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Veyor Digital

Sept 2019 - to present

Construction Logistics App (Startup)

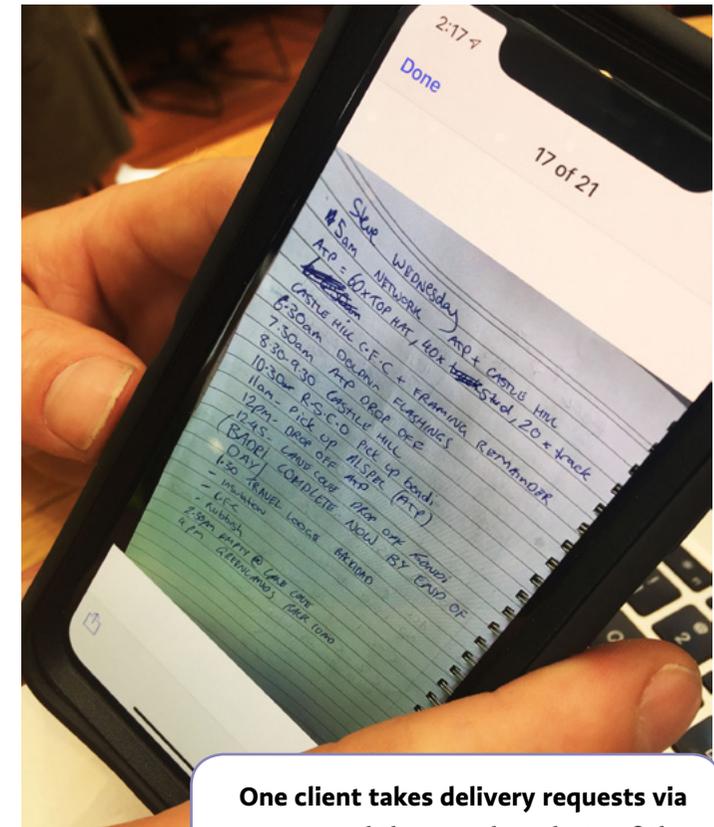
Veyor is a Sydney based startup in the construction sector. Our founders identified an opportunity to provide a digital solution to the tasks around planning and managing cranes and lifting in construction.

The challenge is providing a solution that is easier to use than a whiteboard, and then convincing builders to switch to this.

My role is UX Design and User Research, and involves going onto building jobs, meeting workers and looking for the opportunities to provide value to them.

Hard hats and safety boots

- We took every opportunity to get out and speak to our users. The intensity of a live construction site is difficult to really understand until you get there.
- Workers negotiate obstacles, and are exposed to the noise of machinery as well as mobile and radio communications. It was obvious that any solutions had to be super easy to use while remaining unobtrusive.
- We also leveraged our founder's inside knowledge of construction processes and connections.



One client takes delivery requests via SMS and then sends a photo of the handwritten list to his truck driver.

Communication is key

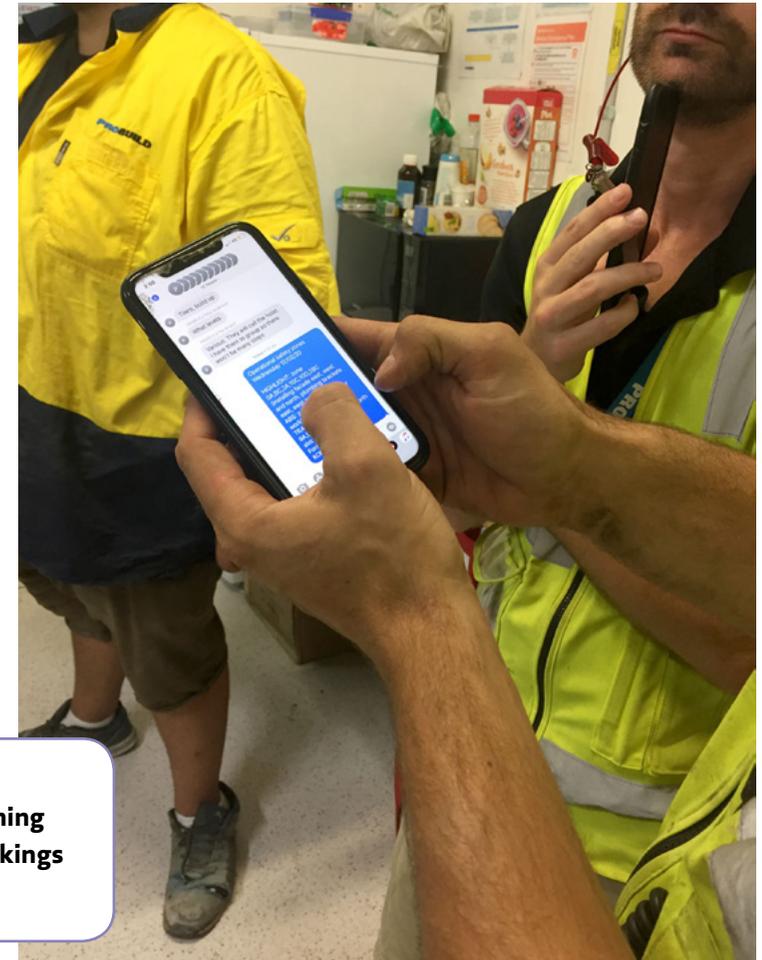
- At every opportunity I documented examples of the pain points expressed by users. Showing the team workers struggling to decimate information, really got everyone invested.
- I established good relationships with the people we met. Speaking less and allowing them to talk freely, opened up new problem spaces we had not even considered.

Safety and productivity

- Feedback kept prompting us to look at the process of 'Exclusion Zones'. These are a vital safety area, and booking zones is typically a manual process.
- We secured access to sign in registers and maps. These helped us to confirm some assumptions about how zones work, and what key information is required.

Field observations

- We also arranged a visit to one of Sydney's largest construction projects to observe the daily Exclusion Zone planning meeting.
- This helped us understand better the people involved, and their differing goals.
- We now began to really understand the competing interests of overall site safety versus construction progress and avoiding delays.



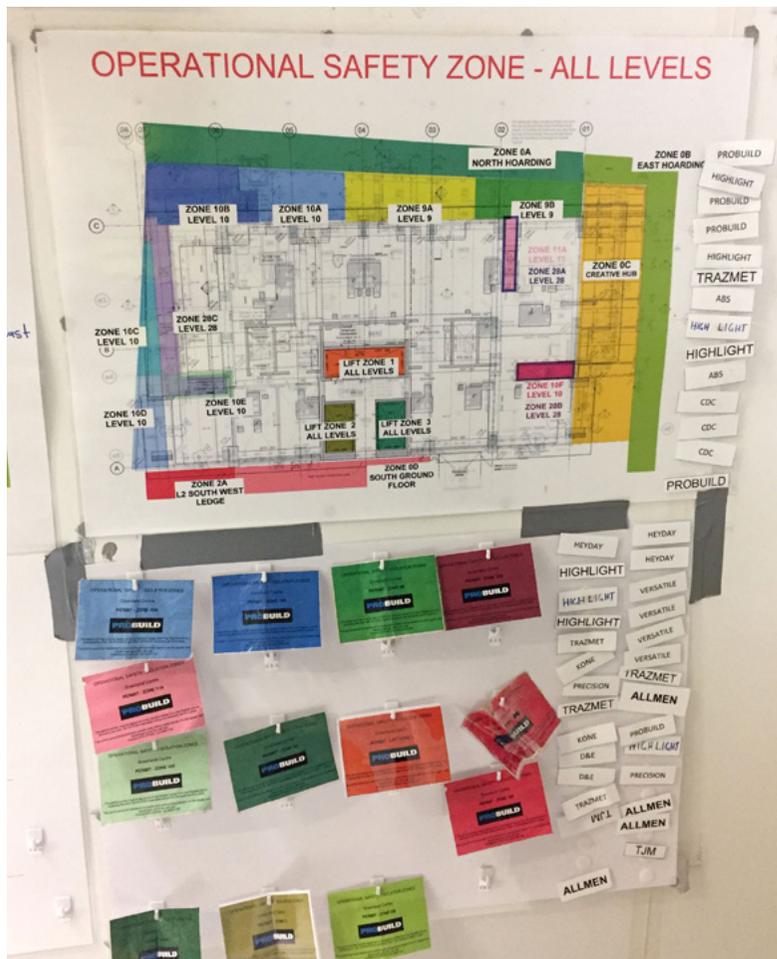
The current process of attaching company names to maps and signing out the paper card. The daily bookings are then sent via WhatsApp.

The user journey (see next page)

I mapped out in detail the user journey from requesting a zone, through to ending the exclusion. It was imperative our product maintained the same levels of safety as the current system. While improving overall visibility and co-ordination.

We identified two key objectives.

1. Eliminating the time lost walking down to the basement to sign a register for each booking.
2. Recreating the physical handover of zone access in a digital form.

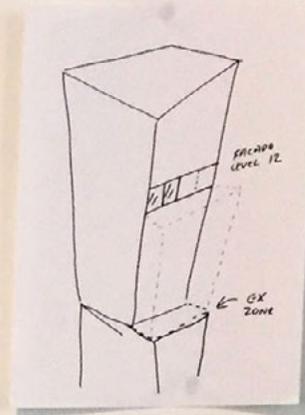
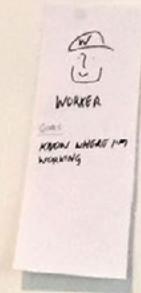
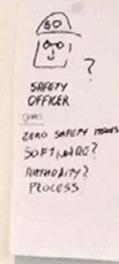
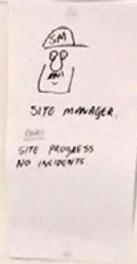
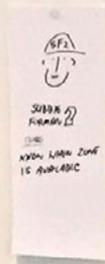


Exclusion Zones

User Journey Map:

From our assumptions and early research I mocked up a sample user journey. This highlights the key interaction points and the people involved.

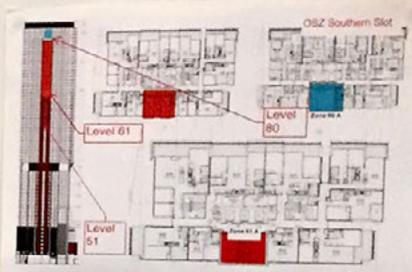
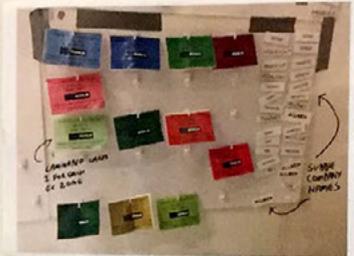
JOURNEY MAP EXCLUSION ZONE



PROBLEMS

OPPORTUNITIES

LOOK AT MULTIPLE SITES



Should I have excluded the...
Should I have to get...
Should I have to know...
Should I have to be...
Should I have to be...
Should I have to be...

MONDAY

9am - 2pm EX ZONE MEETING

- REGISTER
- ZONE MAPS
- KEYS
- TAGS
- NOTIFY ADMIN PARTIALS
- NOTIFY ALL USERS ABOUT TAG BOOKING?

