Patrick Lesage
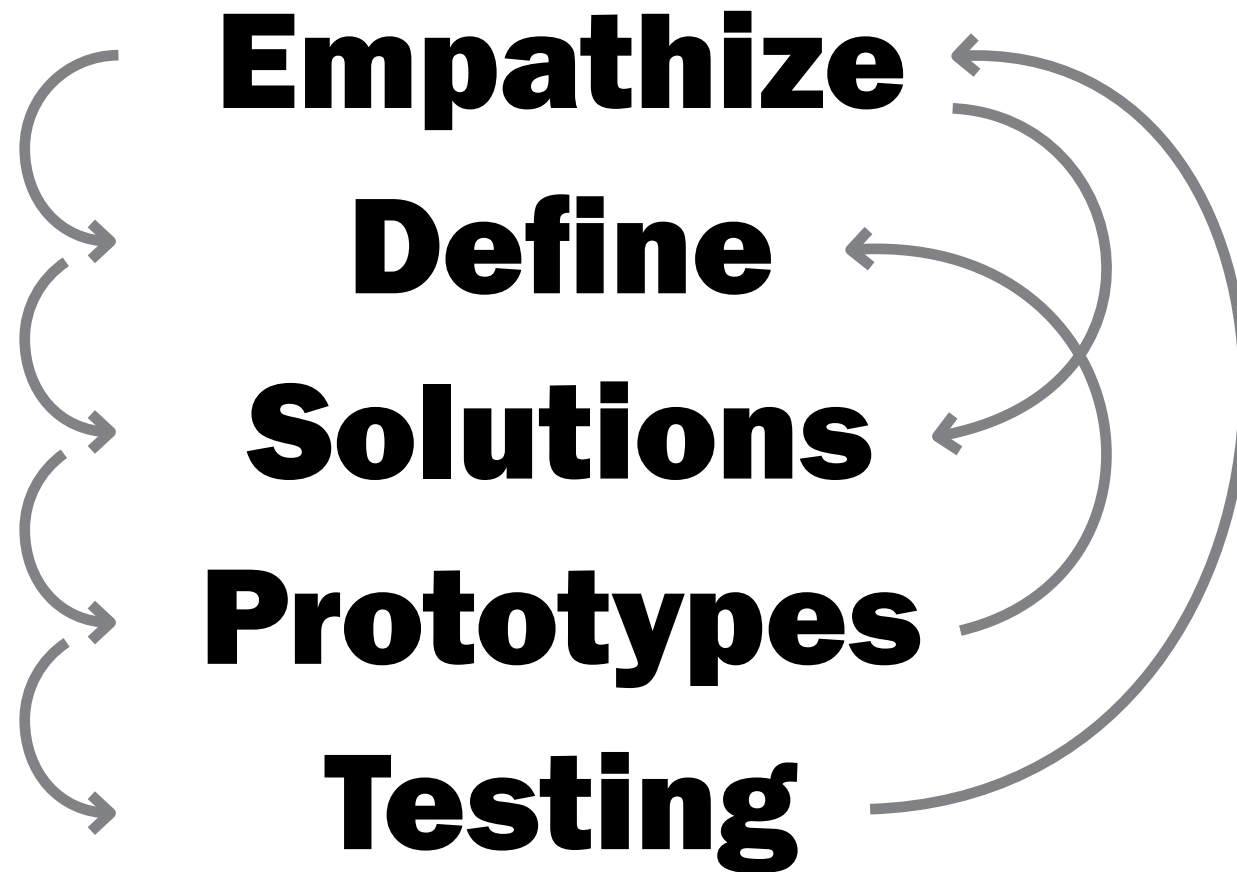
UX/UI Designer Developer

- Introduction

- Case studies:
    Basic Incorporation
    MNP Debt
    Aha moments

- Conclusion

Empathize

Define

Solutions

Prototypes

Testing

Basic Incorporation

Online multipage form to incorporate
a business in Canada.

