



# Project Portfolio

## Microsoft

### High Performance Computing

**Project:** Persona development

**Deliverable:** Personas, Persona eco-system document & Poster

**Methodology:** Synthesis and analysis of existing customer information; In depth interviews (International and domestic); ethnographic site visits

**Summary:** Detailed 3 distinct personas: System Integrator, Windows Cluster Administrator, and Linux Cluster administrator; provided guidelines for how to leverage personas in defining product requirements and designing solutions

**Project:** Compute Cluster Admin console usability study

**Deliverable:** Detailed results report with recommendations

**Methodology:** Usability lab study using think aloud protocol

**Summary:** Team implemented majority of recommendations for highest priority usability issues

**Project:** UI Consistency Review

**Deliverable:** Document detailing all UI inconsistencies, usability flaws, design bugs; bugs entered in team bug database (Product Studio)

**Methodology:** Cognitive Walkthrough, Heuristic evaluation

**Summary:** Report used by HPC team to drive feature improvements and prioritization for their v.next release

### Essential Business Server

**Project:** Early Insights to Persona Development

**Deliverable:** Report detailing summary of all primary MS research on the mid-market to inform early direction and research plan for EBS personas

**Methodology:** Syndicated research review and synthesis

**Summary:** identified 3 potential personas (BDM, VAP, Generalist) along w/ research gaps & provided recommendations for how to proceed w/ detailed persona research moving forward. Research resumed by new FTE.

**Project:** Deployment Wizards usability

**Deliverable:** Report detailing usability issues, recommendations for addressing usability issues



**Methodology:** Remote usability study conducted using Live Meeting and PowerPoint prototype

**Summary:** Recommendations led to improvements to the prototype which was tested in an iterative study

**Project:** Deployment Wizards iterative usability study

**Deliverable:** Report detailing usability issues, recommendations for addressing usability issues

**Methodology:** Usability lab study using think aloud protocol; PowerPoint prototype

**Summary:** 100% improvement on all issues discovered in the first study; additional issues were found and addressed by team in final design of the wizard

### Small Business Server

**Project:** Persona Refresh

**Deliverable:** Document and PowerPoint recommending revisions to existing personas and additions to personas based on product goals

**Methodology:** Ethnographic site visits; in depth interviews

**Summary:** Identified and defined framework for additional small business persona; provided additional details to existing business owner persona; outlined strategy for next phases of persona research to be completed by a newly hired FTE

### Application Virtualization

**Project:** Application Virtualization Sequencer Wizard Usability Study

**Deliverable:** Report detailing usability issues with recommendations

**Methodology:** Usability lab study using think aloud protocol

**Summary:** Product team addressed majority of high priority usability issues; iterative study conducted

**Project:** Application Virtualization Sequencer Wizard Iterative Usability Study

**Deliverable:** Reports detailing usability issues, recommendations for addressing usability issues

**Methodology:** Usability lab study; iterative study to evaluate design improvements

**Summary:** in the first study =43% overall task completion rate, improvements based on recommendations from first study resulted in increase to 80% overall task completion rate

**Project:** Server Application Virtualization prototype study

**Deliverable:** Prototype developed using Adobe Fireworks; report detailing usability issues, recommendations for addressing usability issues

**Methodology:** Usability lab study using Fireworks Prototype

**Summary:** Identified a number of usability issues with navigation as well as the overall conceptual model; recommended alternative conceptual models and discussed in detail with lead Program Manager



### PC 3

**Project:** Light Awareness research

**Deliverable:** Report that provides recommended variable settings to be used for images, video, and text in a variety of lighted settings

**Methodology:** One-on-one sessions with laptop users in a variety of lighted settings, including outdoors, where participants selected a preferred variable setting and rated a set of variable settings

**Summary:** Results became key part of this white paper: <http://msdn.microsoft.com/en-us/windows/hardware/gg463480>

### Internet Information Services

**Project:** Management Console beta Prototype Study

**Deliverable:** Reports detailing usability issues, recommendations for addressing usability issues

**Methodology:** Usability lab study using beta console & PowerPoint Prototype

**Summary:** Provided team with early feedback from users related to the conceptual model and overall design; identified and prioritized a number of usability issues for the team to address prior to release

**Project:** IIS Online Learning Center Study

**Deliverable:** Report detailing user perceptions, usability issues, and recommendations for addressing feedback and usability issues

**Methodology:** Usability lab study and in depth interviews

**Summary:** Provided team with feedback regarding participant impressions and articulated needs related to the learning center; recommended a navigation model based on task vs. objects; provided direction regarding visual elements of the learning center; identified usability issues participants encountered in finding relevant information