TUESDAY

9am - 12pm EX ZONE 1 BOOKING STONE @ FACED

12pm - 1pm EX ZONE 1 STONE SUBMIT 2 IN FRONT

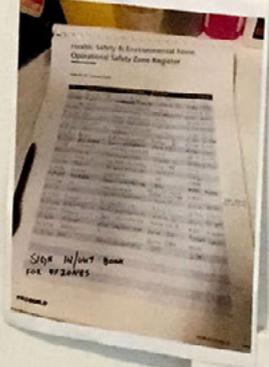
2pm - 5pm EX ZONE MEETING

- SAFETY BRIEF?
- HANDOVER? PROCESS? CANCEL REASON? 2 DAYS?
- + COMMUNICATION + SPOTTERS + PARALLEL? DOUBLE COUNTER?
- DIGITAL TAGS WORK? SAFETY?
- START/FINISH EARLY OR LATE? PHONE CALLS CHECK PERMITS
- COLLECT KEYS TAGS STAMPS
- SPOTTER ADMIN? AUDIT?

WEDNESDAY

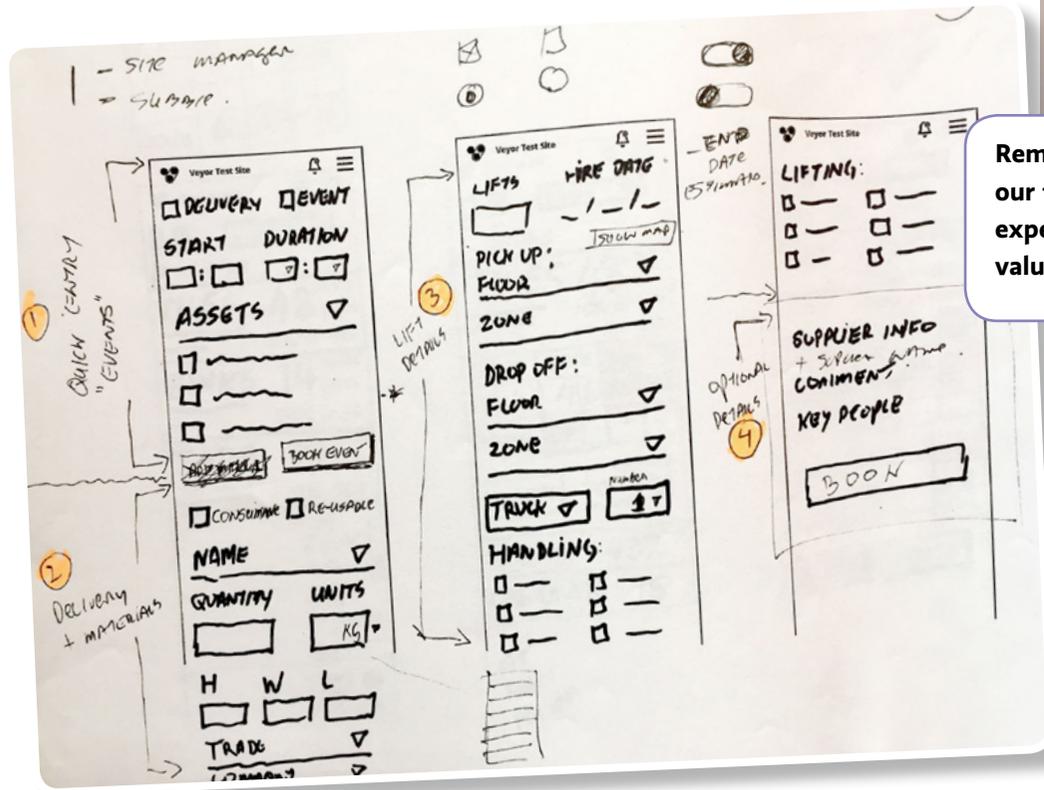
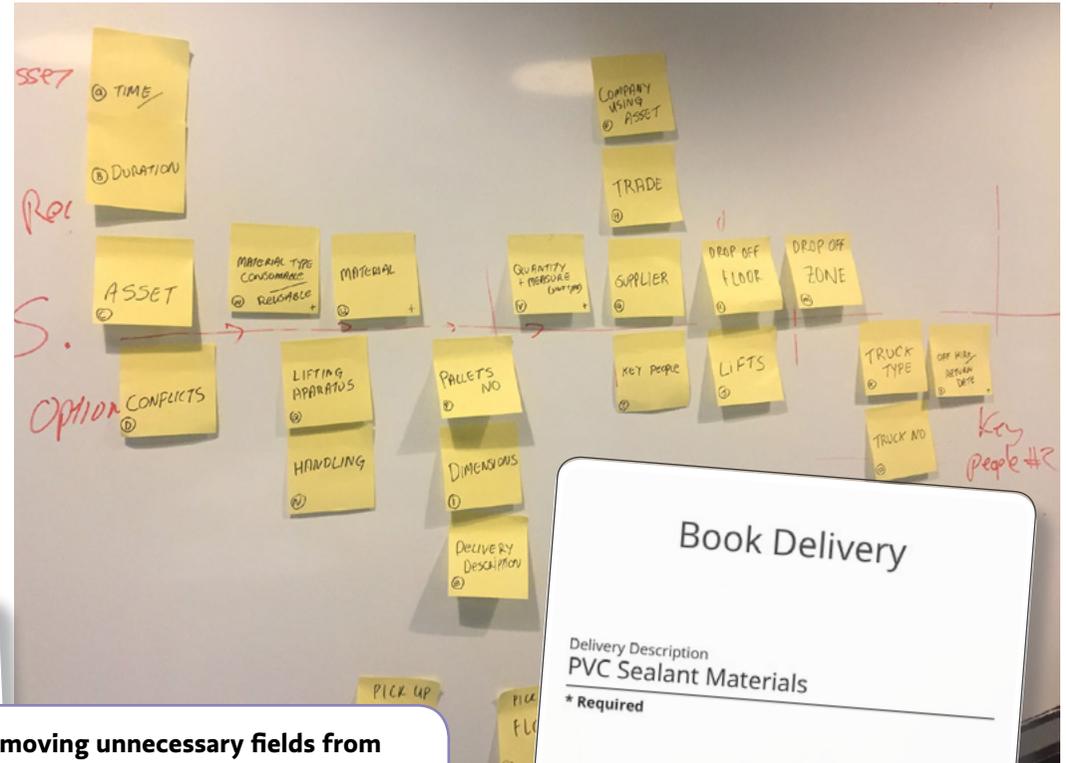
9am - 2pm EX ZONE MEETING

- PERMITS?
- REVIEW OF PREVIOUS EX ZONE BOOKINGS?
- BOOK ZONE IN ADVANCE
- HOW MANY BOOKINGS? WORKERS EAR?



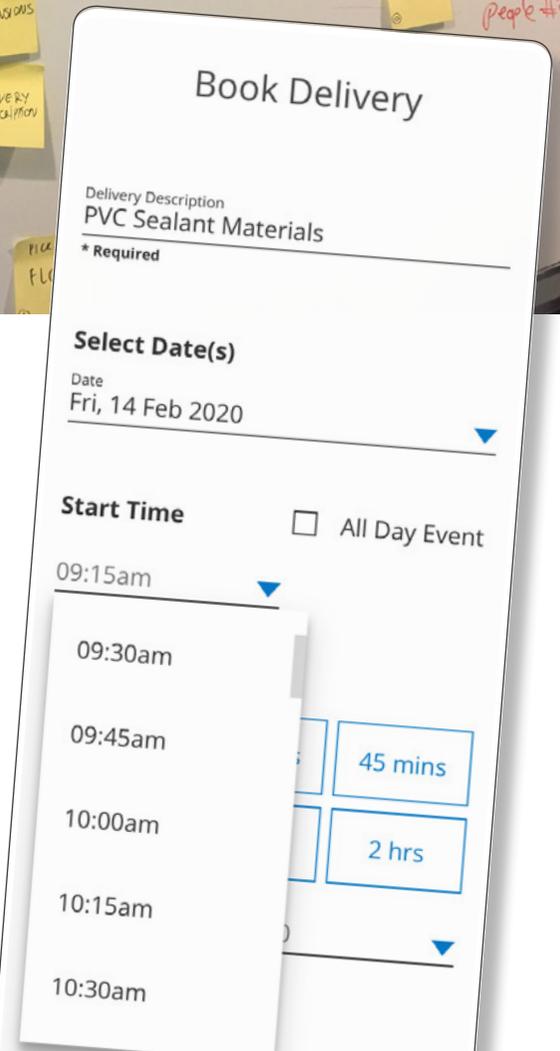
Eliminating UX Debt

- Feedback and analytics showed our booking form being cumbersome. We knew that our data gathering relied on one user inputting information they did not care about, for another user to review. We had to rate the value of every input versus the load on the user.
- I ran an exercise with our team taking the form elements and categorise them as required or optional, then grouping those that belonged together. From this I built some dynamic prototypes which could capture all required information in fewer steps.



Removing unnecessary fields from our form, greatly improve the experience, with little impact on the value of data we were collecting.

I prototyped some control changes to reduce the input effort



Genesys - Dialog Engine

June 2018 - May 2019

Chatbot builder platform (Enterprise Software)

Dialog Engine allows users to create Chatbots using the power of A.I. and Natural Language Understanding.

These bots can then become the frontline in the customer service effort, reducing costs and friction.

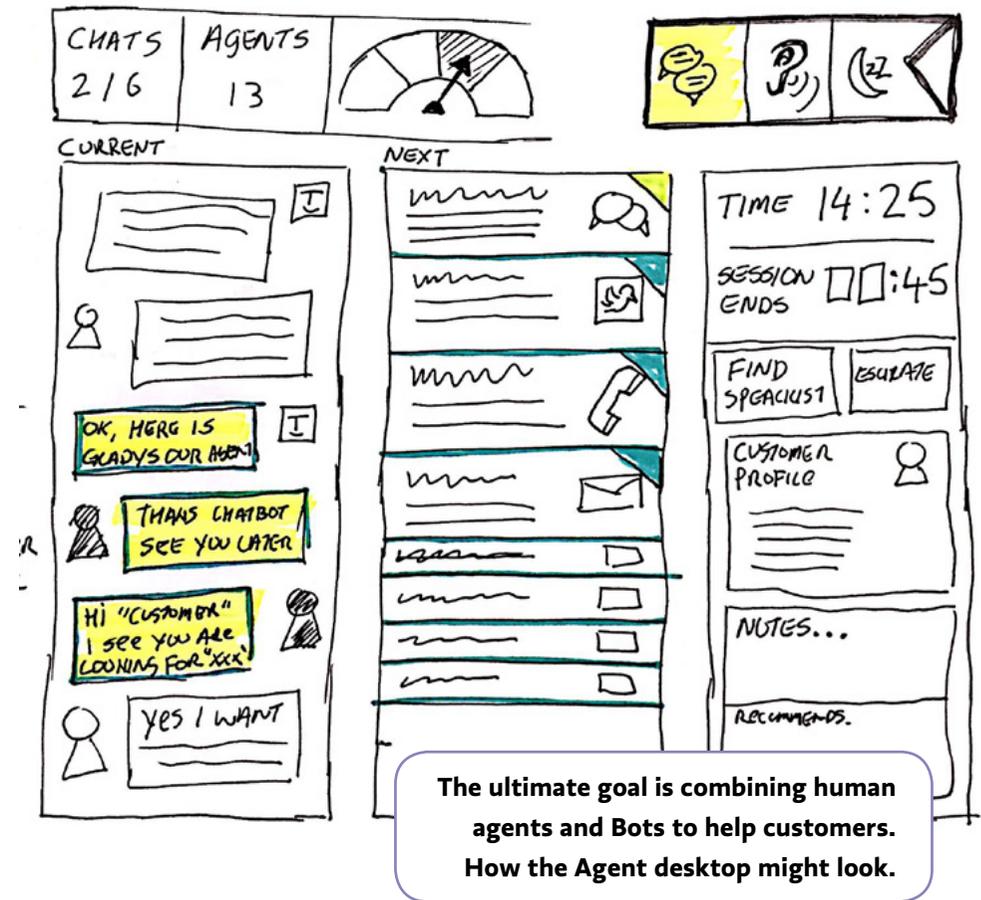
The challenge is creating a user interface that makes this complex technology easily understood and utilised. Allowing people to build conversations that make sense to the human and the bot.

