

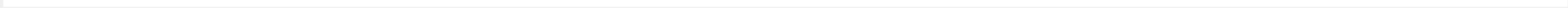
Zena Zerai.

User Experience Designer & Researcher.

zenazerai.com

About Me

I am a London-based UX Designer and my curiosity has pulled me in many directions.





The geek and problem-solver in me pursued a law degree, digital marketing diploma and dabbled in code.

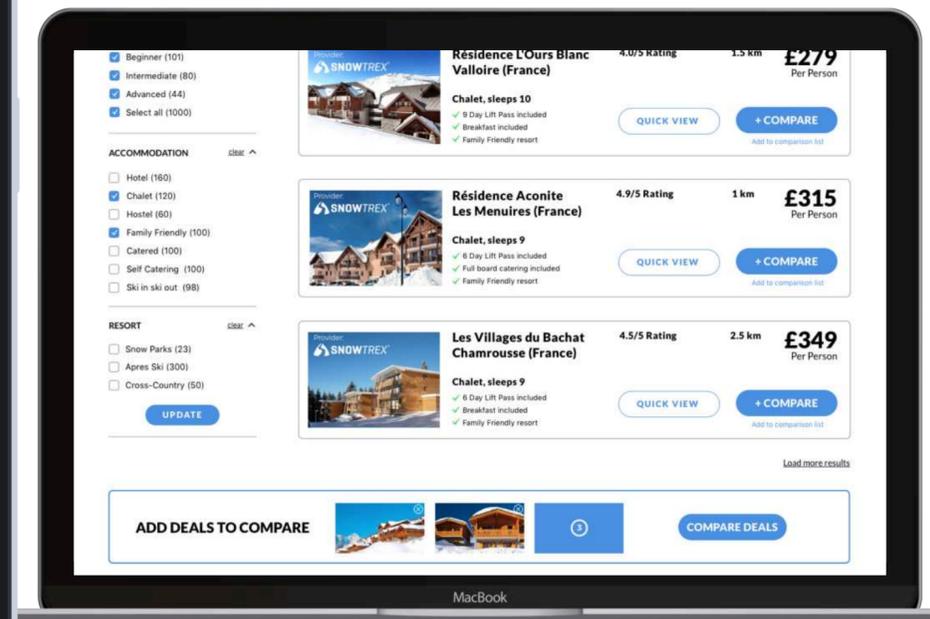
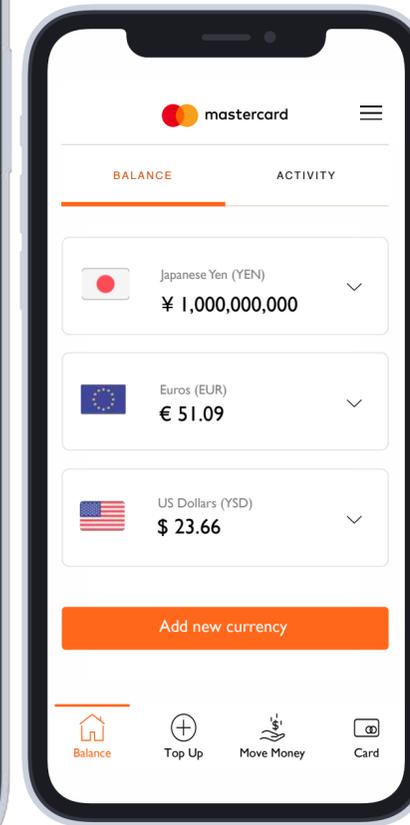
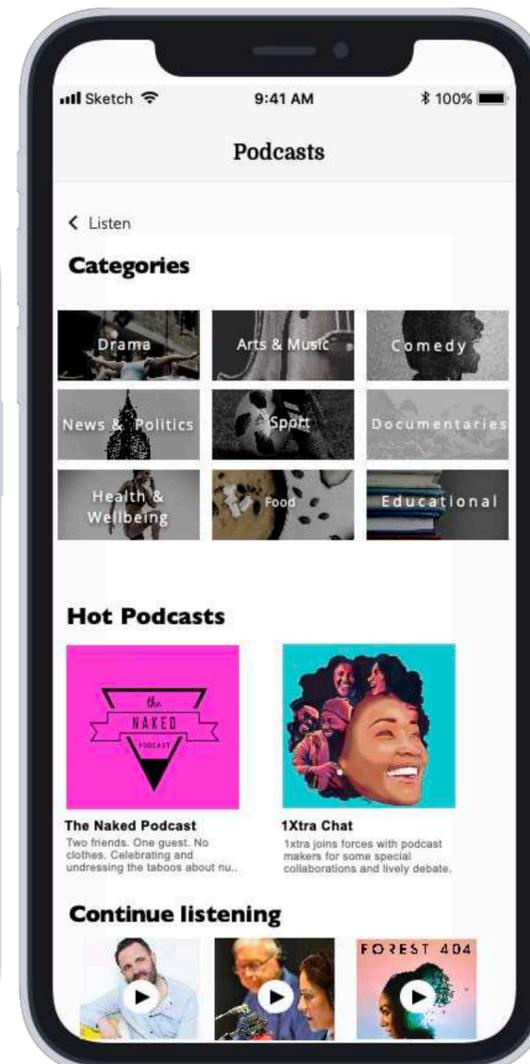
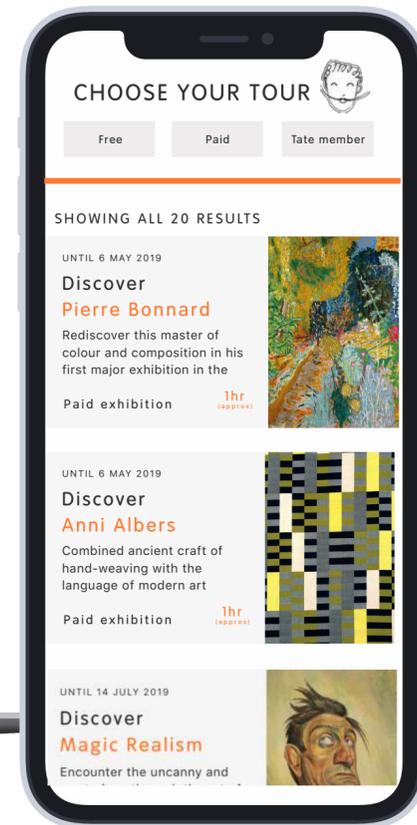
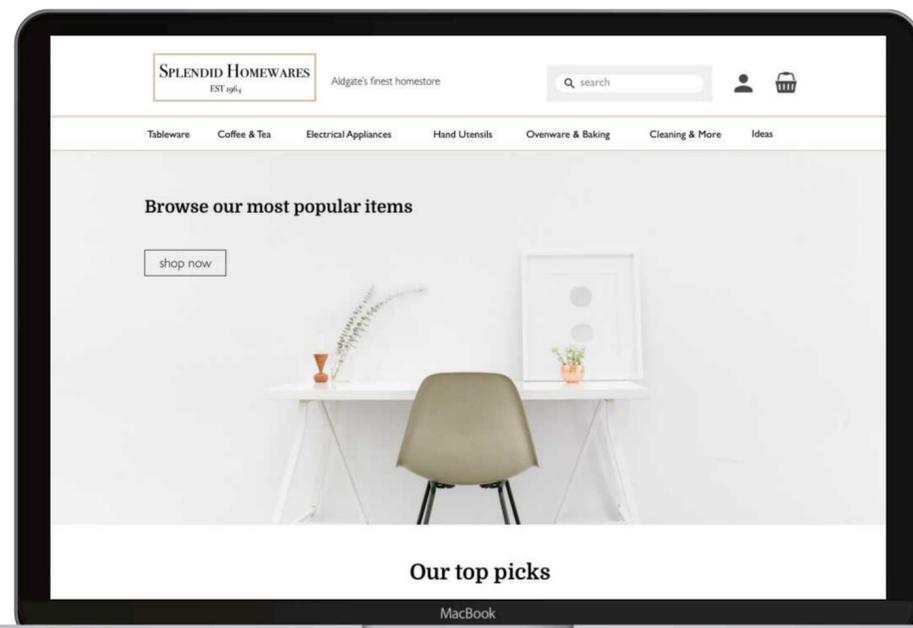
The middle child in me connects with individuals on a human-level, most recently as a PR professional at Universal Music.



The creative in me loves to paint and write songs on the guitar.

I was then introduced to UX Design and everything aligned.

I love learning, and I am fascinated with human behaviour, which is why I love designing user-centred digital products.



I am a user experience researcher, designer and excellent communicator.

I am a recent graduate of the UX Design Immersive Course at General Assembly and follow the Double Diamond design process developed by the Design Council. This is an iterative process that involves cycles of researching, designing and testing to validate all of my design decisions.

I am passionate about combining this process by working collaboratively, in order to design enjoyable digital experiences.



Selected case studies





UX Designer & Researcher

Group Client Project | 2.5 week sprint

A mobile app for a pre-paid multi-currency card
'Cash Passport'

Page 9



Team Facilitator, UX Designer & Researcher

Group Client Project | 2.5 week sprint

A website to compare ski holiday packages

Page 21



UX Designer & Researcher

Solo Concept Project | 3 day sprint

A redesign of the BBC Sounds mobile app

Page 34

Mastercard Cash Passport

Group Client Project

What is the Mastercard 'Cash Passport'?

An iOS mobile banking application for a prepaid multi-currency card.

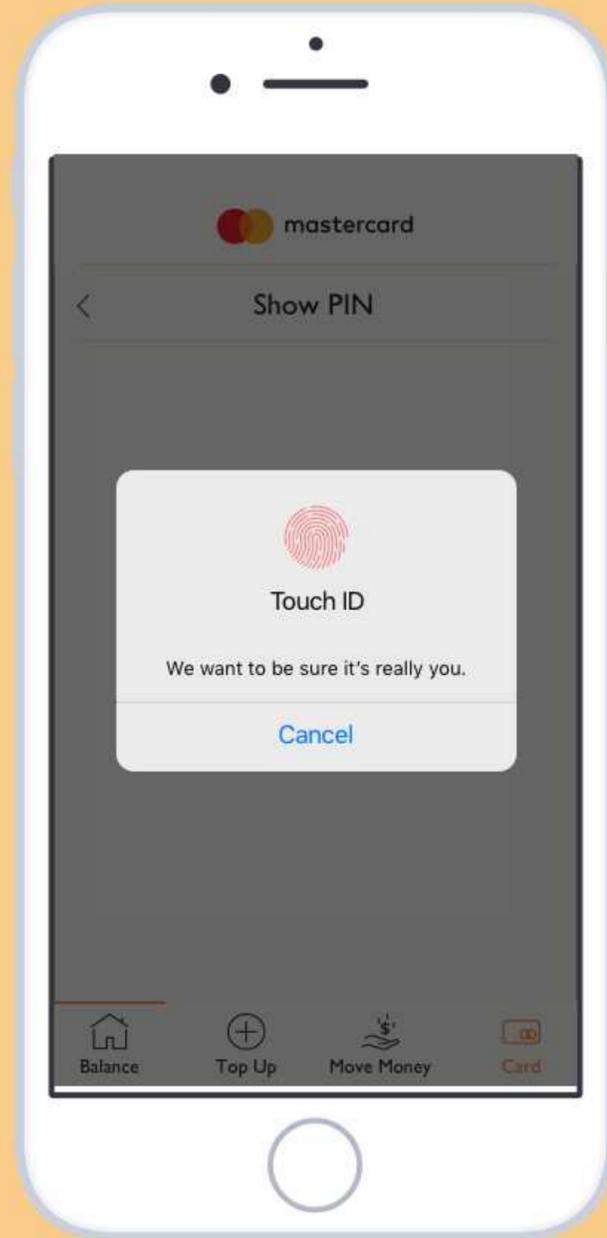
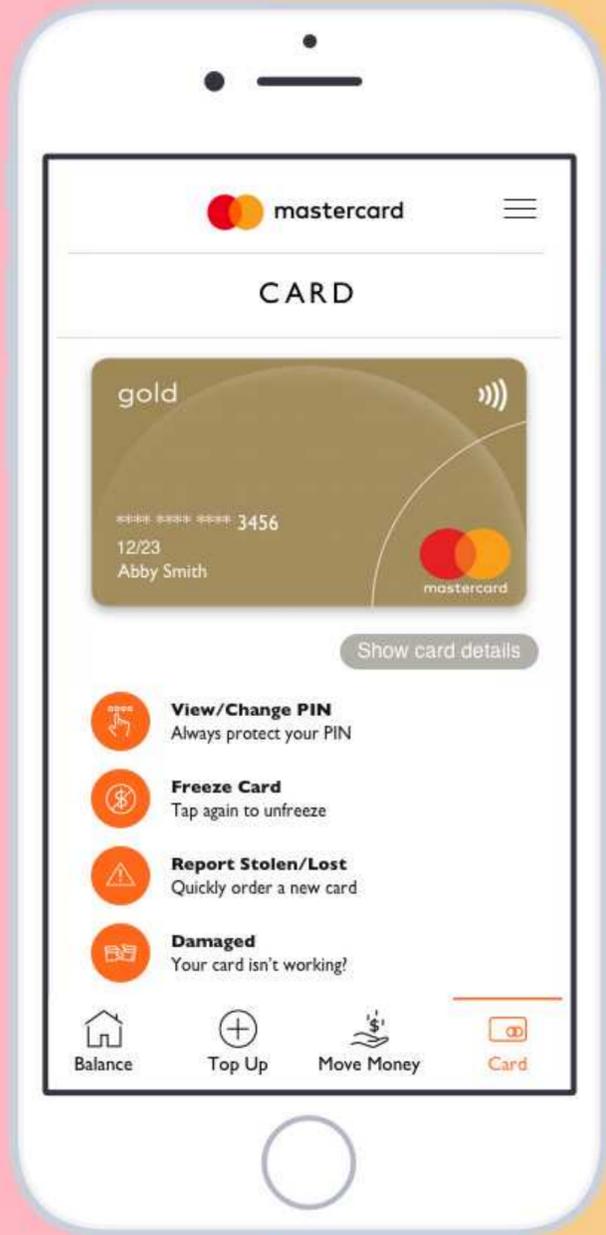
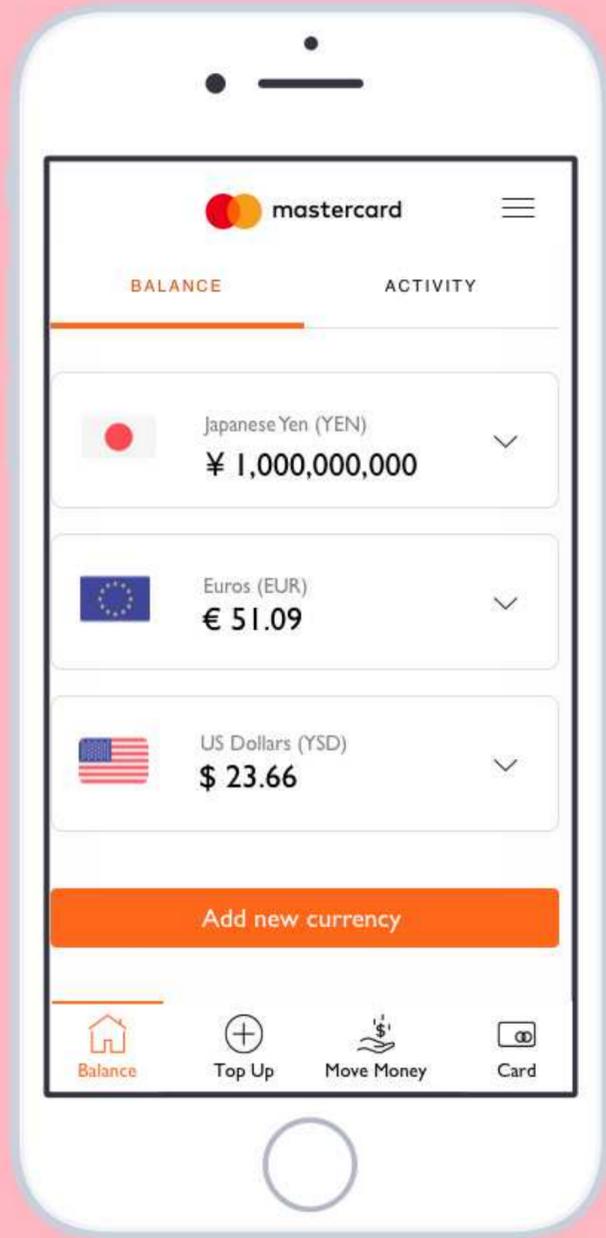
With 20% of their customers needing to call every year for issues with this product, Mastercard wanted to reduce these calls by improving the app's user experience.

