

Alan Carabott

Experience Designer & Researcher

About Me

I'm a highly skilled user experience designer and researcher with a background in user interface design. I have over 15 years industry experience designing websites and online applications for both large and small organisations with varied audiences.

I'm a patient, empathetic and detail orientated designer skilled at user research and testing, sketching, wireframing, user flows and prototyping. I have a proven track record of delivering intuitive and compelling solutions that anticipate and address user and business needs.

I'm not this orange in real life

Key skills



EXPERIENCE DESIGN

- Ideation
- Brainstorming
- Sketching
- Design workshop facilitation
- Concept development
- Flow diagrams/wireflows
- Low/high fidelity wireframes
- Interactive prototyping
- Usability testing



RESEARCH

- Qualitative & quantitative research
- User interviews
- Empathy mapping
- Persona development
- Survey design
- A/B testing
- Research synthesis
- Competitor analysis



VISUAL DESIGN

- User interface design
- Responsive design
- Visual design principles:
 - Layout
 - Visual hierarchy
 - Colour
 - Imagery
 - Typography
- Accessibility



TOOLS

- Sketch
- Figma
- Adobe Creative Cloud
- Invision
- Abstract
- Zeplin
- Hotjar
- Miro
- Microsoft Office
- Survey tools:
 - Formstack
 - Survey Gizmo



TEAM & COMMUNICATION

- Confident presenting ideas, concepts, findings and design decisions with stakeholders
- Ability to develop and maintain professional, positive and respectful relationships with clients
- Ability to establish a good rapport with colleagues to promote strong working relationships

Select projects

The projects in my portfolio demonstrate a range of my skills and capabilities, deliverables and process. These projects are from my most recent role as a UX Designer at Sensis in the Yellow Pages product team (March 2015 - March 2020).



myYellow

Creating a new responsive web app to improve Yellow advertiser's lead management experience and consolidate access to their products

UX DESIGN, RESEARCH



Bookings

Introducing a booking feature to provide Yellow visitors a new way to engage with Yellow advertisers

UX DESIGN, RESEARCH, UI DESIGN



Yellow Pages — myYellow

Creating a new responsive web app to improve Yellow advertiser's lead management experience and consolidate access to their products

PROJECT OVERVIEW 6 - 7

PROBLEMS TO ADDRESS 8

USERS & AUDIENCE 9

THE PROCESS 10 - 24

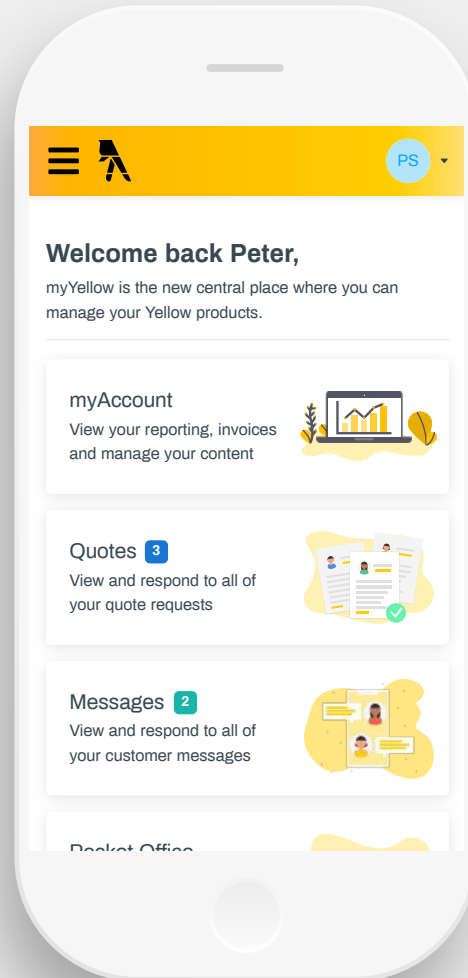
OUTCOMES 25 - 26

WHAT'S NEXT? 27

EXPERIENCE DESIGN & RESEARCH

Project overview

PROJECT OUTLINE, KEY GOALS & MY ROLE



WHAT IS MYYELLOW?

myYellow is a new responsive web app for approximately 70,000 self-service Yellow advertisers to access everything in their product portfolio including reporting, invoices, content, customer leads and messages.

KEY GOALS

Improve Yellow advertiser's experience with leads and increase their responsiveness to Yellow visitors, whilst also creating the foundation to combine advertiser's access to multiple products within the Yellow ecosystem.

MY ROLE & RESPONSIBILITIES

I was the researcher and experience designer for this project, which involved:

- Qualitative & quantitative research
- Ideation & sketches
- Personas
- Wireframes
- User flows
- Prototype / user testing
- Research synthesis

Project overview

KEY UX PROCESS PHASES

From a UX perspective, the myYellow project was completed in 3 key phases. The first was to understand and empathise with our users. The second was to use this understanding and create potential solutions to address pain points. And finally, test a prototype with users and incorporate feedback before final development and launch.

3 KEY UX PROCESS PHASES FOR MYYELLOW

Understand & Empathise

- Research (Qualitative & quantitative)
- Establish pain points
- Empathy mapping
- Persona creation
- User flows: Mapping the existing flows

Ideate & Design

- Ideation & sketching
- Low fidelity wireframes
- Wireflows: Mapping the new user journeys
- High fidelity wireframes
- Apply visual design (Post user testing)

Validate & Iterate

- Prototype development
- User testing
- User testing synthesis
- Incorporate feedback

TIMELINE & TEAM

The project was completed over a 6 month period by a core team of 10 members, both co-located and remote:

- 1x experience designer/researcher (me)
- 1x product owner/business analyst
- 1x technical architect
- 4x developers, 2x testers & 1x visual designer

Problems to address

UNDERSTANDING THE PROBLEM

Yellow previously introduced a 'Request Quote' feature for Yellow visitors, however most Yellow advertisers only received these leads via email which could get missed and were difficult to track. Each lead and subsequent reply had to be accessed from individual emails.

ADVERTISER FEEDBACK

I created and included a feedback survey in every quote request email sent to Yellow advertisers. This generated both qualitative and quantitative feedback from over 250 Yellow advertisers, with insights into where improvements were needed.

“

Store the leads with the customer's contact details so they are easier to access.

— Anonymous Yellow advertiser

KEY PAIN POINTS

43%

Yellow advertisers were concerned about missing their Yellow leads

37%

Yellow advertisers had experienced some difficulty accessing their Yellow leads

28%

Yellow advertisers had experienced difficulty tracking/managing their Yellow leads

Users & audience

EMPATHISING WITH OUR USERS

The primary audience for myYellow is the owners and staff at one of the approximately 90,000 businesses that pay Yellow to list and promote their business in the Yellow Pages directory.

ESTABLISHING EMPATHY

Utilising existing information known about Yellow advertisers from previous interviews & surveys, input from sales staff and quotes feedback provided by over 250 Yellow advertisers, I was able to complete an empathy mapping exercise which would then inform personas and help create a shared understanding of our users.

YELLOW VISITORS (SECONDARY AUDIENCE)

Whilst not direct users of myYellow, Yellow visitors who submit quote requests and messages to businesses should also benefit if the needs of Yellow advertisers are better addressed, improving their experience by increasing the likelihood of receiving responses in a timely manner.



Yellow Pages — myYellow

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Empathy mapping
- Persona creation
- User flows (Existing flow)
- Ideation & sketching
- Low fidelity wireframes
- Wireflows (New journey)
- High fidelity wireframes
- Prototype development
- User testing
- Applying visual design

OUTCOMES

WHAT'S NEXT?

The process

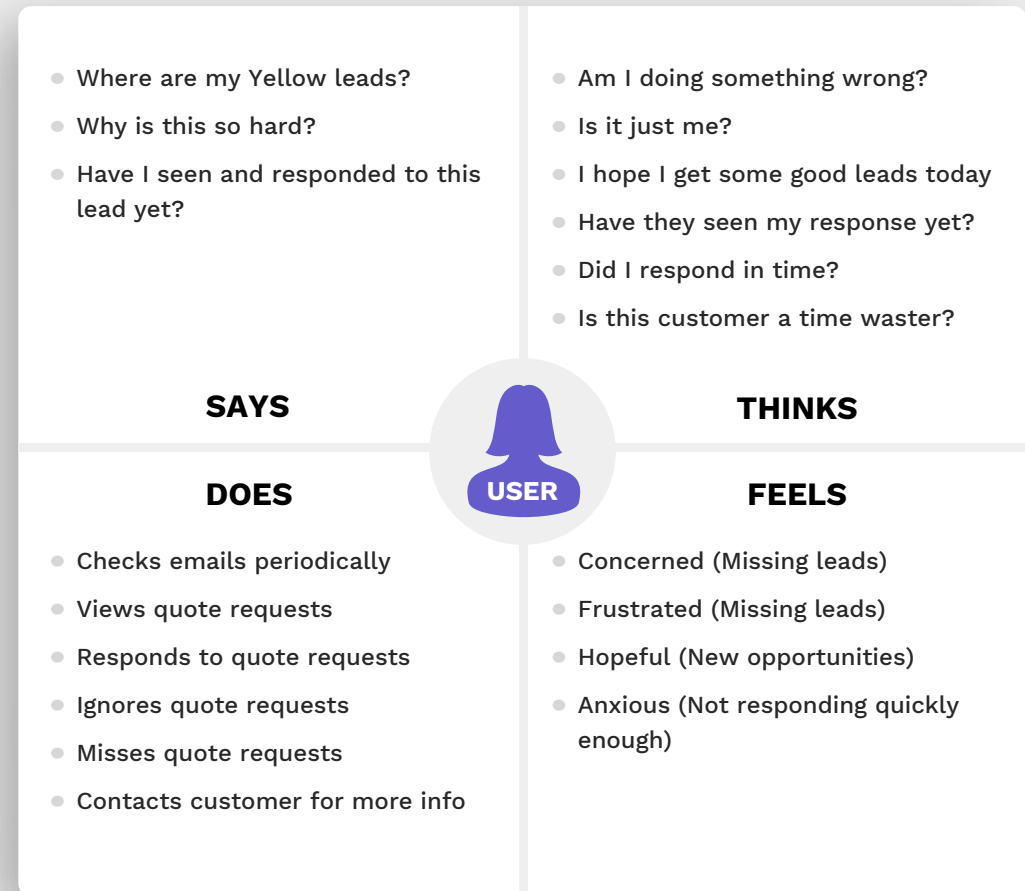
EMPATHY MAPPING

With a large amount of qualitative information at hand from the survey responses in particular, I created an empathy map which was important to help inform our decision making.

COMBINED EMPATHY MAP

The empathy map I created was an aggregation of Yellow advertisers who complete the same tasks and share similar behaviours. The THINKS and FEELS quadrants were in part interpreted from the survey responses, but also from other research conducted previously for the quote functionality.

COMBINED EMPATHY MAP



- Empathy mapping
- **Persona creation**
- User flows (Existing flow)
- Ideation & sketching
- Low fidelity wireframes
- Wireflows (New journey)
- High fidelity wireframes
- Prototype development
- User testing
- Applying visual design

The process

PERSONA CREATION

I created 3 narrow scope personas to represent end-users that interact with incoming leads. This type of user would also be the focus of prototype testing at a later stage.

ONE OF THE PERSONAS CREATED TO HELP BUILD EMPATHY FOR OUR USERS



KAREN WARD

Position: Office administrator

Industry: Plumbing

Education: Diploma of Business Administration

Location: Melbourne, VIC

Age: 32

Story

Karen is the office administrator at Watertight Plumbing and is responsible for all of the office admin tasks, including ordering office supplies, paying bills, invoicing, bookkeeping, answering phones and responding to emails.

Karen is often speaking with her colleagues to organise site visits and their attendance to emergency jobs.

Karen has a fairly structured day but she needs to be able to adapt quickly during busy times. She likes to be organised and manage her time efficiently, but can sometimes get frustrated when her best laid plans go out the window. She sometimes worries that new job opportunities will be missed if she's not able to notice them or respond quickly enough.

Goals

- Respond to all new customer enquiries as soon as possible
- Provide a professional experience and service to customers
- Manage time effectively to perform at her best

Needs

- Awareness of new enquiries
- Liaise with team members about new enquiries
- Tools that help complete her tasks simply and efficiently

Tools & Frequency

- Outlook (Daily)
- Xero (Daily)
- Online banking (Often)
- Word (Often)
- Hi-Pages (Often)
- Excel (Seldom)
- Powerpoint (Seldom)
- Yellow Pages - myAccount (Seldom)

Wants

- Improved awareness of new customer leads
- Ability to track and respond to leads in a straightforward way
- Less time spent completing mundane and repetitive tasks

Fears

- Not responding to customers in a timely manner
- Losing potential revenue / jobs
- Wasting time on tasks that are not the best use of time

THE PROCESS ►

- Empathy mapping
- Persona creation
- **User flows (Existing flow)**
- Ideation & sketching
- Low fidelity wireframes
- Wireflows (New journey)
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- User testing
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OUTCOMES

WHAT'S NEXT?