Research

- It was difficult to get access to our enterprise users. So to get some initial insights I looked at industry research. This help us understand the attitudes and expectations of businesses and consumers towards Chatbots and AI.
- Interestingly, while many companies think customers don't want to use bots. I found that consumers are more aware of them than we think. And generally people don't care about the technology, as long as their problem gets solve.



Human and Agent combination desktop Mockup

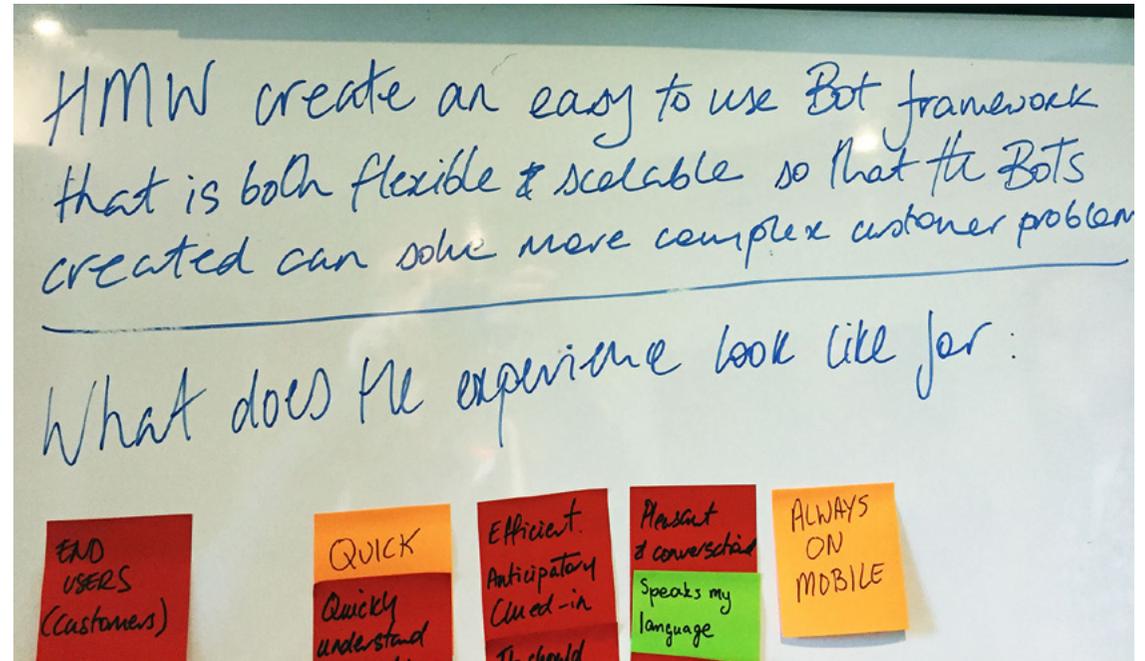


Learning the tech

- To begin with, I had to get myself to a higher level of AI understanding. So I reached out to the wider group developing relationships with our Data Scientists, AI Engineers and Computational Linguists.
- Understanding how the team fitted together and the overall product objective, was invaluable in my work.

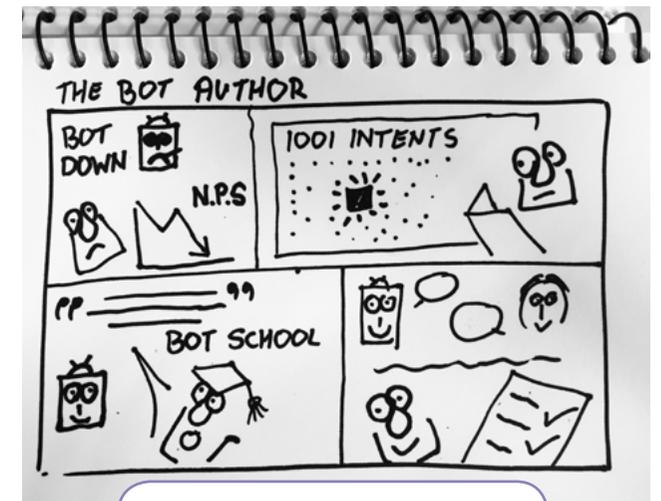
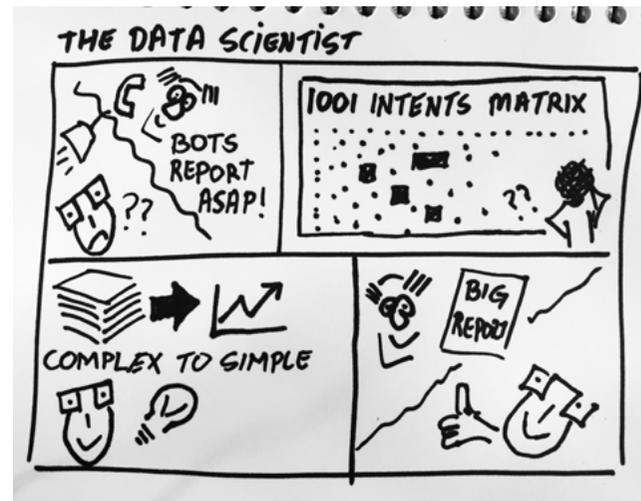
Setting out our stall

- We conducted some early discovery sessions to frame the problems and to avoid us jumping into early untested solutions.
- We realised that two distinct user types were emerging.
- **The bot creator:** Our primary consideration was for this user, and our interface was being built for them.
The end user: We couldn't control the channel where the chat took place. But we did have to ensure that our product allowed people create conversations their end customers can relate to.



Collective vision of the user

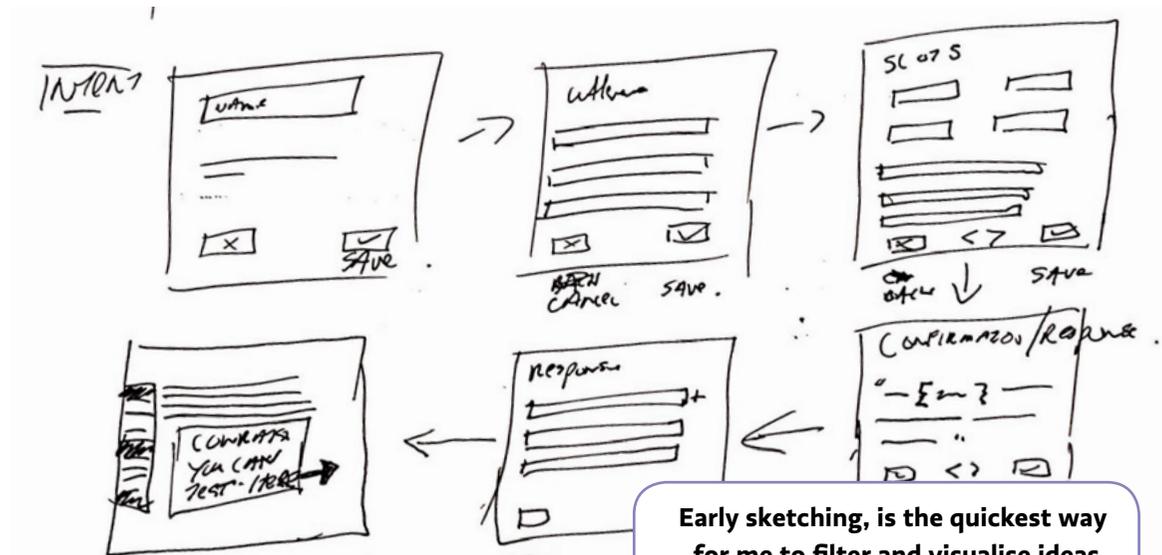
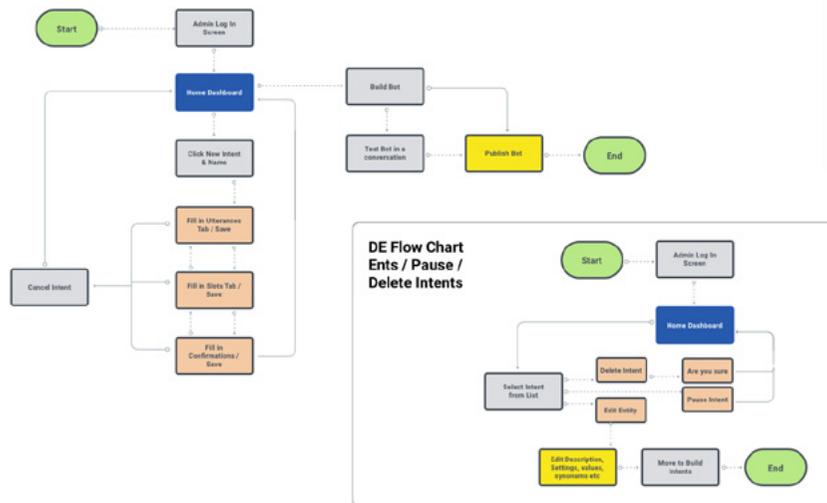
- To get insights into the product direction and business expectations, I met with the product owner, sales and some of our clients. This really helped to firm up the user scenarios.
- We explored the various users that Dialog Engine might have, from Data Science people creating and reporting on the models, to perhaps Marketing staff wanting to create conversations with their customers.
- This tied in well with research that showed businesses initially see this product as a cost saver. But over time expect it to generate revenue through marketing channels.



I created storyboards to better understand the user and the issues they want solved.

The user journey

- Testing screen flows in low fidelity for us was the best way to get clarity on what is working and what is not.
- These roughs help the Front End developers and I to get a consensus on what flows made sense to a user, and what the implications might be for the team backlog.



Early sketching, is the quickest way for me to filter and visualise ideas, before prototyping.

Sketch prototypes

- At the same time I began prototyping, this was a great way to share our progress with stakeholders. And in return they provided us with useful feedback.
- The mock-ups were refined further using branding and style guidelines and finally built into version 1.0.