Roles & Responsibilities

- ▶ Stakeholder interviews, user research, competitor research and heuristic evaluation.
- ▶ Ran a design studio at Mastercard's offices.
- ▶ UI design including low to high-fidelity wireframes.
- ▶ Usability tests and presenting our results to the client.

Outcome

New card management, lost pin and lost card journeys, giving the user more control and piece of mind while using the card abroad. Including improved information architecture and quick two-step ID verification.



Mastercard

1. Problem & Process

2. Heuristic Evaluation

3. User Research

4. Persona

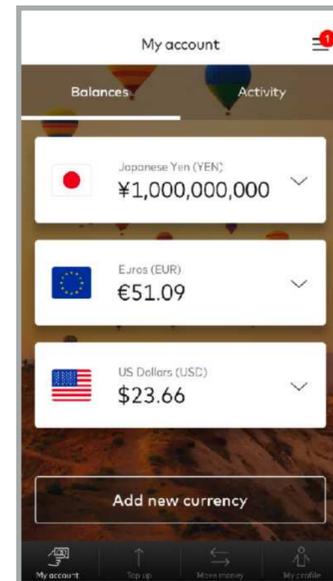
5. Design Studio

6. Usability Tests

7. Prototype

8. Presentation

The brief was to design three user-centred journeys within Mastercard's Cash Passport app: card management, lost or stolen card and pin retrieval.



Understand the current experience

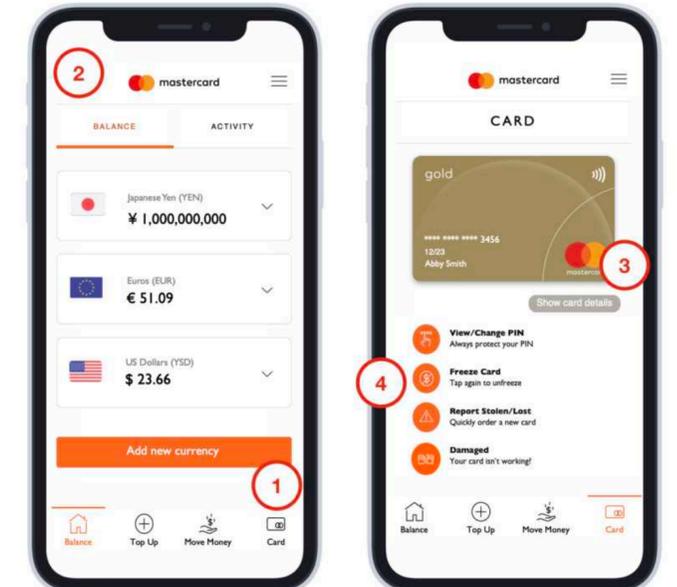


Abby

Understand the user



Ideation

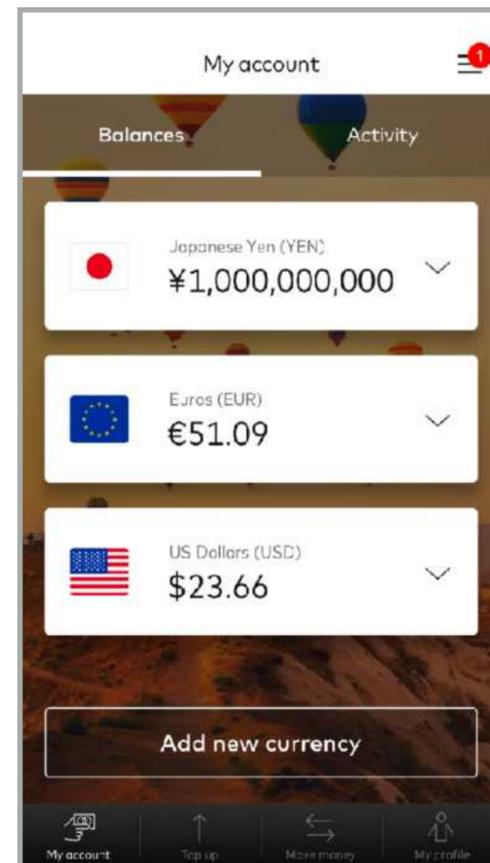


Design and test the prototype

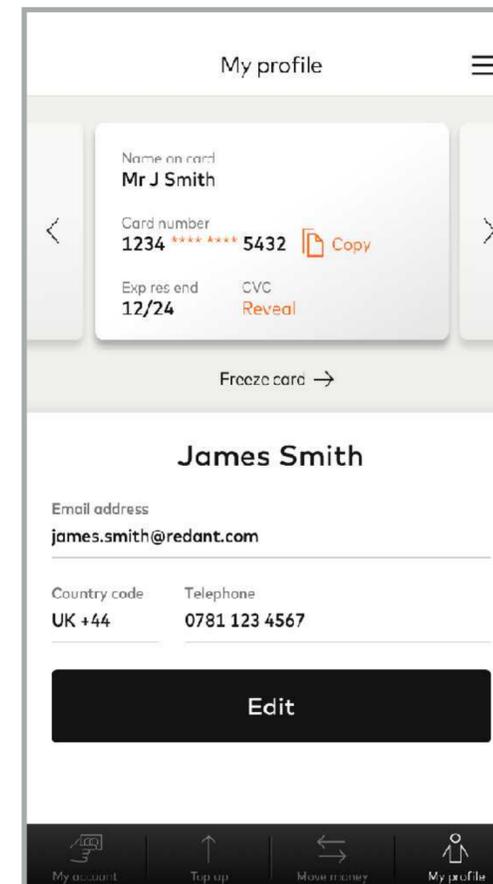
Mastercard

1. Problem & Process
2. **Heuristic Evaluation**
3. User Research
4. Persona
5. Design Studio
6. Usability Tests
7. Prototype
8. Presentation

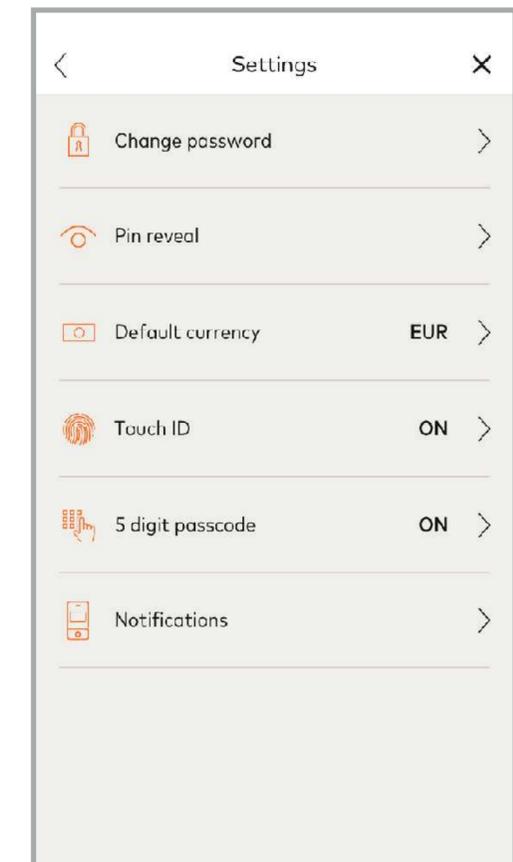
We conducted a heuristic evaluation and tested the current Cash Passport app with real users, in order to find out where there may be issues.



My profile was a misleading location for the card details



Users struggled to freeze lost cards quickly



Pin retrieval was hard to find within the navigation

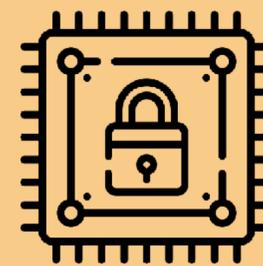
Having sent out a screener survey and conducted multiple in-depth user interviews, we were able to gain insights and identify trends amongst users. In particular, we focused on their goals and pain points when using mobile banking apps or spending money abroad.



Touch ID was trusted by most



Speed and ease of use is very important



Too many security steps are frustrating to most users



Reassurance is needed after every action

Mastercard

1. Problem & Process
2. Heuristic Evaluation
3. User Research
- 4. Persona**
5. Design Studio
6. Usability Tests
7. Prototype
8. Presentation

Based on our user research, we were able to form our persona Abby. Abby encapsulates the motivations and frustrations of our users. This enabled us to form specific scenarios around our persona, which helped give direction and purpose to our designs.

Persona

Traits

32 years old

Conscious about spending

Travel several times a year

Use different banks for different purposes

Forgets often her pin



Abby

Goals

Travel and pay easily abroad

Keep of her spendings

Frustrations

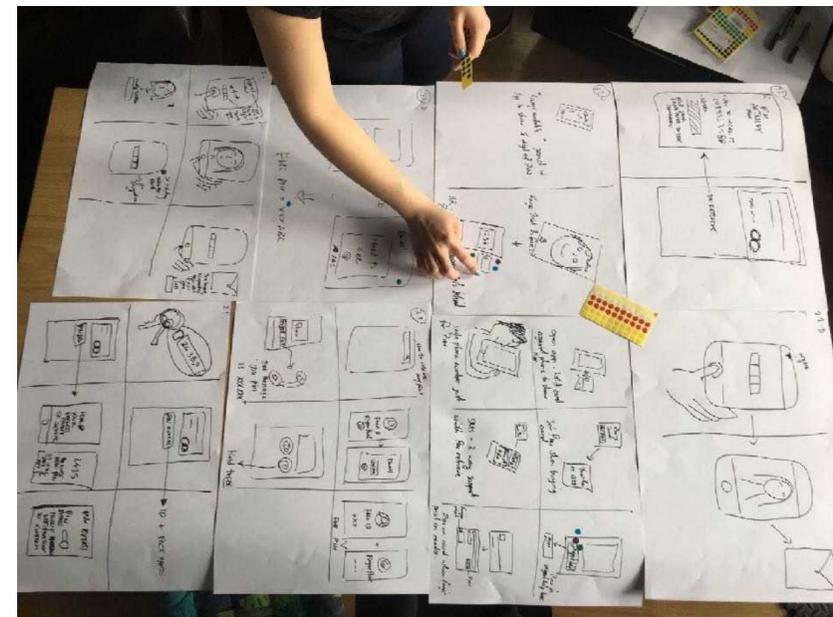
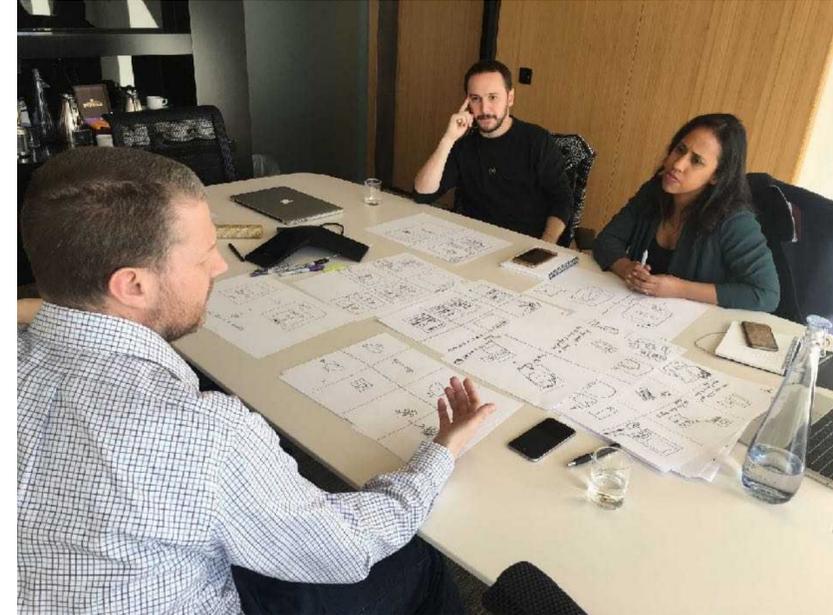
Too many security steps

Too many card options

We held a design studio with the Head of Product at Mastercard's offices, where we collectively came up with ideas for solutions to our scenarios.

