



Portfolio

Prepared for External

Design Lead | Industry Exec

Colin M. Budd

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HI THERE.

**CREATIVE LEADER
DESIGNER
OF EMERGING
TECHNOLOGY**

// I'M COLIN BUDD.



Colin M. Budd

Industry Advisor [Innovation]

AI Program Lead

Retail, Consumer Goods, Gaming

Microsoft | Austin, TX

**I AM
BEST
KNOWN
FOR:**

Design Leadership + Delivery

Bridging Design + IT + Business

Client Engagement + Facilitation

Design Thinking + Lean + Agile

Public Speaking + Patenting

Boutique Hotel Recommendations

I FUSE:

// DESIGN

// TECH

// BUSINESS

// PSYCH

@:

Microsoft

Industry Advisor, Innovation | AI Program Lead,
WW Retail, Consumer Goods, & Gaming

IBM Garage

Business Lead | Global Design Strategist

IBM Cognitive Systems

UX Designer + Strategist, IBM Power Systems

IBM Collaboration Solutions

Product Designer, IBM Verse

Cornell University

Fine Arts (BFA) | Information Science (BA)

CREATIVE FEATS // BIZ DEV

directly generated

\$750M+

IN NET-NEW REV
AS A DESIGN LEAD
& INDUSTRY EXEC



leader of

180+ novel customer engagements

across

51 unique logos

over the past

6.5 amazing years

SELECTED WORKS

01

Open Data Portal

SD | UXR | UX | UI

Enhancing end-user experiences by first identifying and addressing deeply rooted closed team dynamics for a prominent county in California.

02

The Learning Credential Network

SD | UX | UI | Visual

Bringing together a wide array of IBM teams and Partners to dream, build, and launch a first-of-its-kind network for learners, educators, and employers.

ADDITIONAL WORKS

03

IBM Verse

UXR | UX | UI | UI Dev

Enhancing and unifying IBM's signature email service, Verse, across multiple platforms and innovative frontiers.

04

IBM Studios Austin

SD | UXR | Graphic | 3D

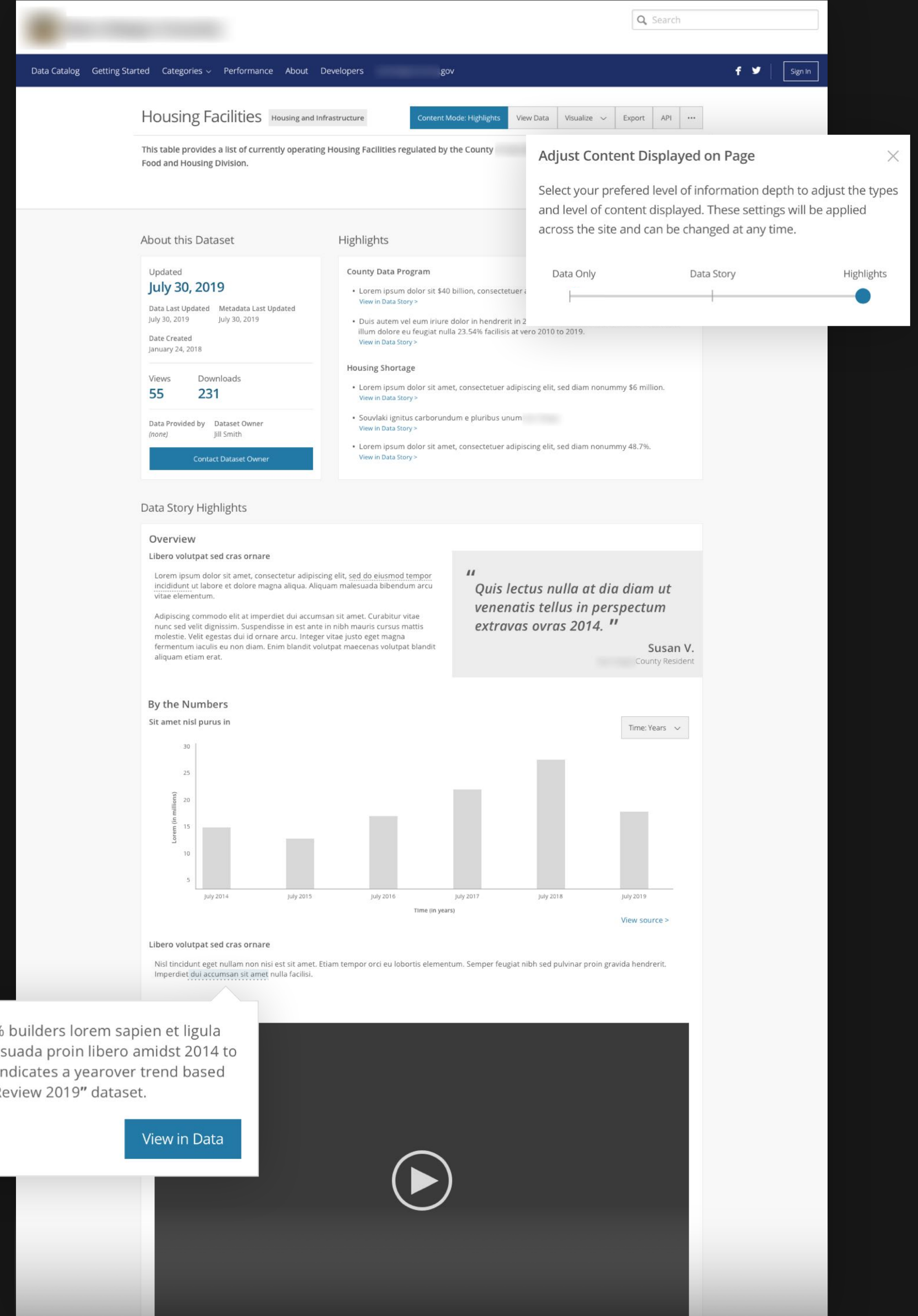
Reimagining and revitalizing key touch-points and experiences for visitors and employees of IBM's design epicenter in Austin, TX.

01

OPEN DATA PORTAL

SD | UXR | UX | UI

Enhancing end-user experiences by first identifying and addressing deeply rooted closed team dynamics for a prominent county in California.



Reported 33.721% builders lorem sapien et ligula ullamcorper malesuada proin libero amidst 2014 to 2019. This result indicates a yearover trend based on the "Housing Review 2019" dataset.

View in Data



01 | OPEN DATA PORTAL

Case Study Overview

Outcomes

Redesigned Open Data Portal to improve trust and usefulness of published datasets plus identified / addressed major organizational complexities (such as closed team dynamics and redundant processes) to holistically transform the County's abilities to build and scale incredible end-user experiences.

Role

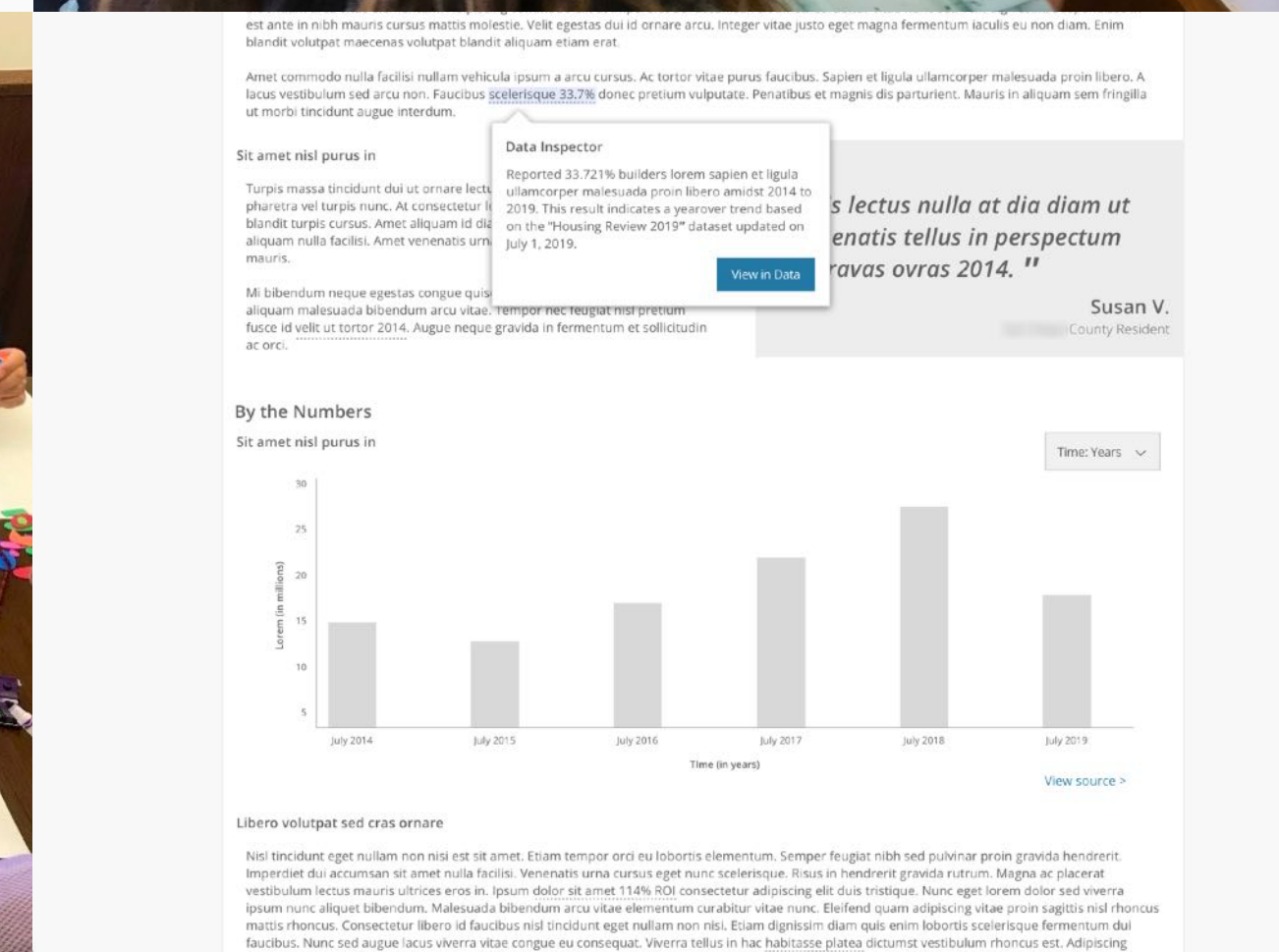
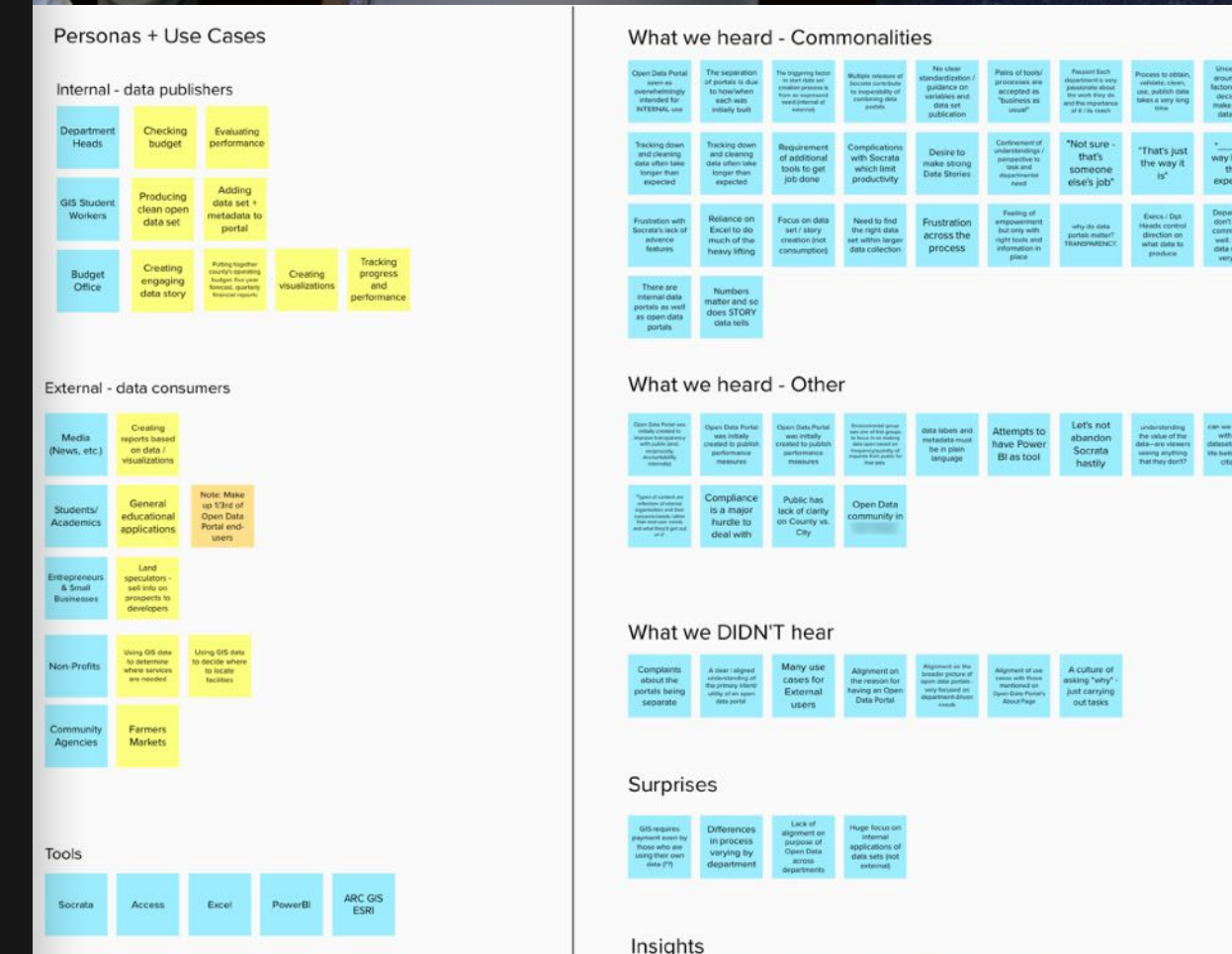
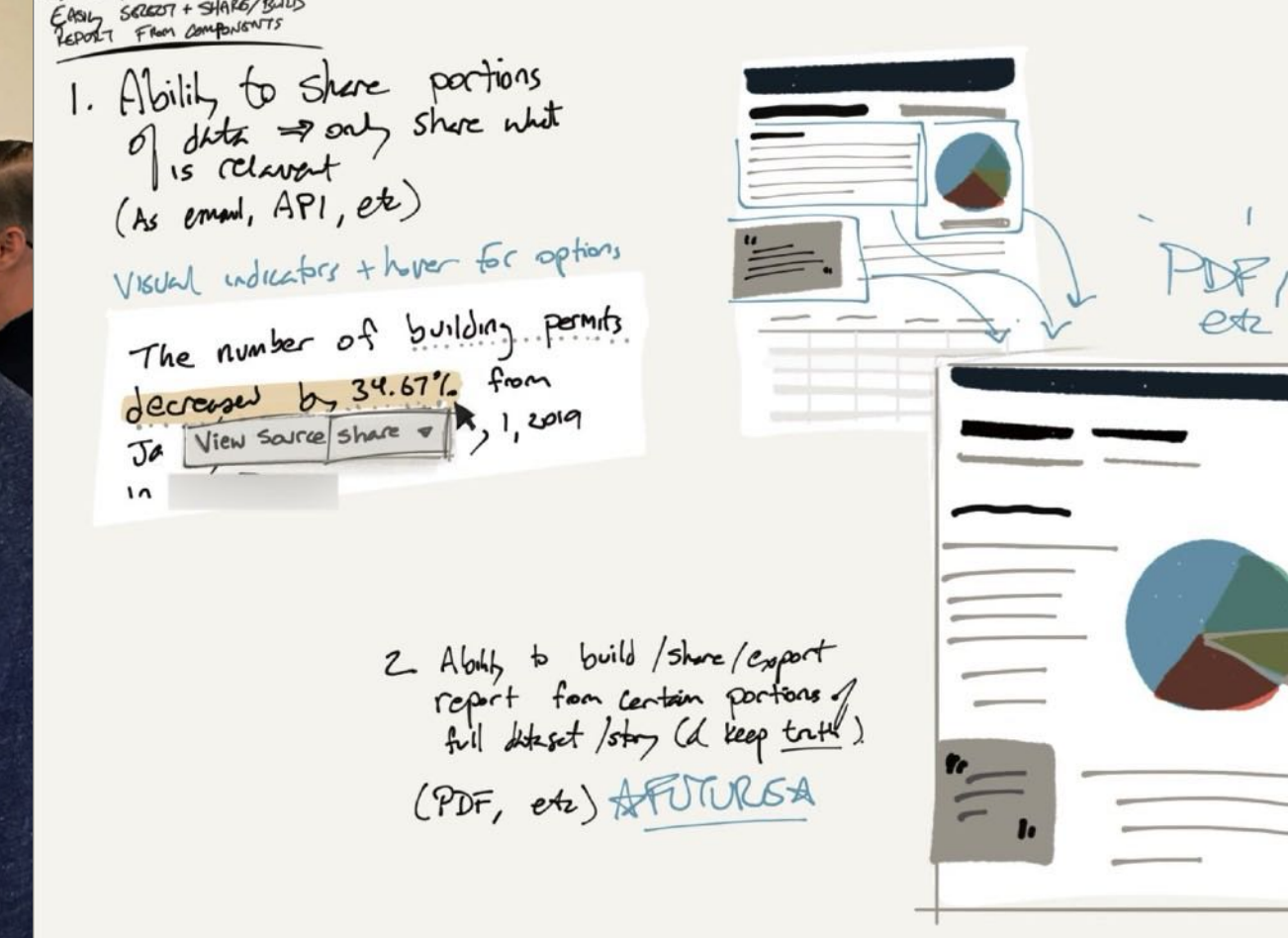
Creative Lead inclusive of Proposal Crafting, Client Relationship Management, User Research, Facilitation, UX/UI Design, and Prototyping

Challenges

Working within a compressed timeline and budget to serve the asks of the County and the real-world needs of both internal and external end-users.

Impact

- // Innovative redesign based on user- and stakeholder-informed input
- // Identified and addressed significant closed team dynamics imparting ability to collaboratively build towards improved end-user outcomes
- // Directly led to 3 additional engagements with broader County
- // Currently in proposal process with CDO for follow-on engagement



01 | OPEN DATA PORTAL

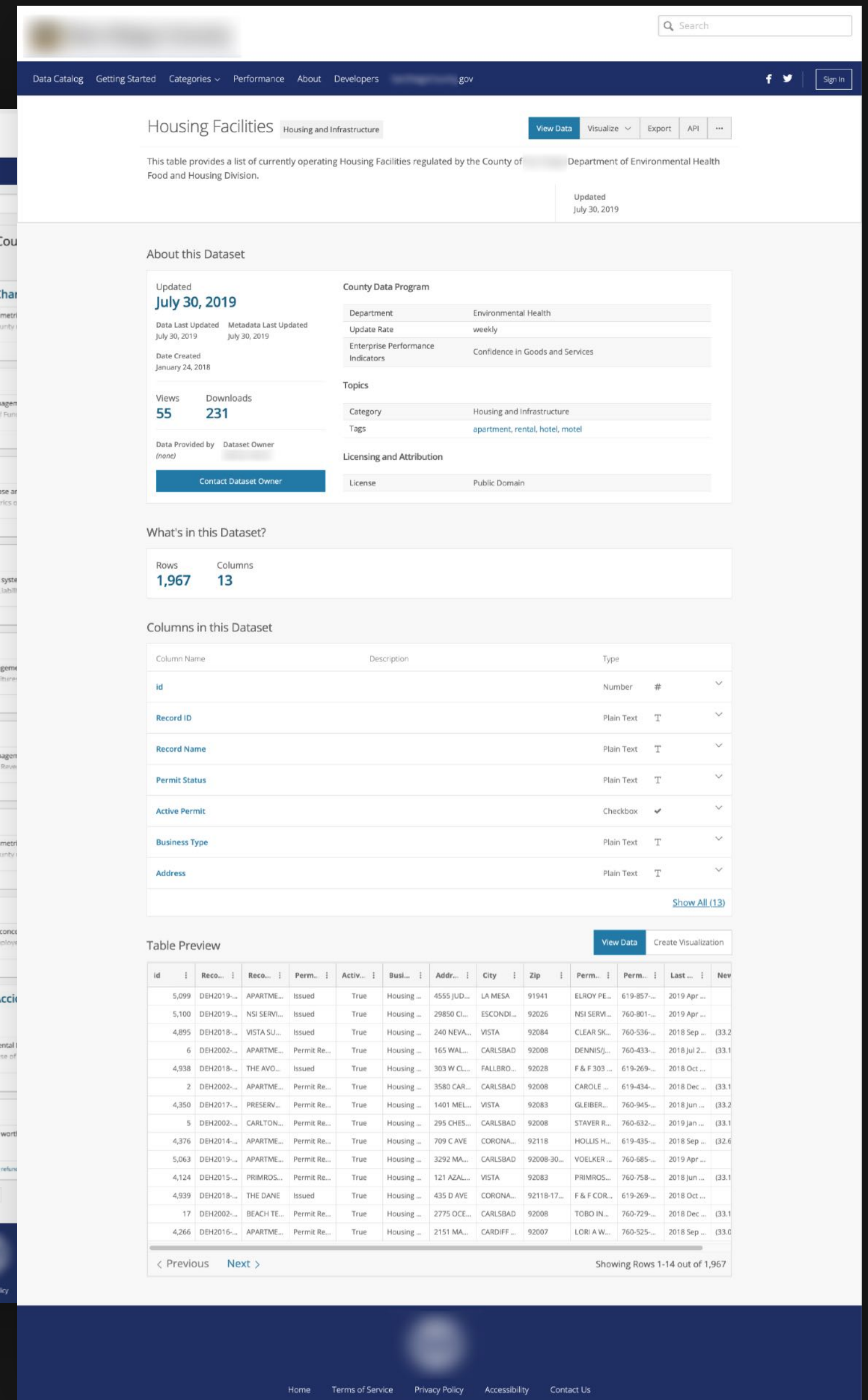
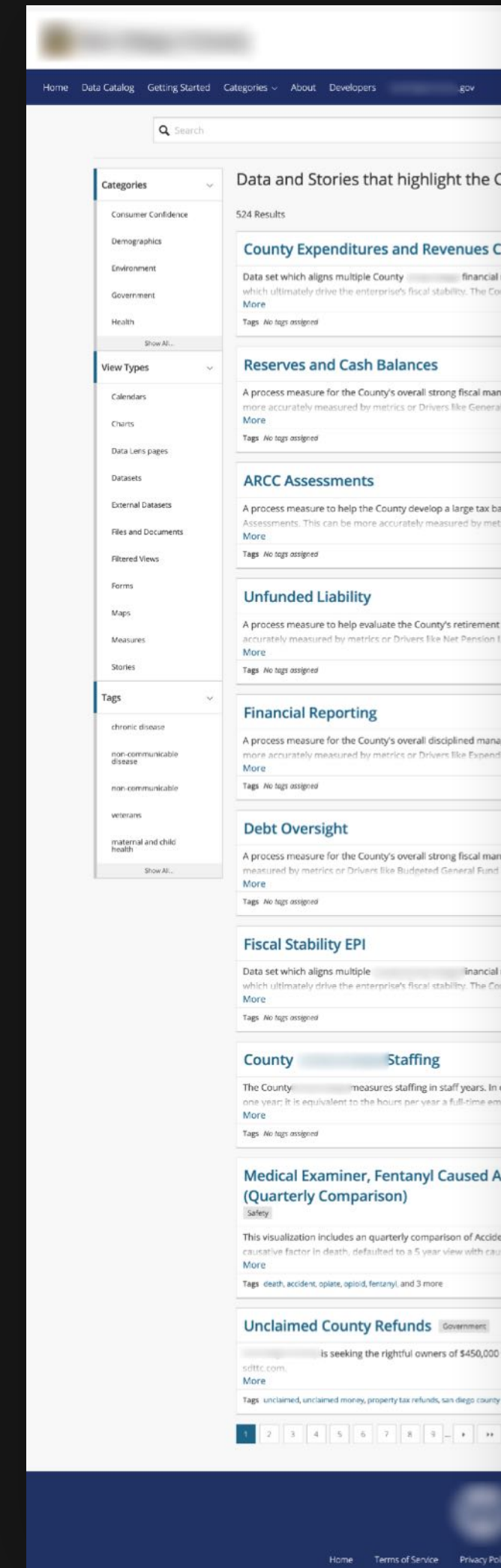
OPEN DATA PORTAL REDESIGN

/// LOW USAGE

/// LIMITED AWARENESS

/// MULTIPLE SITES

/// HIGH INVESTMENT



01 | OPEN DATA PORTAL

WHAT IF WE DID...

**WK
01**

**USER RESEARCH
OP ID + ALIGNMENT**

**WK
02**

**DT WORKSHOP
DESIGN + PROTOTYPES**

**WK
03**

**USABILITY TESTING
DESIGN ITERATIONS
PACKAGING + HANDOFF**

**IN
JUST
THREE
WEEKS.**

01 | OPEN DATA PORTAL

Week 1 :: User Research + Insight Compilation

Goal

Gain understanding of world-of-today through the perspectives of real-world users and their many values, pains, needs, and goals

Method

Ethnographic User Research via interviews

Research Participants

10 external and internal users

External Users

// Strategy Consultant

// University Students

// Land Developer

// Small Business Owners

Internal Users

// Financial Planning

// IT Management

// Public Safety

// Land Use / Environmental Planning & Sustainability

Interview Field Guide - [redacted] - Inter...



Version: 1
Date: July 18, 2019
Interviewer: Christy
Note taker: Colin
Participant Number: 6

I. Intro

A. Welcome/Overview:

Hi ____! Thank you so much for making the time today to chat with us. [Christy/Colin] and I are here from IBM to aid in the improvement of the County [redacted] Open Data Portals. We are excited to learn more about you, your role, and experiences with data portals. This will be a very informal session - less of a Q&A type of interview and much more of a conversation. Your thoughts, comments, and opinions will help us better understand the space as it exists today and inform how we think through and explore the many ways to improve things for world of tomorrow. Please feel free to be as honest and transparent as possible - this session will be fully anonymous. We also know how valuable your time is -- if for any reason you should need to end the session early, we are more than happy to reschedule!

Before we begin, I want to first ask if you have any "burning questions" you'd like to ask!

Great! Is it okay with you if we record this meeting with the intent of assisting our research note taking? Again, this session will remain anonymous and the recording will only be utilized for our notes.

<START RECORDING>

B. Introductions:

Let's start things off with a bit about yourself!

- o Can you tell us about your current role?
- o How long have you been in this position?
- o What were you doing prior?
- o What is your favorite thing about your current role?
- o How about least favorite?

II. Understanding Current Process / Pains:

A. General Data Work

Focusing in a bit more on your work...

- o What kinds of projects/applications do you often work on?
- o For these projects, to what extent do you utilize external data sets?
- o What types of external data/data sets do you commonly use?
- o What are some ways your team *obtains* this data?
 - What are the biggest challenges you face in regards to obtaining?
- o How is this data most often utilized?
- o Can you help us understand the process a bit better - thinking through a typical project, what factors inform/determine which data sets and portals to use?
- o How do you *find* the data you need?
 - What challenges do you often face when it comes to finding the data?
- o When you and your team run into an issue with an external data set, how do you troubleshoot?
 - What forms of support do you most often use?
 - Can you describe a recent issue you had and how you managed to work through it?
- o What do you do if you are unable to find the right data or have an incomplete data set?

B. Open Data Portals

Switching gears a bit to focus in on Open Data Portals...

- o What open data portals would you say you and your team most often use?
 - What leads you to use one Data Portal over another? (*for instance County vs. City portals*)
- o How often do you interact with the County [redacted] open data portal?
- o What would you say do you most often do on the Data Portal? (*essentially, what are you doing on the site*)
- o What was your most recent experience like?
- o How have your other experiences with the portal compared?

- o Do you use the portal as a resident of [redacted] County (apart from...)
 - If so, in what way?
 - If not, what changes or improvements might entice you to use it?
- o What do you perceive as the major challenges to using the portal?
- o What do you perceive as the major technical or integrative challenge?
- o How do you currently use and act upon portal analytics?

C. Future Thinking

Thinking broadly...

- o What would be an ideal process for you and your team in terms of finding and using external data in your work?
- o Imagine you have a "magic wand" OR Thinking 5 or 10 years out, how would you be able to find and interact with external data sets?

III. Conclusion

- Thinking over the many topics we've covered, are there any additional thoughts or insights you'd like to share?
- We greatly appreciate you answering all of our questions - we'd like to thank you for the questions do you have for us?

We truly cannot thank you enough for taking the time to share all of your thoughts and insights. Your feedback greatly help our own understandings and will be incredibly impactful as the team explores new ways to make Open Data Portals better!

We would love to chat again in couple of weeks to gain your feedback on some of the concepts the team aims to create. Would that be okay with you?

Wonderful! Thank you again for your time and insights! We'll be in touch soon after this session.

NOTES:

- Role/Responsibilities
 - o Works in county technology office
 - anything related to Customer Experience (INTERNAL) - problem related to user experience that touches end user experience
 - was the group IT manager for Environment group
 - since 2014, initiative for group has been Open Data Portal for Environment
 - includes Planning/Development, Public Services, Air Pollution, etc.
 - lots of requests from public for these data sets!
 - Published on CivicData.com run by Excella (?)
 - o Interacts with internal and external end-users
 - Works on Adoption/Training/Change Management to support adoption
 - Feedback from surveys (and revamping survey process)
 - o Does not use Open Data Portal in current role
- 365 Suite
 - o SharePoint rolled out online
 - o OneDrive to be deployed
 - o working on initial stages of team's deployment
 - o pilot testing with dif user groups across departments

Data Portal Purpose

- Why are we even doing an Open Data Portal? (Uses/Audience)
 - o County has not come together on why we are really doing this
 - o routinely had 2k-3k public requests for their data sets
 - o wanted to reduce overhead of all the PRA requests
 - o Satisfied a lot of research and university requests
 - o Primarily, dealing with media and other outlets that wanted info as well as researchers
 - o Subset: Development community, small entrepreneurs, members of business community
 - Often, had email/phone convos with various developers to ensure they had what they needed available.
 - o Mostly "searching for reason why" to have Open Data Portal...never a

Primary Reasons for Open Data Portal by County

- o 1. Open Performance Portal

01

01A Research Synthesis

Mural board to collect and organize real-time findings from interviews and research moments.

Research Synthesis - 07.19.19 Facilitator All changes saved

2 SHARE Download Share Comment Help Search Close

Personas + Use Cases

Internal - data publishers

Department Heads	Checking budget	Evaluating performance
GIS Student Workers	Producing clean open data set	Adding data set + metadata to portal
Budget Office	Creating engaging data story	Putting together county's spending subject for year finance, security, revenue issues
	Creating visualizations	Tracking progress and performance

External - data consumers

Media (News, etc.)	Creating reports based on data / visualizations	
Students / Academics	General educational applications	Note: Make up 1/3rd of Open Data Portal end-users
Entrepreneurs & Small Business	Land speculators - sell into on prospects to developers	
Non-Profits	Using GIS data to determine where services are needed	Using GIS data to decide where to locate facilities
Community Agencies	Farmers Markets	

What we heard - Commonalities

Open Data Portal seen as cumbersome, intended for INTERNAL use	The separation of portals in order to have unique each was initially built	The reporting tool to start does not receive process as an integrated part of workflow	Multiple releases of Excel spreadsheets to transparency of compliance	No clear standardization / guidance on variables and data set publication	Pains of tools/processes are accepted as "business as usual"	Present from department is very process-driven, the work they do and the experience isn't the work	Process to obtain, validate, clean, use public data takes a very long time	Uncertainty around what factors lead to decision to make certain data open
Tracking down and cleaning data often takes longer than expected	Tracking down and cleaning data often takes longer than expected	Requirement of additional tools to get job done	Complications with Socrata which limit productivity	Desire to make strong Data Stories	Confusion of understandings / perspectives for tasks and departments	"Not sure - that's someone else's job"	"That's just the way it is"	"... took way longer than expected"
Focuses with Socrata's lack of advanced features	Reliance on Excel to do much of the heavy lifting	Focus on data set / story creation (post-consumption)	Need to find the right data set within longer data collection	Frustration across the process	Feeling of empowerment, but only with right tools and information in place	Why do data portals matter? TRANSPARENCY	Execs / Dept Heads control direction on what data to produce	Departments don't always communicate well. Making data sharing very hard
There are internal data portals as well as open data portals	Numbers matter and does STORY data tells							

What we heard - Other

State departments often struggle with data and performance measurement	Open Data Portal was initially created to publish performance measures	Open Data Portal was initially created to publish performance measures	Departmental view of data is often siloed, but the sharing also happens in meetings and work for the day	data labels and meta-data must be in plain language	Attempts to have Power BI as tool	Let's not abandon Socrata hastily	Understanding the value of the data - no winners having anything that they don't	Can we combine with other datasets to make it better for our citizens?
Open Data Portal is a major hurdle to deal with	Public has lack of clarity on County vs. City	Open Data community in						

What we DIDN'T hear

Complaints about the portals being separate	A clear request for integration of the entire report into a single data portal	Many use cases for External users	Alignment on the reasons for having an Open Data Portal	Alignment on the broader picture of open data ecosystem - very focused on their individual needs	Alignment of use cases with those mentioned on Open Data Portal's About Page	A culture of "silos" why? Just carrying out tasks
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Surprises

GIS requires payment even for those that are using their own data (?)	Differences in process varying by department	Lack of alignment on the number of Open Data across departments	Huge focus on internal applications of data sets (not external)
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Insights

Limited ability by each group to have full picture of open data portals	Each group understands their own data and how it's used, but not the other groups' data	PODS is overwhelming on internal workflow cases	Applications of data are only as inspired as the driving ask	Very few "real" external use cases	County doesn't have a clear vision for the ODP - what's the goal? What's the mission? What's the value? What's the impact? What's the return?	Who is the intended audience of the data publications published?
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Questions we still have

Why do open data portals really matter to county?	Who are the desired users of open data portals?	What are the desired uses of open data portals?	Can the data portals be integrated together?	Who would make good data consumers? Who would be responsible for supporting their use?	Do external users matter?	Who is the intended audience of the data publications published?
What's the biggest goal for the County to have metadata open data portals?	Are we solving for consumption OR creation of data sets?	Phases / mission of Data Governance Committee				

Pains

Lack of standardization	Missing information, incomplete data sets, etc.	Have to pay for GIS, even when it is your own data you are accessing	Clearing of data takes A TON of time (more than expected)	Linking down data often takes longer than expected	Link of tools and data often takes longer than expected
Redundant steps required to get data in right places	Several public requests don't seem to have a portal - do they really care?	Several public requests don't seem to have a portal - do they really care?	These are great data sets to go to public - but county doesn't seem to have them	Takes long time to track down data from all sorts of places	
Data can't be updated regularly	Once you find right data, often have to then find and enter the right metadata	How to be made to update data (e.g. forms, manual updates, etc.)	Several public requests don't seem to have a portal - do they really care?	Learning curve with Socrata	
No search bar on GIS / DAG	Only a select few know Socrata well and have to help others often	Socrata is budget-constrained - produce what will come from their own CSU	Limited external user base	Workarounds exist - each team has their own methods to get data	Lots of portals hard to know which ones are out there
Difficult to update data sets - multiple processes	The larger the data set the longer it takes to "clear" variables	Insights are not very clear from Open Budget to make it better for our citizens	Migration to get datasets from Open Budget to reside on data portal	Must make both back-end and build-and-update w/ Socrata	data must be verified, that process can take a year.
Not many demographic-based tables on the ODP yet	Need to align on variables to know what to use and why	hard to navigate open data portals	"Banding Issue" in regards to County		

Potential Ideas / Magic Wand Wishlist

Improve awareness of open data, by potential users	Bring data to where the users are - don't make them have to find it	Integrate across the various data sources and make it easier to find	Tell a story with the numbers - help them understand how it applies to them	Easy to find right data	Data is well organized	In-person walkthrough of the data with most frequent users
Strong point of integration with various data sources	"I love a good search bar"	We really struggle with integration of data - it's not clear how to do it	Intuitively generate data connections I need	encourage people to share data across depts	platform for writing on budgetary concerns	two-way conversation with the public
ability to manipulate data in a dashboard before posting	One place you can go to learn the story of your data community	data is published nightly	have the entire health of the data, able to see what's going on in real time	combination of dashboarding and open data	ability to easily cross-reference datasets	

Tools

Socrata, Access, Excel, PowerBI, ARC GIS ESRI

Resources

GIS / DAG, County of Open Data Portal, Open Budget, American Fact Finder (federal level)

Model ODPs

LA County, Cook County (IL)

39%

Zoom settings

Cleaning of data takes A TON of time ("more than expected")

Missing information (metadata, incomplete data sets, etc.)

depts can be autonomous with VERY different biz objectives

departments are not sharing their information

Groups don't often trust data on open portal and prefer to manually obtain the data to publish a new set

Findings and insights shared in presentation format with broadened group of stakeholders.

Personas and Use Cases

Who uses the open data portal, and why? And who *should be* using it?

An understanding of the end user and their goals is fundamental to improving their experience. Our interviewees acquainted us with the various categories of people who publish, consume, and interact with the open data portal.

External users : the data consumers

- The **media** creates public-facing reports based on data and visualizations
- **Students and academics** use the data for educational purposes—how to interact with data and how to extract insights from it. This group makes up 1/3 of the Open Data Portal's end users.
- **Entrepreneurs and small businesses** use data in creative ways to bolster their businesses—for example, to sell information about prospective real estate to land developers
- **Non-profit organizations** use GIS data to determine areas of need, and to decide where to optimally locate facilities and services
- **Community partners**, such as farmer's markets and other groups under Weights & Measures regulation

Agenda

- 01 Methodology
- 02 Synthesis + Findings
- 03 Points + Ideas
- 04 Questions + Next Steps

02

Synthesis + Findings

Personas and Use Cases

Who uses the open data portal, and why? And who should be using it?

An understanding of the end user and their goals is fundamental to improving their experience. Our interviewees acquainted us with the various categories of people who publish, consume, and interact with the open data portal.

Internal users : the data publishers

- **Department heads** consult the budget portal to confirm their financial goals and constraints; evaluate performance against metrics.
- **GIS student workers** process tabular data to produce a clean dataset and convert it to spatial visualizations; add datasets and metadata to portal.
- **The budget office** creates the county's operating budget, five year forecast, quarterly financial reports—as well as the stories and visualizations to communicate them.

What we heard

Facts and opinions presented across departments and disciplines

Portal audience
The Open Data Portal is seen as overwhelmingly intended for internal use.

A clear narrative
Numbers matter—and so does the story the data tells.

Siloing
Confinement of understanding perspective to task and departmental need.

Data acquisition and processing
Tracking down and cleaning data often take longer than expected.

Who has the keys?
Uncertainty around what factors lead to decision to make certain data open.

Secrета weaknesses
Complications with Secrета (versioning, limited feature set) limit productivity and insights.

Need-based data
The triggering factor to start data set creation process is from an expressed need (internal or external).

Passion
Each department is very passionate about the work they do and the importance of it / its reach.

"That's just the way it is"

What we didn't hear
...but may have expected to

Lack of unity
None of our interviewees complained about the portals being separate.

Public eyes?
There are very few use cases for external users.

Why ODP?
There was a lack of alignment on the reason for having an Open Data Portal.

Surprises
What we didn't expect to hear

GIS fees
GIS requires payment even by those who are using the data they created.

Process divergence
Differences in process varying by department.

Why ODP?
There was a lack of alignment on the reason for having an Open Data Portal.

For our eyes only?
Huge focus on internal applications of data sets (not external).

Insights
What we deduced from what we heard

Task/department-based perspectives
Limited ability by each group to have full picture of Open Data's utility and value. Leads to siloed understanding of portal's purpose.

