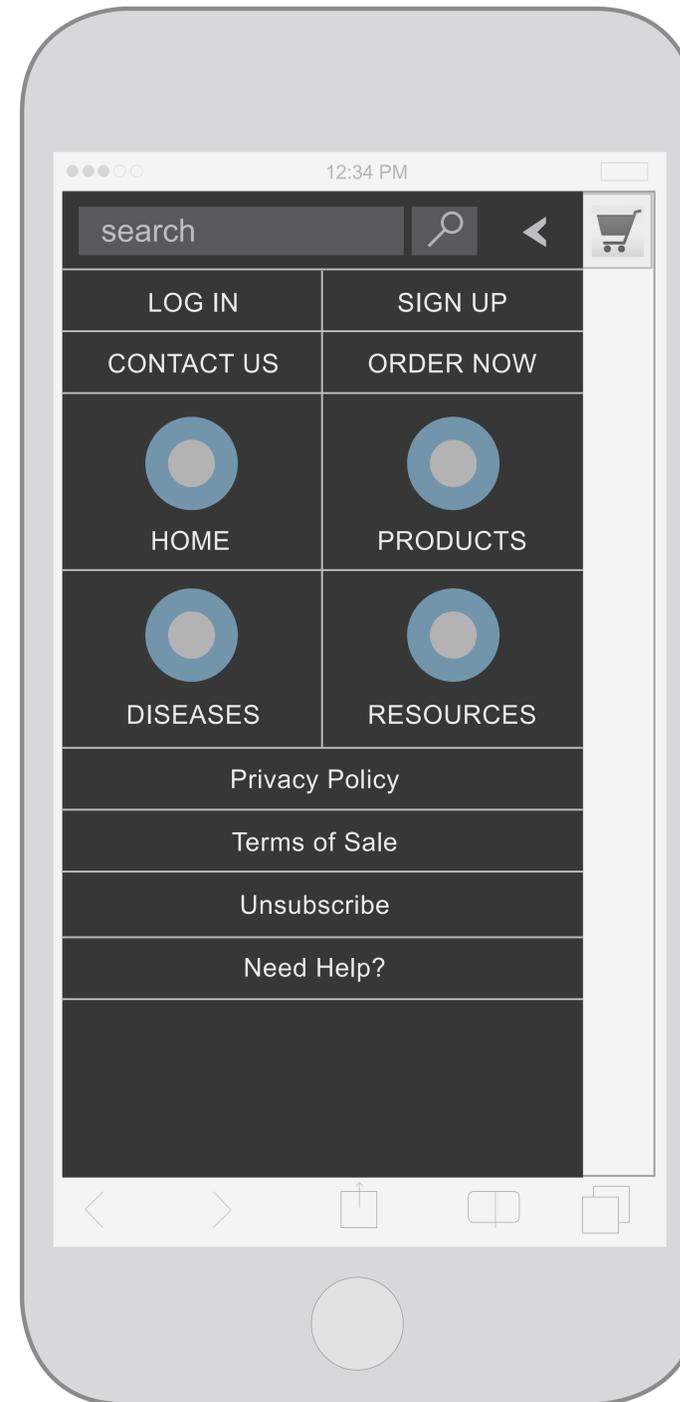
PaxVaxConnect.com Wireframe: Mobile Navigation

These are wireframes that show how the mobile navigation works.

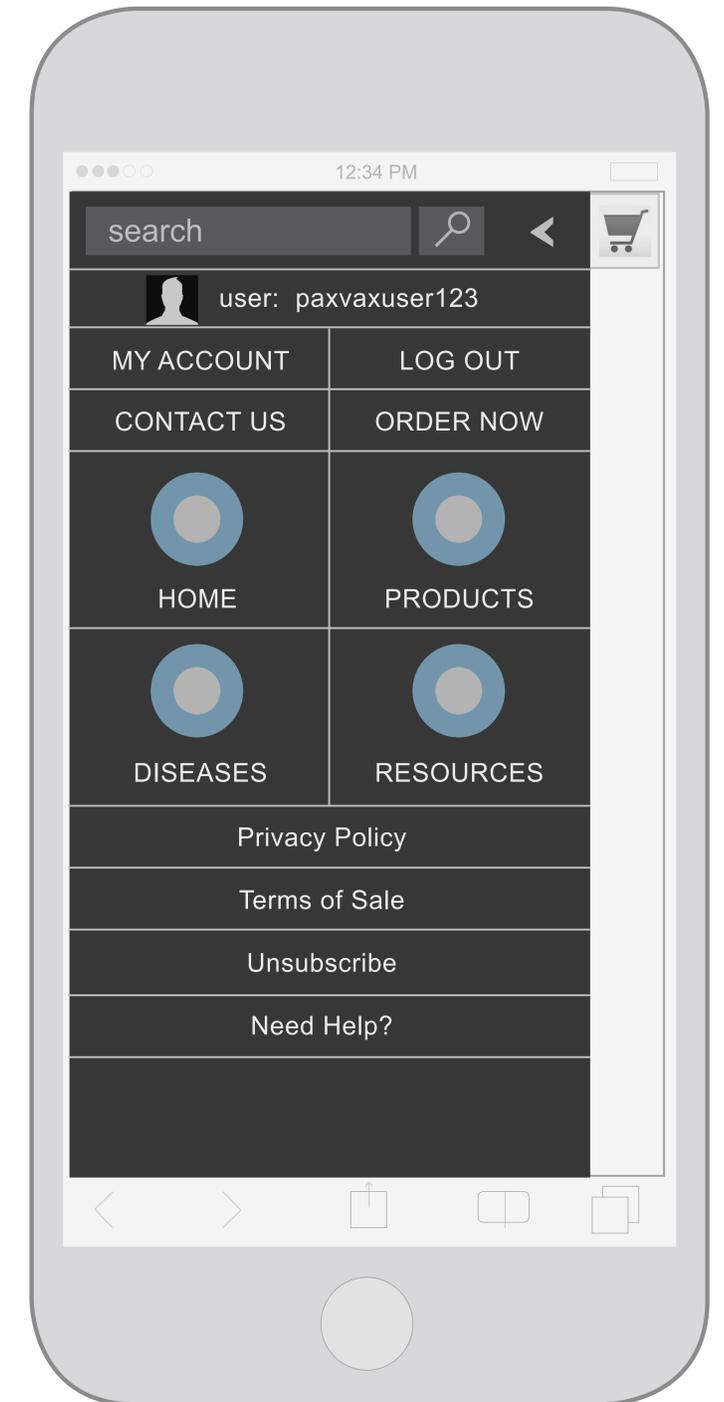
Side Menu Closed



Side Menu - Logged Out



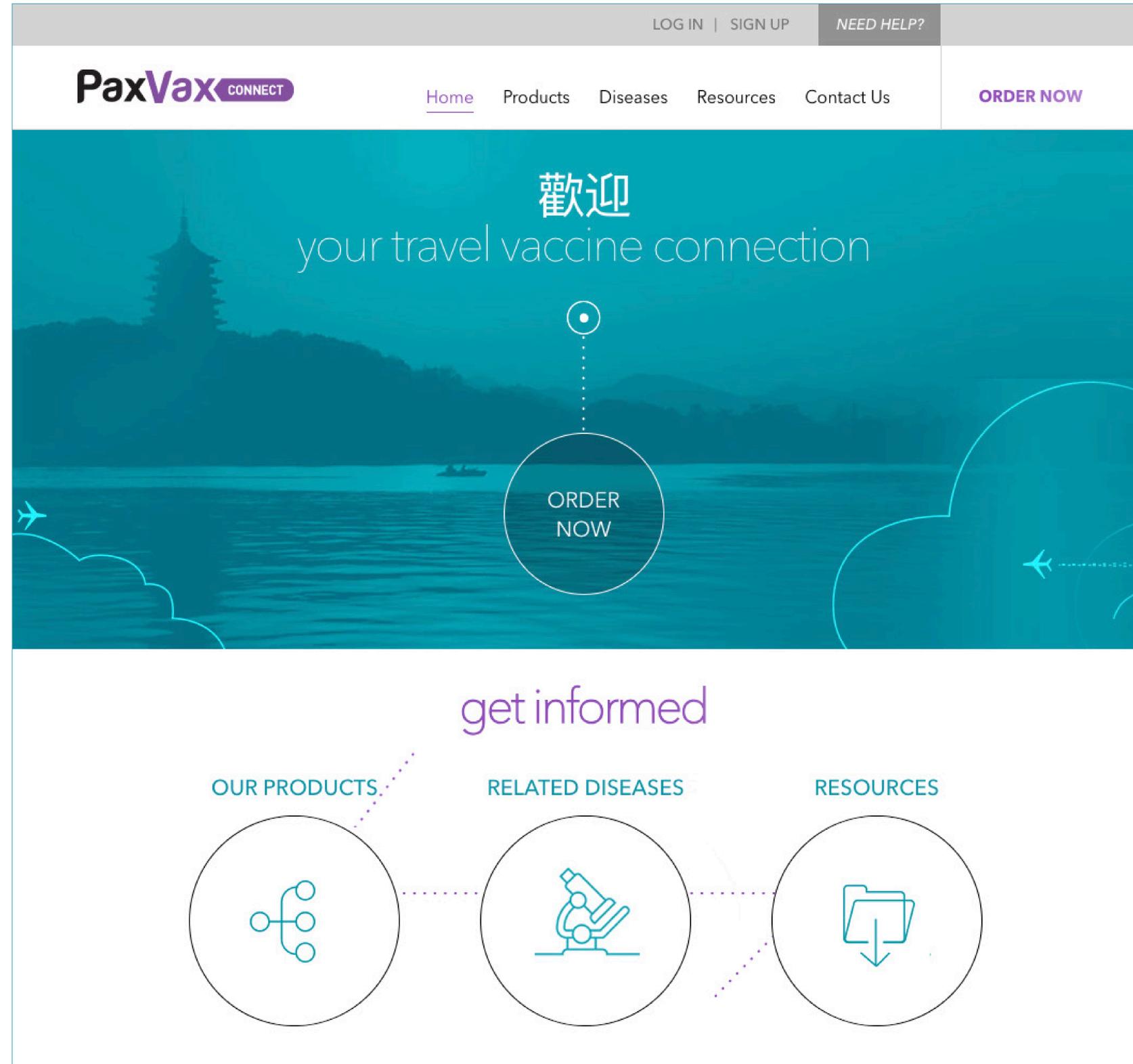
Side Menu - Logged In



PaxVaxConnect.com Wireframe: Mobile Navigation

Wireframes are then brought to life in layout and developed into the finished product.

