

# John Walker

## My MetLife 2.0



# Do background research, such as:

## COMPETITIVE ANALYSIS



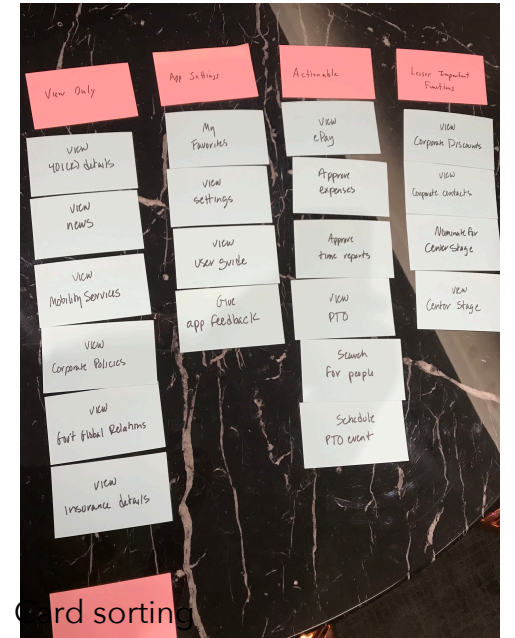
## METRICS ANALYSIS

METRICS	
<b>The good news:</b>	
• Low bounce rate—people come to the app for a reason	
• Avg 36 sec per screen indicates engagement	
• ePay (25%+) and People Search (25%+) clear favorites	
• Other Links, Compensation and PTO are also popular	
<b>Usage by %</b>	
25%	People Search
19%	ePay icon
17%	Other Links icon
	6% Retirement (30%)
	1% and less Mobility Services, United Healthcare, Aetna, GGR (20% total)
16%+	ePay details
12%	Compensation icon
11%	PTO
06%	Benefits
06%	Employee Productivity icon
05%	Approve expenses
03%	Policy/Programs icon
03%	PTO schedule days
03%+	Discounts
03%	News icon
02%	Approve time
<b>Overview</b>	
Page views	464,767
Visitors	47,511
Bounce rate	13.14 (avg is around 50)
Avg time	3.45 min (225 sec), 36 sec per view
Avg views	6.29
Visitors/day	209

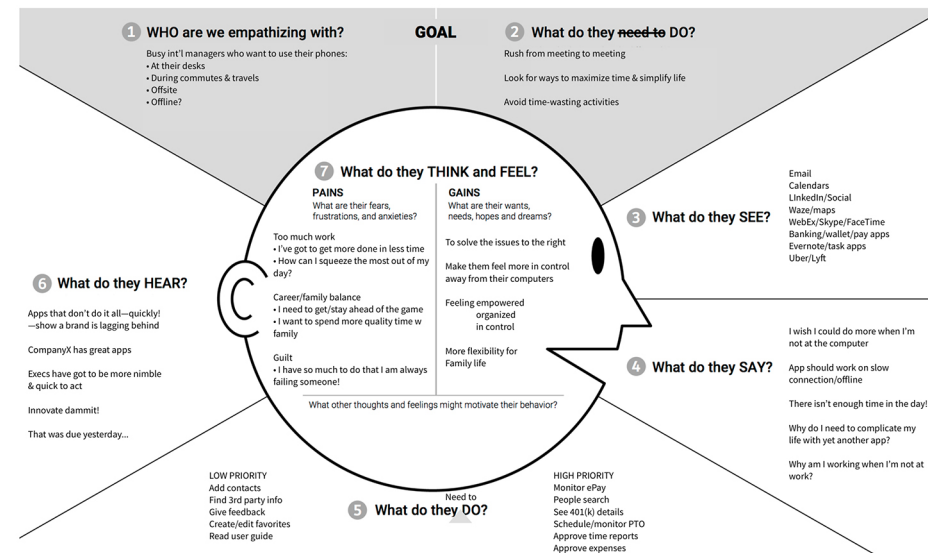
## USER INTERVIEWS

Name	Date	Duration
John	12/12/17	00:17:06
Anne	12/12/17	00:24:15
Matt	12/12/17	00:22:13
Rafael	12/12/17	00:22:16