Limited Human-Centricity in ODP
Many departments do not have a need for the Open Data Portal yet—primarily driven by Financial and Environmental—thus not as related to humans.

Input yields output
Applications of data are only as inspired as the driver is. Limited opportunities for users interviewed to "play" with data to yield new insights.

Focus is Internal, Mission is External
Top-down initiative for a broader external user-base is common currently. Internal groups create data sets to fulfill internal needs.

"I'm not sure—that's someone else's job"

Event
Reliance on Excel to do much of the heavy lifting.

Transparency
The purpose of providing open data is to ensure accountability and build trust.

What do the users want?
Focus on data set / story creation (not consumption).

Opening the aperture
Alignment on the broader picture of open data portals—very focused on department-driven needs.

ODP's public face
No alignment of use cases with those mentioned on Open Data Portal's About page.

Why? (for general?)
Culture seems to be task-based, rather than centered on common goals (or asking why).

Open Data Portal

01 | OPEN DATA PORTAL

Week 2 :: Design Thinking Workshop + Stakeholder Alignment

Goal

Align stakeholders and define To-Be vision + MVP (Minimum Viable Product)

Method

Two-day in-person Design Thinking Workshop

Workshop Participants

15 participants including:

- // 10x County Employees
- // 1x IT Vendor Representative
- // 4x Sponsor Users (Constituents)



01

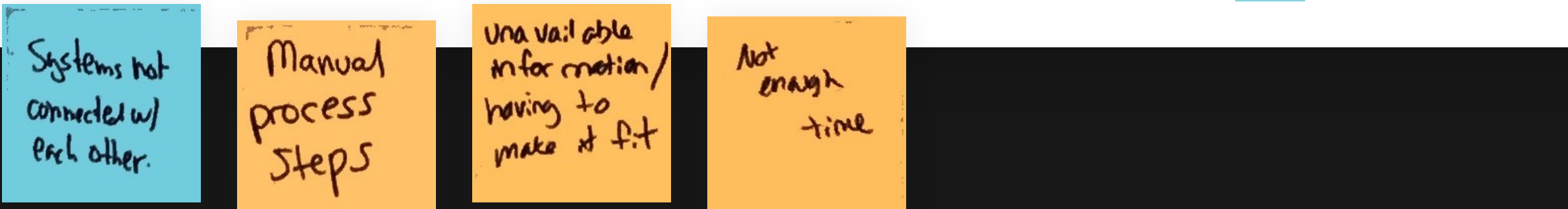
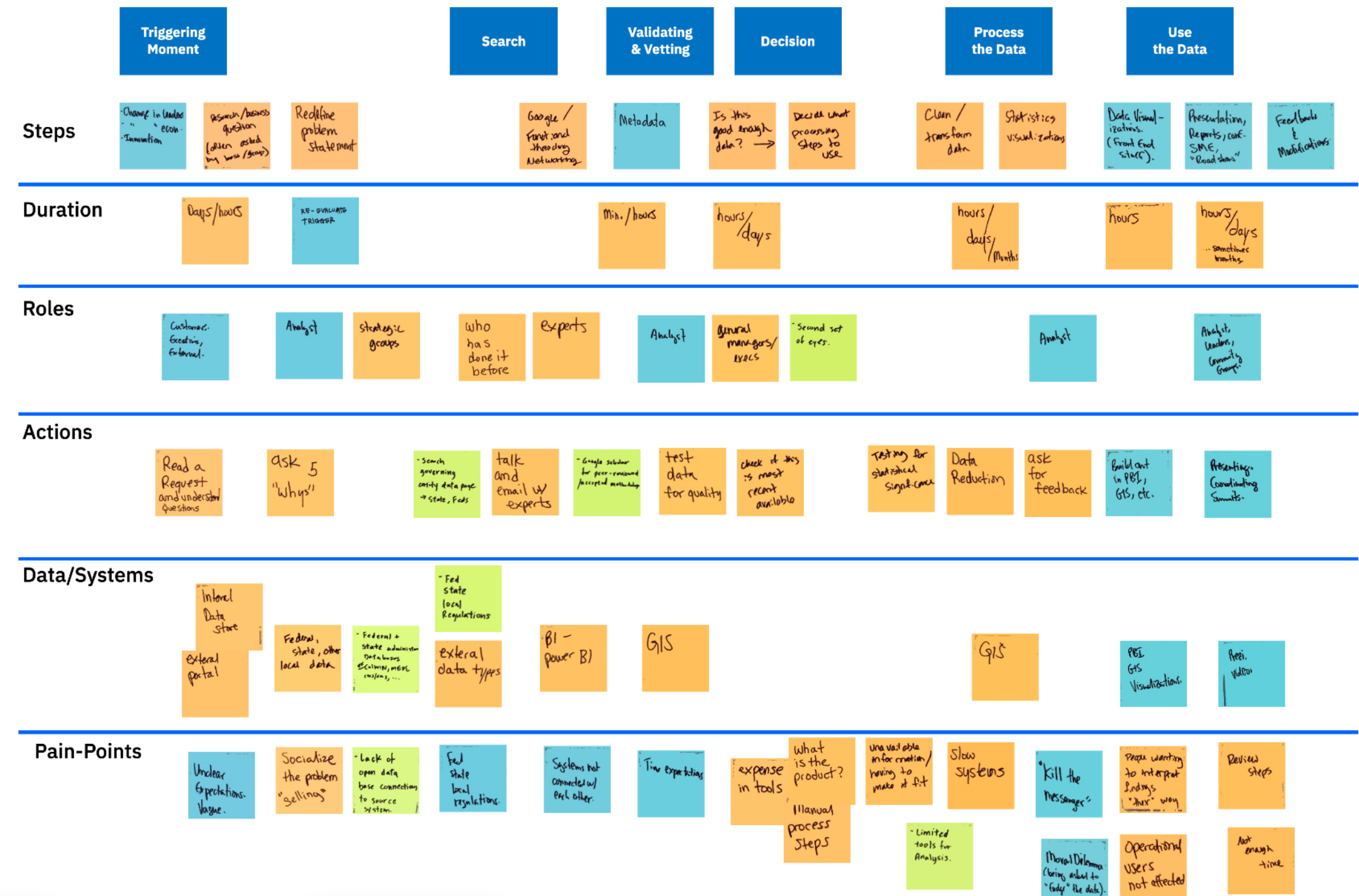
01C Understanding As-Is State for Primary Users

User Mapping, Empathy Mapping, and Customer Journey Mapping activities help establish a collective understanding of the primary users' personas, processes, and pains.



Key Steps:

- Change in leaders / Innovation
- Research/business question
- Redefine problem statement
- Google/functional threading network
- Metadata
- Is this good enough data?
- Decide what processing steps to use
- Clean/transform data
- Statistics visualizations
- Data visualizations (front end)
- Presentation, reports, conf., SME, "roadshow"
- Feedback and modifications



01

01D Exploring Ideas and To-Be State

Brainstorming, prioritization, and storyboarding activities help identify potential ways to address the key pains of our primary users.

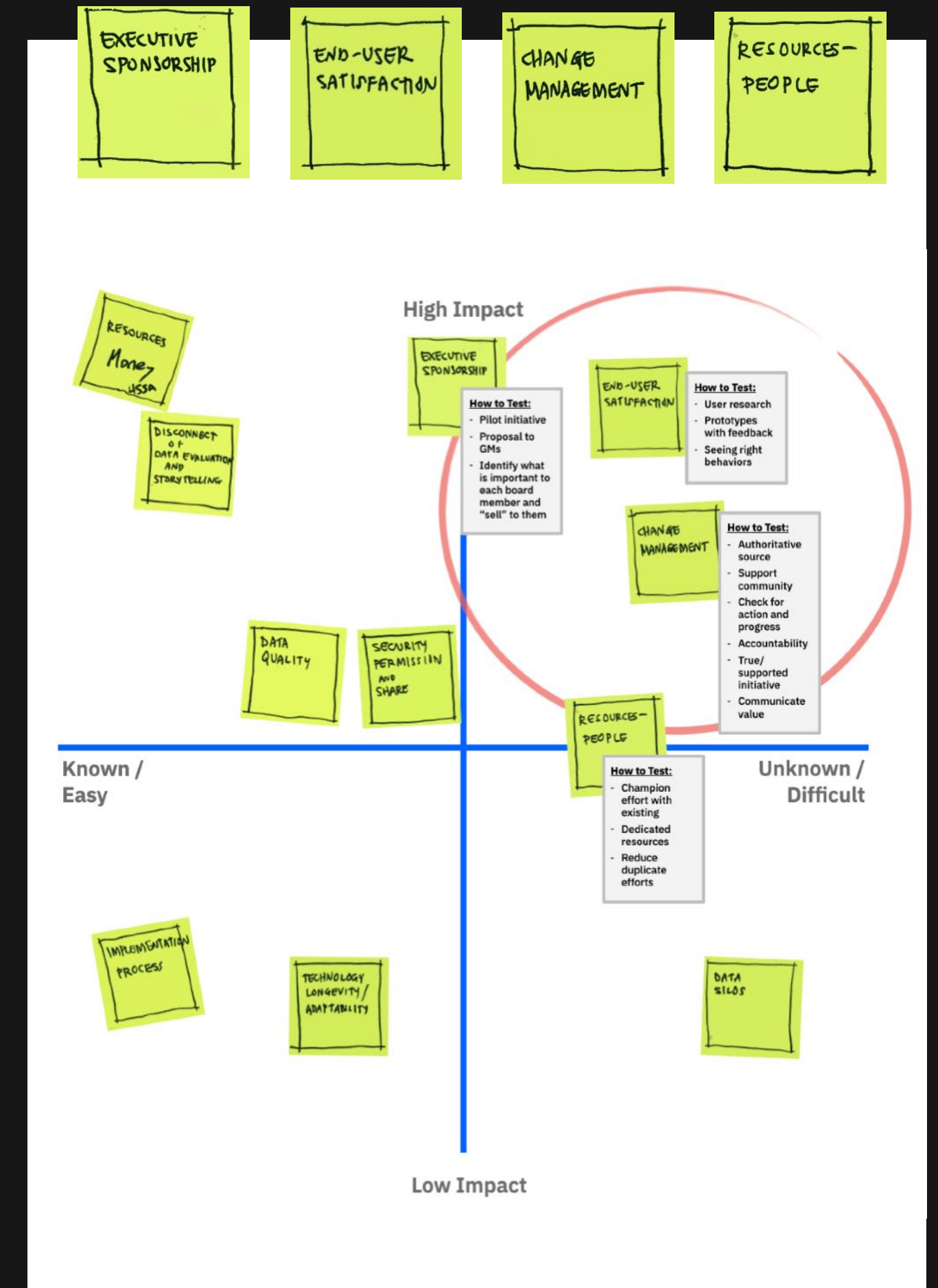
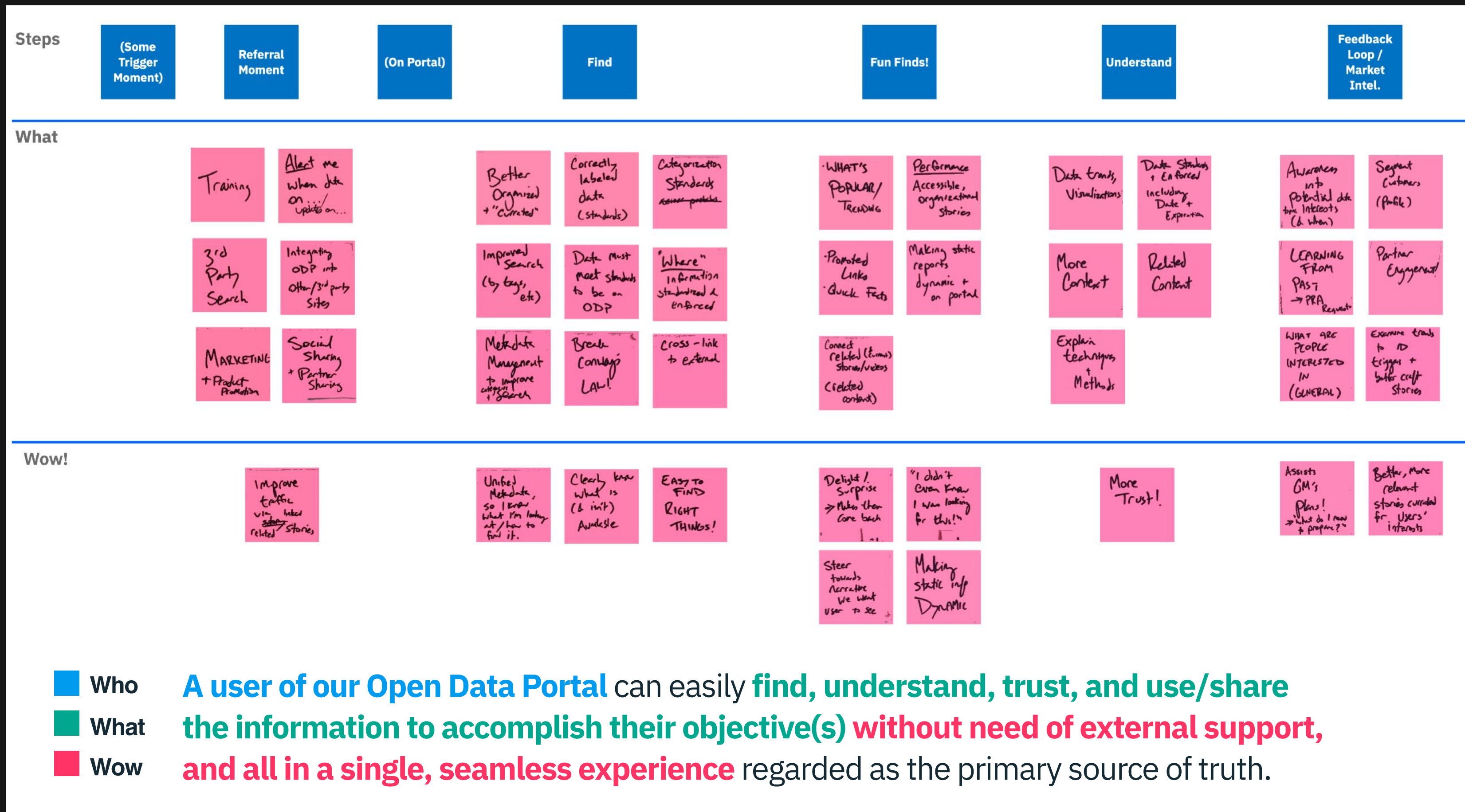
Support Guidance	Feedback	Data Process + Utilization	Market "Super Center"	Data Standards	Storytelling	Resource Allocation	Community	Process Track (real-time)	Product Delivery	Development	On Demand Data Availability	Market Intel.	Influence Behaviors
Answer on-demand questions	I want rating or feedback... is this helpful?	I want to recycle my brain		Everyone agrees on what to measure	Provide context not just #s	In-house Cryptocurrency to pay for tools.	Community Collaborative	Known time when I get data (commutes, pizza, travel)	I want to rapidly prototype solutions	Unlimited Ideation Sessions.	Data Genie	I want to know what my user wants before they do.	Can I nudge w/ the data?
Easy & clear way to ask Q's about data	real time feedback to available data for clarification and understanding	freeze time to do research and build.	One-stop shop for data needs	I want a standard for data as a package/product	Have our customers tell the story of our performance for us country		Country user community	Track resource use	Real time data	Remove IT limitations	"Alma" for answers based on country data	Hypothetic regulator so that they tell you what they really want.	
I want to get help and orientation	User Data Quality Rankings	Interpret requests. Allocate resources based on July/ own	Identify shared data points -> people, places	I want an expiration date on milk	Staff to have a user friendly way to share the data			Public Social Media Access to results/paths			On demand data retraining and analysis but based on using tools	Reactive ↓ Proactive	
Answer routine questions	Note on analysis process	Automated Data categorizing		Share/ reference data/info	Tell a story			Have leadership have real time info at their fingertips to make decisions			Predict & Report for the future based on data analytics		
one source that can answer question on demand. self-service for BOS/ Public		Clone self to do work while real self is in Tahiti.		Enterprise-wide data not silos	Explain "why" decisions			Data comes up in search engine			where to go here...		
Provide guidance		Data collection is easy & accurate, resulting in good data						Aggregate Data Sources using AI/ compare but to compare lower results					



01

01E Unified To-Be Vision and Risk Assessment

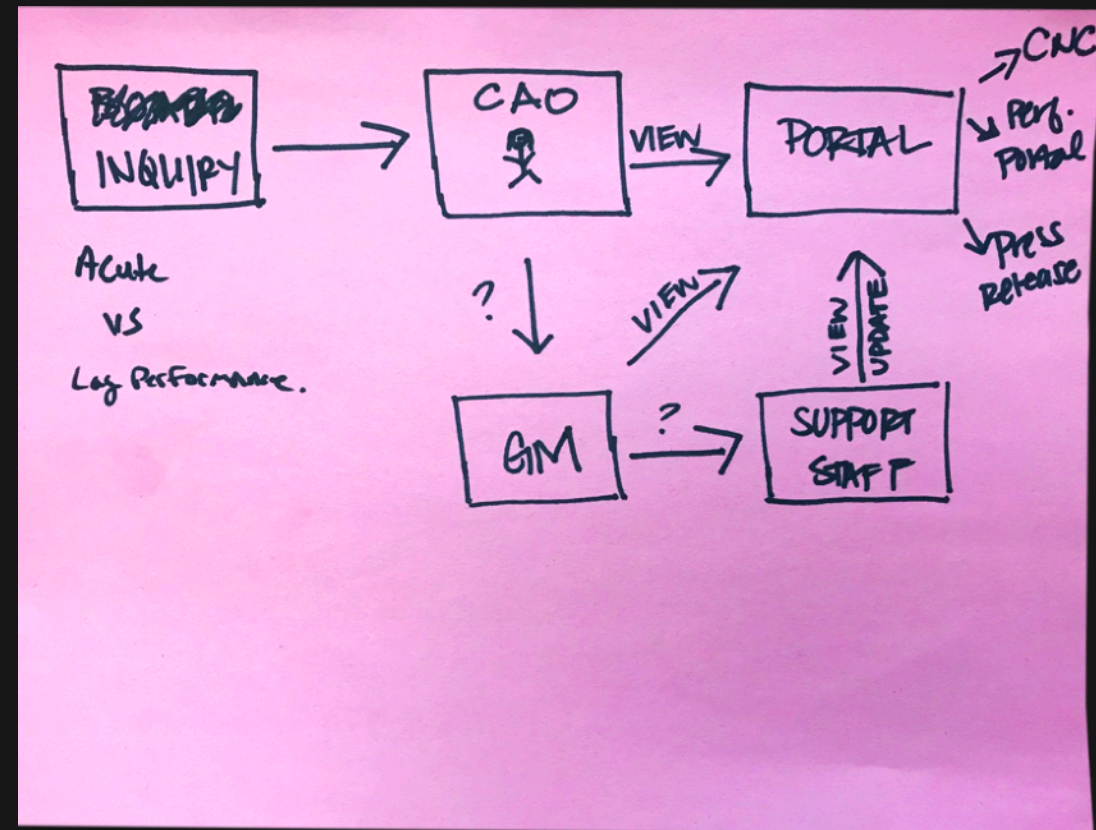
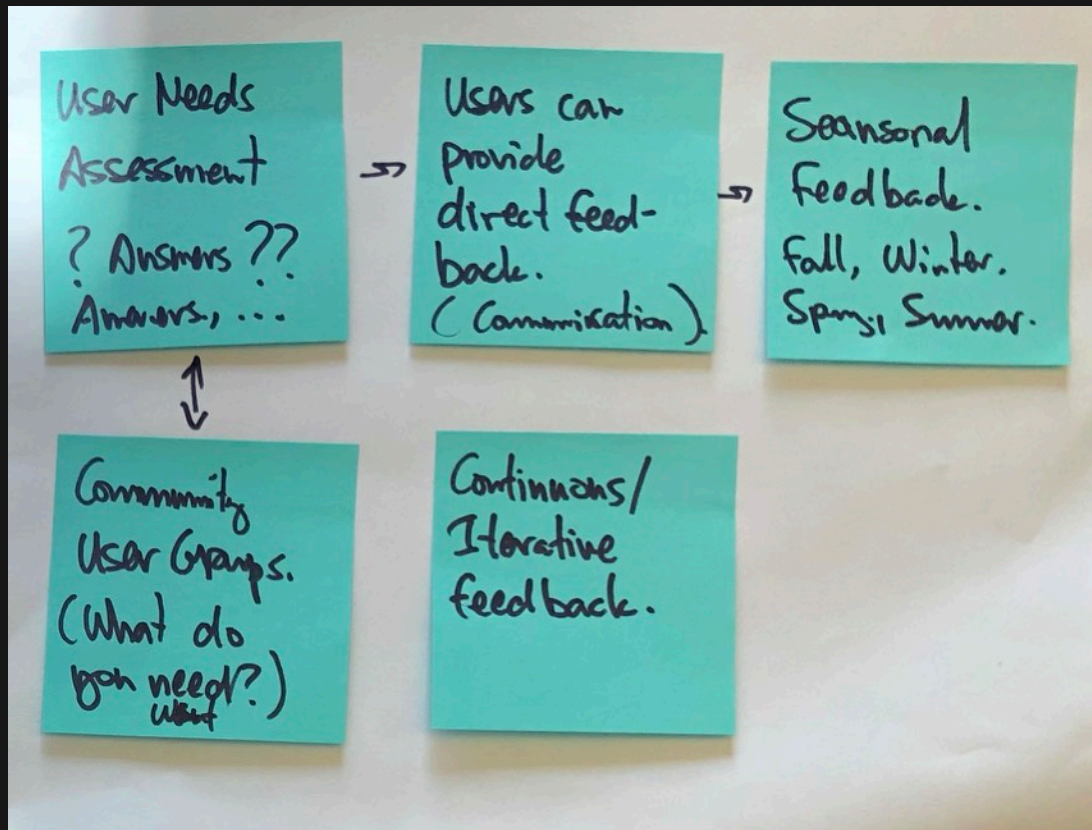
Defining and aligning around a unified vision, journey map, and key risks for our To-Be state.



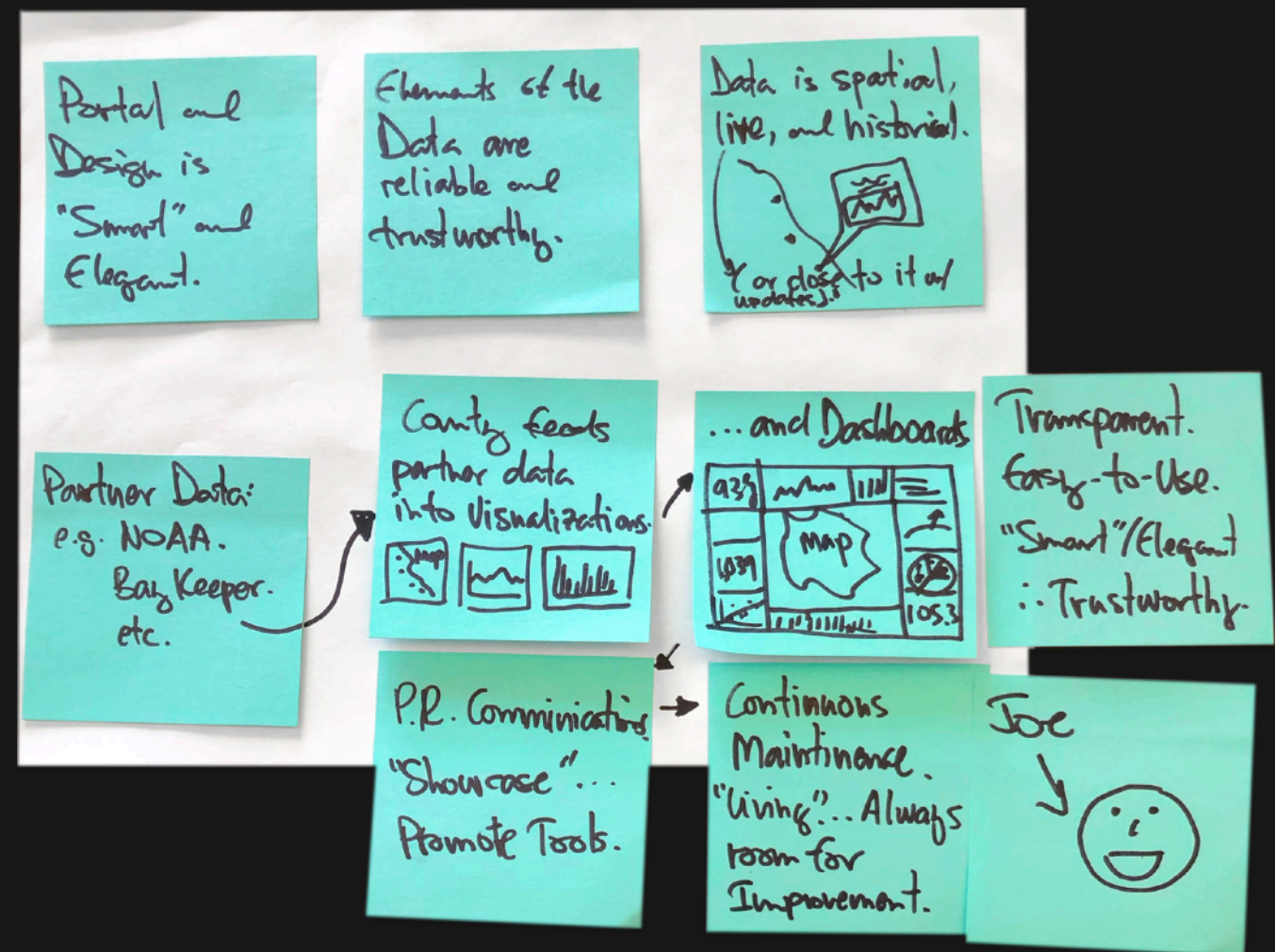
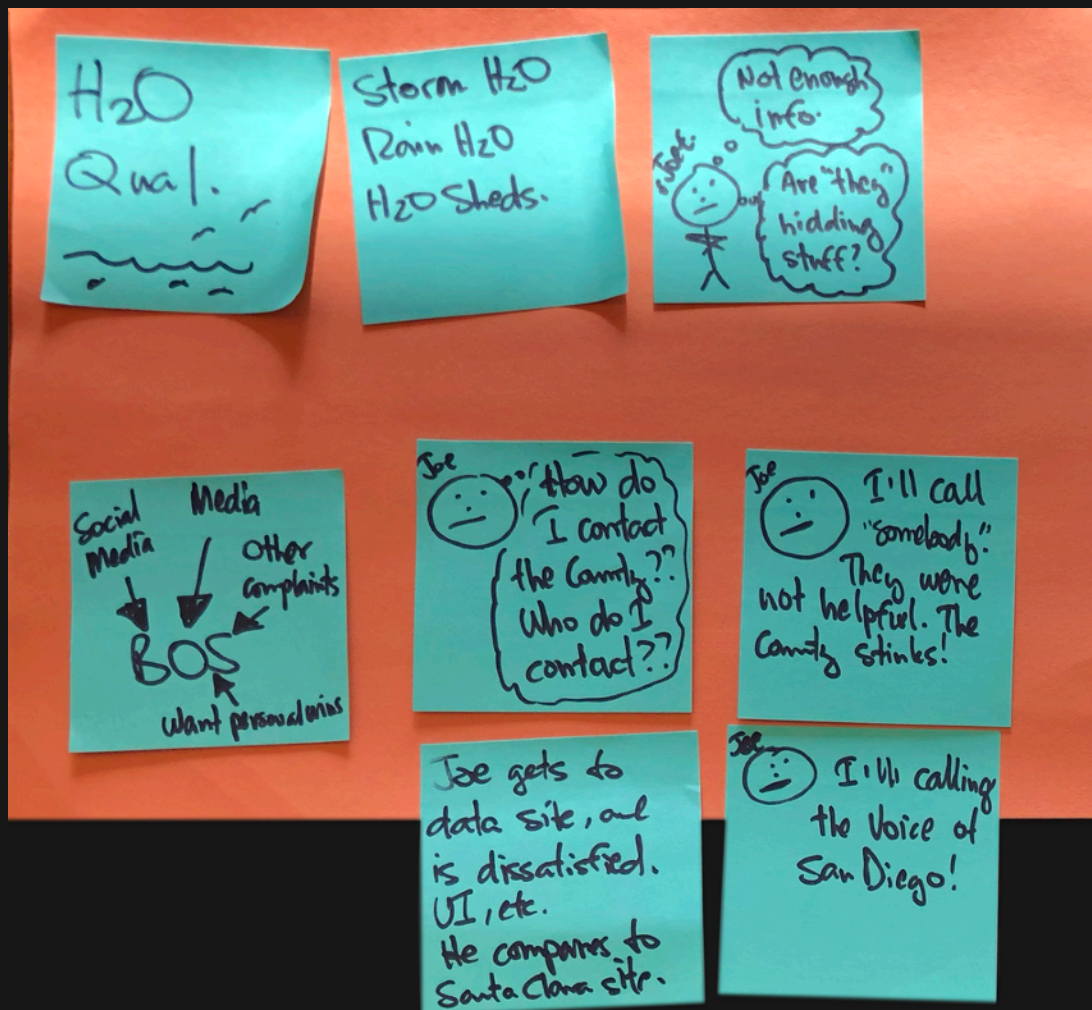
01

01F Defining and Aligning on Minimum Viable Product (MVP)

MVP Process maps and hypothesis statement of what we can build immediately to test against key risks.



- Usefulness -
If we provide Decision makers & external users with clear, concise, + accurate narratives + dynamic + interactive visualizations we will address the risk of misinterpretation of the data or incorrect data. This would be measured by a usefulness feedback rating. We'll know we've arrived when we see increased use of this data as the primary source of truth.



01 | OPEN DATA PORTAL

Week 2 + 3 :: Design, Prototype, Feedback, and Handoff

Goal

Test, validate, and iterate designs plus concepts with end-users

Method

Usability Testing using click-through mid-fidelity prototypes

Usability Testing Participants

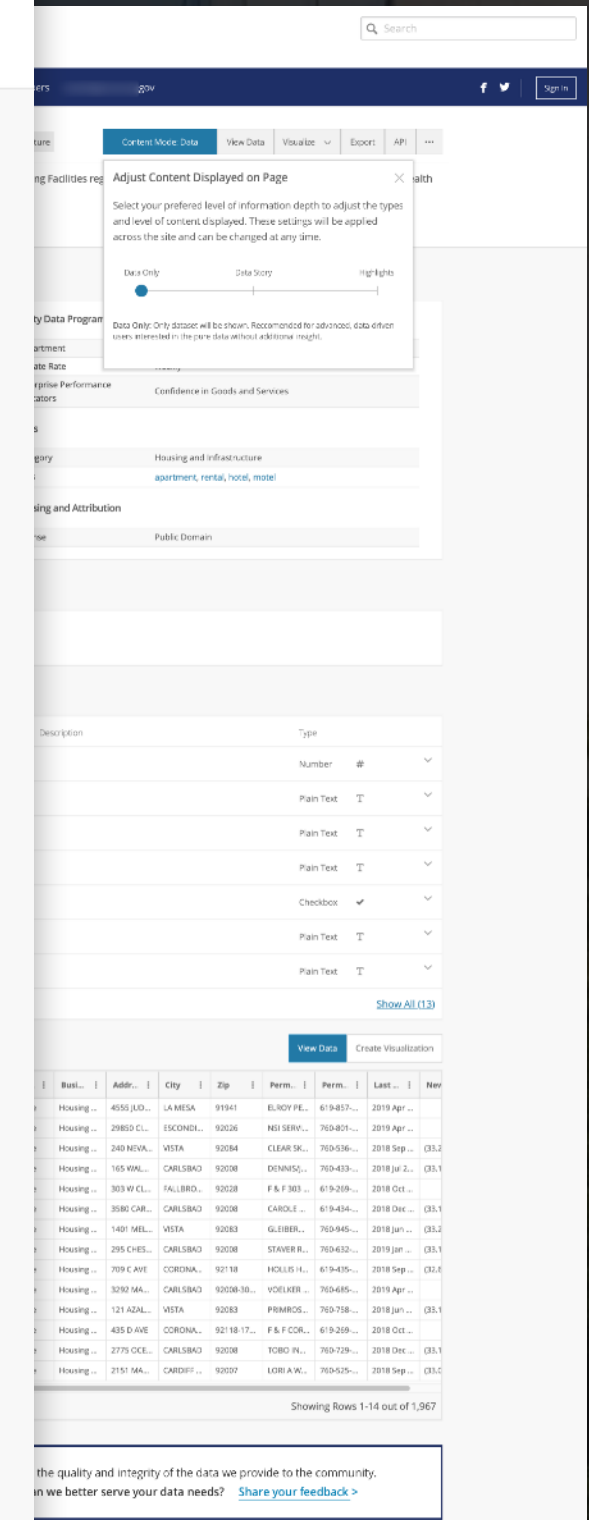
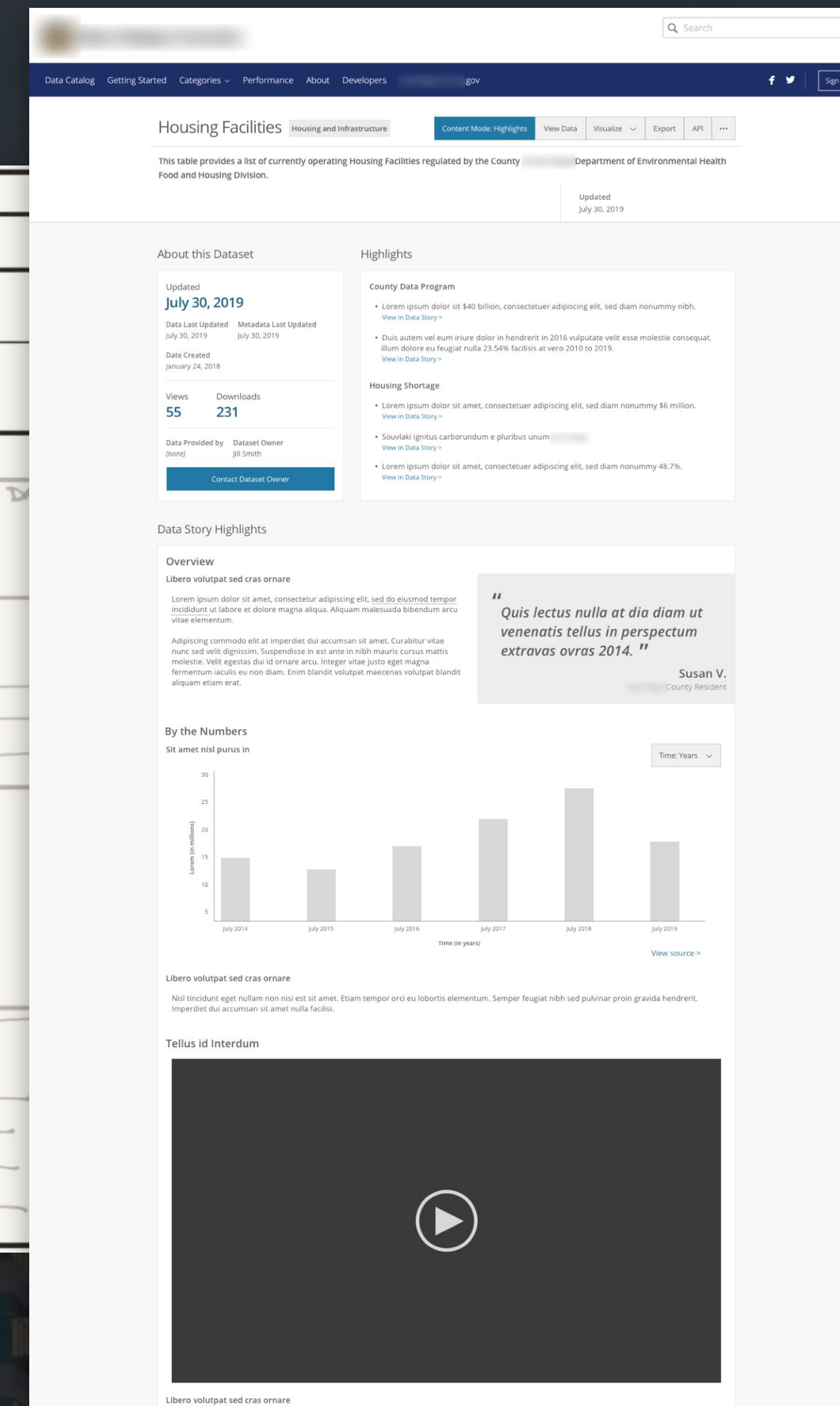
9 external and internal users

External Users

- // Strategy Consultant
- // University Students
- // Land Developer
- // Small Business Owners

Internal Users

- // Financial Planning
- // IT Management
- // Public Safety
- // Land Use / Environmental Planning & Sustainability



01

01G UX Capabilities and User Enablements

A translation of user enablements and concepts into visual designs.

7/30/19 DATA CONFIDENCE/FEEDBACK

1. Indicators of Data Quality to build trust + reduce misinterpretation / misuse.
2. PROGRESS/STATUS INFO FOR NON-FINALIZED / IN-PROGRESS DATA SETS. [EARLY ACCESS?]
3. LIST OF FACTORS THAT MAY DIMINISH VALUE OF DATASET & QUALITY SCORES (FUTURE?)
4. ACTIVE FEEDBACK @ ANY POINT/TIME

THIS DATA HAS NOT BEEN UPDATED SINCE MARCH 2, 2018. WE NO LONGER RECOMMEND USING THIS DATA.

AN UPDATED VERSION OF THIS DATA IS IN DEVELOPMENT. **EARLY ACCESS**

THE FOLLOWING FACTORS MAY REDUCE QUALITY OF THIS DATA:

- _____
- _____
- _____
- _____

TRUSCORE™ 72

Allows for rapid communication of feedback while staying in same page

★ CAN GIVE CONDITIONS...
EX: THIS DATA IS RECOMMENDED FOR USE W/IN THIS GEO FOR THIS TIME RANGE / ETC...

7/30/19 EASY, SELECT + SHARE/BUILD REPORT FROM COMPONENTS

1. Ability to share portions of data → only share what is relevant (As email, API, etc)
2. Ability to build / share / export report from certain portions of full dataset / story (keep track) (PDF, etc) ***FUTURE***

Visual indicators + hover for options

The number of building permits decreased by 34.67% from Jan 1, 2019

View source share

7/30/19 Qualitative Data

To make data more compelling, reliable, & to grow it in real-world with real people, utilize story narratives (quotes, anecdotes, etc) + Qualitative Data.

NOTES

“ _____ ”
- Paul S.

Anecdotes
(Multi-part Tell story alongside data)

7/30/19 IMPROVE PAGE LAYOUT/ INFO HIERARCHY

General content layout / info hierarchy improvements to ensure right info is surfaced in right ways @ right times.

