



legislative tracking platform.

Context

Design a data driven platform with customization capabilities

Fiscal Note was building a data driven platform that provided a comprehensive source for U.S. legislation and policies. These decisions can be convoluted and hard to comprehend for organizations and companies. FN provided a platform to track, monitor, and manage those policies, legislation and contacts.

Most of the components were there, but the system fail to tell a holistic user story or give the user context on where to begin. I helped tailor a process to match feature wants to specific usecases that our VP of Product. Sales and Business Development could talk to.

The ability to provide complex data solutions is only one part of the bigger puzzle. The data needs to be digestible and customizable to meet underlining need of the user. This is where bringing those data driven decisions back to the surface allows for better workflows and therefore a cleaner, more digestible story. Keeping in mind the aspects you want to tailor, highlight or offer different audiences.

I was hired to support the two person design team, while one of those individuals was on maternity leave. The team was lacking direction, a ux to front-end hand-off, and over all design process. They were overwhelmed by having to support 6 product managers and a VP of Product with requests coming from all directions.

The primary goals was to help the team was to create a dialogue between our design to front-end development. This was a huge huddle because neither parties had experience in this translation before.

Once I assessed this challenge I supported our Jr. Designer in creating a component library based on a responsive grid in Sketch. We worked on creating a library and matching labeling that was exported into HTML/CSS using Zepplin.

My other primary goal was to take brand guidelines and team business requirements and translate them into high-fidelity designs and a clickable demo in invision.