## COLLABORATIVE CARD SORTING



## EMPATHY CANVAS





## Get team alignment on problem definition and project goals (samples):

### DEFINE SERVICE OFFERS

Employees need a way to \_\_\_\_\_ on their phones

- search for people
- schedule PTO events
- etc

### DEFINE AUDIENCES

VP level and above international employees

Power users vs mainstream users

etc

### DEFINE CONSTRAINTS

BACKEND

PeopleSoft

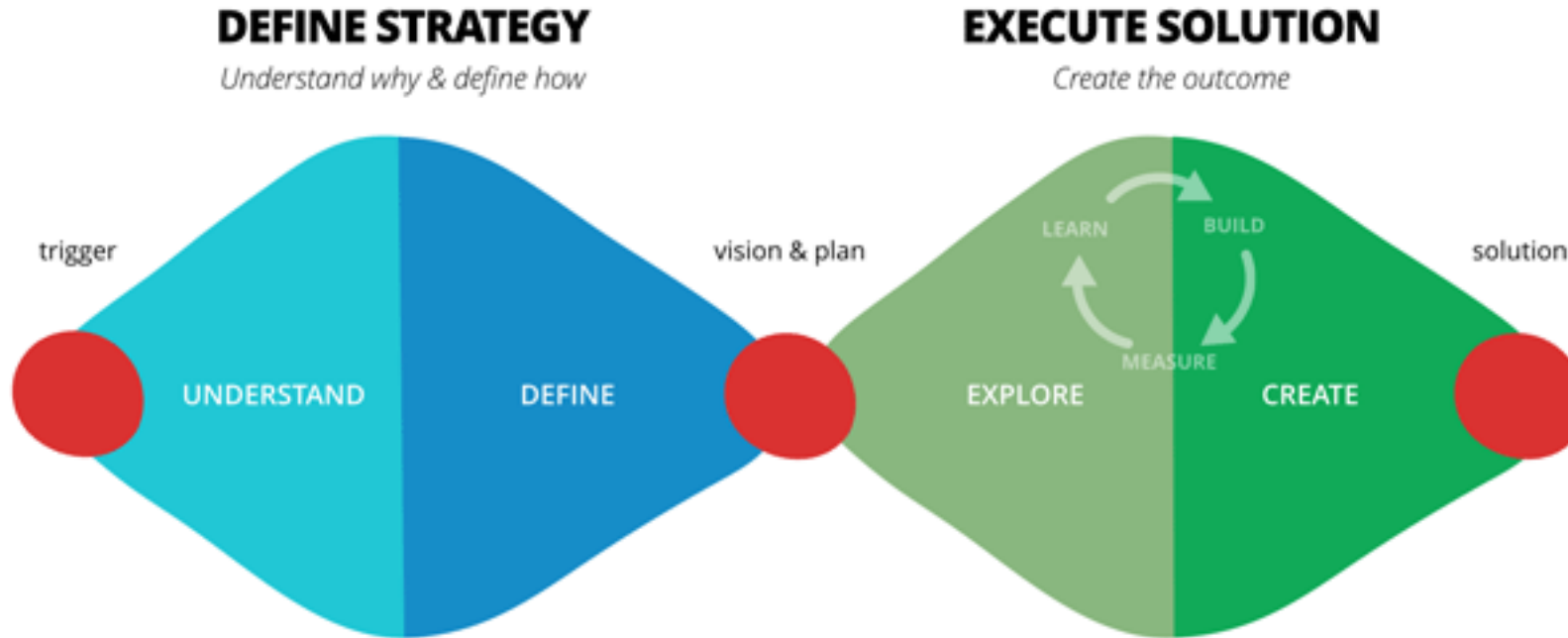
Etc

### DEFINE PROJECT OBJECTIVES

Improve employees' lives by allowing them to accomplish selected tasks on mobile devices wherever and whenever they want.

ETC

## Create action plan:



Comp Research  
Content survey  
App map  
Design patterns  
User flows  
App metrics  
Get web metrics

Empathy map  
Value prop map  
Service offerings  
Audience & assumptions  
Constraints & opportunities  
Project objectives & vision  
Describe vision for V3

Jobs to be Done  
How Might We...  
Insight statements  
Solution framing  
Ideation session  
Storyboarding  
Storyboard validation  
Define success metrics  
Define deliverables

Lo-fi prototyping  
Conceptual testing  
Iteration  
Med/high fidelity usability testing  
Iteration  
Final deliverables

### Today:

Go over work done  
Discuss team participation  
Talk about year end deliverables

