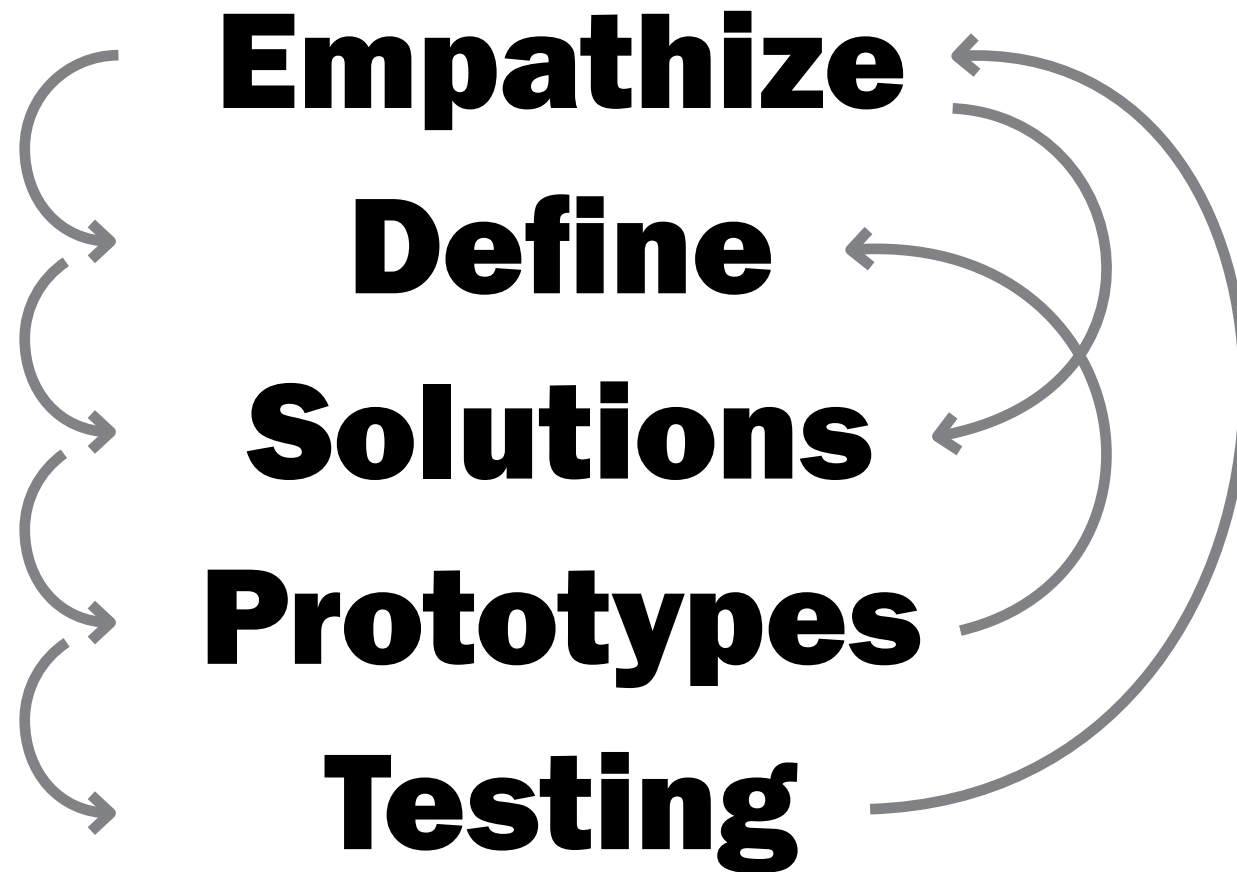


Patrick Lesage

UX/UI Designer Developer

- Introduction
- Case studies:
 - Basic Incorporation
 - MNP Debt
 - Aha moments
- Conclusion



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.