This was important to get the client's buy-in early with our design decisions in order to collaboratively build a vision for our designs moving forward. It was also valuable to gain their insight due to their knowledge and understanding of the banking product and business.

We dot voted on the designs, which ensured a democratic decision process. We then sketched out an initial journey.



4 rounds of usability tests

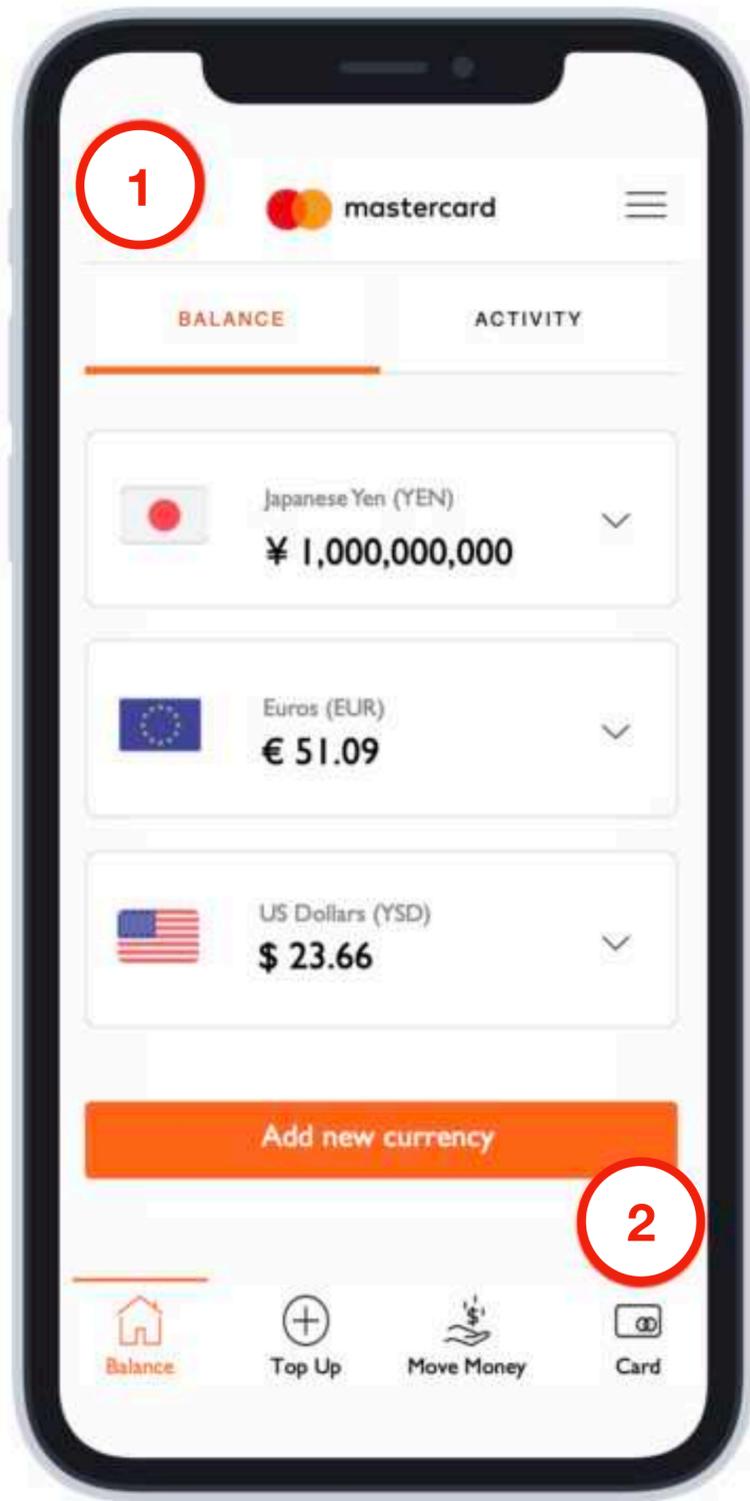
Starting with paper wireframes we then gradually move into digital wireframes and prototypes after conducting usability tests with our designs. We tested the three journeys outlined in the brief.

Key feedback

- The 2-step verification and touch ID was sufficient security.
- 1-step to freeze and unfreeze the card was preferred.
- The word 'reveal' (for card details) confused some users.
- Users were most excited about the card delivery abroad feature.
- A secure pick up location for new card deliveries abroad was preferred.

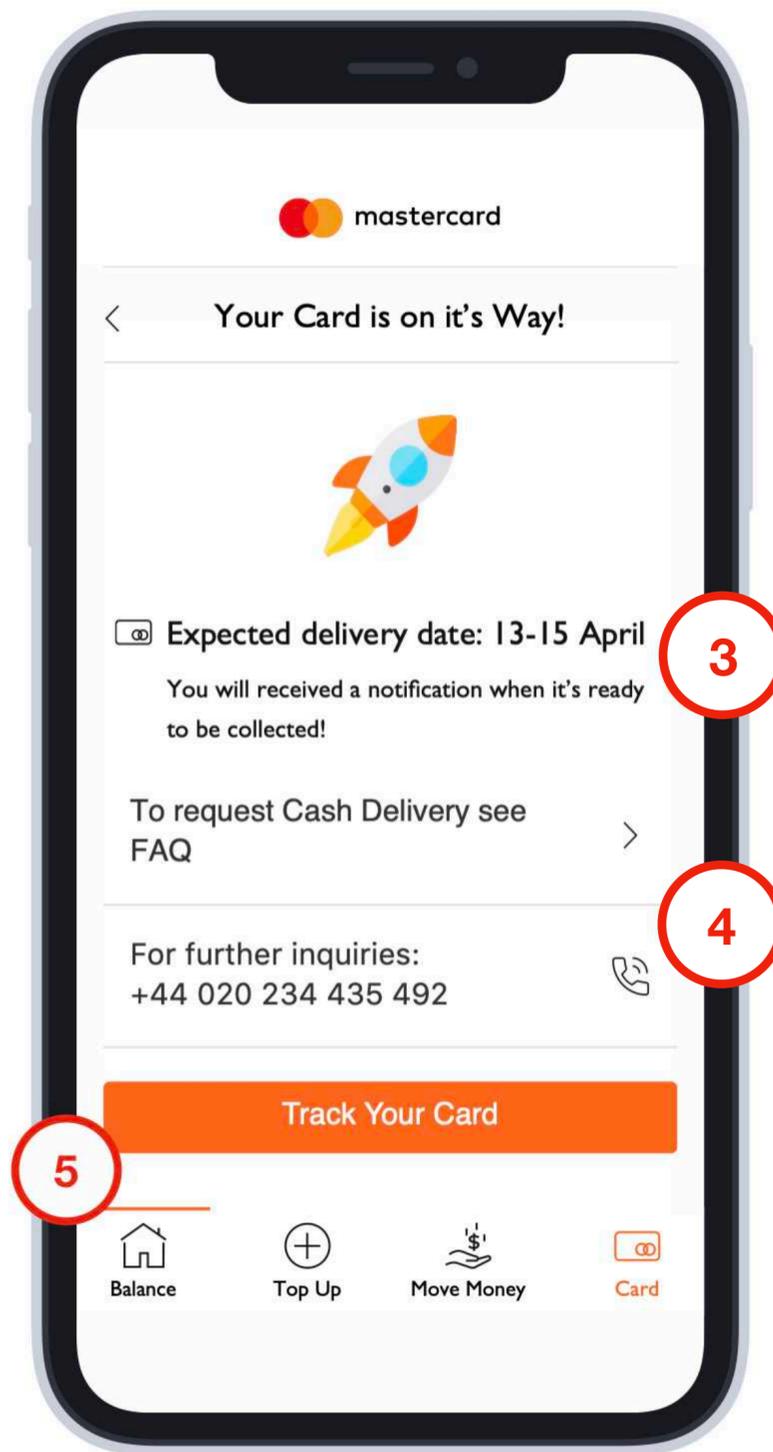
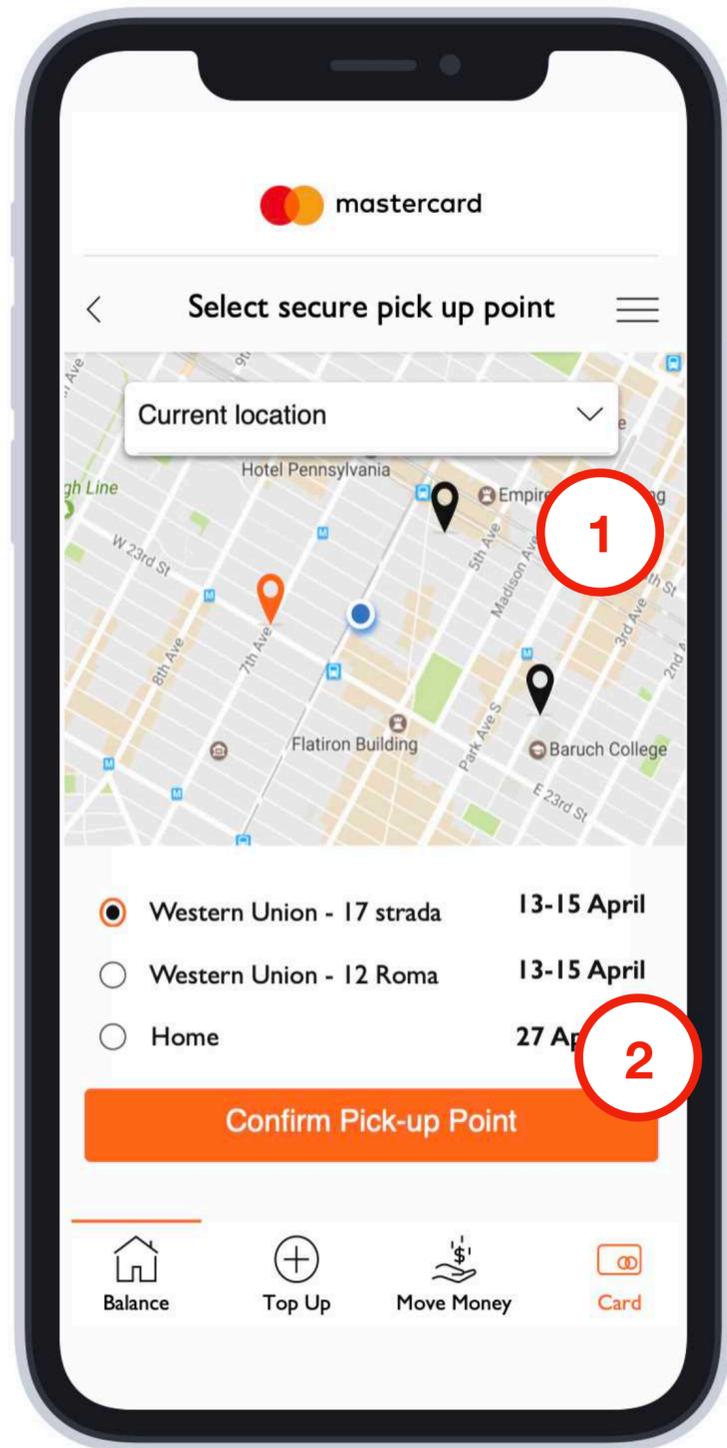
44 users tested in total





Final Designs

- 1 White background** | To enable users to read information and call-to-action buttons more clearly.
- 2 Card** | Changed from 'profile' and included on the global navigation for easy access to all things relating to your card.
- 3 Show card details** | An additional level of fingerprint security to show details based on user testing.
- 4 Freeze button** | One tap option, to freeze and unfreeze in the event a card is found.



1

Map | Option to amend your delivery location if you are travelling elsewhere.

2

Address | Different secure pick-up point options and delivery dates.

3

Confirmation page | Reassurance of the delivery date and that the customer will be sent notification of the card delivery.