3 Phase Lean Design Process

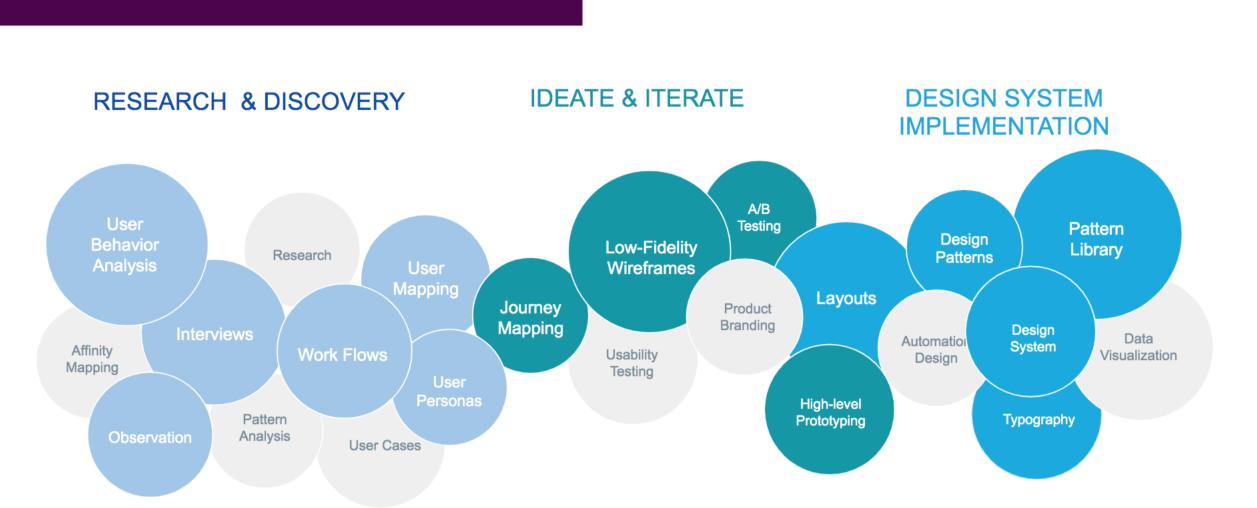
Contract

UX Strategist Product Designer

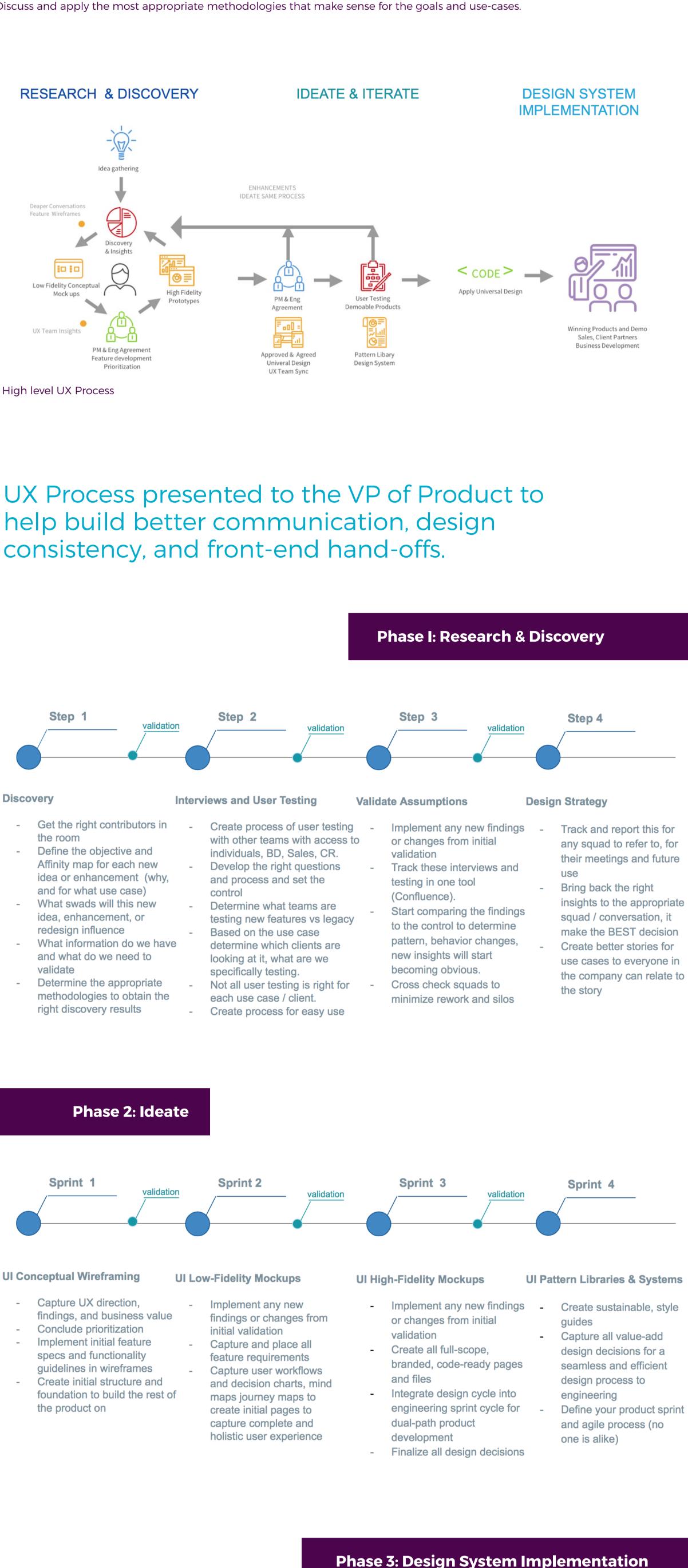
Imagine Explore the possibilities.

Because Fiscal Note was already well into development, what I noticed was a lack of a clear process and direction for UX to sustain and maintain the requests they were getting from not only engineering but product managers they were supporting, only a couple of whom had worked for a product before.

So before we started jumping into ideation I conducted a couple workshops to have the team align on priorities and help our VP of Product determine a UX Process that supports the roadmap.



Discuss and apply the most appropriate methodologies that make sense for the goals and use-cases.



Phase 3: Design System Implementation

The design library was hosted in Sketch and UXPin. UXPin is a cloud based services that allows you to design and manage all components for a robust and collaborative environment (before Figma became popular). The hand-off to engineering was still a work in progress but improving everyday now that we at least developed consistency and a sustainable component library. The team now started to build for agile implementation and started having more of a presence and opportunity to be a part of the conversation by attending sprint planning meetings.

The Purpose of UX

Various channels of insights allow for ample ideas. In-order to provide measurable business value, design requirements need to be focused, holistic, and obtainable for clear visible product progress. You can not put the user first, if you can not clearly define who these users are. The UX process helps evaluate primary perspectives while comparing assumptions to real insight with user data, personas, use cases and work-flows.

UX Process Objective

Validate assumptions

Apply analytics and findings

UX Process Challenges

All great ideas, we can only implement one at a time and focus on one, prioritization is essential

Incorporate feedback and insights

Confirm the most viable and best option

Track reasoning for future enhancements

Track direction for holistic consistency

Apply use cases, research findings and results

How to quickly reference relevant insights

How to apply quantitative insight to tell the right story with the qualitative support

Incorporate UX discovery and allow for the respect of conceptualization before High-Fidelity mockups

High Fidelity Mockups take twice as long. They also skip the workflow and UX discovery insights

The Purpose of UI

Create conceptual visuals to help throughout the decision making process from concept to executable code-able UI designs. Consider team members and users that can help you incorporating feedback to a holistic work-flow.