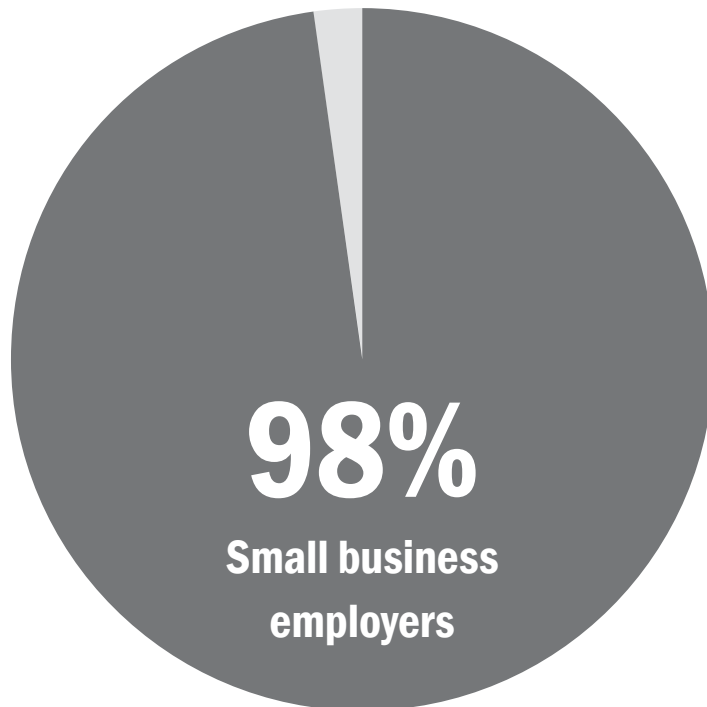
SOLUTION

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

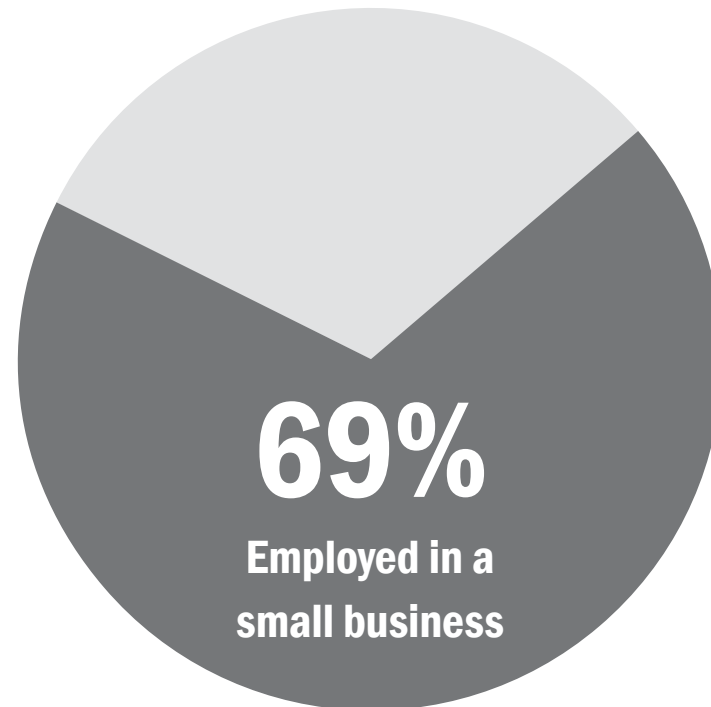


Research Insights

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



Canadian employers



Private labour force

User Personas

- Personas helped our team empathize with users.
- Scenarios specific to their needs.

2. Methodology ("who" and "what")

Our users ...

a) **WHO** tested out our upcoming Express service?



"Joe" persona

(BU – Business User)

5 participants
(2 in person, 3 via WebEX)