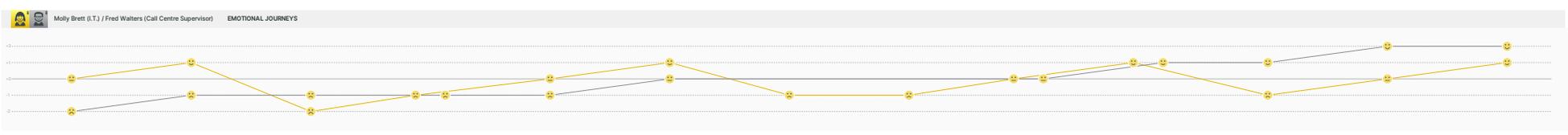


9am: IT Meeting	11am Meet Student Services	11.10am Problem Outline	Research Options	Researches Bots	First Contact: Genesys Dialogue I	Onboarding	Setting Parameters	Building the Bot	Teaching the AI	Training Staff to use Dialog Engin	Limited Launch with few simple s	Ensure Reports are set and run
9am: Student Service Meetr	11am Meet IT Dept	11.10am Problem Outline		Review Molly findings	Fred reviews recommendation		Help IT creating use scenarios	Liaises with Molly for Setup	Helps Molly with Testing Bot	Arranges Training for Key Staff	All hands on Deck for launch	Reviews performance reports

Molly Brett (L.T.) MOLLY'S JOURNEY												
9am: IT Meeting	11am Meet Student Services	11.10am Problem Outline	Research Options	Researches Bots	First Contact: Genesys Dialogue Engine	Onboarding	Setting Parameters	Building the Bot	Teaching the AI	Training Staff to use Dialog Engine	Limited Launch with few simple scenarios	Ensure Reports are set and run

Molly Brett (L.T.) MOLLOY'S STEPS												
Regular morning standup meeting with IT colleagues. Molly is asked to sit in on later meeting with Head of Student Services.	Student Services want to look at IT solution to help relieve the work load in the Call Centre, which peaks at the start of each Term. Staff get overwhelmed.	Molly and IT dept discuss options and frame the problem. With input from Student Services Head. They narrow down the main FAQs terms that students have. Agree that access to a list of important contact details is the most urgent and possible problem to solve first.	Molly looks at various options of sending out this info to students, newsletter, contact list email, printed contacts, chat bots, social media.	Molly decides that bots are a good option, and researches the various options, and platforms. Also the degree of difficulty in implementing this and the costs involved. Realises that the expertise required is not available and decides to go with Enterprise solution.	Finds Genesys DE on google search. Reads some online reviews, and watches some tutorials. Contact Genesys sales rep and arranges a demo for all stakeholders...	Downloads product, registers and goes through onboarding process. Provides info on items such as Sector they operate in. What DE is required for etc.	Gains access to the University's contact information DATA. Meet and Student Services Head and work out a structure for the information. Departments, Services, Important Numbers, Student Welfare, Local Businesses, etc. Decide on a few functions the first chatbot will serve	Molly works out some sample interactions. Gives the bot a Name. Assign a personality. Setup Transfer To Agent. Connects to API. Build Intents. Build Utterances. Build Slots. Build Error functions. Test using archived transcripts and scenarios	Works with Student Services staff to add information to the AI to help it learn and improve. Sets up reporting of and analytics to senior management can monitor bot performance.	Sets up training days with key staff to learn the main functions of DE. Building Bots. Monitoring Bots. Reporting Performance. Editing Intents, Slots, Utterances etc. Teaching the AI	First ChatBot is launched to help students solve 1 or 2 very common simple requests. Staff closely monitor interactions and are ready to intervene if 'Transfer to Agent' is invoked.	Molly check that the correct reports are generated as requested. Fred reviews the performance of the system and suggest further reporting that might be required.

Molly Brett (L.T.) / Fred Walters (Call Centre Supervisor) CHANNELS USED												
In Person												
Phone												
Web												
In Print												
Email												
Mobile												

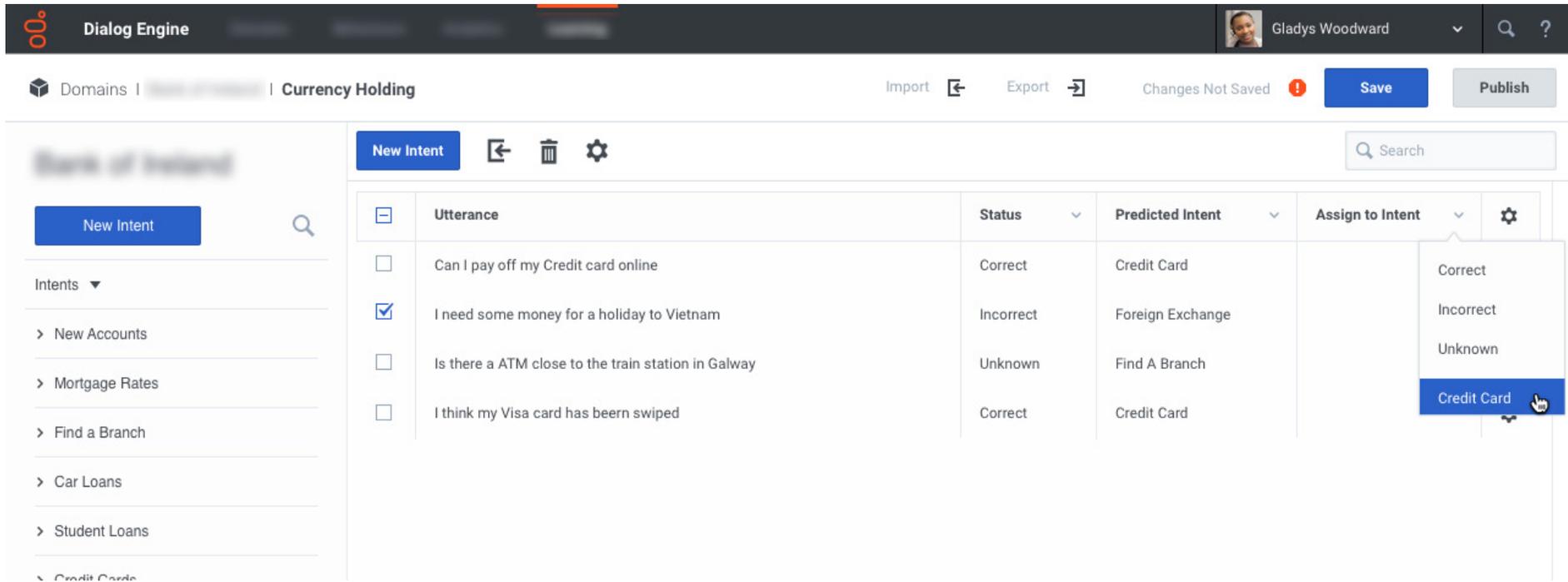


From early research I mocked up a sample user journey.

User Journey

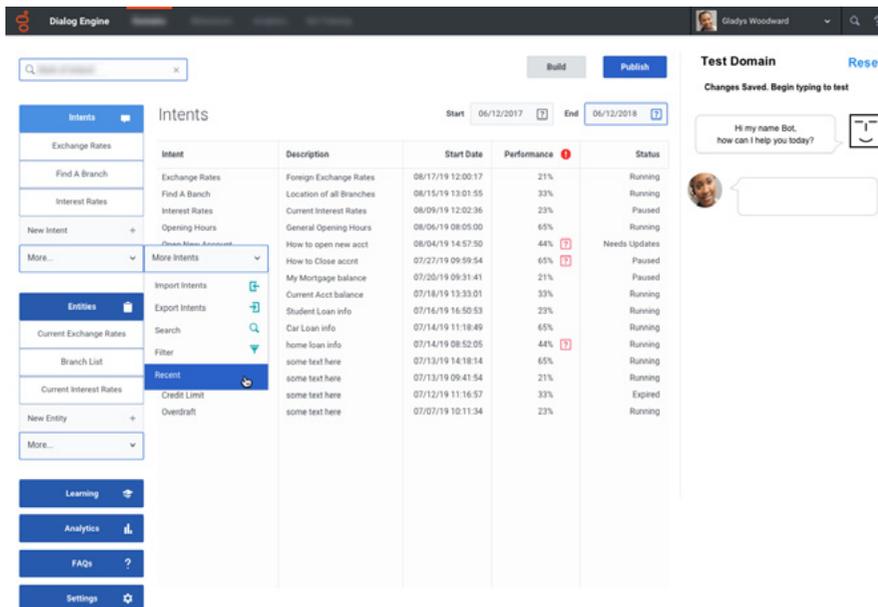
- I created a user journey based on some early research and assumptions.
- In partnership with a University client we were able to ammend this as we went along. Firming up the details based on feedback.

Later high fidelity prototypes



The screenshot shows the Dialog Engine interface for a 'Currency Holding' domain. The top navigation bar includes the Dialog Engine logo, the user name 'Gladys Woodward', and search/help icons. Below the navigation bar, there are buttons for 'Import', 'Export', 'Changes Not Saved', 'Save', and 'Publish'. The main content area is titled 'Bank of Ireland' and features a 'New Intent' button and a search bar. A list of intents is displayed, with the second intent, 'I need some money for a holiday to Vietnam', selected. A dropdown menu is open over the 'Assign to Intent' column, showing options: 'Correct', 'Incorrect', 'Unknown', and 'Credit Card'. The 'Credit Card' option is highlighted by the mouse cursor.

Utterance	Status	Predicted Intent	Assign to Intent
<input type="checkbox"/> Can I pay off my Credit card online	Correct	Credit Card	
<input checked="" type="checkbox"/> I need some money for a holiday to Vietnam	Incorrect	Foreign Exchange	
<input type="checkbox"/> Is there a ATM close to the train station in Galway	Unknown	Find A Branch	
<input type="checkbox"/> I think my Visa card has been swiped	Correct	Credit Card	



The screenshot shows the Dialog Engine interface with a detailed view of intents and a test domain. The top navigation bar includes the Dialog Engine logo, the user name 'Gladys Woodward', and search/help icons. Below the navigation bar, there are buttons for 'Build' and 'Publish'. The main content area is titled 'Test Domain' and features a 'Reset' button. A search bar is present at the top left. The 'Intents' section is expanded, showing a list of intents with columns for 'Intent', 'Description', 'Start Date', 'Performance', and 'Status'. The 'Recent' filter is selected. The 'Test Domain' section shows a chat interface with a message: 'Hi my name Bot, how can I help you today?' and a response box.

Intent	Description	Start Date	Performance	Status
Exchange Rates	Foreign Exchange Rates	08/17/19 12:00:17	21%	Running
Find A Branch	Location of all Branches	08/15/19 13:01:55	33%	Running
Interest Rates	Current Interest Rates	08/09/19 12:02:36	23%	Paused
Opening Hours	General Opening Hours	08/04/19 08:05:00	65%	Running
More Intents	How to open new acct	08/04/19 14:57:50	44%	Needs Updates
More Intents	How to Close acct	07/27/19 09:59:54	65%	Paused
Import Intents	My Mortgage balance	07/20/19 09:31:41	21%	Paused
Export Intents	Current Acct balance	07/18/19 13:33:01	33%	Running
Search	Student Loan info	07/16/19 16:50:53	23%	Running
Filter	Car Loan info	07/14/19 11:18:49	65%	Running
Recent	home loan info	07/14/19 08:52:05	44%	Running
Credit Limit	some text here	07/13/19 14:18:14	65%	Running
Overdraft	some text here	07/13/19 09:41:54	21%	Running
	some text here	07/12/19 11:16:57	33%	Expired
	some text here	07/07/19 10:11:34	23%	Running

Evolution of a prototype

- In parallel with user research and testing, we also refined our UI to a higher fidelity, aligned with design guidelines.
- Once the product was launched, prototyping became the first exploration for new features and user interactions.