The process

USER FLOWS: MAPPING EXISTING USER FLOW

I mapped out key user flows to ensure the current process was well understood and shared in a visual way. The below user flow highlights the repetitive nature of checking for new quote requests.

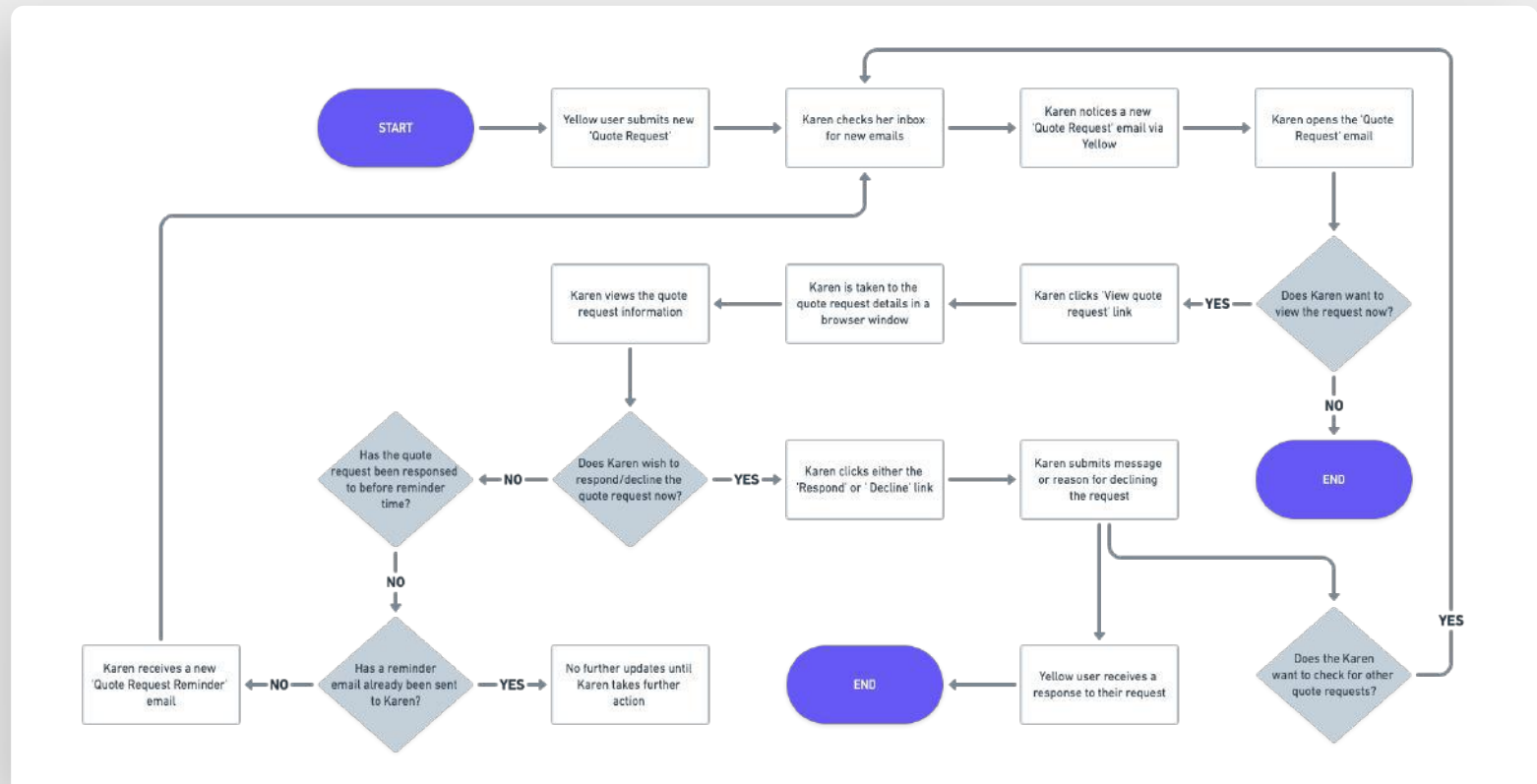


KAREN ▼

Office administrator at Watertight Plumbing

The below user flow diagram shows the steps Karen took to find, view and respond to quote requests. This process was repetitive and required Karen to proactively check emails regularly to avoid missing new quote opportunities. Karen also had to access each quote opportunity individually which made them harder to track.

EXISTING USER FLOW: KAREN FINDS, VIEWS AND RESPOND TO A QUOTE REQUEST



The process

IDEATION & SKETCHING

I chose to use trusty pen and paper to start visualising different concepts to address key pain points whilst also considering existing functionality.

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

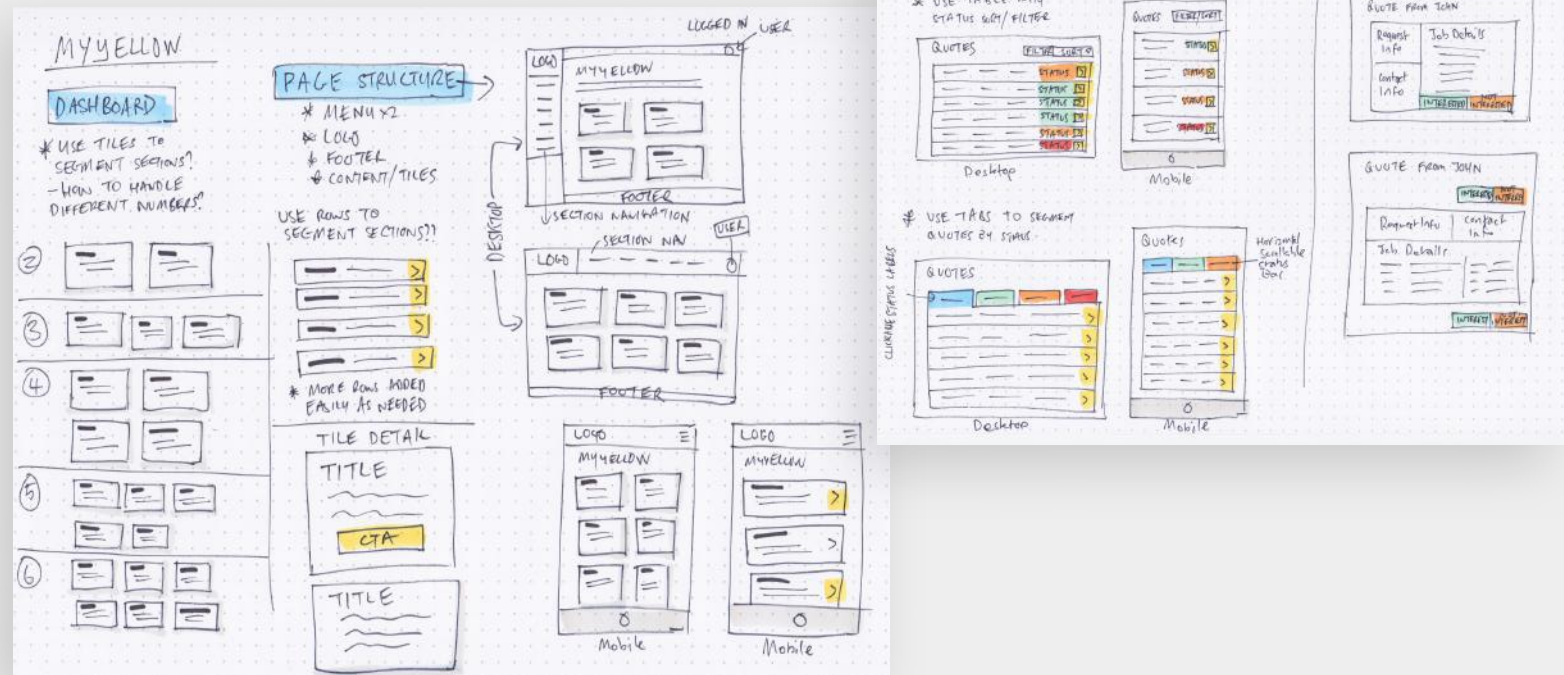
THE PROCESS ►

- Empathy mapping
- Persona creation
- User flows (Existing flow)
- **Ideation & sketching**
- Low fidelity wireframes
- Wireflows (New journey)
- High fidelity wireframes
- Prototype development
- User testing
- Applying visual design

OUTCOMES

WHAT'S NEXT?

A SELECTION OF SKETCHES THAT ENABLED ME TO EXPLORE MULTIPLE IDEAS QUICKLY



THE PROCESS ►

- Empathy mapping
- Persona creation
- User flows (Existing flow)
- Ideation & sketching
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- High fidelity wireframes
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OUTCOMES

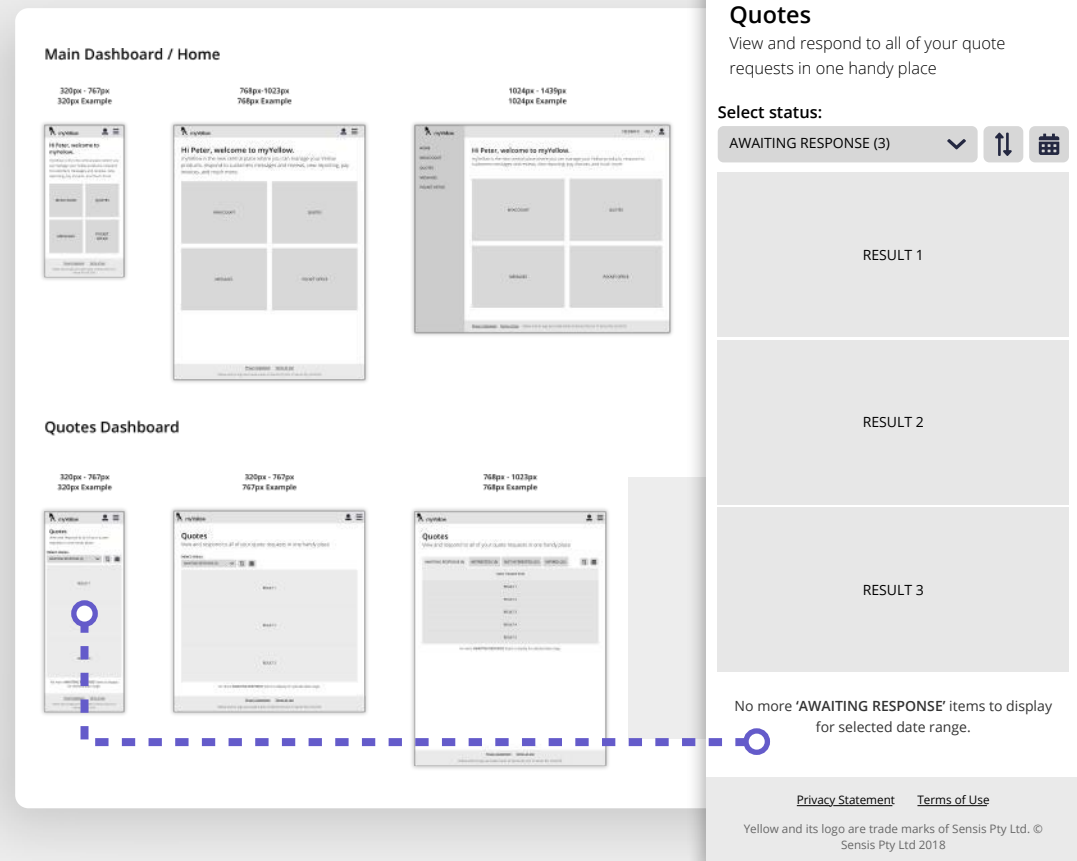
WHAT'S NEXT?

The process

LOW FIDELITY WIREFRAMES

I then created low fidelity wireframes in Sketch to refine the paper sketches and see how well they would translate to responsive layouts. As this was a responsive web app, I needed to ensure the concepts could work on all devices/resolutions.