4

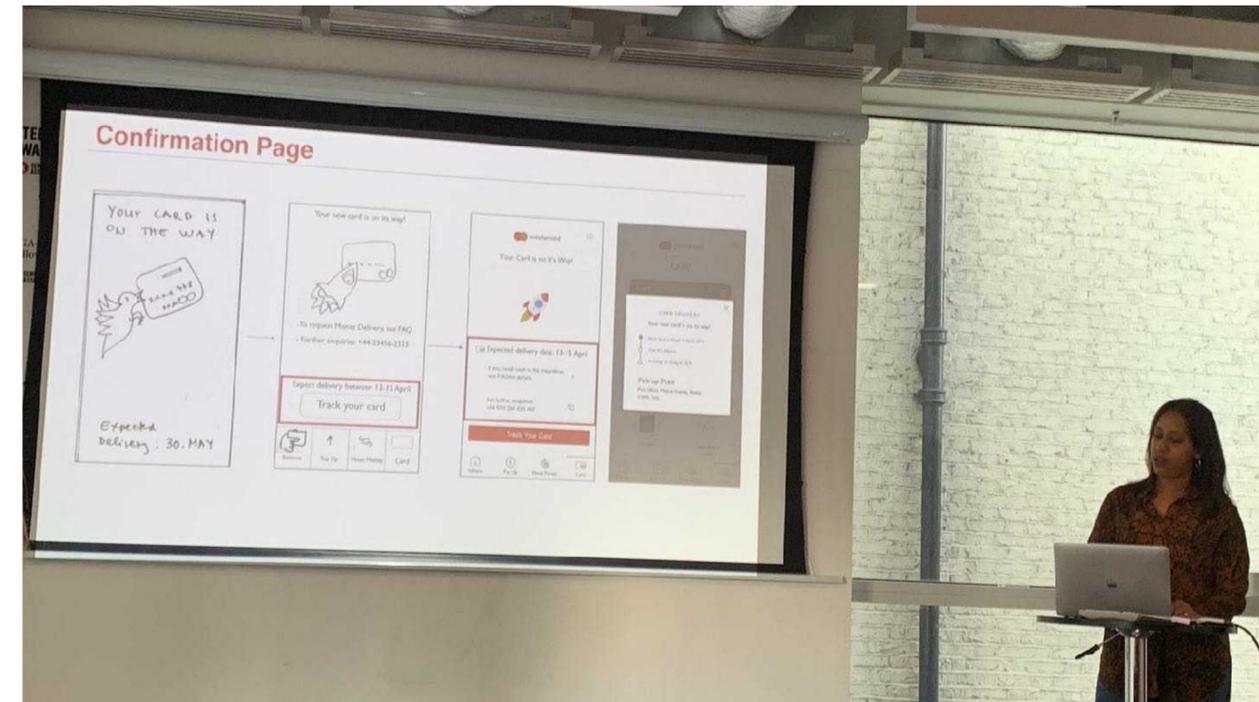
More details | Option to find out about how to access money in the meantime and how to get in contact with the bank for further enquiries.

5

Track your card | Users wanted a way to monitor the card delivery, particularly when abroad.

As a team we presented our findings to the product team who were extremely happy with what we had achieved in the short space of time.

In particular Mastercard were impressed that our user research had highlighted a real interest in their unique feature of card delivery abroad. This is something they hadn't asked us to look at, but had been informed by our research. They will now be exploring this as a key USP for the product.



What I learned

The importance of good copy | This is even more significant for a global brand. The words need to be universally understood by everyone, not just native English speakers.

Flexibility | While you may have goals within the initial brief, it is important to be open to change depending on your research. This may have the potential to open up a whole avenue of growth for the product and its USP if you can get the client on board.

Prototype walkthrough:- <https://youtu.be/z-t1wZcx6AU>

Ski Deal Comparison

Group Client Project

What is Ski Deal Comparison?

Ski Deal Comparison is a startup and very first aggregator of skiing holiday packages in the market. However, booking ski holidays is a complex and multi-faceted process, which hadn't yet been resolved within their site.

Roles & Responsibilities

- ▶ Team Facilitator
- ▶ Stakeholder interview, user research, competitor research and affinity mapping.
- ▶ Designed personas, scenarios and user flows.
- ▶ Designed low to high-fidelity wireframes.
- ▶ Conducted usability tests and presented results to the client.

Outcome

A website enabling users to easily find and compare the best value ski holiday packages for them. Offering well-researched filtering options and a unique side-by-side comparison feature, enabling the client to fulfil its USP.



[HOW WE WORK](#)

[BLOG](#)

[CONTACT](#)

Compare packages to find your perfect ski deal

DATE (optional)

DD/MM/YYYY - DD/MM/YYYY

DESTINATION (optional)

Austria France Germany Italy Switzerland

GUESTS

ADULTS CHILDREN (2-16) INFANTS (0-2)

BUDGET (not including flights)

Per Person Group Price

£0 £100 £2000

SEARCH

MacBook

Connor Miller (Founder, Ski Deal Comparison)



*We provided a blank slate and asked Zena and her team to re-define the user experience for booking a ski holiday from scratch. They **worked tirelessly** and delivered **high quality work** with **enjoyable interactions** from a client end.*

Workshops were inclusive, intense and direct. The output was professional and we intend on having her and the team's product developed.



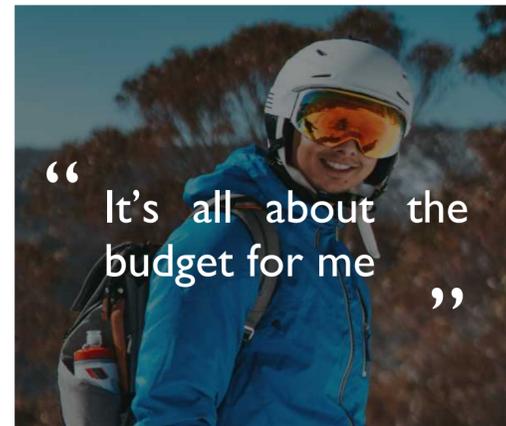
Ski Deal Comparison

The brief was to research the core requirements for users when booking ski holidays, in order to improve the overall usability of the Ski Deal Comparison site.

1. Problem & Process
2. Competitor Analysis
3. User Research
4. Personas
5. Ideation
6. Feature Prioritisation
7. Prototype



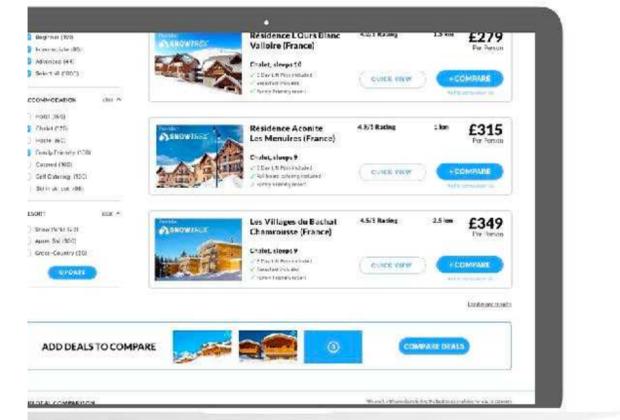
Understand the marketplace



Understand the user and spot trends



Design the MVP



Test the prototype

Direct Competitors



Indirect Competitors



We analysed the online offerings of direct competitors offering ski holiday packages and indirect competitors such as travel or accommodation sites. This was to identify where users may be struggling when booking ski holidays and where competitors were getting things right.

Comparison | None offered this function.

Ski level | Few allowed users to filter by this.

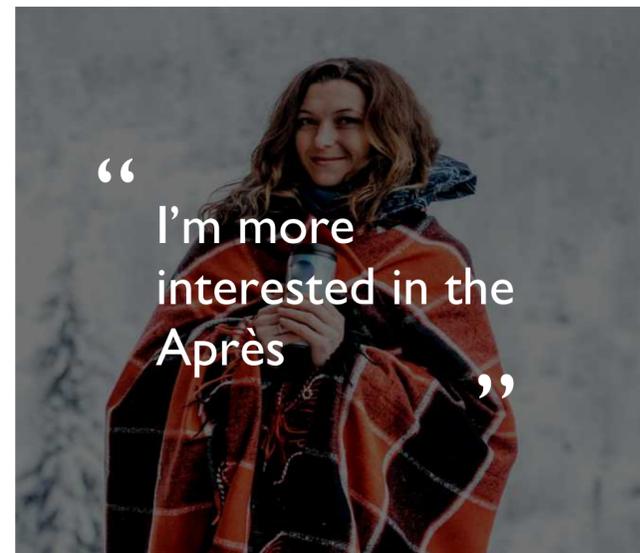
Price | None allowed users to search by this.

40 screener participants

20 user interviews

We conducted user research to investigate users' motivations and frustrations when booking skiing holidays.

Our research showed that most of our users found booking skiing holidays time-consuming, confusing and frustrating. However, users loved skiing holidays once there.



Ski Deal Comparison

1. Problem & Process
2. Competitor Analysis
3. User Research
- 4. Personas**
5. Ideation
6. Feature Prioritisation
7. Prototype

Based on our user research, we identified three main personas. They had some diverse but some overlapping needs. The most important thing to all of them was cost and transparency when booking ski holidays. We therefore kept this in the forefront of our minds throughout the ideation and problem-solving process.



Sophia, 29
Beginner skier

Interested in socialising
and après ski



David, 39
Intermediate skier

Interested in family friendly
resorts that cater to a variety of ski
levels



Jürgen, 25
Advanced skier

Interested in finding the
challenging slopes

Ski Deal Comparison

1. Problem & Process
2. Competitor Analysis
3. User Research
4. Personas
- 5. Ideation**
6. Feature Prioritisation
7. Prototype

We invited the client to a design studio, where we explored and sketched out as many design solutions as possible to two scenarios. The purpose was to generate and bounce ideas off of each other, without being restricted by feasibility.



The MVP challenge

Then as group we conducted a second design studio to build on our ideas, while focusing on the Minimal Viable Product (MVP). At this stage we had difficulty in deciding how to realistically meet our user's needs with the limited data we had been given by the client.

After analysing the resort rating data given to us, we realised some of it matched our user's requirements (ski level, family-friendly, après-ski). This became our starting point for filtering options.

5	Tignes/Val d'Isère	France	Lifts and cable cars	4
6	Tignes/Val d'Isère	France	Snow reliability	5
7	Tignes/Val d'Isère	France	Slope preparation	5
8	Tignes/Val d'Isère	France	Access, on-site parking	3
9	Tignes/Val d'Isère	France	Orientation (trail maps)	4
10	Tignes/Val d'Isère	France	Cleanliness and hygiene	4
11	Tignes/Val d'Isère	France	Environmentally friendly	4
12	Tignes/Val d'Isère	France	Friendliness of staff	5
13	Tignes/Val d'Isère	France	Mountain restaurants	5
14	Tignes/Val d'Isère	France	Après-ski	4
15	Tignes/Val d'Isère	France	Accommodation offers	5
16	Tignes/Val d'Isère	France	Families and children	5
17	Tignes/Val d'Isère	France	Beginners	5
18	Tignes/Val d'Isère	France	Advanced skiers, freeride	5
19	Tignes/Val d'Isère	France	Snow parks	5
20	Tignes/Val d'Isère	France	Cross-country skiing	4
21	Les 3 Vallées – Val Tignes	France	Overall rating	4.6
22	Les 3 Vallées – Val Tignes	France	Ski resort size	5

Paper Prototype

SKI DEAL COMPARISON

DATES

FLEXIBILITY

ADULTS + / CHILDREN +

PRICE

£250 £1000

SEARCH

CHOOSE BASIC REQUIREMENTS

SKI DEAL COMPARISON

RESULTS

Price looks high

SKI LEVEL

- Beginner
- Intermediate
- Advanced

ACCOMMODATION

- Hotel
- Chalet
- HOSTEL

RESORT

- Snow Parks
- Après Ski
- Mountain restaurants

COUNTRY

- FRANCE
- SWITZERLAND
- AUSTRIA

HOTEL NAME RATING NO. OF SKI TOES PRICE

RESORT NAME COUNTRY

PRICE ££

CONTINUE TO REVIEW ADD TO COMPARE

COMPARE SKI PACKAGES 1 2 3

SKI DEAL COMPARISON

RESULTS

Price looks high

SKI LEVEL

- Beginner
- Intermediate
- Advanced

ACCOMMODATION

- Hotel
- Chalet
- HOSTEL

RESORT

- Snow Parks
- Après Ski
- Mountain restaurants

COUNTRY

- FRANCE
- SWITZERLAND
- AUSTRIA

HOTEL NAME RATING NO. OF SKI TOES PRICE

RESORT NAME COUNTRY

PRICE ££

CONTINUE TO REVIEW ADD TO COMPARE

COMPARE SKI PACKAGES 2 3

	£	£	£
Price	£	£	£
Rating	—	—	—
No. of Slopes	—	—	—
Km to slopes	—	—	—
Catering Included?	✓	✗	✓
Ski Pass Included?	✓	✓	✗
Pistes	—	—	—
Lifts in total	—	—	—
Type of rooms	—	—	—
Training Scheds	✓	✓	✗
	More Details	More Details	More Details

