



Hi! I'm Brent

This is some stuff I've worked on

T-MOBILE

T-Mobile.com
EIP/Upgrade
Shop Landing
my.T-Mobile.com

As part of the team responsible for a complete redesign of T-Mobile.com, I worked mostly on the customer facing pages of the home page, purchase path and several logged in sections of the my.tmobile.com site. I was the principal UX designer for all these pages. It was a great experience to see these pages all the way through to live presentation. I worked with designers and developers to deliver final presentations to the internal implementation team at T-Mobile.



T-Mobile.com

PersonalBusinessEspañolStore LocatorSeattle, WAMY T-MOBILESign up >Log in >

T-Mobile

searchGO

FREE SHIPPING on all phones and devices

Your Cart

Phones >Tablets >Plans >Accessories >More >ExploreNetworkSupportMy Rewards

Home / <Dynamic Title> / <Present Page Title>

TWO COLUMN PROMO/MERCH TILE

ONE COLUMN TILE

ONE COLUMN TILE

Phones | Internet Devices

VIEWOSManufacturerFeaturesStyle

Samsung4GCameraBluetoothBrowserSmartphoneClear All

PAGE1 | 2 | 3 | 4 | 5 | ALLSHOW16 | 32 | 64 | ALLSORT BYFeatured

NEW! Nokia Lumia 710

QUICK VIEW

ADD TO COMPARE

\$290⁹⁹

NEW! Nokia Lumia 710

QUICK VIEW

ADD TO COMPARE

\$290⁹⁹

NEW! Nokia Lumia 710

QUICK VIEW

ADD TO COMPARE

\$290⁹⁹

NEW! Nokia Lumia 710

QUICK VIEW

ADD TO COMPARE

\$290⁹⁹

NEW! Nokia Lumia 710

ADD TO COMPARE

OFFERChoose Monthly pricing and get \$9.99 off your down payment todayLearn More

REVIEWS (213)★★★★★

Ease of Use

Battery Life

Features

Call Quality

52 out of 55 (95%) customers would recommend this product.

Colors

Web-only OfferExpires Tue 6/11/12

UP TO \$290⁹⁹*with plans starting at \$50/mo monthly financing available

You will be able to choose your price later

QUANTITY12345

CUSTOMIZE THIS PRICING FOR ME

Add to Cart

NEW! Nokia Lumia 710

QUICK VIEW

ADD TO COMPARE

\$290⁹⁹

NEW! Nokia Lumia 710

QUICK VIEW

ADD TO COMPARE

\$290⁹⁹

NEW! Nokia Lumia 710

QUICK VIEW

ADD TO COMPARE

\$290⁹⁹

NEW! Nokia Lumia 710

QUICK VIEW

ADD TO COMPARE

\$290⁹⁹

STAY IN THE KNOWGet email updates on the latest news and promotions >

GET FREE SHIPPINGon all phones and device >

PhonesAll Phones4G PhonesSmartphonesAndroid PhonesSIM Card OnlyFree PhonesDeals & Packages

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PlansAll PlansIndividualFamilyInternet Device PlansPrepaid Plans

AccessoriesCasesBluetooth®HeadsetsMemory CardsBatteriesChargersMore...

ServicesAll ServicesInternet & EmailMessagingInternationalMusic & SoundsPremium HandsetProtection®

Monthly 4GAll Prepaid PhonesAll Prepaid PlansPrepaidActivate PhonesRefill Account