User testing can identify any usability problems, and further improvements can be implemented.





Adam Keller

User Experience
Design & Direction

Case Study: Galderma AgeLess App

Client: Galderma Pharmaceuticals

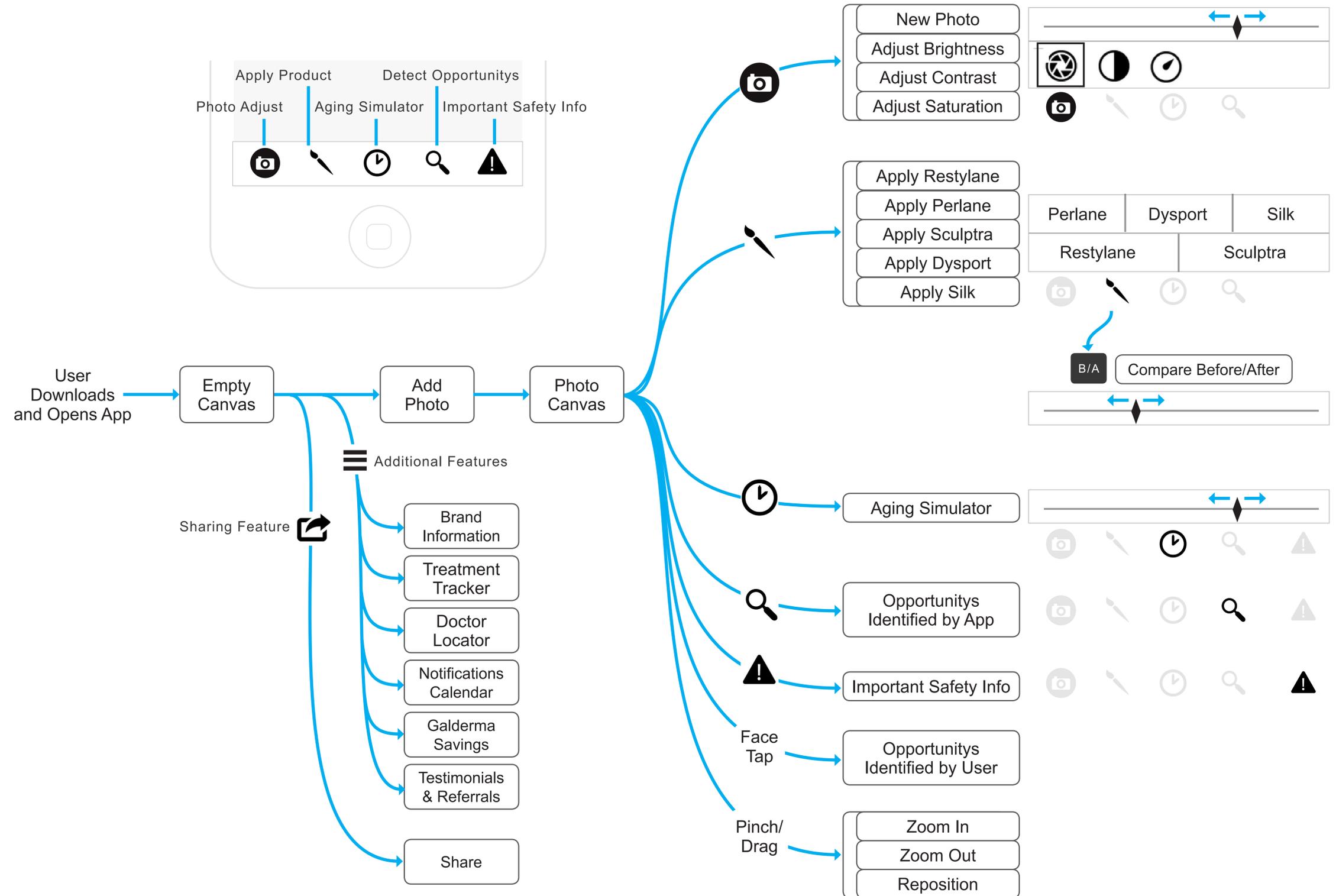
Business Objective: To use imaging technology to help get users excited about using their products

Solution: Mobile app that lets users adjust their headshot photo to simulate the aging process, and to try Galderma products for skin and facial enhancement.

Galderma AgeLess App User Flow

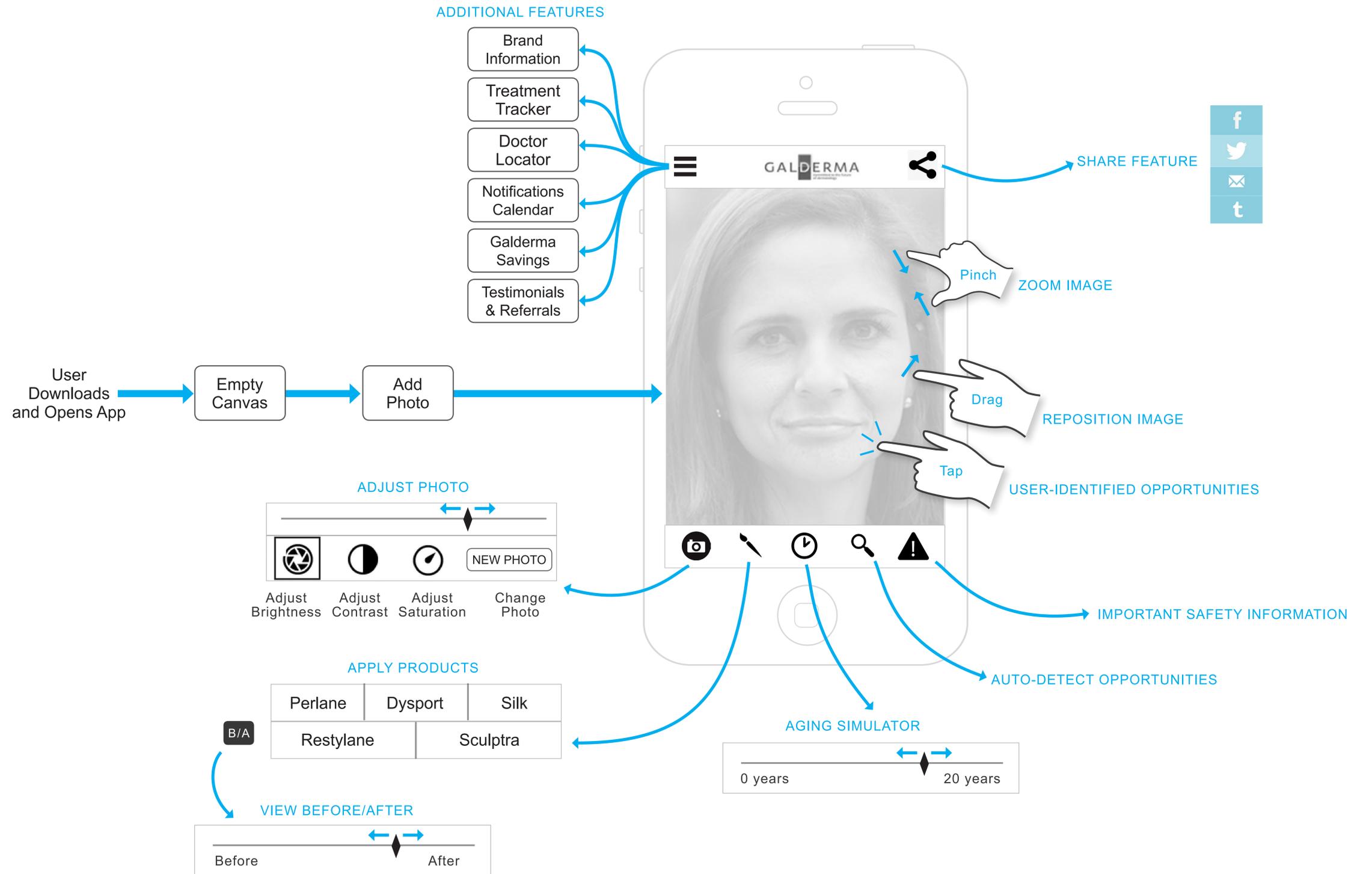
User flows help to identify interactive processes and necessary screens.

This diagram shows how the user will access different sections



Galderma AgeLess App Feature Set

This feature set shows what all of the buttons do, and how the user can manipulate the image.



Galderma AgeLess App Competitor Research

All branded healthcare apps are required to show some part of the Important Safety Information (ISI).

Different brands follow different standards of what percentage of the screen needs to be covered with the ISI Drawer.

This research shows how different brands show the ISI. This helps to determine how a new app approaches this problem.