FUTURE

- + Improve Nav
- + Better wording
- + Correction / organization & Content

Eliminate Conway's Law Map to User's find model Model

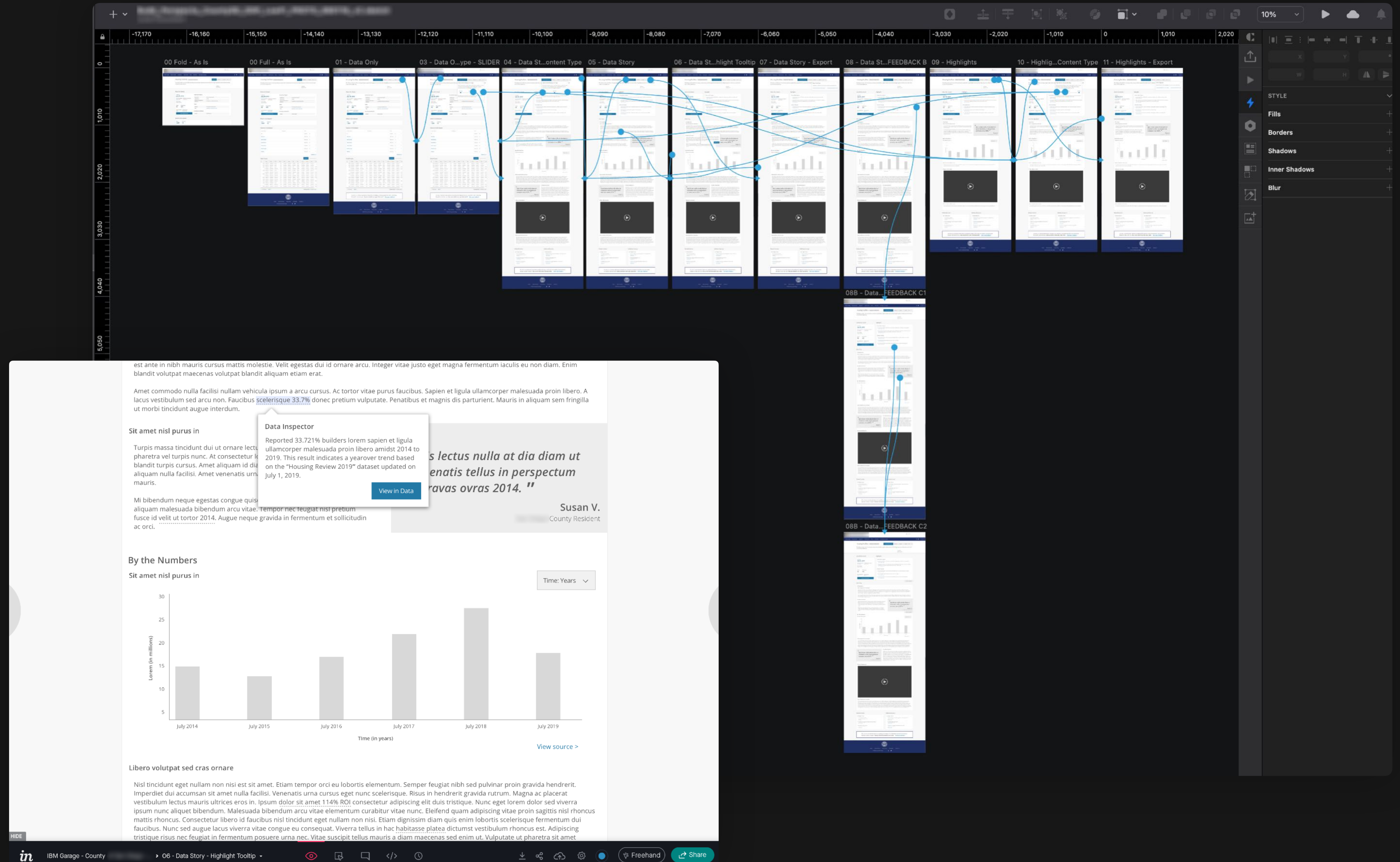
More like Medium?

- o standard template all teams or dept follow
- o can increase granularity
- o sources @ bottom

01

01H Mid-Fidelity Wireframes and Prototypes

Sketch with InVision's Craft plugin used to rapidly build mid-fi wires and prototypes to test with end-users.



01

01I Usability Testing and Feedback Presentation

User feedback on prototype and concepts synthesized into presentation for stakeholders.

01

Content Mode Feedback

What we heard from our users in regards to this concept and its design

Button label misinterpretations
Misperceived as descriptor for type of data shown (GIS file, CSV, etc.) by 40% of users

Minimal learning curve
After one encounter with the Content Mode option menu, all users understood the concept

"Really unique! I've never seen that before!"

Matching expectations
~60% of users correctly guessed the functionality of the concept from the button label alone

"Really excited about different content modes!"

A hit with all users
Immediately resonated with users as a useful and needed enablement

02

Design Feedback + Insights

01

Content Mode Feedback

What we heard from our users in regards to this concept and its design

Button label misinterpretations
~40% of users correctly guessed the functionality of the concept from the button label alone

Matching expectations
~60% of users correctly guessed the functionality of the concept from the button label alone

Minimal learning curve
After one encounter with the Content Mode option menu, all users understood the concept

"Really excited about different content modes!"

"Really unique! I've never seen that before!"

A hit with all users
Immediately resonated with users as a useful and needed enablement

01

Content Mode Insights

Suggested revisions based on the collective feedback

Change slider to buttons
A slider indicates there are intermediary options between "Data Only," "Data Story," and "Highlights." As this is not the case, the preferred pattern should be one with three distinct options such as buttons.

Suggested Action:
Use distinct buttons labeled with each content mode instead of a slider within the Content Mode menu.

Improve label copy
Although the learning curve after use was minimal, alternative copy should be considered and tested to find the best/most well understood name for this feature.

Suggested Action:
Explore copy and test with users. Relabel button and feature with the correct name.

02

Highlights Feedback

What we heard from our users in regards to this concept and its design

Content expectations
All users successfully predicted the purpose of the Highlights mode

Visual appeal
Some users mentioned the need to enhance the visual appeal to make the content more engaging

Keep it brief
All users wanted the mode to be just quick facts and figures without too much text

Make it different
Highlights and Data Story are too similar currently and should be well differentiated

02

Highlights Insights

Suggested revisions based on the collective feedback

Differentiate from Data Story mode
Users unanimously agreed that the Highlights and Data Story modes are too similar in regards to content. Transforming the Highlights mode into a truly high-level overview with quick facts, figures, and other such information would better differentiate the mode from the more narrative/qualitative content in the Data Story mode.

Suggested Action:
Refine Highlights content to only include pertinent, high-level facts and figures from the data, reduce text but consider including visualizations and quick (1-3 minute) video content.

Visual enhancements
To make content more engaging, enhance the design language with colors, visualizations, and imagery.

Suggested Action:
Explore and test enhanced visual designs with users. Establish a common design language.

04

Feedback Mechanism Feedback

What we heard from our users in regards to this concept and its design

Immediate value
All users agreed a feedback mechanism provides immediate value to users and supports broader initiatives.

Stay on page
Users strongly indicated importance of enabling user to submit feedback without leaving page

Iconography
All users had difficulty interpreting the icon used in Option B believing it to indicate an edit mode

Mechanisms
Users most preferred some combination of Option A and Option C with Option A being the most preferred

Feedback loop
Users noted value of providing a method enabling feedback providers to track progress and know if action has been taken

"Option A is great! Put it in prominent place."

04

Feedback Mechanism Insights

Suggested revisions based on the collective feedback

Winning combination
Users most preferred Option A but also appreciated a potential combination with Option C enabling users to provide more targeted feedback on a component/element level.

Suggested Action:
Continue exploring options for encouraging user feedback. A combination of Option A and Option C is a good starting point.

Improve mechanism
Users that enjoyed Option C indicated that the hover-over-to-view mechanism is confusing and could go unnoticed. The most popular suggestion is to have an always-visible feedback button on certain components that enable users to provide targeted feedback.

Suggested Action:
Revise Option C to be always-visible and identify the right components to feature this button as well as the best placement in relation to the targeted component/element.

Final Thoughts

Concluding thoughts and notes received from users following the testing of the designs + concepts

"I think you are on the right track here."

"Being able to switch from story to highlights to dataset is really great!"

"Non-power users may be entering site frustrated so important to keep them happy."

"Really excited about different content modes - really unique!"

01

01 Usability Testing and Feedback Presentation

User feedback on prototype and concepts synthesized into presentation for stakeholders.

04

Feedback Mechanism Insights

Suggested revisions based on the collective feedback

Winning combination

Users most preferred Option A but also appreciated a potential combination with Option C enabling users to provide more target feedback on a component/element level.

Suggested Action:

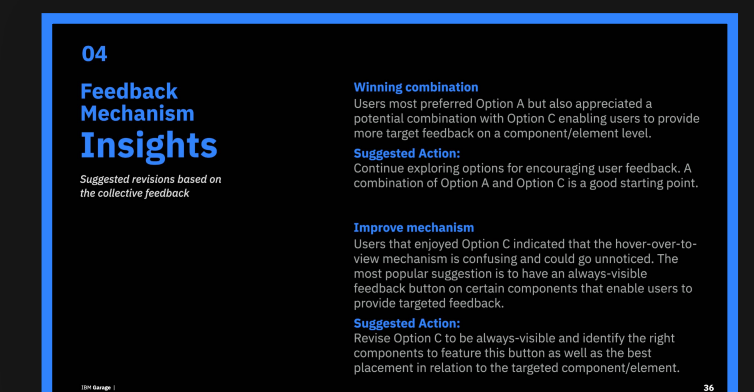
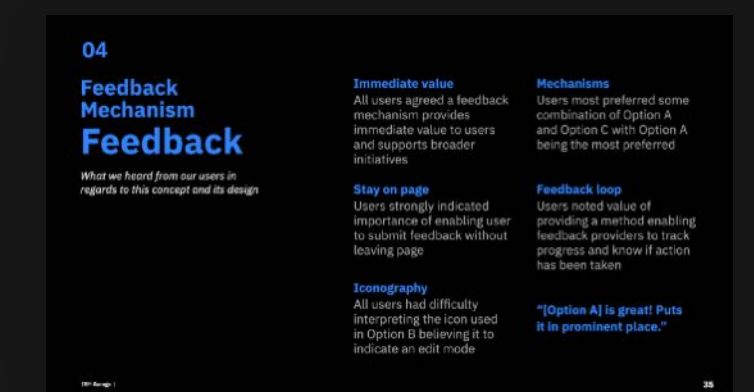
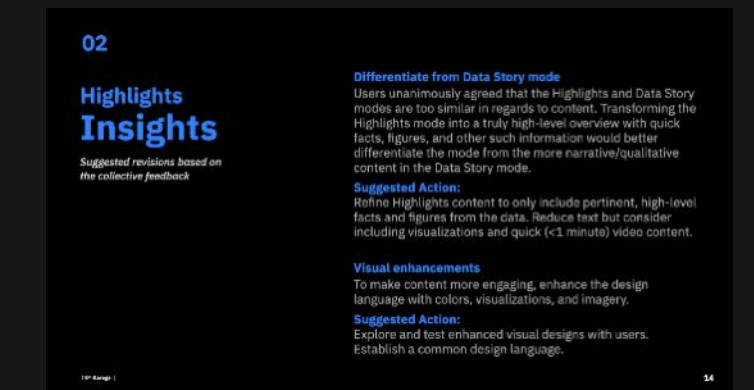
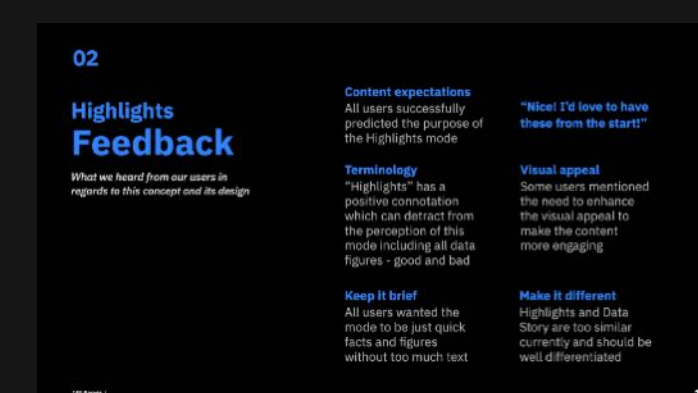
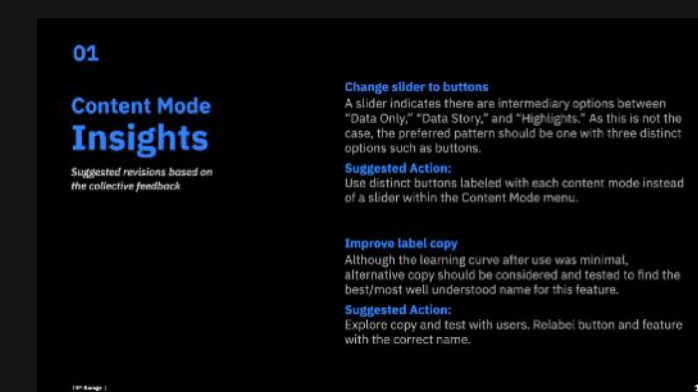
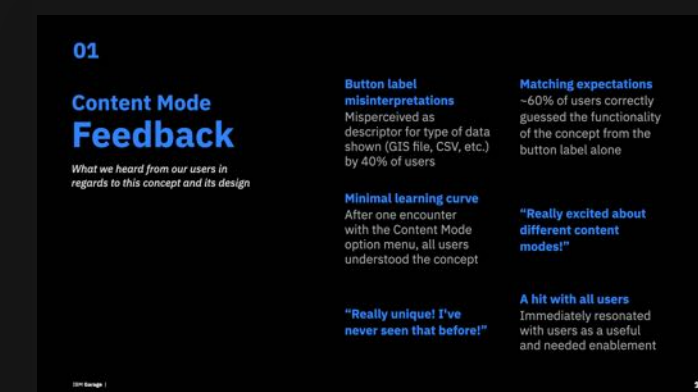
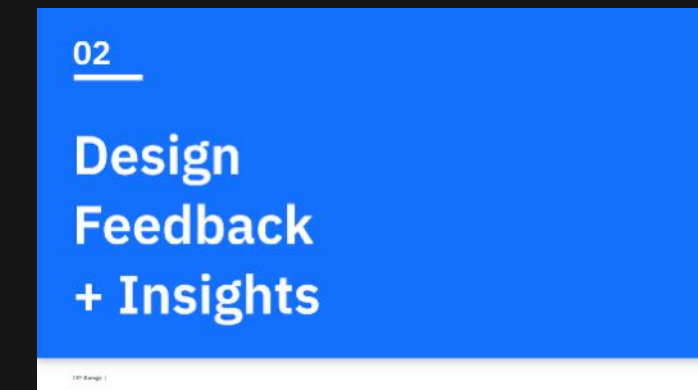
Continue exploring options for encouraging user feedback. A combination of Option A and Option C is a good starting point.

Improve mechanism

Users that enjoyed Option C indicated that the hover-over-to-view mechanism is confusing and could go unnoticed. The most popular suggestion is to have an always-visible feedback button on certain components that enable users to provide targeted feedback.

Suggested Action:

Revise Option C to be always-visible and identify the right components to feature this button as well as the best placement in relation to the targeted component/element.



01

01J Iterating and Finalizing Designs

Designs finalized using feedback from usability testing sessions.

“Content Mode” feature shown here.

Data Catalog Getting Started Categories Performance About Developers gov

Housing Facilities

Housing and Infrastructure

Content Mode: Data View Data Visualize Export API

This table provides a list of currently operating Housing Facilities regulated by the County Department of Environmental Health Food and Housing Division.

Updated July 30, 2019

About this Dataset

Updated **July 30, 2019**

Data Last Updated July 30, 2019 Metadata Last Updated July 30, 2019

Date Created January 24, 2018

Views **55** Downloads **231**

Data Provided by Dataset Owner (none)

[Contact Dataset Owner](#)

County Data Program

Department: Environmental Health

Update Rate: weekly

Enterprise Performance Indicators: Confidence in Goods and Services

Topics

Category: Housing and Infrastructure

Tags: apartment, rental, hotel, motel

Licensing and Attribution

License: Public Domain

What's in this Dataset?

Rows: **1,967** Columns: **13**

Columns in this Dataset

Column Name	Description	Type
id		Number #
Record ID		Plain Text T
Record Name		Plain Text T
Permit Status		Plain Text T
Active Permit		Checkbox ✓
Business Type		Plain Text T
Address		Plain Text T

[Show All \(13\)](#)

Table Preview

[View Data](#) [Create Visualization](#)

id	Reco...	Reco...	Perm...	Activ...	Busi...	Addr...	City	Zip	Perm...	Perm...	Last ...	New
5,099	DEH2019...	APARTME...	Issued	True	Housing ...	4555 JUD...	LA MESA	91941	ELROY PE...	619-857...	2019 Apr ...	
5,100	DEH2019...	NSI SERVL...	Issued	True	Housing ...	29850 CL...	ESCONDI...	92026	NSI SERVL...	760-801...	2019 Apr ...	
4,895	DEH2018...	VISTA SU...	Issued	True	Housing ...	240 NEVA...	VISTA	92084	CLEAR SK...	760-536...	2018 Sep ...	(33.2
6	DEH2002...	APARTME...	Permit Re...	True	Housing ...	165 WAL...	CARLSBAD	92008	DENNIS/J...	760-433...	2018 Jul 2...	(33.1
4,938	DEH2018...	THE AVO...	Issued	True	Housing ...	303 W CL...	FALLBRO...	92028	F & F 303 ...	619-269...	2018 Oct ...	
2	DEH2002...	APARTME...	Permit Re...	True	Housing ...	3580 CAR...	CARLSBAD	92008	CAROLE ...	619-434...	2018 Dec ...	(33.1
4,350	DEH2017...	PRESERV...	Permit Re...	True	Housing ...	1401 MEL...	VISTA	92083	GLEIBER...	760-945...	2018 Jun ...	(33.2
5	DEH2002...	CARLTON...	Permit Re...	True	Housing ...	295 CHES...	CARLSBAD	92008	STAYER R...	760-632...	2019 Jan ...	(33.1
4,376	DEH2014...	APARTME...	Permit Re...	True	Housing ...	709 C AVE	CORONA...	92118	HOLLIS H...	619-435...	2018 Sep ...	(32.6
5,063	DEH2019...	APARTME...	Permit Re...	True	Housing ...	3292 MA...	CARLSBAD	92008-30...	VOELKER ...	760-685...	2019 Apr ...	
4,124	DEH2015...	PRIMROS...	Permit Re...	True	Housing ...	121 AZAL...	VISTA	92083	PRIMROS...	760-758...	2018 Jun ...	(33.1
4,939	DEH2018...	THE DANE	Issued	True	Housing ...	435 D AVE	CORONA...	92118-17...	F & F COR...	619-269...	2018 Oct ...	
17	DEH2002...	BEACH TE...	Permit Re...	True	Housing ...	2775 OCE...	CARLSBAD	92008	TOBO IN...	760-729...	2018 Dec ...	(33.1
4,266	DEH2016...	APARTME...	Permit Re...	True	Housing ...	2151 MA...	CARDIFF ...	92007	LORI A W...	760-525...	2018 Sep ...	(33.0

< Previous Next > Showing Rows 1-14 out of 1,967

Adjust Content Displayed on Page

Select your preferred level of information depth to adjust the types and level of content displayed. These settings will be applied across the site and can be changed at any time.

Data Only Data Story Highlights

01

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Date Created January 24, 2018

Views	Downloads
55	231

Data Provided by (none) Dataset Owner Jill Smith

Contact Dataset Owner

Highlights

County Data Program

- Lorem ipsum dolor sit \$40 billion, consectetur adipiscing elit, sed diam nonummy nibh. [View in Data Story >](#)
- Duis autem vel eum iriure dolor in hendrerit in 2016 vulputate velit esse molestie consequat, illum dolore eu feugiat nulla 23.54% facilisis at vero 2010 to 2019. [View in Data Story >](#)

Housing Shortage

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy \$6 million. [View in Data Story >](#)
- Souvlaki ignitus carborundum e pluribus unum. [View in Data Story >](#)
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy 48.7%. [View in Data Story >](#)

Data Story Highlights

Overview

Libero volutpat sed cras ornare

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aliquam malesuada bibendum arcu vitae elementum.

Adipiscing commodo elit at imperdiet dui accumsan sit amet. Curabitur vitae nunc sed velit dignissim. Suspendisse in est ante in nibh mauris cursus mattis molestie. Velit egestas dui id ornare arcu. Integer vitae justo eget magna fermentum iaculis eu non diam. Enim blandit volutpat maecenas volutpat blandit aliquam etiam erat.

“ Quis lectus nulla at dia diam ut venenatis tellus in perspectum extravas ovras 2014. ”

Susan V.
County Resident

By the Numbers

Sit amet nisi purus in

Time: Years

Time (in years)	Value (in millions)
July 2014	15
July 2015	13
July 2016	17
July 2017	22
July 2018	28
July 2019	18

[View source >](#)

Libero volutpat sed cras ornare

Nisi tincidunt eget nullam non nisi est sit amet. Etiam tempor orci eu lobortis elementum. Semper feugiat nibh sed pulvinar proin gravida hendrerit. Imperdiet dui accumsan sit amet nulla facilisi.

Tellus id Interdum

Adjust Content Displayed on Page

Select your preferred level of information depth to adjust the types and level of content displayed. These settings will be applied across the site and can be changed at any time.

Data Only Data Story Highlights

01

01J Iterating and Finalizing Designs

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Nisi tincidunt eget nullam non nisi est sit amet. Etiam tempor orci eu lobortis elementum. Semper feugiat nibh sed pulvinar proin gravida hendrerit. Imperdiet dui accumsan sit amet nulla facilisi.

Tellus id Interdum

Libero volutpat sed cras ornare

Nisi tincidunt eget nullam non nisi est sit amet. Etiam tempor orci eu lobortis elementum. Semper feugiat nibh sed pulvinar proin gravida hendrerit.

Related Content

County

- Housing Directory Map
Updated: September 12, 2018
[View Map >](#)
- County Housing Resources Directory
Updated: April 20, 2019
[View Dataset >](#)
- Housing & Infrastructure
Updated: April 20, 2019
[View Story >](#)

Additional Sources

County

- 2016 County Demographics - Housing Statistics
Updated: July 1, 2018
[View Dataset >](#)
- Housing Budget Report 2019
Updated: April 20, 2019
[View Dataset >](#)
- County Preparedness Study (2018)
Updated: May 12, 2018
[View Dataset >](#)

Our aim is to continuously improve the quality and integrity of the data we provide to the community. We want to hear from you—how can we better serve your data needs? [Share your feedback >](#)

Adjust Content Displayed on Page

Select your preferred level of information depth to adjust the types and level of content displayed. These settings will be applied across the site and can be changed at any time.

Data Only Data Story Highlights

01 | OPEN DATA PORTAL

Conclusion + Outcomes

Recap

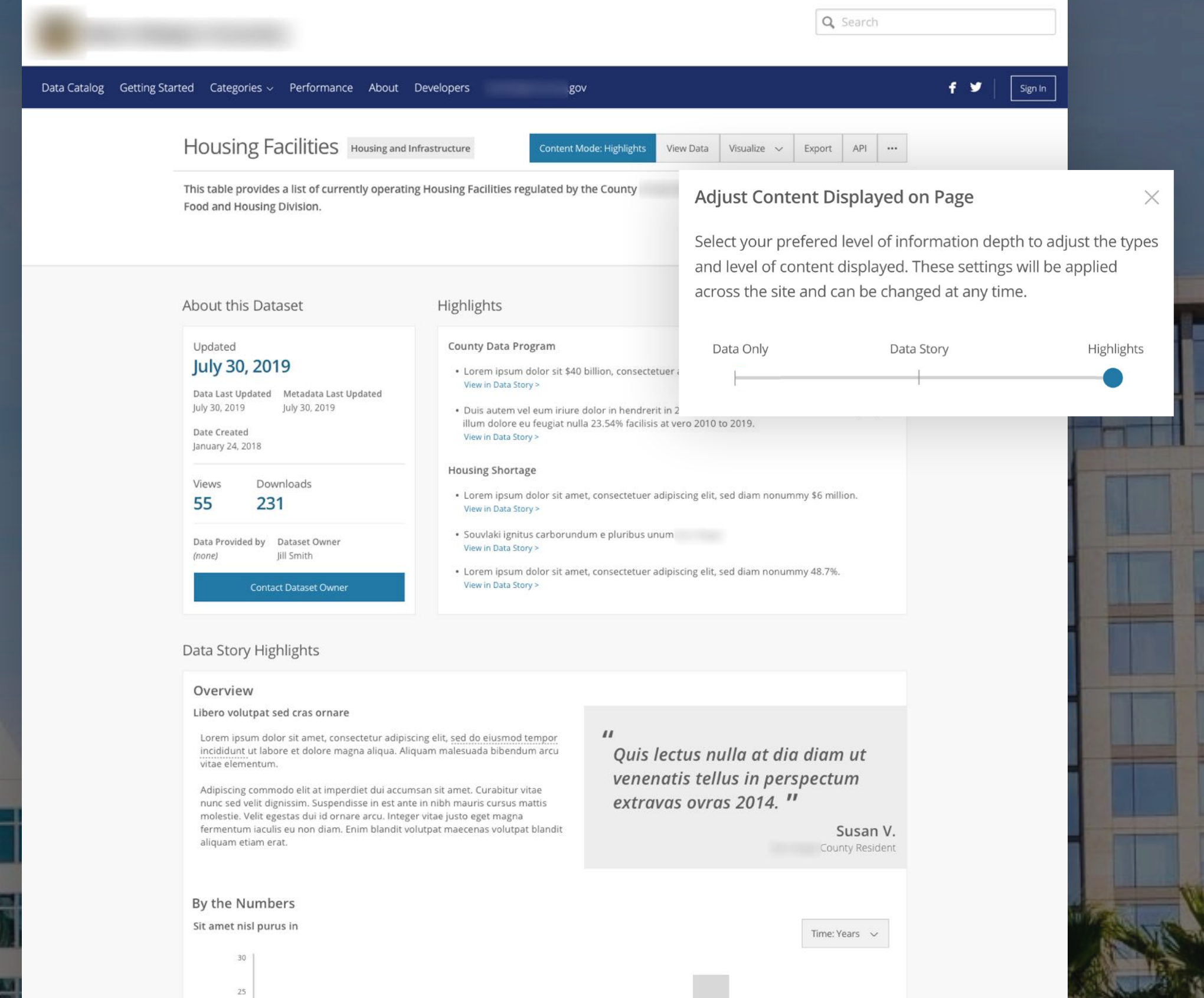
Three week project inclusive of user research, Design Thinking workshop, prototype design with usability testing, and design iteration to address organizational complexities and deliver improved end-user experience.

Final Deliverables

- // Packaged Mid-Fidelity Wireframes and Prototypes
- // Visual Assets and Component Library
- // Design Specs for development and implementation
- // Synthesized Research with insights, findings, and suggestions
- // Master Deck with Actionable Recommendations on next steps

Successes and Next Steps

- // Innovative redesign based on user- and stakeholder-informed input
- // Identified and addressed significant closed team dynamics imparting ability to collaboratively build towards improved end-user outcomes
- // Directly led to 3 additional engagements with broader County
- // Currently in proposal process with CDO for follow-on engagement



Reported 33.721% builders lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aliquam malesuada bibendum arcu vitae elementum. This result indicates a year-over-year increase in the "Housing Review 2019" dataset.

"I am so respectful of all your talents and expertise and the thoughtfulness and care you have put into this work. Thanks also for working so fast and for having mega-amazing skills. I am feeling great about presenting this work around the County."

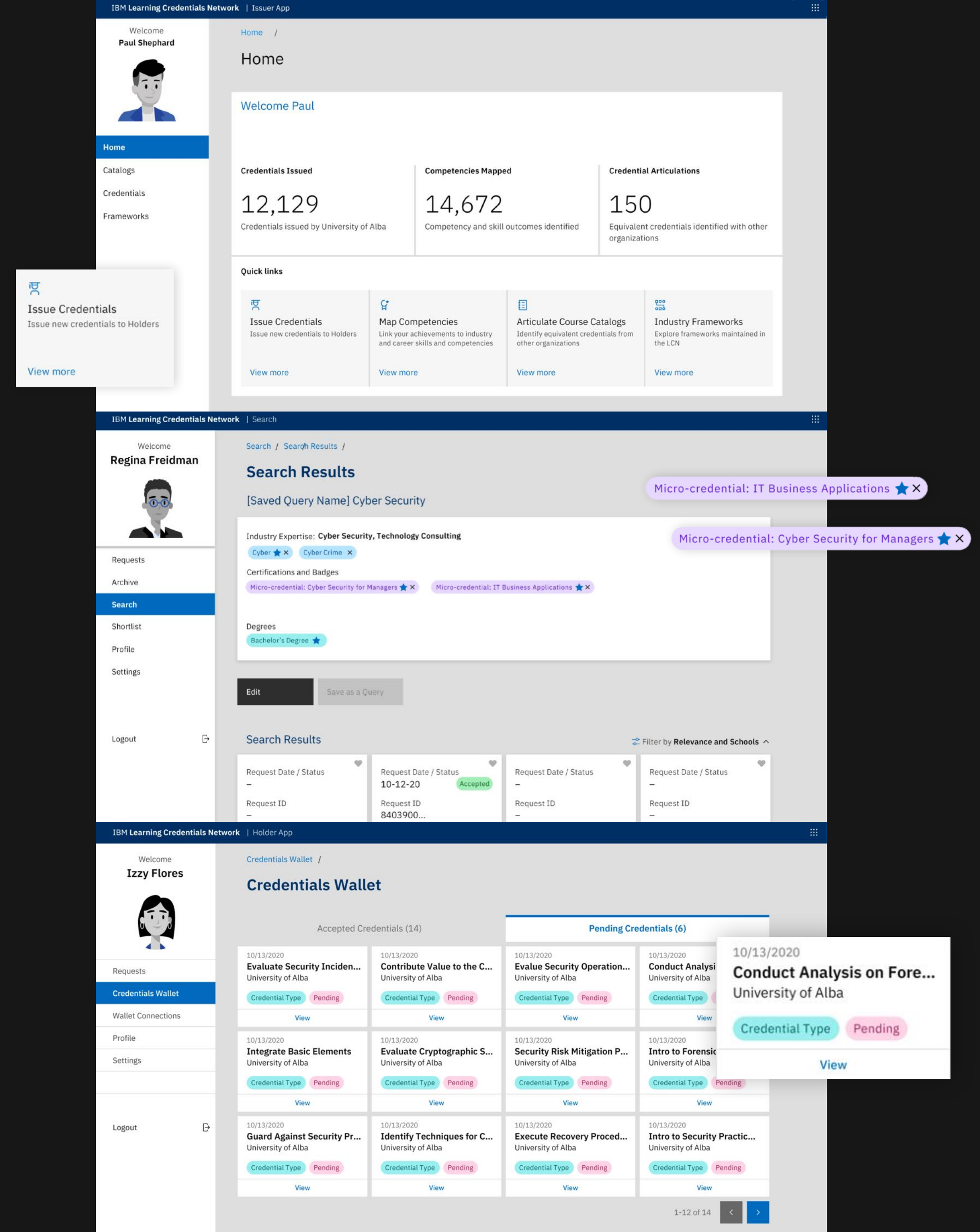
- CDO, County in California

02

THE LEARNING CREDENTIAL NETWORK

SD | UX | UI | Visual

Bringing together a wide array of IBM teams and Partners to dream, build, and launch a first-of-its-kind blockchain network for learners, educators, and employers.



02 | LCN

Case Study Overview

Outcomes

A first-of-its-kind platform to connect learners, employers, and educators across industries on a trusted, blockchain-based network. Matches job seekers with the right opportunities as well as learners with the best learning-pathways to support an ever-evolving skill-based economy.

Role

Blockchain Design Subject Matter Expert and Creative Lead inclusive of Facilitation, UX/UI Design, Prototyping, Visual Design

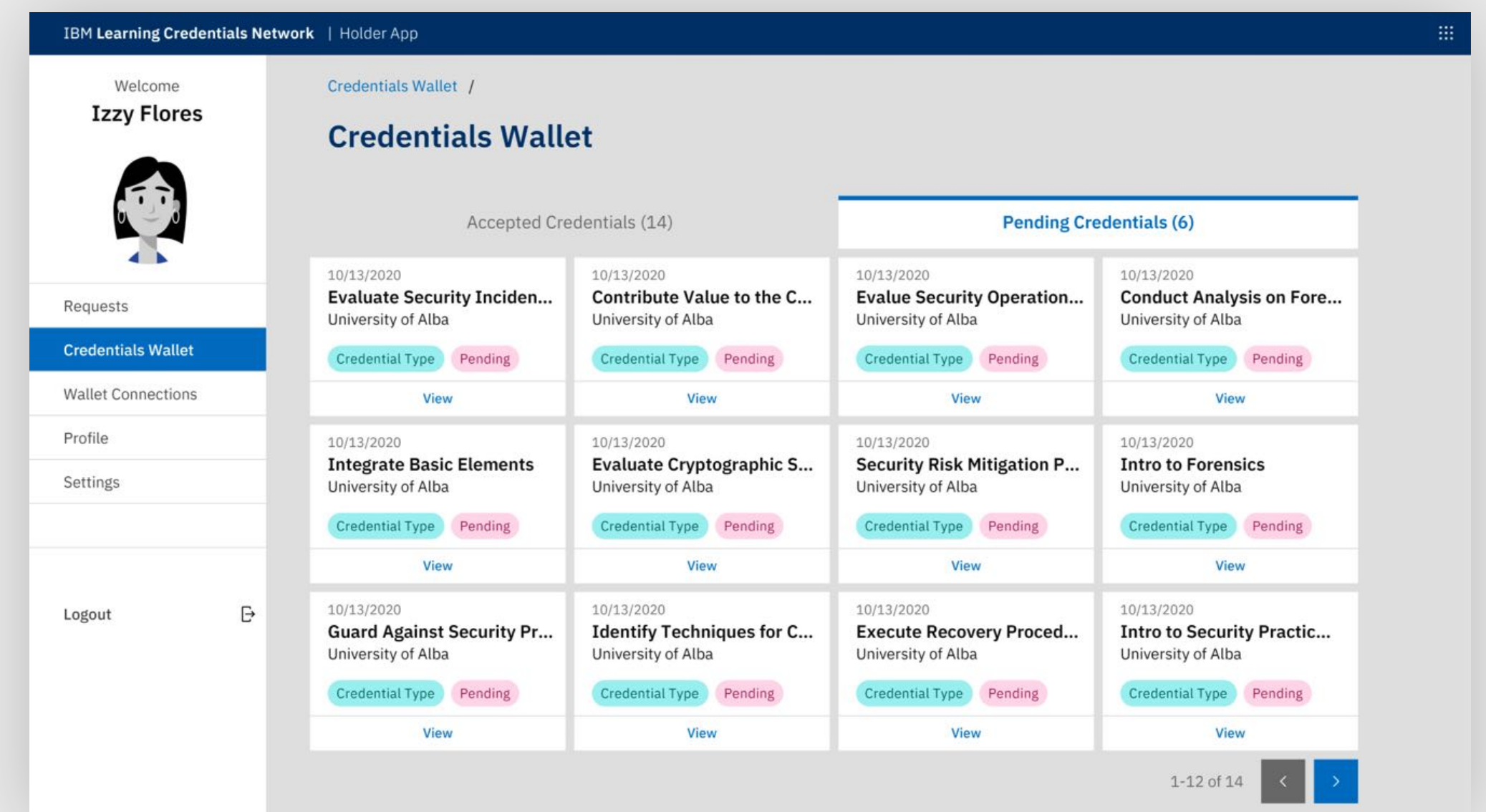
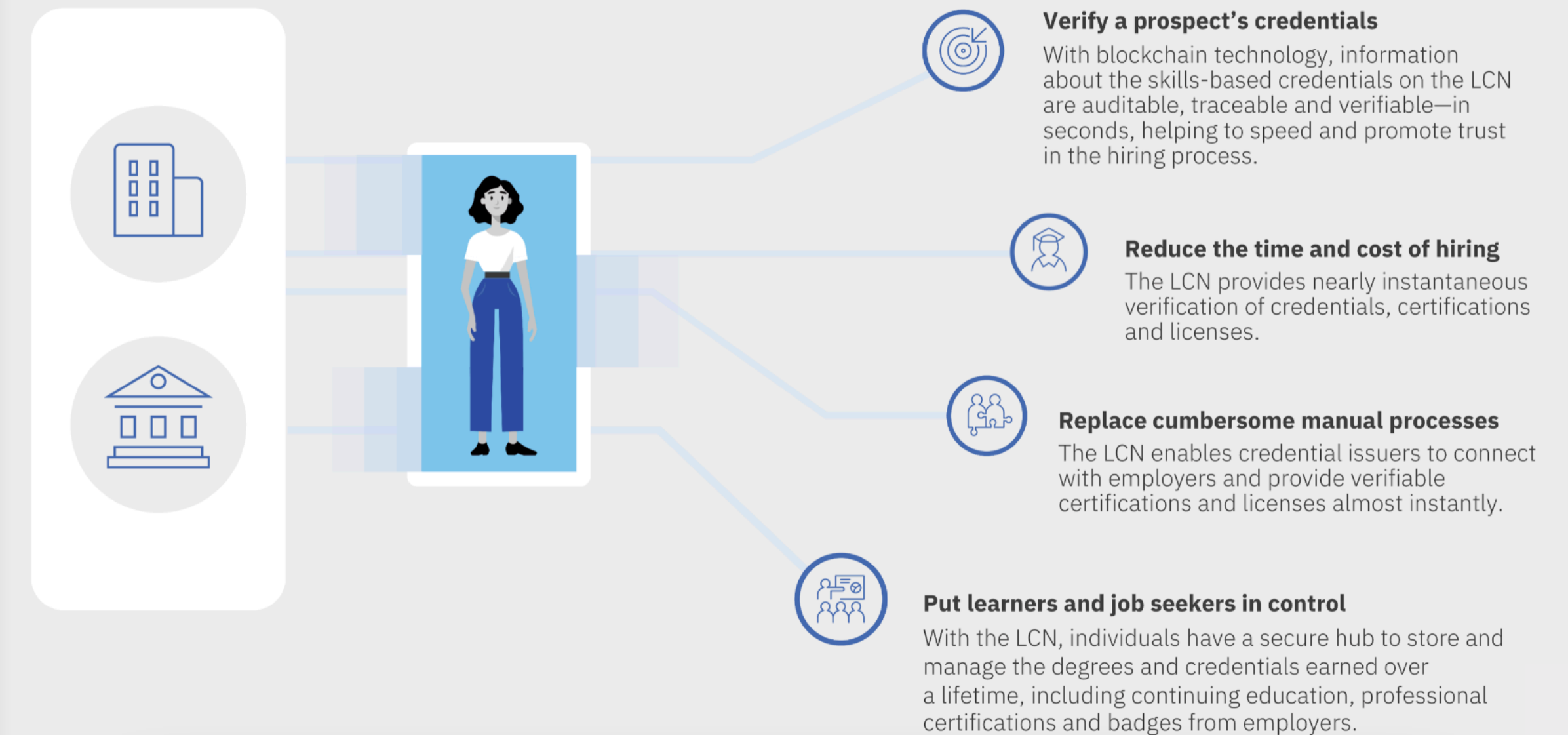
Challenges

Ability to unify vastly disparate goals, systems, and processes of over 12 external partners and 4 internal teams to achieve alignment and buy-in

Impact

- // Launch of two first-of-their-kind pilots addressing skills-to-career gap
- // Total of 37 participants across the two pilot networks and consortiums
- // 3 new pre-GA networks in process of substantiation
- // Platform integral to IBM's ongoing COVID-19 response and growing partnership with US Department of Commerce

All participants realize benefits



02 | LCN

**TRUST.
AGILITY.
SUCCESS.**

DESIGNED BY & FOR

**LEARNERS.
EDUCATORS.
EMPLOYERS.**



02 | LCN

12 WEEKS TO LAUNCH:

WK 01 - 04 | **12 EXT. PARTNERS**
3X DT WORKSHOPS
ALIGNED VISION + MVP

WK 05 - 06 | **MVP BUILD-UP**
USABILITY TESTING
PILOT GREEN LIGHT

WK 07 - 12 | **UI + DEV REFINEMENT**
ONBOARDING
2X PILOT RELEASE

- // IBM Blockchain
- // IBM Watson (Education)
- // IBM Research
- // IBM Garage

- // iQ4
- // Central New Mexico Community College (CNM)
- // New Mexico University (NMU)
- // Presbyterian Healthcare Services
- // Ethos Veterinary Health
- // Lincoln Memorial University
- // The Ohio State University
- // Virginia Maryland College
- // Colorado State University
- // Association of American Veterinary Medical Colleges
- // Western Governors University (WGU)
- // National Student Clearinghouse
- + *Additional Partners for Pilot Launch*