UI Process Objective

Create a variety of types of visualizations based on where feature conceptualization is

Create wireframes, low-fidelity mockup to help make functionality decisions

Apply the test findings and behavioral rules to front-end documentation and functionality Everytime a decision is made that design decision becomes a component which is checked across the other squads and the UX team as a quality control for consistency and sustainability

Finally it is created as a component in the Library and Design System

UI Process Challenges

Conceptual designs help keep the conversation about the functionality not the fine details and aesthetics

This also helps have larger conversations especially if this new feature affects multiple squads and decision points

Having to create in high-fidelity mockups for various squads with changing functionality with no research is not only time consuming and exhausting, but allows for inconsistencies in the final designs, and inefficiency

If things are not decided on Design Team level, you will have individual squads executing their ideas in silos. UI helps eliminate this

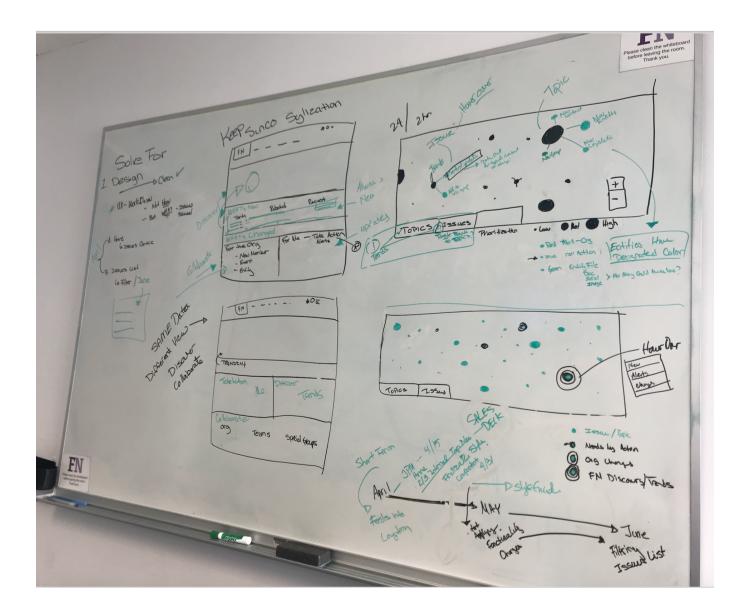
Ideate Watch your ideas come to fruition