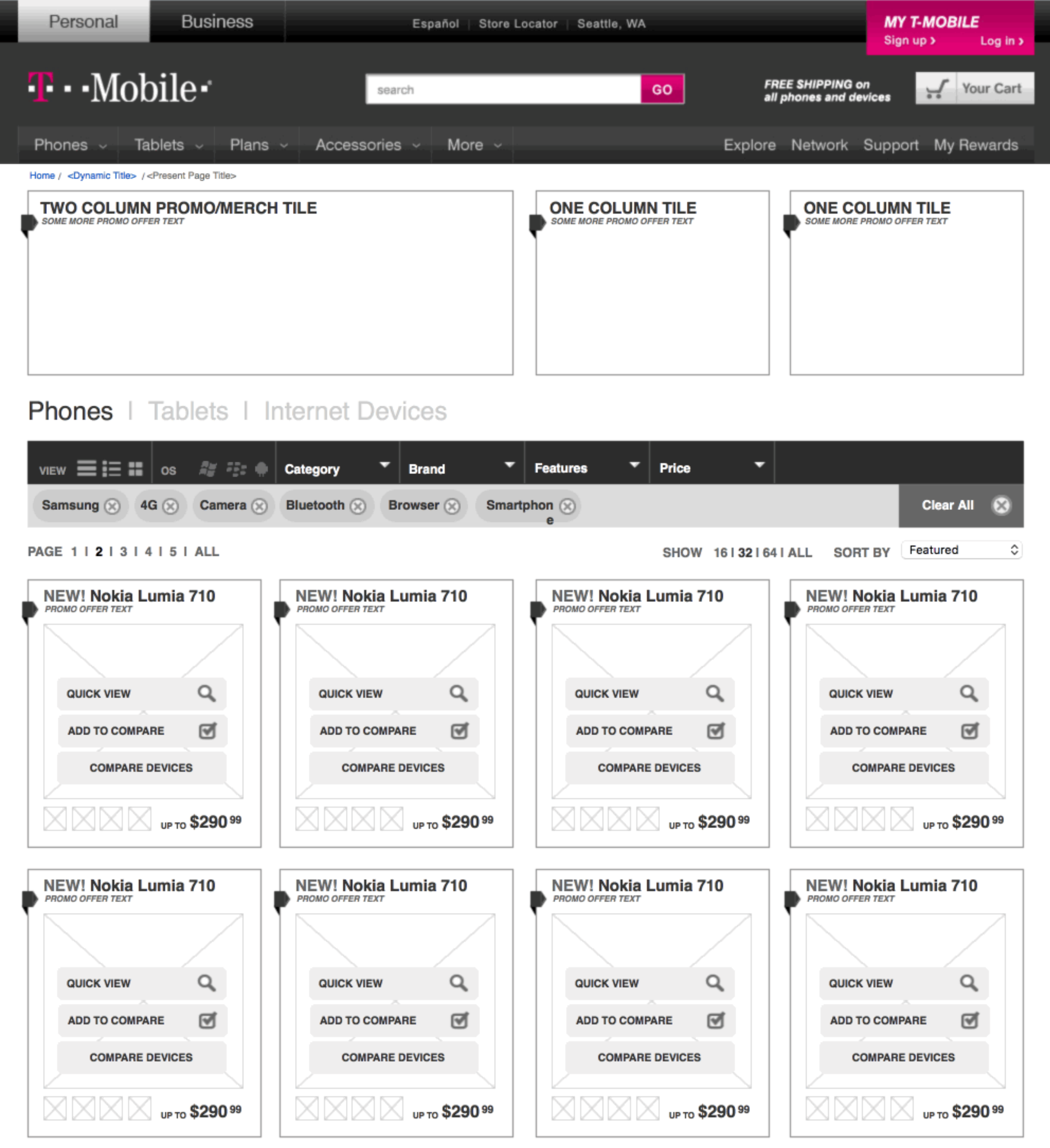
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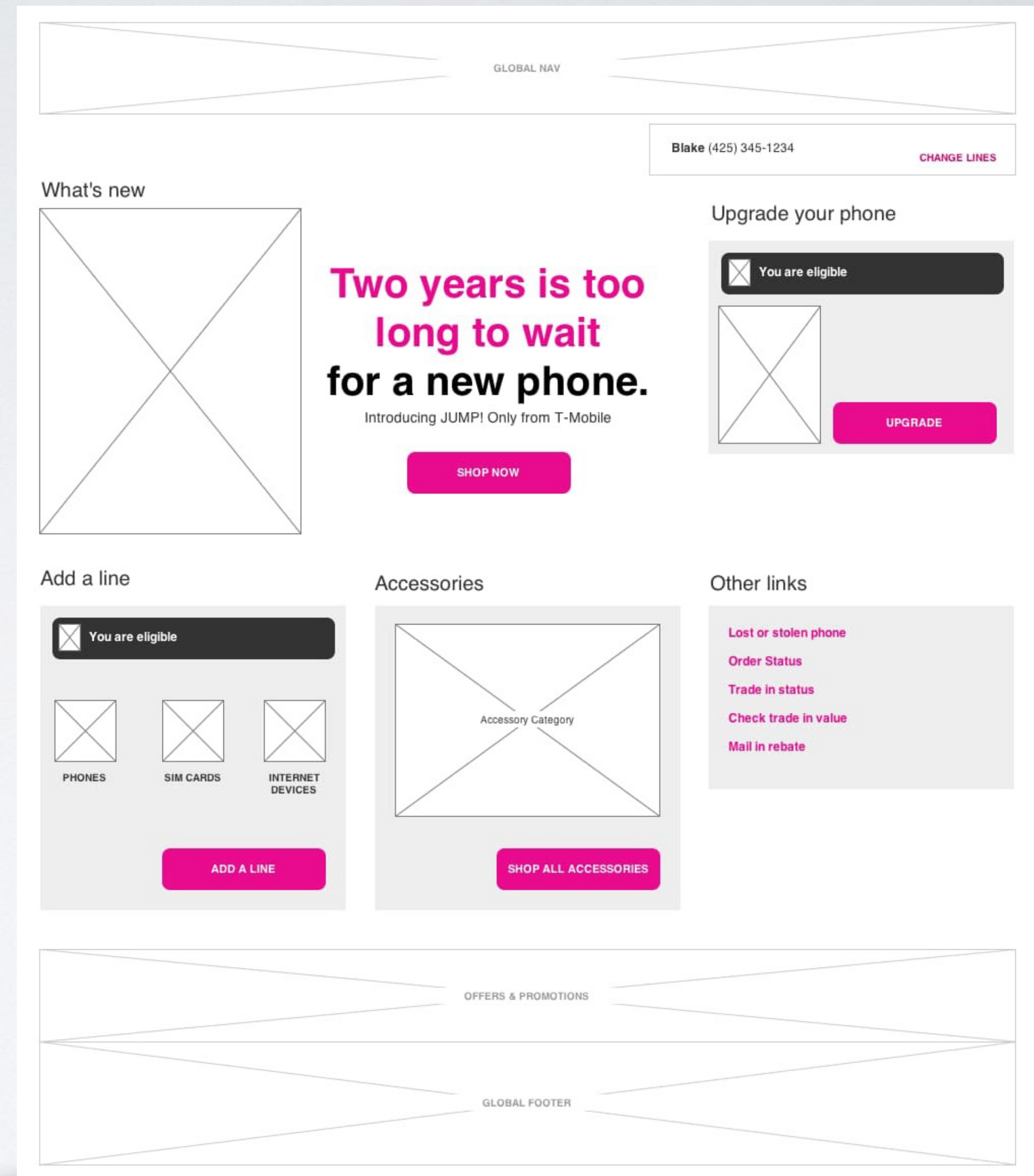
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Purchase Path
Prototype