02 | LCN

Veterinary Sciences Workshop

Goal

Align stakeholders identify and solve for key pains plus define a unified To-Be Vision + MVP (Minimum Viable Product)

Method

Two-day Design Thinking Workshop held in-person

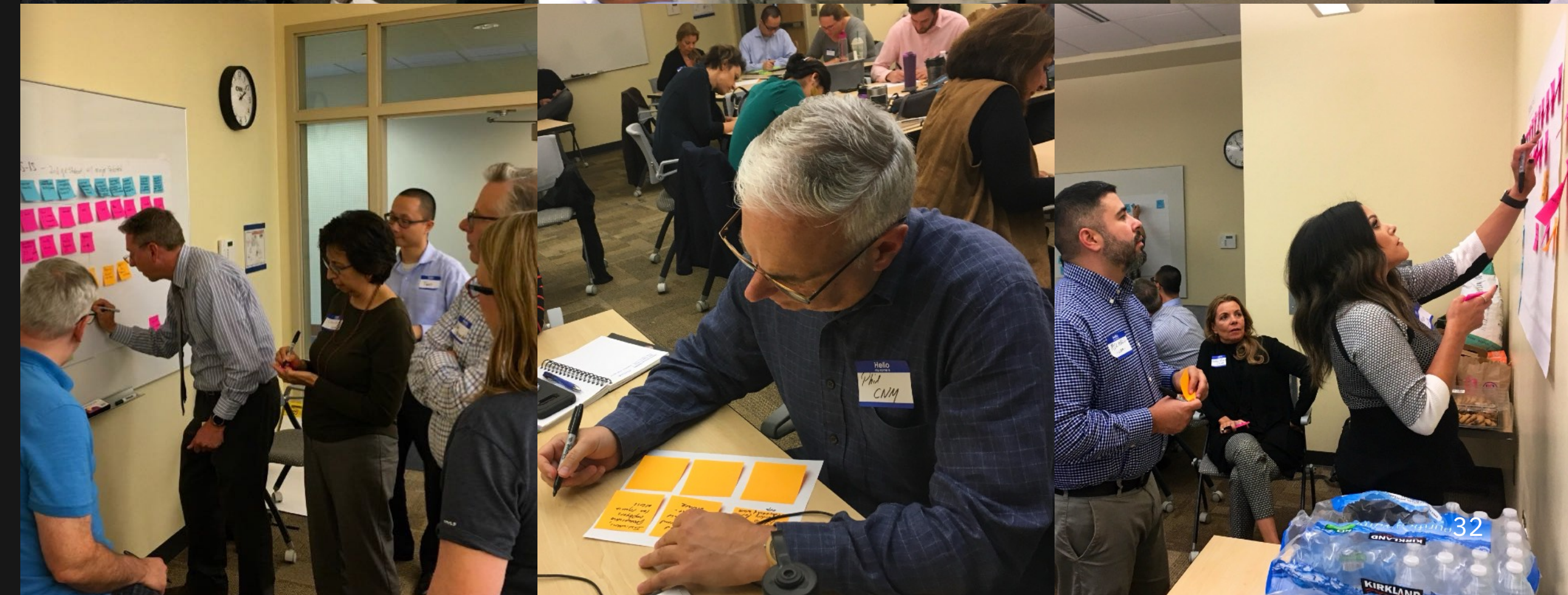
Workshop Participants

14 external + 8 internal (IBM) including:

- // Deans & Associate Deans
- // Learners (Bachelor & PhD Candidates)
- // CEOs & Executives
- // Higher Education Professors
- // Watson SMEs
- // Blockchain Solution Architects
- // Industry Executives

Participating Partners

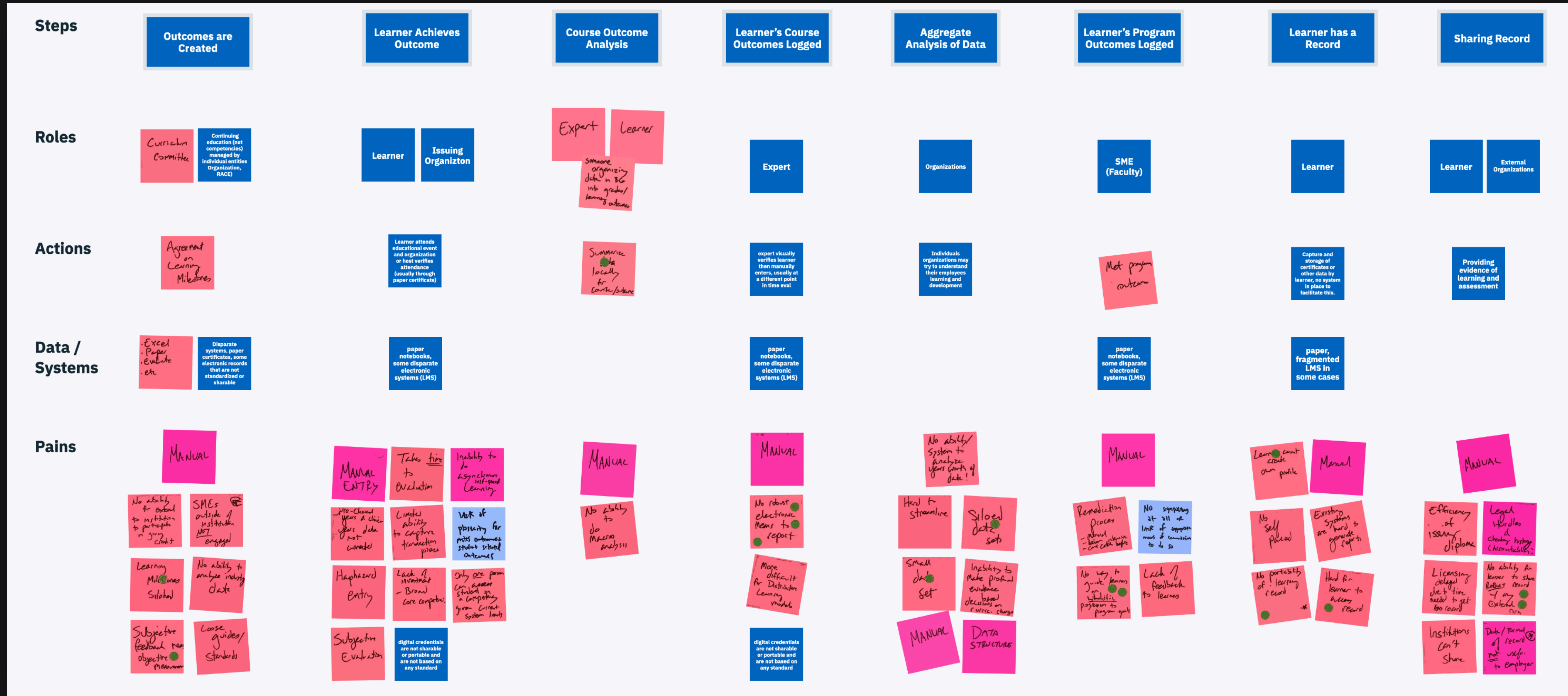
- // Ethos Veterinary Health
- // Lincoln Memorial University
- // The Ohio State University
- // Virginia Maryland College of Veterinary Medicine
- // Colorado State University
- // Association of American Veterinary Medical Colleges



02

02A Alignment of Disparate Systems, Processes, Practices, and Journeys

Unique challenges of aligning unique processes quickly exposed early in workshop through As-Is Journey Map.



SHARING RECORD ①

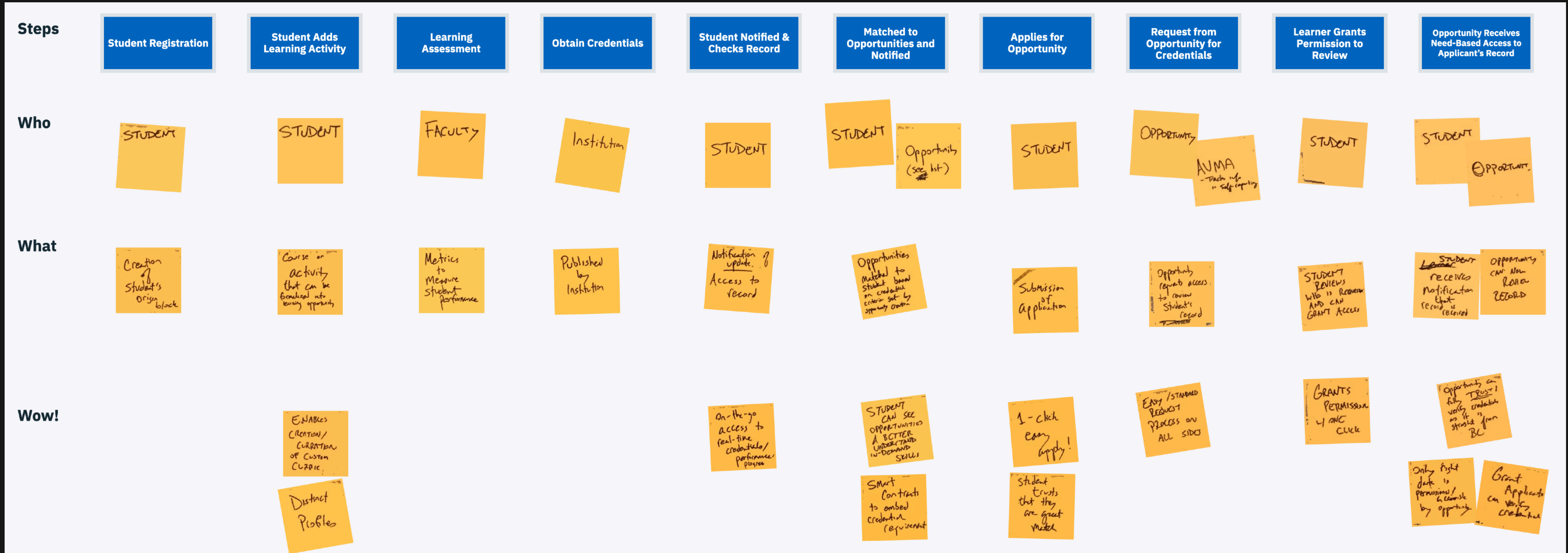
Data/Format of Record not useful to employer

No ability for learner to share ROBUST record w/ any external organization

02

02B Definition and Alignment of Unified To-Be Journey plus Vision

Respondent ideas to address key pains unified and synthesized into a To-Be Journey Map and Vision Statement.



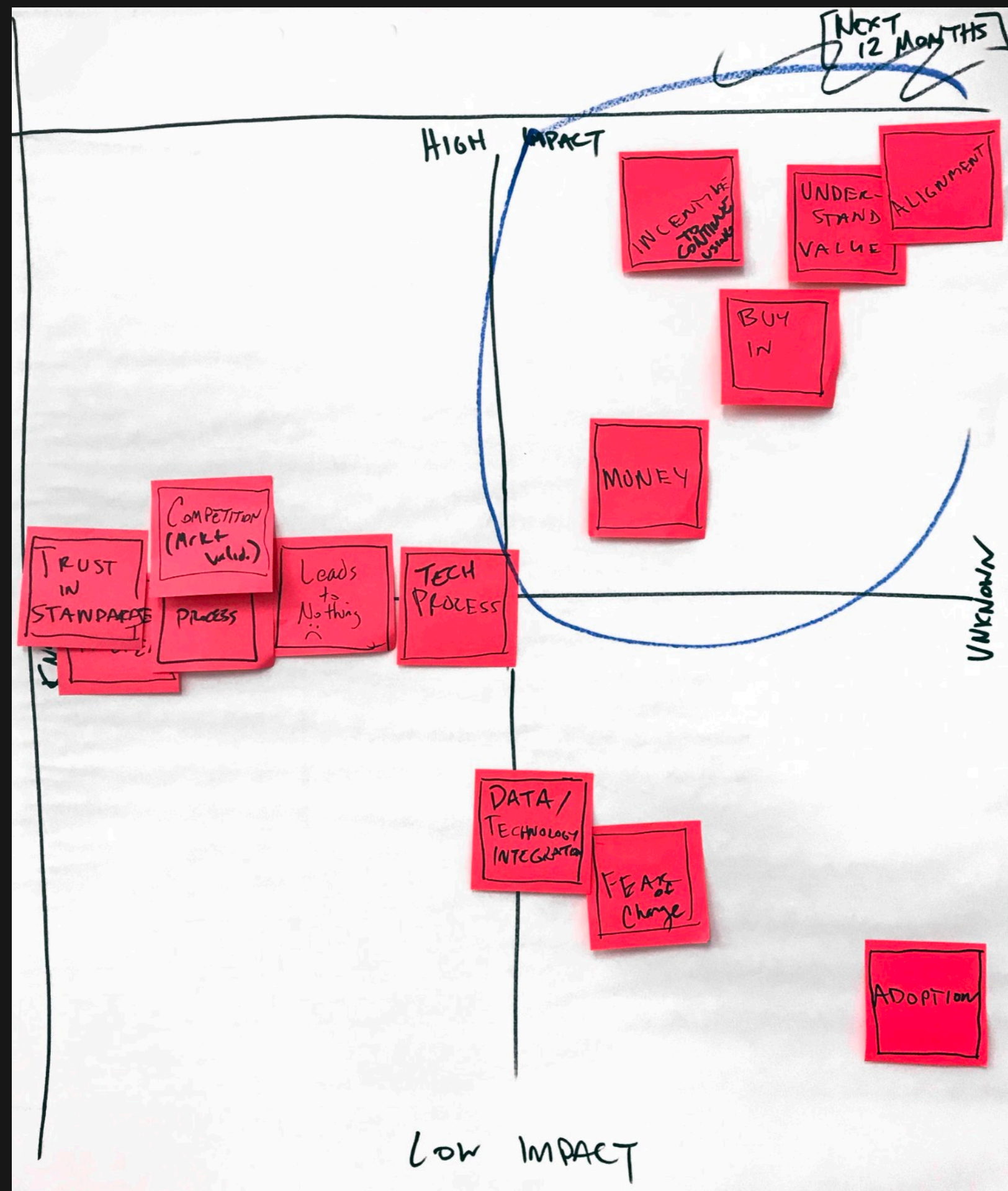
- Who
- What
- Wow

We seek to build a **competency system that aligns verifiable and transparent credentials of students with what employers need and want. Employers, students, and CVMs** stand to benefit by being **better, faster, and cheaper than any system currently in place.**

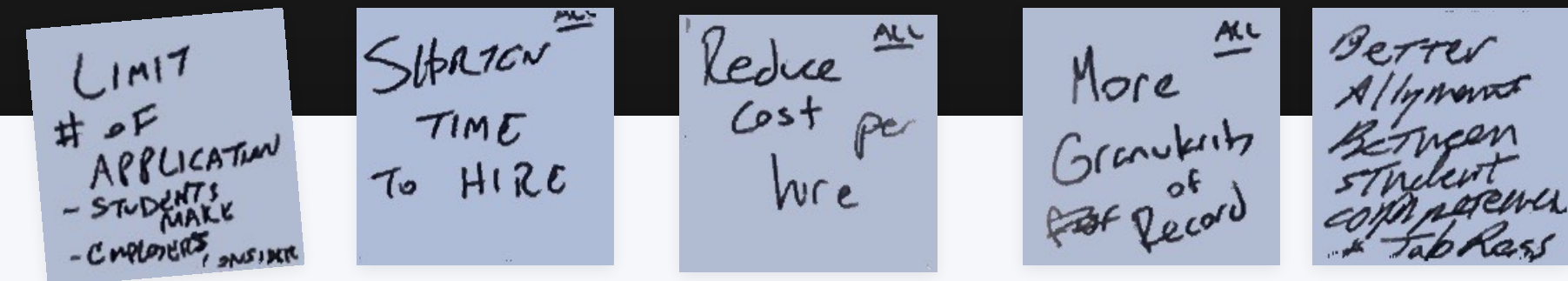
02

02C Risk Assessment and MVP Hypothesis

Identifying our “riskiest risks” to inform our MVP Hypothesis.



- Alignment
- Understand Value
- Incentive to Continue Using
- Buy-In
- Money (Funding)



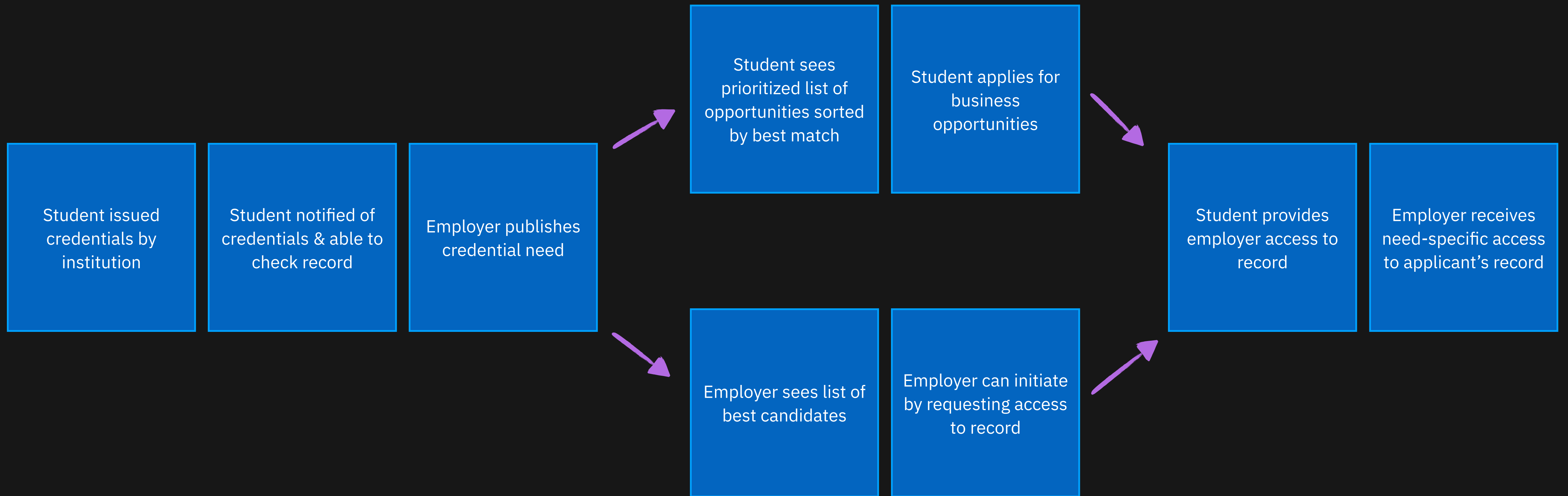
If we **limit the number of applications students make and that employers consider** and **increase granularity of record** we will see:

- 25% faster time to match (shorten time to hire)
- 50% fewer communication numbers
- Increased participation
- Reduce cost per hire
- Better alignment between student competencies and job requirements

02

02D MVP Process Map

Consolidated journey map to focus in on the building and testing against identified key risks.



02 | LCN

4 Weeks to MVP and 10 Weeks to Pilot Launch

Goal

Build demonstrable MVP and continue building towards Pilot releases

Method

Design Thinking, DevOps, Agile, and Lean practices to rapidly build, test, and launch our MVP plus subsequent Pilots

Primary Stakeholders

CNM, Ethos Veterinary Health, IBM

Team Composition

15 dedicated team members consisting of:

// 3x Executive Sponsors (IBM, CNM, Ethos Vet.)

// 2x Project Executives (IBM)

// 2x Product Owner (CNM, Ethos Vet)

// 2x Developers (IBM)

// 2x Project Manger (IBM)

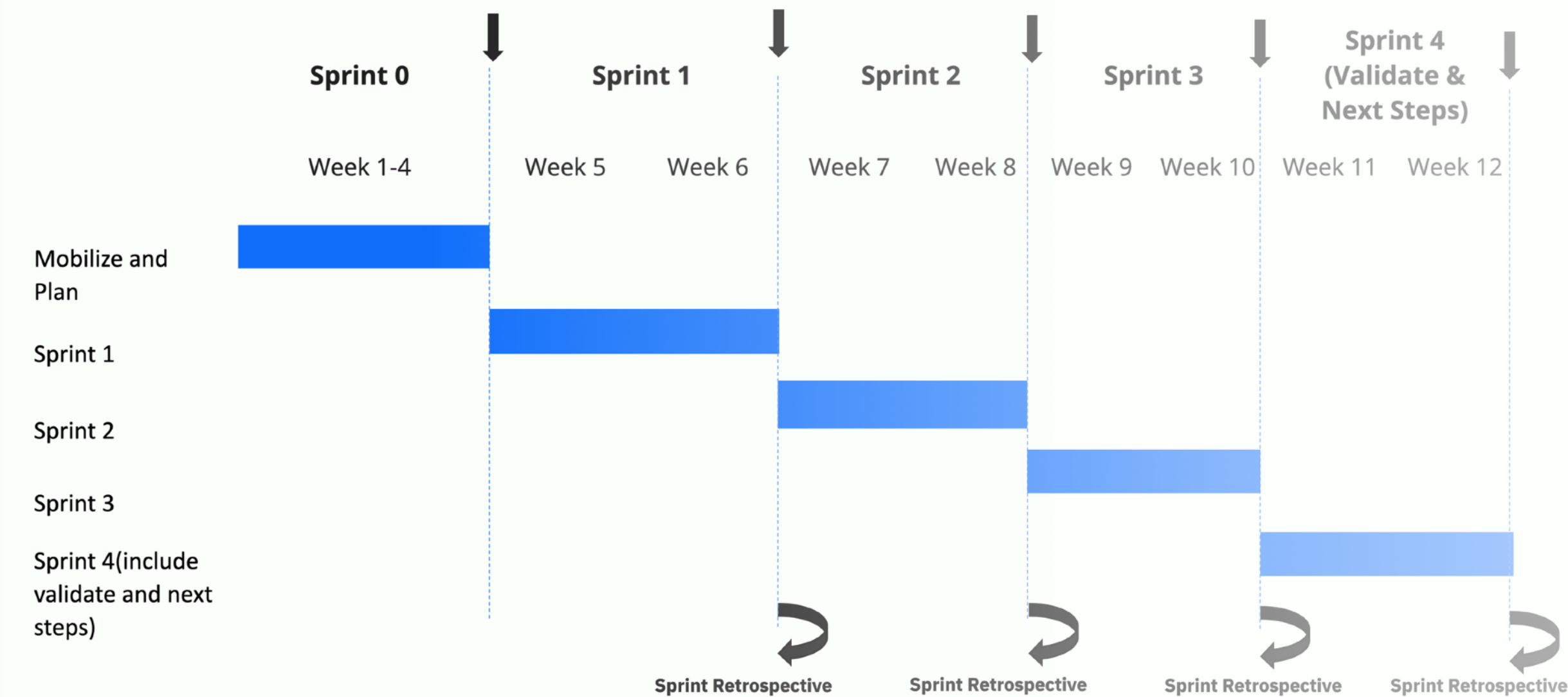
// 1x Blockchain Solutions Architect (IBM)

// **1x Lead Designer (IBM)**

// 1x UI Developer (IBM)

// 1x Visual Designer (IBM)

PROJECT TIMELINE.



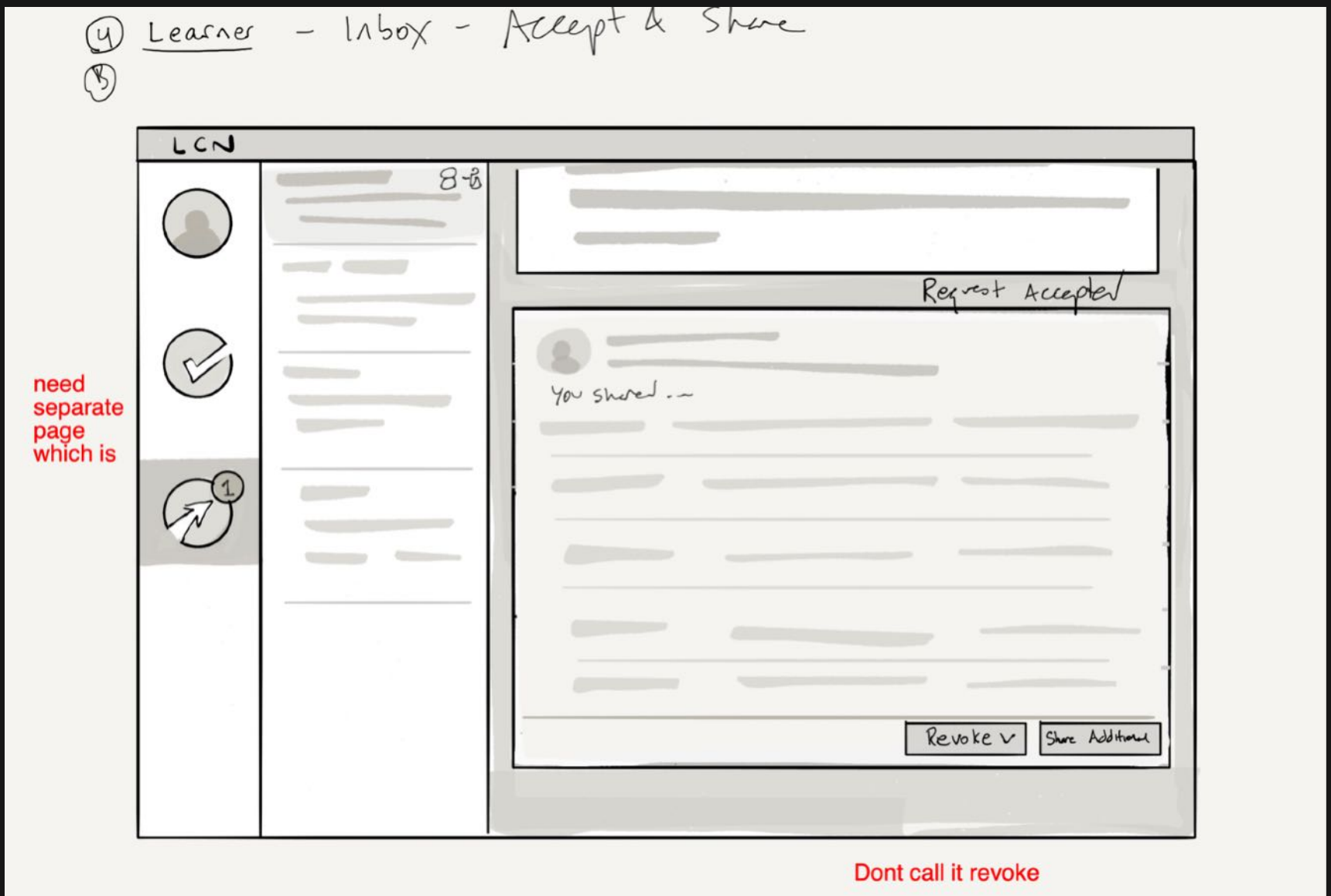
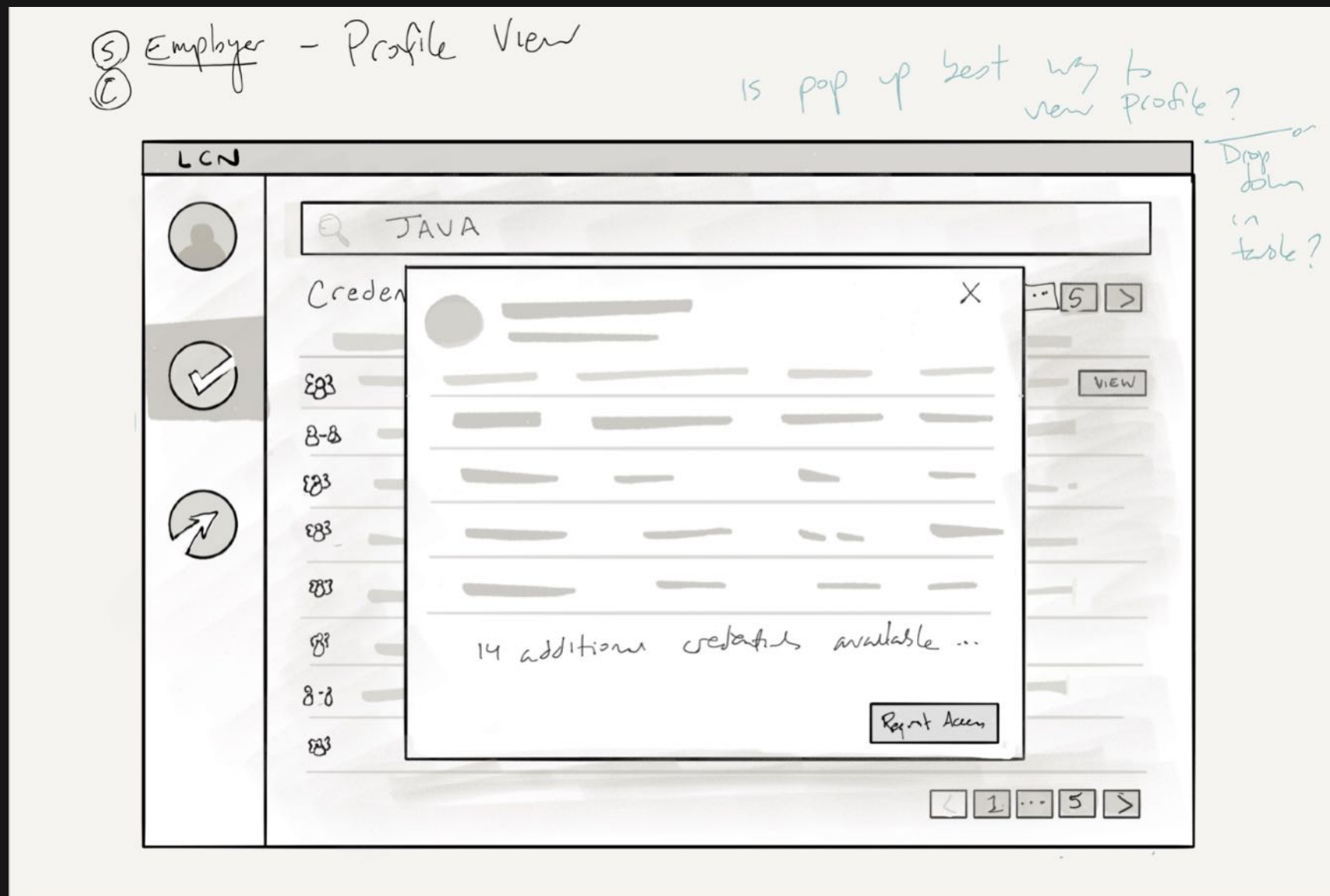
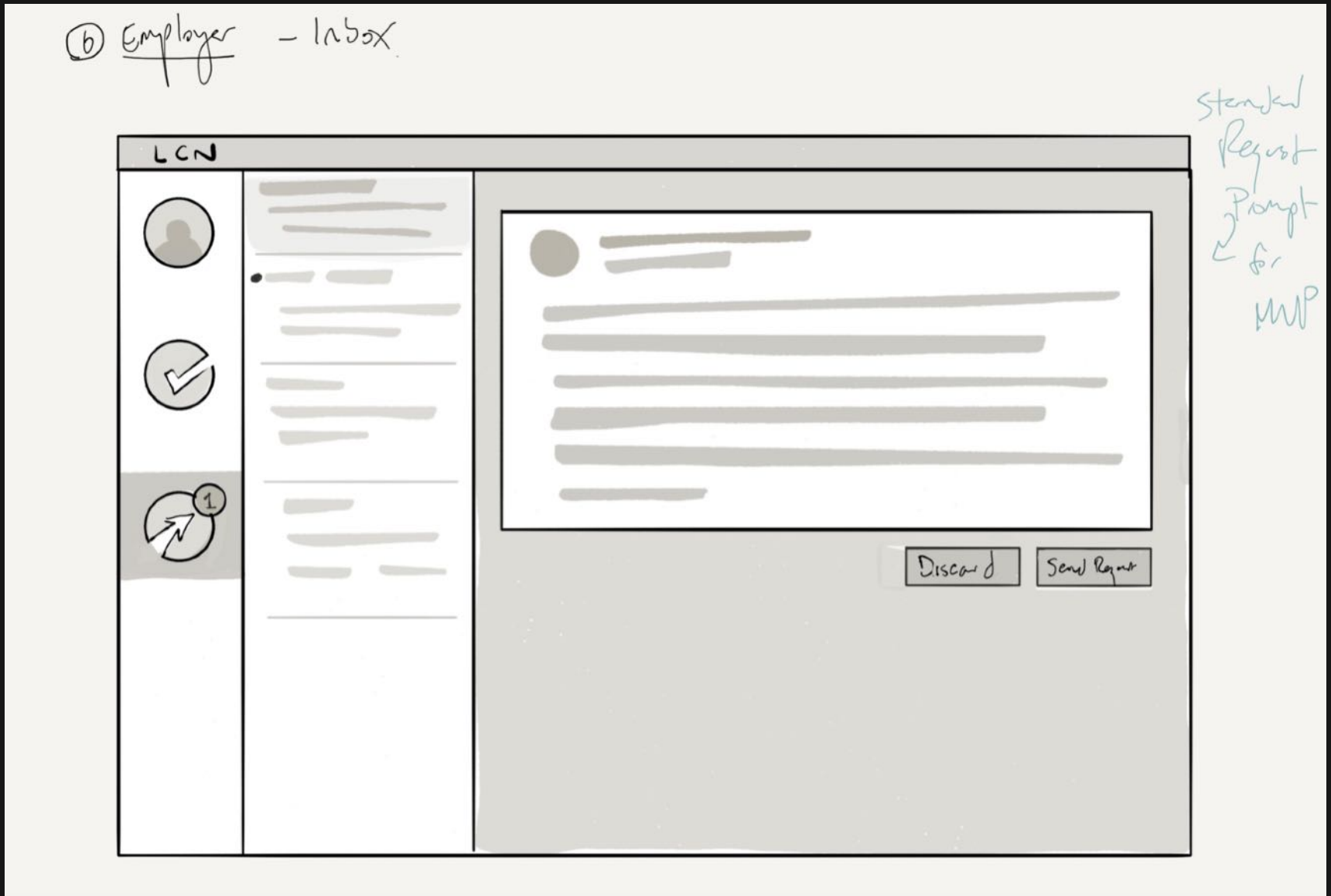
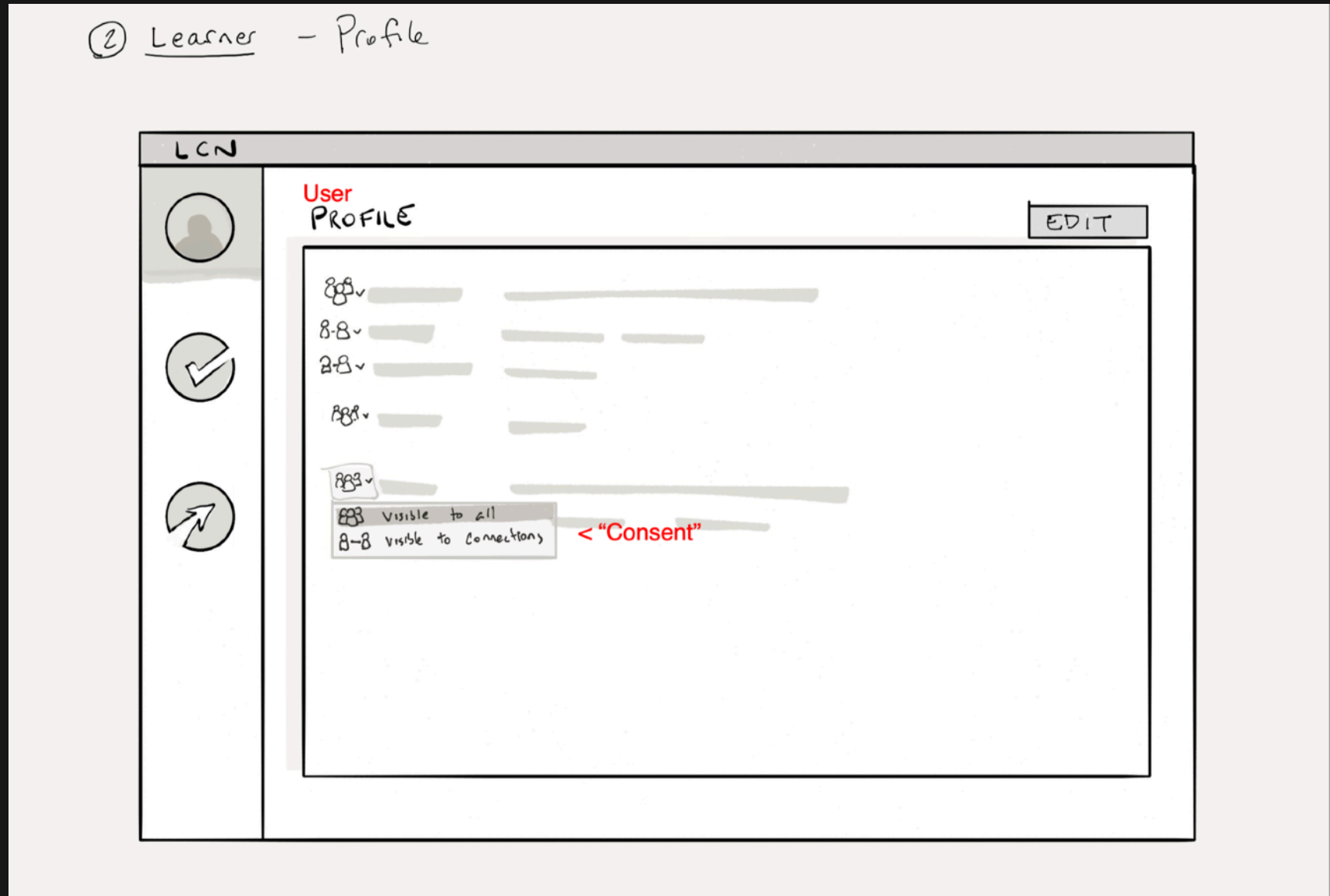
Sprint 0 Activities.

- Project initiation and kick-off activities
- Define MVP success criteria
- Refine the requirements and agree on final user stories for the MVP
- Project sprint planning
- Begin to create the draft Solution Design Document (Design application)
- Begin to setup of the Hyperledger Indy (Cloud Agents) and IBP 2.0
- Begin to develop the chaincode and node framework
- Begin to develop the User Interface
- CNM to deliver
 - Samples of PESC files (transcripts) that can be ingested in the system.
 - Electronic representation of a CNM degree, in an open standard format.
 - Anonymized student data
 - Unique identifiers for the students participating in the MVP.

02

02F Initial Low-Fi Wireframes, Feedback, and Iterations

Exploratory designs to translate user enablements and capabilities into experiences and interfaces.