- 6 months of iterative R&D sprints.

- Team composed from **Corporations Canada** and **Innovation Science and Economic Development**

Basic Incorporation

PROBLEM

Novice users were not completing the multipage online form.
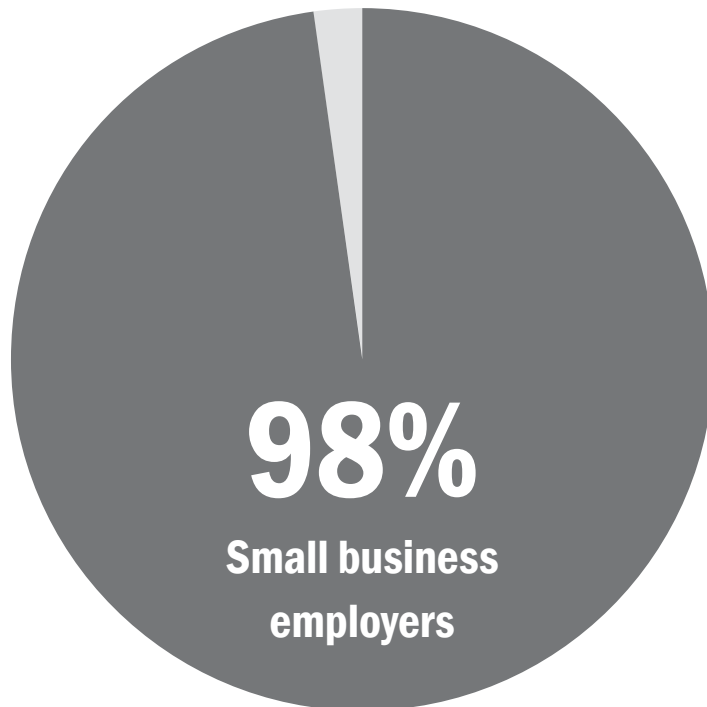
SOLUTION

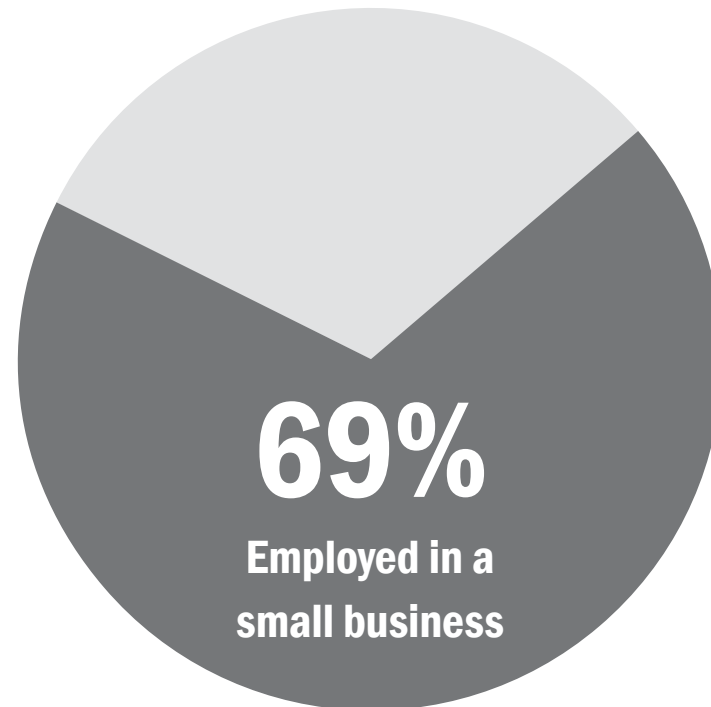Improve user's comprehension and increase their confidence to succeed.

Research Insights

- As many as 90% of novice users would disengage.

98%
Small business employers

Canadian employers

69%
Employed in a small business

Private labour force

User Personas

- Personas helped our team empathize with users.