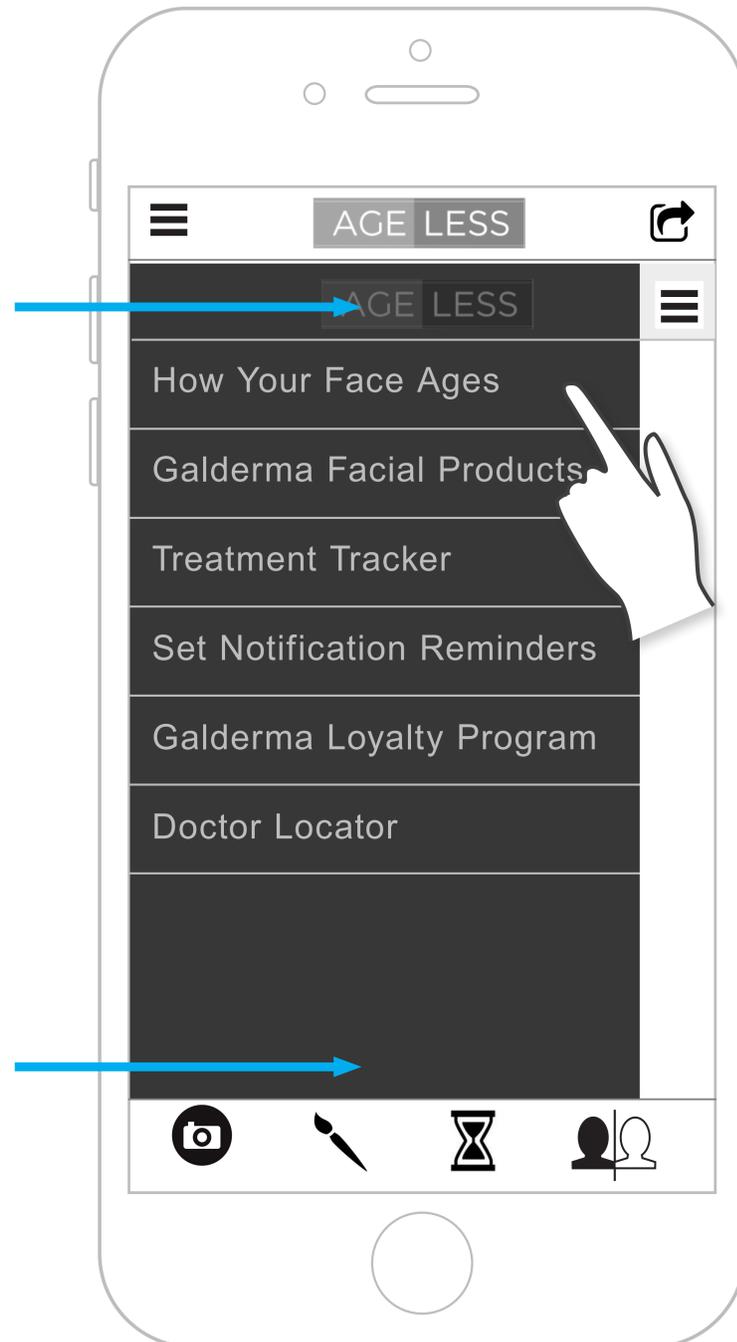
Important Safety Information on other Pharma Apps and Websites



Galderma AgeLess App Wireframes

Wireframes show what elements are required on the screen and how the interactions perform in different circumstances.

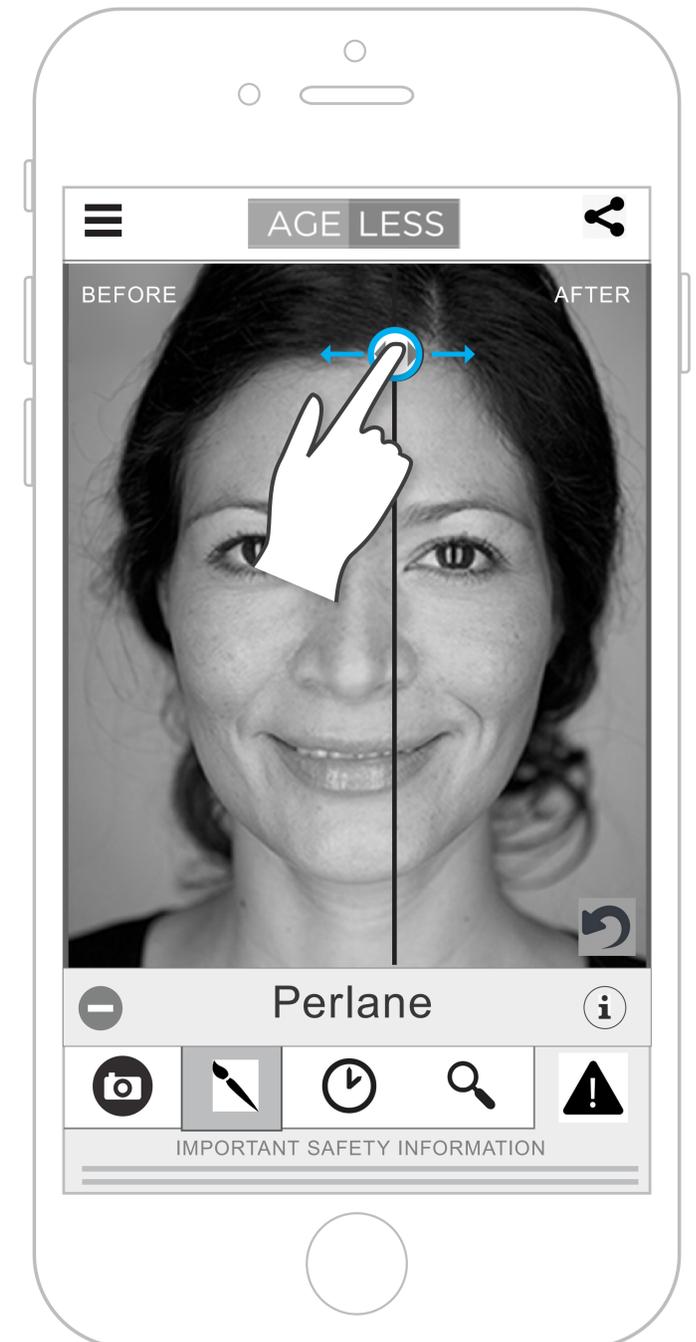
It is also helpful to show how the navigation works.



mobile navigation



select area on face



view with and without product

Galderma AgeLess App Final Layouts

Wireframes are then brought to life in layout and developed into the finished product.

User testing can identify any usability problems, and further improvements can be implemented.





Adam Keller

User Experience
Design & Direction

Case Study: Simparica Digital Marketing

Client: Zoetis Animal Health

Business Objective: To create a series of tactics that raise product awareness and facilitate discussion between vet and pet owner

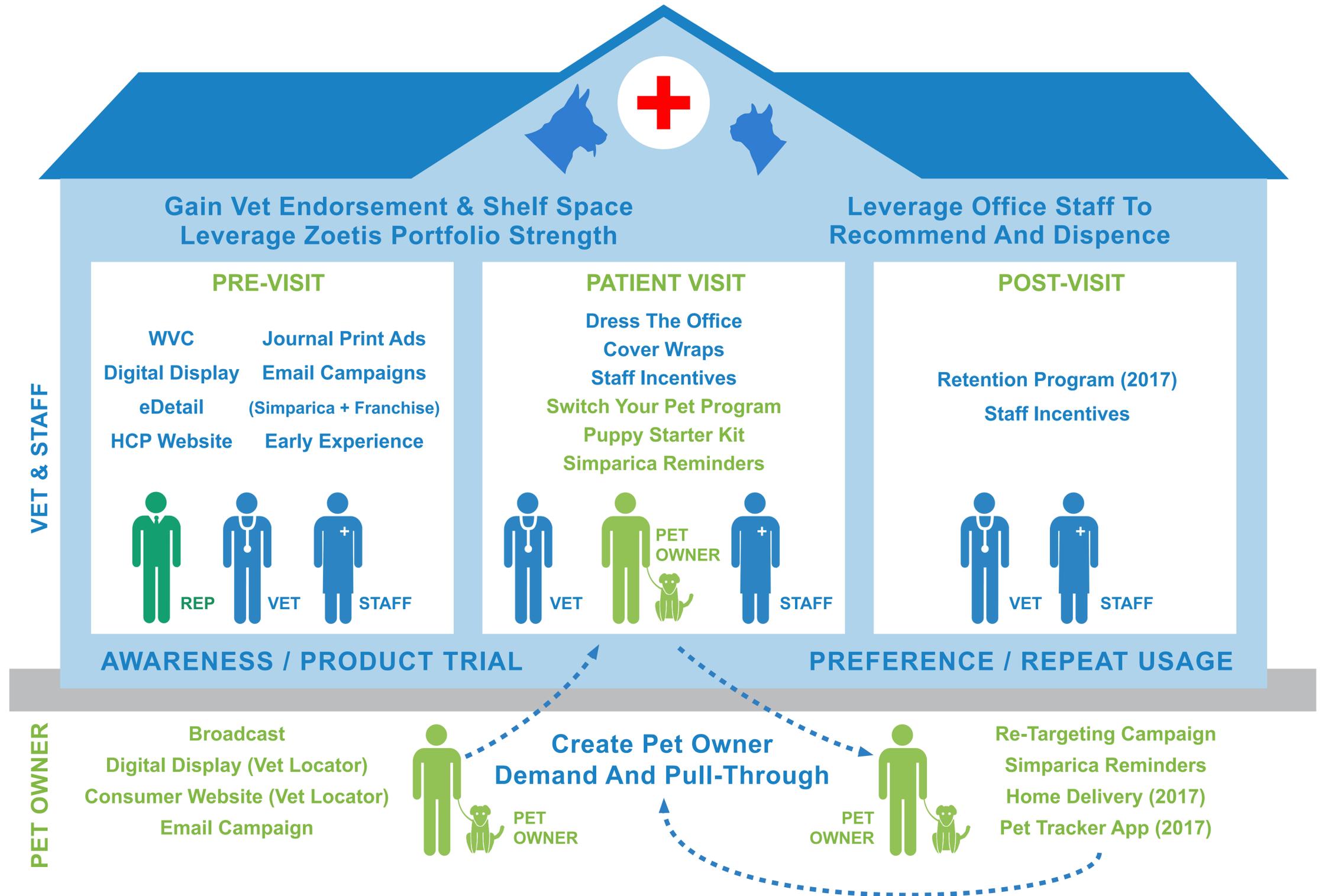
Solution: Created a tactical ecosystem diagram coordinating tactics:

- product website
- interactive detail aid
- promotional photo contest
- test your knowledge game
- email campaign

Simparica Digital Marketing Tactics Tactical Ecosystem

The tactical ecosystem plays a very important role in marketing strategy. It shows all of the marketing touchpoints that a user interacts with.

