

CECILIA HUSTER

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Appendix A: Work Samples

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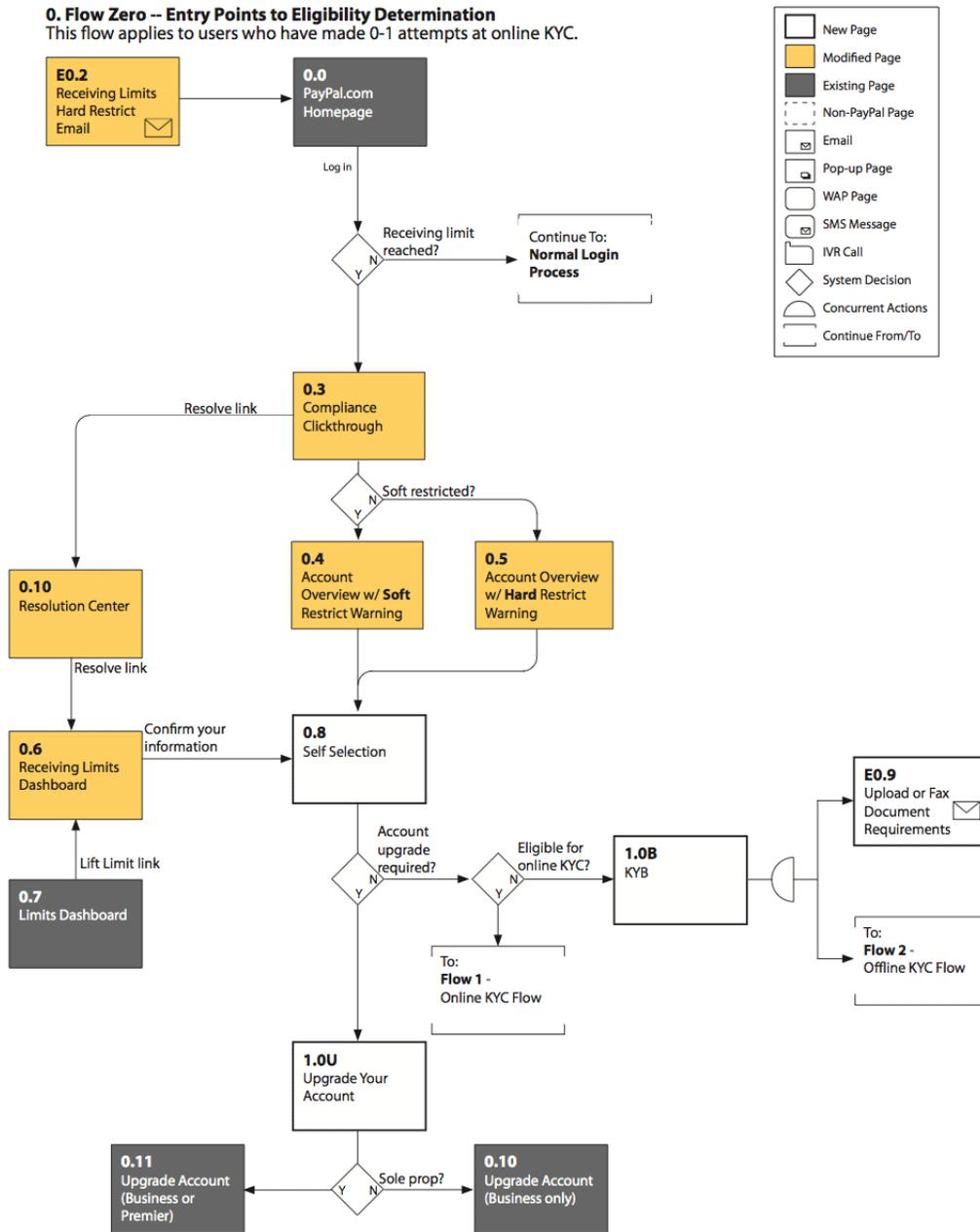
More samples are available on my portfolio site, ceciliahuster.com.

1. Legal Compliance User Flow

UED Spec - Legal Compliance Project, 2010

0. Flow Zero -- Entry Points to Eligibility Determination

This flow applies to users who have made 0-1 attempts at online KYC.