- Scenarios specific to their needs.

Prototypes

- Facilitated workshops.

- Conducted usability and accessibility testing.

- Prototypes made in Axure RP.
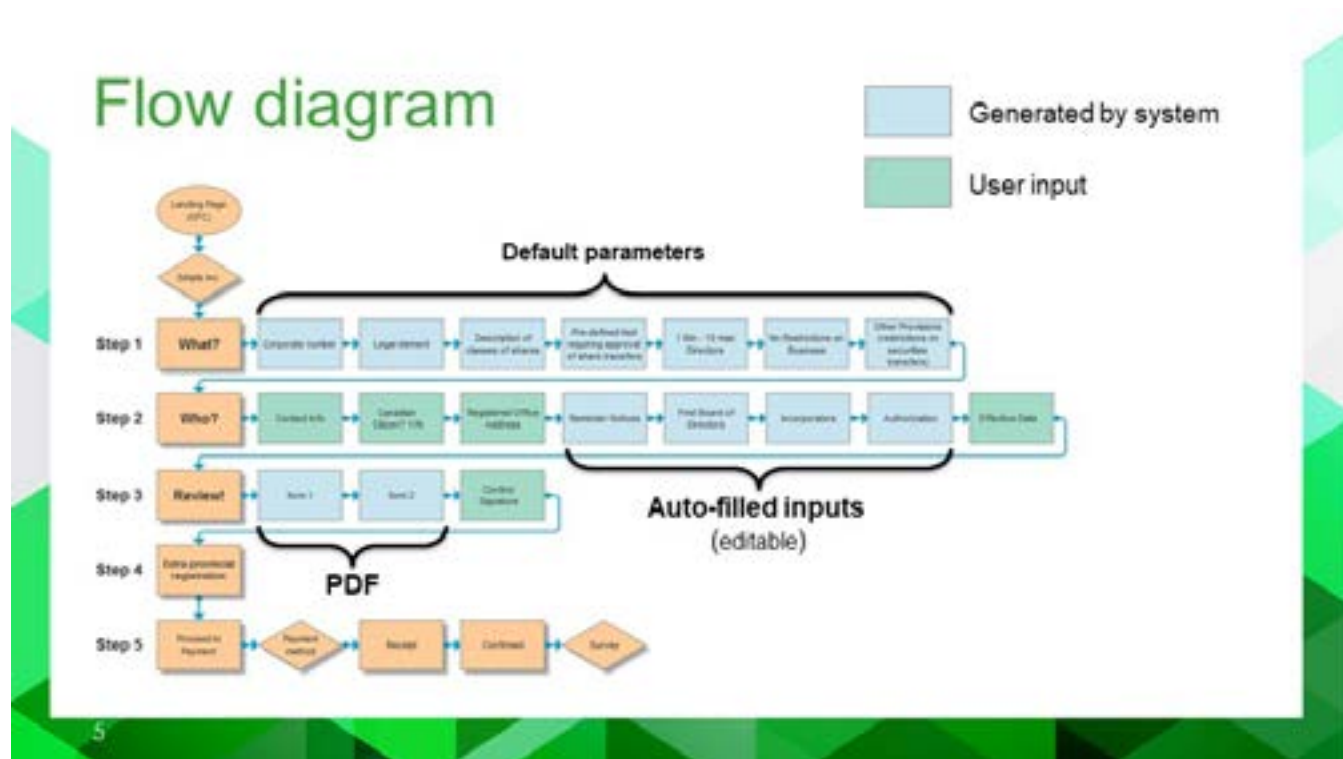
Results

- 1/3rd fewer transactional pages.

- 50% fewer words to read.

- 20% fewer clicks.

MNP Debt

Complete overhaul of
the digital platform.