Shop Landing Wireframe



EIP/Upgrade
Wireframe

How would you like to pay for this?

All up front

Monthly installments

You chose this phone for 123-456-7890

i This phone requires a Web service in order to access the Internet, e-mail, and more. After you receive your new phone, you'll need to visit My T-Mobile to upgrade to a plan that includes Web access (a Talk + Text + Web plan).

Equipment Cost



HTC® Amaze™ 4G - Black
4G capable
8 Megapixel Camera
Perfect Pics™

\$389.99 [Suggested Retail](#)
- \$110.00 [Instant Discount](#)
- \$50.00 [Web-Only Discount](#)

Your Price: \$229.99
+ \$100.00 [Deposit Required](#)

Services

DUE MONTHLY

~~Premium Handset Protection Bundle~~

~~\$7.99~~

Accessories

DUE TODAY

Bluetooth headset

REMOVE

\$99.99

	DUE TODAY	DUE MONTHLY
<div>T-MOBILE KERRY SIKORA WEB TEST 12920 SE 38TH ST BELLEVUE, WA 98006</div> <div>Monthly Plan Charge</div>		\$0.00
Equipment Cost	\$29.99	\$29.99 <small>for 20 months</small>
Taxes & Fees	\$57.57	
Deposit	\$100.00	
For security reasons we only ship to your billing address Shipping Details	<div>UPS Ground - \$5.99 ▼</div>	
Upgrade Fee	\$0.00	
Total	\$193.55	\$29.99

Payment Method

Debit or Credit Card

Pay with your Visa, MasterCard, Discover or American Express card.

T-Mobile Account

Charge this purchase to your T-Mobile account and pay on your next bill.



Onlife

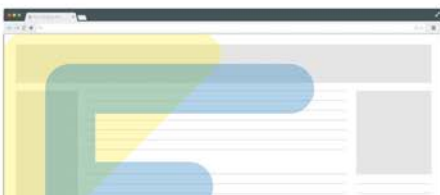
I was contacted by Onlife Health to consult them as part of an effort to examine & reevaluate their online presence in it's entirety. The initial request was to review and research their application and then make recommendations for a new user experience and interface across the board. They hadn't updated their application's UX or UI in quite some time and knew it needed a refresh. What began as a research and exploration project, turned into a complete overhaul resulting in a fresh, tested, clean & responsive design that both they and their users were proud of.

Eye Tracking Research

Introduction

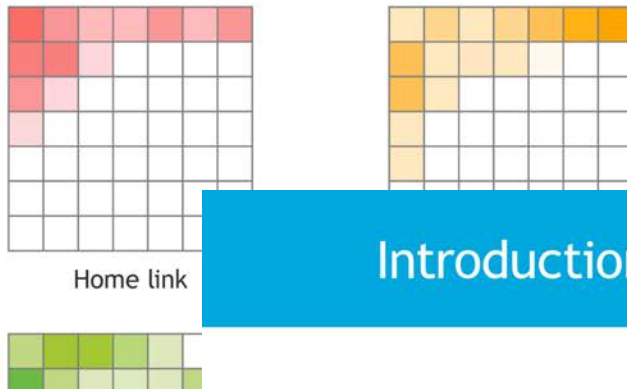
Eye tracking

Eye tracking is the study of patterns at which eyes glance across a page. In the United States, we read from left to right & top to bottom. The web and it's related design has taken on similar patterns as well. Our eyes will generally start at the top left of the page and read left to right, top to bottom with a slight degradation in both as they move down the page. This results in a "F" shaped reading pattern.