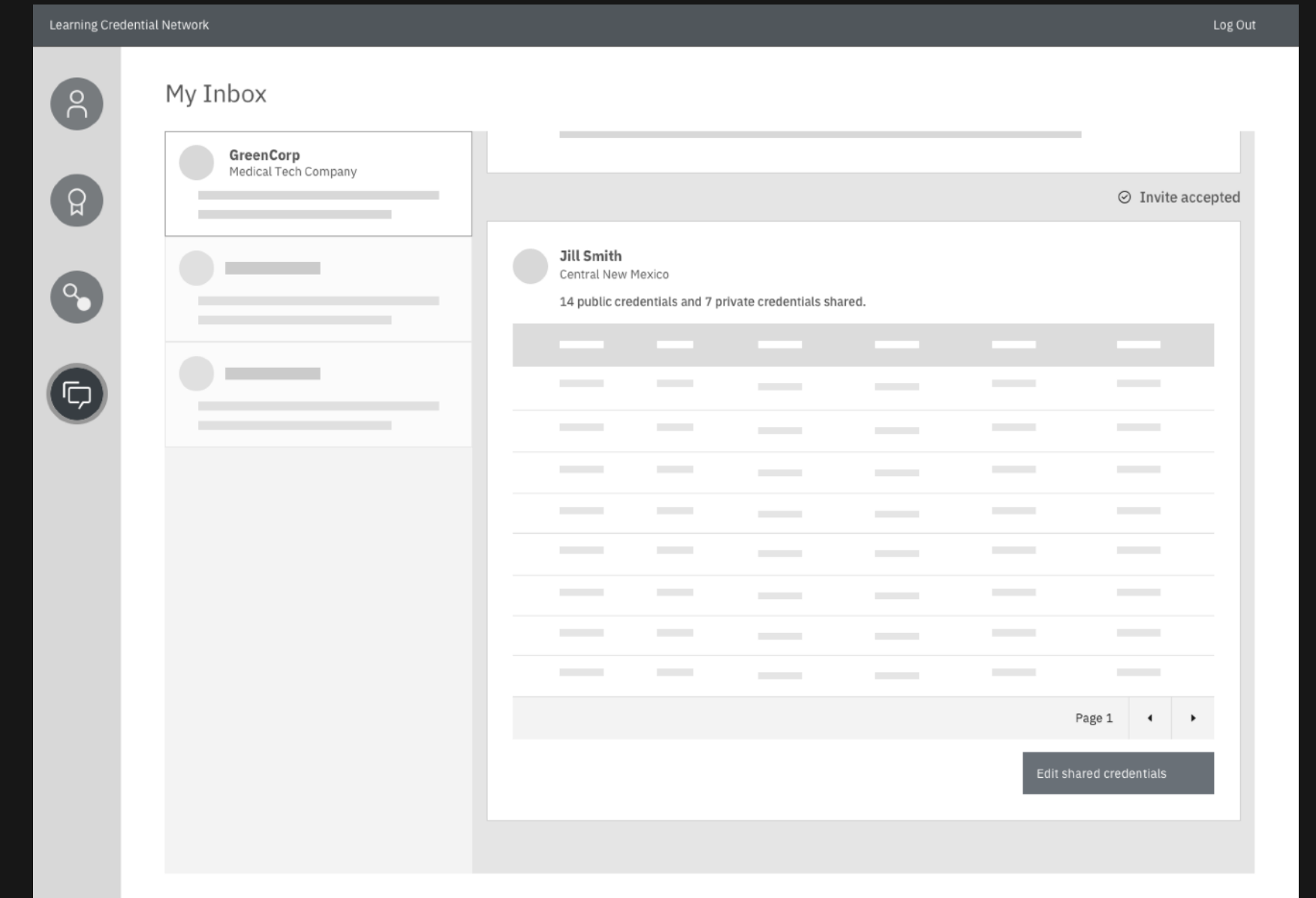
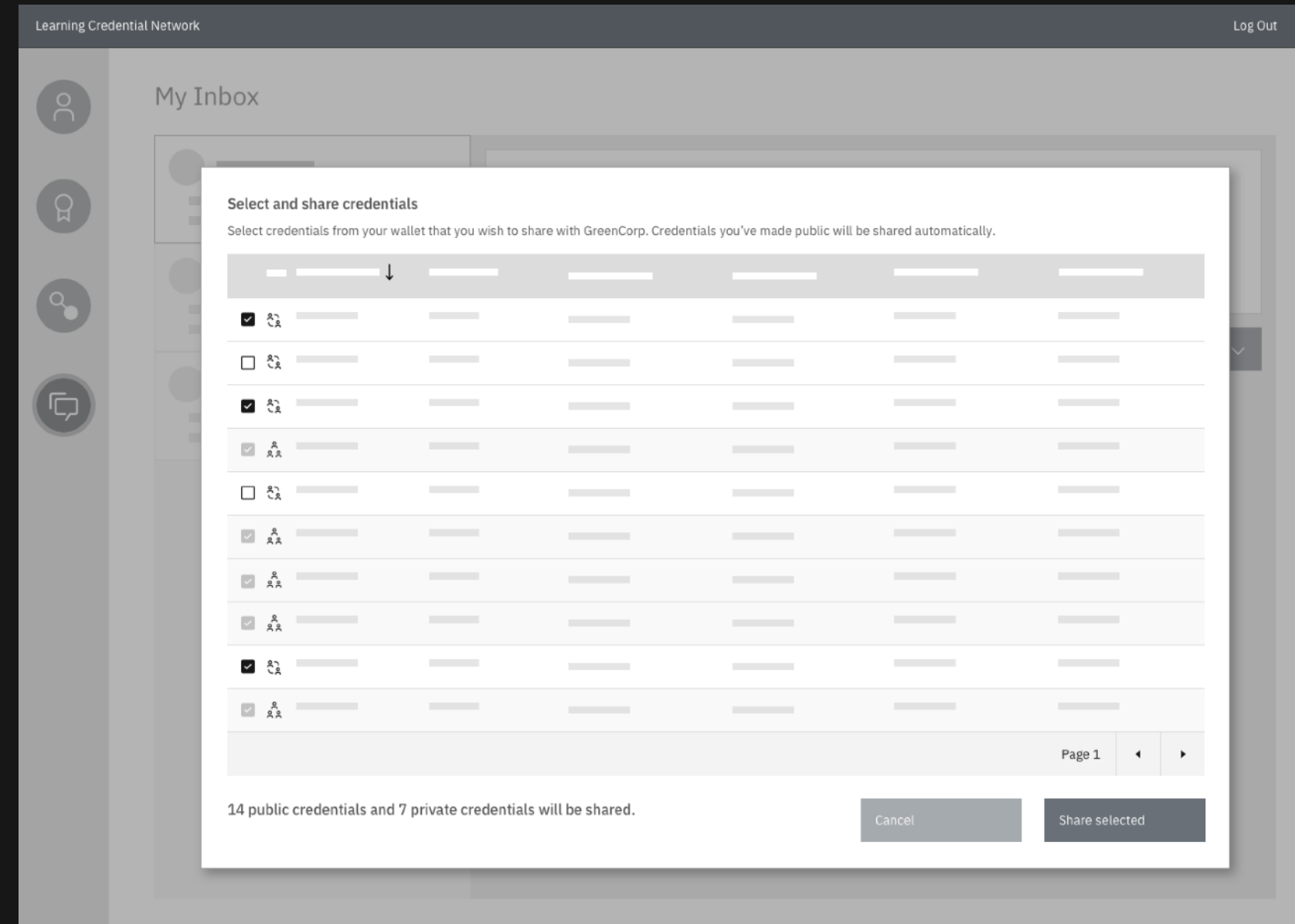
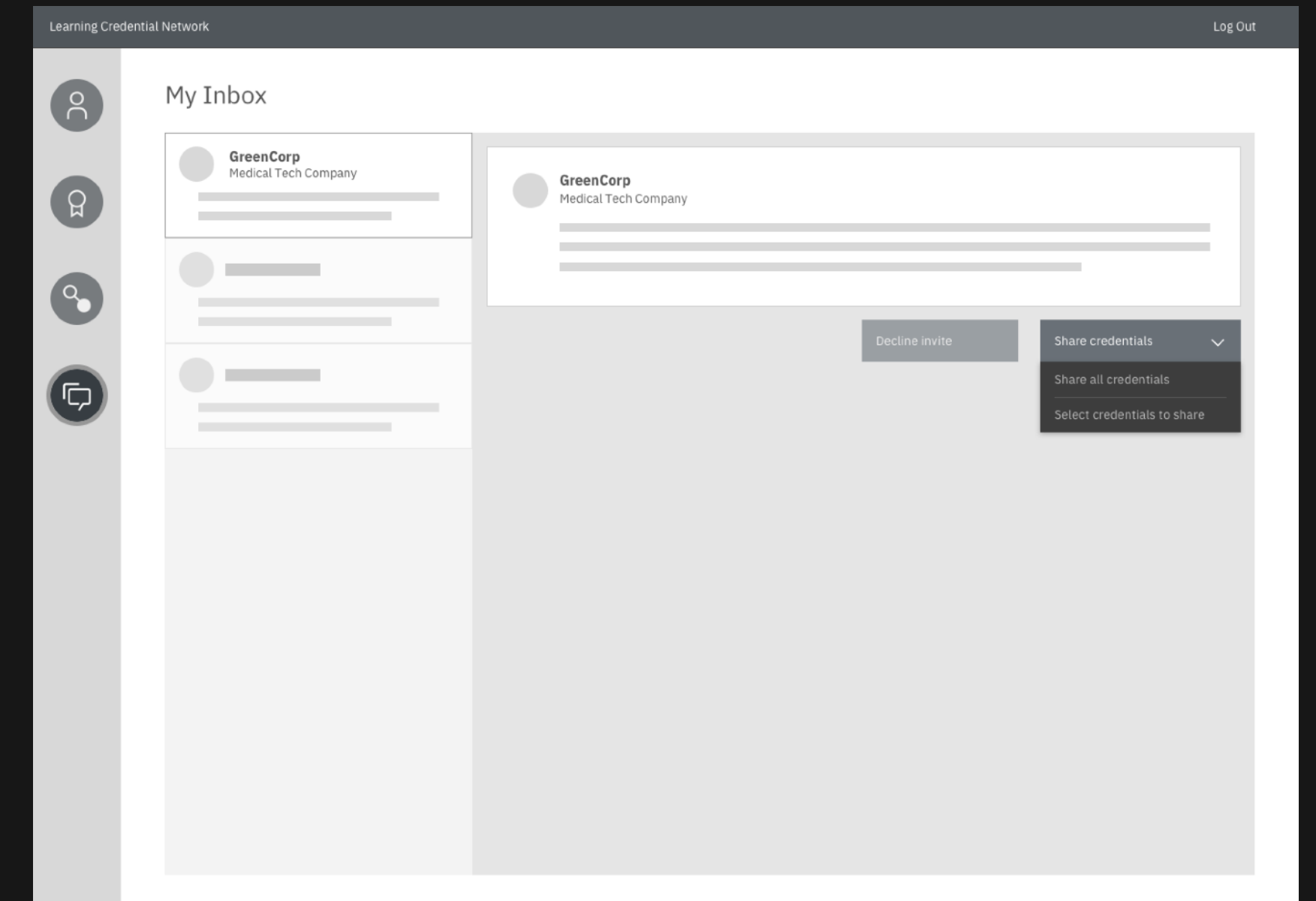
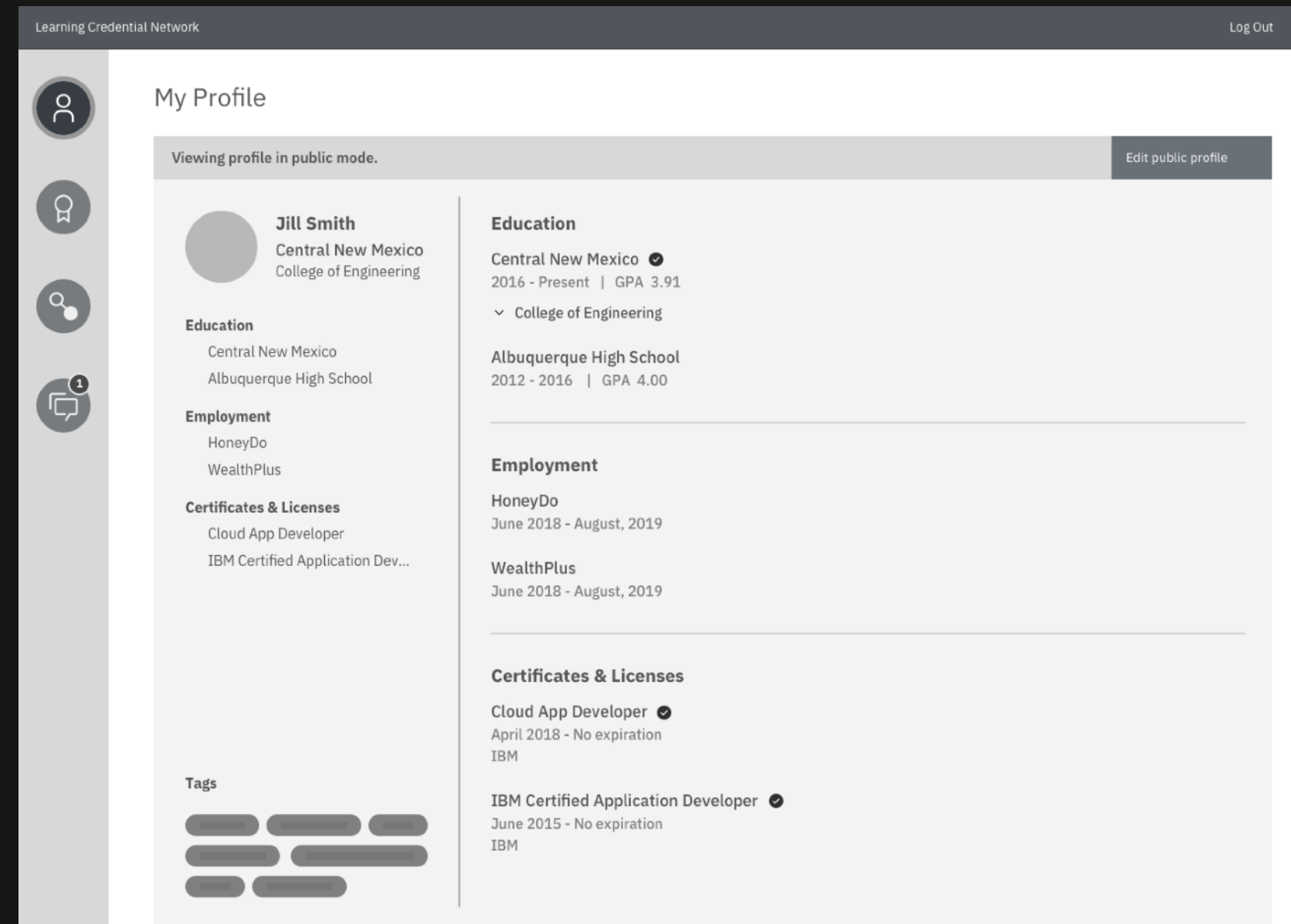


Dont call it revoke

02

02G IBM Carbon Design System + Mid-Fidelity Wireframes

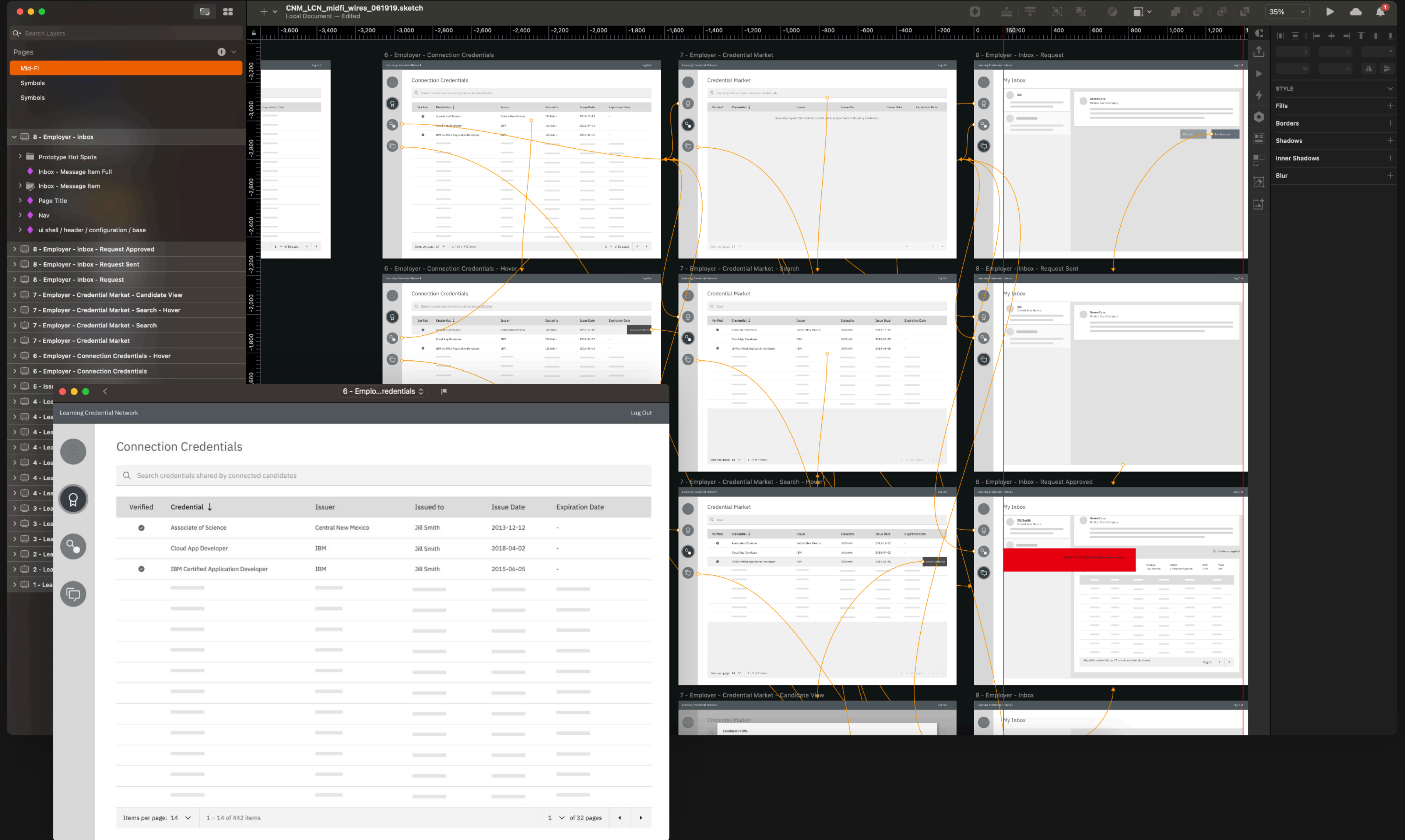
Increased fidelity of designs with incorporation of design components from a substantiated design system.



02

02H Mid-Fidelity Prototype

Interaction design and demonstrable flows portrayed through a click-through Sketch prototype.



02I High-Fidelity Wireframes for MVP

Initial visual designs for MVP to achieve pilot “green-light.”

Learner credential sharing flow shown here.

The Learning Credential Network



Sign Out

My Profile

Jill Smith
Central New Mexico
College of Engineering

Education

Central New Mexico
Albuquerque High School

Employment

HoneyDo
WealthPlus

Certificates & Licenses

Cloud App Developer
IBM Certified Application Dev...

Education

Central New Mexico ✓
2016 - Present | GPA 3.91

College of Engineering

Albuquerque High School
2012 - 2016 | GPA 4.00

Employment

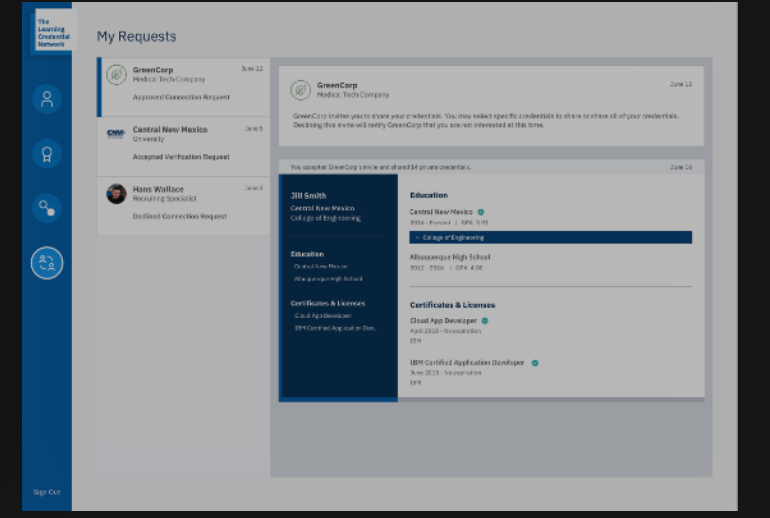
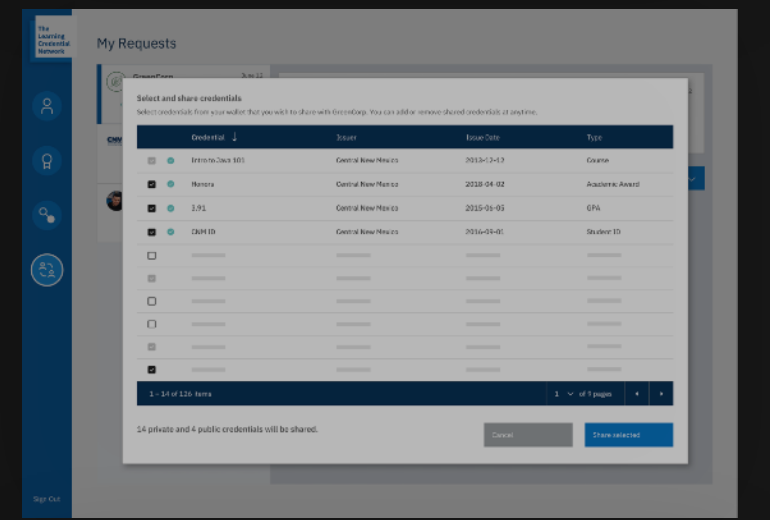
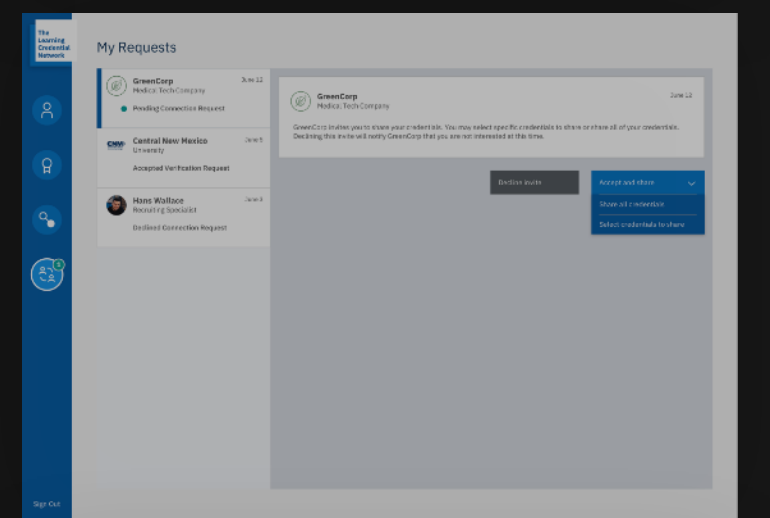
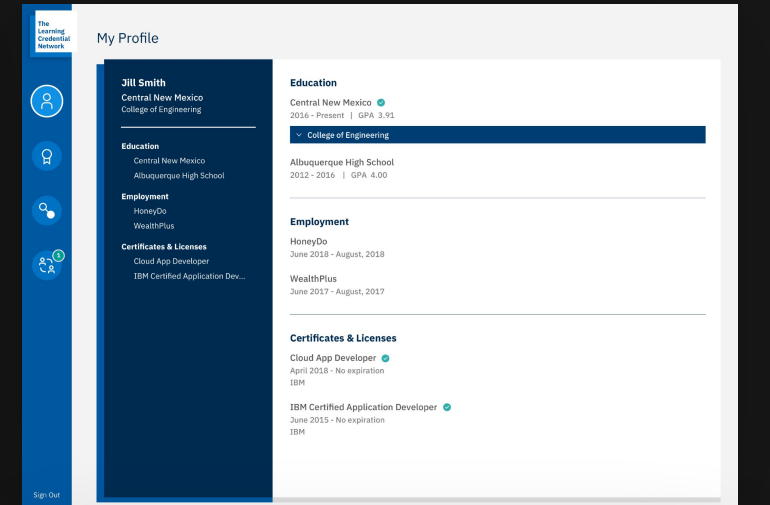
HoneyDo
June 2018 - August, 2018

WealthPlus
June 2017 - August, 2017

Certificates & Licenses

Cloud App Developer ✓
April 2018 - No expiration
IBM

IBM Certified Application Developer ✓
June 2015 - No expiration
IBM



02

02I High-Fidelity Wireframes for MVP

Initial visual designs for MVP to achieve pilot “green-light.”

Learner credential sharing flow shown here.

The Learning Credential Network

My Requests

- GreenCorp** Medical Tech Company June 12
Pending Connection Request
- Central New Mexico University** June 5
Accepted Verification Request
- Hans Wallace** Recruiting Specialist June 3
Declined Connection Request

GreenCorp Medical Tech Company June 12

GreenCorp invites you to share your credentials. You may select specific credentials to share or share all of your credentials. Declining this invite will notify GreenCorp that you are not interested at this time.

Decline invite

Accept and share

- Share all credentials
- Select credentials to share

Sign Out

My Profile

Jill Smith
Central New Mexico
College of Engineering

Education
College of Engineering
2015 - Present | GPA: 3.55

Employment
Albuquerque High School
2012 - 2014 | GPA: 4.00

Certificates & Licenses
IBM Certified Application Developer
June 2021 - August 2021

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Decline invite

Accept and share

- Share all credentials
- Select credentials to share

Credential	Issuer	Issue Date	Type
IBM Certified Application Developer	Central New Mexico	2021-06-01	Course
IBM Certified Application Developer	Central New Mexico	2021-08-01	Assessment
IBM Certified Application Developer	Central New Mexico	2021-08-01	CPA
IBM Certified Application Developer	Central New Mexico	2021-08-01	Student ID

14 private and 4 public credentials will be shared.

My Profile

Jill Smith
Central New Mexico
College of Engineering

Education
College of Engineering
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Employment
Albuquerque High School
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02I High-Fidelity Wireframes for MVP

Initial visual designs for MVP to achieve pilot “green-light.”

Learner credential sharing flow shown here.

The Learning Credential Network

My Requests

Select and share credentials

Select credentials from your wallet that you wish to share with GreenCorp. You can add or remove shared credentials at anytime.

	Credential ↓	Issuer	Issue Date	Type
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Intro to Java 101	Central New Mexico	2013-12-12	Course
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Honors	Central New Mexico	2018-04-02	Academic Award
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 3.91	Central New Mexico	2015-06-05	GPA
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> CNM ID	Central New Mexico	2016-09-01	Student ID
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
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<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			

1 – 14 of 126 items | 1 of 9 pages

14 private and 4 public credentials will be shared.

Cancel | Share selected

Sign Out

My Profile

201 Smith
Central New Mexico
College of Engineering

Education
2015 - Present | GPA: 3.91
College of Engineering

Employment
Albuquerque High School
2012 - 2014 | GPA: 4.00

Certificates & Licenses
Cloud App Developer
April 2018 - Revalidation
IBM Certified Application Developer
June 2012 - Revalidation

My Requests

GreenCorp
Pending Credential Request

Central New Mexico
Accepted Credential Request

Steve Walker
Requested Credential Request

My Requests

Select and share credentials

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	Credential ↓	Issuer	Issue Date	Type
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<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Honors	Central New Mexico	2018-04-02	Academic Award
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<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
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<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			

14 private and 4 public credentials will be shared.

Cancel | Share selected

My Requests

GreenCorp
Requested Credential Request

Central New Mexico
Accepted Credential Request

Steve Walker
Requested Credential Request

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Recruiting Specialist
Declined Connection Request
June 3

GreenCorp
Medical Tech Company
June 12

GreenCorp invites you to share your credentials. You may select specific credentials to share or share all of your credentials. Declining this invite will notify GreenCorp that you are not interested at this time.

You accepted GreenCorp's invite and shared 14 private credentials. June 16

Jill Smith
Central New Mexico
College of Engineering

Education
Central New Mexico
Albuquerque High School

Certificates & Licenses
Cloud App Developer
IBM Certified Application Dev...

Education
Central New Mexico ✓
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Albuquerque High School
2012 - 2016 | GPA 4.00

Certificates & Licenses
Cloud App Developer ✓
April 2018 - No expiration
IBM
IBM Certified Application Developer ✓
June 2015 - No expiration
IBM

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Employment
HoneyDo
June 2018 - August, 2018

WoolfPac
June 2017 - August, 2017

Certificates & Licenses
Cloud App Developer ✓
April 2018 - No expiration
IBM
IBM Certified Application Developer ✓
June 2015 - No expiration
IBM

My Requests

GreenCorp
Medical Tech Company
June 12
Pending Connection Request

Central New Mexico University
June 5
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Hans Wallace
Recruiting Specialist
June 3
Declined Connection Request

My Requests

Select and share credentials
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Credential	Issuer	Valid From	Type
✓	Central New Mexico	2016-03-01	Course
✓	Central New Mexico	2016-04-01	Academic Award
✓	Central New Mexico	2016-04-01	GPA
✓	Central New Mexico	2016-04-01	Student ID

14 of 14 items

14 private and 0 public credentials will be shared.

My Requests

GreenCorp
Medical Tech Company
June 12
Approved Connection Request

Central New Mexico University
June 5
Accepted Verification Request

Hans Wallace
Recruiting Specialist
June 3
Declined Connection Request

Jill Smith
Central New Mexico
College of Engineering

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June 2015 - No expiration
IBM

02 | LCN

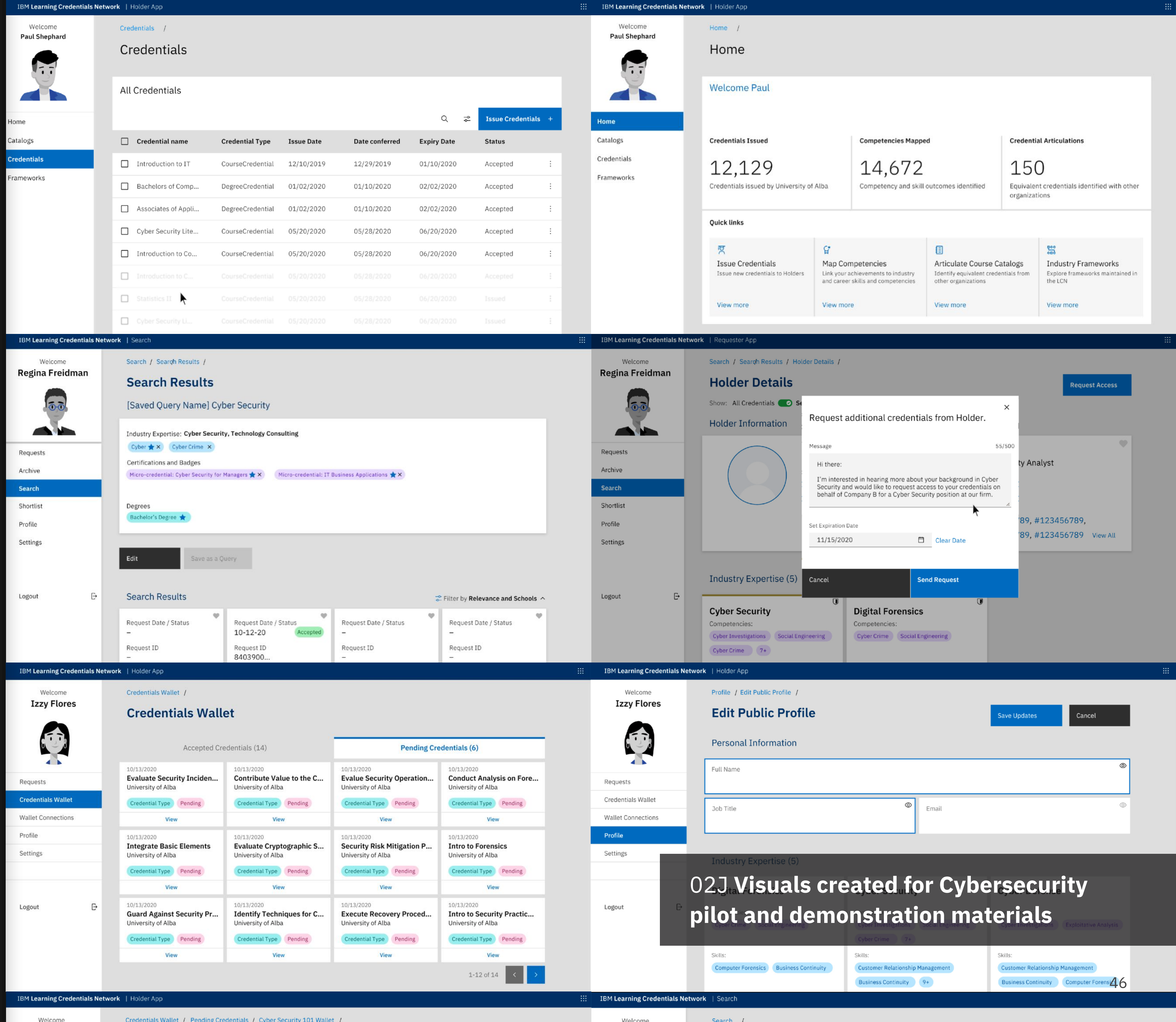
Pilot Launches

VetBloom Pilot Nov 2019 - Present

A consortium of IBM, Ethos Veterinary Health, Association of American Veterinary Medical Colleges, International Council for Veterinary Assessment, American Animal Hospital Association to build lab and skill based learning pathways and enhanced ability for trusted employer-candidate connections.

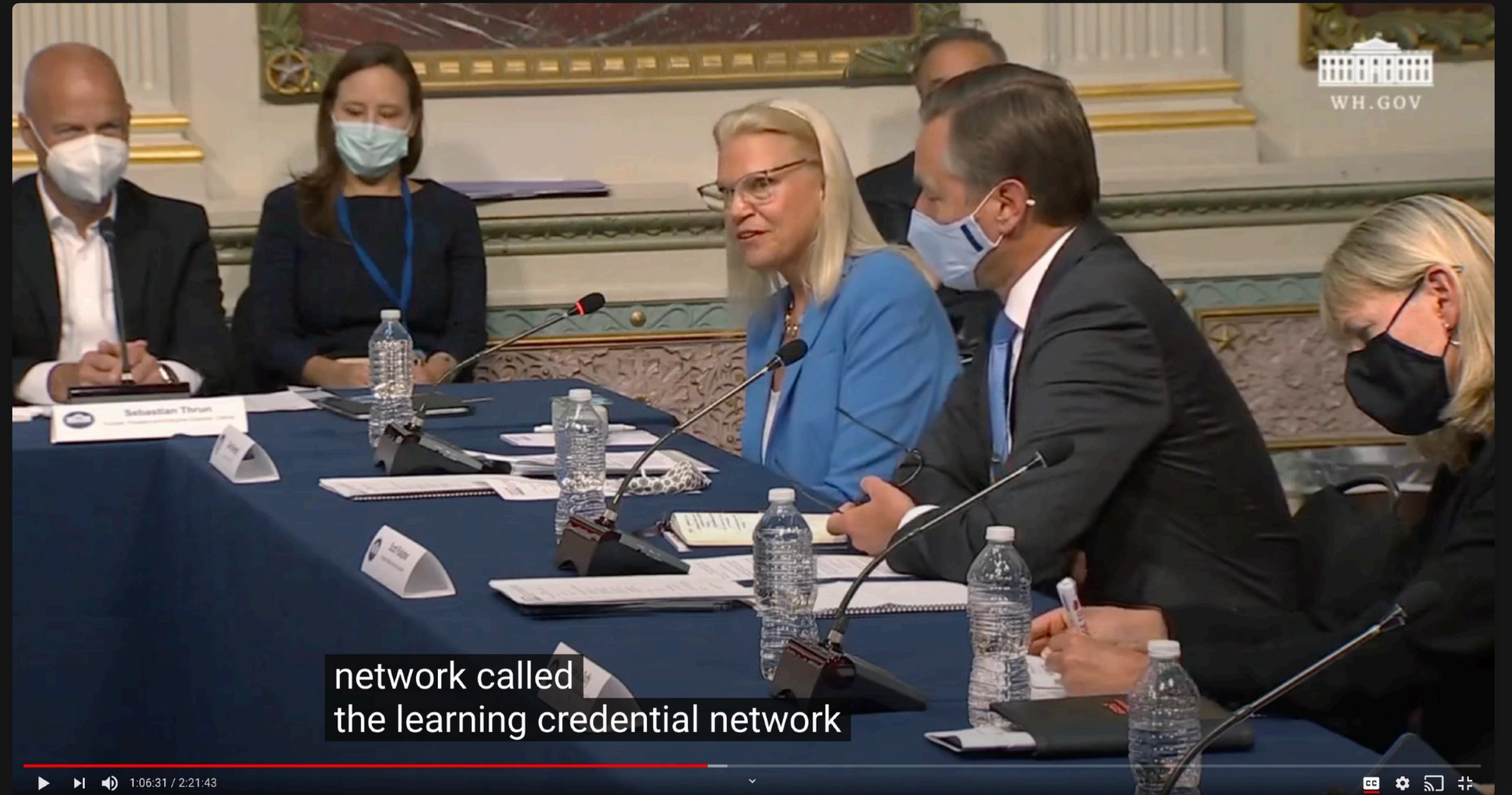
Cybersecurity Pilot Nov 2019 - Present

A consortium of IBM, CNM, National Student Clearinghouse, US Department of Commerce, WGU, and IQ4 to build lifelong learning pathways and better skills-to-career connections amongst learners, educators, and employers via LCN with a focus on demanded cybersecurity skills as part of the American Workforce Advisory Board.



02J Visuals created for Cybersecurity pilot and demonstration materials

FROM STICKY NOTES TO THE WHITE HOUSE IN TWO YEARS.



02 | LCN

Conclusion + Outcomes

Recap

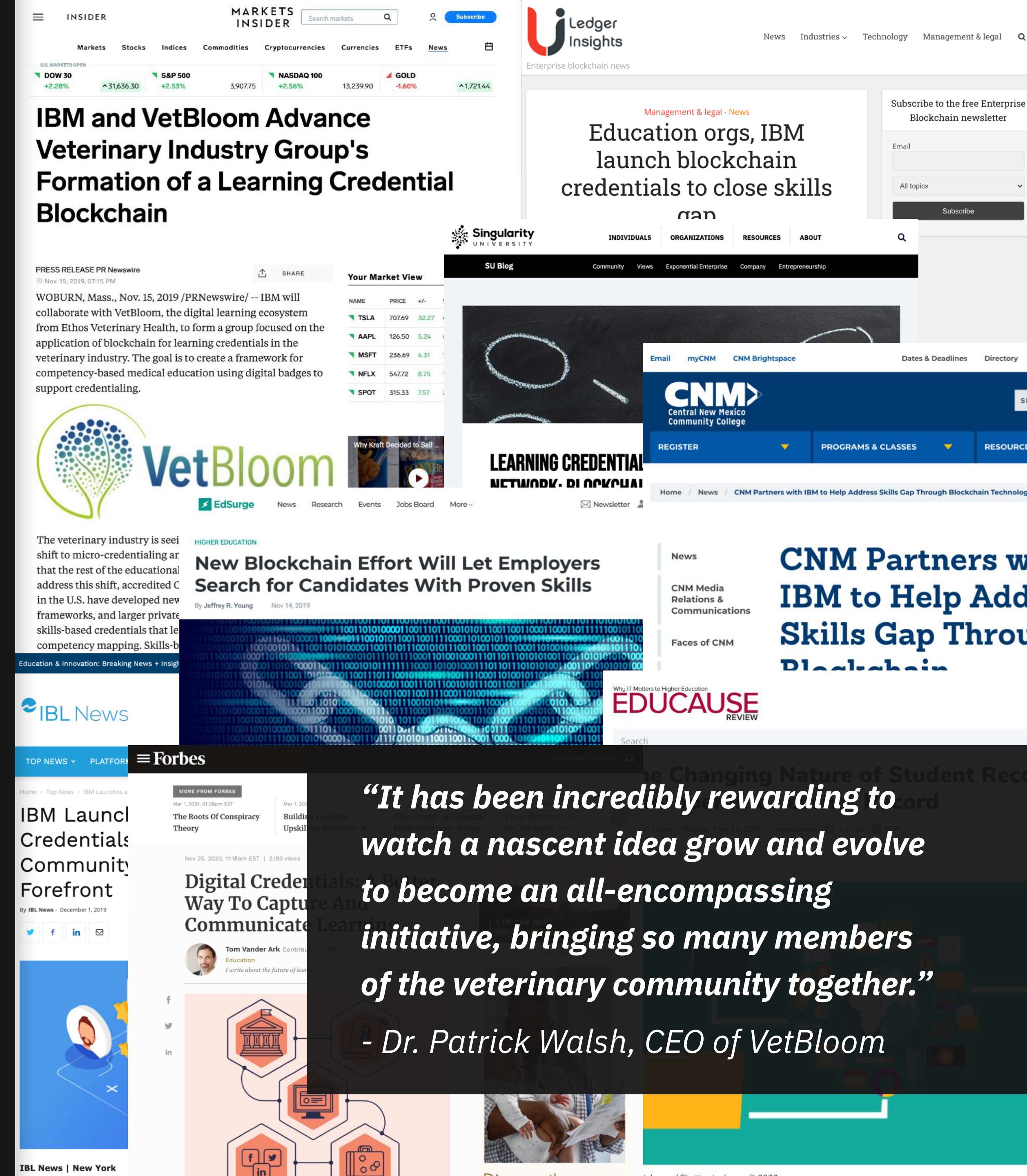
Two successful pilots launched in twelve weeks through extensive input by a multitude of users along with internal and external stakeholders.