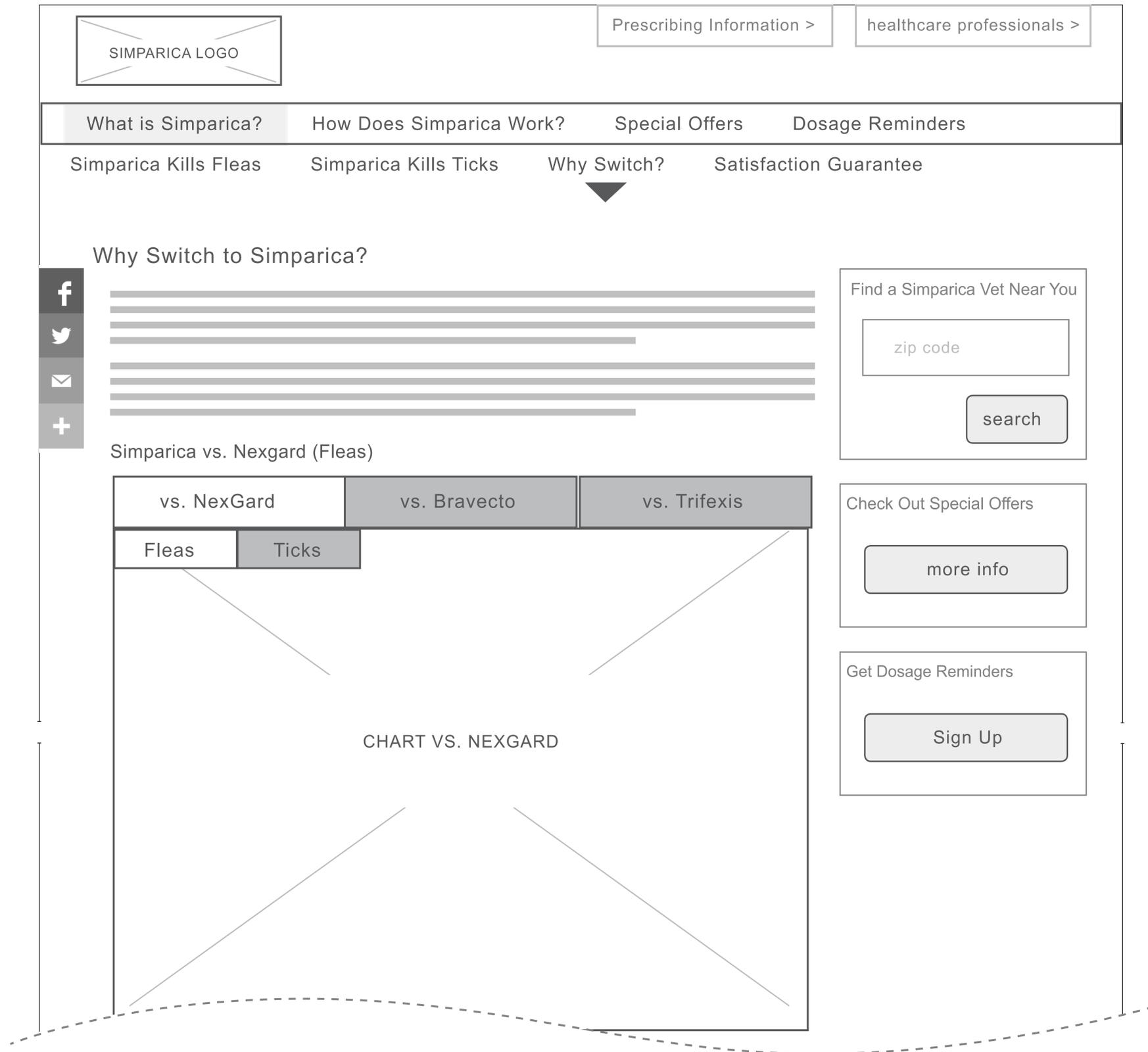
Each tactic is shown where it fits into each user's awareness journey.



Simparica Digital Marketing Tactics Pet Owner Website Wireframes

Once all of the tactics are identified, we can start building them out, making sure they are aligned to meeting the marketing objectives.

This wireframe was created for the product website.



Simparica Digital Marketing Tactics Interactive Detail Wireframes

Once all of the tactics are identified, we can start building them out, making sure they are aligned to meeting the marketing objectives.

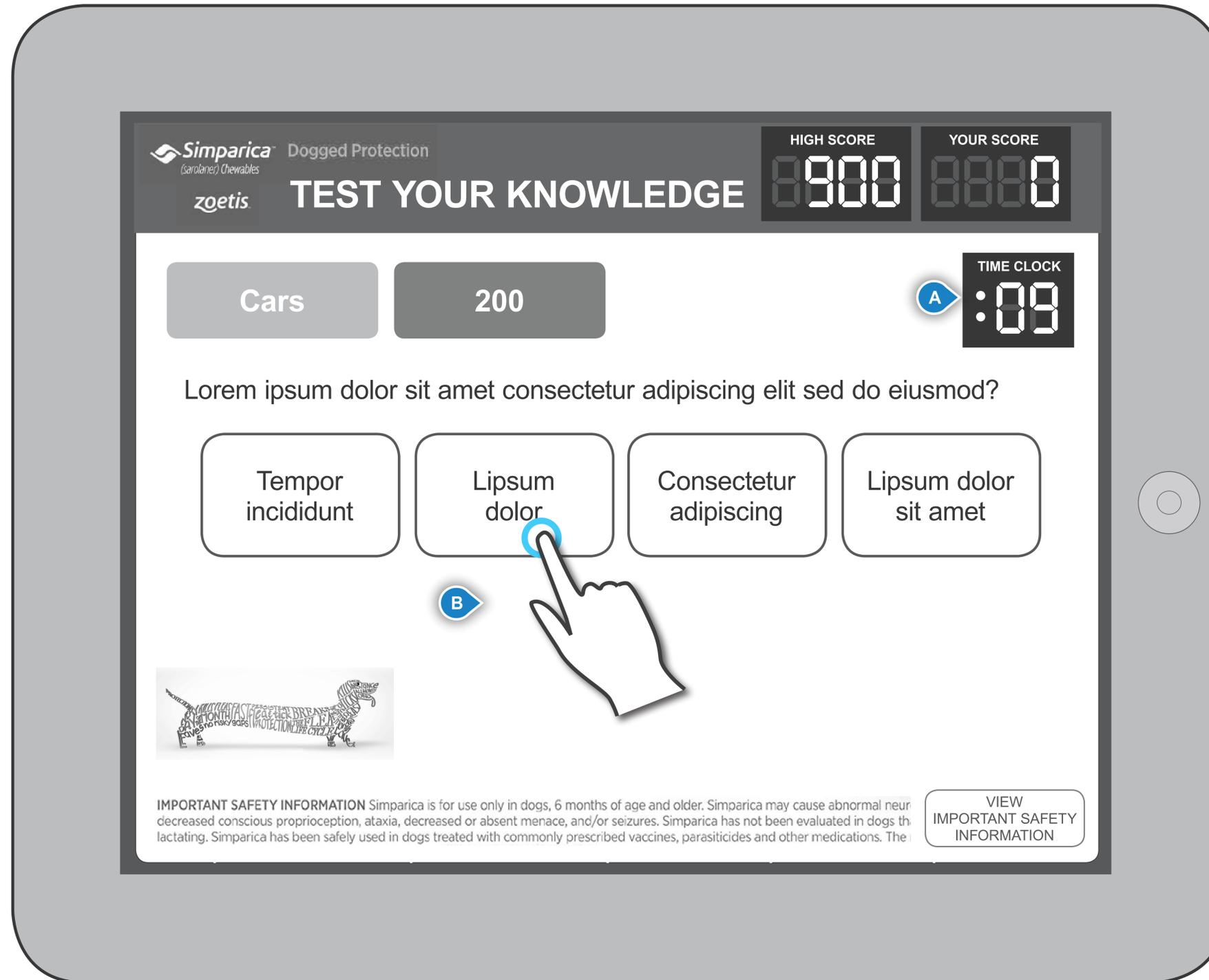
This wireframe was created for an interactive detail aid. The product reps can use this to show doctors disease and product information.



Simparica Digital Marketing Tactics Staff Knowledge Test Game Wireframes

Once all of the tactics are identified, we can start building them out, making sure they are aligned to meeting the marketing objectives.

This wireframe was created for a game that the vet staff can play to learn more about the product.



Notes:

- A User has 10 seconds to answer each call
- B User chooses from one of the answers



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User Experience
Design & Direction

Case Study: Access-Solutions Site Redesign

Client: Genentech Laboratories

Business Objective: To increase user adaptation of website offerings by studying user behaviors and analytics

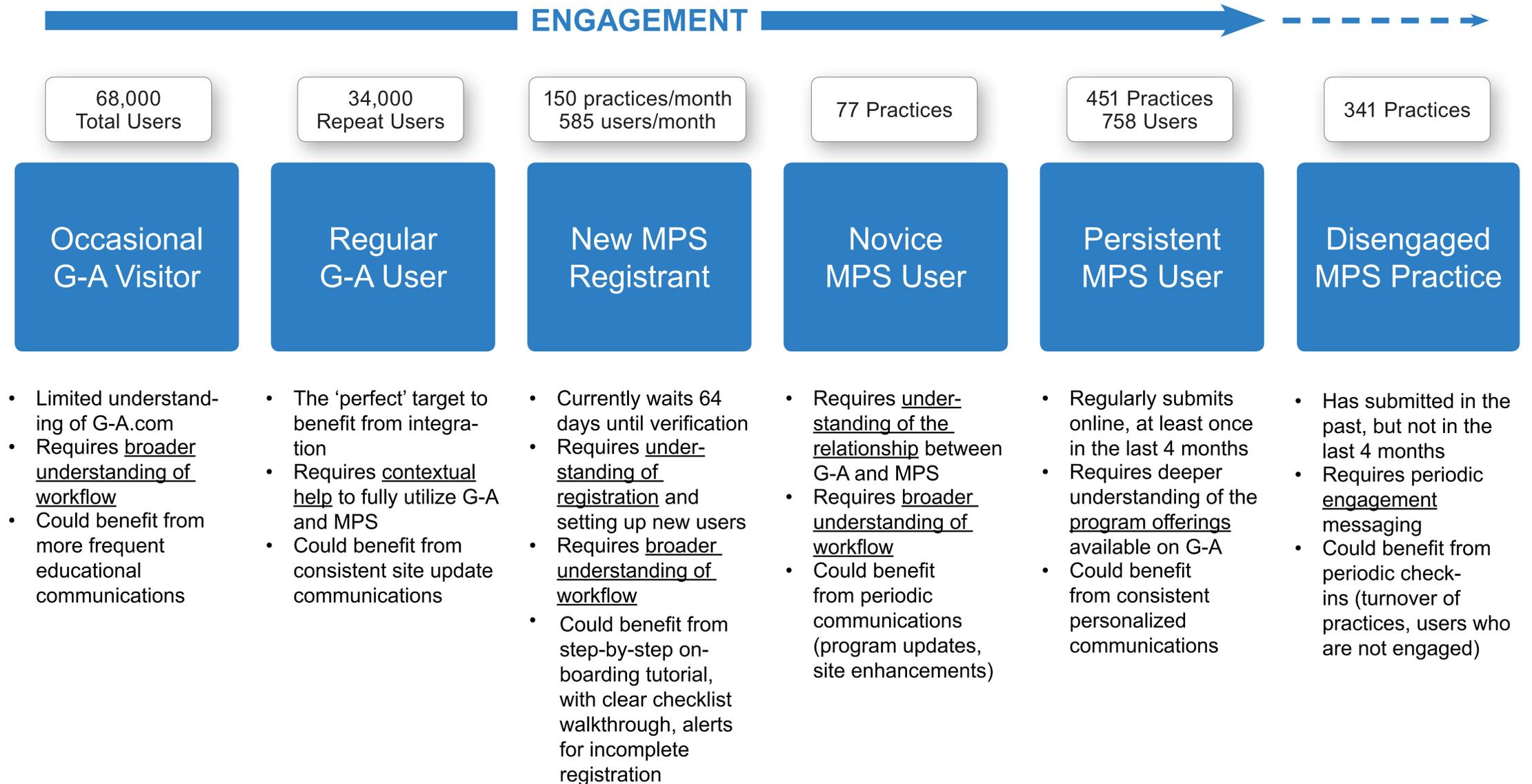
Solution: Conducted user testing and analytics, and proposed updates to the website to encourage user engagement

**Access-Solutions
Website Redesign
Audience Segmentation**

Research is an important part of any project. It is especially helpful to have analytics data, to show how different segments of the user population behave differently.