Where we look for information

Additionally, studies have shown that people look in different sections of the screen for different types of information.



Introduction

Existing Design

In our review of the existing Well onTarget design, we noticed that there were a lot of elements on the screen playing tug-of-war for attention causing lots of visual confusion. The placement of elements wasn't as much of an issue, however, the amount of information presented in textual form and the number of calls to action on the screen cause the eye to not only not know where to look but the user to experience confusion and frustration resulting in a much higher risk of abandonment.

In the study, we looked at whether the eye was glancing around at random or if it was following a natural reading pattern. Random eye movement signifies mental confusion which results in user frustration and ultimately abandonment of the screen.

Top issues:

- Visual heirarchy for page elements
- Navigation visibility
- Color prominence on buttons & placement
- Cohesion of illustrative elements
- Spacing of elements
- Avatar weight

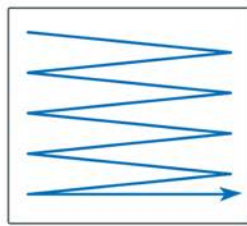


Triangle

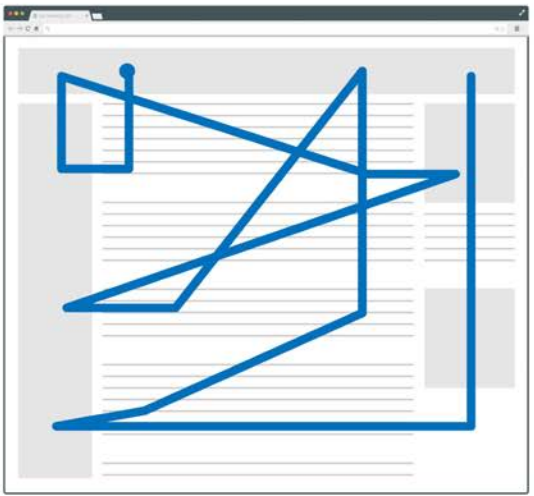
ies show that our page-scanning initiated by top-left scanning for the words and links on a page.

e-tracking Study

ies by the Poynter Institute of readers ages have shown that readers start ith many fixations in the upper left ir gaze then follows a Gutenberg :he page, and only later do typical :an the right area of the page.



Gutenberg Z Pattern



Interaction

Personas

Onlife
HEALTH



Anne's path to well-being

Anne is a loving wife of 35 years and mother of two children. She is very conscious of her health goals and takes health very seriously. While she has successfully fought diabetes for years, her age is starting to catch up with her and she isn't able to do all the physical activities she has done in the past. Not one to give in to anything easily, she decided to reach out to an Onlife Health Coach to find a whole new world of nutrition and exercise she didn't even know existed.

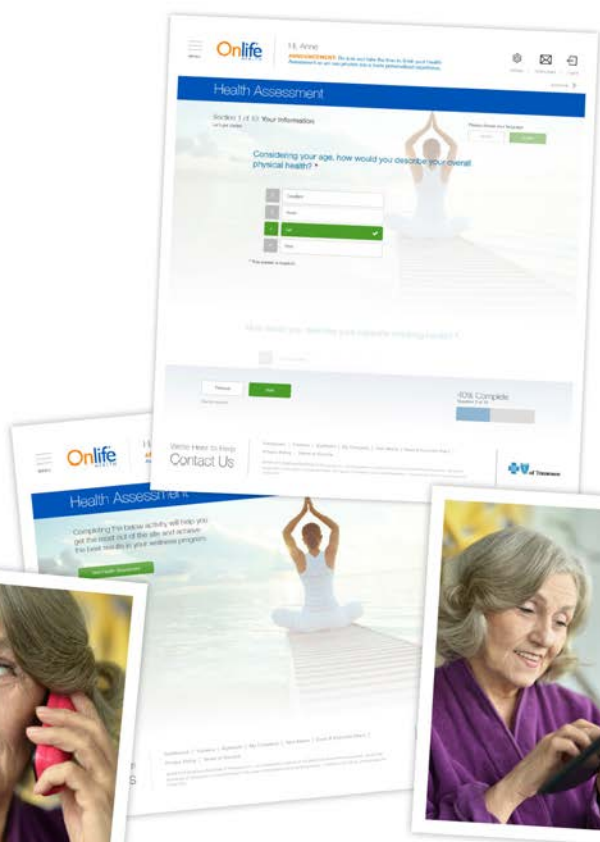
Engagement

Anne was diagnosed with diabetes 15 years ago and has successfully changed her health patterns to fight the disease. She has lost weight, exercises regularly and watches what she eats. In recent years, her age has made it more difficult to keep up the same actions she has used in the past to manage her health. She has gained back some weight and isn't as active as she used to be. She noticed its effect on her blood glucose levels and decided to take the Onlife Health Assessment and engage with a professional health coach.