**Project:** Search Engine Optimization

**Deliverable:** Report detailing usability issues, recommendations for addressing usability issues

**Methodology:** Usability lab study

**Summary:** identified and prioritized issues with the UI, team agreed to address all P1 issues; identified issues with the overall UX model and provided direction and suggestions for improving the model in future releases

**Project:** Web Platform Installer v2 Beta Study

**Deliverable:** Reports detailing usability issues, recommendations for addressing usability issues

**Methodology:** Usability lab study using beta console & PowerPoint Prototype

**Summary:** identified and prioritized usability issues and provided recommended solutions; summarized participant feedback regarding overall experience and provided guidance on addressing feedback in their next release



## MSN Branded Entertainment Experience

**Project:** Mom's Homeroom v1 study

**Deliverable:** Report detailing usability issues, recommendations for addressing usability issues

**Methodology:** Usability lab study with Eye tracker

**Summary:** identified and prioritized usability issues & provided recommendations for addressing issues; team addressed high priority issues and results from subsequent study (done as part of multi-site project) show that redesign addressed majority of issues in problem areas

**Project:** Appetite for Life V2 study

**Deliverable:** Report detailing usability issues, recommendations for addressing usability issues

**Methodology:** Usability lab study

**Summary:** identified a handful of issues as the site tested very well; provided the team with some insights, specific to user comments and issues, to help understand why analytic metrics had fallen slightly from v1 of the site

**Project:** Business on Main cognitive walkthrough

**Deliverable:** Report summarizing results of the walkthrough

**Methodology:** Group cognitive walkthrough with 2 unique groups of 8 participants

**Summary:** identified and prioritized findings and provided recommendations for addressing top issues; resulted in redesign of multiple elements of the site including navigation, labels, and overall information architecture approach

**Project:** Rediscover study

**Deliverable:** Report detailing usability issues, recommendations for addressing usability issues

**Methodology:** Usability lab study using eye tracker

**Summary:** site tested extremely well and very few issues were identified; identified a few low priority issues and some concerns about participant perception of advertising

**Project:** Allergy Solution Center study

**Deliverable:** Report detailing usability issues, recommendations for addressing usability issues

**Methodology:** Usability lab study

**Summary:** identified and prioritized usability issues & provided recommendations for addressing issues; product team made immediate changes to most high priority issues



**Project:** Usability lab eye tracker studies on multiple sites (22 unique sites) to identify web elements that work well vs. those that do not

**Deliverable:** Reports detailing results of study for each website; recommendations about which design elements work best across all sites; identified usability issues

**Methodology:** Usability lab studies using eye-tracker

**Summary:** Findings from the studies allowed the design team to focus on using design elements that work well on new branded sites

### System Center

**Project:** Concept Car customer site visits & interviews

**Deliverable:** Report detailing customer work practice related to incident management scenarios; feedback on proposed functionality for dealing with incident management five years in the future; customer case studies detailing customer environments, needs, current challenges, day-in-the life, and technology usage

**Methodology:** Ethnographic observations; 1:1 in-depth interviews

**Summary:** results of the research provided design team with direction for next version of the product, specifically dealing with current challenges and needs identified in the research; design team used results to drive forward thinking conceptual design for products 5 years out

**Project:** Service Manager Global Risk Compliance study

**Deliverable:** Report detailing usability issues & recommendations for addressing issues

**Methodology:** Usability lab study

**Summary:** Team agreed to address only the highest priority issues in their current release and to address all additional P1 issues in their next release

### Admin Experience Team

**Project:** Brand Journey Research

**Deliverable:** Report detailing IT pro perceptions and thoughts regarding the Windows Server brand; included identification of key touch opportunities where brand can have a positive impact on the overall IT Pro experience.

**Methodology:** Analysis of existing market research data related to Windows Server Brand and Windows Server System brand; 1:1 in depth interviews; ethnographic site visits

**Summary:** Provided team with recommended touch points for increasing overall brand awareness; identified places in the journey where UX improvements might be critical to ensuring positive brand perceptions

### Windows Server Information Services

**Project:** Scenario Focus Groups

**Deliverable:** Report detailing feedback & recommendations from four focus group sessions targeted at understanding how IT Pros and Developers perceive proposed functionality for upcoming versions of online content



**Methodology:** Focus groups

**Summary:** feedback from the focus groups was well received; information services team agreed to implement majority of feedback and consider recommendations to gain more depth information in areas where I felt they needed to know more before proceeding

**Project:** Azure Portal Content

**Deliverable:** Report identifying which terms worked best for definitions and documenting which definitions made sense to users.