This diagram breaks out users into different level of engagement, from occasional user, to persistent user, and even lapsed users.

User Segmentation Based on Analytics



Access-Solutions Website Redesign UX Audit of Existing Site

The UX Audit is a study of an existing design, how it works and what interactions are made along the way.

This helps to identify any UX obstacles or confusing messaging.



! Issue

New users to G-A do not intuitively know to select a product before using the site. Problems include:

- ▶ Non-product (generic) pages are missing navigation items that exist on product-specific pages. This forms a strange disconnect for users.
- ▶ Users in testing failed to see the Select-A-Product call to action, despite its large font and high contrast colors.

✓ Solution

- ▶ Keep navigation consistent on product and non-product pages
- ▶ Users forced to select a product before entering a product-specific page
- ▶ Redesign the Select A Product tool
- ▶ Add call to action to the homepage

Access-Solutions Website Redesign User Testing Feedback

Getting feedback from actual users is an invaluable tool in any redesign project.

We can gather real-life insight into user pain points, and gain a deeper understanding of how their expectations may not align with their experience.

PROBLEM: CONFUSION AROUND THE GENENTECH-ACCESS COMPASS TOOL

- ▶ Most users did not correctly anticipate what the tool does based on the name "Compass"



- ▶ Most regular G-A users had never used the tool before



- ▶ Almost all users did find the tool helpful

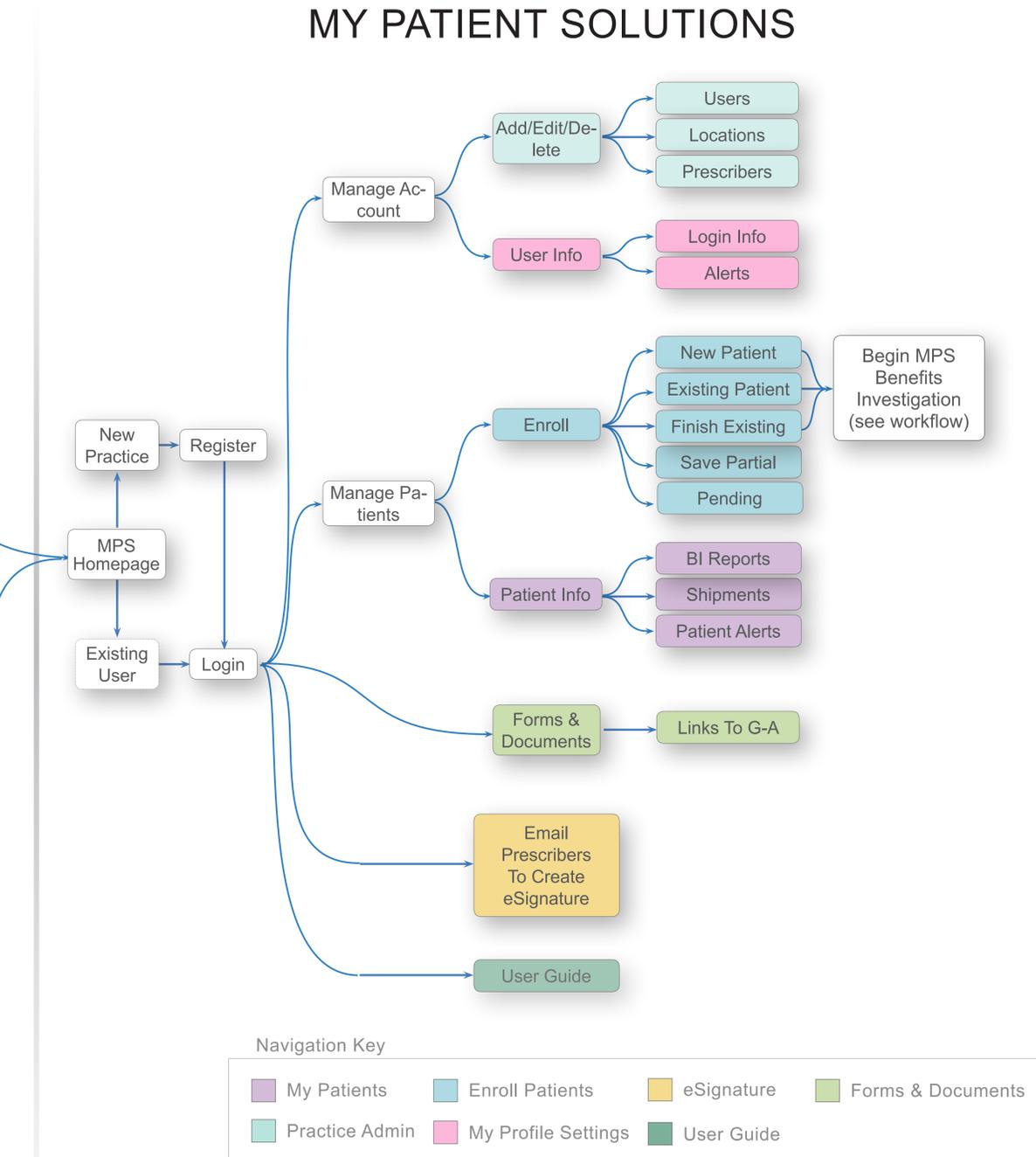
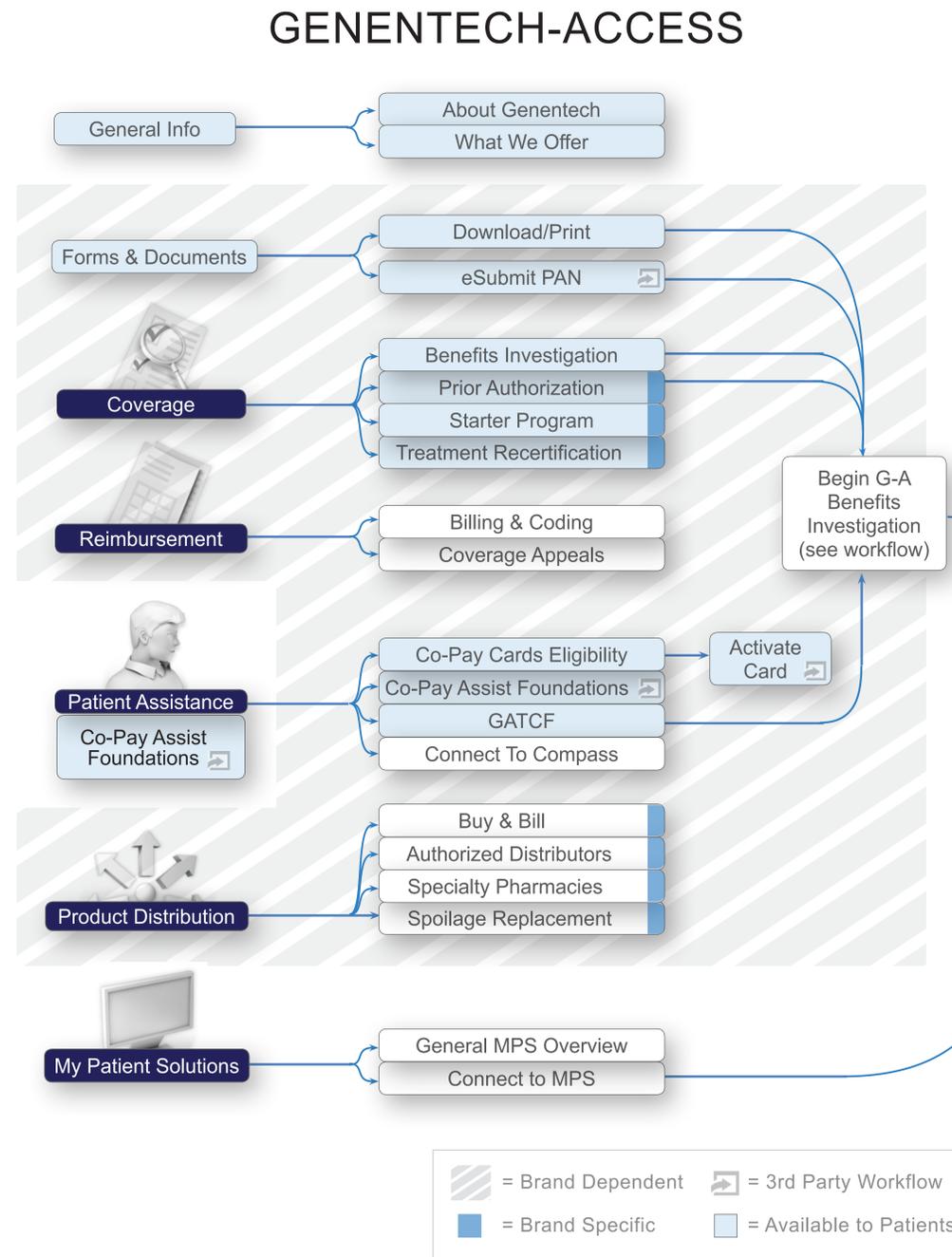


Access-Solutions Website Redesign Current User Flow

User flows help to identify interactive processes and necessary screens.