Cecilia Huster, Senior User Experience Designer

KYC stands for “Know Your Customer.” It’s a legal compliance requirement that differs from country to country and depending on if the user is a consumer or a merchant. Typically it is triggered when the user transacts for a certain amount of money.

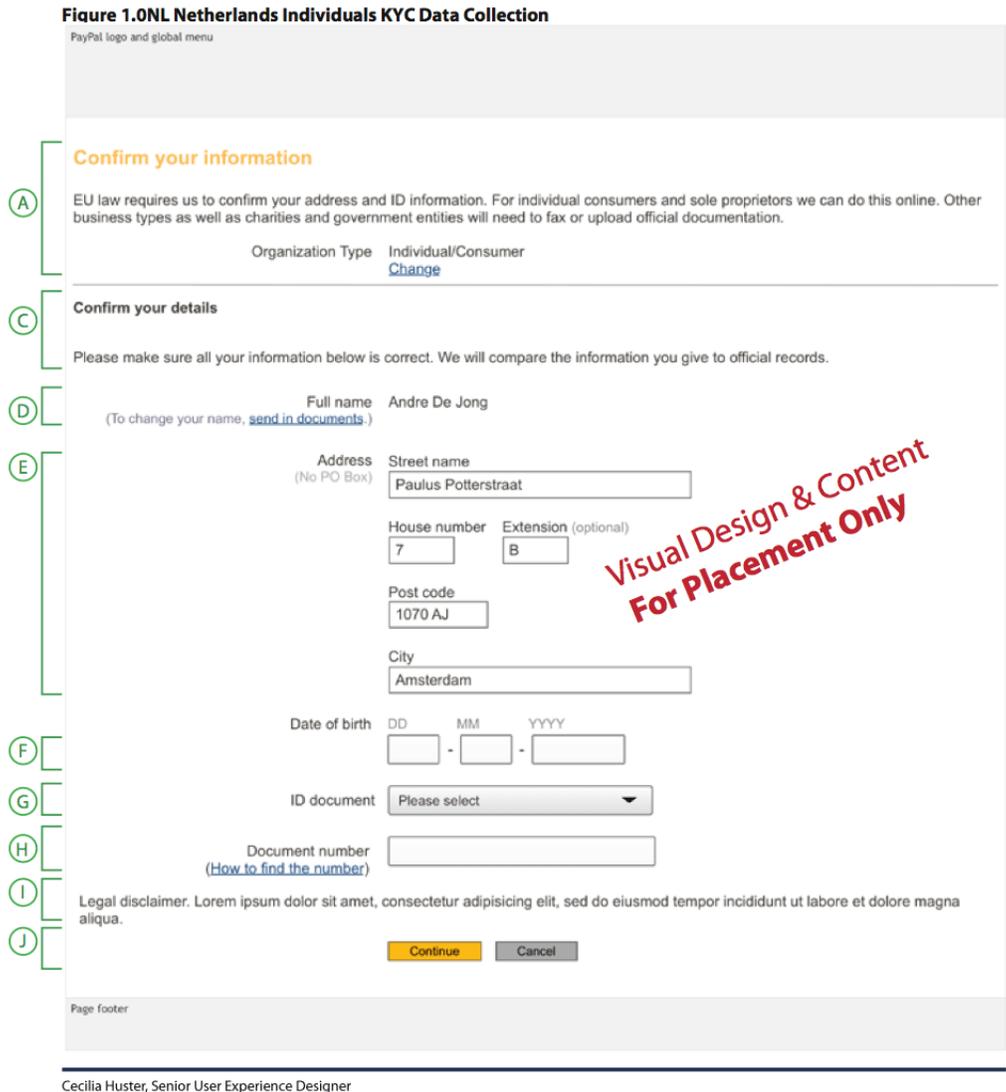
I was using the standard PayPal UED spec template. Each box is a page. In the rest of the document the numbers and names, e.g. 0.6 Receiving Limits Dashboard, were used consistently. So there was a wireframe named 0.6 Receiving Limits Dashboard and a visual design for 0.6 Receiving Limits Dashboard. The Content document also used that designation for that screen.

Simplifying

Since then, I’ve designed a much simpler flow. The prototype is on my portfolio site, <http://www.ceciliahuster.com/portfolioProto.htm>

2. Legal Compliance High Fidelity Wireframe

UED Spec - Legal Compliance Project, 2010



A high fidelity wireframe of a forms page. It's a bit old-fashioned but at PayPal this was by far the most common deliverable that user experience designers created. The wireframe describes a page shown for customers from the Netherlands who need to go through a legally mandated procedure called "Know Your Customer".