Final Designs

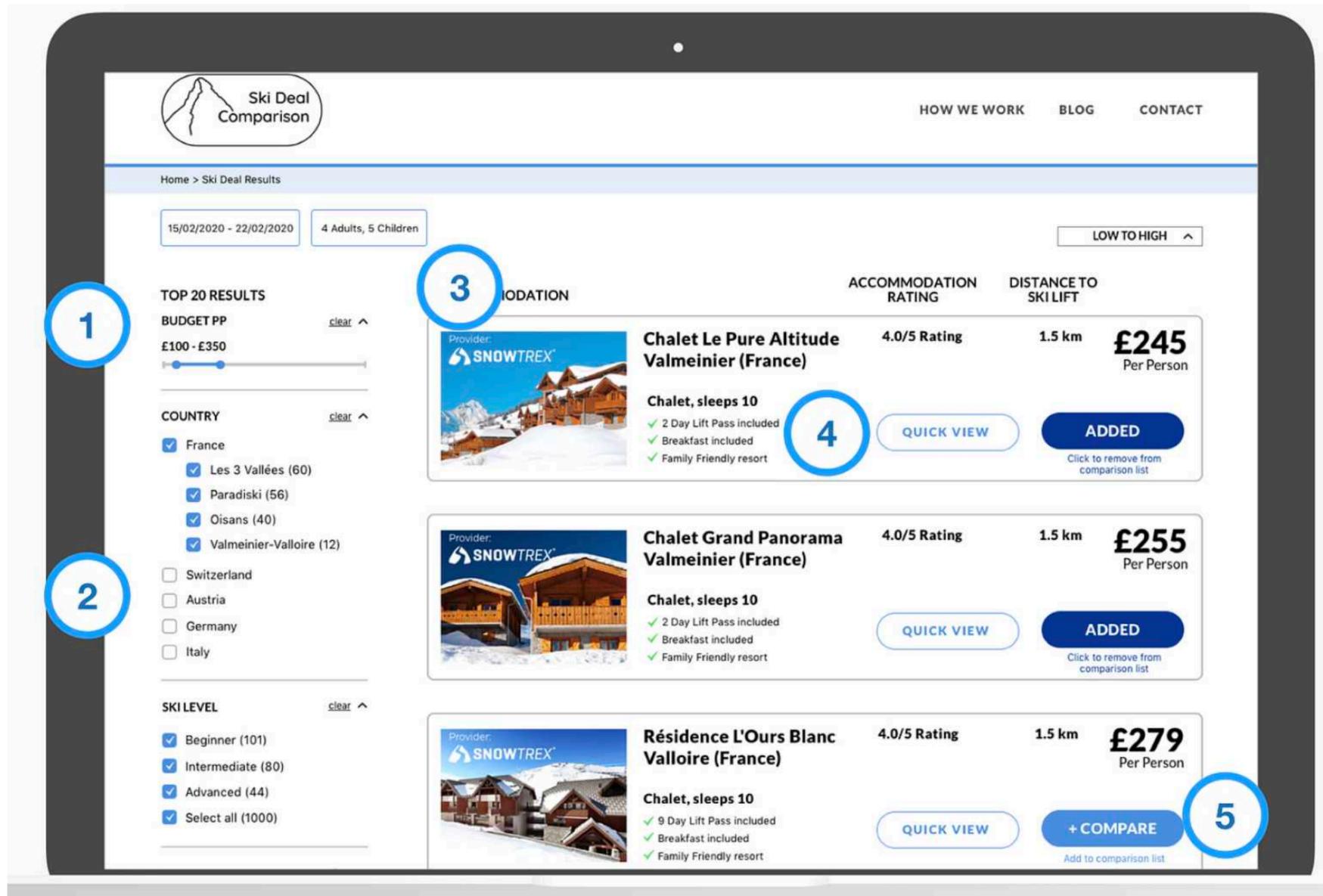
1 **Price slider** | Allowing users to visibly adjust their budget throughout.

2 **Location** | Including specific regions, enabling users to easily filter areas.

3 **Compare button** | With an 'added' state once a package has been added to the comparison list.

4 **Provider Information** | Their logos were included for more transparency.

5 **Summary Card** | Including bullet point checklist for more scannable reading.



6

- Beginner (101)
- Intermediate (80)
- Advanced (44)
- Select all (1000)

ACCOMMODATION [clear](#) ^

- Hotel (160)
- Chalet (120)
- Hostel (60)
- Family Friendly (100)
- Catered (100)
- Self Catering (100)
- Ski in ski out (98)

RESORT [clear](#) ^

- Snow Parks (23)
- Apres Ski (300)
- Cross-Country (50)

UPDATE



Provider: SNOWTREX
**Résidence L'Ours Blanc
Valloire (France)**

4.0/5 Rating

1.5 km

£279
Per Person

Chalet, sleeps 10

- ✓ 9 Day Lift Pass included
- ✓ Breakfast included
- ✓ Family Friendly resort

QUICK VIEW

+ COMPARE

Add to comparison list



Provider: SNOWTREX
**Résidence Aconite
Les Menuires (France)**

4.9/5 Rating

1 km

£315
Per Person

Chalet, sleeps 9

- ✓ 6 Day Lift Pass included
- ✓ Full board catering included
- ✓ Family Friendly resort

QUICK VIEW

+ COMPARE

Add to comparison list



Provider: SNOWTREX
**Les Villages du Bachat
Chamrousse (France)**

4.5/5 Rating

2.5 km

£349
Per Person

Chalet, sleeps 9

- ✓ 6 Day Lift Pass included
- ✓ Breakfast included
- ✓ Family Friendly resort

QUICK VIEW

+ COMPARE

Add to comparison list

[Load more results](#)

ADD DEALS TO COMPARE



3

COMPARE DEALS

7

SKI DEAL COMPARISON

We work with providers to find the best deals available for you to compare.

6

Filters | We included additional filters such as accommodation type, family friendly and ski-ski-ski out based on our research and testing

7

Comparison bar | We included a bar at the bottom which would fill up with packages after user's clicked the compare button. Users really felt the benefit of this unique feature.

What I learned

The importance of clarity in the product offering | Originally users falsely thought they could buy their holidays directly from this site. Therefore it was imperative we included copy and provider logos throughout, to make clear it was just a comparison site.

The importance of getting stakeholder buy-in early on | This creates a sense of shared contribution and understanding of the designs.

Prototype walkthrough:- <https://youtu.be/X3t54BakOzk>

BBC Sounds

Solo Concept Project

What is BBC Sounds?

BBC Sound is a native mobile application and the brand new home for audio from across the BBC including podcasts, live radio and music mixes.

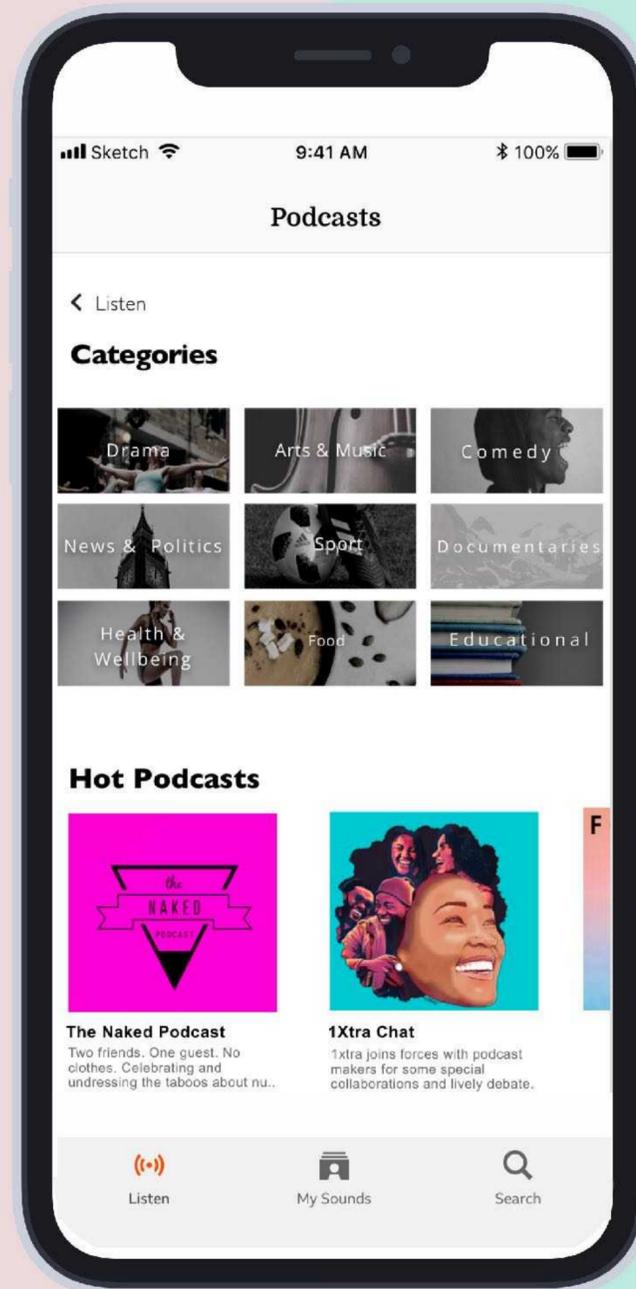
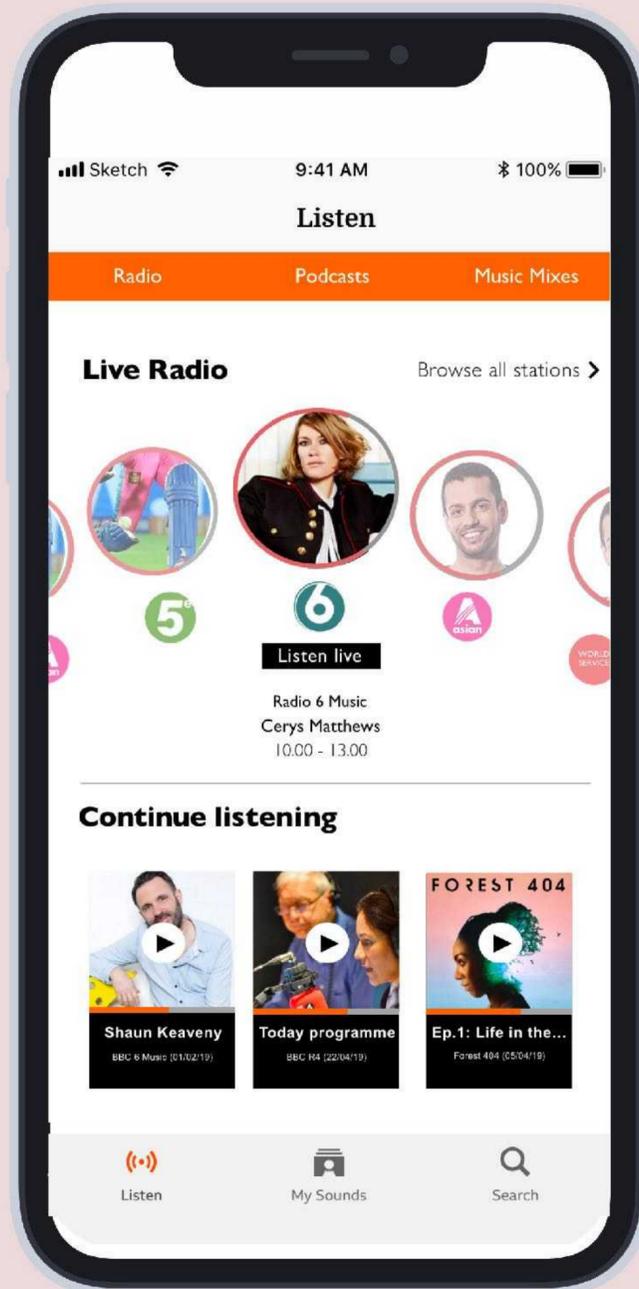
However many listeners are using Spotify instead of their app with poor reviews in the app store. I wanted to get to the root of the issues and resolve this.

Roles & Responsibilities

- ▶ User research, competitor research and app audit.
- ▶ Designed persona, user flows and a site map.
- ▶ Designed low to high-fidelity wireframes.
- ▶ Conducted usability tests.

Outcome

New and improved information architecture and site map, enabling users to filter podcasts. Improved series description pages and introduction of a playlisting feature.



BBC Sounds

As a big fan of the BBC and someone with previous experience in radio promotions, I thought it would be fun to conduct my own user research to redesign the current BBC Sounds app.

The BBC's mission is to to inform, educate, and entertain everyone. However their biggest challenge is creating products that serve the whole nation.

Audio and podcasts in particular have seen a real recent surge in popularity. However, having reviewed the market for other podcast providers e.g. Apple and Spotify, there seems to be a real lack of seamless user experiences in this area. This could be a real opportunity for the BBC.