Action

Anne's health coach reviewed her health assessment and recommended some easy changes to her diet as well as some alternate exercises to keep her active without it being too difficult.

Anne has noticed a nearly immediate change in her blood glucose levels as well as a reduction in her weight and joint pain.



Persona Development



Louis' path to well-being

A single father to three extremely active, young kids, Louis found time to be a very hard thing to find. Convenience became a necessity. Processed & packaged foods seemed like his only resource. While this wasn't apparently affecting his kids' lifestyle, he could definitely see and feel the effects on his. Mixed with his sedentary job, Louis felt trapped in a vicious cycle. He needed something that pinpointed a solution in easy steps that lead to overall change. He found that in courses that he could walk through himself in small, easy to understand steps that didn't take long at all.

The fact that I can sit down and read through a course step in 2 minutes or less, learn something valuable and apply it each day made all the difference for me. I feel great and I'm excited that my kids are learning healthy habits as well.



Wireframing / Prototyping





Final Design



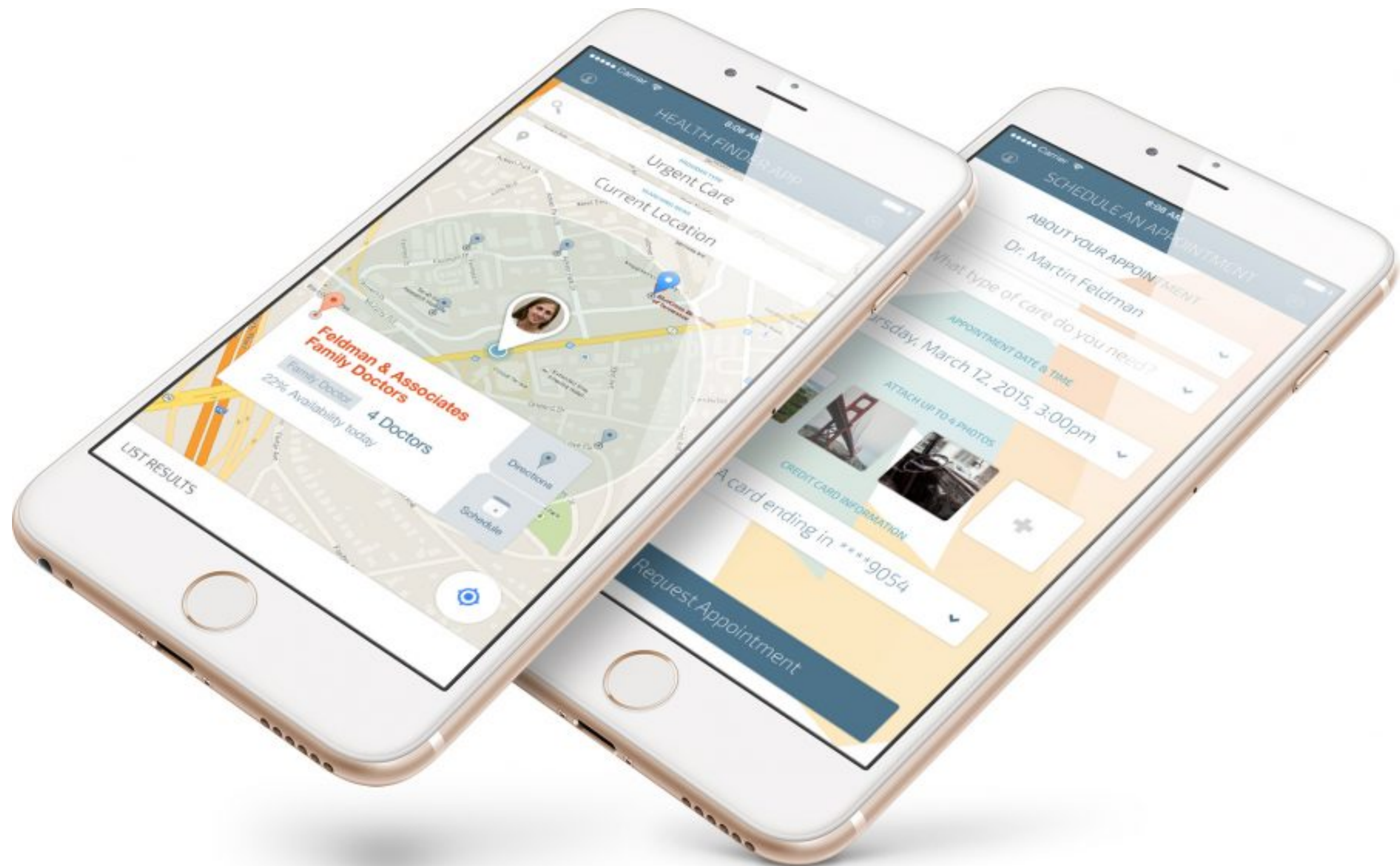
Final Design



Final Design



Health Tracking Mobile App



Find a Doctor Mobile App



Diabetes Tracker Mobile App







Other Examples...