Wireframing

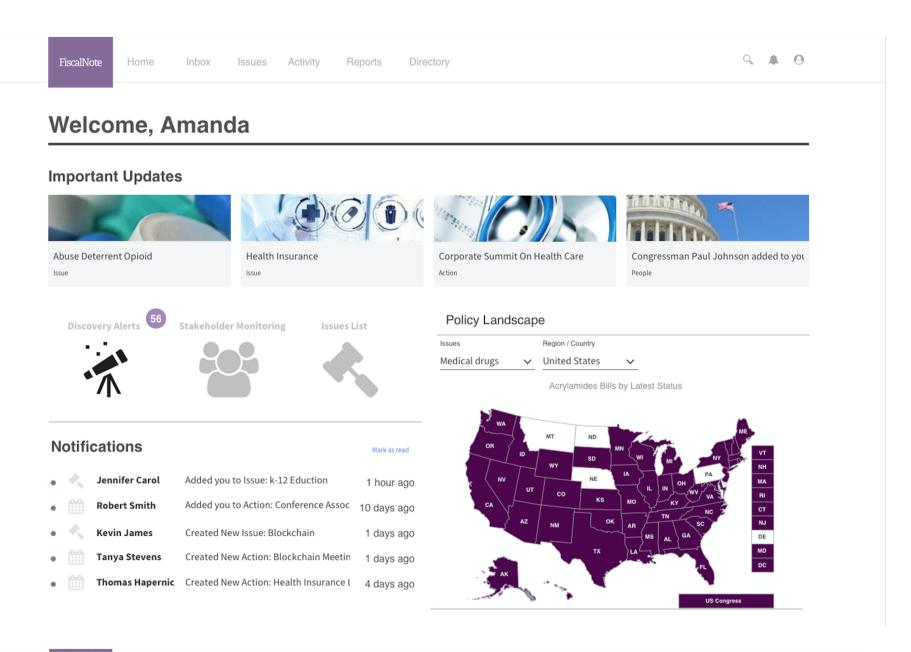
New Feature Conceptualization

Track User Behavior

Provide suggestions based on trends



High-Fidleity Designs

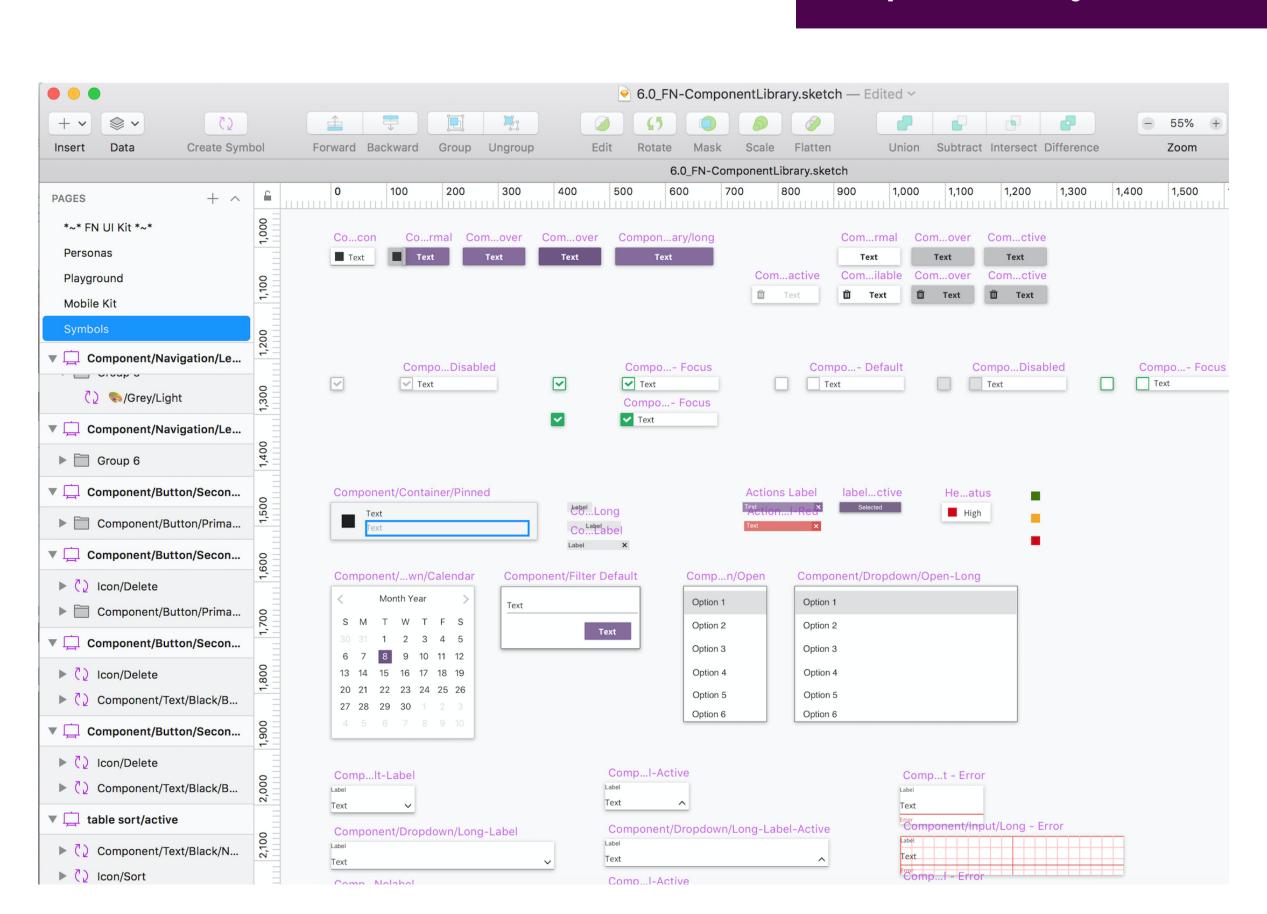


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Implement Put ideas to action

Sustainability and process is what creates efficiency. Now that we know what we agree on how the problem(s) will be solved, we can solve them. Design systems applied to agile methodology allows for a sustainable product workflow ensures consistency and standards.

Component Library







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