1. Business Goals

2. Product Analysis

3. User Research

4. Persona

5. Problem Statement

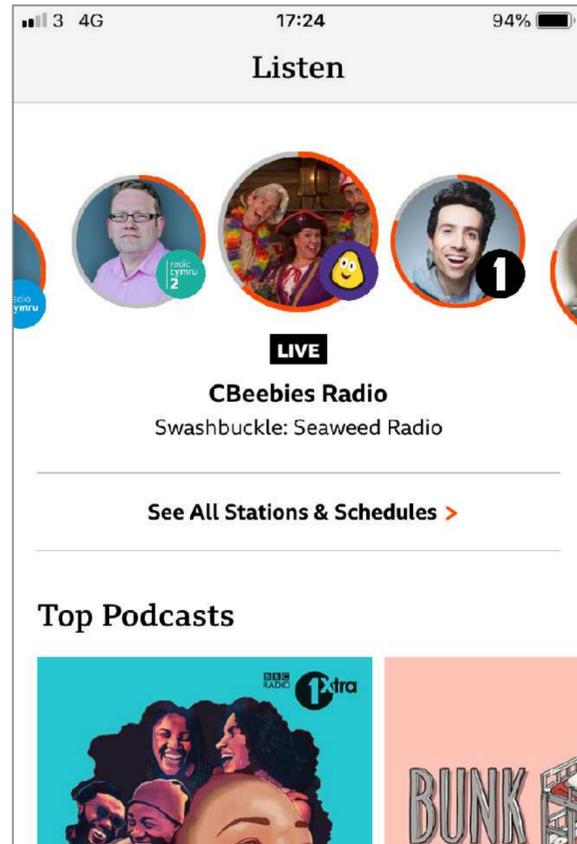
6. User Journey

7. Site Map

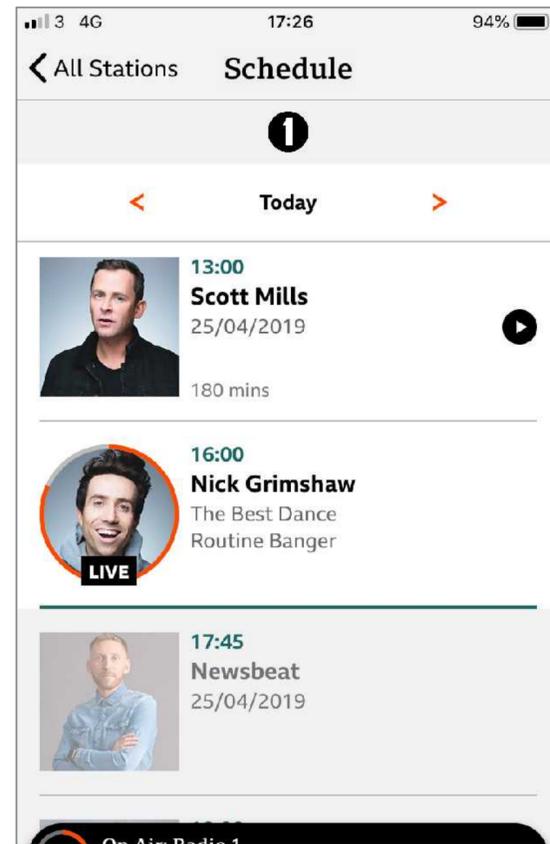
8. Usability Tests

9. Prototypes

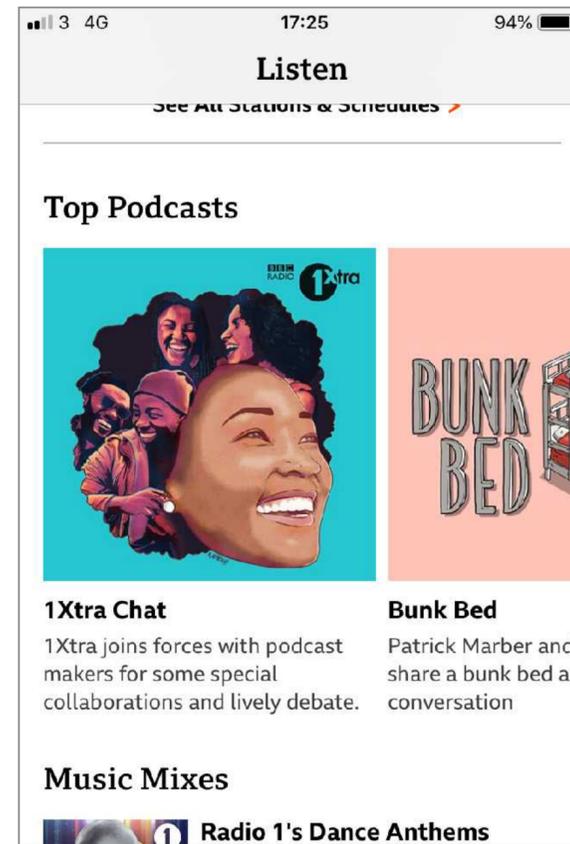
BBC Sounds analysis



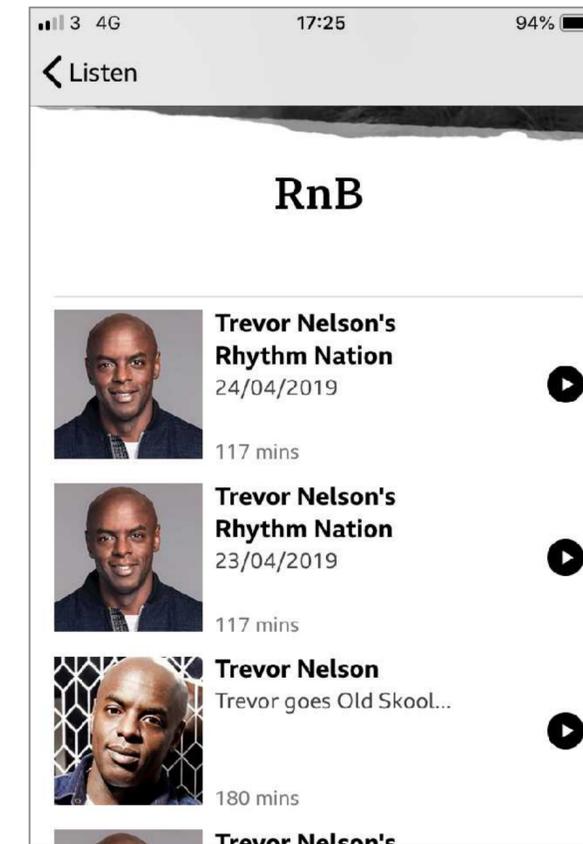
Accessing radio station schedules takes multiple steps from the homepage.



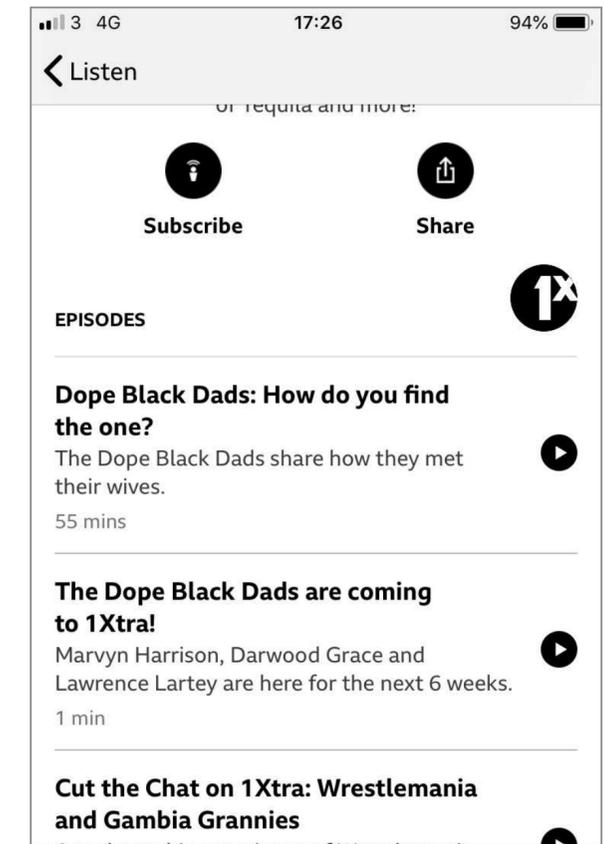
No separate radio station page to show upcoming or past guests or sessions.



No way to browse the full list of available podcasts except via recommendations on the homepage.



The genre page doesn't group the radio shows or podcast series, instead it lists every single episode.



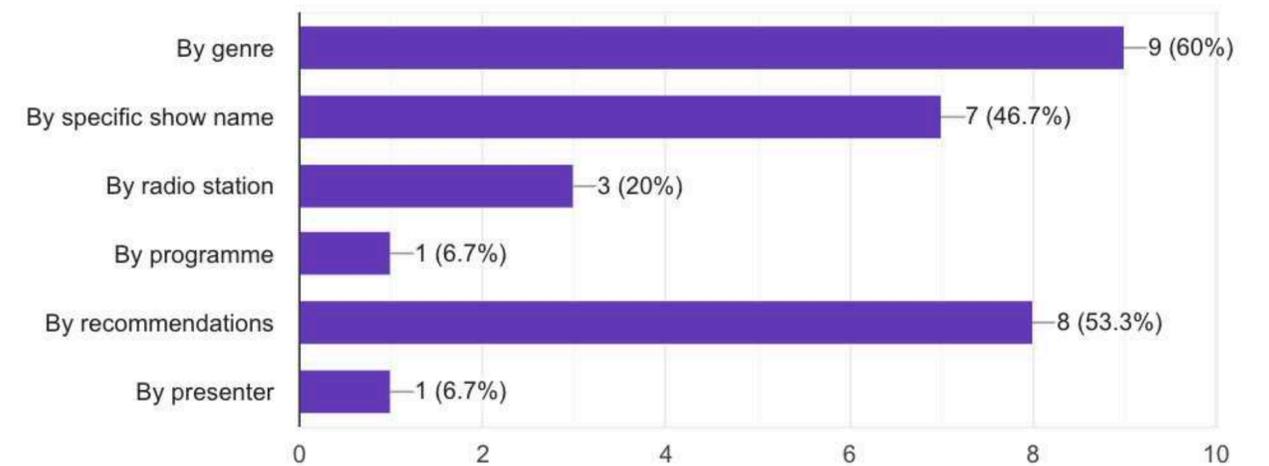
No indication what episode numbers are and which episodes have been listened to.

Following my own analysis of the BBC Sounds app, I sent out a screener survey and conducted three user interviews to learn more about people's habits when listening to radio and podcasts.

Utilising this information and collating the reviews from the App Store, I was able to spot trends in users' goals and pain points.

How do you prefer to search for music or podcasts?

15 responses



SEARCH

Hard to find anything //

Categories too broad - no sub categories. //

Radio Schedules not easy to access //

Annoying to scroll through podcast episodes find one //

FILTER

No episode numbers. //

No sort by option //

want to filter list of podcasts. //

Can't browse all podcasts. //

Genres don't list shows //

PLAYBACK

Downloads

don't know which episode you're listening to //

automatically download full memory //

forget download in advance //

download for later //

Option to record interesting snippet //

Specific Show 46.7%

not playing episode where you left off //

Can't queue downloads //

Bookmarks //

making specific playlists //

No play history //

Recommendations

No most popular. //

listener review or rating //

Recommendations //

tailored music discovery //

Knowing when new podcast is out //

Good podcast recommendation //

Learning something new. //

Where they listen



Searching



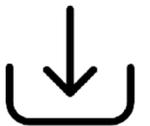
- ▶ Difficulty in finding what they are looking for within the BBC Sounds app.
- ▶ Preference of searching by genre or through recommendations.
- ▶ Preference of searching for radio or podcasts separately.

Episodes



- ▶ Frustration at not knowing which episode they are on or what they have listened to.
- ▶ Desire to be notified when the next episode is available.

Downloads



- ▶ The download feature is particularly important for commuters.
- ▶ Users forget to download things in advance.
- ▶ Frustration that episodes don't play in the correct order.

BBC Sounds

1. Goals
2. Heuristic Evaluation
3. User Research
- 4. Persona**
5. Problem Statement
6. User Journey
7. Site Map
8. Usability Tests
9. Prototypes

Daniel



Behaviours

Father of two children

Likes sports and drama

Occasionally listens to BBC Radio 2

Goals

To listen to multiple podcast episodes on his drive to work.

To be entertained and learn something new.

Listen without the the need for wifi.

Frustrations

Spending too long trying to find what he likes.

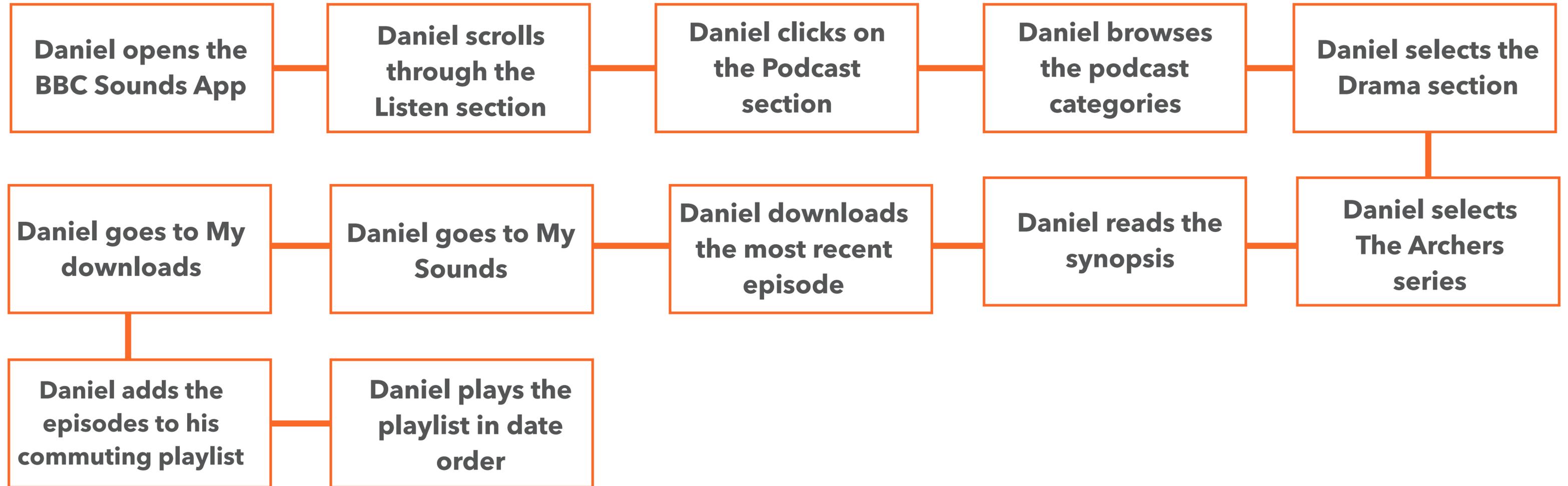
Not being able to play things in order.

Not knowing which episodes he has listened to.