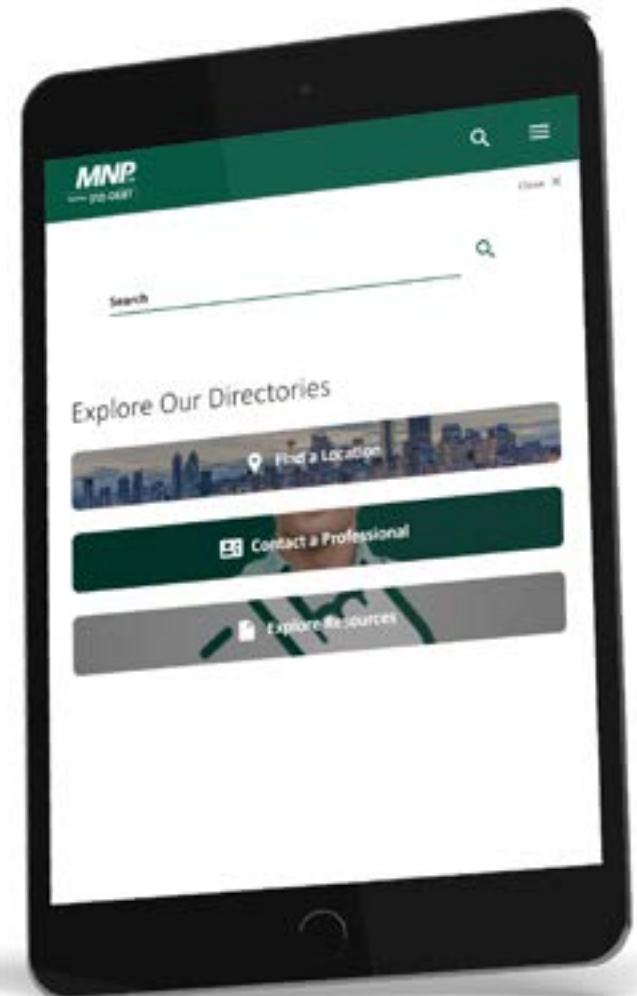- Team composed from Ottawa and Calgary offices.

MNP Debt

PROBLEM

Legacy CMS framework not optimized
for today's standards.

SOLUTION

Meaningful yet flexible Information Architecture
and navigation with a robust search feature
appealing to users and content authors.

Research Insights

- Discovery phase established understanding of stakeholder issues.

- Defined Key Performance Indicators.