LOW FIDELITY WIREFRAMES AT VARIOUS BREAKPOINTS



LOW-FI WIREFRAMES

- Similar to paper sketches, I was able to quickly iterate the low fidelity wireframes
- I wanted to ensure the wireframes contained just enough detail to use in a wireflow diagram to convey how a Yellow advertiser completes tasks
- I used a common design pattern of an icon to represent the main menu on smaller devices, but remain visible on larger devices

THE PROCESS ►

- Empathy mapping
- Persona creation
- User flows (Existing flow)
- Ideation & sketching
- Low fidelity wireframes
- **Wireflows (New journey)**
- High fidelity wireframes
- Prototype development
- User testing
- Applying visual design

OUTCOMES

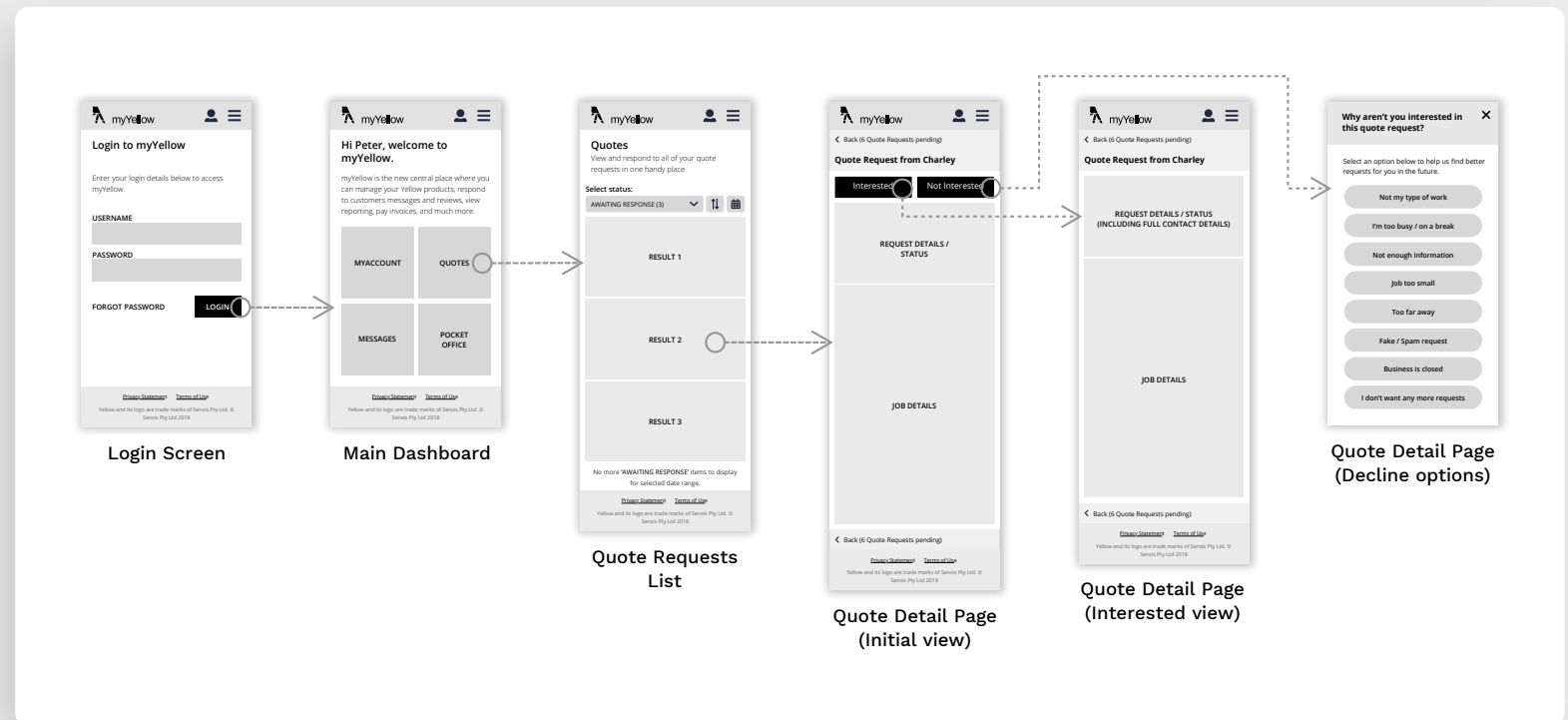
WHAT'S NEXT?

The process

WIREFLOWS - MAPPING THE NEW USER JOURNEYS

Utilising the low fidelity wireframes, I created wireflow diagrams to represent user interactions to complete tasks. I did this as a way of communicating how users complete specific tasks in a more visual way than a flowchart.

EXAMPLE MOBILE WIREFLOW: ADVERTISER VISITS MYYELLOW (INTERESTED & NOT INTERESTED OPTIONS)



Yellow Pages — myYellow

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Empathy mapping
- Persona creation
- User flows (Existing flow)
- Ideation & sketching
- Low fidelity wireframes
- Wireflows (New journey)
- **High fidelity wireframes (1/2)**
- Prototype development
- User testing
- Applying visual design

OUTCOMES

WHAT'S NEXT?

The process

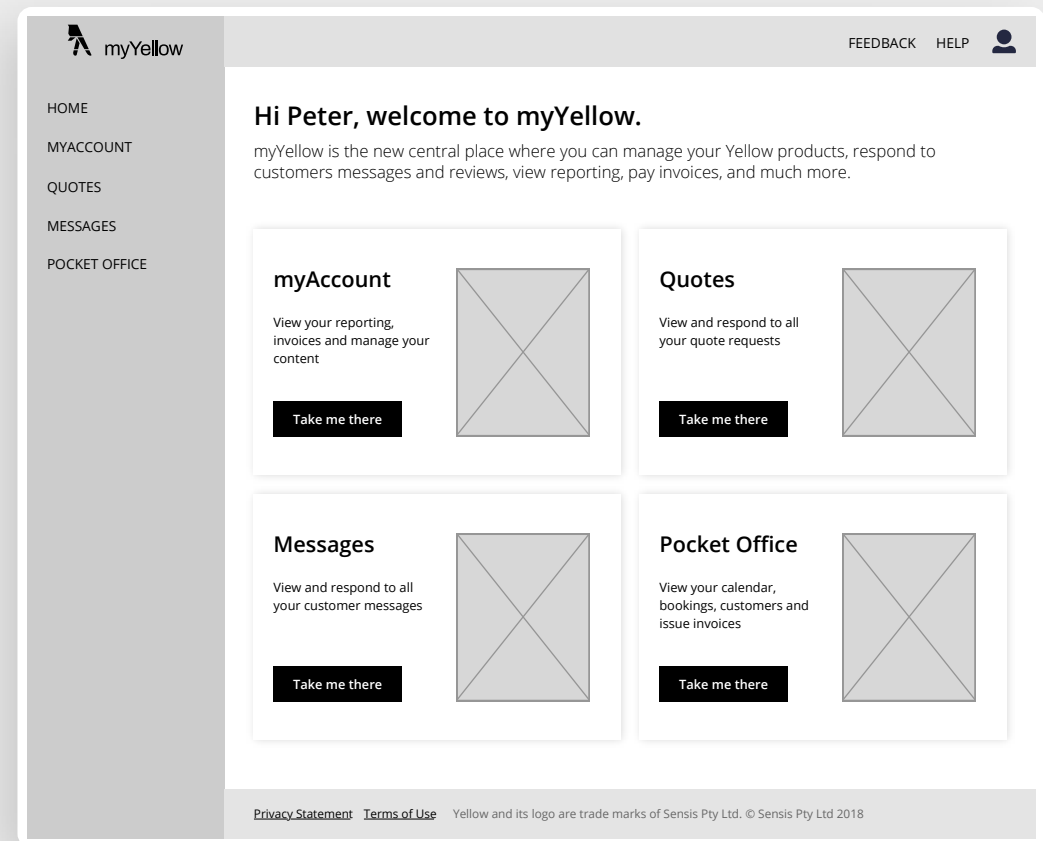
HIGH FIDELITY WIREFRAMES

After completing the wireflows and sharing these with the project team for feedback and refinement, I then created high fidelity wireframes. I also presented these wireframes internally and incorporated feedback before creating a prototype for user testing.

ALL IN THE DETAILS

The high fidelity wireframes were created with real content (titles, labels, CTAs), as well as realistic details to help make the wireframes as relatable as possible for users, as they formed the basis of the prototype testing with users. This also helped me to refine various page layouts, spacing, content hierarchy and navigation.

DESKTOP WIREFRAME FOR MYYELLOW DASHBOARD



Yellow Pages — myYellow

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Empathy mapping
- Persona creation
- User flows (Existing flow)
- Ideation & sketching
- Low fidelity wireframes
- Wireflows (New journey)
- **High fidelity wireframes (2/2)**
- Prototype development
- User testing
- Applying visual design

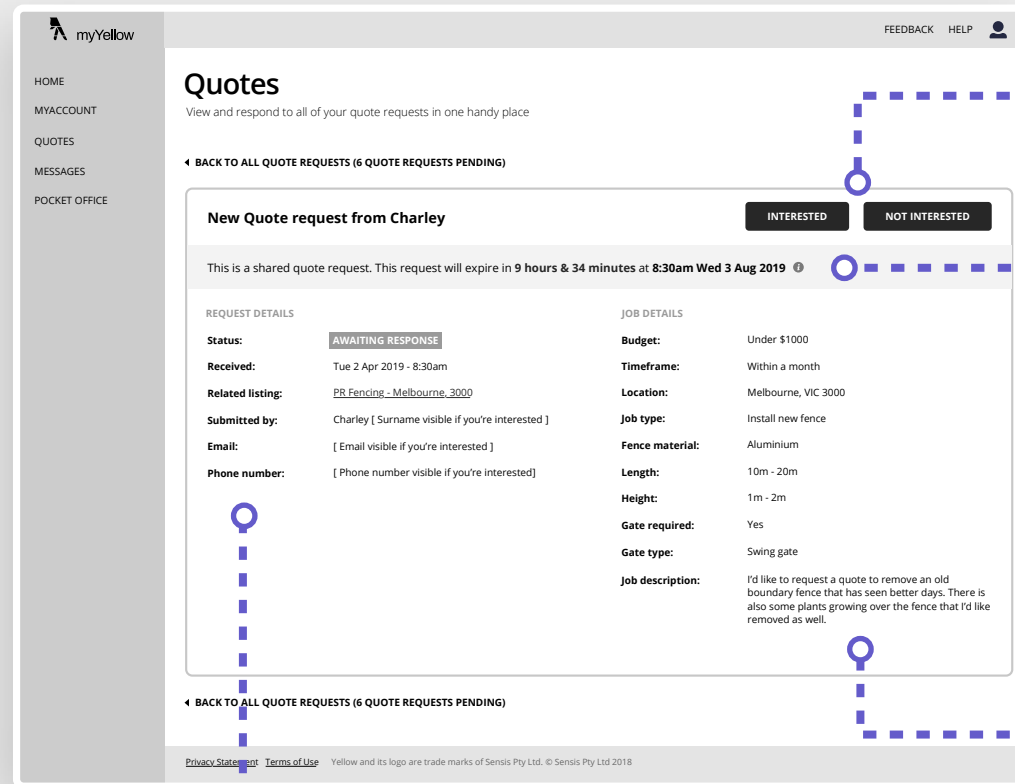
OUTCOMES

WHAT'S NEXT?

The process

HIGH FIDELITY WIREFRAMES

DESKTOP WIREFRAME FOR QUOTE REQUEST DETAILS



1

QUOTE REQUEST DETAILS

At a glance details about the quote request status, date received and the related Yellow Pages listing. The customer's details are hidden until the advertiser is interested.

4

CALL TO ACTIONS

Each new quote request has an 'Awaiting Response' status. Advertisers can flag a request as 'Interested' to reveal the customer's contact details, or 'Not Interested'.

3

QUOTE EXPIRY TIME

Some quote requests have a 24hr expiry time associated with them. In these cases, the time remaining for advertisers to flag their interest is shown.

2

JOB SPECIFIC DETAILS

Customer supplied information about the job they're requesting a quote for to help the advertiser understand the nature of the job.

THE PROCESS ►

- Empathy mapping
- Persona creation
- User flows (Existing flow)
- Ideation & sketching
- Low fidelity wireframes
- Wireflows (New journey)
- High fidelity wireframes
- **Prototype development** (1/2)
- User testing
- Applying visual design

OUTCOMES

WHAT'S NEXT?

The process

PROTOTYPE DEVELOPMENT

I created 3 tasks for Yellow advertisers to complete that were focussed on different aspects of the prototype. As they worked through each task, I asked a series of scripted questions whilst also ensuring I gave them opportunity to provide their thoughts and open feedback to get deeper insights.

3 KEY PROTOTYPE TASKS

TASK 1

Review and action a new quote request

HYPOTHESIS

Advertisers can easily access, view and respond to quote requests

EXAMPLE QUESTION:

- Why do you think the customer's contact details aren't fully visible?

TASK 2

Check if there are other requests that need action

HYPOTHESIS

Advertisers notice there are other quotes requests that can be viewed and require action

EXAMPLE QUESTION:

- Why do you think quote requests have been segmented in this way?