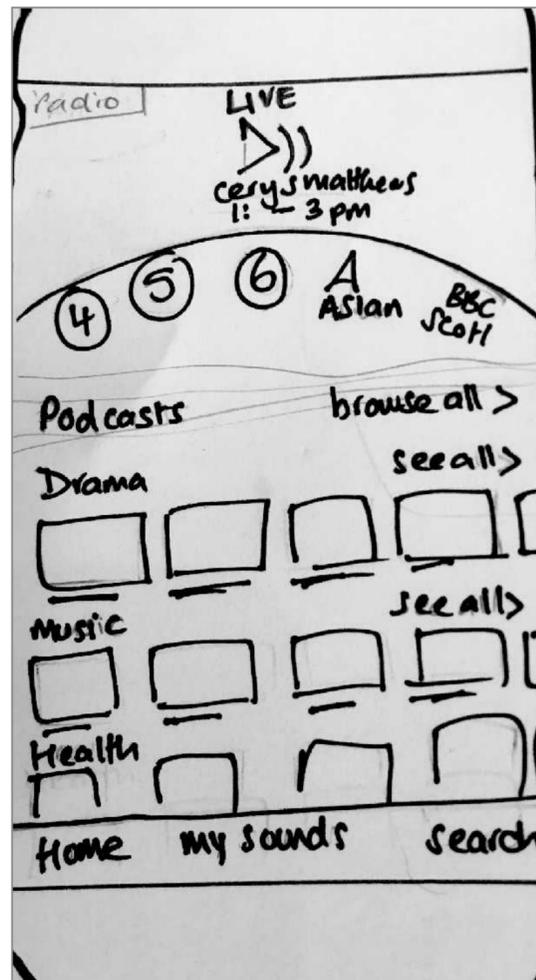
Problem Statement

Daniel needs an **easy way to find and **download** a podcast series because he has limited time to prepare for his commute in the morning.**

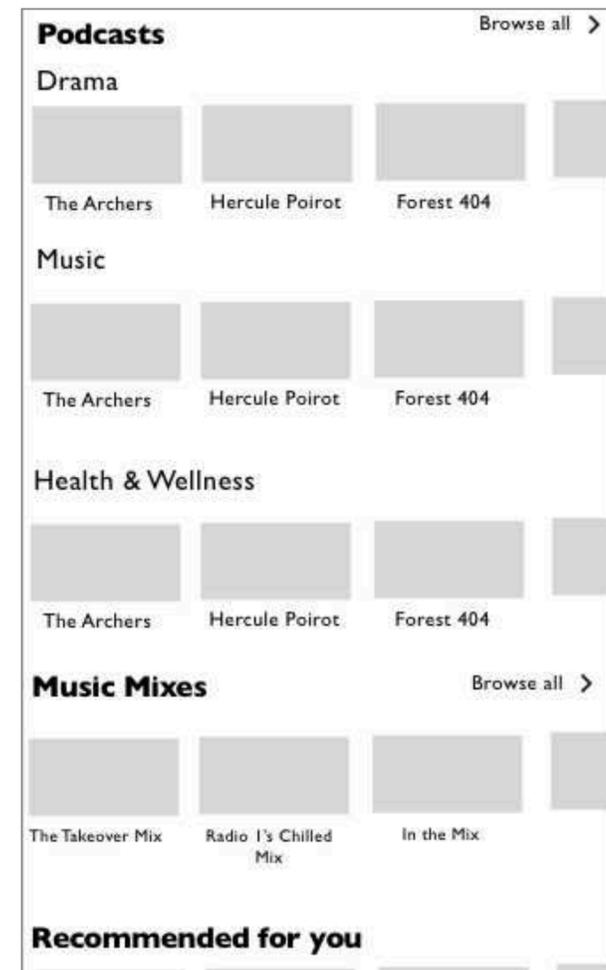
New User Journey



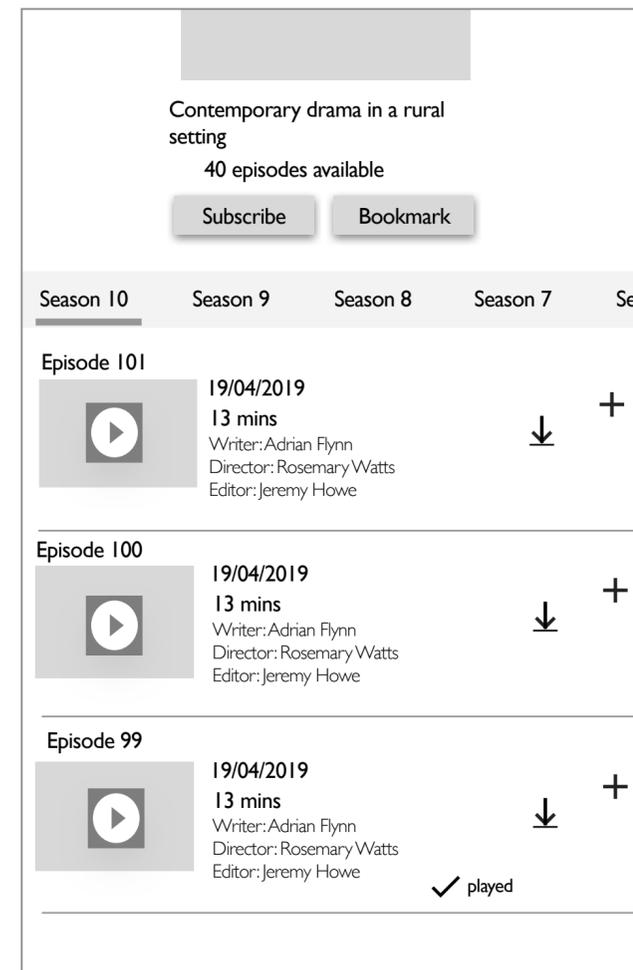
Starting with paper wireframes and gradually moving into digital, I conducted three rounds of usability tests on the app focusing on users' ability to search and find podcasts to listen to and download.



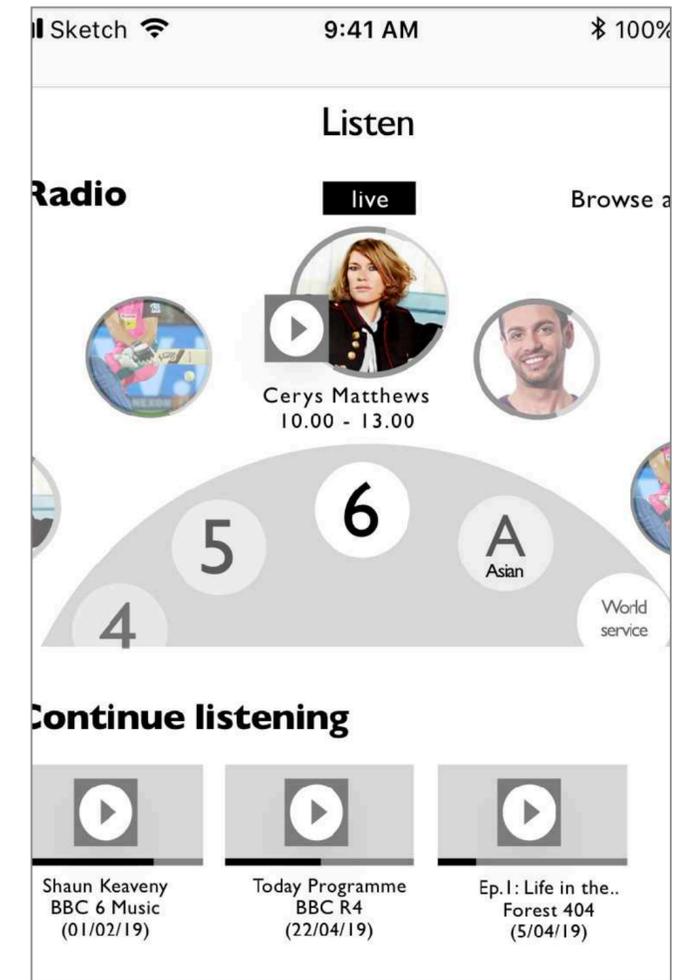
Users felt uneasy with the blurring lines of radio and podcasts.



Users felt music and podcasts should be kept separate or named differently.



Users wanted to easily search podcasts by series and episode numbers.