"Norman / Sarah" persona

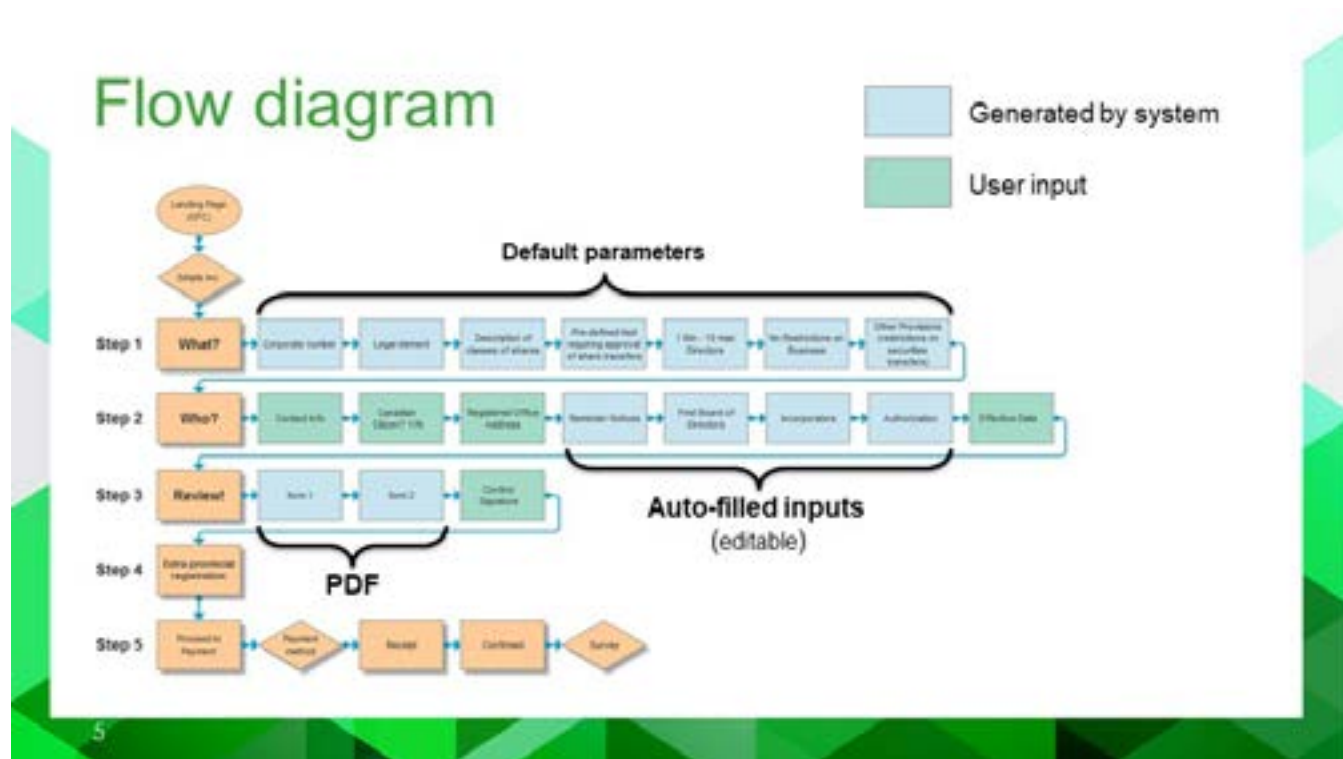
(RI – Registered Intermediary)

5 participants
(via WebEX)

TOTAL participants = 10

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.

3. Summary of Findings



a) Business Users

Like best?	Like least?
Placeholder suggestions and default/pre-filled data.	Clickable hyperlink, badge and icon can cause confusion (when close together).
Comfortable with navigation usability and labels.	Language is challenging to understand. (Need more information to understand implications.)
Help texts/tips open in new window or modal.	Help links don't always indicate if they will open a popup or a new window.
Steps clearly shown in sidebar.	Receipt not automatically sent.
Overall look and feel is good.	Sense of closure could be more obvious for some business users.

MNP Debt

Complete overhaul of
the digital platform.

- Team composed from Ottawa and Calgary offices.