TASK 3

Access and view a detailed performance report

HYPOTHESIS

Advertisers will understand how to navigate to their performance via the new myYellow dashboard

EXAMPLE QUESTION:

- Can you briefly explain what you're seeing here (on the dashboard)?

Yellow Pages — myYellow

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ▶

- Empathy mapping
- Persona creation
- User flows (Existing flow)
- Ideation & sketching
- Low fidelity wireframes
- Wireflows (New journey)
- High fidelity wireframes
- **Prototype development (2/2)**
- User testing
- Applying visual design

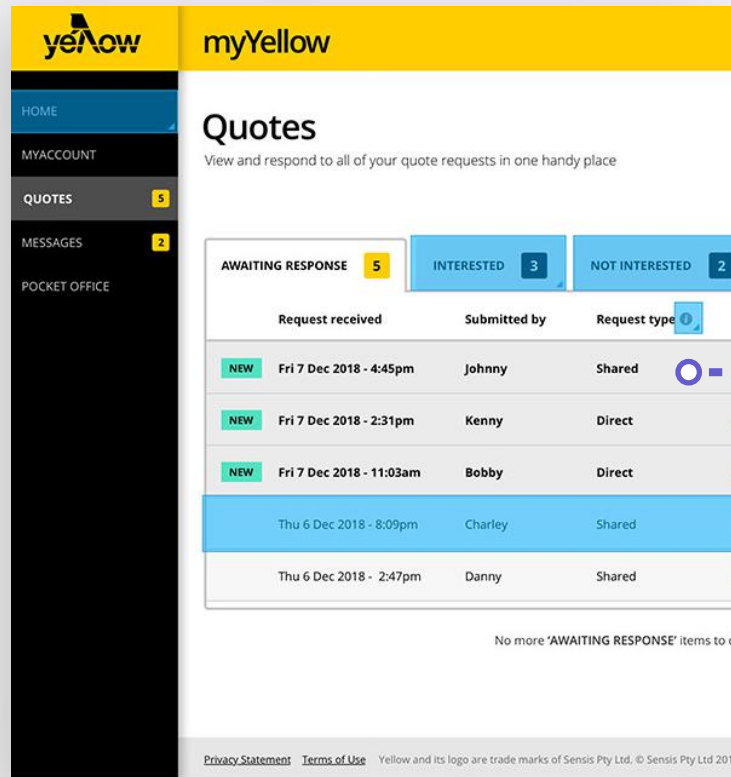
OUTCOMES

WHAT'S NEXT?

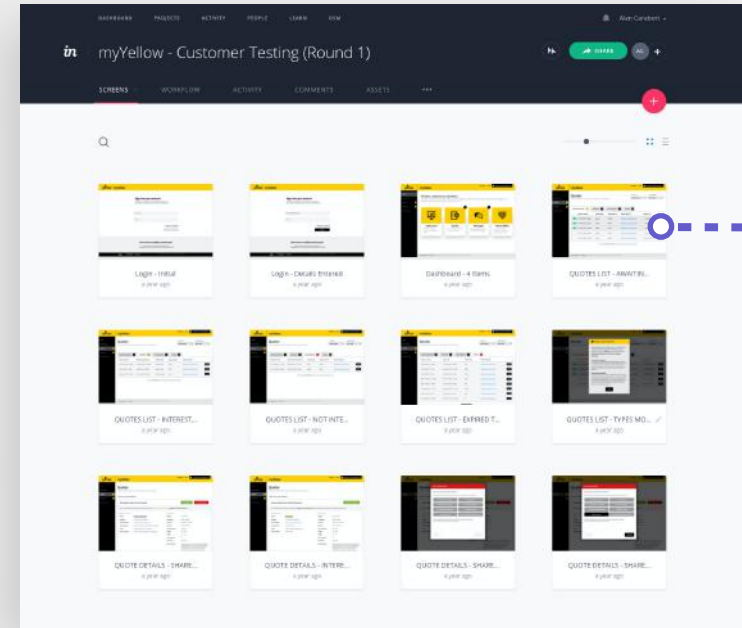
The process

PROTOTYPE DEVELOPMENT

HOTSPOTS HELP BRING THE PROTOTYPE TO LIFE



THE INTERACTIVE PROTOTYPE WAS CREATED IN INVISION TO SIMULATE THE REAL PRODUCT



CREATING A REALISTIC EXPERIENCE

Together with a series of hotspots to enable Yellow advertisers to interact with the prototype, I applied brand colours to present the users with a more realistic experience during the testing sessions. This also helped highlight CTAs and other elements that needed a visual point of difference.

Yellow Pages — myYellow

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Empathy mapping
- Persona creation
- User flows (Existing flow)
- Ideation & sketching
- Low fidelity wireframes
- Wireflows (New journey)
- High fidelity wireframes
- Prototype development
- **User testing (1/3)**
- Applying visual design

OUTCOMES

WHAT'S NEXT?

The process

USER (ADVERTISER) TESTING

We recruited 5 existing Yellow advertisers from a variety of business types to participate in the user tests to establish if common patterns could be observed. For each test, I visited the advertisers place of business with a colleague who assisted with note taking.

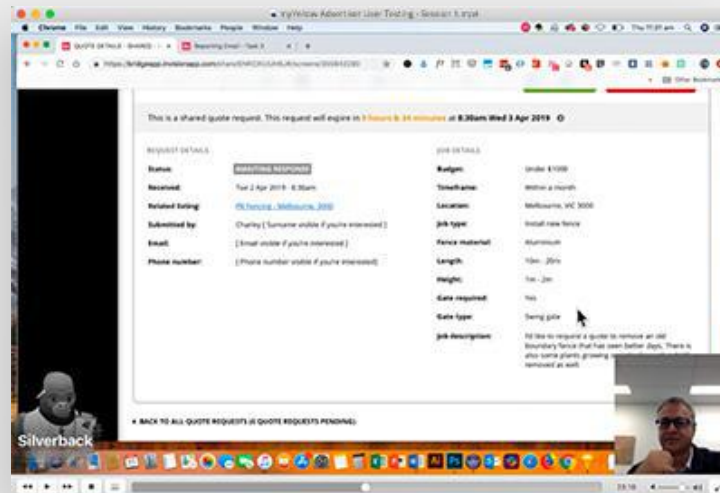
TEST PARTICIPANTS

It was important that we tested the prototype with Yellow advertisers with previous experience receiving and managing leads, as improving this experience was a key focus. These advertisers could also provide valuable insights into other aspects of the prototype that apply to a wider range of users.

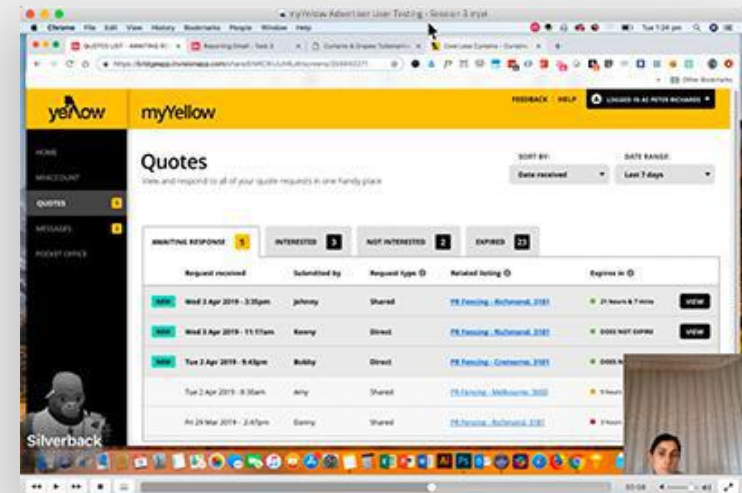
SETTING THE SCENE

Before asking participants to work through the tasks, I provided them with some background context and gave them a persona that related to the details in the prototype. I also encouraged them to talk through what they were thinking, seeing and doing, and importantly that there were no wrong answers.

SCREENSHOT FROM TESTING SESSION RECORDING WITH MARIO (ARCHITECTURE BUSINESS)



SCREENSHOT FROM TESTING SESSION RECORDING WITH NICOLE (CURTAINS & BLINDS BUSINESS)



THE PROCESS ▶

- Empathy mapping
- Persona creation
- User flows (Existing flow)
- Ideation & sketching
- Low fidelity wireframes
- Wireflows (New journey)
- High fidelity wireframes
- Prototype development
- **User testing (2/3)**
- Applying visual design

OUTCOMES

WHAT'S NEXT?

The process

USER (ADVERTISER) TESTING - SYNTHESIS

At the end of each session, my colleague and I discussed how the session went and digitised the notes whilst the session was still fresh in our minds. At the conclusion of all 5 testing sessions, I consolidated the findings into a summary that highlighted what worked well, what needed improvement and ideas for future consideration.

A SELECTION OF CONSOLIDATED USER TESTING FINDINGS



THE GOOD

- The overall experience was very well received and the advertisers were enthusiastic about the prototype
- Advertisers are familiar with receiving quote emails, and can confidently transition to myYellow to pursue their leads / opportunities
- Advertisers loved the additional information and found the content to be nicely presented / easy to digest



THE NOT SO GOOD

- Advertisers weren't 100% clear on what would happen when they were interested in a quote request
- It wasn't initially clear to the advertisers once they flagged a quote as 'interested' that it was moved into the 'Interested' section
- Advertisers would like to see a more dynamic performance type of information on the main dashboard



Lots of details - that's what I need - fantastic. The layout is nice and clear.

— Uouly (Admin - Electrical business)



The leads look more real and professional.

— Roy (Director - Building Surveyor business)

THE PROCESS ►

- Empathy mapping
- Persona creation
- User flows (Existing flow)
- Ideation & sketching
- Low fidelity wireframes
- Wireflows (New journey)
- High fidelity wireframes
- Prototype development
- **User testing (3/3)**
- Applying visual design

OUTCOMES

WHAT'S NEXT?

The process

USER (ADVERTISER) TESTING - INCORPORATING FEEDBACK

The user testing revealed that some Yellow advertisers weren't completely clear on what would happen when they flagged their interest in a quote request. Changes were incorporated as we moved into the visual design.

BEFORE AND AFTER FEEDBACK: CTAs & CUSTOMERS CONTACT DETAILS

Quote request from Charley

This is a shared quote request. This request will expire in **9 hours & 34 minutes** at **8:30am Wed 3 Apr 2019**

REQUEST DETAILS

Status: AWAITING RESPONSE

Received: Tue 2 Apr 2019 - 8:30am

Related listing: [PR Fencing - Melbourne, 3000](#)

Submitted by: Charley [Surname visible if you're interested]

Email: [Email visible if you're interested]

Phone number: [Phone number visible if you're interested]

JOB DETAILS

Budget: Under \$1000

Timeframe: Within a month

Location: Melbourne, VIC 3000

Job type: Install new fence

Fence material: Aluminium

Length: 10m - 20m

Height: 1m - 2m

Gate required: Yes

Gate type: Swing gate

Job description: I'd like to request a quote to remove an old boundary fence that has seen better days. There is also some plants growing over the fence that I'd like removed as well.

Contact Charley

Their contact details will be revealed once you have expressed interest in the job.

☎ 0414 ●●●●●●

✉ ●●●●●●

Interested

Not interested

▲ BEFORE FEEDBACK

The CTAs and the customer's contact details were not clearly linked on the Quote Request Detail page in the prototype tested. Yellow advertisers didn't initially notice that the customer's details had been revealed once they were 'Interested'.

▲ AFTER FEEDBACK

The CTAs were grouped together with the customer's contact details in a separate panel. Copy was also added to clearly show the relationship between them. The 'Interested' CTA was also given more prominence.