80% non-compliant for accessibility — Web pages

60% uncategorized and unsearchable — Content
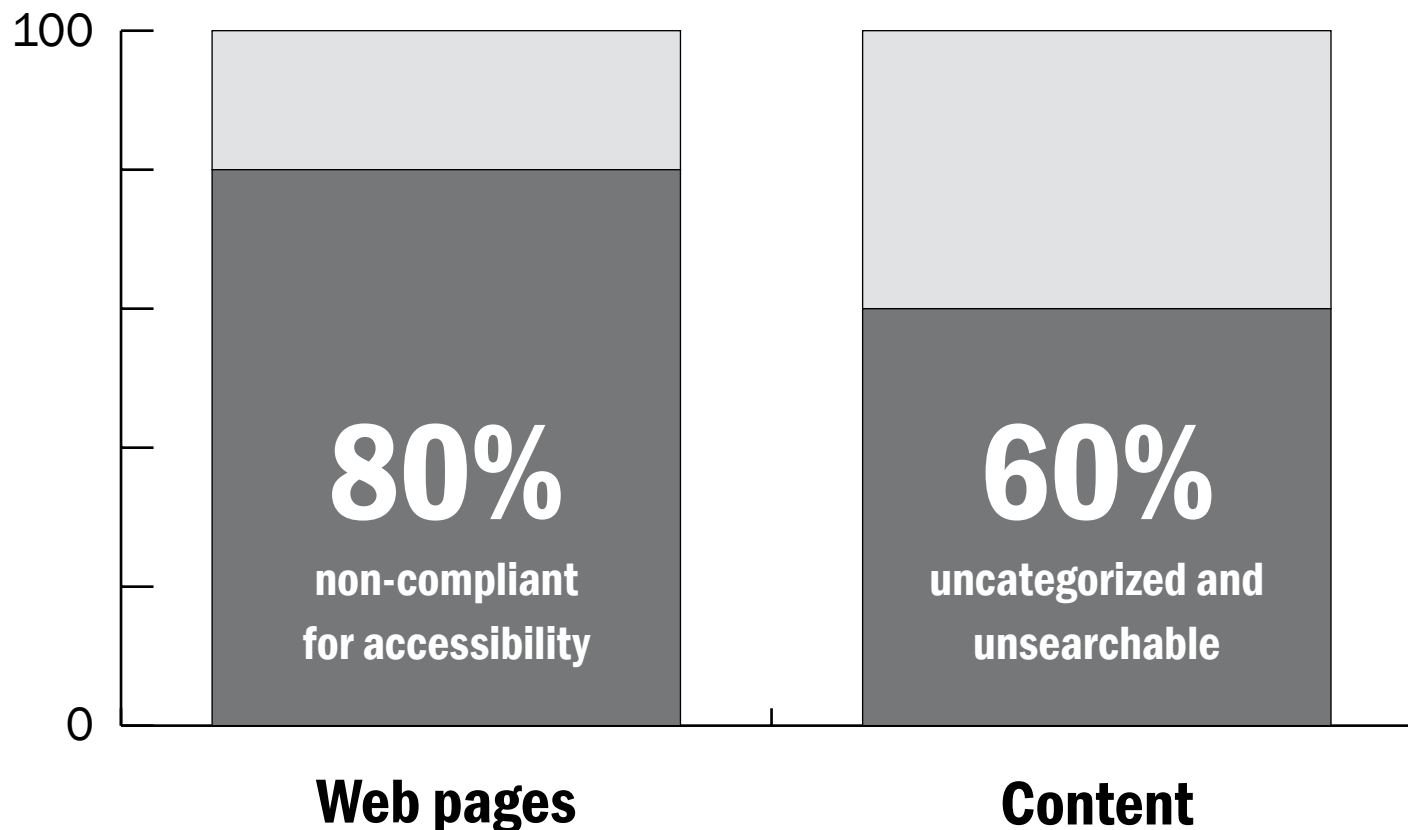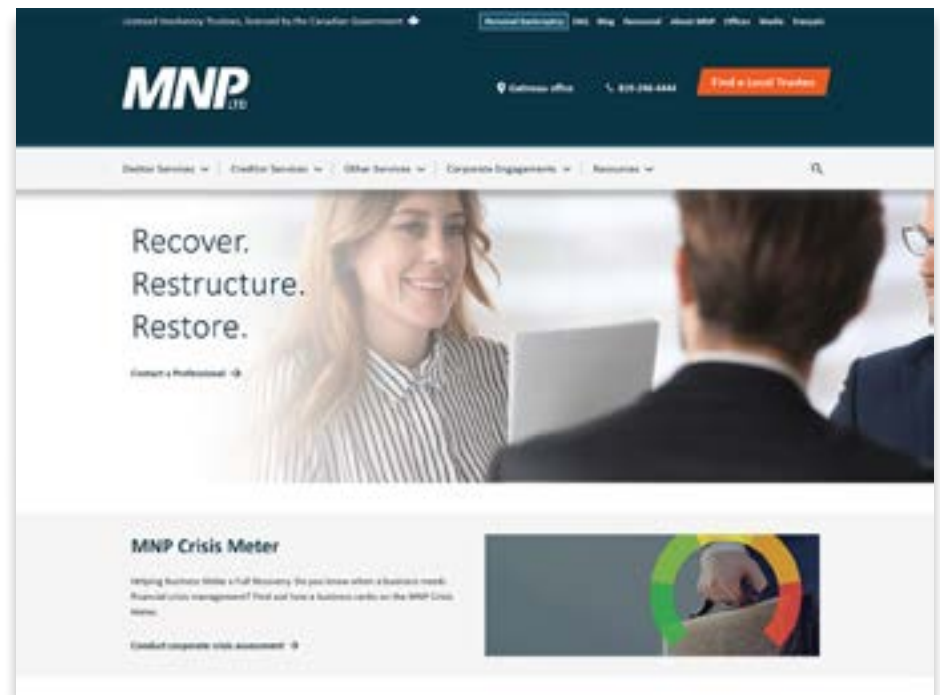
User Personas