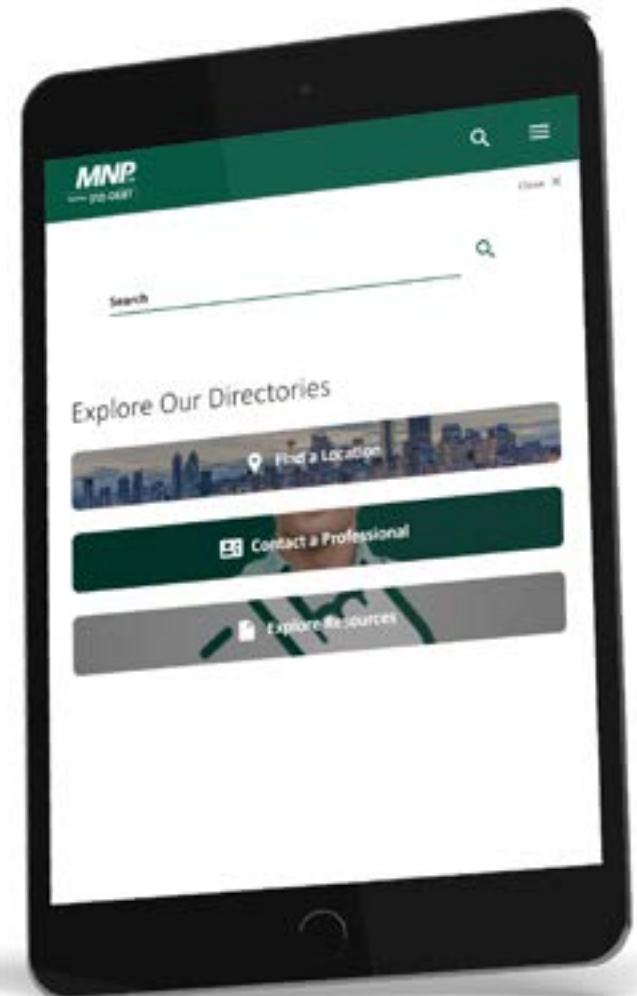
MNP Debt

PROBLEM

Legacy CMS framework not optimized for today's standards.