Yellow Pages — myYellow

PROJECT OVERVIEW

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USERS & AUDIENCE

THE PROCESS ►

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- **Applying visual design (1/2)**

OUTCOMES

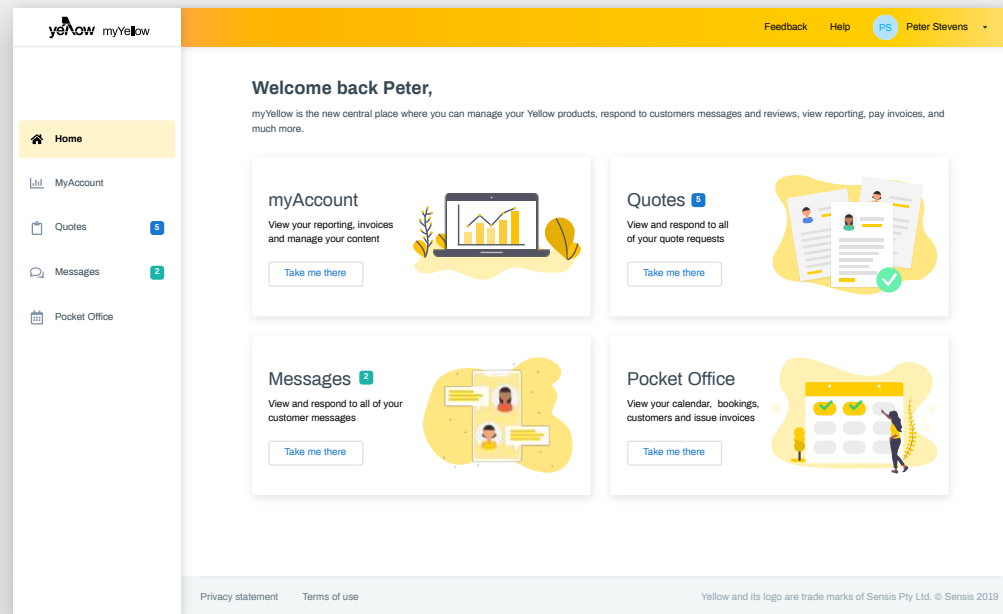
WHAT'S NEXT?

The process

APPLYING VISUAL DESIGN

With a high level of confidence in the prototype presented to advertisers, and the subsequent improvements to address issues that become evident during the user testing sessions, we moved to the visual design phase.

VISUAL DESIGN APPLIED TO THE NEW MAIN DASHBOARD (DESKTOP)



VISUAL POLISH

I worked closely with the UI designer on the project team to apply the Yellow brand with a fresh twist.

This involved utilising a design system that leveraged Google's Material Design framework.

Yellow Pages — myYellow

PROJECT OVERVIEW

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- **Applying visual design (2/2)**

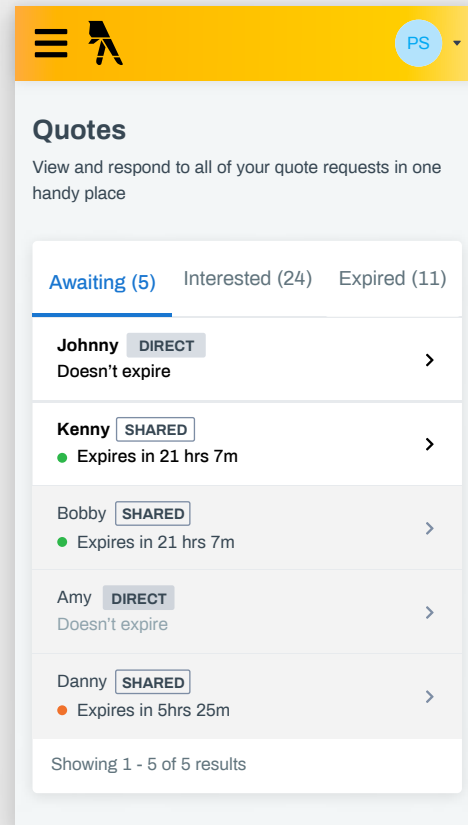
OUTCOMES

WHAT'S NEXT?

The process

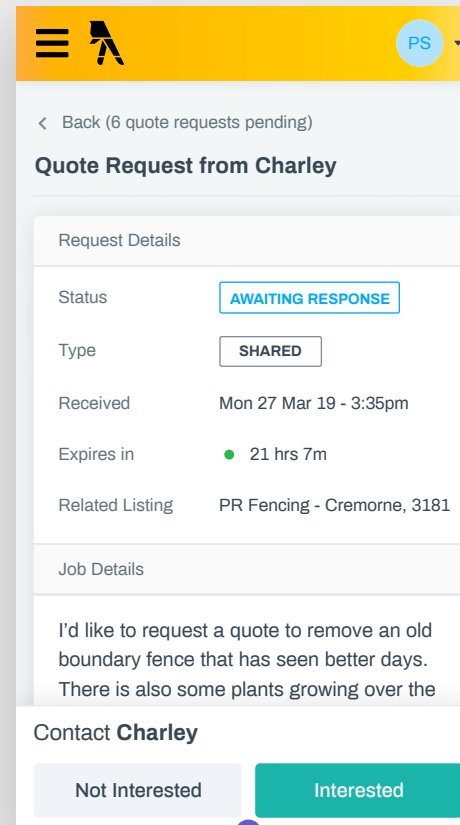
APPLYING VISUAL DESIGN

ALL QUOTE REQUESTS LIST (MOBILE)

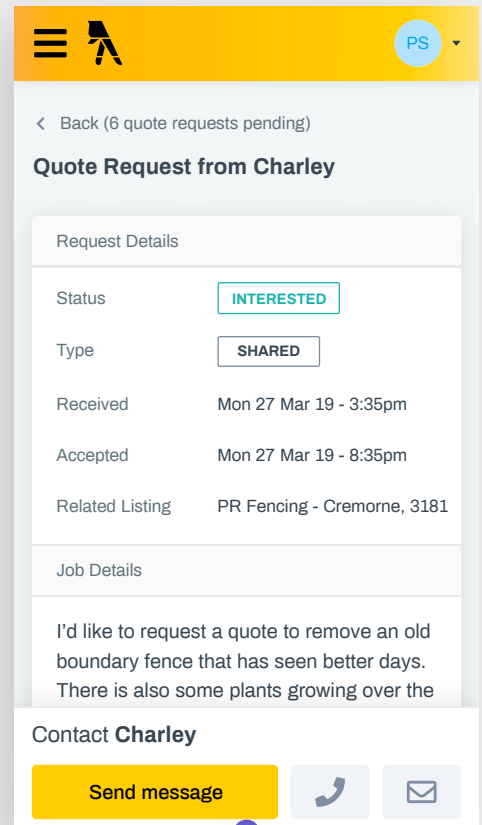


This view/page did not exist before myYellow. Advertisers had to track requests individually via emails. Emails also did not show the current expiry time and required manual calculation.

'AWAITING RESPONSE' STATUS OF QUOTE REQUEST (MOBILE)



'INTERESTED' STATUS OF QUOTE REQUEST (MOBILE)



CTA / CONTACT PANEL REMAINS FIXED AT BOTTOM OF DEVICE

Outcomes

INITIAL RESULTS AND FEEDBACK

myYellow was launched successfully in August 2019 and was accompanied by a targeted outbound email campaign to introduce myYellow to advertisers.

POST LAUNCH RESULTS



PLANS CHANGE

Immediately after the launch of myYellow, the Yellow Product Roadmap was changed significantly. Unfortunately, this meant further planned work on the application, including embedding more comprehensive tracking features was put on hold indefinitely.

INTERNAL RESPONSE

Internally, the development of myYellow was seen as a positive step to improve an important aspect of the Yellow advertiser's experience, and make it easier to onboard new customers.

“

So wrapt that myYellow is now live and is only going to get better and better, please pass on our thanks for such a great tool for our customers.

— Mark (Sales Manager - Yellow Pages)

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS

OUTCOMES ▶

WHAT'S NEXT?

Outcomes

BEFORE & AFTER MYYELLOW

QUOTE REQUEST DETAIL (BEFORE)

Jack
Richmond, VIC 3181

I need a quote for the installation of 2 heat-light exhaust units. One is in the bathroom and one in a separate toilet. I will provide the units to install. I live in a single story building. Thanks.

When: Within a week
Budget: \$250
Job type: Install new fence
Length: 10m-20m
Height: 1m-2m
Gate: No

17 mins ago

Decline **Reply**

▲ BEFORE MYYELLOW

- Only single quote opportunity can be viewed
- 'Reply' option implies that responding to customers must be done via the chat interface
- No indication of quote status
- No indication of expiry (if applicable)
- Quotes are presented in a chat like interface

QUOTE REQUEST DETAIL (AFTER)

Quote Request from Charley

Request Details

Status	AWAITING RESPONSE	Budget	Under \$1000
Type	SHARED	Timeframe	Within a month
Received	Mon 27 Mar 19 - 3:30	Location	Melbourne, VIC 3000
Expires in	21 hrs 7m	Job type	Install new fence
Related Listing	PR Fencing - Crem...	Fence material	Aluminium

Job Details

I'd like to request a quote to remove boundary fence that has seen better days. There is also some plants growing on fence that I'd like removed as well.

Length	1m - 2m
Height	10m - 20m
Gate required	Yes
Gate type	Swing gate

Contact **Charley**

Not Interested **Interested**

◀ AFTER MYYELLOW

- Information is presented in a tabular/digestible way
- Request 'Status' and 'Type' are both clearly presented
- Expiry time shown with added colour reference
- Advertisers can see there are other pending quotes and navigate to them
- Clear and consistent CTAs, given the context of a quote request
- Adapts well to larger devices

What's next?

The MVP launch of myYellow is the foundation for a more comprehensive web application that will be the one stop shop for everything in a customer's portfolio of products. When myYellow is back on the Yellow Product Roadmap, below are next steps that could be taken to better understand myYellow's performance and continue its development.



CONTINUED FEEDBACK

In addition to the feedback link I included in myYellow, a proactive request for feedback from active advertisers will encourage feedback from a larger audience.

Interviewing advertisers about how myYellow is working for them will also provide further insights, and potentially more data to update the personas.



ONGOING PERFORMANCE ANALYSIS

Monitoring the performance of the app through embedded analytics tools will help to uncover user behaviour patterns and opportunity for ongoing improvements.

Utilising tools such as Hotjar or VWO will enable other types of insights to be gathered and tested.



IMPLEMENTING NEW FEATURES

A number of tools and features were not implemented as part of the MVP launch. Some of these include further integrated responses, custom questions, and a product onboarding tour for new users to myYellow.

Ideas also surfaced during the testing with advertisers that warrant further research, such as a dynamic performance dashboard and templated responses.

Intermission

You've earned it! Go and grab a coffee, or a tea if that's your thing. My next project will be here waiting with open arms when you get back.





Yellow Pages — Bookings

Introducing a booking feature to provide Yellow visitors a new way to engage with Yellow advertisers

PROJECT OVERVIEW 29

PROBLEMS TO ADDRESS 30

USERS & AUDIENCE 31

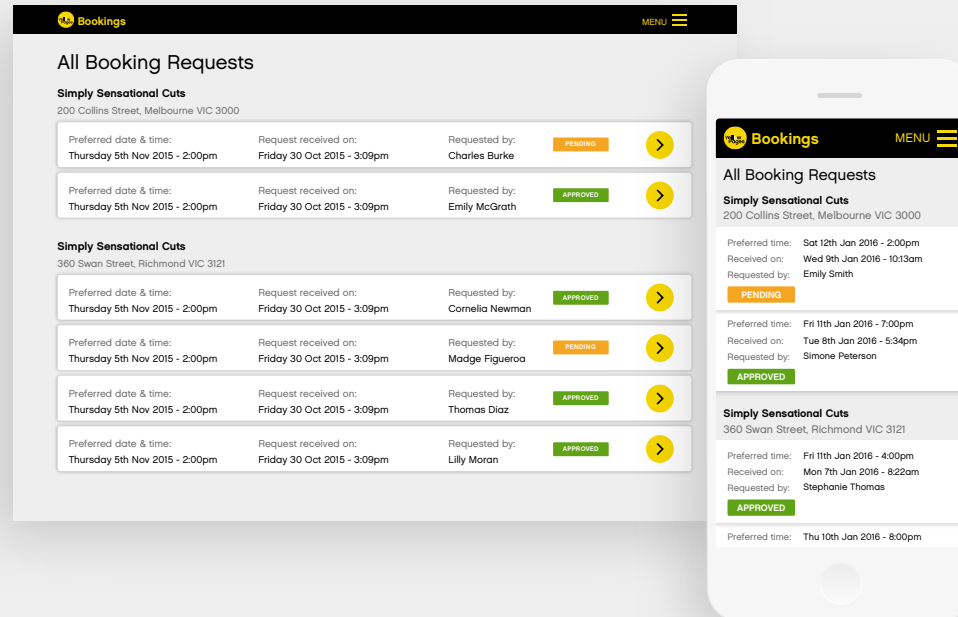
THE PROCESS 32 - 53

OUTCOMES 54

EXPERIENCE DESIGN, RESEARCH & UI DESIGN

Project overview

PROJECT OUTLINE, KEY GOALS & MY ROLE



WHAT IS YELLOW BOOKINGS?

Yellow Bookings is a feature on the Yellow Pages directory that enables Yellow visitors to request a booking with a business/advertiser online 24/7 via an advertiser's listing.

KEY GOALS

The primary goal was to deliver valuable new connections between Yellow visitors and Yellow advertisers, providing Yellow visitors with greater convenience and Yellow advertisers more qualified leads, improving their ROI.