Final Deliverables

- // Workshop Outcomes Decks
- // Mid/High-Fidelity Wireframes + Prototypes
- // High-Fidelity Wireframes + Visual Design Assets for MVP

Successes and Next Steps

- // Launch of two first-of-their-kind pilots addressing skills-to-career gap
- // Total of 37 participants across the two pilot networks and consortiums
- // 3 new pre-GA networks in process of substantiation
- // Platform integral to IBM's ongoing COVID-19 response and growing partnership with US Department of Commerce

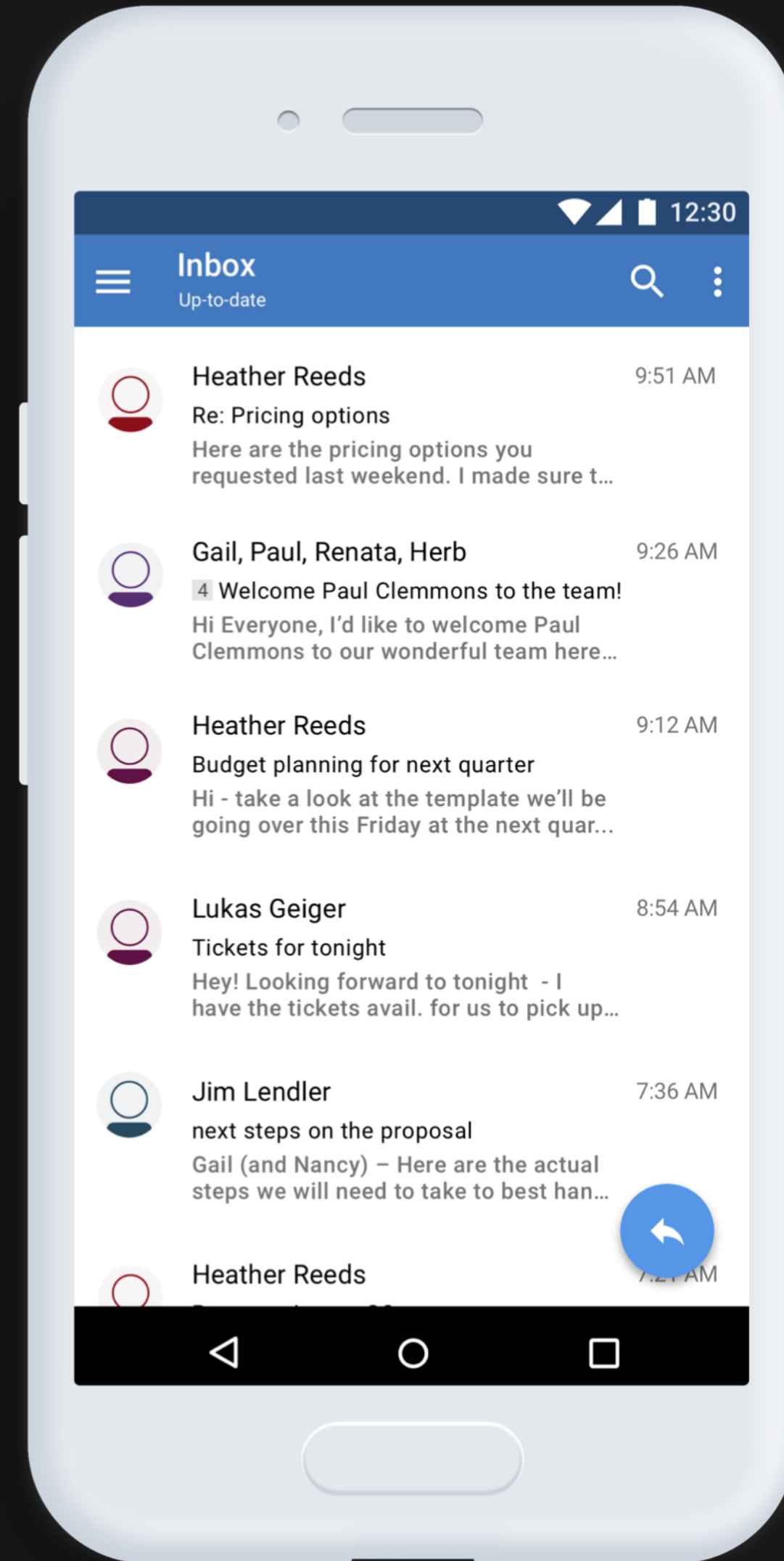


03

IBM VERSE

UXR | UX | UI | UI Dev

Enhancing and unifying IBM's signature email service, Verse, across multiple platforms and innovative frontiers.



03 | IBM VERSE

Case Study Overview

Outcomes

Transformed Agile development team focused on Android to utilize Human Centered practices and adopt a 3:1 technical to user experience user story cadence. Led directly to an end-to-end, cross-platform overhaul of Verse for web and mobile focused on the enhancement and unification of user experiences.

Role

Design Lead for IBM Verse Mobile on Android

Challenges

Introducing and building sustainable championship of end-users amongst IT and Business. Leveraging quantitative and qualitative data to unify touch-points and user journeys (along with language and visual designs) across web and mobile platforms.

Impact

- // Increased Google Play Store rating by 0.7 stars in eight months
- // Increased cross-platform NPS
- // Team-wide adoption of 3:1 technical to user experience story pattern



03 | IBM VERSE

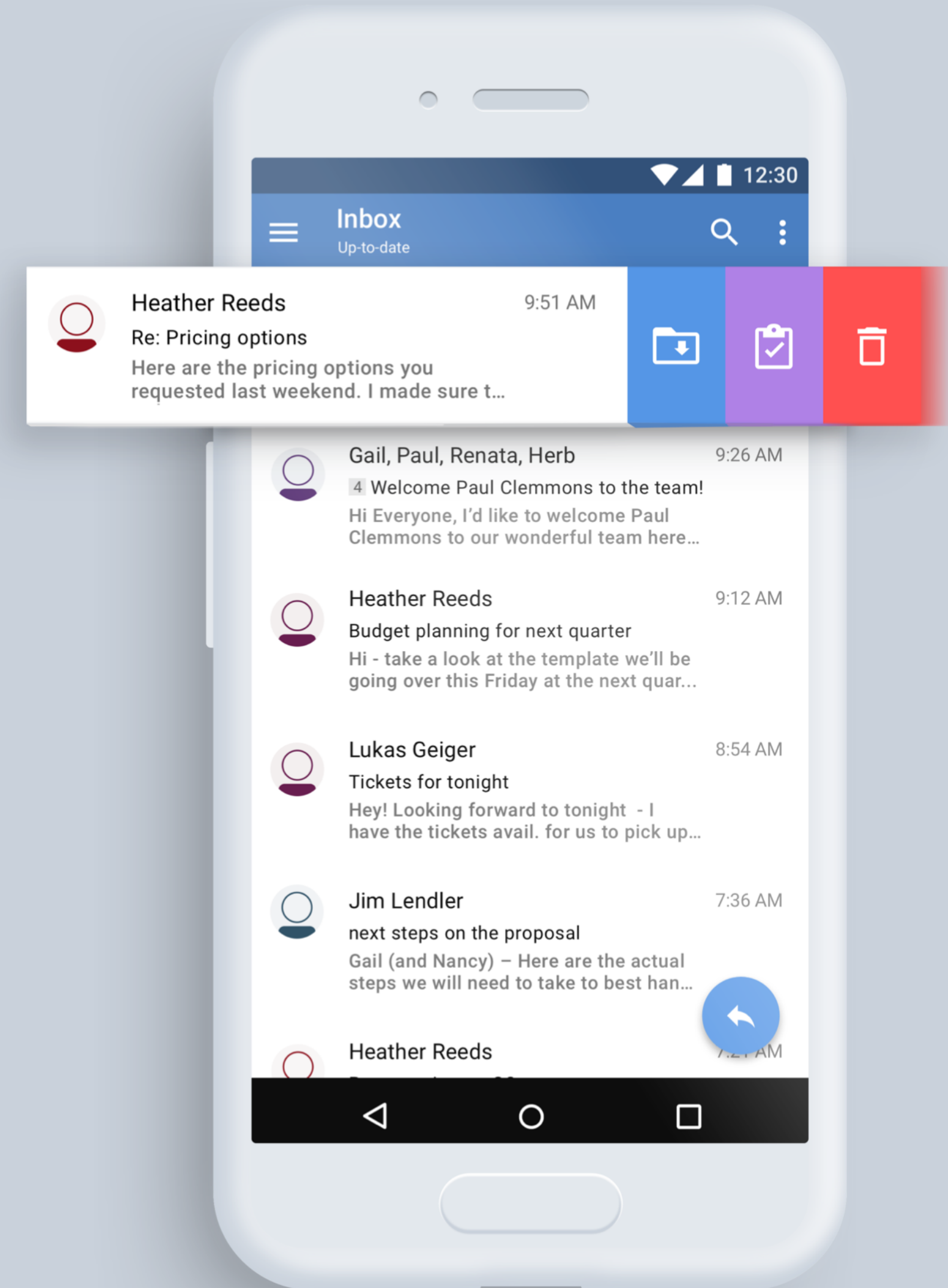
Elevation of Mobile User Experiences on Android

As part of the IBM Verse and broader IBM Collaboration Solutions team, I had the pleasure of leading design for IBM Verse Mobile on Android. Along with an agile development squad of four and a dedicated offering manager, our Android-focused team made tremendous strides not only in technical enhancements, but true elevation of user experiences on mobile – generating increased ratings and positive customer feedback on the Google Play Store along with significant increases in our NPS scores.

Achieving this, however, required incredible user championship, compassionate compromise, and cross-discipline collaboration. Quantitative and qualitative user research helped form the basis of a dialogue around the importance of focusing in on oft requested UX enhancements (such as **gesture-based controls, improved onboarding, nested conversations, and adoption of Material design**) and not only prioritizing important bug requests and technical enhancement stories.

The team adopted a 3:1 technical-to-UX story sprint approach, enabling human-centric enhancements to have a true seat at the table. Finding our groove, I oversaw and delivered all design aspects: utilizing user research to inform and prioritize user-centric stories, building out UX, UI, and Visual Designs, and implementing directly for production utilizing Android Studio.

This improved approach and collaborative team style reduced handoff bottlenecks and empowered our ability to meet technical requirements while continuing to innovate and elevate the experience for our users.

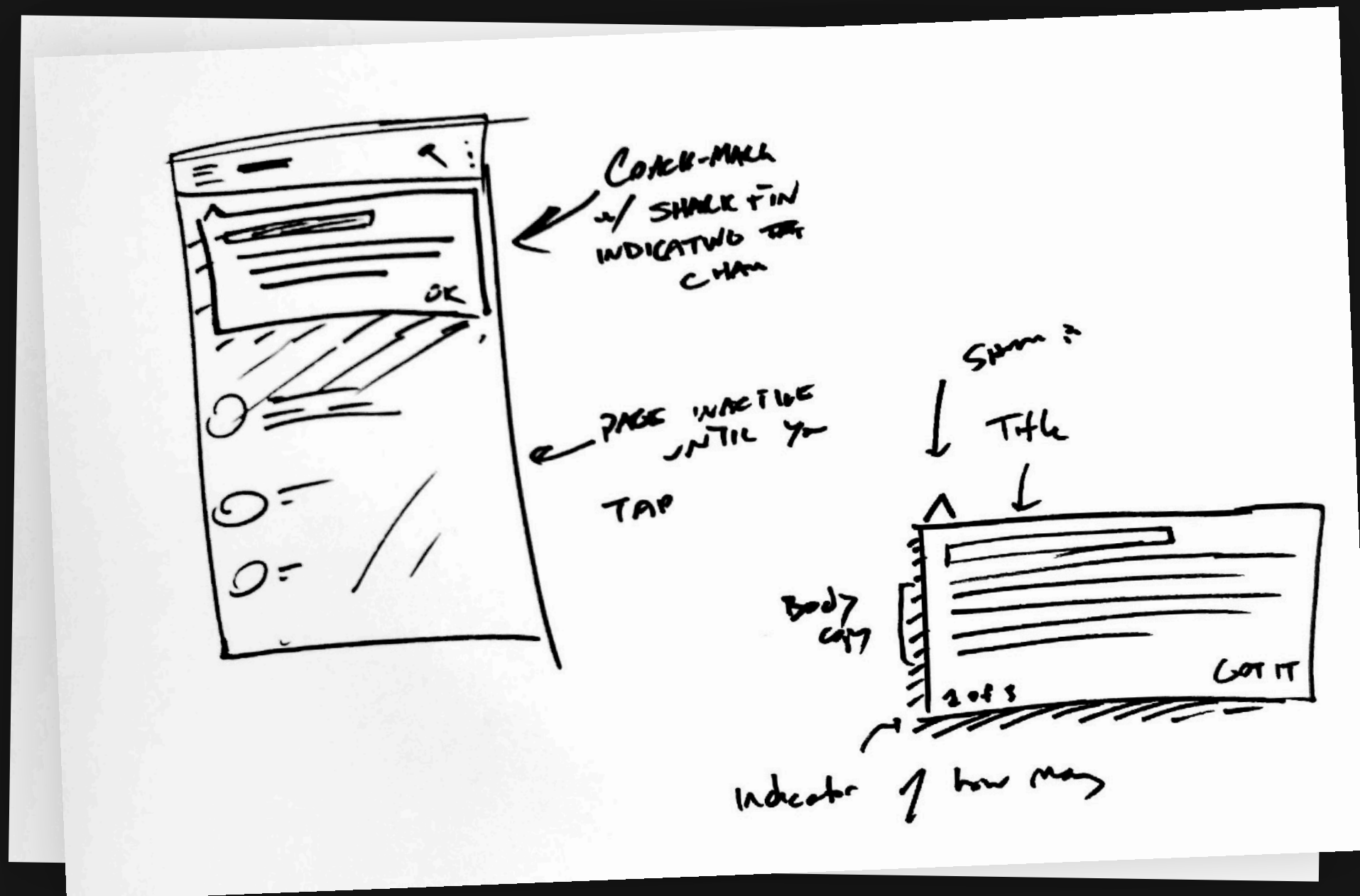


03 | IBM VERSE

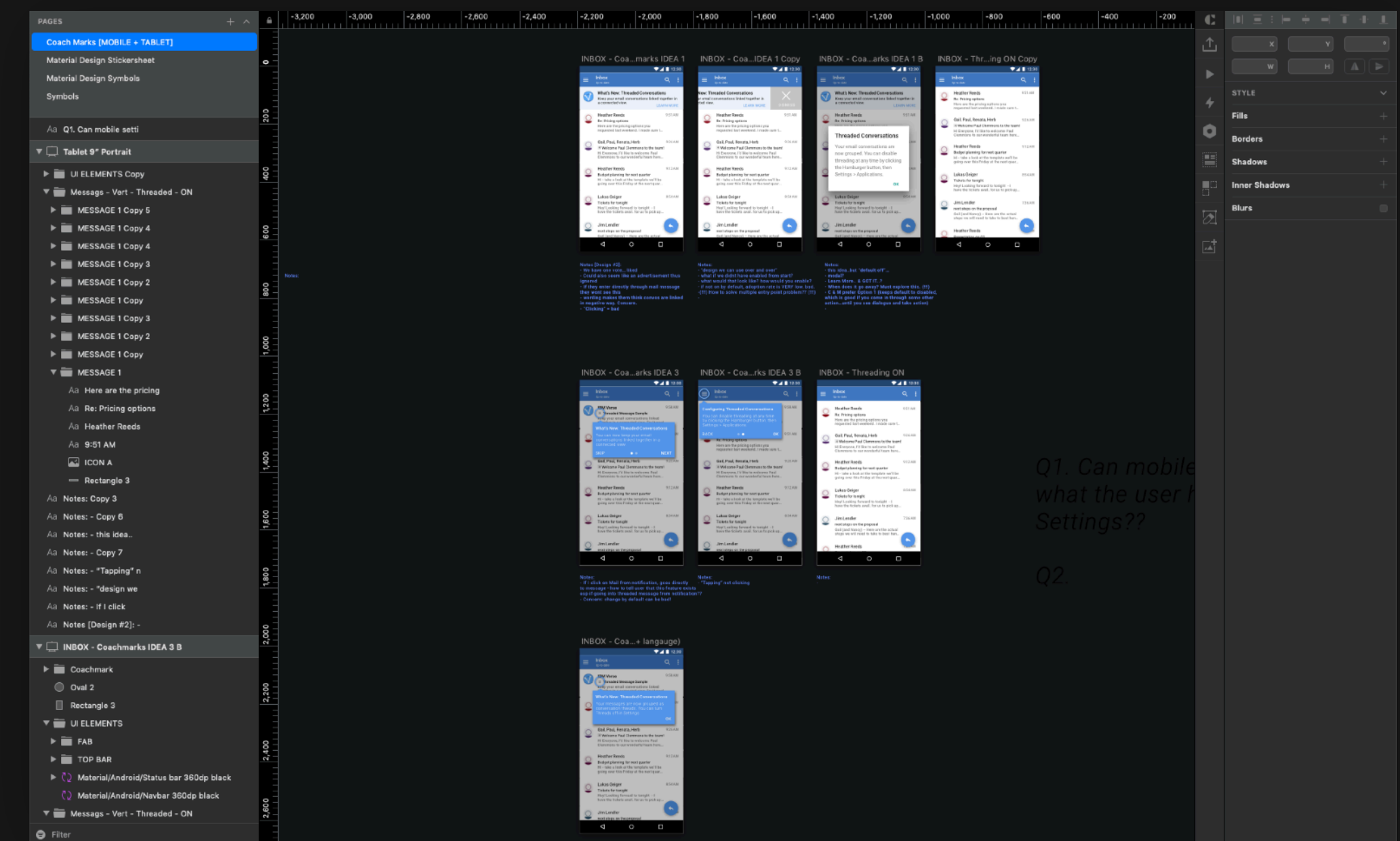
Elevation of Mobile User Experiences on Android (Continued)

Improving user onboarding through coach-marks: explorations and evolution in concept from low- to high-fidelity.

04a. Initial paper explorations of UX patterns and UI elements



04b. Mid- and high-fidelity mockups of alternative interaction patterns and visual styles for feedback from broader IBM Verse team and A-B testing with users



03 | IBM VERSE

Elevation of Mobile User Experiences on Android (Continued)

Improving user onboarding through coach-marks: design finalization, specs, and implementation for production.

04c. Detail from full design spec guide for documentation and implementation

Dimensions

R

Title Typography
Medium 20sp

R

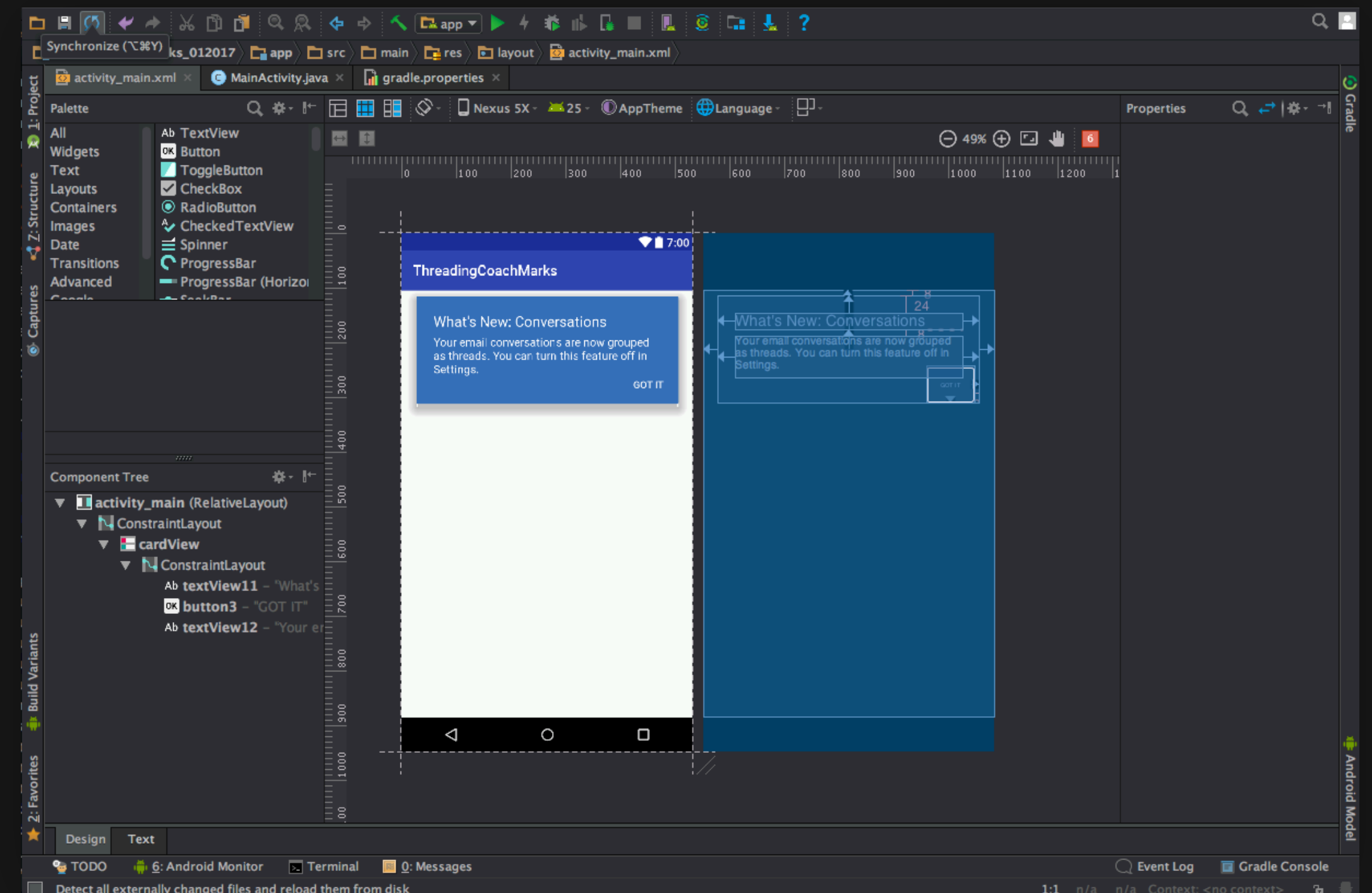
Body Typography
Regular 16sp

Corner Radius
2dp

HEX
4178BE

Positioning
Contextually based on the information/area of interest to which the coach mark is indicating.

Placement feels natural and relevant to guidance provided.

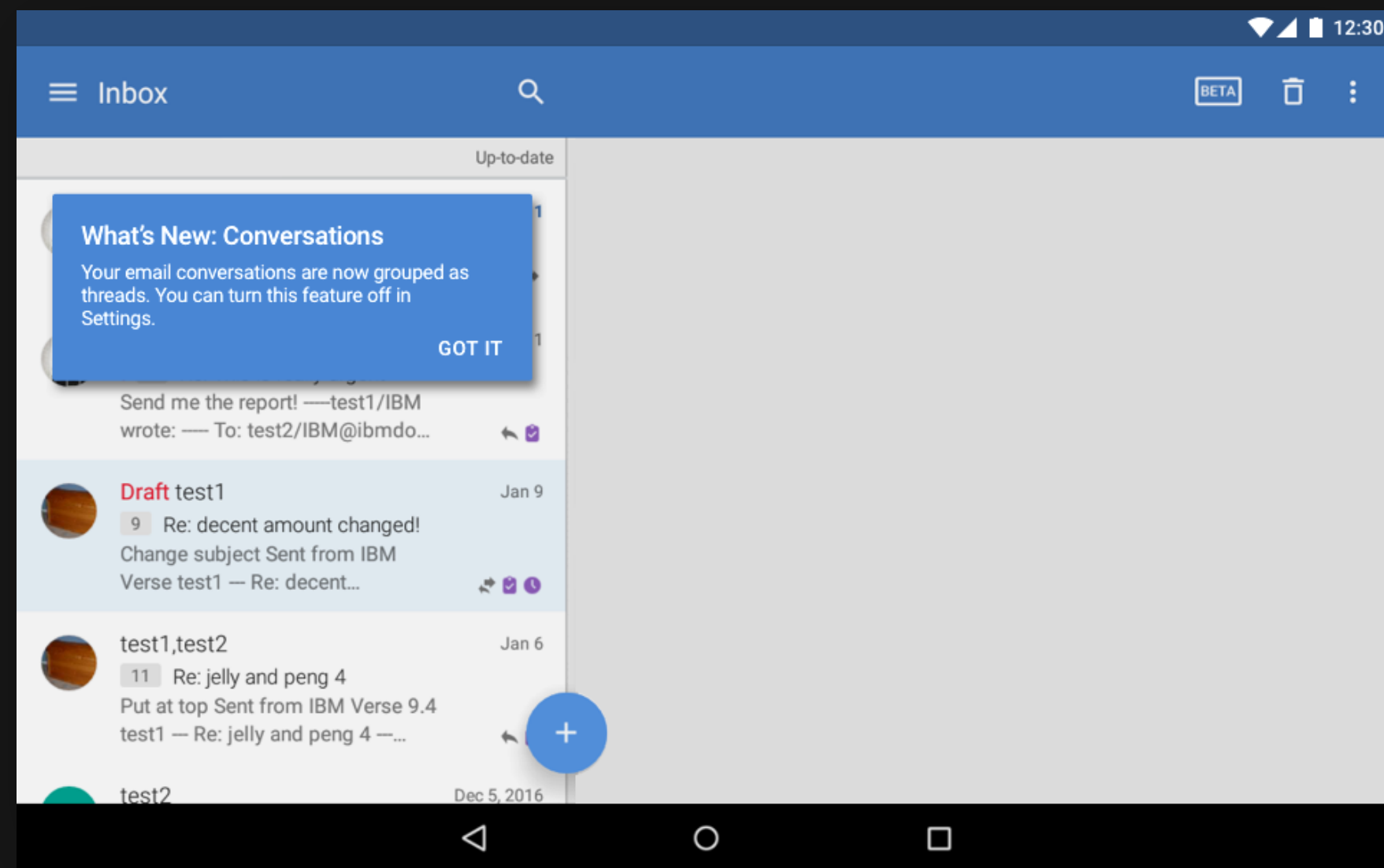


04d. Utilizing my background in development, I directly architected designs for production in Android Studio, reducing handoff bottlenecks and improving our iteration release speed

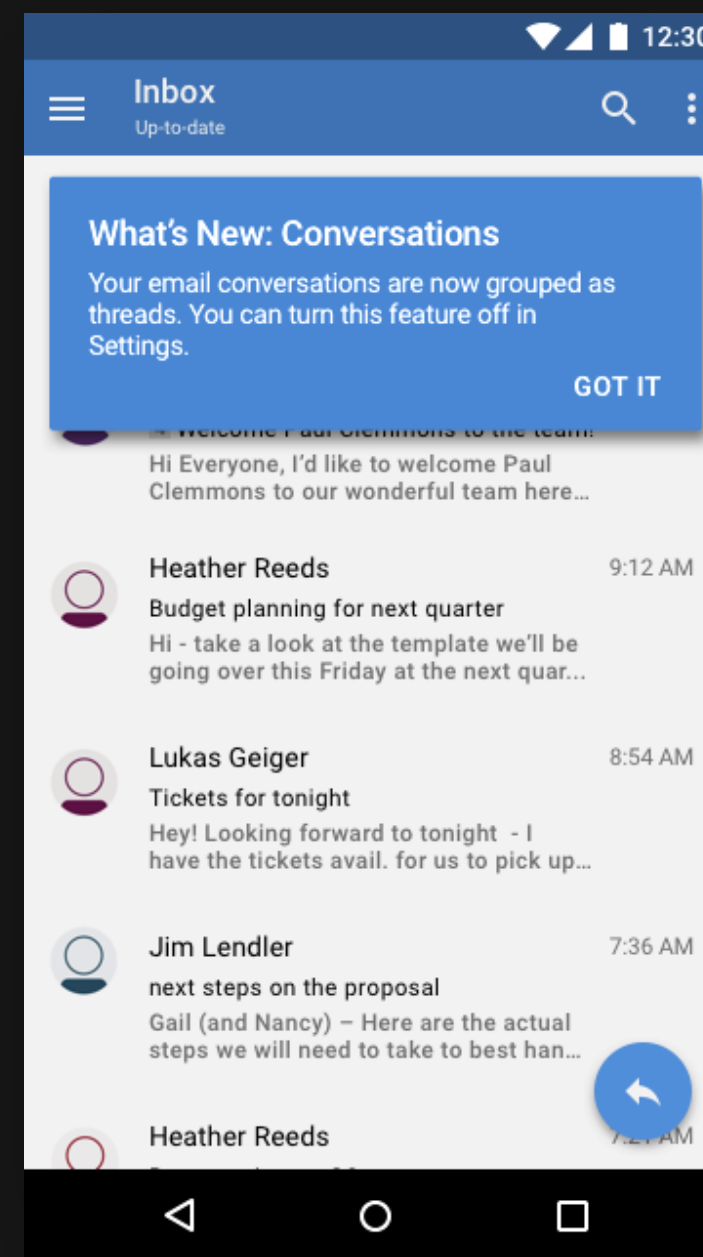
03 | IBM VERSE

Elevation of Mobile User Experiences on Android (Continued)

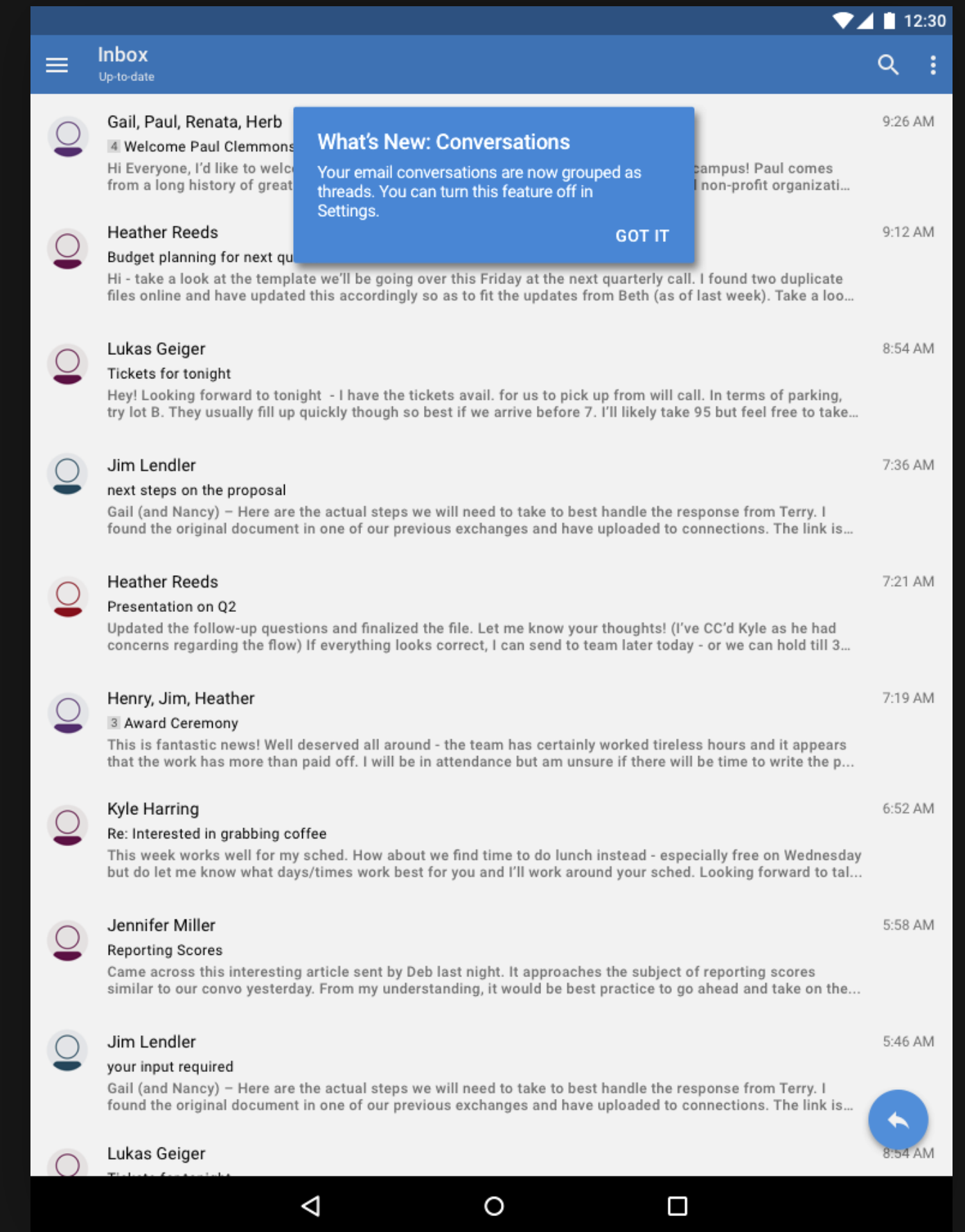
Improving user onboarding through coach-marks: final, responsive designs as released.



04e. Live design on small tablet



04f. Live design on mobile



04g. Live design on large tablet

03 | IBM VERSE

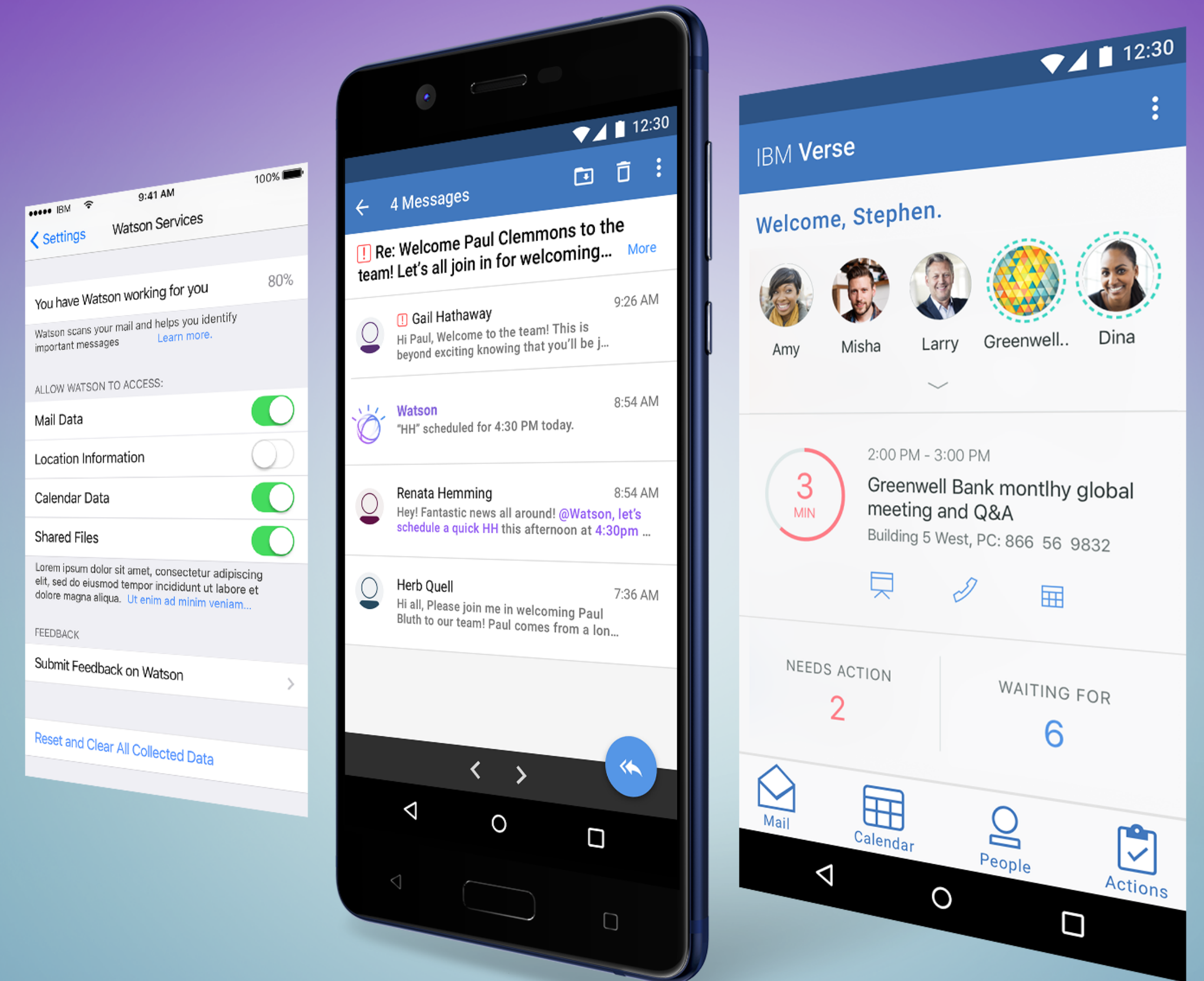
Watson Cognitive Inbox Explorations

A passionate explorer of emerging technology, I had the unique opportunity to be part of a dedicated cross-platform team tasked with reimagining the entire email and calendaring experience with Watson (AI) integration.

Extensive user research and market analysis enabled the team to build a foundational appreciation for the many real-world pains users often face – especially with organization, attention prioritization, and management of their inbox and schedule. Utilizing these insights to inform our explorations, we set out to conceptualize a series of potential AI mediations and innovations with deep consideration to the interplay of deep training moments, trust building, and embedded user agency for privacy controls.

Amongst the concepts explored, I had the pleasure of working directly on and researching **user permissions and data privacy, cognitive scheduling, cognitive insight abstractions based on message contents, chatbots**, and a wide array of other conceptual explorations in the AI domain seeking to improve communication and collaboration for enterprise users.

Although the many explorations were ultimately not fully realized due to the divestment of IBM in their collaboration services portfolio, many of the resulting designs, enhanced understandings, and smart user enablements live on today in IBM's wider Watson portfolio including **Watson Workspace, Connections 6.0**, and many others.