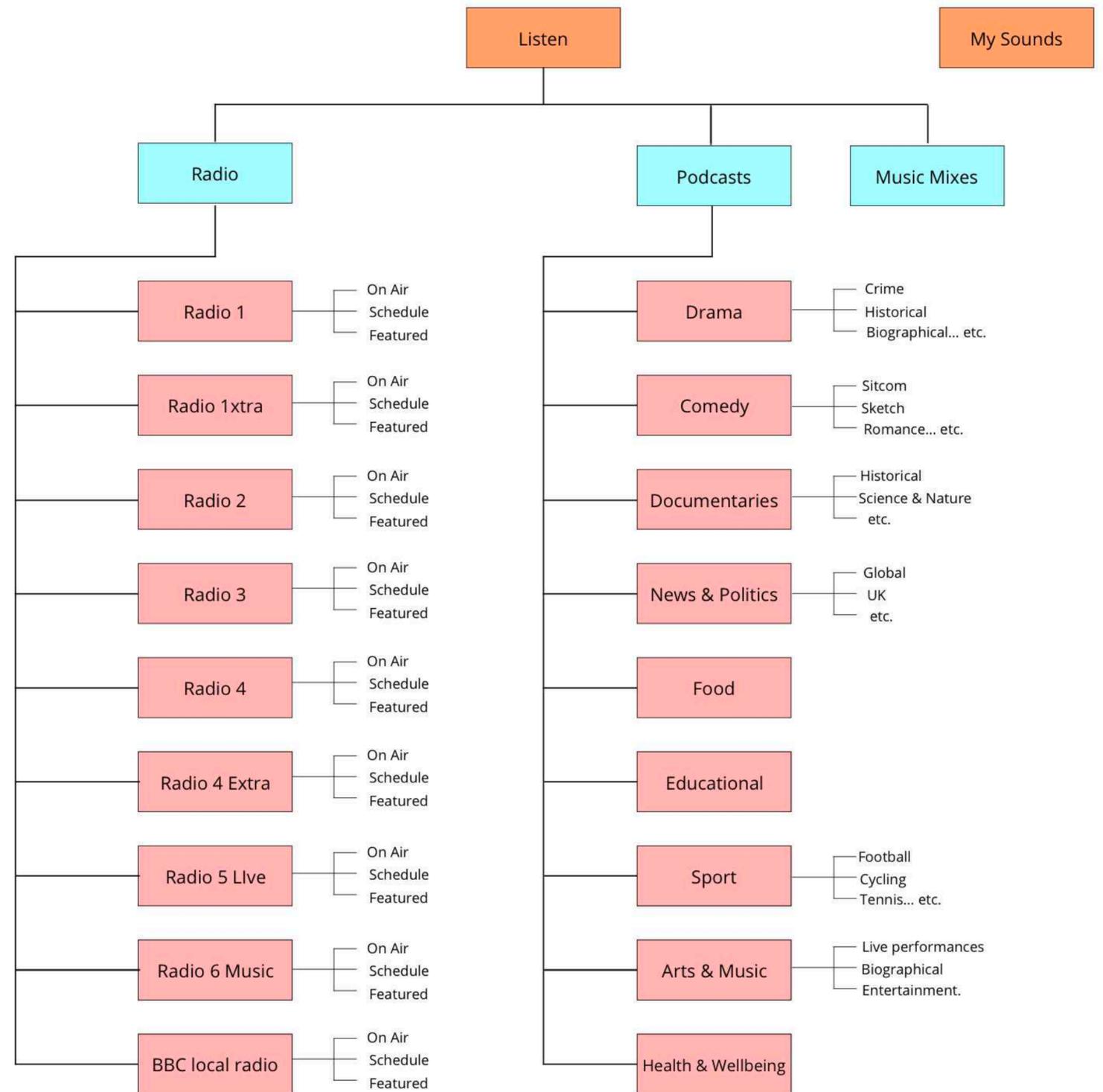


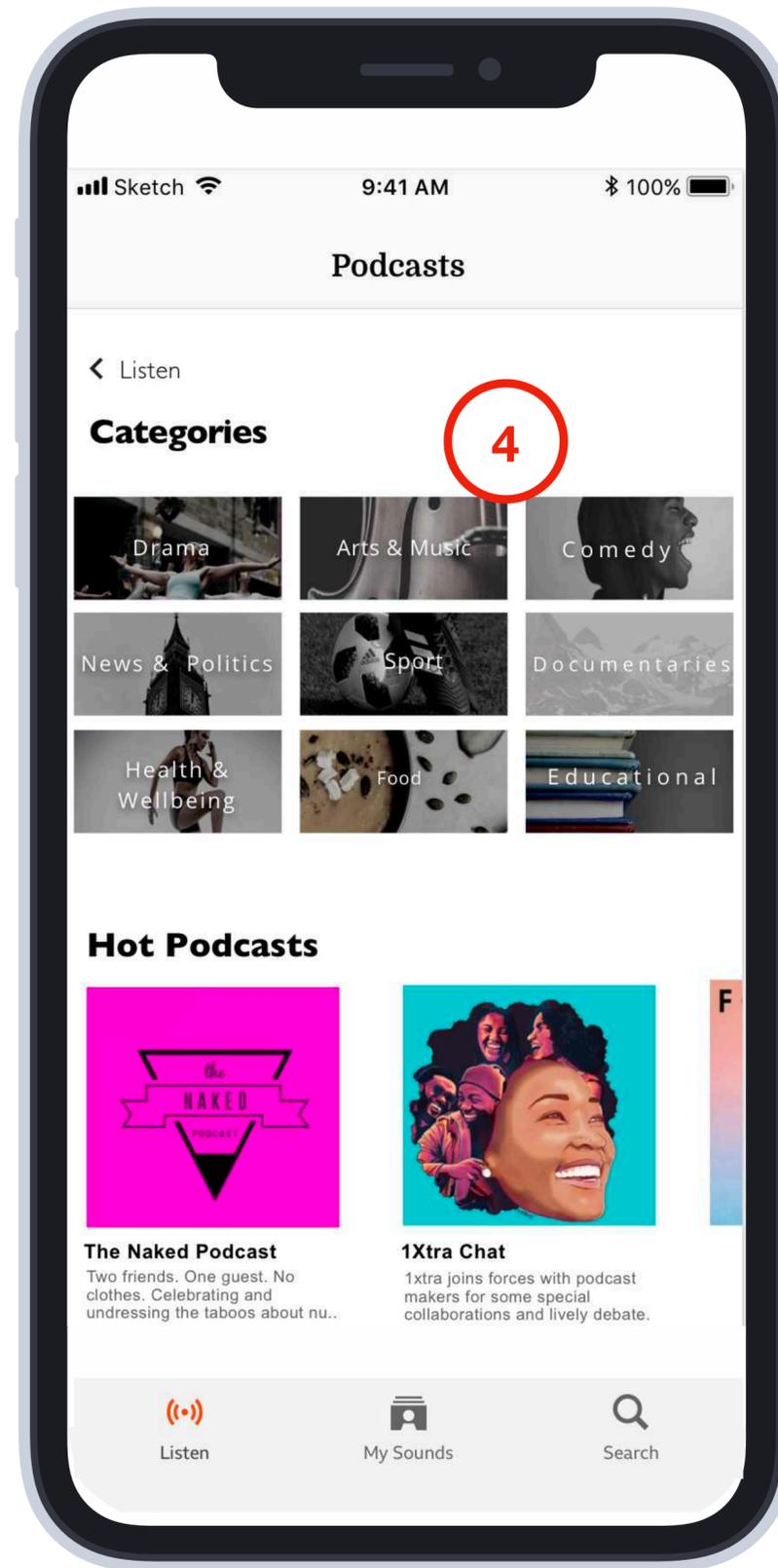
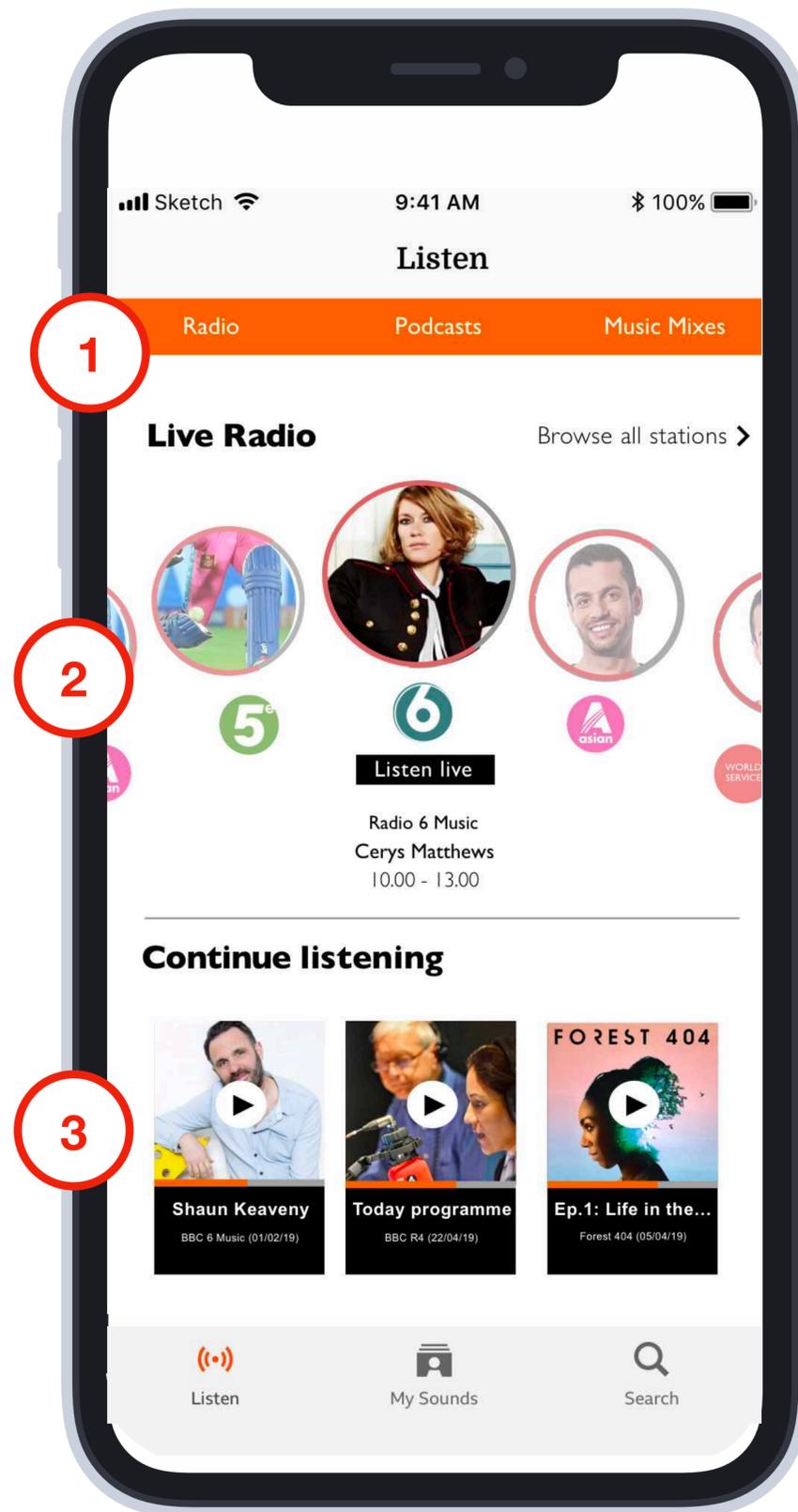
Users wanted 'Continue Listening' to be easily accessible near the top of the page.

New Site Map

Based on my user research, app store reviews and usability tests, I redesigned the information architecture of the app.

I focused on having two secondary navigation tabs within the listen section one for radio and for podcasts. This would mean users could filter what they were looking for more easily and easily navigate back and forth within the app.





1

Listen Navigation | Option to easily navigate the radio, podcast or music mix sections from the homepage.

2

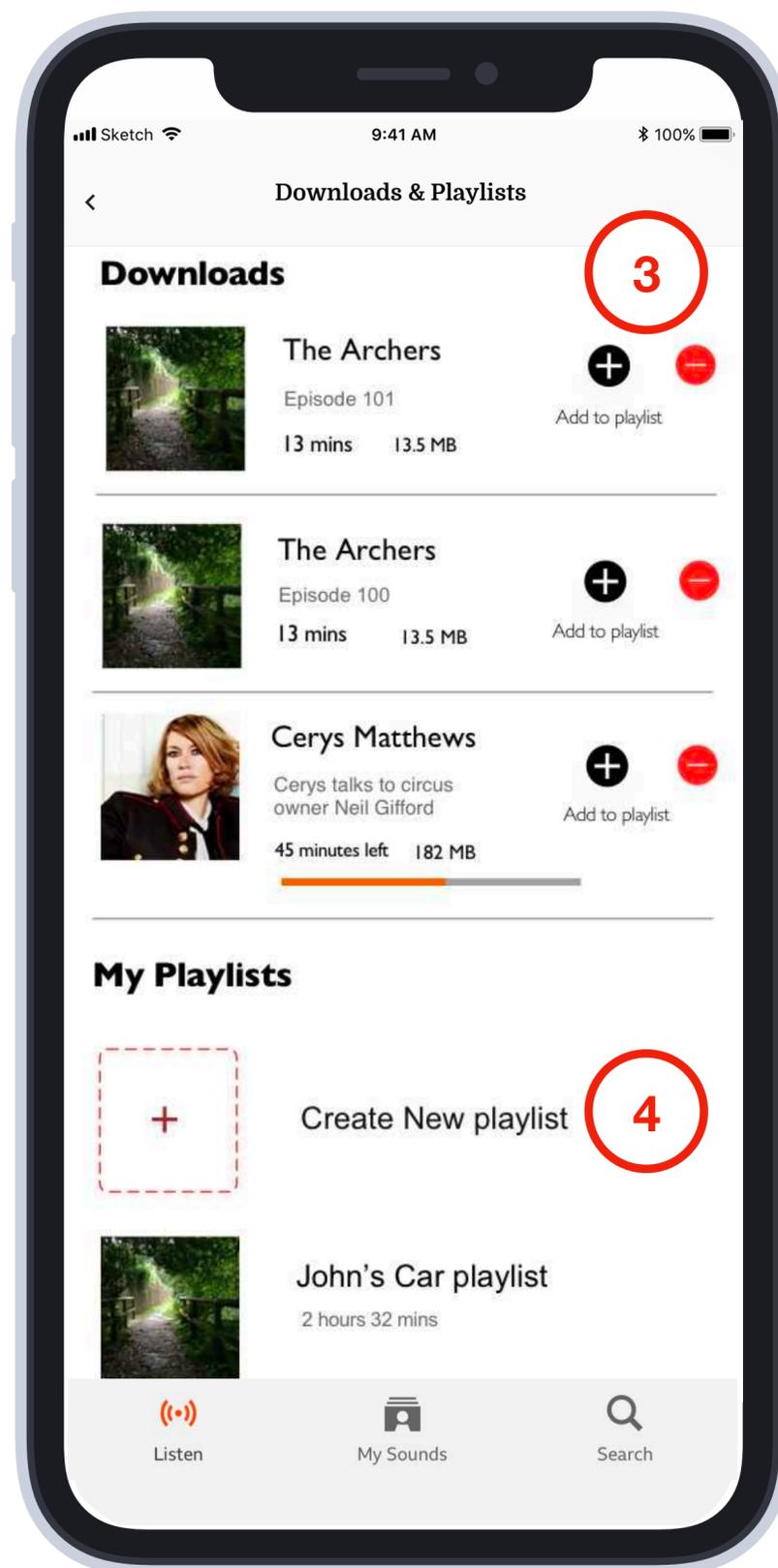
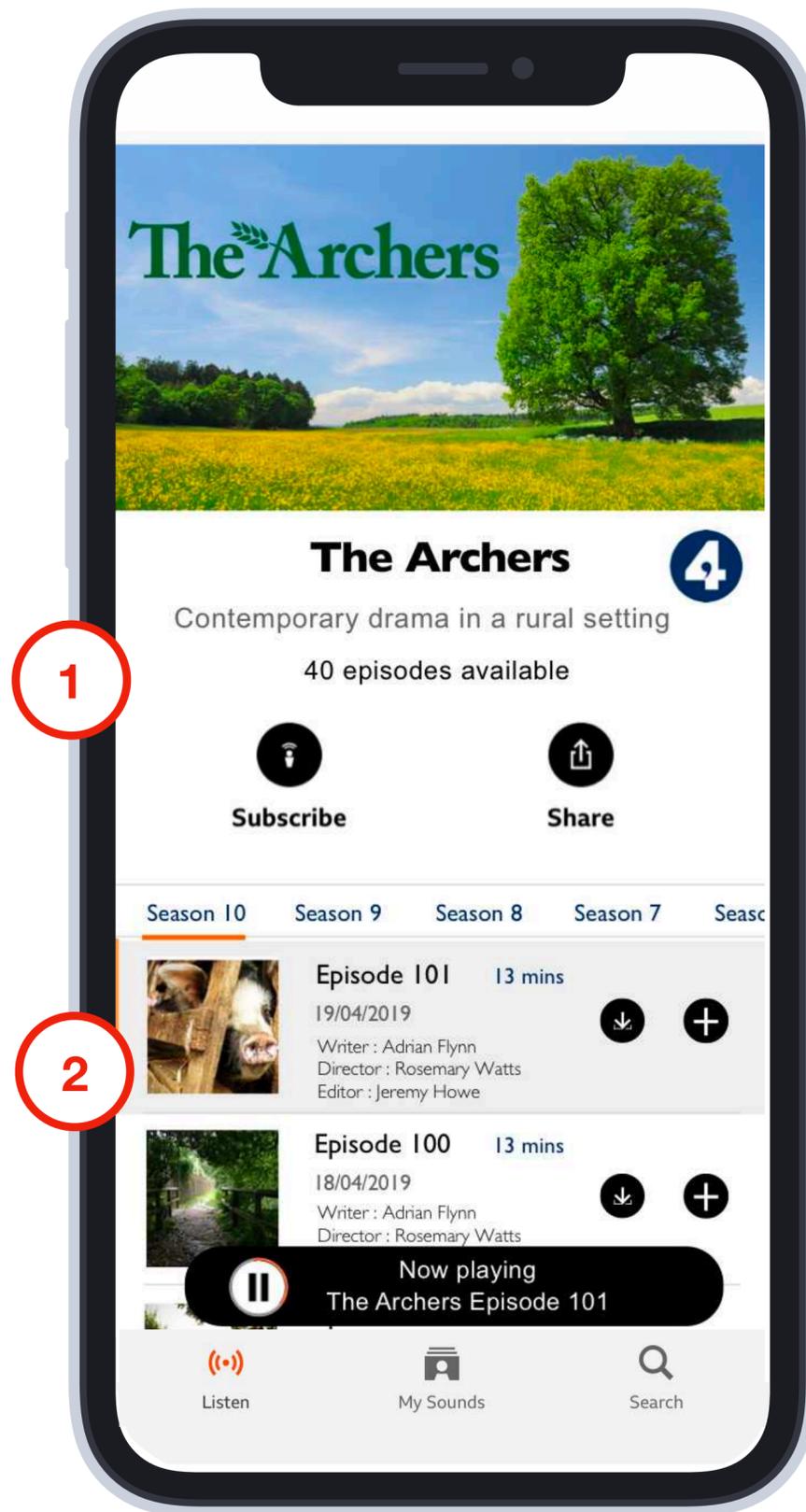
Live radio | Option to play live radio or go to the station page by clicking on logo.

3

Continue listening | Easy way to resume listening, including the date of the show so listeners know how recent it was.

4

Podcast page | Way of filtering by podcast categories and filtering more within each category.



1

Series summary | Description of how many episodes are available and a brief synopsis.

2

Episodes | Clarity on which episode is being played, how far through the series it is and which number it is.

3

Downloads | Clear episode numbers and option to add the download to a playlist.

4

Playlist | Option to add downloaded episodes to a playlist, which can then be arranged in the order the listener wants.

What I learned

Clear information architecture | As multiple visitors to the app have varied search methods, the information architecture of the content needs to be clear and easy to navigate. The BBC has fantastic array of content to showcase in the app, it just needs to be easy for users to locate.

Scannability | In order to reduce the cognitive load, items needed to be grouped by mental models users would expect, for example all music items together. This improves the user experience by making the information on the pages more scannable.

Prototype walkthrough:- <https://youtu.be/s9UL6kNkM5Q>

Thank you **for reading!**

Please visit www.zenazerai.com for more case studies or feel free to get in touch on the below.

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