MY ROLE & RESPONSIBILITIES

I worked with a Senior UX Manager on this project. I was involved in all aspects of the research, experience design and interface design for this project, including:

- Qualitative & quantitative research
- User flows
- Data analysis
- Ideation & sketches
- Wireframes
- UI design
- Prototype development
- User testing
- Research synthesis

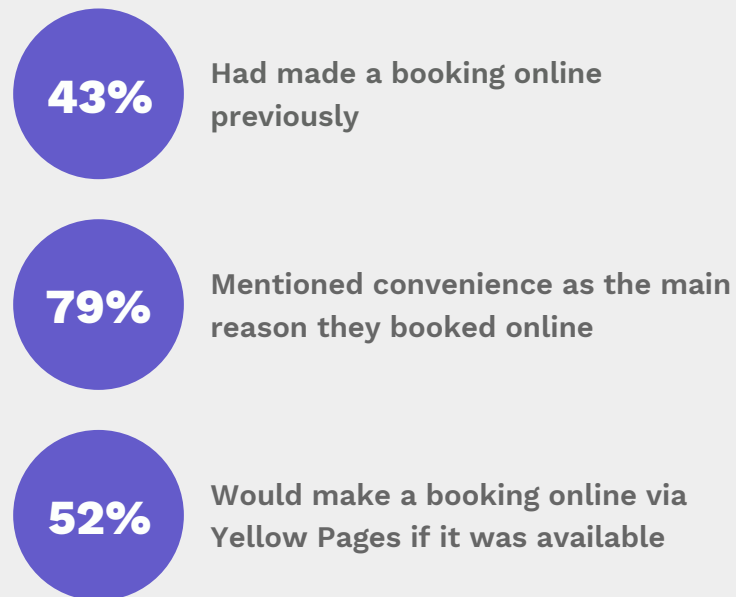
Problems to address

UNDERSTANDING THE PROBLEM/OPPORTUNITY

For some time, there had been a desire within the business to add booking functionality to Yellow Pages to improve Yellow advertisers ROI, reducing the likelihood of them churning. To validate if Yellow visitors would use such a feature, I did some digging.

500 VISITORS SHARED THEIR VOICE

Utilising Hotjar, I randomly surveyed 500 visitors searching for several booking related businesses such as hairdresses and dog groomers.



WHAT WERE VISITORS ALREADY DOING?

Using an extract of data from an existing email feature, I analysed the messages submitted by Yellow visitors in booking relevant categories and found that **1/3 of visitor's messages were related to making a booking and/or checking availability.**

COMPETITOR LANDSCAPE

The online booking software landscape is growing with an increasing number of competitors providing tailored industry specific booking solutions based on their customer's unique requirements.

We conducted a competitor analysis to better understand strengths/weaknesses, key differentiators and pricing to inform our plans and strategy.

Users & audience

UNDERSTANDING OUR USERS

The primary audience for Yellow Bookings was both Yellow visitors and Yellow advertisers. Yellow visitors visit Yellow to find, choose and ultimately connect with Aussie businesses. Yellow advertisers list their business on Yellow to promote their products and services to Yellow visitors searching for their services in their location.



YELLOW VISITORS

Throughout the bookings project, I created a number of online tests and conducted in-person interviews/user tests in order to gain a deeper understanding of their needs and behaviours. Initially, I wanted to learn:



Will Yellow visitors actually book online via Yellow?



What type of services will Yellow visitors book online via Yellow?



YELLOW ADVERTISERS

I also conducted a number of in-person interviews and user tests with Yellow advertisers to better understand how they manage their bookings and how their customers book with them. Initially, I wanted to learn:



How do Yellow advertisers handle bookings/appointments?



How was their experience with the booking requests sent via Yellow?

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- **Discovery & Testing** (1/9)
- Define & Build MVP
- Launch & continued development

OUTCOMES

The process

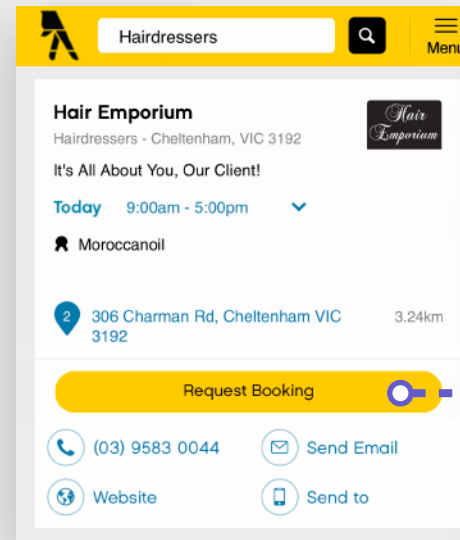
DISCOVERY & TESTING: TESTING YELLOW VISITOR APPETITE

I started small by introducing a prominent 'Request Booking' CTA on just 2 booking relevant business categories (Hairdressers & Beauty Salons) in the Greater Melbourne area.

WILL VISITORS CLICK?

At this early stage, I primarily wanted to learn if Yellow visitors would click the 'Request Booking' button. The 'Request Booking' CTA opened the corresponding 'Request a booking' form that leveraged an existing form for sending an email with some minor changes such as preferred date & time.

BUSINESS LISTING WITH NEW REQUEST BOOKING BUTTON



ORIGINAL REQUEST BOOKING FORM

A screenshot of the 'Request a booking' form for Hair Emporium. The form is titled 'Hair Emporium booking request' and includes fields for 'First name *', 'Last name *', 'Your email address *', and 'Your phone number'. Below these fields are sections for 'Preferred date & time', with dropdown menus for 'Month', 'Date', 'Hour', 'Minute', and 'AM / PM'. A dashed blue line connects the 'Request Booking' button from the business listing to the top of this form.

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ▶

- Discovery & Testing (2/9)
- Define & Build MVP
- Launch & continued development

OUTCOMES

The process

DISCOVERY & TESTING: TESTING YELLOW VISITOR APPETITE

I ran the initial test for 2 weeks and was happy to learn Yellow visitors wanted to connect with Yellow advertisers online to request a booking.

CATEGORY & DEVICE RESULTS BREAKDOWN (2 WEEK TEST)

	TOTAL	Category: Hairdressers	Category: Beauty Salons	Device: Mobile	Device: Desktop
'Request Booking' Clicks	701	389	312	411	290
Form Submissions	109	62	47	68	290
Conversion Rate	15.6%	15.9%	15%	16.5%	14.1%

BEHIND THE NUMEBRS

- Inline with visit numbers, most booking requests were initiated on Monday with a slow taper off through to Friday
- Whilst the number of clicks on the 'Request Booking' CTA was less on weekends, the conversion rate was 3% higher
- 'Request Booking' clicks and submissions were also made during the evening outside of regular business hours, suggesting more leads
- An overall conversion rate of **15.6%** was very high when compared to a restaurant booking feature (**4.5%**) on Yellow via a 3rd party vendor

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing (3/9)
- Define & Build MVP
- Launch & continued development

OUTCOMES

The process

DISCOVERY & TESTING: EXPANDING THE TEST

With the success of the initial test, it was expanded to include a further 8 varied booking related business types in Greater Melbourne. This test achieved a higher overall conversion rate, 19.3% compared to 15.6.

GOING EVEN FURTHER

Shortly after, the test was expanded nationally to include over 6.5k businesses representing over 50k unique listings (business/postcode combinations).

CATEGORY & RESULTS BREAKDOWN (2 WEEK TEST)

Categories	'Request Booking' Clicks	Form Submissions	Conversion Rate
Hairdressers	303	41	13.5%
Beauty Salons	256	39	15.2%
Dog & Cat Clipping & Grooming	149	55	36.9%
Driving Schools	131	28	21.4%
Lawn Mowing	95	24	25.3%
Television Antenna Services	73	9	12.3%
Cleaning (Home)	52	6	11.5%
Osteopaths	25	3	12%
Doctors - Medical Practitioners	17	6	35.3%
Family Law	4	2	50%
TOTAL	1105	213	19.3%

- **Discovery & Testing** (4/9)
- Define & Build MVP
- Launch & continued development

The process

DISCOVERY & TESTING: USER INTERVIEWS

I interviewed 5 users who had made some bookings online previously and could provide insights into their experiences, and feedback on the new booking functionality. The interviews were made up of general booking related questions, 2 card sort exercises and 2 interactive prototypes.

THE INTERVIEWS WERE BROKEN UP INTO 3 SECTIONS/ACTIVITIES

GENERAL BOOKING RELATED QUESTIONS

EXAMPLE QUESTIONS:

- What types of services have you booked online?
- Is there an online booking experience that stands out for you? Why?
- Why would you choose to book online vs another method?
- How would you cancel a booking you made online?

CARD SORT EXERCISES

EXERCISE 1:

- What types of services does the user think could be booked online, and which of these would they actually book online?

EXERCISE 2:

- When making or managing an online booking, what is important/not important to them?

INTERACTIVE PROTOTYPES

PROTOTYPE 1:

- Take the user through the current booking experience on Yellow to identify common issues

PROTOTYPE 2:

- Take the user through a new version of the booking experience prior to implementing any changes

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- **Discovery & Testing** (5/9)
- Define & Build MVP
- Launch & continued development

OUTCOMES

The process

DISCOVERY & TESTING: USER INTERVIEW SYNTHESIS

I validated and invalidated a number of hypothesis through 5 interviews I conducted with users. Many were related to online bookings in general and others were related to the prototype.

The user prefers to book services online over other methods

This proved to be true.

All users had positive experiences booking online and found them to be easy and straightforward.

The user wants to be reminded of an upcoming booking

This proved to be true.

All users wanted to be reminded of an upcoming booking. Users preferred to receive reminders on their mobile phone as it is with them all of the time.

The user expects to see available dates & times when booking online

This proved to be true.

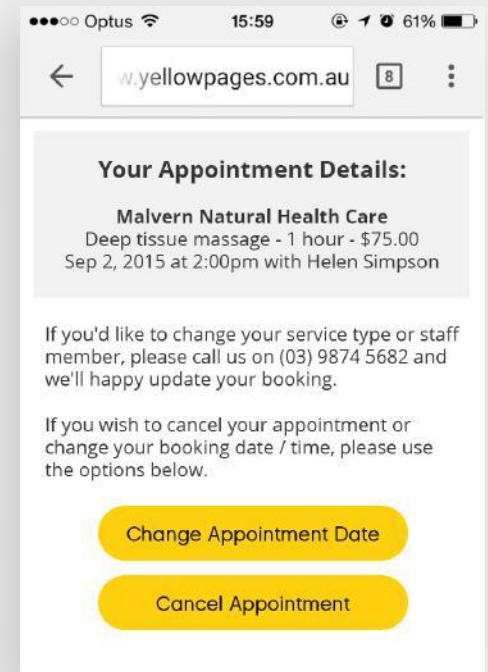
All users expected to see a calendar function and ideally available dates and times to select from.

The user understands that a booking is NOT yet confirmed when they complete a 'Booking Request'

This proved to be largely true.

4 of the 5 users understood that their booking is not yet confirmed when completing the booking request forms.

EXAMPLE STEP IN ONE OF THE USER PROTOTYPES



Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing (6/9)
- Define & Build MVP
- Launch & continued development

OUTCOMES

The process

DISCOVERY & TESTING: INCORPORATING LEARNINGS TO INCREASE CONVERSIONS

With feedback from users, I updated the form to improve the user experience with the aim of increasing conversions.

REMOVED NEXT AVAILABLE OPTION

I removed the 'Next available' option as users didn't generally consider this useful to them

REMOVED PREFERRED RESPONSE OPTION

I removed the 'Preferred response' option as data analysis showed most users didn't select a preference

BOOKING FORM (BEFORE)

Request a booking ✕

Darren's Driving School booking request

First name *

Last name *

Your email address *

Your phone number

Preferred date & time

Month Date

Hour Minute AM / PM

Enter your preferred time

Next available

Your preferred response method

No preference

Optional message

Please do not provide any sensitive or confidential information in this field.

Privacy Collection Notice

We will collect your personal information when you press 'submit' on this online form. The information submitted via this form will be passed onto the selected business in order to facilitate your booking request. Sensis will also be able to view the information in this form but will only do so to facilitate your booking, to conduct research and analysis to help improve our products and services and as set out in our Privacy Policy. For further information, please see <https://www.sensis.com.au/about/privacy>.

Cancel Submit

BOOKING FORM (AFTER)

Request a booking ✕

Darren's Driving School booking request

Your preferred date *

March 2016

Mo	Tu	We	Th	Fr	Sa	Su
29	1	2	3	4	3	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Your preferred time *

Hour Minute AM / PM

First name * Last name *

Your email address *

Your phone number

Optional message

Please do not provide any sensitive or confidential information in this field.