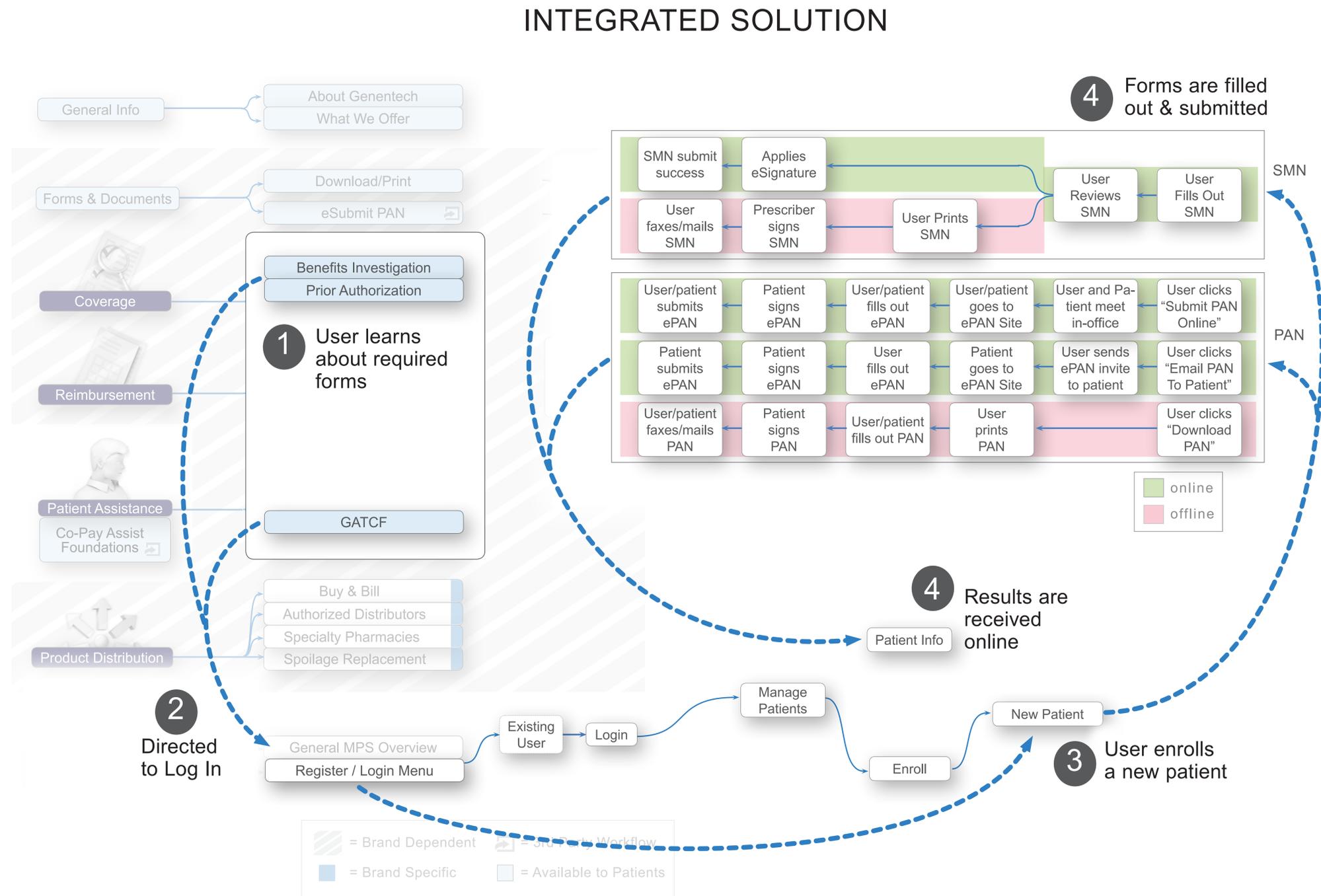
This diagram shows how a user steps through two related websites.

All traffic is funnelled through a single point, which is not the best user experience.



Access-Solutions Website Redesign Updated User Flow

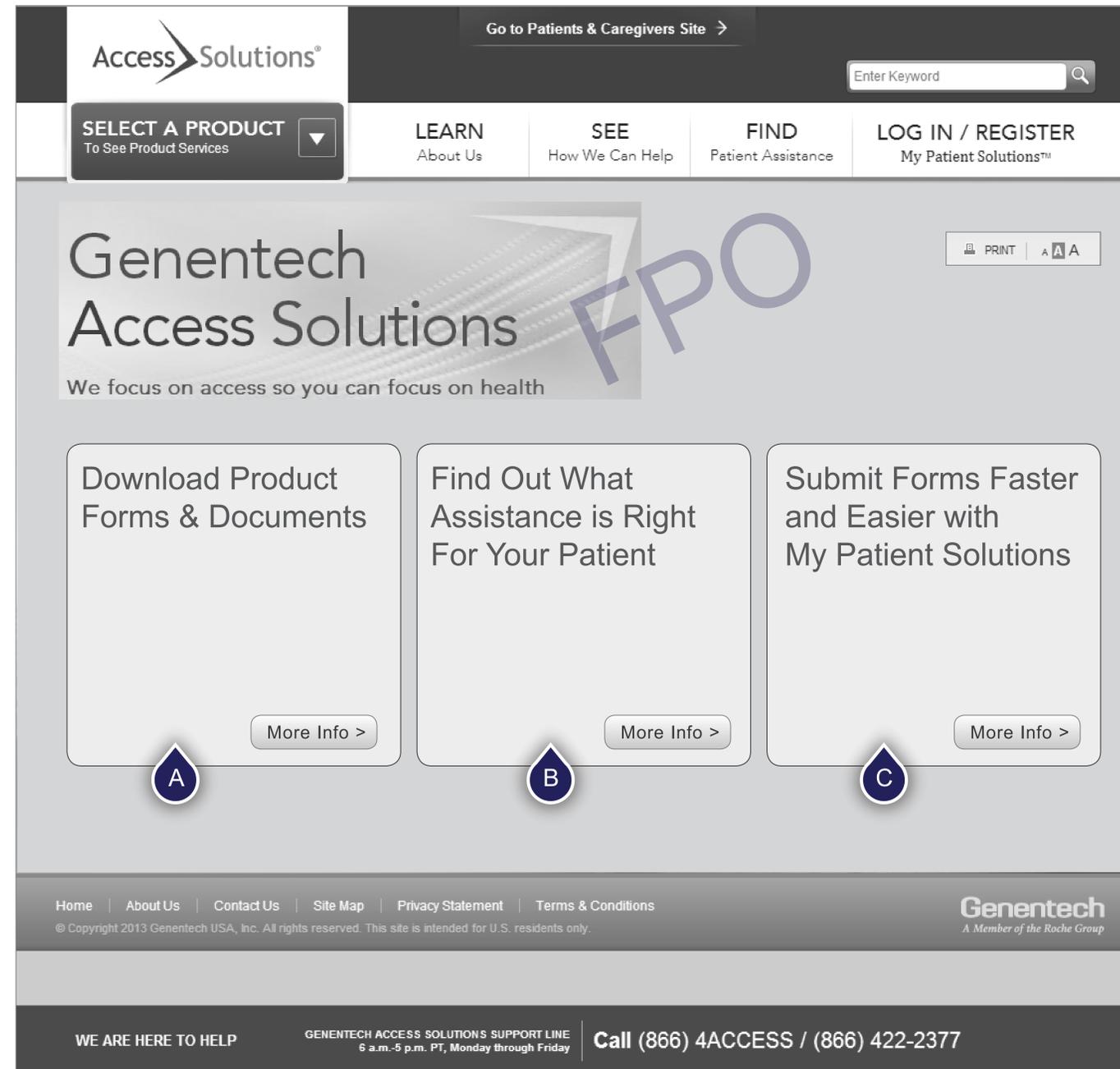
Using user flows, we can diagram a better, more integrated solution, that gets a user to reach their goal faster and easier than currently.



**Access-Solutions
Website Redesign
UX Update
Recommendations**

New wireframes are then created to show what will be updated on the site.

Annotations help describe the elements on the page.



- A** Callout to Forms & Documents Page Clear descriptive language describes the main objectives of the site. This will direct the user to the Forms & Documents page.
- B** Callout to Compass Page This will direct the user to the Compass page.
- C** Callout to My Patient Solutions Page This will direct the user to the My Patient Solutions Info Page

1 Homepage Redesign

User Testing Issues: Homepage does not immediately indicate the website's purpose to new users.

Recommendation: Redesign the homepage with clear calls to action for the top 2-3 reasons that users come to the site. This will both explain to users what the site is all about, and direct them to the most pertinent information.

PROs: Makes it obvious to users what the site's objectives are. Creates a clear line of direction to chosen task.

CONs: Requires total redesign of homepage, with associated time and effort.