- Cohesive branding.

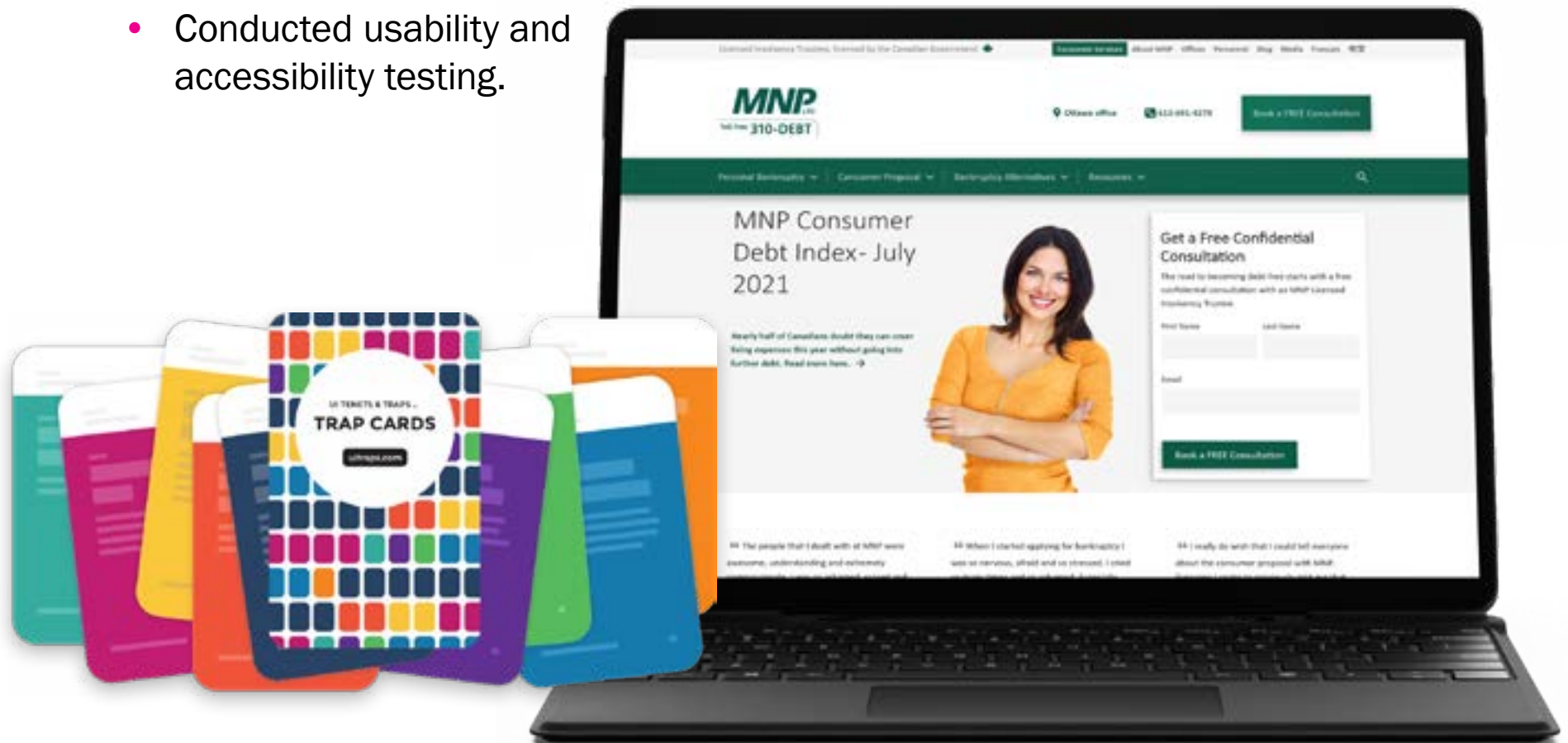- Tested scenarios based on persona tasks.