ijustine





Followwin





Ann Reins
INTERIORS






















GLOBAL HEADER (announcements, seasonal links, etc)

Tagline Here
This is the tagline

CHALLENGESNEWSFEEDEVENTS

MEDIA CAROUSEL

ICON

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AVATAR

Challenge Title

ICON

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This is an announcement about something really cool. [Click here to learn more](#)

Girls of Energy

Hello Melissa!

ABOUTCHALLENGESNEWSFEEDEVENTS

Check out our new ebook!

Safety & Security

Energy Efficiency

Power Sources

Innovative Technologies

NEWSFEED

ACTRESS

This is an image caption

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

MAY 29, 2105

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NE TO FORM BY METALS

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This is an image caption that is quite a bit longer

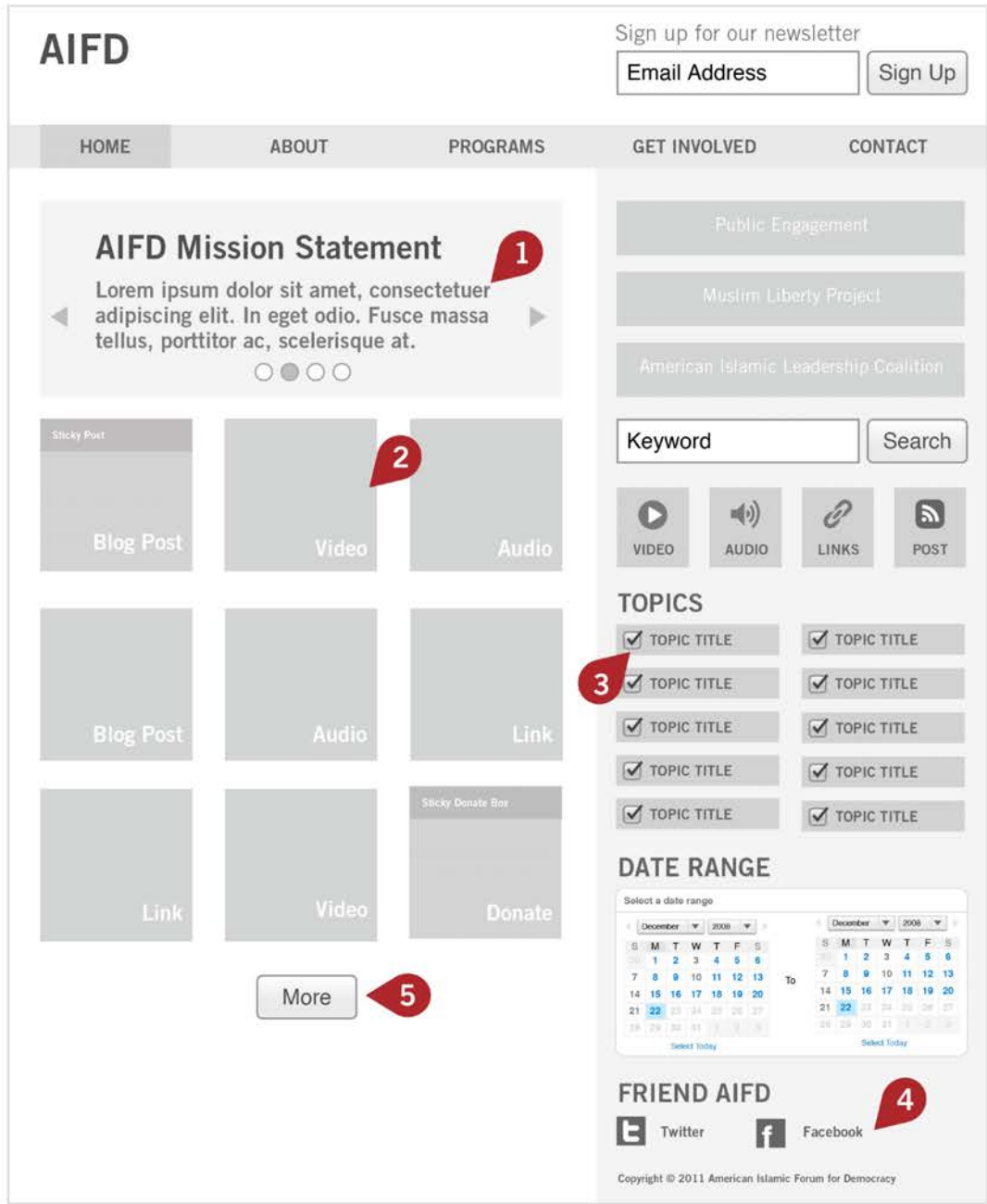