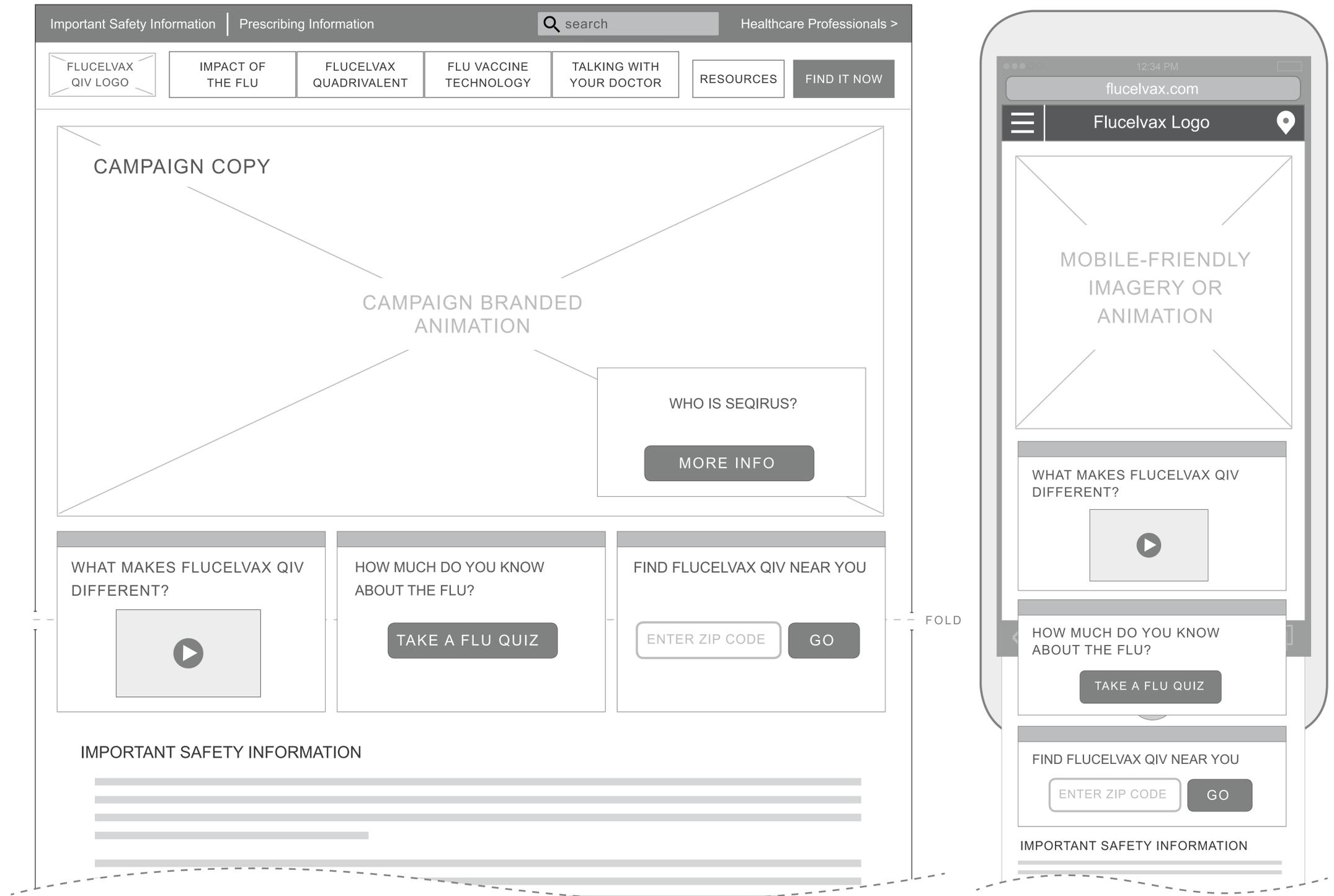
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Design & Direction

Other Work Samples

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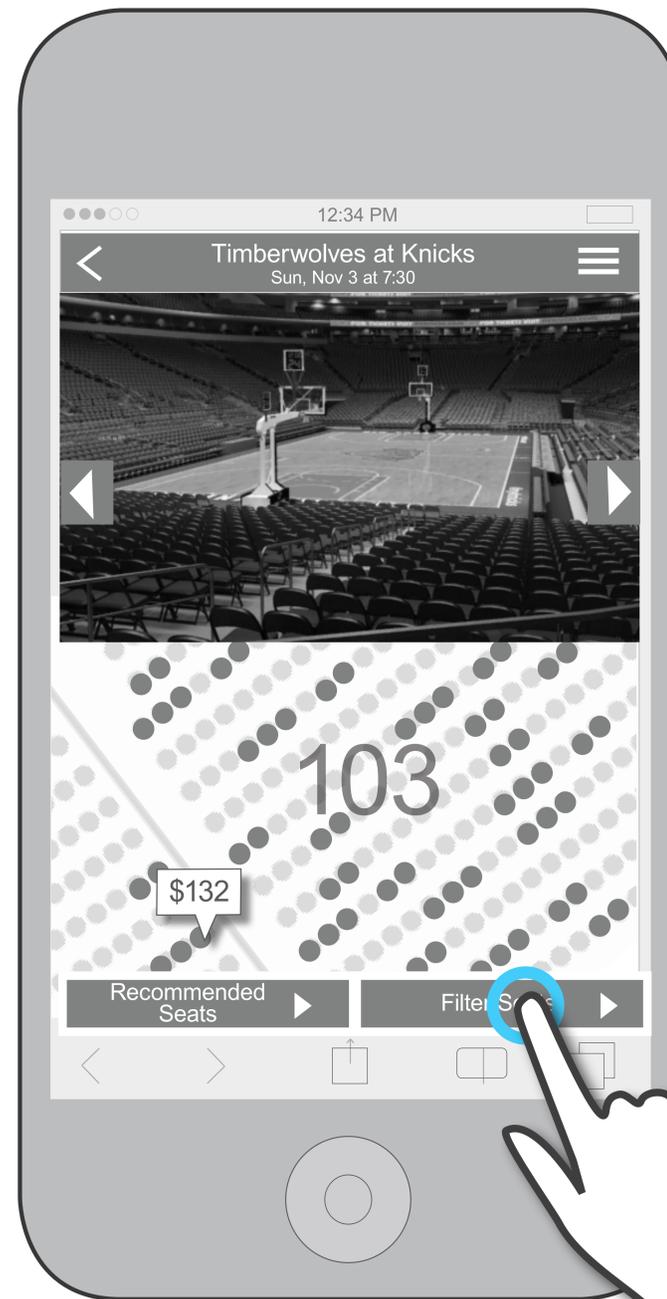
Flucelvax Website Redesign Wireframes

This is a website we created for Seqirus, featuring one of their brands of flu vaccines.

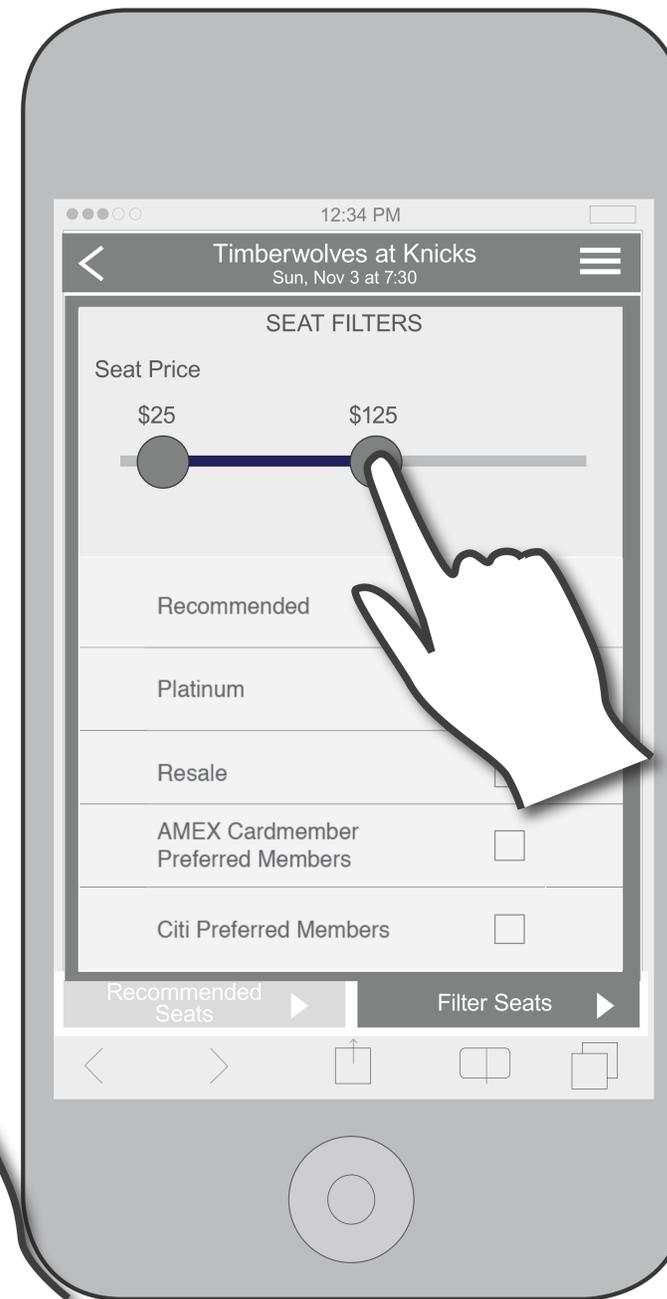


Virtual Venue Ticket Purchase App Wireframes

This is an app that works with the Virtual Venue seat viewer. Users can see the view from their seat before picking seats and purchasing tickets.



Click to Filter Seats



Adjust price brackets



Available seats updated

iPitch Admin Tool Wireframes

This is website that helps season ticket sales reps create a custom made pitch presentation for their customers.