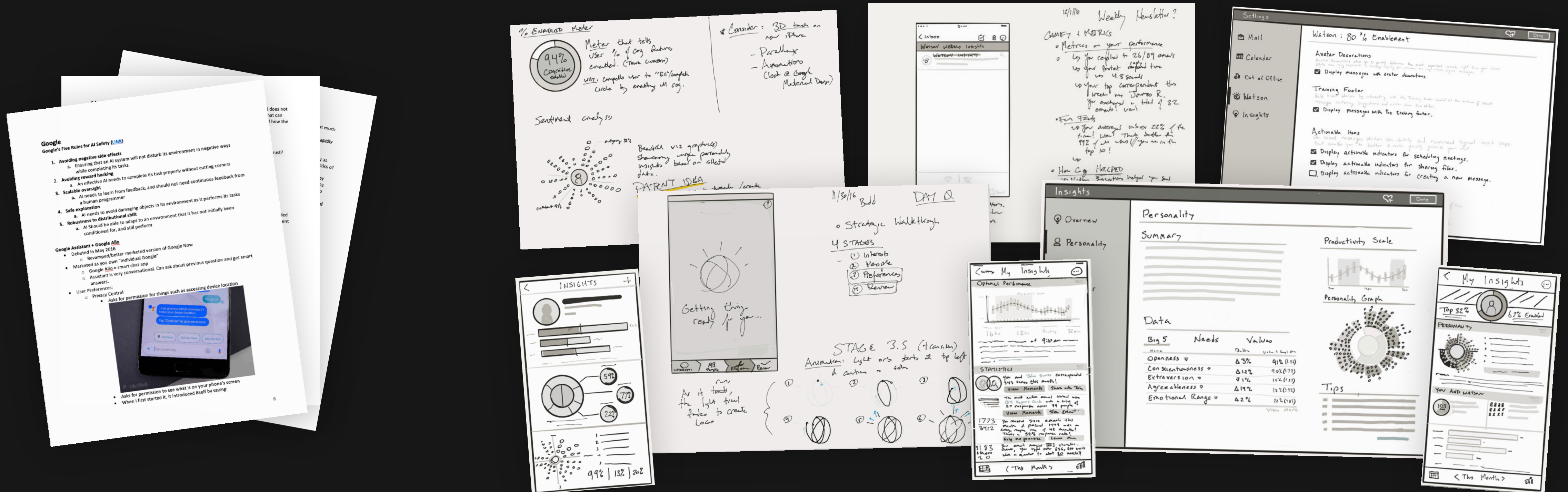
03 | IBM VERSE

Watson Cognitive Inbox Explorations (Continued)

Evolution of explorations, ideas, and designs from research through visual design.

04h. In-depth market and user research conducted to inform explorations and assist in the establishment of best practices

04i. Cognitive enablements and ideas explored through a series of lightweight, low-fidelity sketches and wireframes

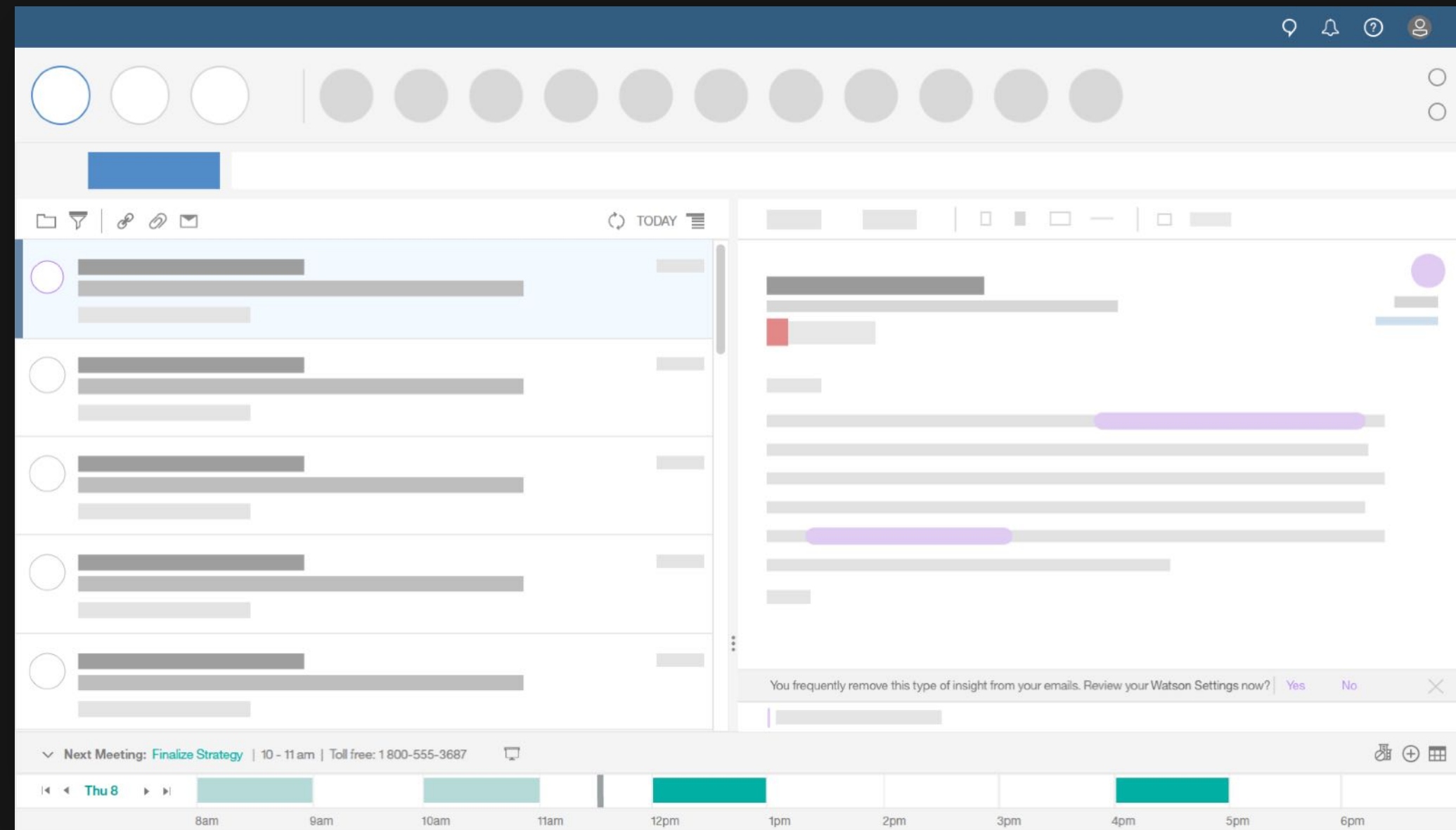


03 | IBM VERSE

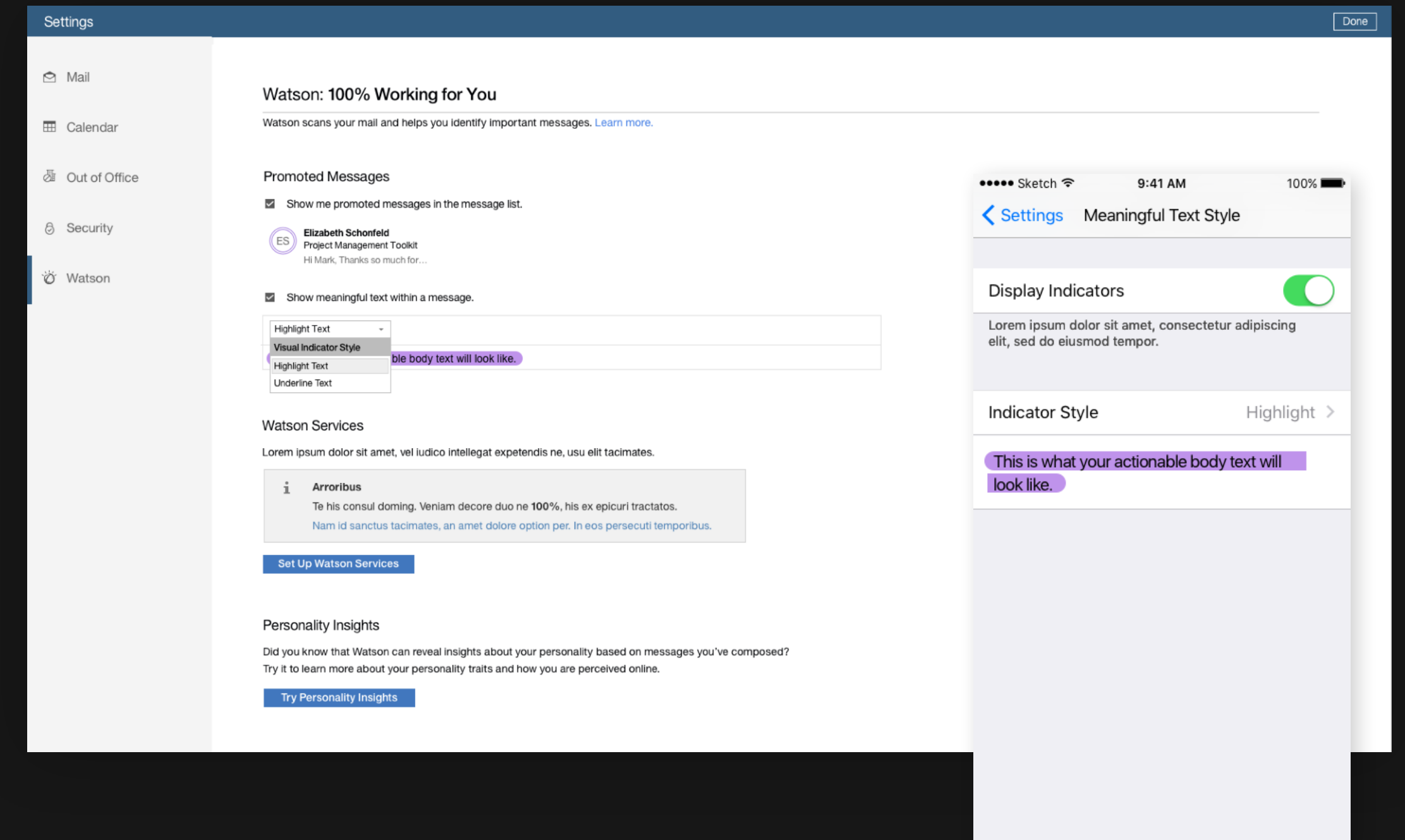
Watson Cognitive Inbox Explorations (Continued)

Evolution of explorations, ideas, and designs from research through visual design.

04j. Working closely with IBM Watson's core design team, a formalization of design patterns and language soon emerged, such as the use of purple highlights for insight abstraction within the body of email messages to evoke the purple-and-blue branding of Watson



04k. At the close of the team's explorations, a series of high-fidelity wireframes, pitch decks, and prototypes were created to showcase our learnings and create recommendations for next steps and enable future implementation into other offerings

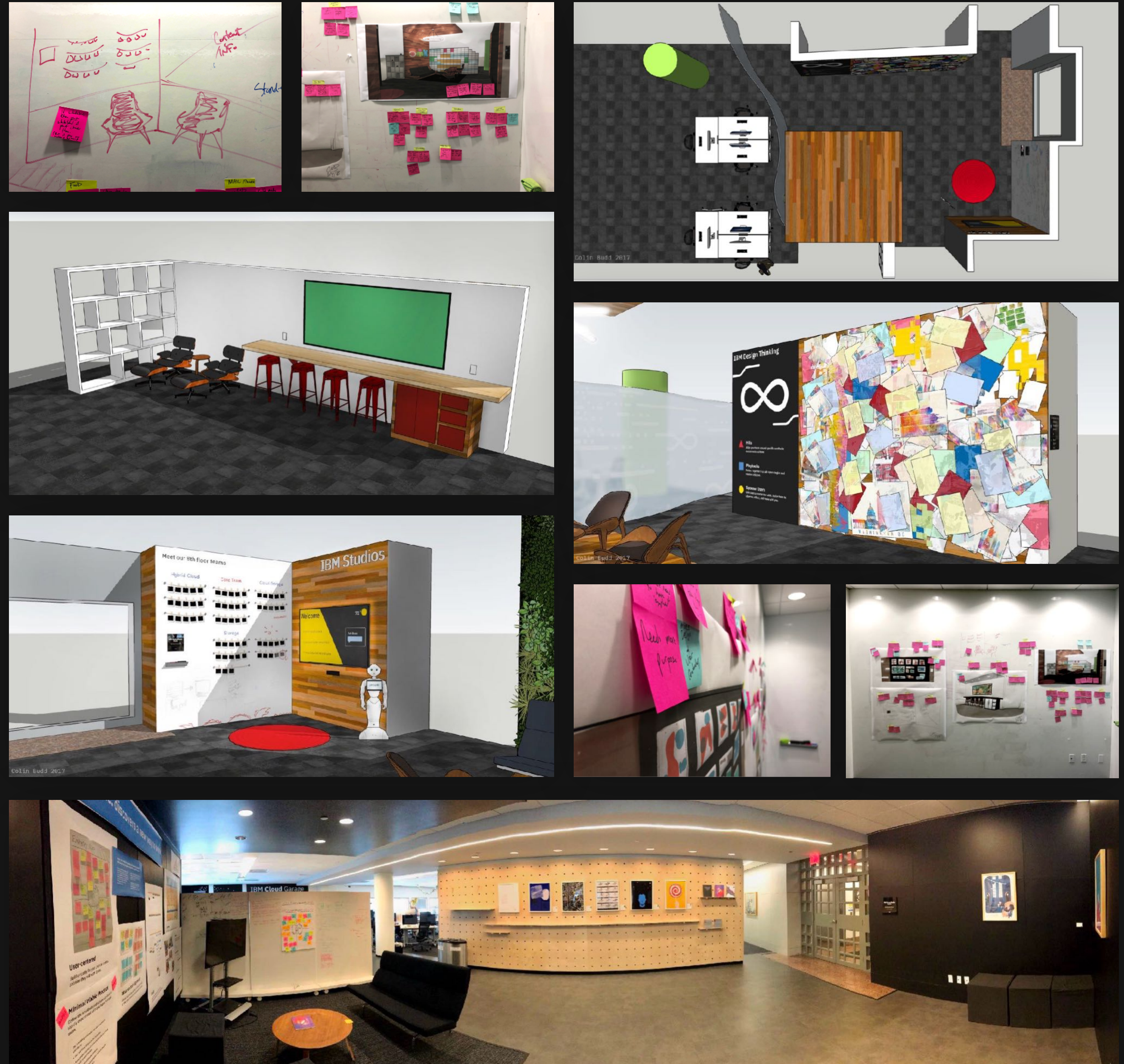


04

IBM STUDIOS AUSTIN

SD | UXR | Graphic | 3D

Reimagining and revitalizing key touch-points and experiences for visitors and employees of IBM's design epicenter in Austin, TX.



04 | IBM STUDIOS AUSTIN

Case Study Overview

Outcomes

Extensive redesign of the physical spaces and experiential elements of studio tours at IBM's design epicenter in Austin, TX.

Role

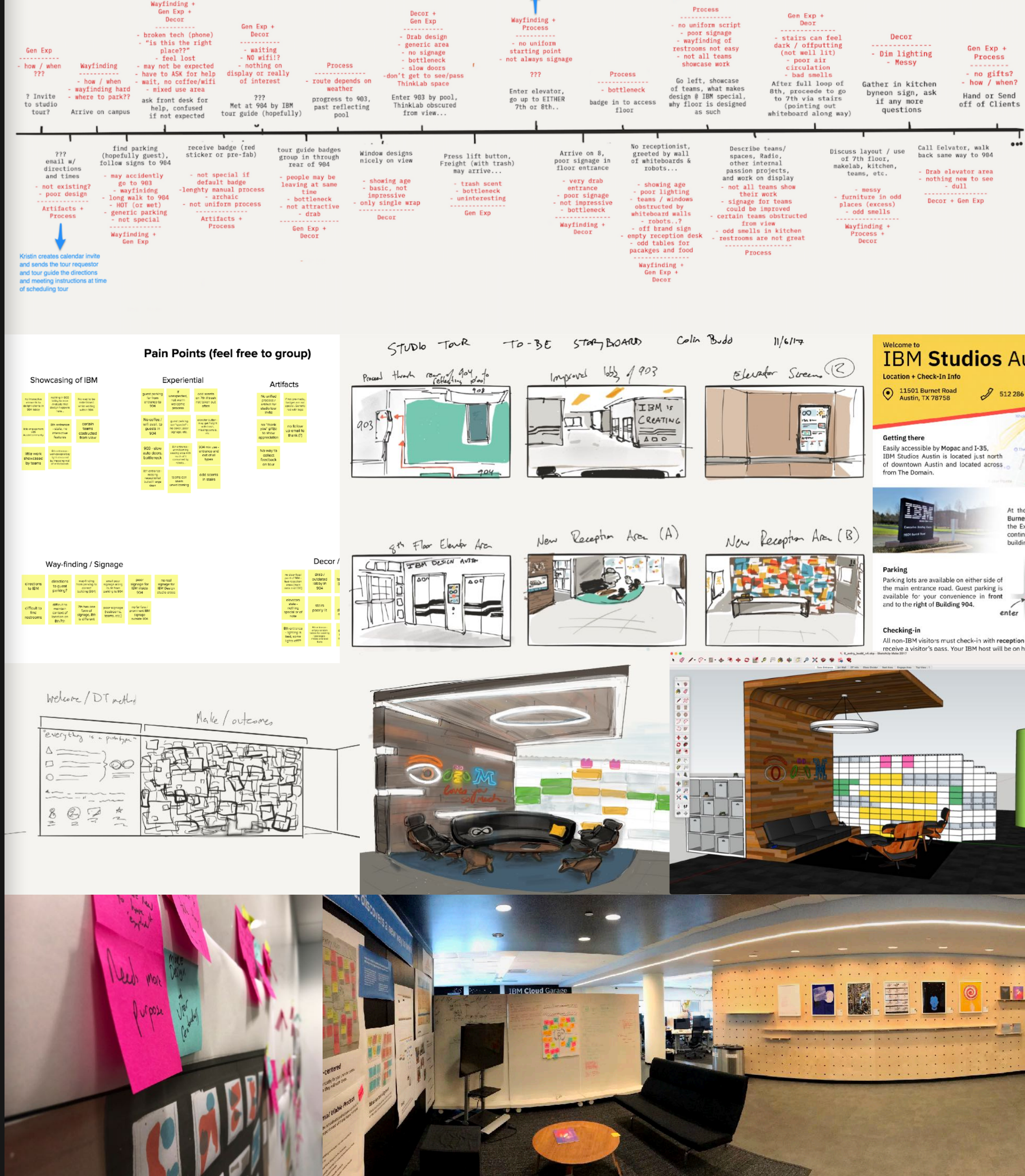
Service Designer

Challenges

Ability to drive alignment and buy-in of executive stakeholders and achieve budget for physical space alterations.

Impact

- // Redesign of key touchpoints, starting well before arrival
- // Improved wayfinding and reduced average time-to-studio by 6.5 minutes
- // Physical redesign of key studio spaces including entrance and work areas

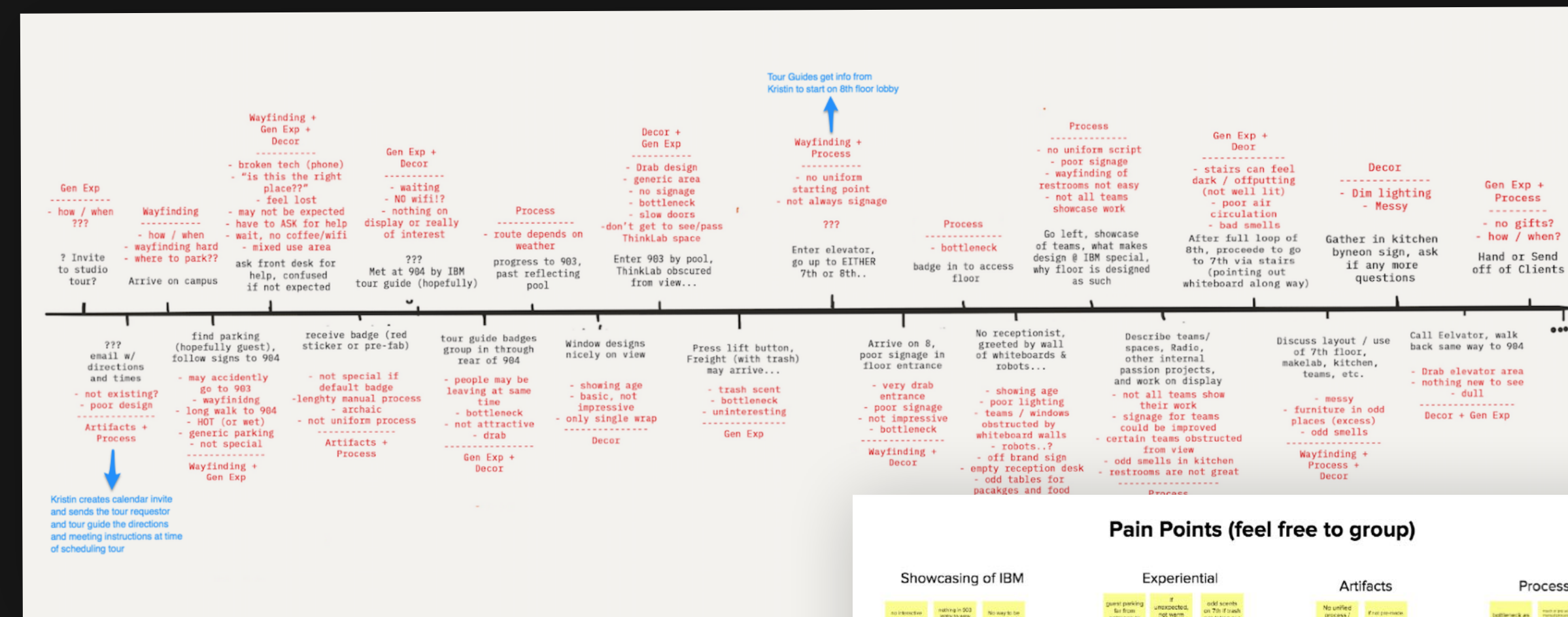


04 | IBM STUDIOS AUSTIN

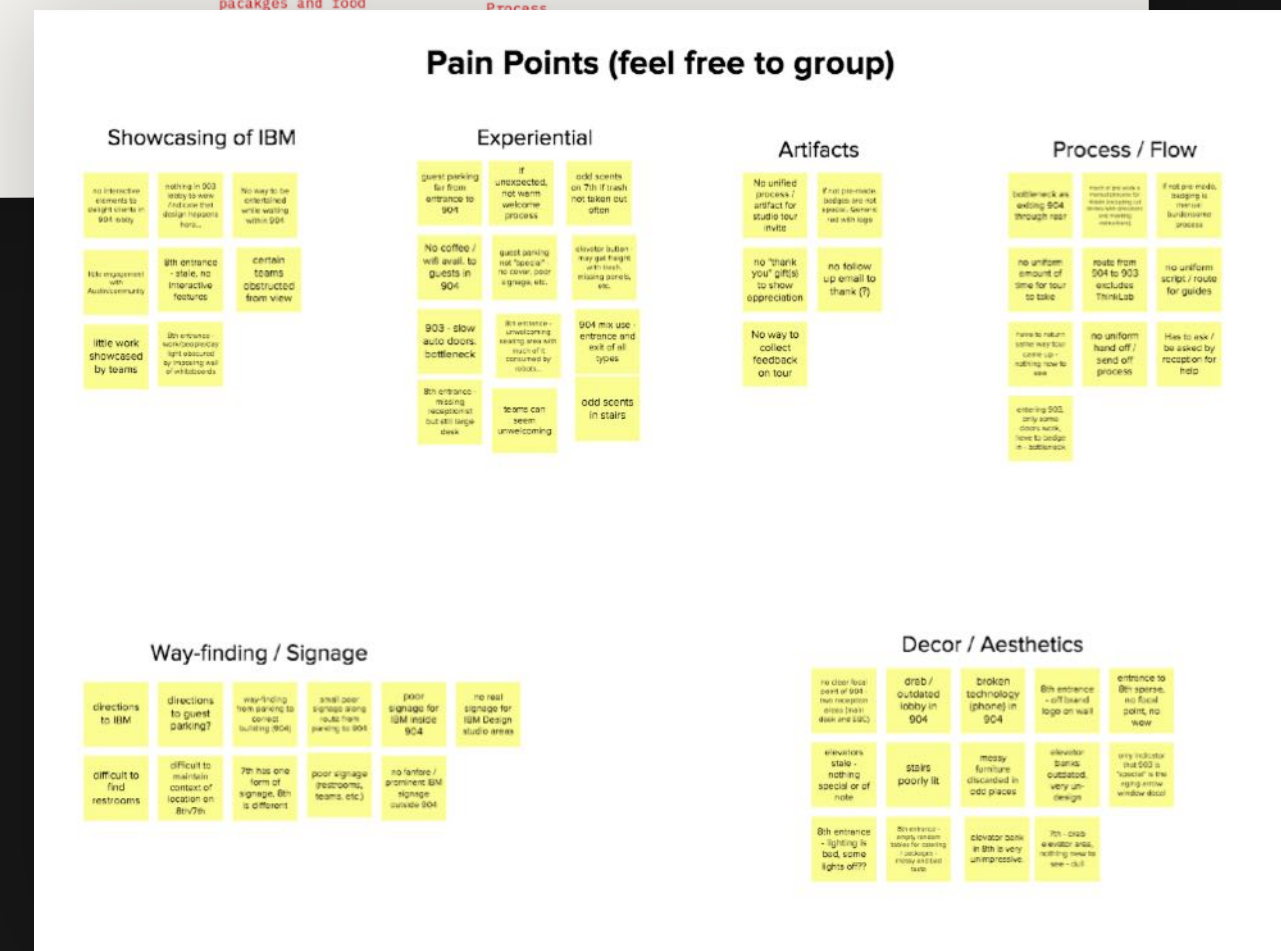
Revitalization of Studio Spaces + Tour Experience

An ethnographic approach to understand journeys and identify key “friction-full” touch-points for continued exploration.

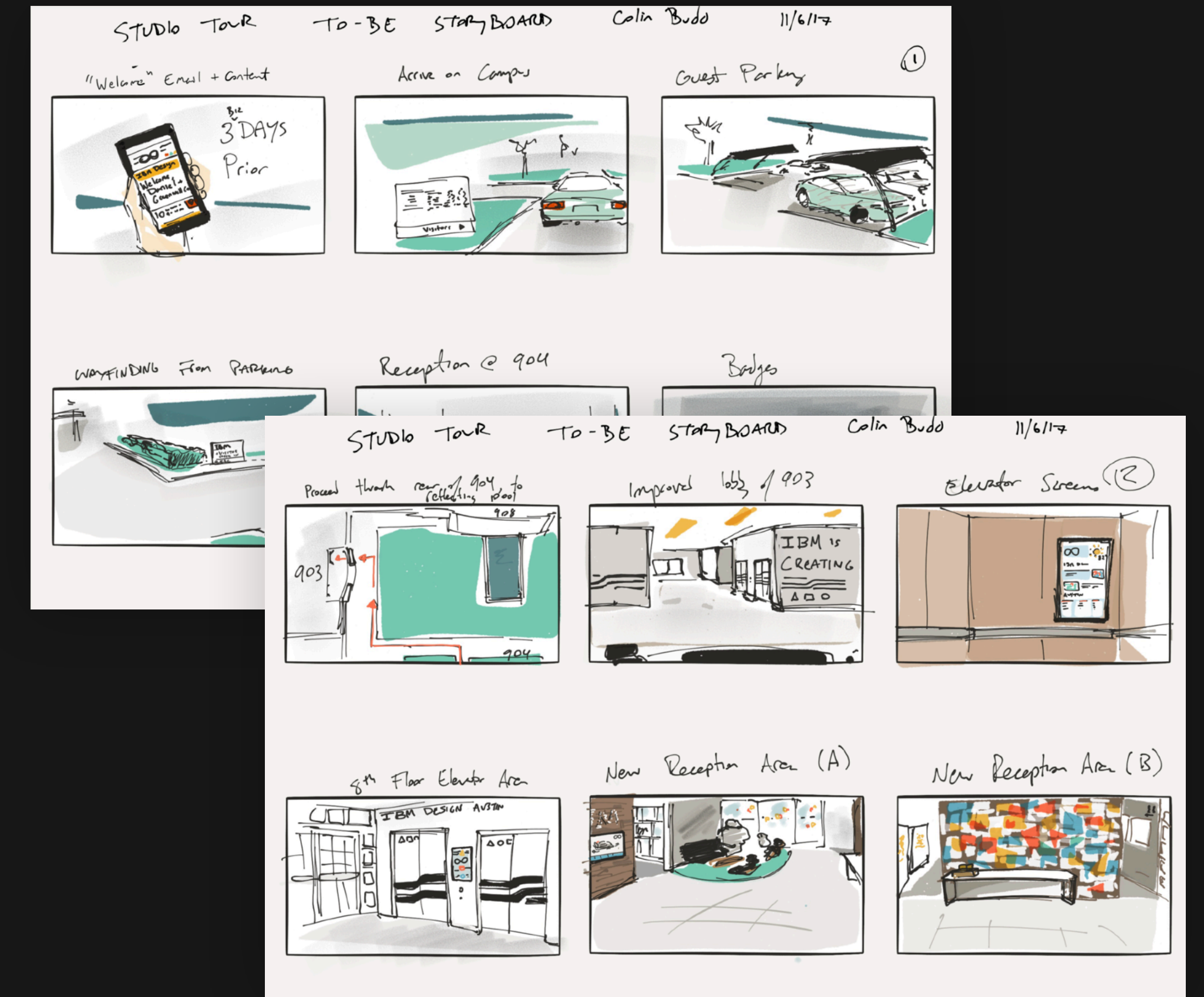
05a. A segment of the end-to-end journey for visitors touring the campus and studio. Questions, handoffs, and moments of friction highlighted for further examination and reflection



05b. Pain points extracted from our ethnographic approach and utilized for additional prioritization and discussion with studio leads within a mini-workshop

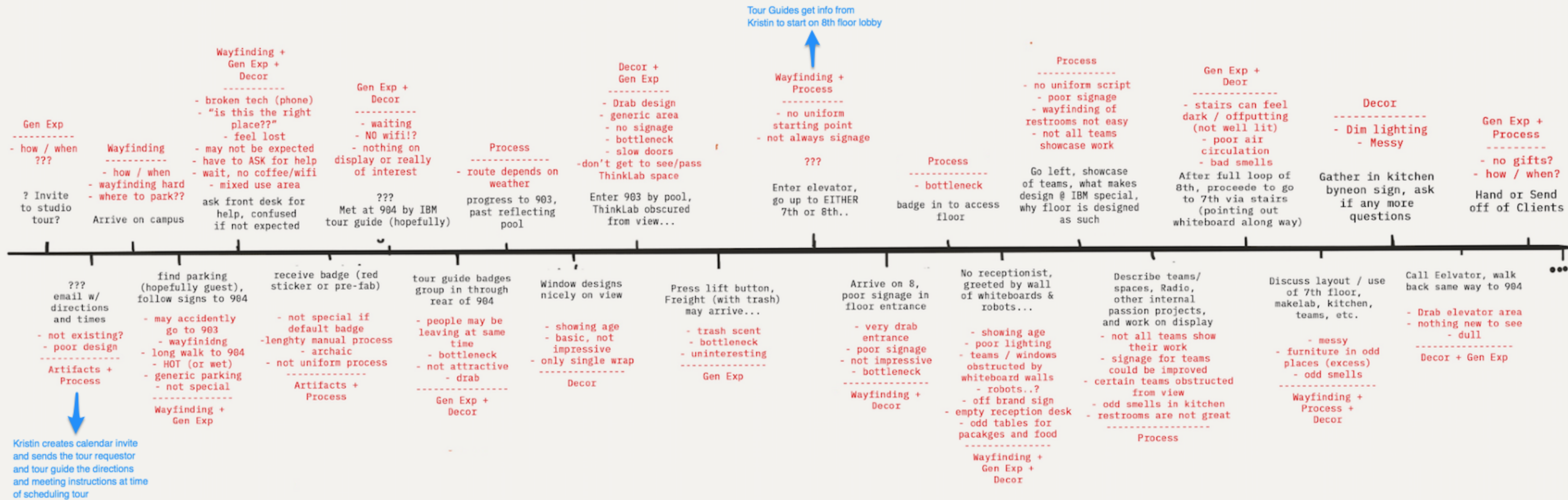


05c. Ideal “golden path” customer journey, illustrated and storyboarded to showcase key ideas and concepts arrived at through mini-workshop



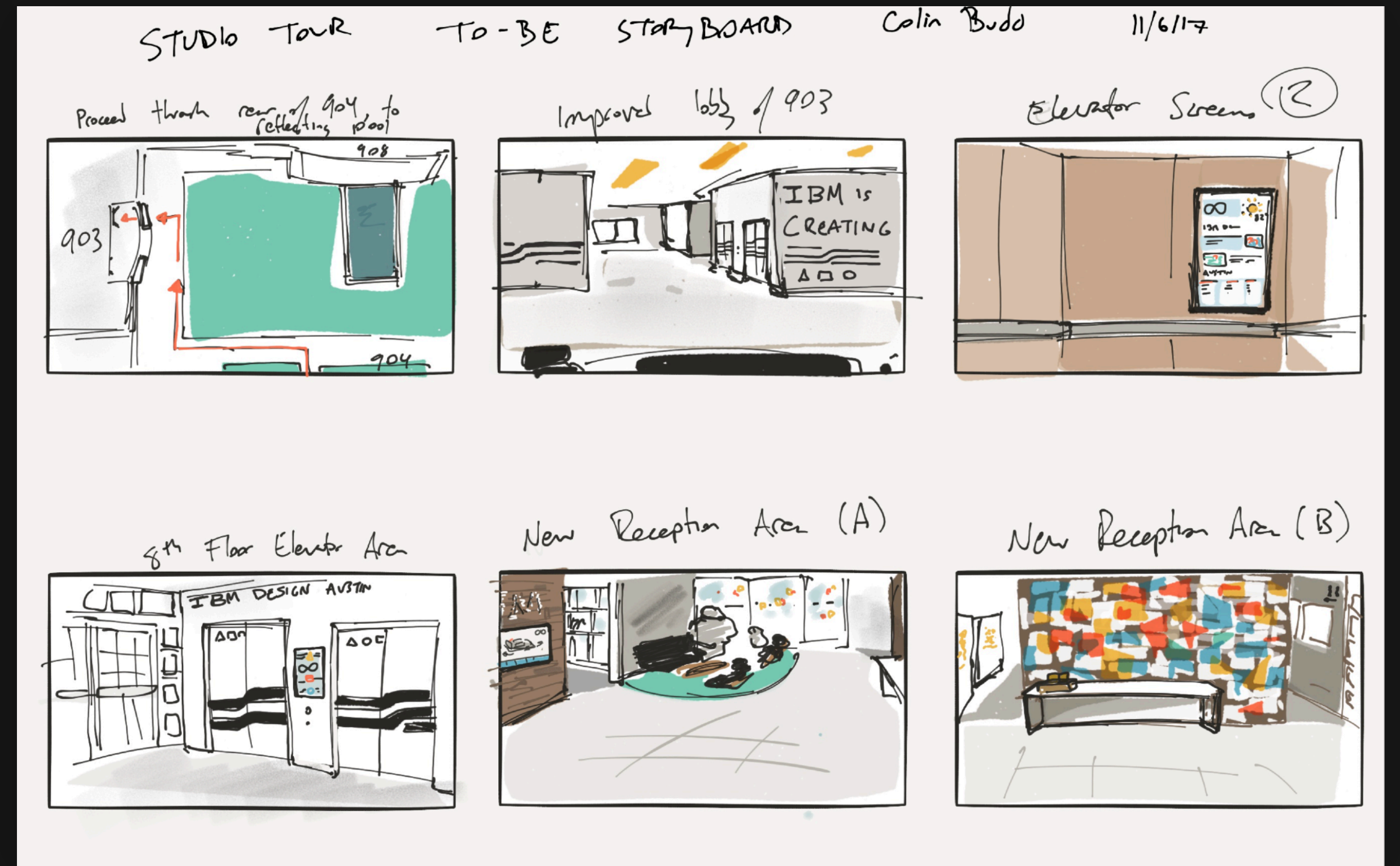
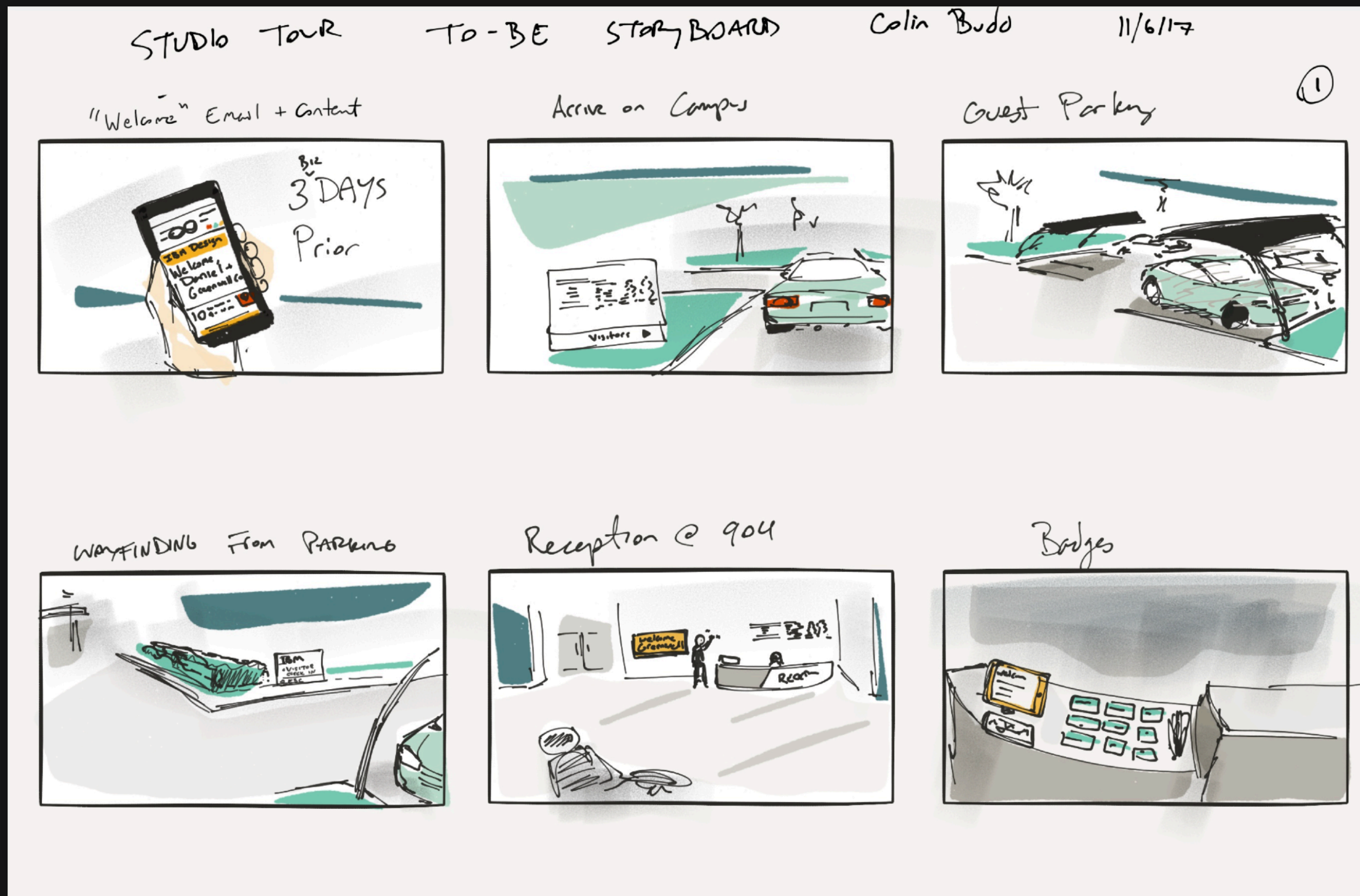
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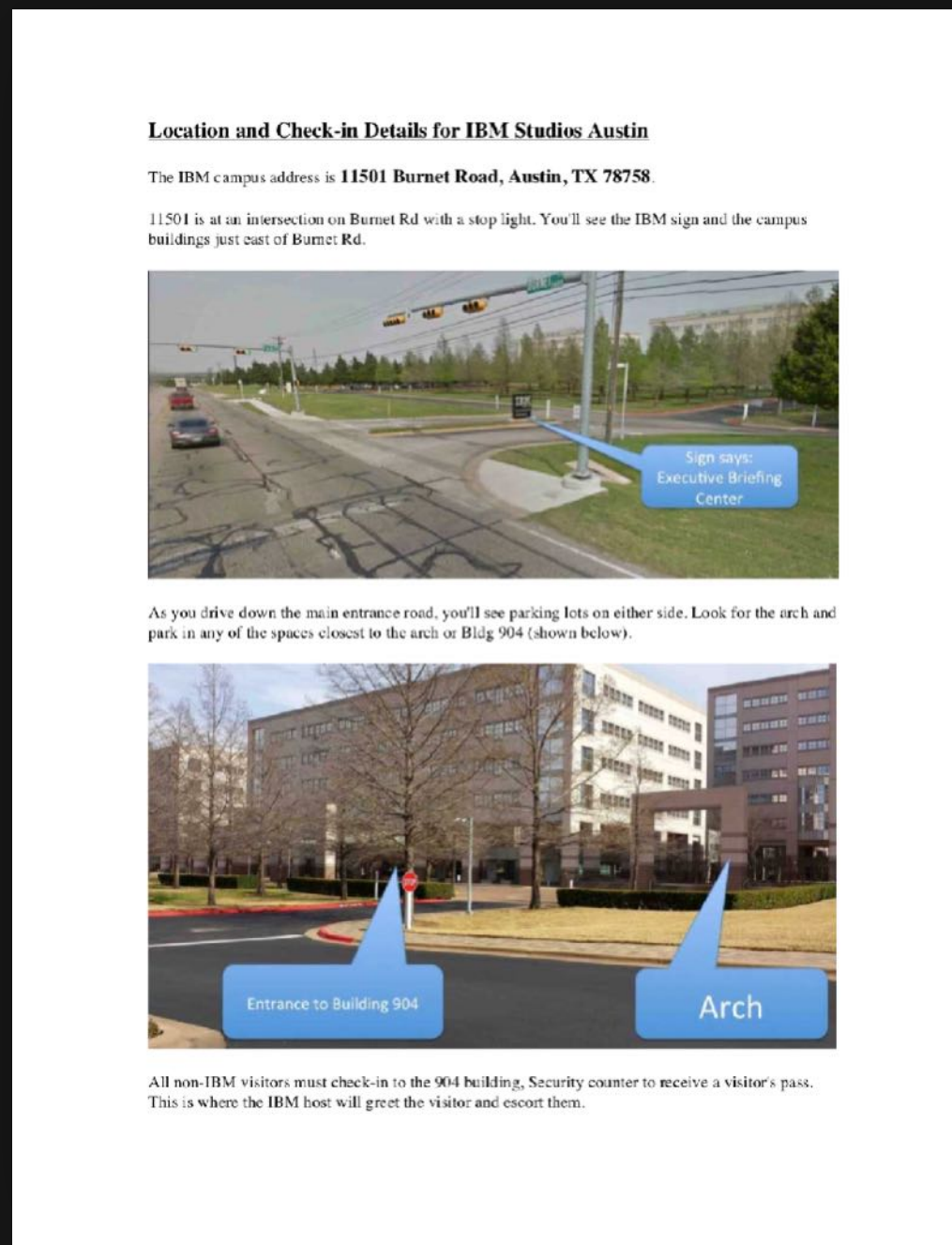