Personal finance site

Corporate services site

Prototypes

- Prototypes made in Adobe Creative Suite.

- Facilitated workshops.

- Conducted usability and accessibility testing.

Results

- Enhanced visual hierarchy and navigation (search with 3 themes, 5 types, 8 categories)

- Easy, meaningful accessibility to financial advice.

Aha moments

A hundred answers (Aha) was a professional services firm providing advisory, digital and technology solutions.

- Led and grew UX team from 1 (myself) to 6 (researchers, designers, developers).

- Supported the firm's brand strategy with visual communications.

Event booth

- Reflected team values and corporate culture.

- Gathered insights for stakeholder consensus.
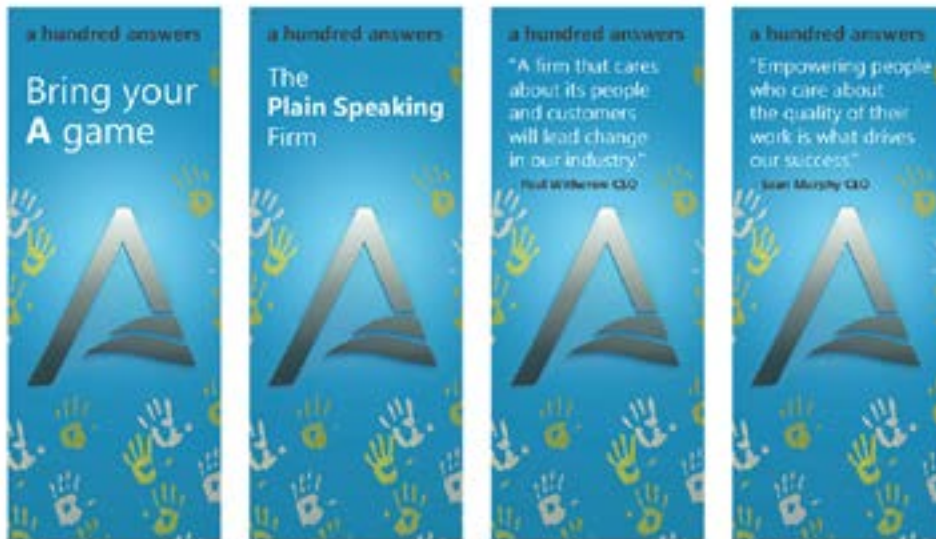
Townhall

- Internal communications campaign focused on strategies for corporate values, synergy and customer journey.