Creating a Campaign: Leads and Reps

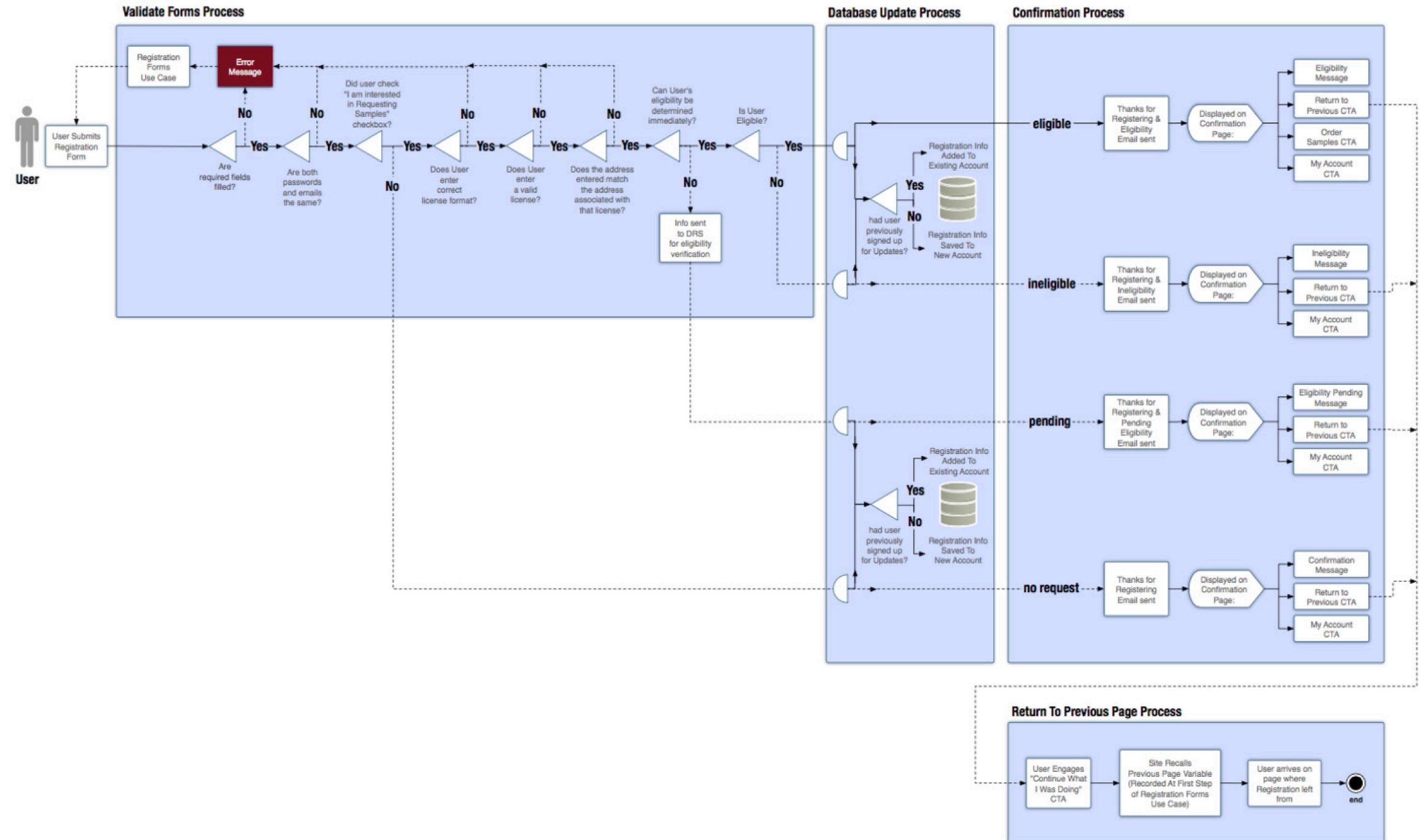
The screenshot displays the 'iPITCH ADMIN PANEL' interface. The top right corner shows the user 'ADMIN: JOHN DOE'. The main content area is titled 'Campaigns / Campaign Editor' and shows a progress bar with four steps: 1 Campaign Details, 2 Leads and Reps (current step), 3 Create Presentation, and 4 Release Campaign. There are also buttons for 'Preview', 'Save', and 'Exit'. Below the progress bar, there is a toggle for 'Send Campaign to: Leads' (selected) and 'Reps'. The main section is titled 'IMPORTED LEADSETS' and contains a table with columns for Leadset Title, Import Timestamp, Leads, Tags, and Value. Below the table are radio buttons for 'Delay Recent Recipients' (CRM List selected, Ticketing List unselected) and checkboxes for 'Tags' (Corporate, Family, Veterans checked, Handicapped, VIP checked, Senior). A 'Create New Tag' button is also present. The table lists several leadsets with their respective details and actions.

Leadset Title	Import Timestamp	Leads	Tags	Value		
Team Event Leads	06/22/2014 11:21:02	220	Family	4	Delete	+
Seniors	06/23/2014 12:56:34	362	Senior, Veterans	1	Delete	-
Family Leads	06/22/2014 09:51:30	421	Family	4	Delete	+
Corporate	06/21/2014 18:56:34	312	VIP, Corporate	3	Delete	+
High Rollers	06/20/2014 16:17:22	59	VIP, Corporate	5	Delete	+

GSKSource.com Registration User Flow

Sometimes userflows can get very complicated when there are many interactions to capture.

In this case, users that complete the registration process fall into 4 different levels of confirmation.





Adam Keller
User Experience
Design & Direction

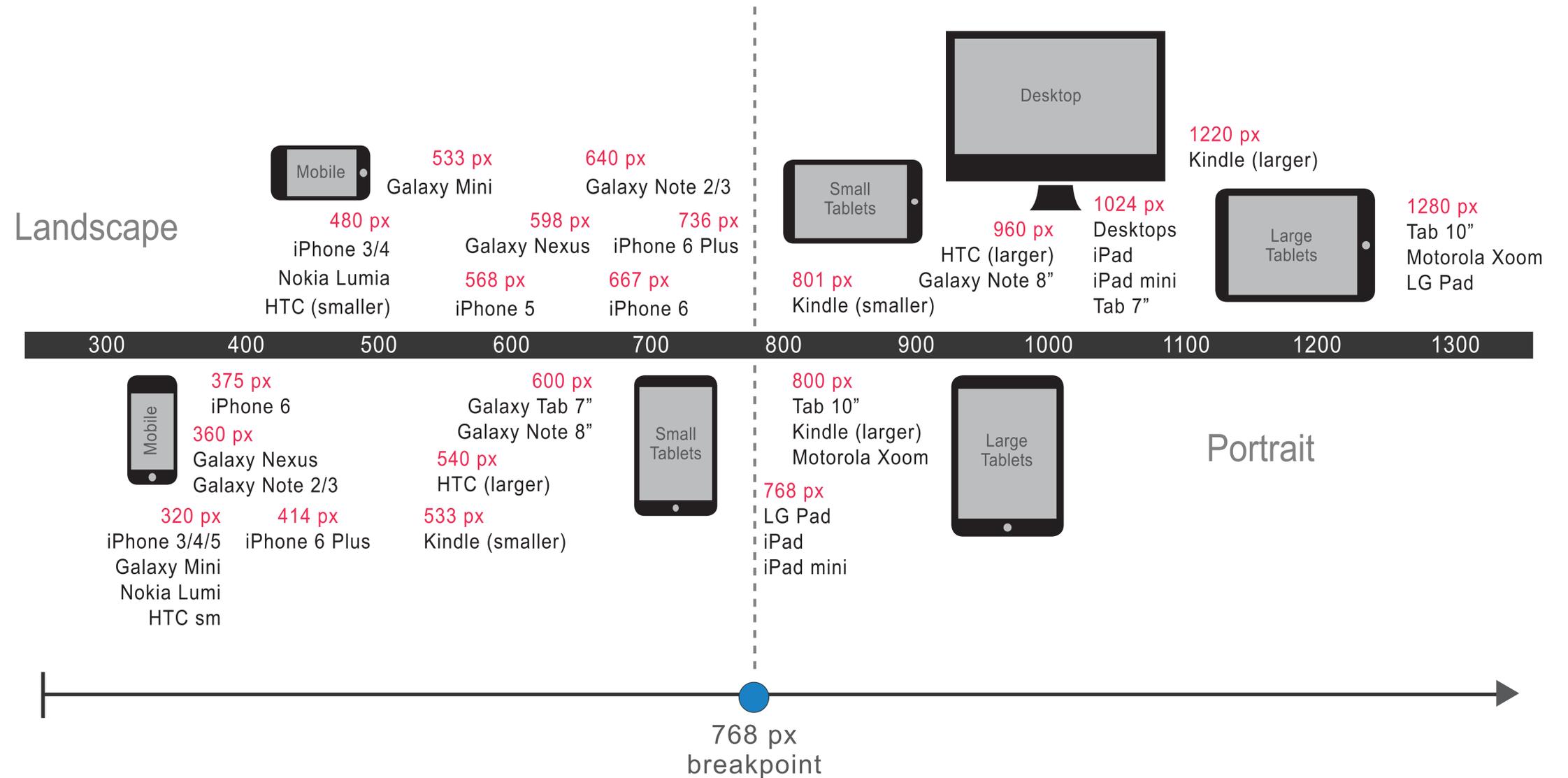
UX Research and Education

adam@adamkeller.net

UX Research/Education Responsive Design Specifications

It is important for UX designers to also be well-versed in technical specifications.

I created this diagram to distinguish how different mobile and desktop devices display content, and where the breakpoint should be for mobile vs. desktop layouts.



Mobile Layout:
For Mobile Devices and Small Tablets (Portrait)
Designs are created at 640px width
Active when viewport is 1-767 pixels wide

Desktop Layout:
For Desktop, Large Tablets and Small Tablets (Landscape)
Designs are created at 1024px width
Active when viewport is over 768 pixels wide

UX Research/Education Responsive Design

Education is an important factor in establishing UX best practices with both the client and internal teams.

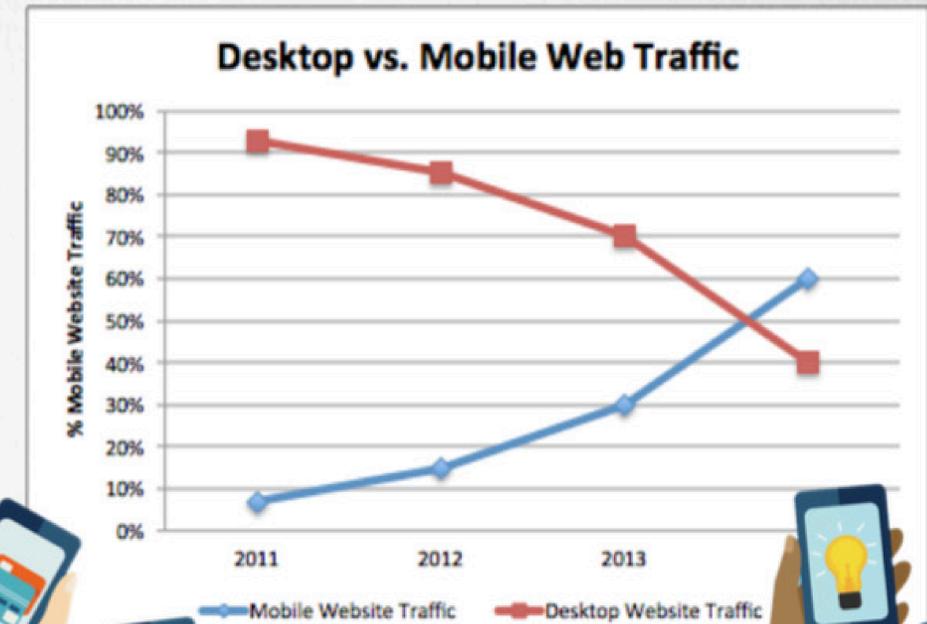
Research is done to establish best practices, and findings are presented to help educate the team.

This presentation shows the importance of responsive design that prioritizes mobile users.

Fundamentals of Responsive Design

Mobile web browsing on the rise

- More people are browsing the web on mobile than on desktop
- 1 out of 4 consumers browse on mobile only, not using desktop browsers at all
- This trend will continue



For more information:

www.lynda.com/Web-Responsive-Design-tutorials/Exploring-need-responsive-design/104969/115615-4.html





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User Experience
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THANK YOU!