Privacy Collection Notice

Cancel Submit

Conversions increased by over 4% from 19.3% to 23.5%

ADDED CALENDAR PICKER

I changed the date picker from separate drop-downs to a calendar to utilise a more common date selection method. I also placed this at the very top as users expected to see this

NAME INTO SINGLE LINE

I placed the First name & Last name fields on the same line to shorten the form length

MINIMISED PRIVACY NOTICE

I updated the Privacy Collection Notice to an expand/collapse accordion to reduce its significance

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- **Discovery & Testing** (7/9)
- Define & Build MVP
- Launch & continued development

OUTCOMES

The process

DISCOVERY & TESTING: IDENTIFYING EXISTING LIMITATIONS

In the booking request receipt emails sent to Yellow visitors who requested a booking, I included a feedback link to a survey created in SurveyGizmo. From this feedback, it was clear we had a problem with Yellow advertisers responding to the requests. This translated to a poor user experience that reflected poorly on the business and Yellow.

NOT FIT FOR PURPOSE

Initially, to quickly implement and test the new booking feature, I leveraged an existing email function to notify Yellow advertisers of new booking requests from potential customers. However, this had several underlying issues:

- 1** The emails were plain text (non-HTML) that didn't look professional as they lacked styling and branding components
- 2** A developer was required to apply any changes to the email, including copy, subject and sender details
- 3** It was difficult to get detailed performance reporting data or perform A/B testing

EXAMPLE EMAIL SENT TO YELLOW ADVERTISERS

Important: Booking request from Karen



bookings@yellowpages.com.au
Tuesday, 25 January 2016 9:17am
To: justmuts@bigpond.com

Hi Just Muts,

Great news. Karen has just requested a booking with you. You can confirm the booking or make another arrangement by replying to this email, or contact Karen using the details below.

Name: Karen Walker
Email: k.walker@gmail.com
Phone: 0413 456 789

Booking Details:

Preferred Date: Friday 29 January 2016
Preferred Time: 11:30am

Preferred contact method: No preference

Message from Karen:
I'd like to book my dog Ollie in for a full groom service please. He is a 2 year old Cocker Spaniel. Please let me know if you have any questions. Thanks, Karen.

Booking Request from yellowpages.com.au
<https://www.yellowpages.com.au/nsw/mt-pritchard/just-muts-12304086-listing.html>

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing (8/9)
- Define & Build MVP
- Launch & continued development

OUTCOMES

The process

DISCOVERY & TESTING: OVERCOMING EXISTING LIMITATIONS

It was clear we needed a different approach to communicating with Yellow advertisers. Through discussion and workshops with the team and stakeholders, we landed on 2 key ideas to implement and test with Yellow advertisers.

IDEA 1: ENHANCING EMAIL COMMS

The first idea was based on overcoming the inherent limitations of the current emails. By integrating a 3rd party platform to handle the email comms, we could address each of the current limitations.

ENTER CUSTOMER.IO

Customer.io facilitated all of these requirements, in particular, a powerful and simple A/B testing feature that I utilised frequently.

EXAMPLE UPDATED EMAIL

Hi Just Muts,

We've got great news. Peter has requested a booking with you.

This booking has been made via the Yellow Pages Booking Request Tool on your [Yellow Pages listing](#).

Here's the request details:

Preferred date:
Friday 29th January 2016

Preferred time:
11:30am

Message from Karen:
"I'd like to book my dog Ollie in for a full groom service please. He is a 2 year old Cocker Spaniel. Please let me know if you have any questions. Thanks, Peter."

To confirm, reschedule or ask for more information, please contact the customer directly.

Name:
Peter Walker

Phone number:
0412 456 789

Email:
peter.walker@gmail.com

To see all of your booking requests, head over to the Notification Centre and login with your Sensis login details.

[VIEW ALL YOUR BOOKING REQUESTS](#)

Issues & feedback
We hope you like our new Booking Request Tool.

We'd love to make it even better and easier to use, so if you have any thoughts or experience any issues we'd really appreciate your feedback. You can provide [your feedback here](#).

CUSTOMER.IO A/B TEST IN PROGRESS

	ORIGINAL	VARIANT	DIFFERENCE	CHANGES TO BEST PERFORMER	RESULTS
Send	128	118	-	-	-
Open Rates	28.0%	37.1%	+8.4%	80.0%	Not significant, need more data
Click Rates	6.9%	4.2%	-41.4%	0.0%	Not significant, need more data
Conversion Rates	5.7%	1.7%	-69.7%	0.0%	Original is leading, Variant

Performance Chart Time

Sort: Open Rates, Click Rates, Conversion Rates

Legend: Original (Red), Variant (Blue)

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing (9/9)
- Define & Build MVP
- Launch & continued development

OUTCOMES

The process

DISCOVERY & TESTING: OVERCOMING EXISTING LIMITATIONS

In addition to the email improvements, we wanted to build on the early success of Yellow bookings by providing paying Yellow advertisers with a richer experience. We also wanted to encourage them to place greater value on booking requests whilst improving their perception of ROI.

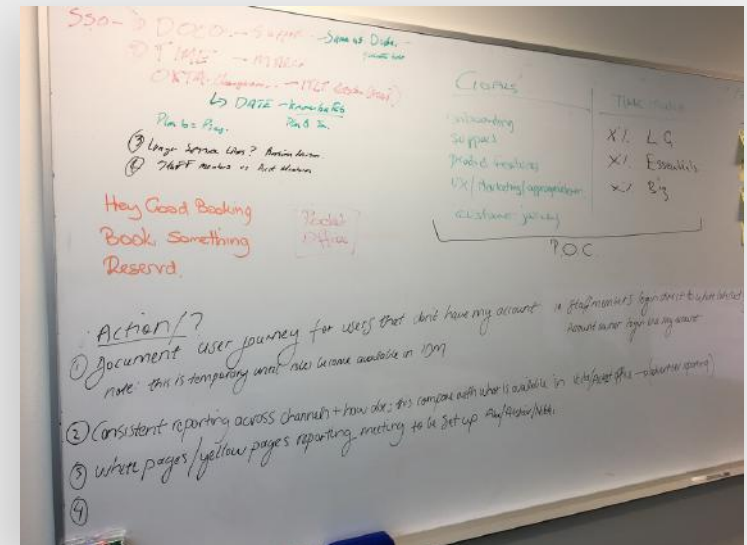
IDEA 2: CREATING A HOME FOR BOOKING REQUESTS

Coined the ‘Notification Centre’, we envisaged a one-stop-shop where paying Yellow advertisers could view/manage their booking requests and provide us with a platform that would enable us to continue to test and learn in the bookings space.

WHERE DID WE START?

I facilitated workshops with the Senior UX Manager to begin the ideation and brainstorming process for the ‘Notification Centre’ MVP. Following the workshops, I continued sketching, creating user flows and wireframes that would enable us to test and validate the concept with Yellow advertisers.

WHITEBOARD NOTES FROM ONE OF THE INITIAL BRAINSTORMING SESSIONS



The process

DEFINE & BUILD MVP: IDEATION & SKETCHING

Armed with some initial ideas from the brainstorming workshops, I began sketching to start visualising and ideating ideas that could easily be discarded, improved or help generate new ideas.

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

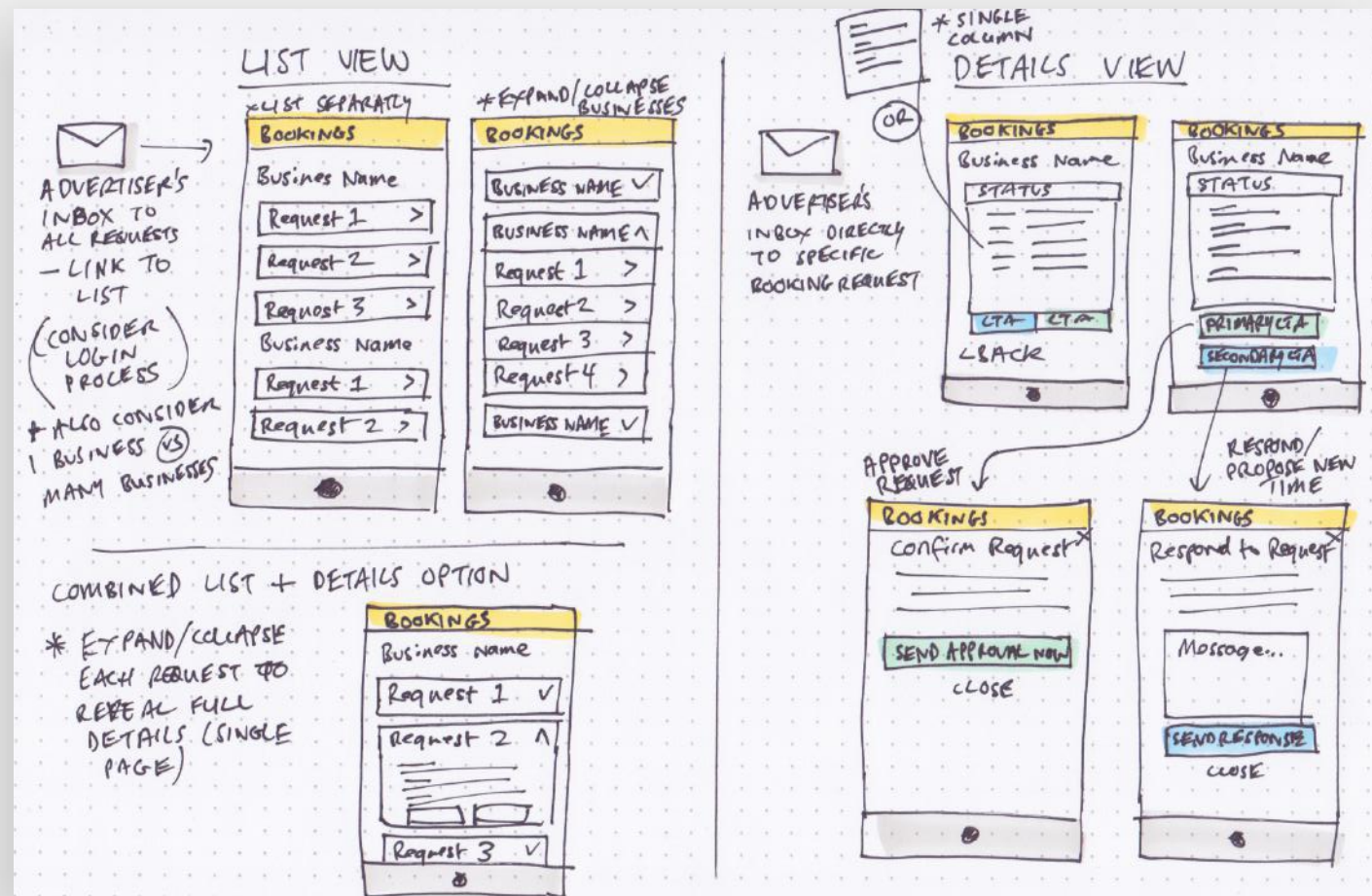
USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing
- Define & Build MVP (1/9)
- Launch & continued development

OUTCOMES

A SELECTION OF MY EARLY SKETCHES THAT ENABLED ME TO EXPLORE MULTIPLE IDEAS QUICKLY



Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing
- **Define & Build MVP (2/9)**
- Launch & continued development