Go over survey  
Talk about access to users  
esp feedback givers

### Up next:

Ideation session w team next Mon  
- flesh out some solution possibilities

### What I need:

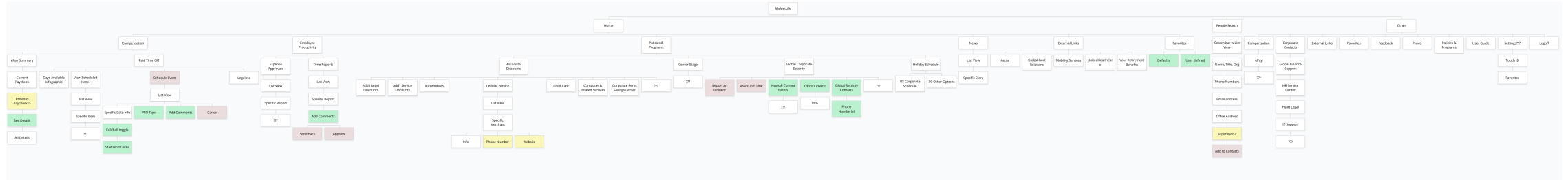
Sketch  
Web metrics



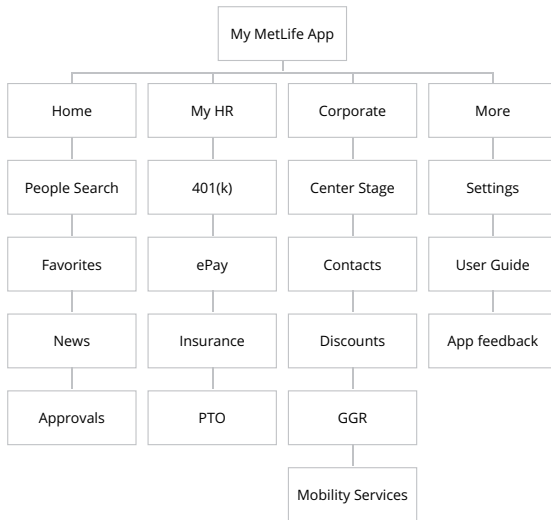
# Revamp content architecture:

## INFORMATION ARCHITECTURE

EXISTING APP IA - It's ridiculously complicated and repetitive

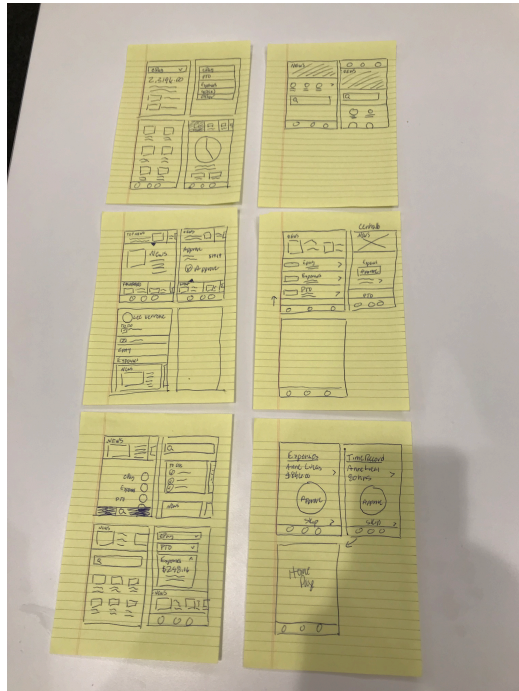


NEW APP IA - Much more streamlined



# Begin ideation rounds, validating each step with testing

## SKETCHES



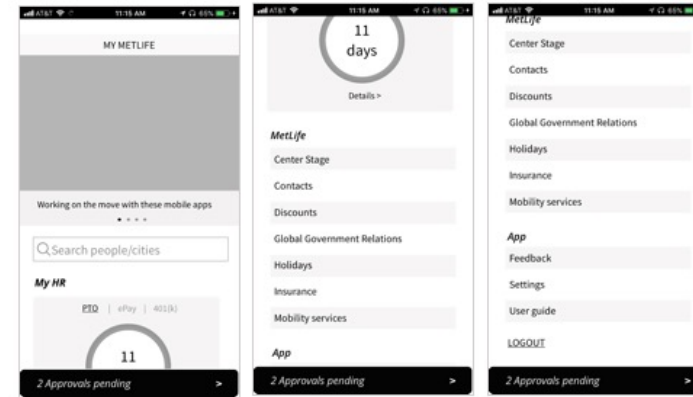
## LO RES DESIGNS

Round 1: Scroll structure

### Structure



### Home screen

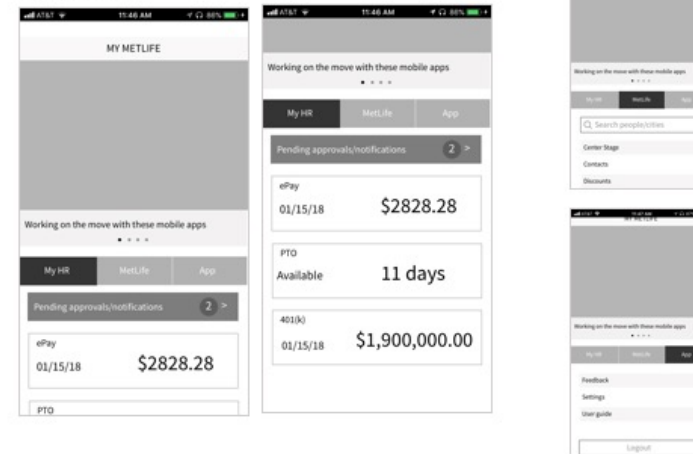


Round 1: Segmented tab structure

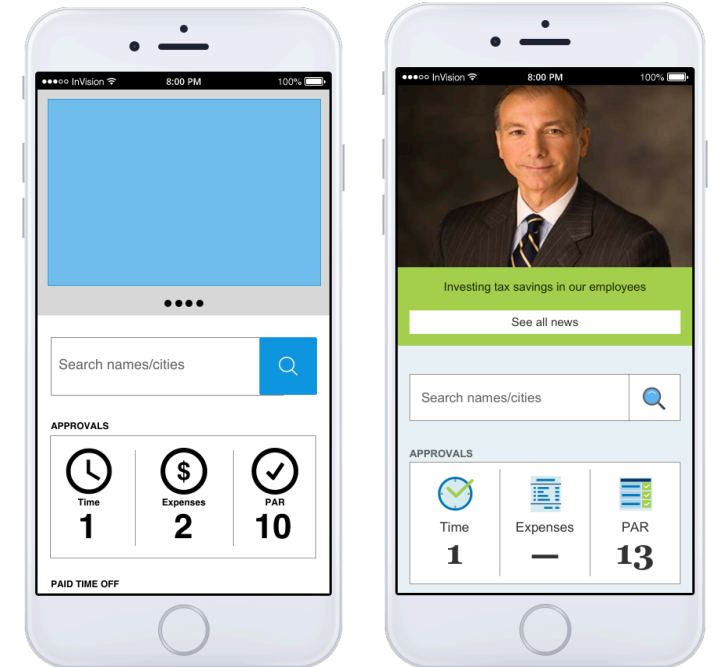
### Structure



### Home screen

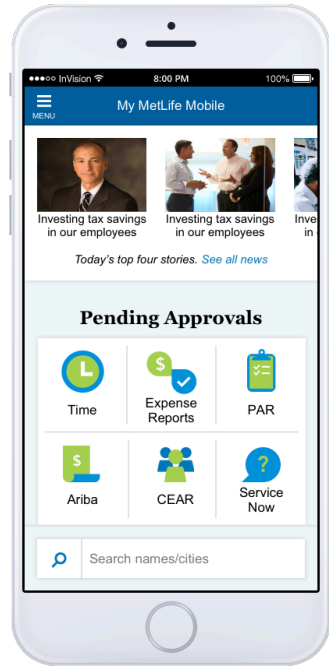


## EARLY PROTOTYPES

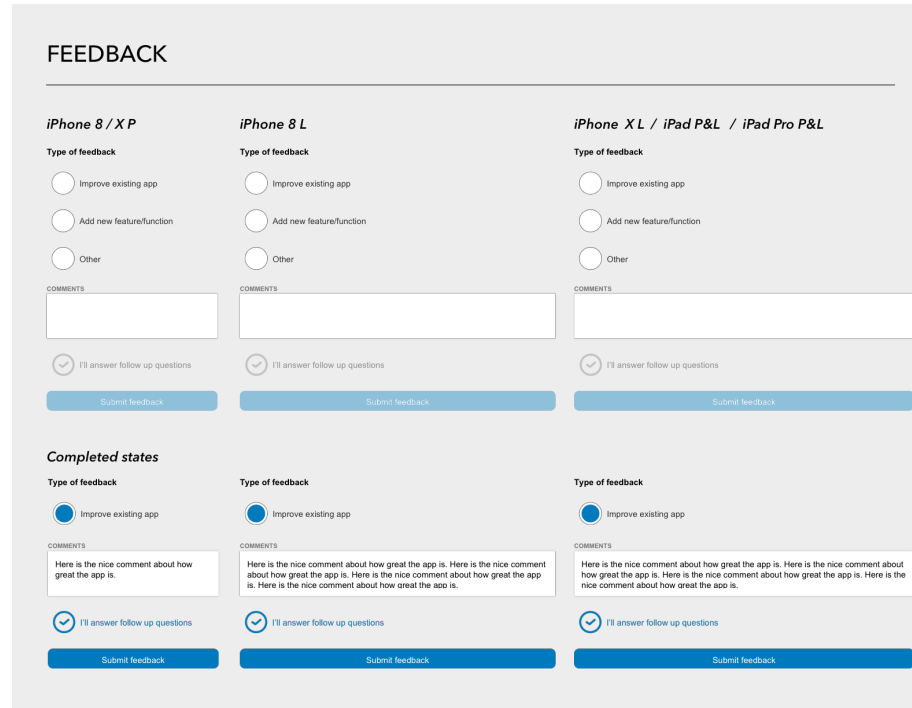


# With the move to high fidelity designs, start building a reusable, comprehensive Design System:

## HI RES PROTOTYPE



## COMPONENTS ACROSS DEVICES



## DESIGN SYSTEM