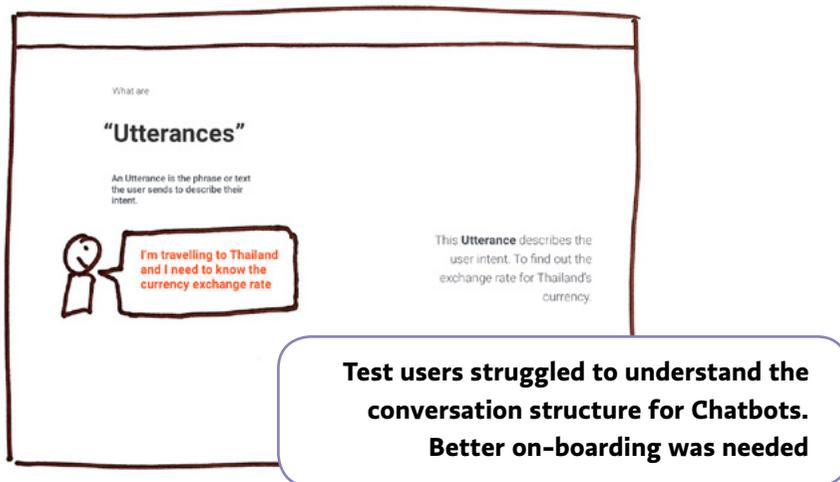
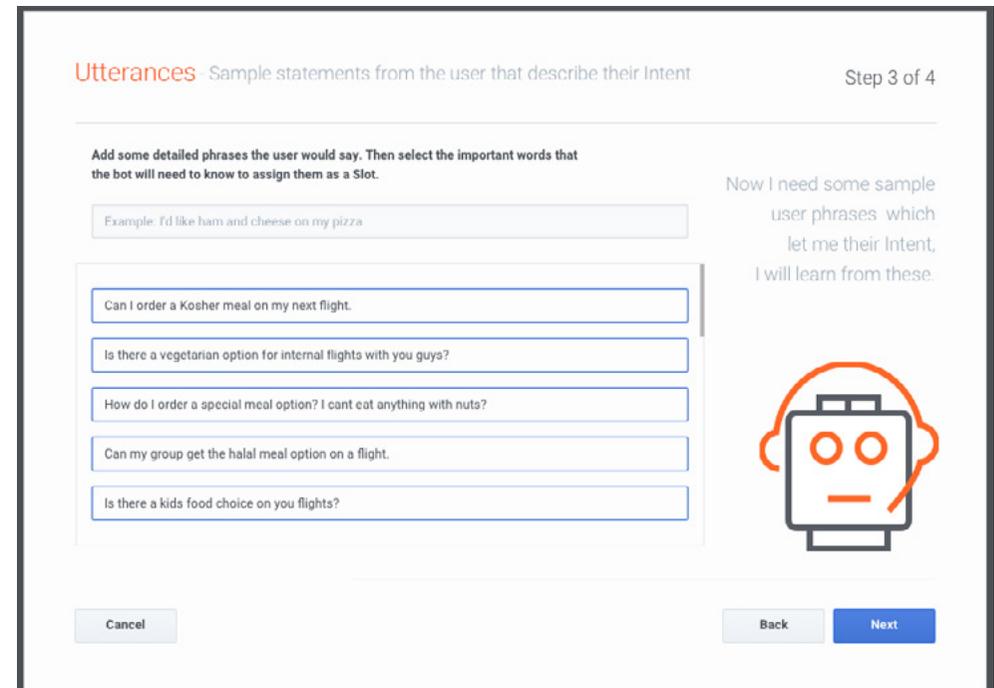
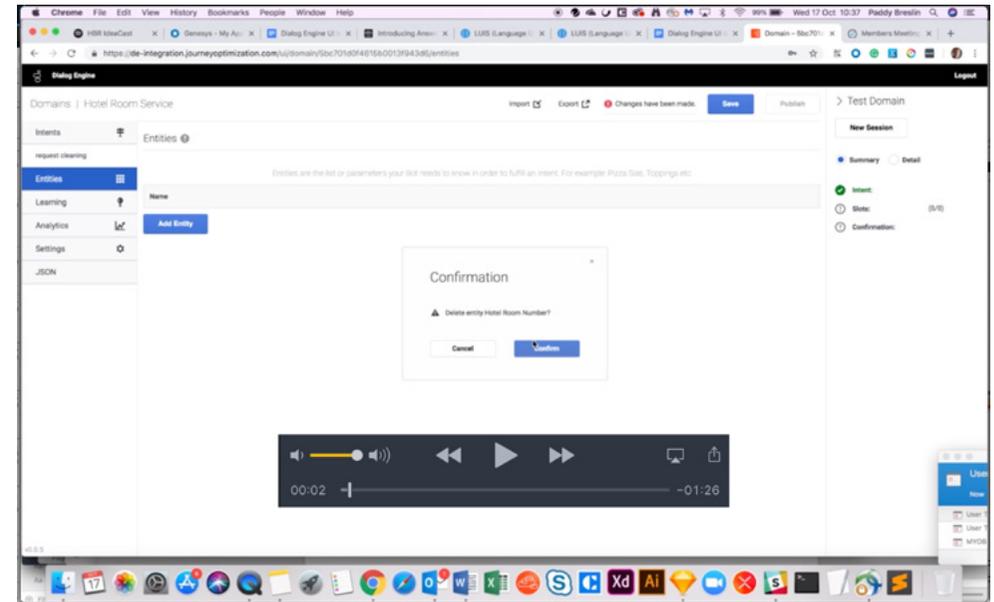
Early on we placed less emphasis on the branding guidelines in order to get prototypes built quicker.

User testing insights

- Once we had a working UI, I organised some guerrilla testing with colleagues from another product team.
- This was immensely valuable, we clarified some of the issues around the user journey, layout and labeling.
- Most importantly it helped us to understand the mental model users had for authoring Chatbots.

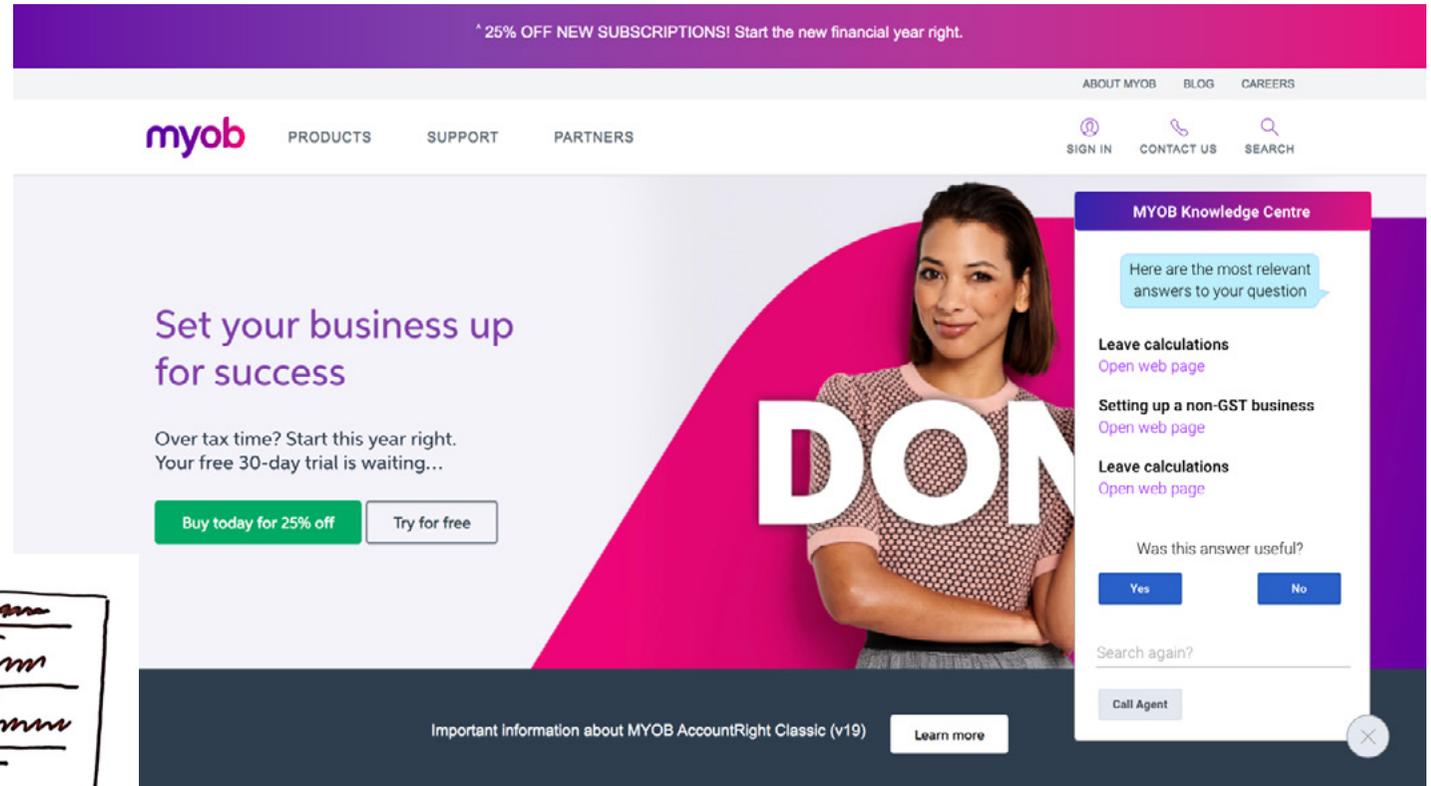
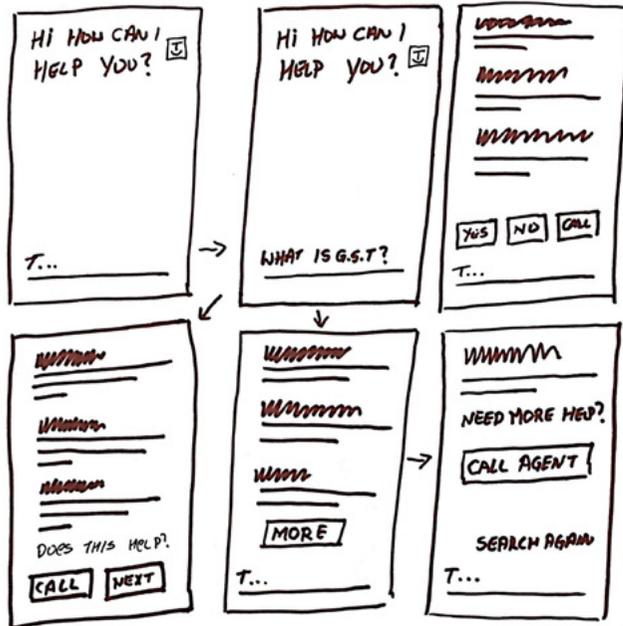
The need for better on-boarding

- The testing showed that users needed much more help to get up and running quickly.
- I explored the idea of using the flow of a conversation to show how writing dialog for bots is done.
- This evolved into an on-boarding mock-up that built a basic working bot in four screens. With explanations at each step.