The data that users give us on this page will be compared to public data held by a third party vendor in real time. Before this project all Netherlands users had to fax us ID documents, so getting real-time feedback was a worthwhile improvement both for the user experience and for PayPal's reduced cost to serve.

The green module handles on the left are PayPal standard issue. On the next page each of them will be described in detail, e.g the options in the ID document drop down and what happens when the user clicks the Continue button.

Not Best Practice

Many elements on this page are not best practice. Technical limitations on the third party verification vendor's side and on our side necessitated some user experience compromises. In cases like this, I explain to the developers why something isn't an ideal user experience. Sometimes we can brainstorm a solution, some times not. Either way it's important to have the conversation so that everybody knows what UX issues could be improved next time around.

3. Israel Address Entry Pattern

This is the side-by-side version of PayPal's forms pattern. The field labels are placed to the left of the field. In Hebrew, the labels were of course placed on the right side instead.



Content mismatch

Based on recommendations from the local team in Israel I decided that only the Hebrew version of Address Entry would include a link to the Israeli Post Office ZIP code lookup. There is no English language ZIP code lookup for Israel. The local team felt that showing a Hebrew language pop-up in an English context would be confusing rather than helpful.

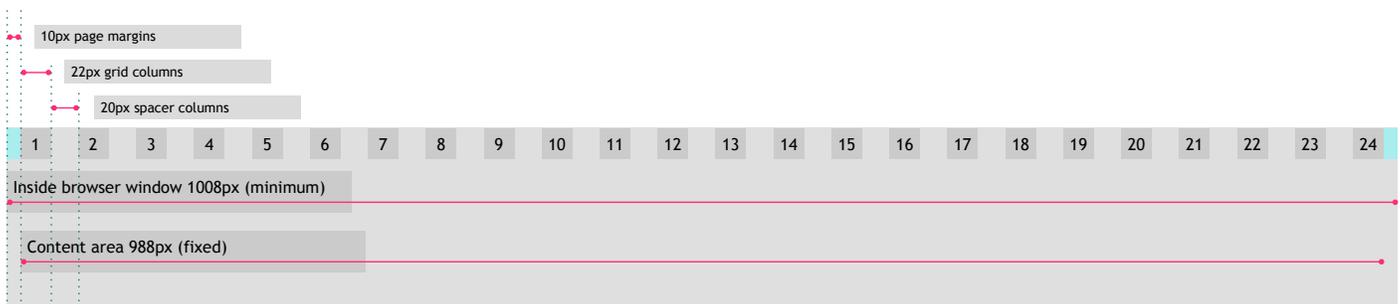
If you look closely, you'll notice that module E includes a link in the two right-to-left wireframes but not in the English left-to-right version. Again the English right-to-left wireframe was crucial to communicate the point of the design.