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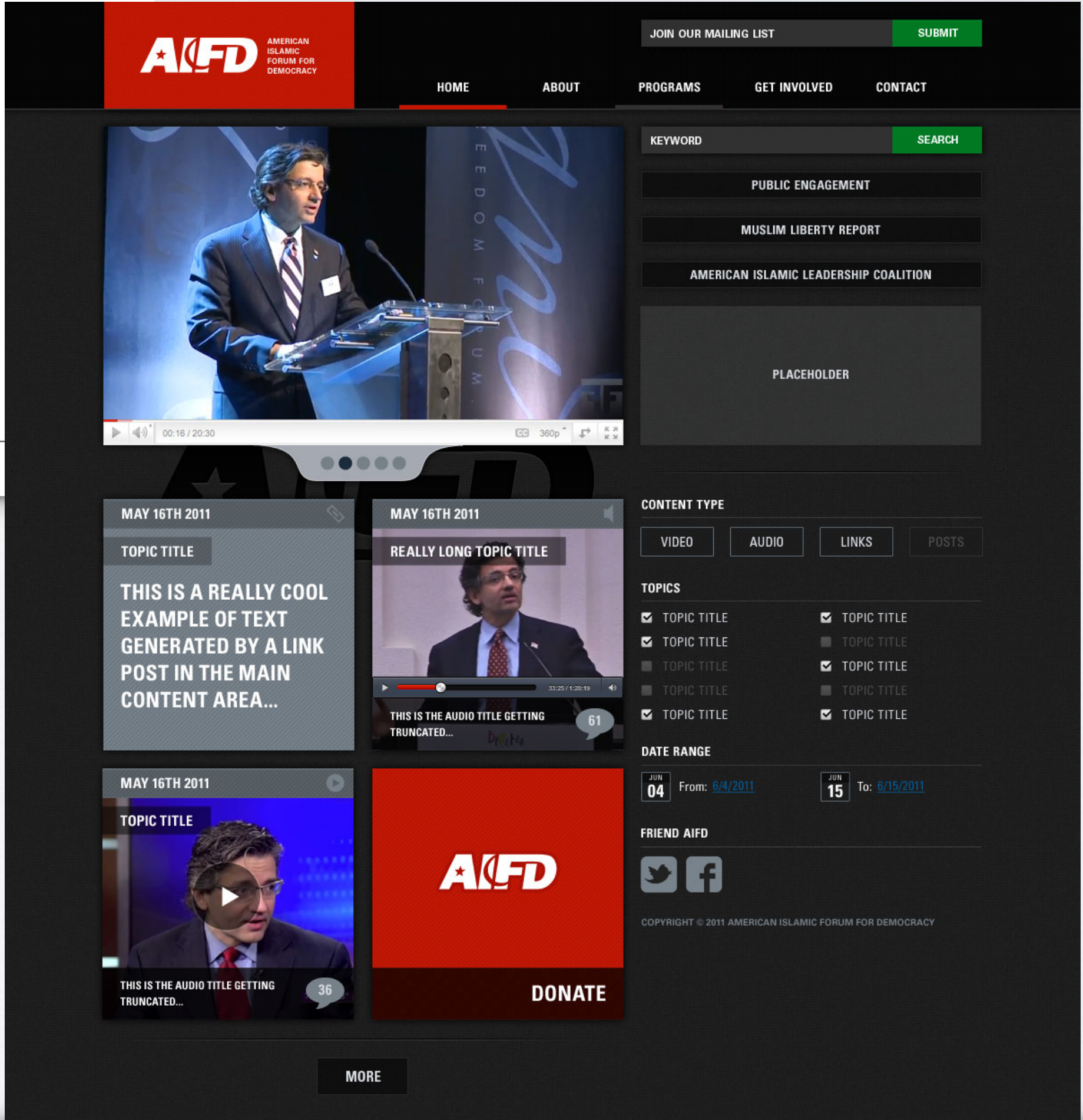
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Notes

- Promo Rotator**
A rotator will provide a way for AIFD to feature very important news/events/videos/ etc. in a way that will be eye-catching yet aesthetically pleasing.
- Posts**
The bulk of AIFD's content will exist in a dynamically sortable post grid. These are better illustrated on the **Home Page (Posts)** page.
- Post Filtration**
To find specific posts easier, a set of options are available to the user to narrow down the posts in section 2. Just selecting these will provide an instant new set of results in section 2.
- Social Links**
These links will simply link to AIFD's social presence.
- More Button**
Clicking on this button will load another grid of post blocks into section 2. The effect will cause the scrollbar to elongate.