- Developed a Maturity Model for businesses adopting digital transformation.
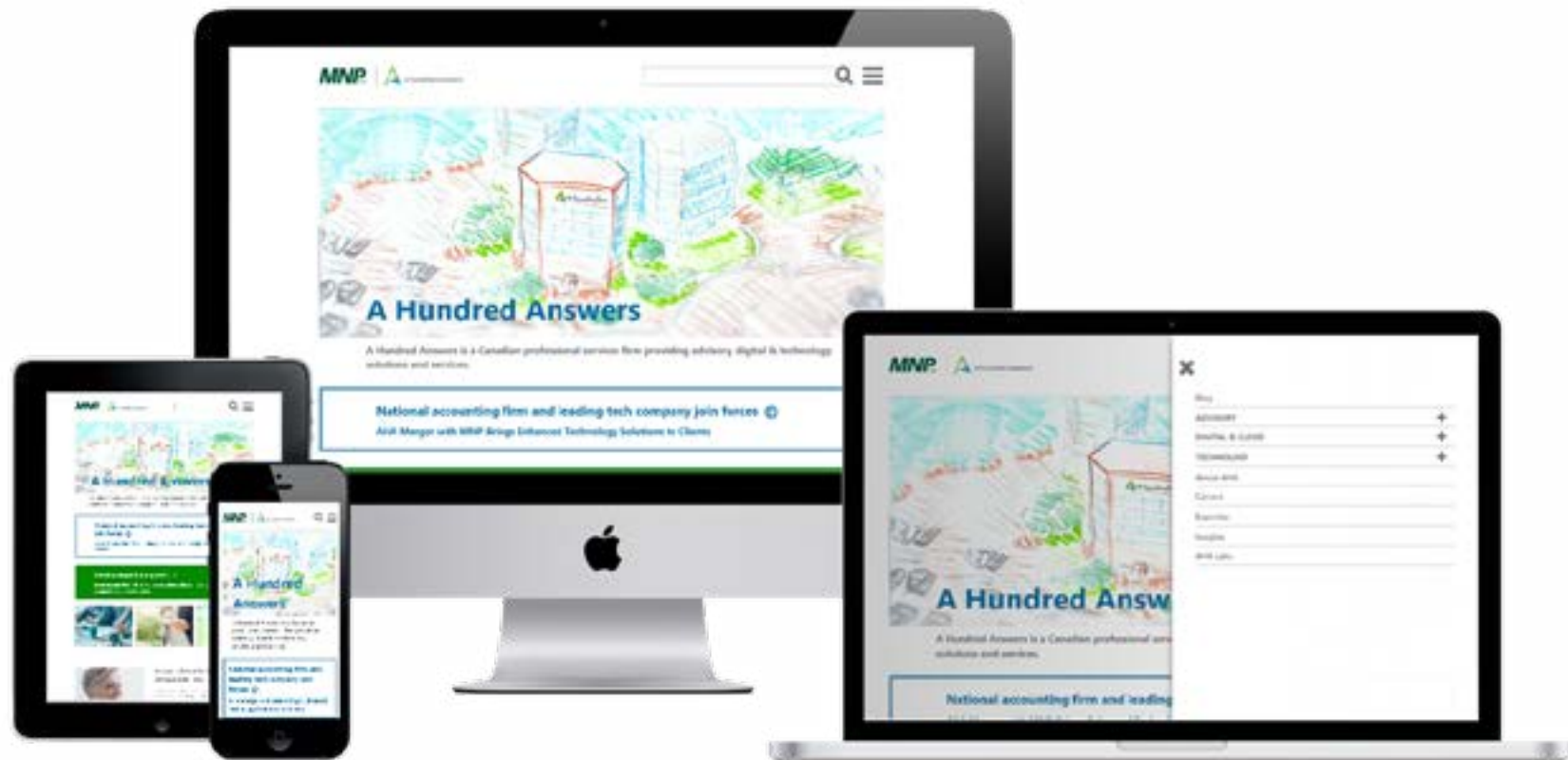
SodiumTube game

- Teambuilding activities.

- 64 pixel canvas developed with Unity framework.

- I storyboarded ideas and created pixel art for objects, decors and animations.

Redesign website

- Townhall sketches inspired the team.

- Facilitated workshops and directed photography.

- Usability testing with HTML prototypes in Sitecore.

Lessons learned

- Sketching and testing was key to success, bringing stakeholders' ideas and stories together.

Patrick Lesage

Why do I love UX design?

COMMUNITY
People are welcoming and want to share.

LEARNING
Constantly learning new ways of thinking.

THE RIGHT FIT
Creativity and communicating with real people.

MAKING A DIFFERENCE
Improving people's lives and bringing joy

https://patricklesage.ca