4. 24-Column Layout Grid

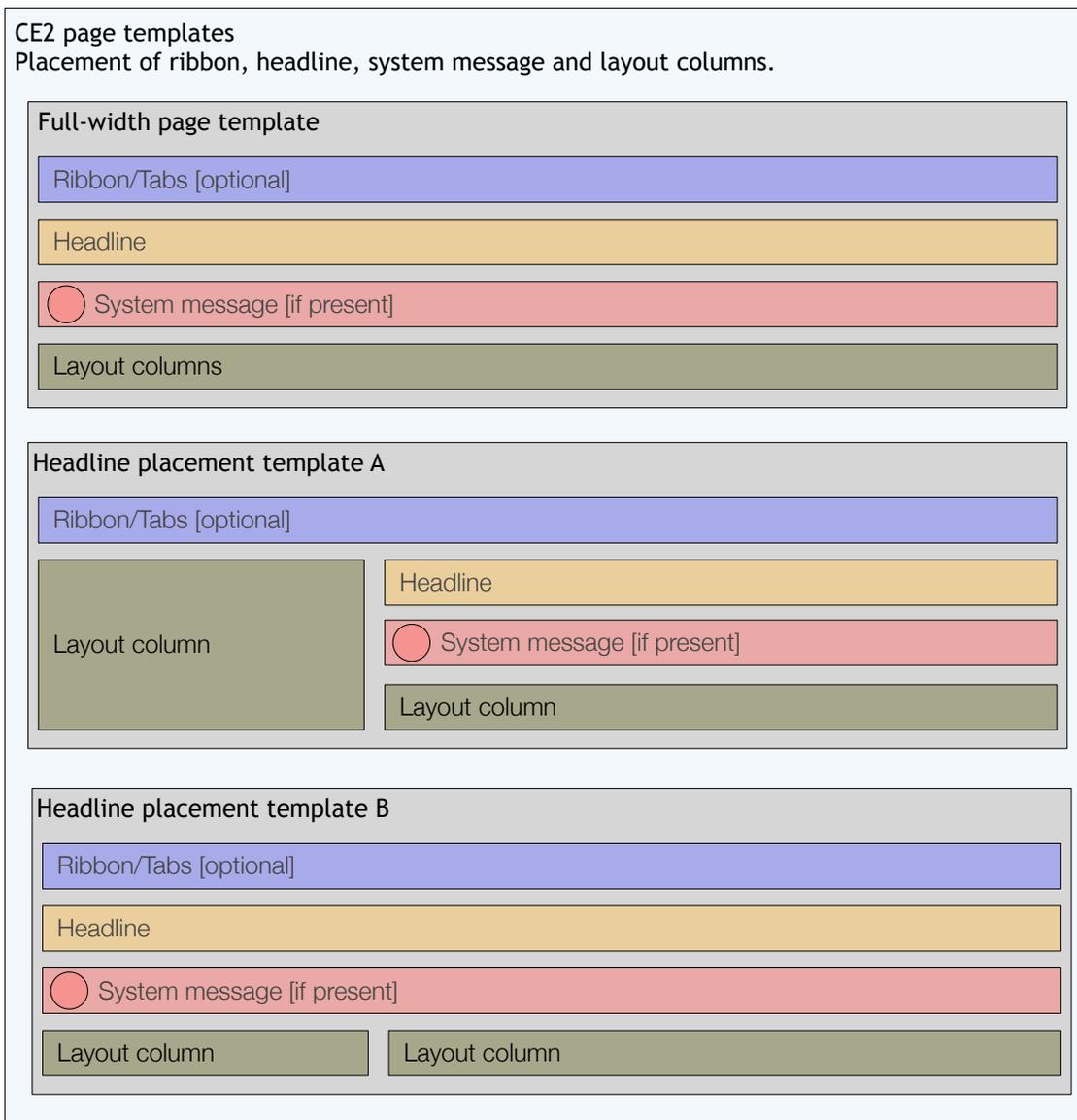
I designed a 24-column grid and a number of pre-defined layouts based on the grid. The communication to explain the grid, the layout and how and when to use them underwent a number of iterations based on feedback from the primary audience – the designers.

The design itself also changed. In the original design both grid columns and spacer columns were 20px wide. I chose those numbers because they would make the arithmetic very simple. That would have saved the company a lot of money. It would also have saved designers and developers many headaches. But it turned out that decisions made by other parties meant that the full width of the content area had to be 988px wide. So I made the grid columns 2px wider. That way we would still get the increased white space on the page that was one of the design goals.

In most design projects there are compromises that need to be struck between different stake holders. In this case the slightly harder calculations were offset by a functioning grid. The earlier proposal was for a 13-column grid. That would have severely limited design layout options. By engaging in the conversation and maintaining the relationship with different stakeholders the ultimate outcome for the company as a whole is safeguarded.



5. Low Fidelity Wireframe



I created this lo-fi wireframe to be used as a basis for discussion about the placement of headlines in two-column layouts. The discussion was between designers and engineers, so I could keep it fairly abstract. If business stakeholders had been involved, I would have made the illustrations more similar to actual pages.

The first wireframe shows the vertical order of page elements in a single-column layout. The next wireframe, Headline placement template A, lets the left layout column push the headline and system message to the right. This layout makes sense if the left column houses the left nav. Template B was what we had when I started this conversation. If the content in both layout columns is equally important, template B makes sense. But that's rarely the case. So the question was if we would replace template B with template A, or offer both as design options.

The Value of Basis-of-Discussion Illustrations

Having something to look at and point at in negotiations about design options keeps everybody on track and leads to better decisions. A 30 minute lo-fi wireframe can work, sketching on a whiteboard is even better if everybody is in the room. That's the Lean UX way.