Exploring use cases...

- The ability to automate conversations gives us opportunities to solve more and more problems for our clients and their customers.
- We mocked up a quick prototype demo for a Knowledge Bot that uses NLU to understand user questions and resolve to the closest match answer.
- This also gave us a change to show the power of widgets such as buttons and links.

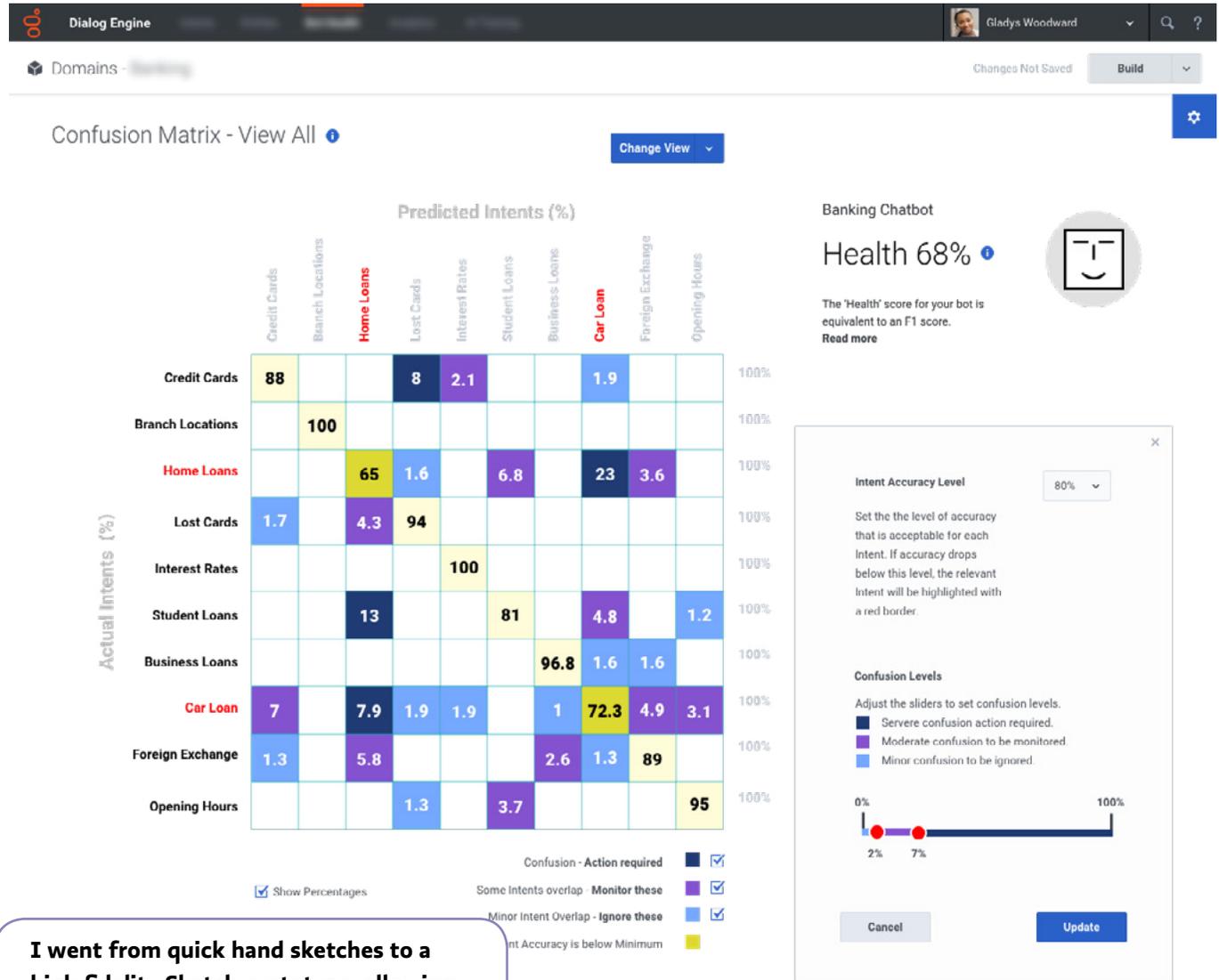
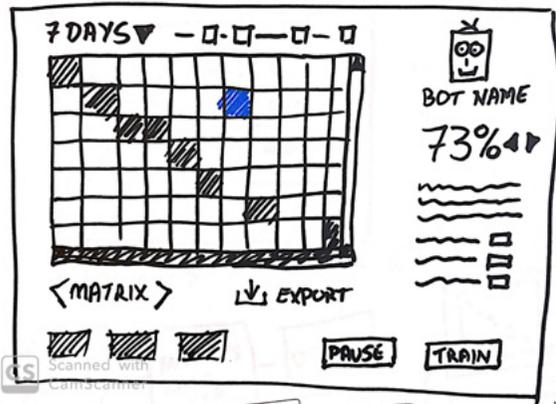


Our engineers built a working FAQ bot, and I prototyped a UI in Sketch to demo to this customer

“Knowledge-bot” hack demo presentation for MYOB, Australia 

The Next steps...

- The next major steps for Dialog Engine is a visualisation concept to help user assess and improve the data models they are building.
- The engineering work at the back end of this is going to be substantial. Therefore it is important that we explored with customers the solutions via a prototype prior to the build.
- Initially we looked at several methods for the data view, a ROC/AUC curve, Confusion Matrix and a more conventional Table View.



Analytics/Insights demo for
Travelers Insurance, USA



Animated Language Learning Feb 2017 - to present

Helping kids to communicate (Start-up)

The Dodd family have built an amazing SAAS product which helps non-verbal Autistic children learn to speak.

I came in to help them better tell their story, and to identify and reach as many new families as possible.

The original website simply portrayed the online product, and didn't really convey the incredible difference it could make.



Usability review and fixes

- I started with the obvious violations listing and rating them by severity
- We also trimmed down the site consolidating it into fewer pages.
- Next we defined a simpler user journey and goals.

A	B	C	D	E	F	G	H	I
Description	Fix	Link	1	2	3	4	5	Heuristic
Menu bar has a field called home	Remove this and have logo top left become home link	http://kidspeak.info/				X		4
Home & About page image too large.	Reduce to be above the fold and show text side by side	http://kidspeak.info/who-are-the-dodd-family/			X			4
Is the 2 lines of text clear enough	Learning language through Disney Stories	http://kidspeak.info/		X				4
Button colour and look needs to conform	Same button design throughout site				X			8
Text below picture not centered	Centre text.			X				8
Symbols on timeline don't work with story	better symbols or even photos and dates			X				8
Quotation on bottom are vague	Add pictures of the people quoted.			X				2
Button link takes user to page with just image and text	Go to form or extra line of text (read our story below) reduce pic						X	5
Timeline not very engaging	Consider horizontal, better graphic / photos			X				8
Autoplay on video will irritate users.	Turn off				X			3
Footer changes	Change same as ALL site.			X				4
Heuristic Evaluations								
1 Visibility of system status								
2 Match between system and the real world								
3 User control and freedom								
4 Consistency and standards								
5 Error prevention								
6 Recognition rather than recall								
7 Flexibility and efficiency of use								
8 Aesthetic and minimalist design								
9 Help users recognize, diagnose, and recover from errors								
10 Help and documentation								

First job, conducting an overall Usability Heuristic review.

Help your child to Speak

We show parents what's possible for all kids

Special Needs Education Advocate

SPEAK TO ENDA TODAY

Just because your child is not talking, doesn't mean they can't speak!

My emergence from Autism

This is my story

Emergence from Autism

Read about our emergence from Autism

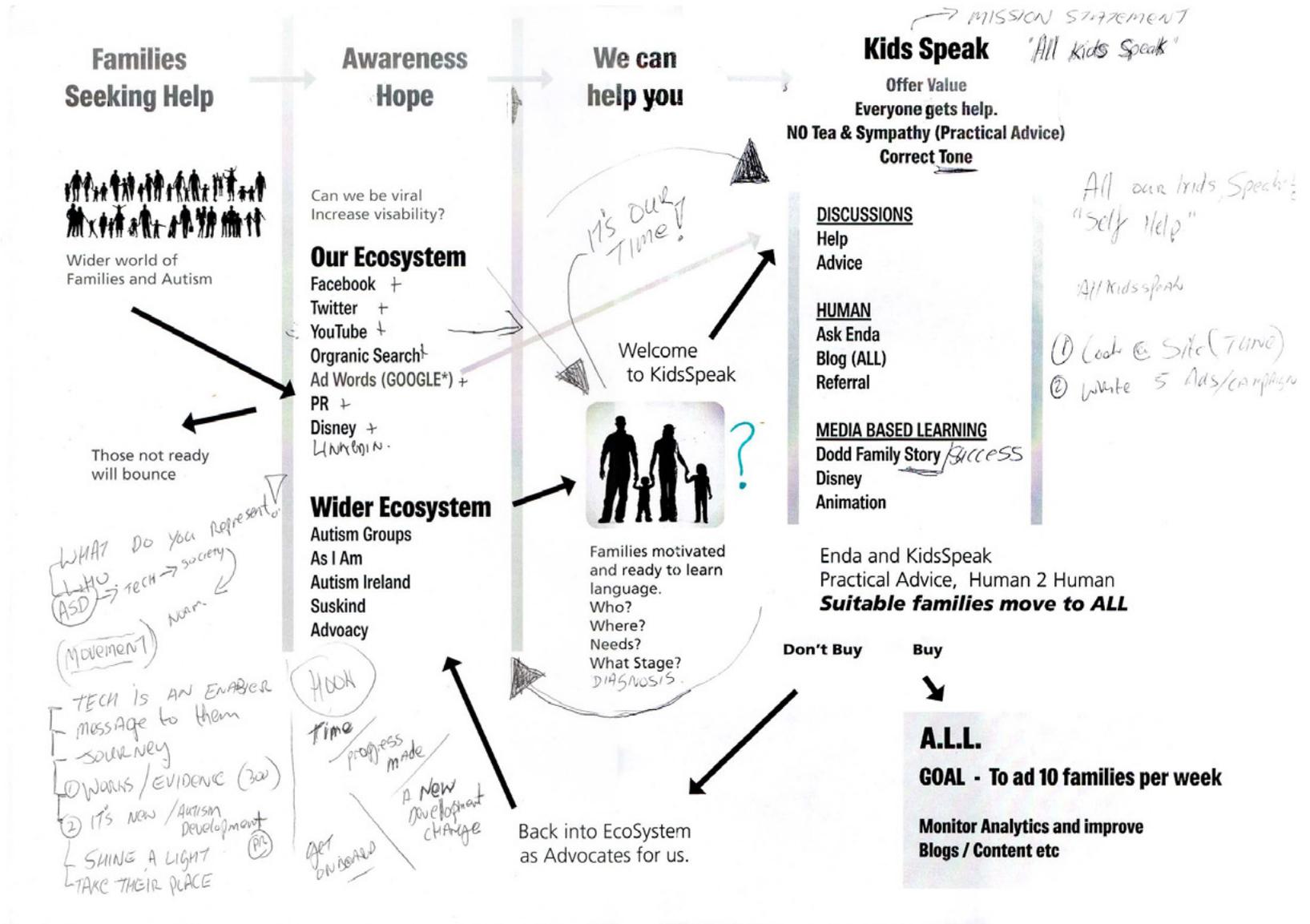
Conor and Eoin were not speaking so they needed speech therapy, right? Well, not exactly. As time went on we discovered that the reasons our sons were not speaking had a myriad of causes. These conditions can exist alone, or in our case together. We started to become aware of each separate problem, and we realized that we needed to understand and treat all the issues preventing speech and language. Much like joining links in a chain.