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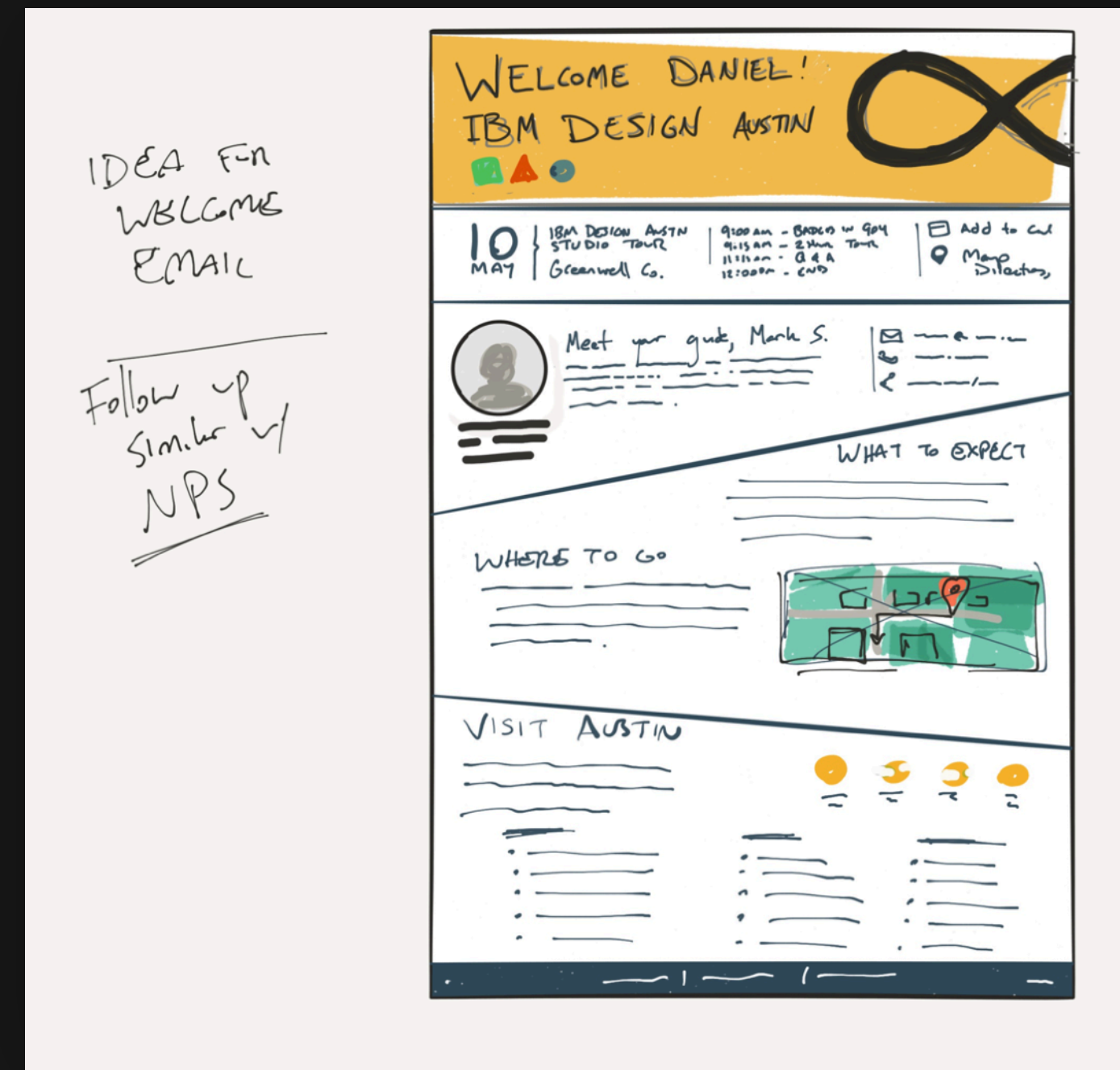
Revitalization of Studio Spaces + Tour Experience

Utilizing service design and graphic design to enhance key experiential moments, starting with the first-touch: welcoming and wayfinding.

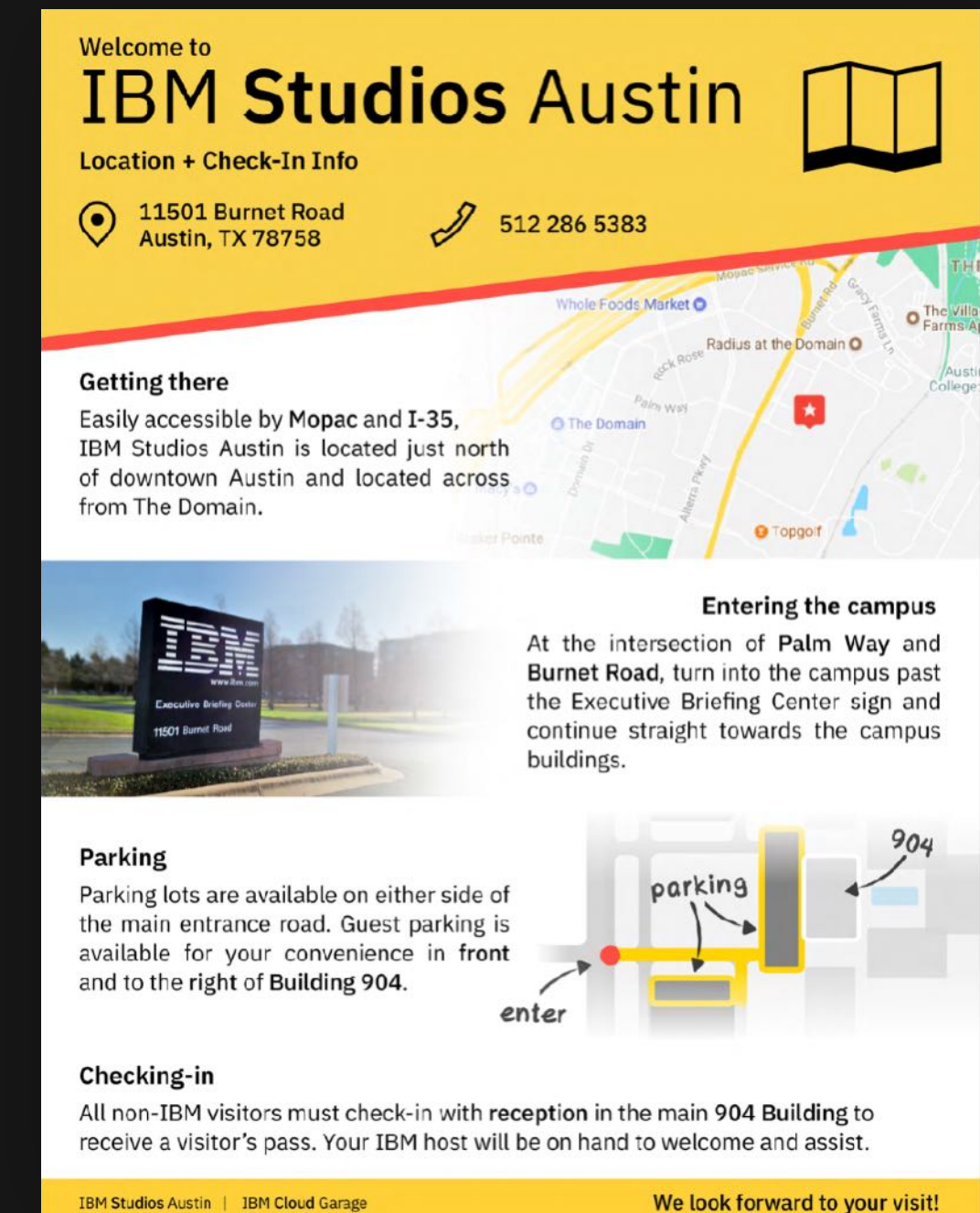
05d. Original studio wayfinding flyer as digitally sent to visitors ahead of an upcoming visit/tour



05e. Early concept sketch exploring information hierarchy, visual design language, and key wayfinding plus experiential elements to better personalize and assist those preparing for a visit



05f. Final updated studio flyer providing enhanced visuals, wayfinding, and check-in information for visitors ahead of a studio visit

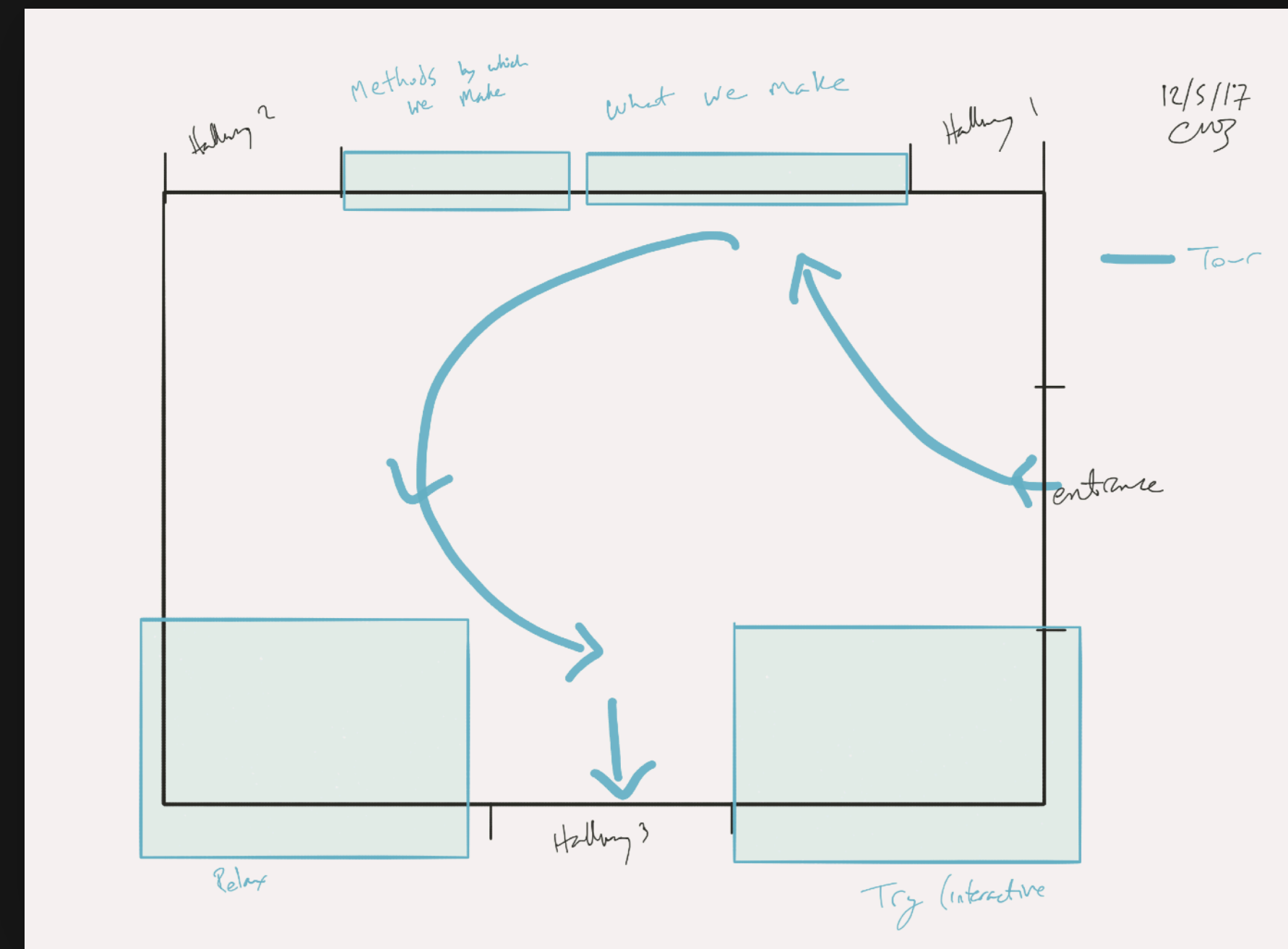


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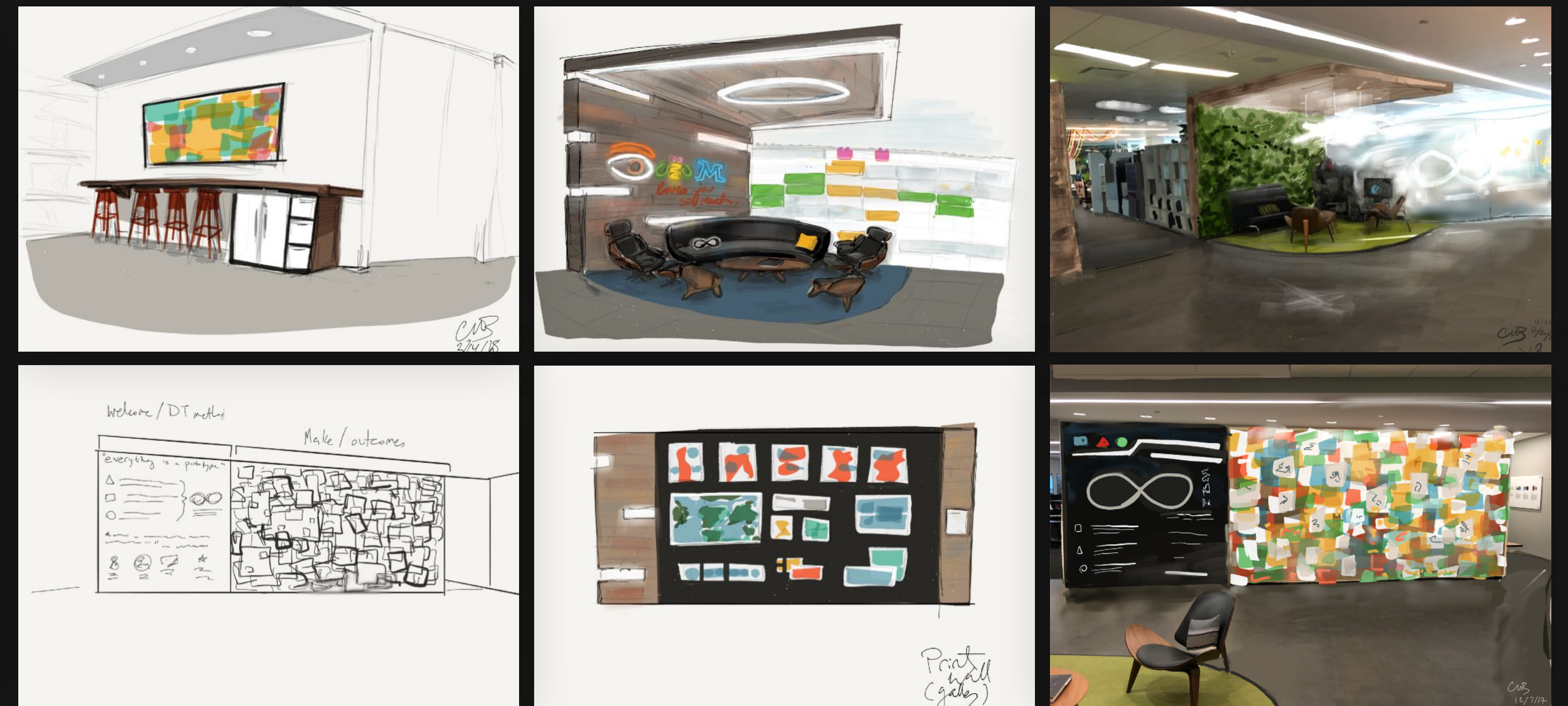
Revitalization of Studio Spaces + Tour Experience

Reconsiderations of underutilized areas such as the studio's entrance to increase employee collaboration and improve visitor experiences.

05g. Experimentation with tour flow and key touch-points for the studio entrance as a new starting point for visitors



05h. Early sketches exploring improved / reconsidered flow and creation of physical spaces to enable cross-collaboration moments (such as breakouts and organic encounters) for studio members and visitors alike

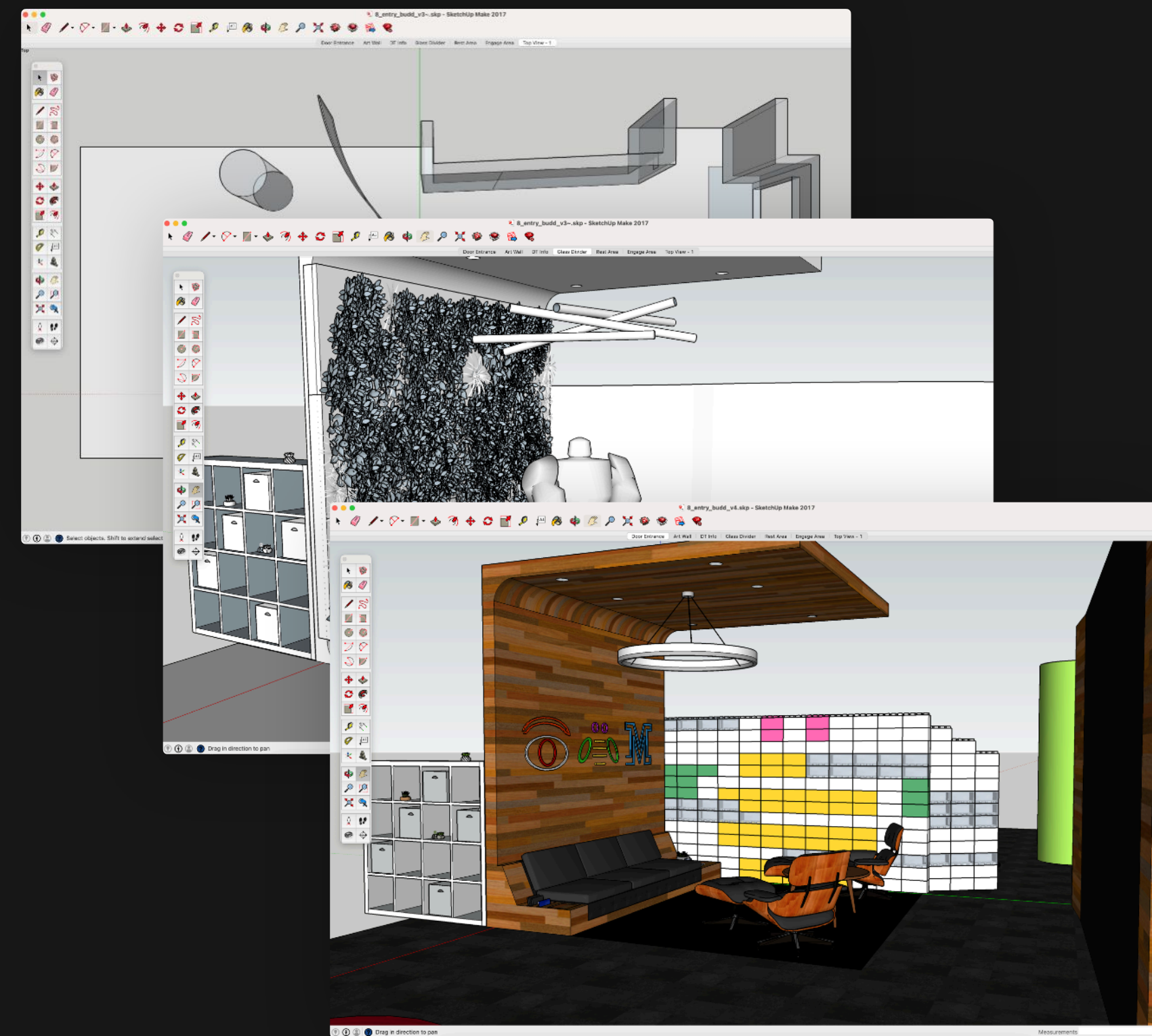


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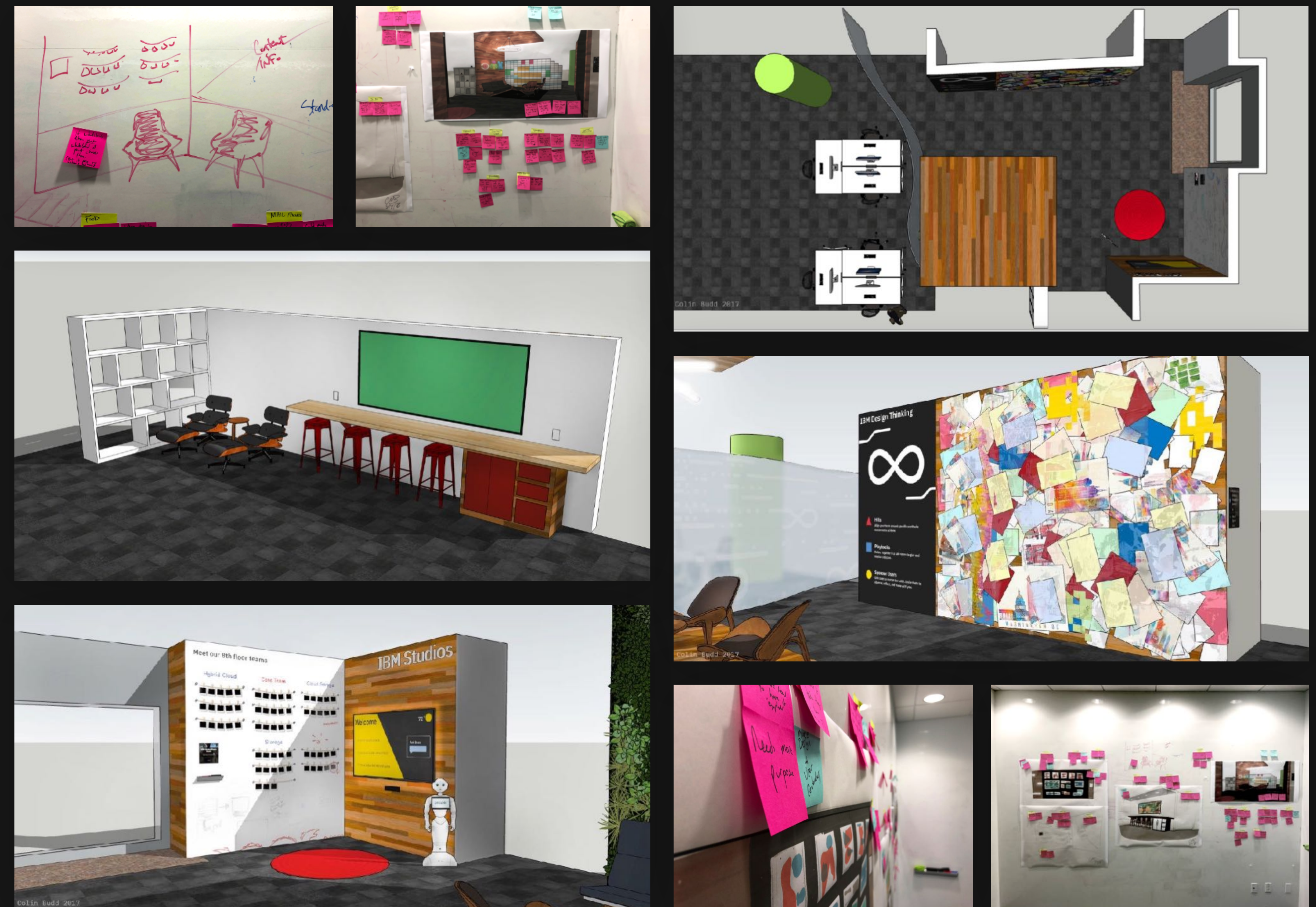
Revitalization of Studio Spaces + Tour Experience

Utilizing my background in 3D Design, I created a series of space configurations for feedback from leads and the broader studio populous.

05i. Studio entrance mockups created in SketchUp to enable rapid, space-accurate iterations



05j. Early renderings along with key stakeholder and studio community feedback

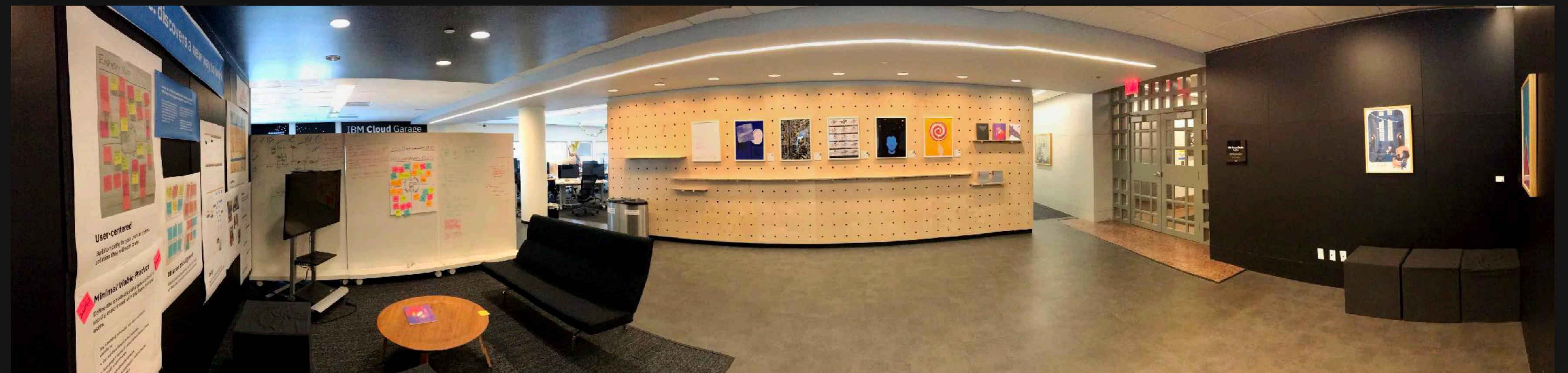


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Revitalization of Studio Spaces + Tour Experience

A dedicated team was assigned to finalize renderings and oversee the construction of the reconfiguration, bringing our ideas and concepts to life.

05k. Before: original studio entrance space prior to update



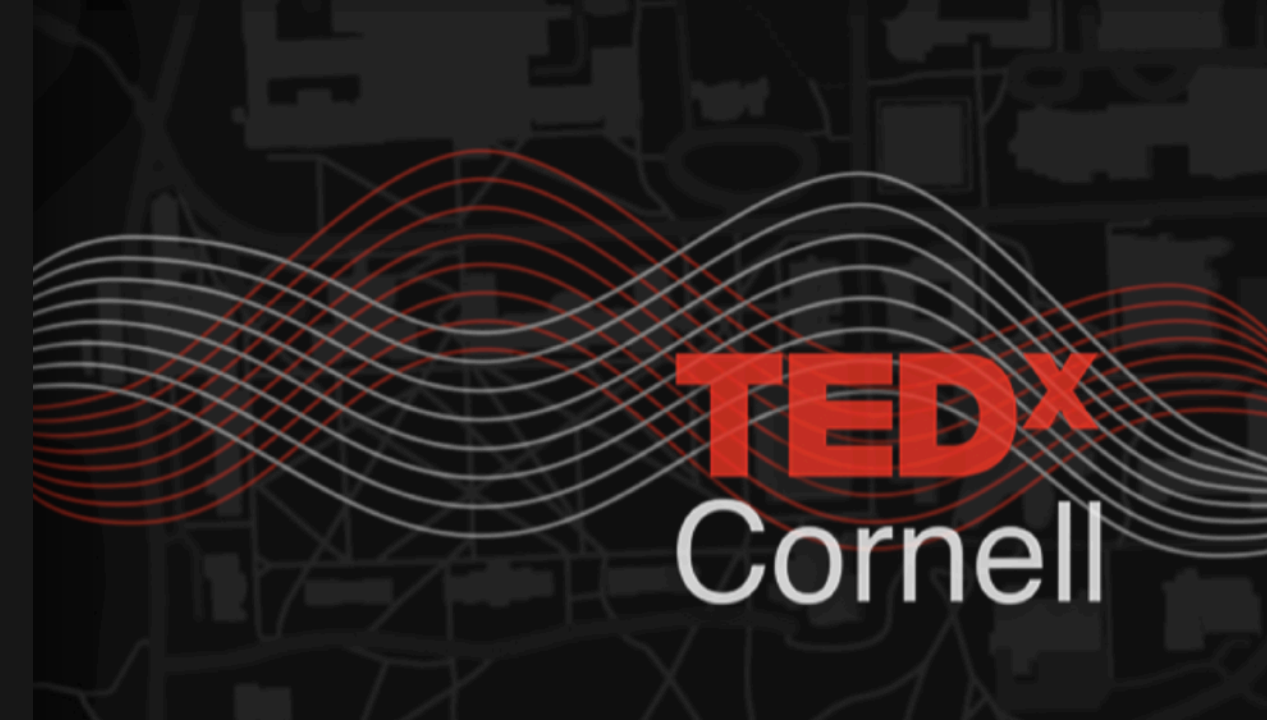
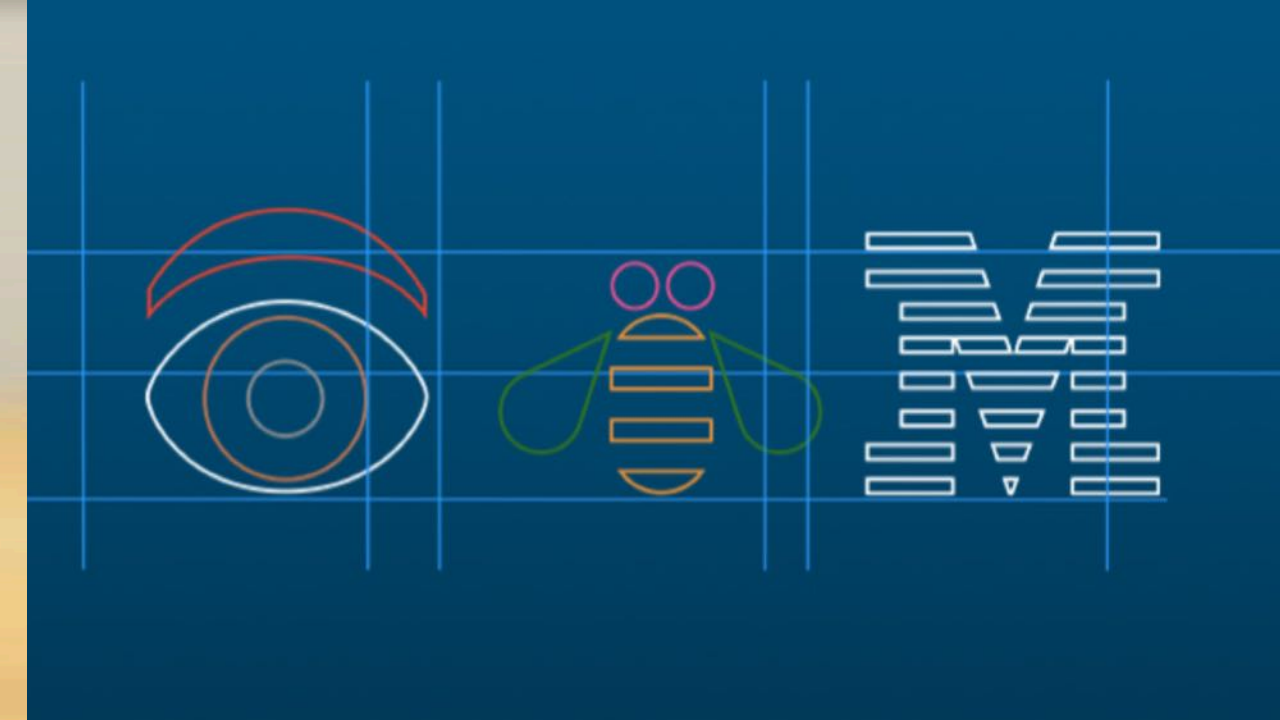
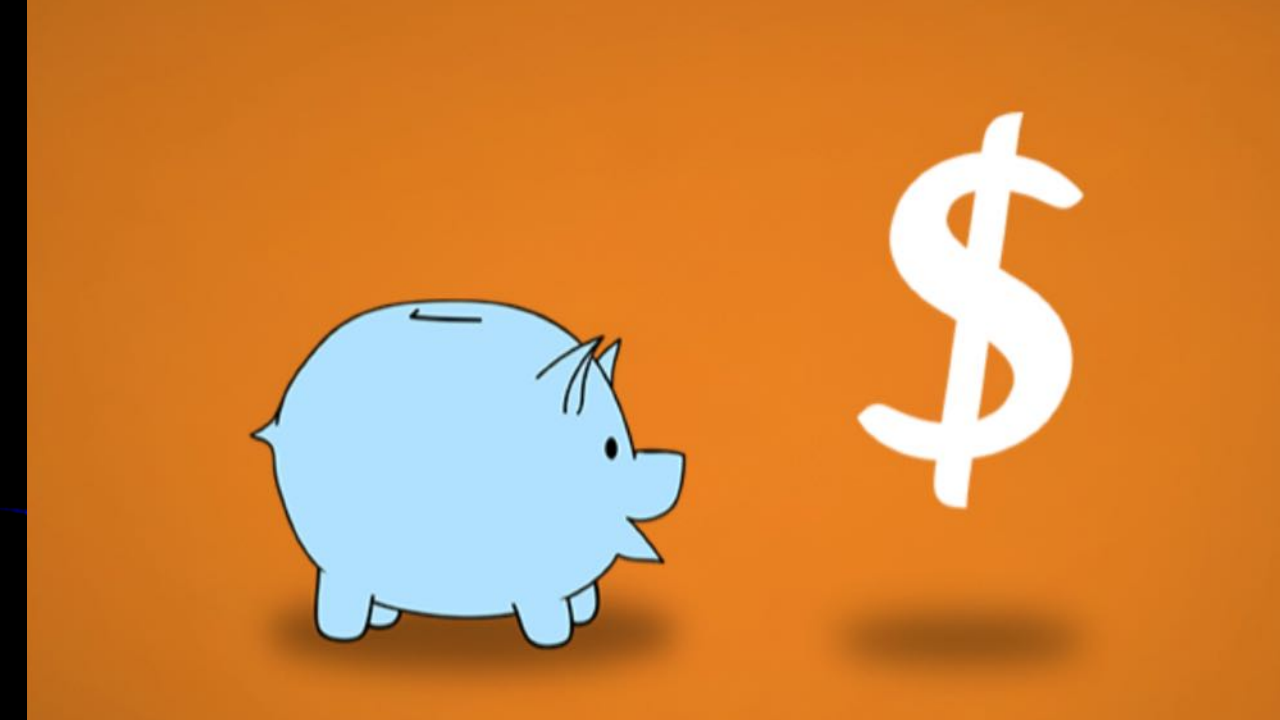
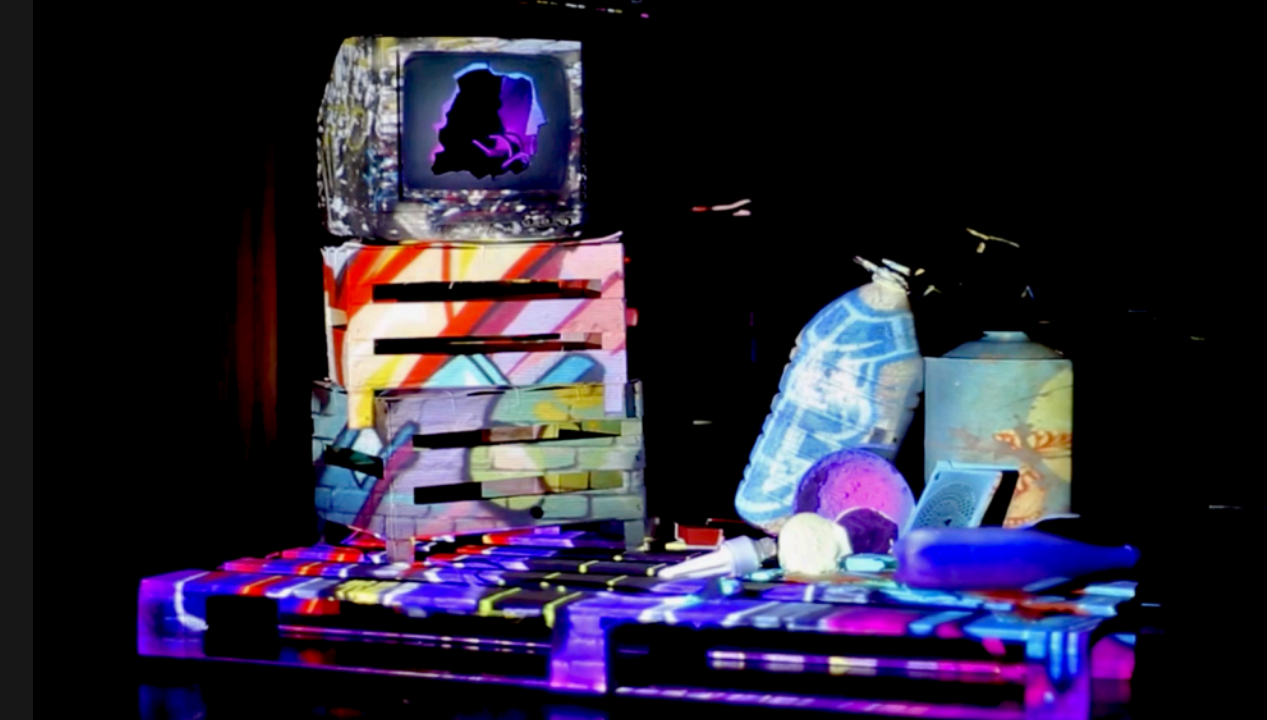
05l. After: revitalized entry space acting as the new start point for studio visits / tours



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