**Methodology:** Participant rating of understandability of definitions; rating of potential labels/terms

**Summary:** Team used findings from the study to refine their labeling and concept definitions in the UI and in their online content site

### Windows Azure Portal

**Project:** Azure Portal Usability Study

**Deliverable:** Report detailing issues encountered when completing tasks

**Methodology:** usability lab study using eye tracker

**Summary:** Identified a number of high priority usability issues and problems with the overall conceptual model; team addressed the high priority issues they could (labeling, some visual cues, ui text) prior to release and agreed to address majority of high priority issues in upcoming release

**Project:** Azure Portal Connect Usability Study

**Deliverable:** Report detailing issues encountered when completing tasks

**Methodology:** usability lab study

**Summary:** Team agreed to address all high priority issues prior to release

### Bing

**Project:** Bing Mobile iterative Usability Studies (subcontracted work through Breeze Design Research)

**Deliverable:** Reports detailing issues encountered when completing tasks

**Methodology:** usability lab studies

**Summary:** Team addressed all P1 issues prior to iterative studies resulting in improved performance on tasks

**Project:** Bing Maps iterative Usability Studies (subcontracted work through Breeze Design Research)

**Deliverable:** Report detailing issues encountered when completing tasks

**Methodology:** usability lab studies using eye tracker

**Summary:** Team addressed all high priority issues prior to iterative studies, resulting in higher task completion and fewer errors on tasks



## SQL Azure

**Project:** Management Portal usability study

**Deliverable:** Moderation of lab sessions; train jr. usability engineer on protocol, use of lab equipment

**Methodology:** usability lab study

**Summary:** 3T's role in this study was to provide training to a new usability engineer

## Smashing Ideas

**Project:** GE Home Control Device

**Deliverable:** Report detailing usability issues encountered when using a prototype of a proposed home control console for setting alarms, setting thermostats, using security cameras, etc.

**Methodology:** Usability lab prototype study

**Summary:** Team leveraged data to finalize design

**Project:** GE Security System

**Deliverable:** Report detailing usability issues encountered when using a wall mounted console for setting in-home security

**Methodology:** Usability lab study

**Summary:** Results were well received; team agreed to address all high priority issues and majority of lower priority issues

## Cognifit

**Project:** Cognifit Web Application review

**Deliverable:** Report detailing design and usability issues and recommendations for addressing issues

**Methodology:** Cognitive Walkthrough; expert review

**Summary:** Identified a number of user experience issues and some significant issues with the overall model for providing feedback to users; team agreed to consider recommendations regarding feedback model

## Symform

**Project:** Expert UX review

**Deliverable:** Report detailing usability and design flaws and UI text issues along with recommendations to address issues

**Methodology:** Cognitive Walkthrough; expert review

**Summary:** Team used feedback to make immediate changes to their UI; findings drove decision to move to a complete new model for install and configuration of the service



**Project:** Personas

**Deliverable:** Detailed report of research insights; persona and scenario documents

**Methodology:** Ethnographic visits and in-depth phone interviews

**Summary:** Personas helped the company ground design and business decisions on the needs of their two target users; company discussions related to users are now centered on concrete profiles vs. theoretical arguments

**Project:** Interaction Design Wireframes

**Deliverable:** Clickable wireframes of end-to-end user experience addressing layout, task flow, and UI text

**Methodology:** Online cardsort to define information architecture; Iterative prototype development using Balsamiq mockup tool

**Summary:** Wireframe was used in remote usability study; final version of wireframe drove final design of the UI

**Project:** Wireframe usability study

**Deliverable:** Report detailing usability issues; iterative design of wireframes

**Methodology:** Remote usability study

**Summary:** Results drove redesign of the wireframe which was vetted with executive team; final wireframe drove design of install & configuration UI

**Project:** HTML & CSS templates

**Deliverable:** HTML and CSS templates with updated layout, navigation links, design elements

**Methodology:** sub contracted with Slanter Design

**Summary:** Templates leveraged by engineering team to ensure final product is delivered as designed

## *2b3d*

**Project:** Prolonged Exposure mobile app clinician study

**Deliverable:** Report detailing usability issues and recommendations for addressing; summary of PE process implemented by clinicians

**Methodology:** on-site usability study; in-depth interviews

**Summary:** Results drove improvements to several elements in the application

**Project:** Virtual Hopebox mobile app UX consulting

**Deliverable:** Recommended specifications to address interaction design problems

**Methodology:** on-site, phone, and email consultation



**Summary:** Team leveraged recommendations in design of the application

**Project:** Life Armor Mobile Application usability evaluation

**Deliverable:** Report detailing usability issues and recommendations for addressing

**Methodology:** on-site usability study

**Summary:** Team agreed to recommendations for all P1 issues and will address all prior to application release; team agreed to follow recommendation of conducting additional research to better understand how they should label and define features in the application

**Project:** Department of Defense Suicide Event Report usability evaluation

**Deliverable:** Report detailing usability issues and recommendations for addressing

**Methodology:** on-site usability study

**Summary:** Team followed recommendations for all P1 issues and agreed to address additional issues as time allows, prior to final release