PUBLISHER LOGO

RELOAD THE PAGE

OPTION 1

OPTION 2

OPTION 3

OPTION 4

OPTION 5

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. AENEAN EUISMOD BIBENDUM LAOREET. PROIN GRAVIDA DOLOR SIT AMET LACUS ACCUMSAN ET VIVERRA JUSTO COMMODO. PROIN SODALES PULVINAR TEMPOR.

RUBICON LOGO

Popup Modal 4k
Notification with options 8

Menu

43°F

Traffic

The Seattle Times

Log In | Subscribe

LOCAL

BIZ/TECH

SPORTS

ENTERTAINMENT

LIFE

TRAVEL

HOMES

OPINION

JOBS

AUTOS

SHOP

BLACK FRIDAY WEEK!

OUR LOWEST PRICES OF THE YEAR ON MANY 302-PALLET MODELS STARTS NOW. NO NEED TO WAIT UNTIL THURSDAY EVENING! ROCK BOTTOM PRICES ON SAMSUNG, LG, SHARP, ROSE & MORE!

MON - WED 10-9 OPEN THANKSGIVING 5PM OPEN FRI 5AM CLICK TO SEE OUR AD! VIDEO ONLY

The Seattle Times

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Better Advertising

Disable your ad blocker, and we'll provide you with a lighter, faster advertising experience:

Fewer ads.

Lighter weight ads that load faster.

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Type in your interests or the brands you would like to see ads from.

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Want even more control over your advertising experience? Set your preferred ad formats and interests below, and we'll tell advertisers for you!

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15 Second

30 Second

Mid-roll or Post-roll

Banner

Leaderboard

Text ads

Content ads

BACK

CLICK HERE TO CONTINUE TO OUR SITE

Seahawks 5-5-point favorite over Steelers Sunday

What the national media are saying about Seattle

Top Stories

Brussels on high alert as police hunt Paris attack fugitive Updated 10:23 am

Five hurt in Capitol Hill shooting; suspects sought

DNA links man to sex crimes committed 8 years apart

Group pushing for public records, more police accountability Updated 10:23 am

Hollywood studio pays \$1 million to settle 'Barefoot Bandit's' restitution

20th Century Fox has ponied up the money in exchange for the rights to Colton Harris-Moore's story about his two-year life on the run from the law Updated 10:23 am

ChatterPlug

FOR USERSFOR BUSINESS

INTERACTIONS

232

107

86

278

154

CUSTOMER REVIEWS - PAST 90 DAYS

4.2

178

14

2

0

2

CUSTOMER SENTIMENT

4.2

178

14

2

0

2

YOUR BUSINESS DESERVES MORE THAN A GUESS.

Access previously unavailable data about your business and customers with just the click of a mouse. ChatterPlug allows you to manage your locations individually or in aggregate. Whether you have 1 or 1,000 locations, we've got you covered.

LEARN MORE

Current Clients

Business analytics overview.

How does it work?
ChatterPlug is real-time, on-location customer engagement

AUTHENTIC

ACCURATE

ACTIONABLE

ChatterPlug's SaaS-based solution

ChatterPlug's patent-pending technology

ChatterPlug's clients

SALES DETAILS

PERCENTAGE TO GOAL

PHOENIX

80%

SCOTTSDALE

50%

TEMPE

90%

Log Call

Dispense Samples

Show Presentation

Something Else

ADRAVIL

PLOMOX GEL SAMPLE

DYPRAXA LABEL

DYPRAXA SAMPLE LETTER

DYPRAXA SAMPLE LETTER

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THIS IS A STORY TITLE

CLICK HERE TO MAKE A DIFFERENCE IN PHOENIX, ARIZONA

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Connect with the Greenager community using your facebook account.

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Event Title

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Event Title

January 21st, 2010

Event Title

January 21st, 2010

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Do something. Get involved. Make a difference.

This lot is clean!

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UPFX

LOGOUT

HELP

SECURITY CENTER

Hi, Kelly

YOUR ACCOUNT

ACCOUNT OVERVIEW

LIVE DASHBOARD

TRADING ACCOUNTS

SYSTEM MESSAGES

ACCOUNT SETTINGS

Welcome Brent Spore

Account Type: Individual Base Currency: USD Account Status: Verified

This is a system alert message.

View: Since last login (November 23rd, 2011 - Now)

CHANGE DATE RANGE

15K

14K

13K

12K

11K

10K

Nov 23

Nov 24

Nov 25

Nov 26

Nov 27

Nov 28

Cash

\$500.00

Custom Name

\$14,253.15

Custom Name

\$253.15

Add an Account

Add an Account

Add an Account

Transaction History

Type

Status

Deposit

Completed

Deposit

Completed

Deposit

Completed

Deposit

Completed

Deposit

Completed

Deposit

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Completed

Deposit

Completed

Deposit

Completed

Quick Links

My Accounts

Add Account

Add Funds

Withdrawal

Transfer

Trade History

Transaction History

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SETTINGS

HELP

SECURITY CENTER

MY ACCOUNT



Thank you!