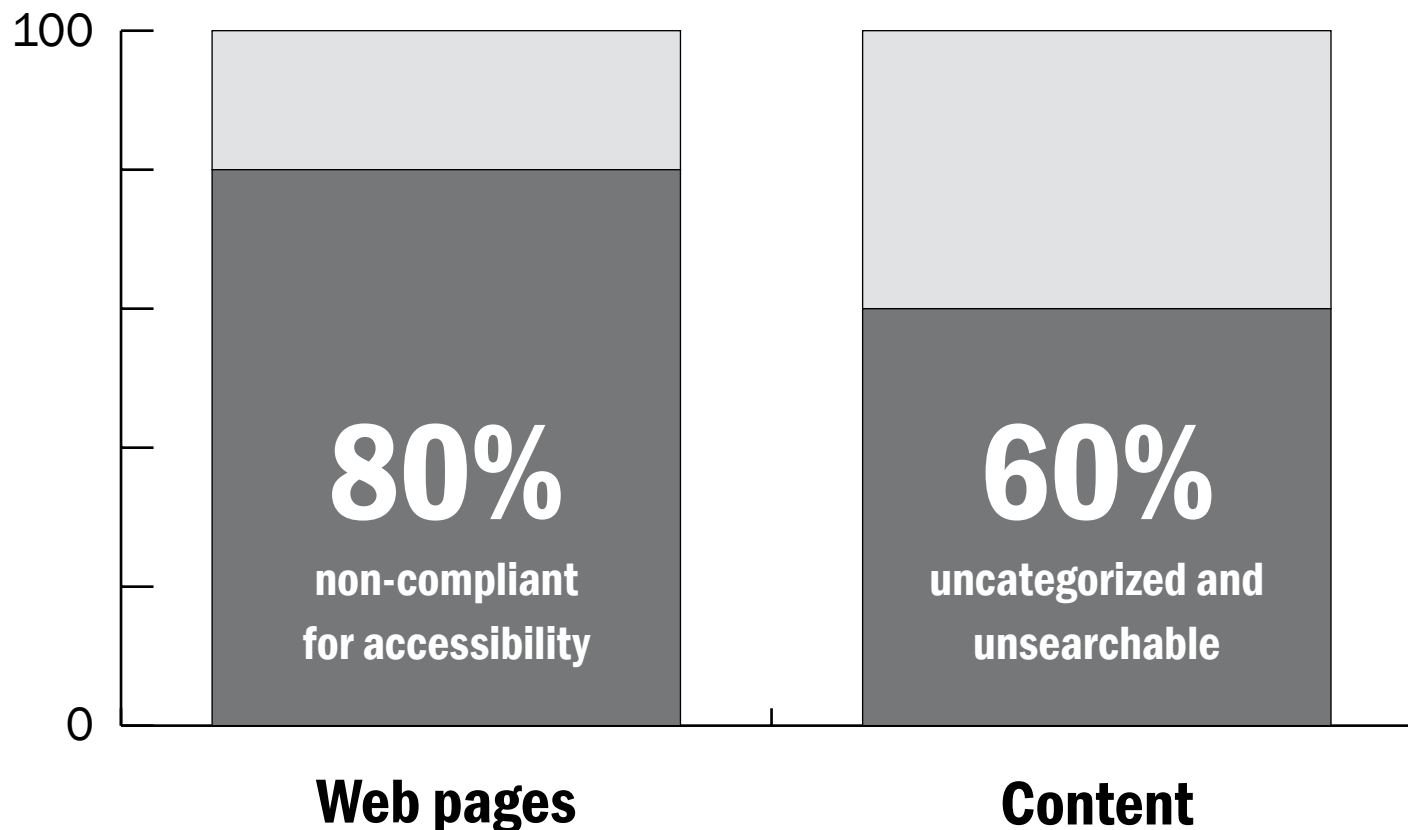
SOLUTION

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.

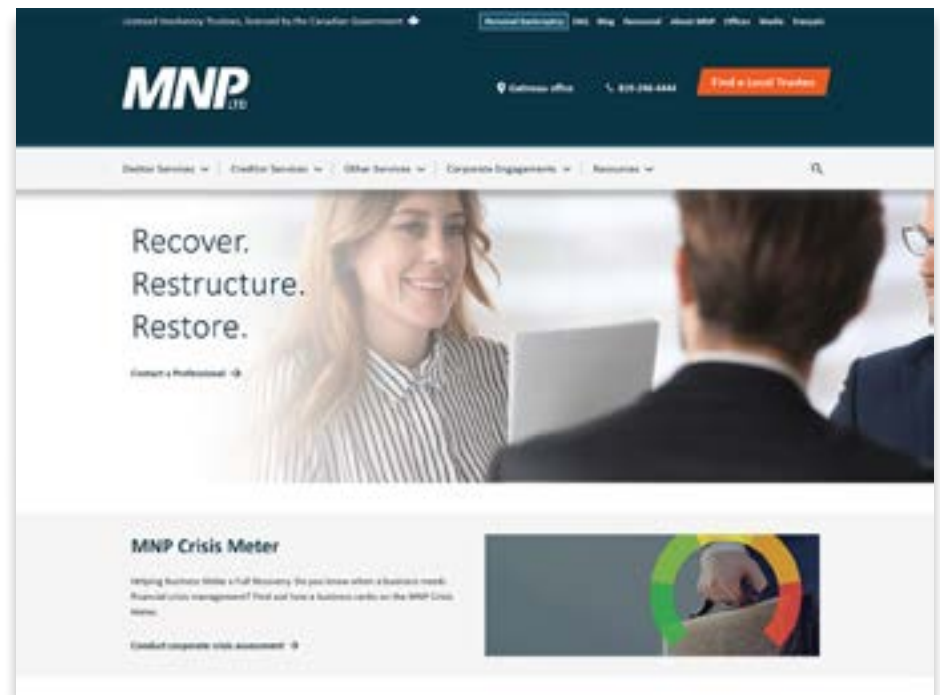


User Personas

- Cohesive branding.
- Tested scenarios based on persona tasks.