Ultimately we discovered the boys were suffering from several issues which affected all of the primary language centers in the brain. This led to a dismal future prognosis, of our boys not talking. Below are a series of posts that we have written that speak about what made our journey possible and our children successful.

I hope this will be of help to you, feel free to contact me about your child.

The Eco-System.

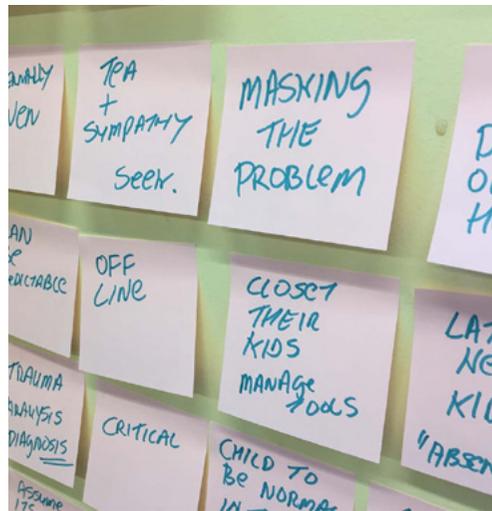
- Our collaboration widened out to look at the entire startup project, its direction and strategy.
- We explored all the touch points where we could reach our potential users.
- This evolving document helped us to focus on the interactions with those families who needed help.
- This process has also aided Enda in getting some early investment funding, and interest from potential investors.



We sketched a vision of our customer acquisition plan and eco system.

Customer identification

- I wanted to explore with Enda his experience with customers good and bad.
- We did a Q&A session, recording the nuances of the families that signed up for the program, and also importantly those that didn't.
- Through this process we identified characteristics of each side of that sign-up divide.
- We learned that societal norms are very powerful in preventing some families from seeking help.
- Those that join the program are open, honest and aware of their child's future challenges.
- Those that don't tend to be immersed in the problem, but also easily accept the idea that there is nothing they can do.



This customer discovery Q&A session, helped us define the target families.

“My son can’t speak”

**0-3 Years Old
Likely no diagnosis**

“Causes of Speech Delay”

**3-5 Years,
starting school
possible diagnosis**

“Teaching Non Verbal Children”

**5+ years, needs intervention,
definate medical diagnosis**

Measure and Learn

- This explosion in data allowed us to experiment with different combinations of Ads and landing pages. Not only increasing the volume, but the quality of the traffic.

Data insights

- Looking at the traffic gave us valuable insight into the relationship between the search terms and where families were on their autism journey.

OUR STUDY

ANIMATED LANGUAGE LEARNING AUTISM STUDY

277 Kids average age 6

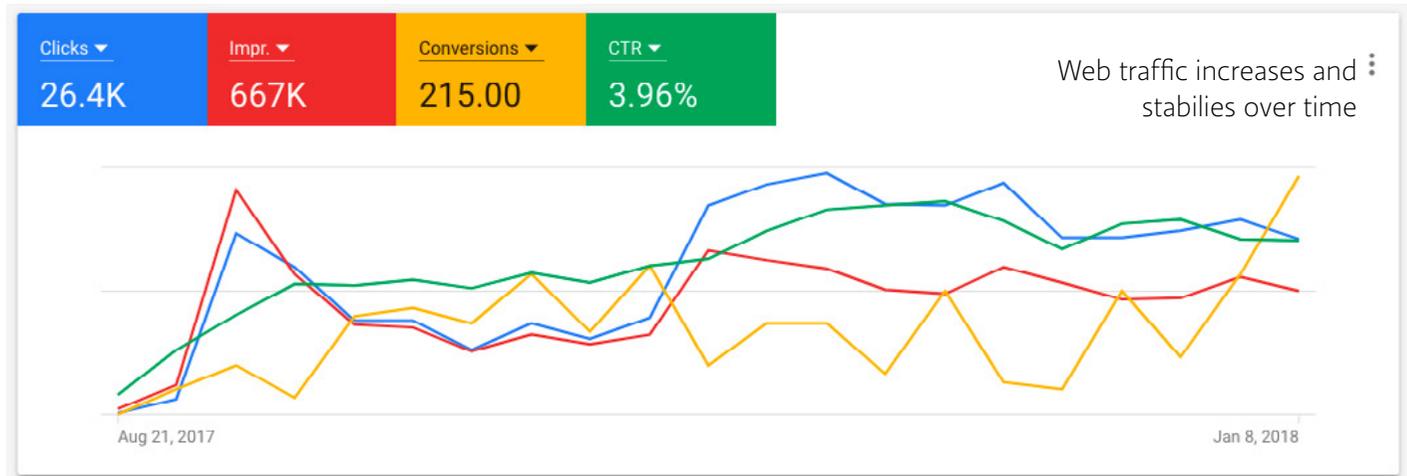
Who responded to Word concepts **650**

37,000 Concept iterations

3 Increased response times recognising words concepts

Extensive positive qualitative information was harvested from the pilot study informing the evolution of the program across some 7 Disney features and imagery drawn from a spectrum of animated features from all premier studies.

THE ALL RESEARCH ENTITY WAS ESTABLISHED IN THE NATIONAL UNIVERSITY OF IRELAND IN GALWAY.



Learning from the Data

- We secured a social enterprise AdWords grant from Google, which meant we could increase web traffic 10x.
- This explosion in data allowed us to experiment with different combinations of Ads and landing pages. Not only increasing the volume, but the quality of the traffic.
- These changes have resulted in recurring revenues and a predictable cycle, which has allowed Enda to look at the wider view, and he is currently engaged in securing funding from the EU to scale his product.



Working with the Dodds has been one of the most rewarding experiences I've had.

I Also created some infographics included in recent funding pitches

Redesign www.advertiser.ie Jan 2014 - May 2014

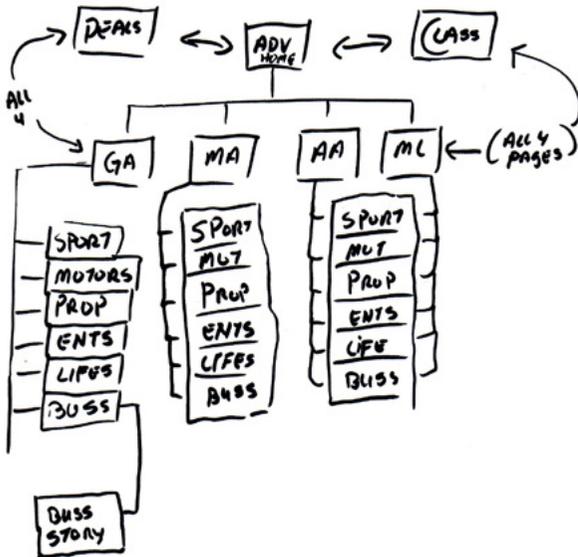
Website redesign

A new online classified ads, and a deals product needed to be incorporated into the main website.

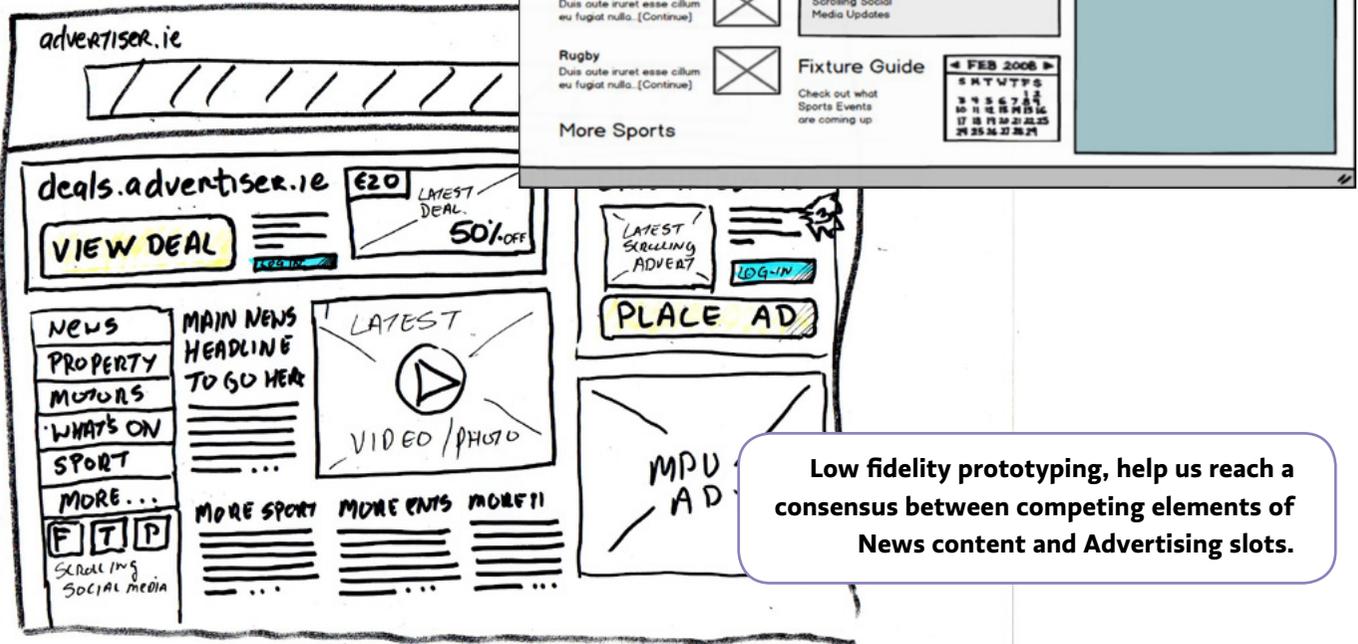
The site also needed to include new features, sections, and content. As well as a better

visual presentation and user experience.

Stakeholders had little understanding of web development or UX principles so we had to explain our process and benefits as we went along.



Discussing the flow between each local news site and the new additions



Low fidelity prototyping, help us reach a consensus between competing elements of News content and Advertising slots.