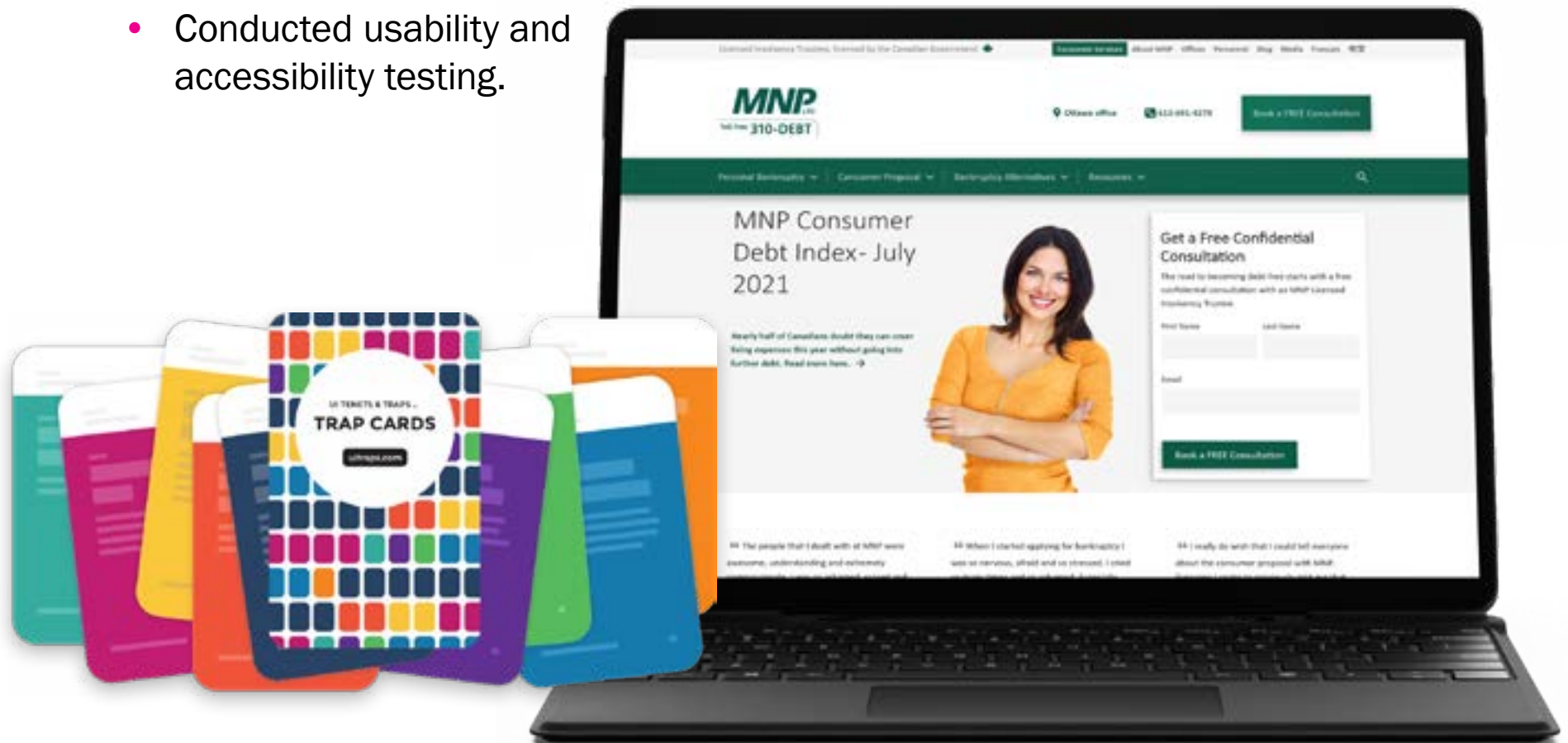
Personal finance site



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.



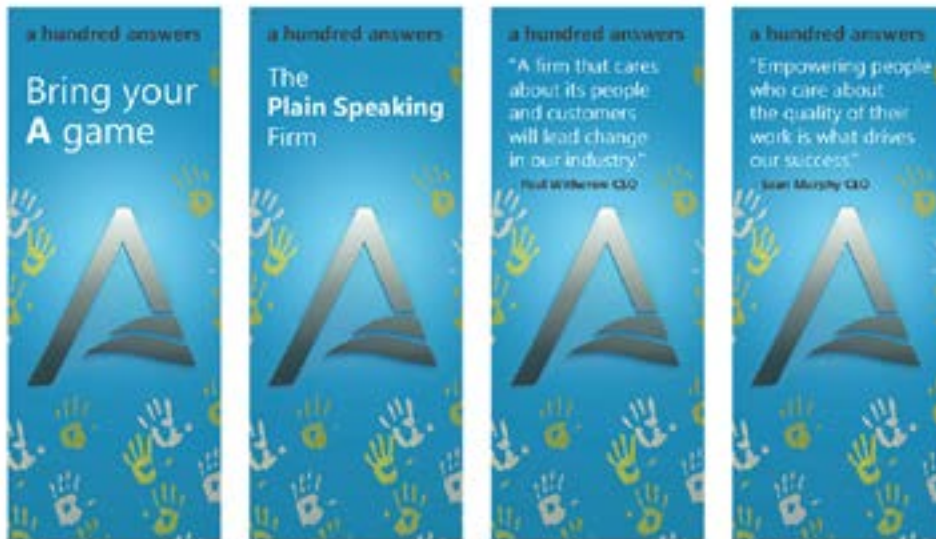
Aha moments

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.



If you want it done, make it fun.

Do the right thing!

Relationships are the building blocks to success.

Filter the noise!

You will see it if you believe it.



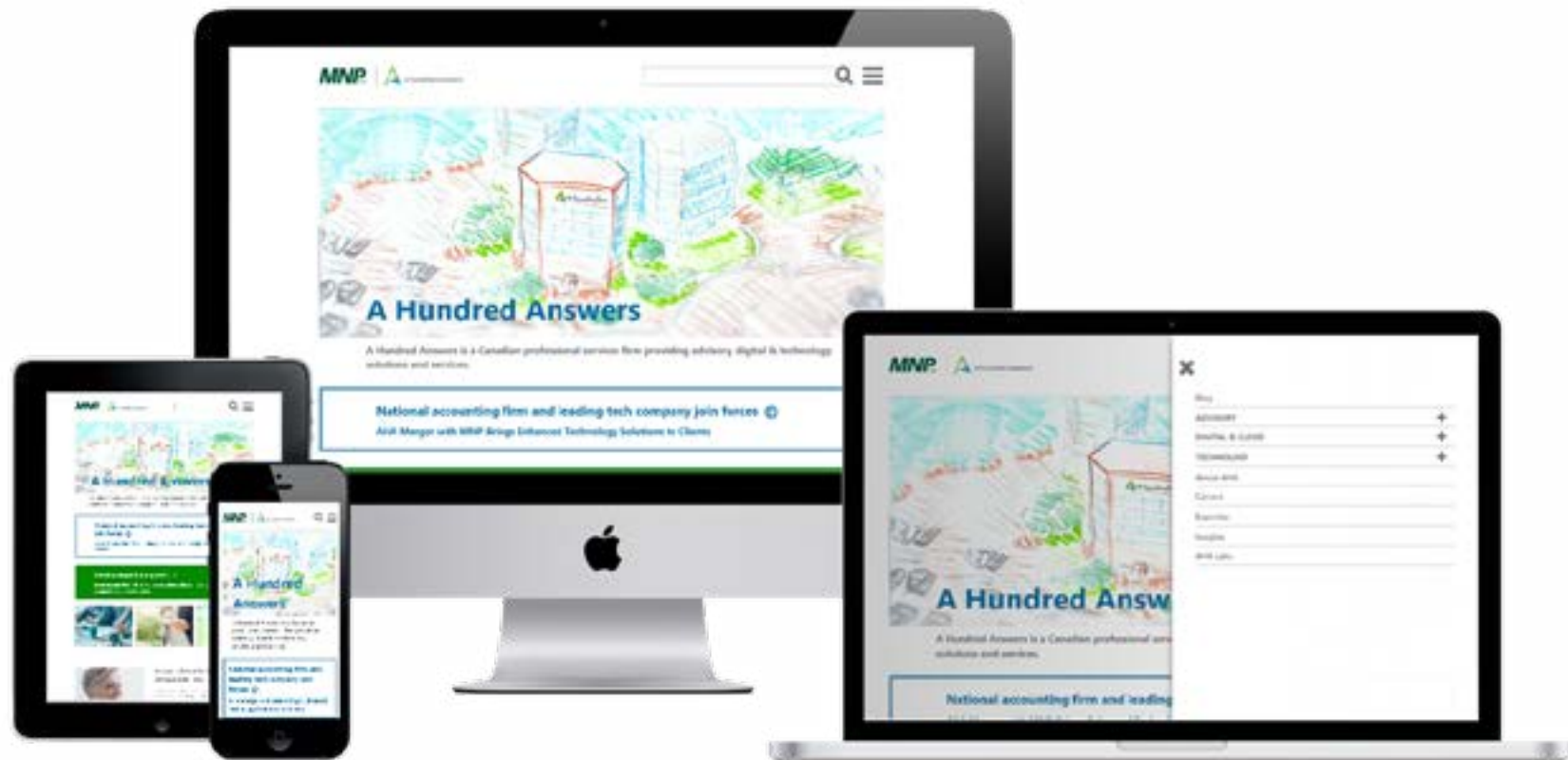
SodiumTube game

- 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>