User Testing classifieds.advertiser.ie June 2014

The problems

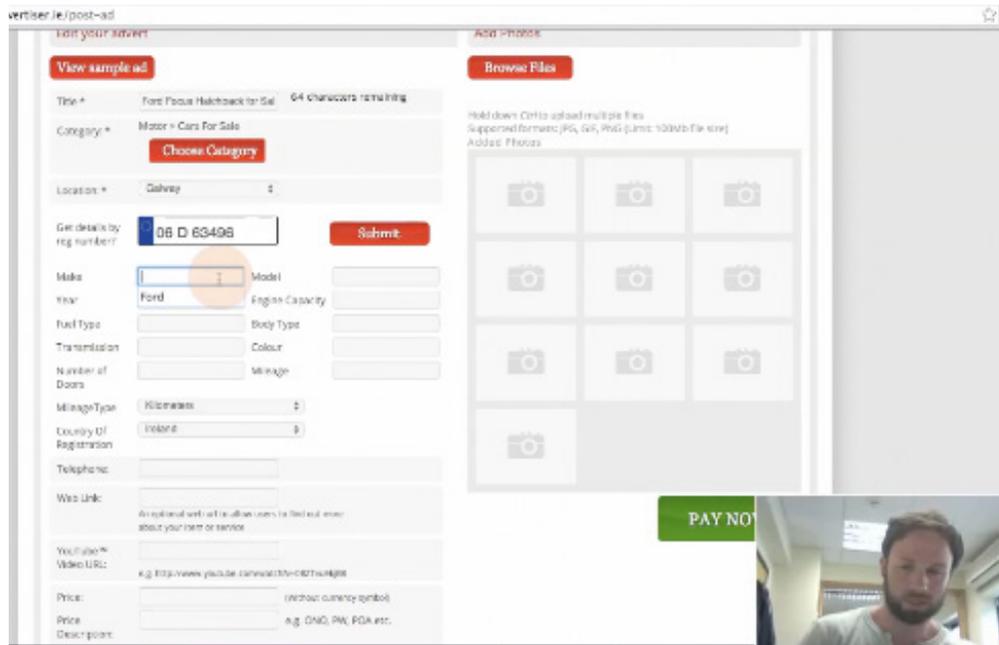
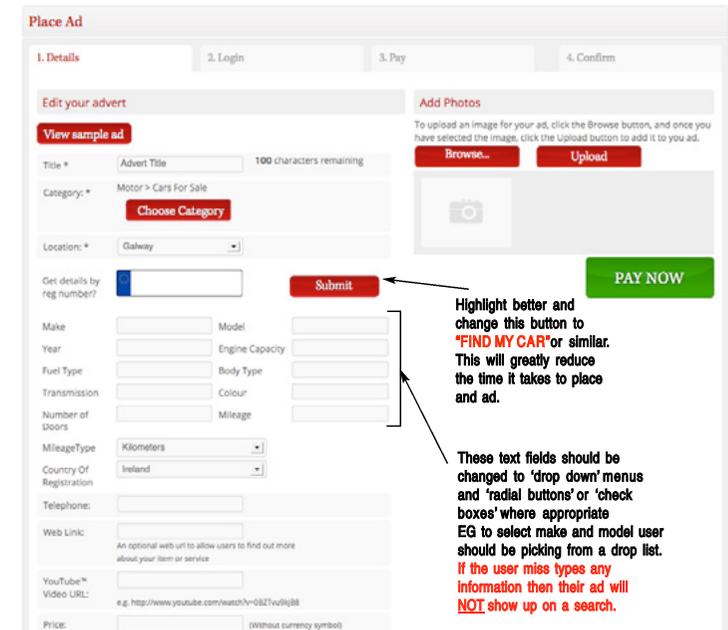
This classifieds ads website was built externally, I felt that the final product had some major usability issues.

Myself and a colleague conducted guerrilla user testing to explore and document the problems and push for vital fixes to be done.

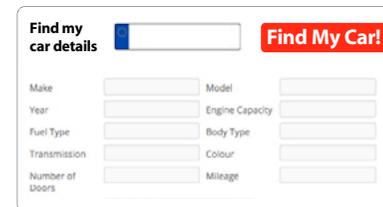
This testing was valuable, unfortunately the company decided against resourcing changes to the site at the time.

We linked our testing metrics to the major business goals.

- Ads placed as a % of visitors
- Sellers contacted as a % of visitors.
- Average time it takes to complete a given task.
- Ability to find a specific product for sale.
- Ability to place an ad.



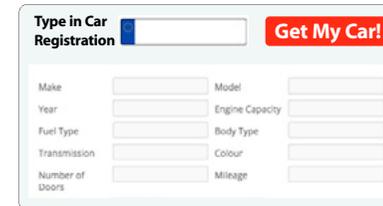
All test users missed the car registration shortcut



A

Alternative redesign ideas for this section.

This could be a good opportunity to do an A/B test.



B

Alternative visitors to the site would see a different version of this element (A or B).

By tracking over time their responses we can determine which version works best.

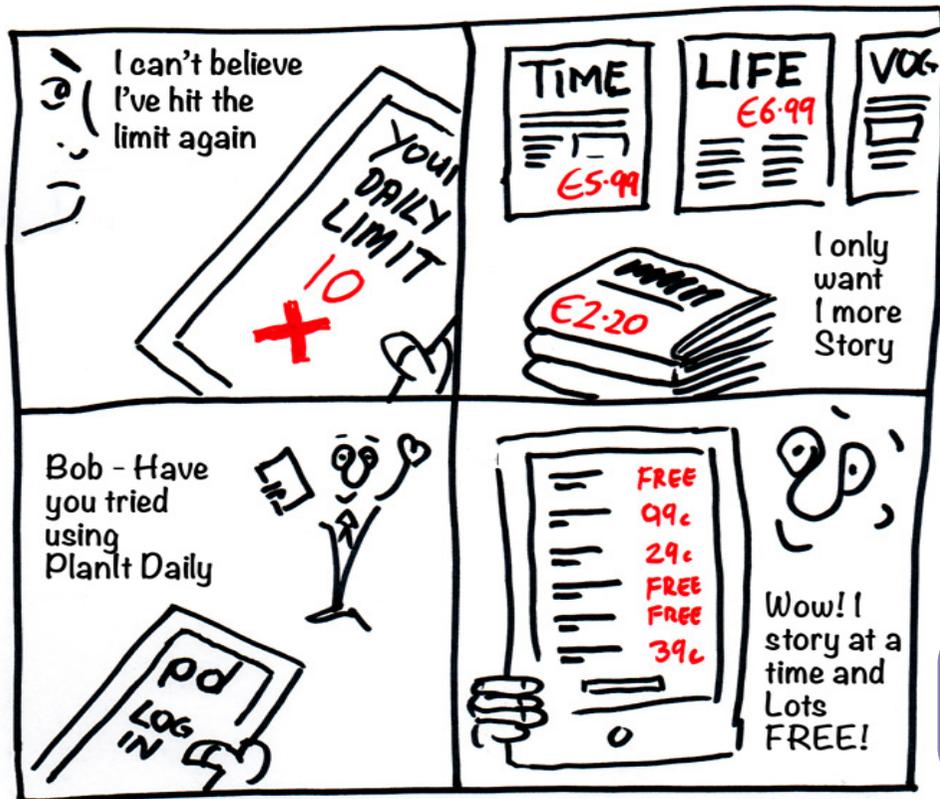
I presented the results to the stakeholders with some redesign fixes for the most severe problems.

Planit Daily June 2016 - Feb 2017

News Delivery Platform (Concept)

Planit Daily is a platform concept that allows users to consume online news articles paying for them individually rather than subscribing to each publication.

Final Project - Digital Skills Academy
- BS Hons. Degree, awarded 1.1



Storyboarding help me to share the concept and recruit a product team.

Product, Market, Fit.

- To test our hypothesis we got out and interviewed people about their media consumption habits. Below are the great insights this gave us.

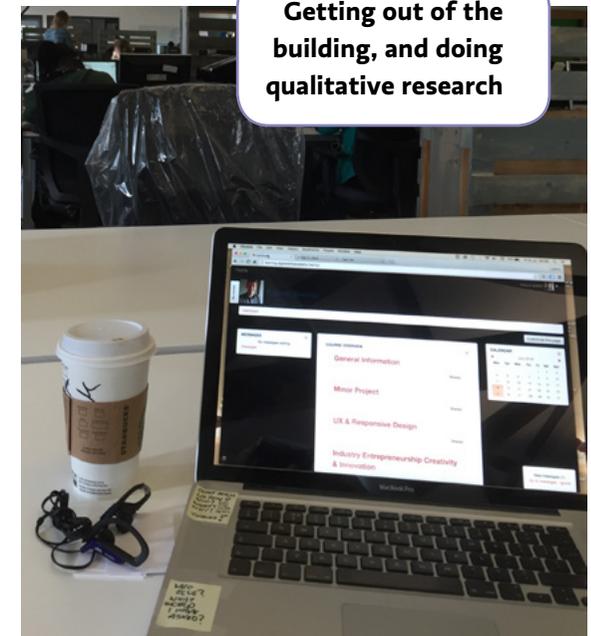
"I get most of my news from Reddit or some RSS feeds"

"I keep impartial about everything as far as possible, always looking at what the actual source is."

"I don't mind paying (Netflix) if the content is increasing, but if they run ads, I would cancel."

"The only thing I pay for is Spotify, I find the ads are very distracting when I'm working"

"I did subscribe to the Economist, was good but a bit expensive"



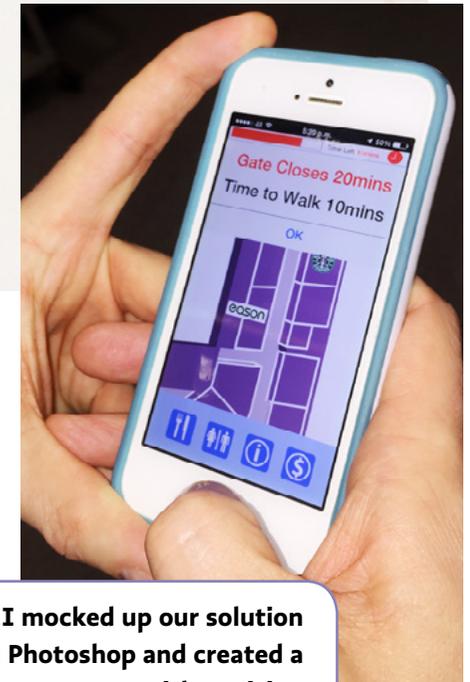
Galway Start-Up Weekend

Arrow is a concept App to aid travellers when navigating unfamiliar airports. It also helps them find services and shops they require.



JOHN
 HOLIDAYS
 COFFEE ✓
 CHINESE FOOD ✓
 NEWSPAPER ✓
 IMPATIENT ✓

DUB DEP
 SUN MORN
 MADRID 5:40
 LUFTHANS DESK
 LH 983



I mocked up our solution in Photoshop and created a prototype with InVision

Who is the user?

- We spoke to other participants about their travel experiences and from this we created our persona.
- Our team then ran scenarios looking at users in airports, the typical journey we all take. From initially booking a flight to finally sitting in your seat.
- Also we considered the possible revenue options of push notifications from retailers on this path within the airport.

**PADDY
BRESLIN**
UX / PRODUCT
DESIGN & STRATEGY

THANK YOU!