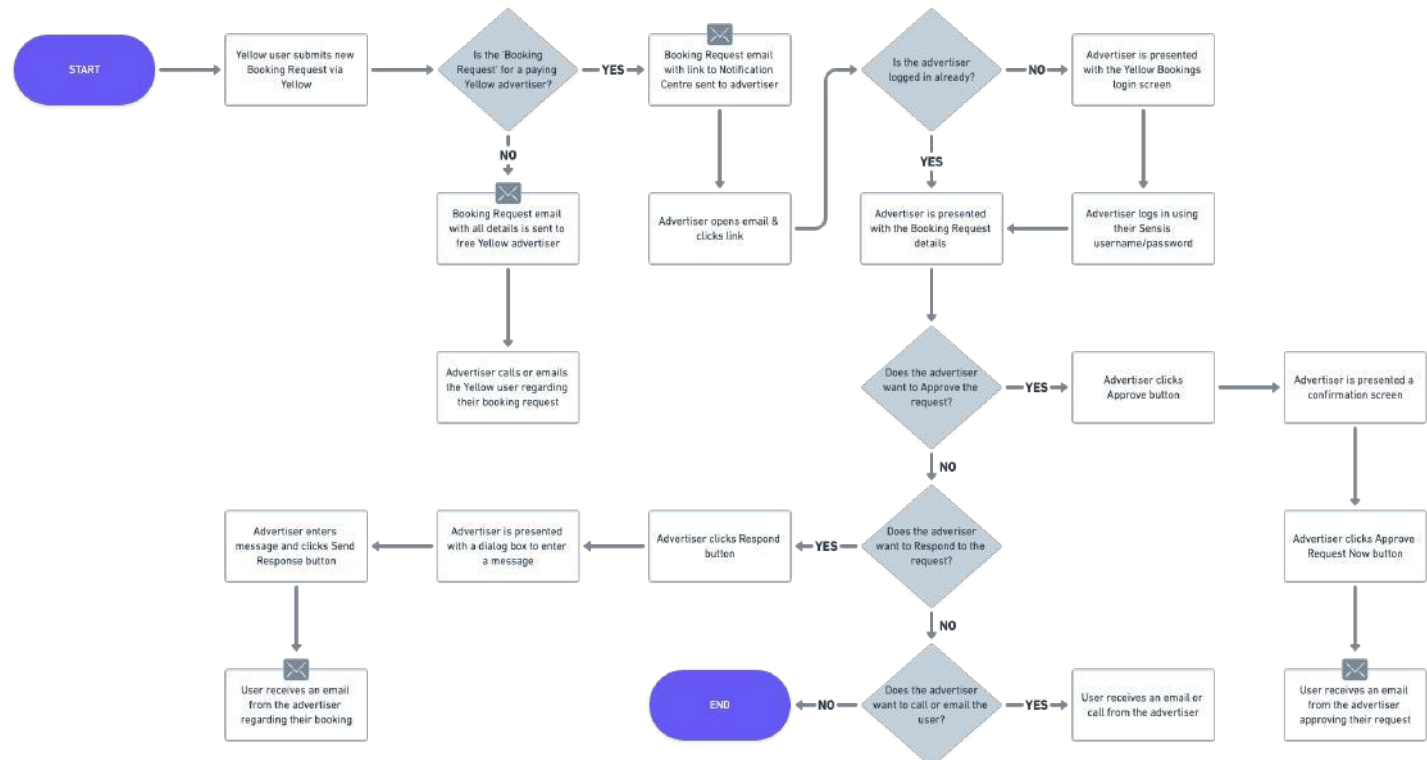
OUTCOMES

The process

DEFINE & BUILD MVP: USER FLOWS

I then began to map out the user flows to define the steps and actions Yellow advertisers take to complete tasks. This high-level user flow was one of many I created and shared with the team for feedback. They also assisted me as I created the Notification Centre wireframes. The user flows were constantly iterated as we refined our approach.

DEFINING THE NEW USER FLOW TO VIEW, APPROVE AND RESPOND TO BOOKING REQUESTS



Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing
- **Define & Build MVP (3/9)**
- Launch & continued development

OUTCOMES

The process

DEFINE & BUILD MVP: WIREFRAMES

Creating wireframes is a part of the process I quite enjoy. Whilst the final product that's eventually launched may look very different, the initial wireframes are instrumental in working through and validating ideas, iterating and refining the concepts.

EXAMPLE: EARLY WIREFRAMES I CREATED FOR THE LIST OF ALL BOOKING REQUESTS (MOBILE & DESKTOP)

All Booking Requests

Simply Sensational Cuts
200 Collins Street, Melbourne VIC 3000

Preferred date & time:
Saturday 12th March 2016 - 2:00pm

Request received on:
Thursday 10th March 2016 - 10:15am

Requested by:
Emily Smith

Preferred date & time:
Monday 21st March 2016 - 11:30am

Request received on:
Thursday 10th March 2016 - 9:12am

Requested by:
Tom Richards

Simply Sensational Cuts
360 Swan Street, Richmond VIC 3121

Preferred date & time:
Thursday 5th Nov 2015 - 2:00pm

Request received on:
Friday 30th Oct 2015 - 3:09pm

Requested by:

All Booking Requests

Simply Sensational Cuts
200 Collins Street, Melbourne VIC 3000

Preferred date & time: Thursday 5th Nov 2015 - 2:00pm	Request received on: Friday 30 Oct 2015 - 3:09pm	Requested by: Charles Burke	>
Preferred date & time: Thursday 5th Nov 2015 - 2:00pm	Request received on: Friday 30 Oct 2015 - 3:09pm	Requested by: Emily McGrath	>

Simply Sensational Cuts
360 Swan Street, Richmond VIC 3121

Preferred date & time: Thursday 5th Nov 2015 - 2:00pm	Request received on: Friday 30 Oct 2015 - 3:09pm	Requested by: Cornelia Newman	>
Preferred date & time: Thursday 5th Nov 2015 - 2:00pm	Request received on: Friday 30 Oct 2015 - 3:09pm	Requested by: Madge Figueroa	>
Preferred date & time: Thursday 5th Nov 2015 - 2:00pm	Request received on: Friday 30 Oct 2015 - 3:09pm	Requested by: Thomas Diaz	>
Preferred date & time: Thursday 5th Nov 2015 - 2:00pm	Request received on: Friday 30 Oct 2015 - 3:09pm	Requested by: Lilly Moran	>

FEEDBACK

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ▶

- Discovery & Testing
- **Define & Build MVP (4/9)**
- Launch & continued development

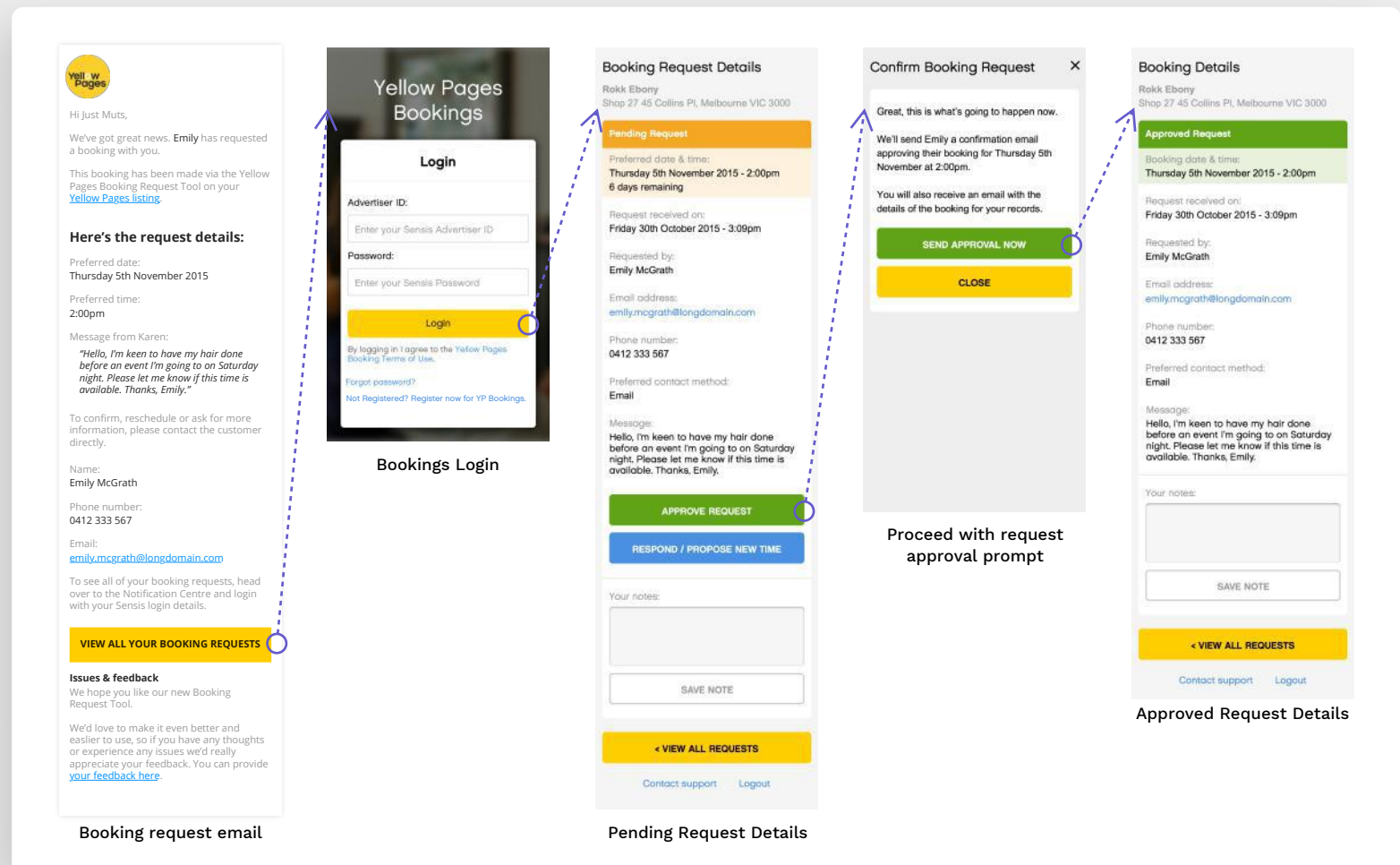
OUTCOMES

The process

DEFINE & BUILD MVP: INTERACTIVE PROTOTYPES

I created several prototypes to introduce Yellow advertisers to the Notification Centre. They were designed to help validate our initial ideas and help identify potential issues.

EXAMPLE: NOTIFICATION CENTRE PROTOTYPE FOR VIEWING AND APPROVING A BOOKING REQUEST



THE PROCESS ▶

- Discovery & Testing
- **Define & Build MVP** (5/9)
- Launch & continued development

OUTCOMES

The process

DEFINE & BUILD MVP: USER (ADVERTISER) INTERVIEWS & TESTING

I recruited and interviewed 5 Yellow advertisers from various business types (dog groomer, driving school, beauty therapist, hairdresser and osteopath) who had received booking requests via Yellow but didn't yet have a digital system in place for bookings.

THE INTERVIEWS WERE BROKEN UP INTO 4 SECTIONS

GENERAL BUSINESS QUESTIONS

These questions were designed to learn about the business: When it was established, growth rate, size, types of services provided, staff and locations.

GENERAL BOOKING QUESTIONS

These questions were designed to learn about how the business gets bookings, records bookings, handles rescheduling/cancellations, reminders, returning customers and their current frustrations.

YELLOW BOOKING QUESTIONS

These questions were designed to learn about their experience with the booking requests they had recently received from Yellow via the Request Booking feature.

PROTOTYPE TEST & QUESTIONS

The prototype test was designed to present the Notification Centre MVP with little introduction, monitor their initial responses and ask them to describe what they were seeing as they explored.

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing
- **Define & Build MVP** (6/9)
- Launch & continued development

OUTCOMES

The process

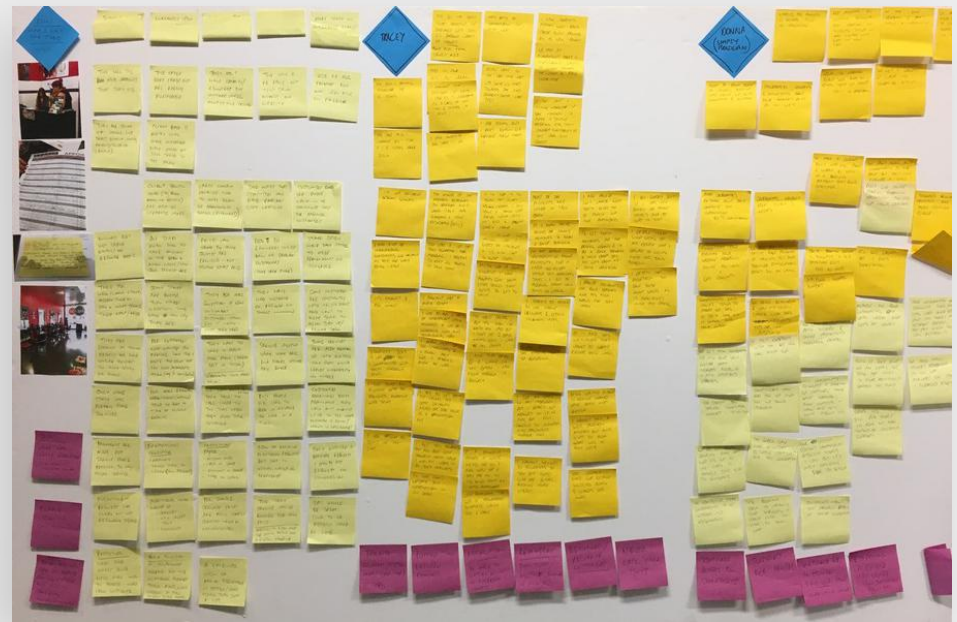
DEFINE & BUILD MVP: USER (ADVERTISER) INTERVIEWS & TESTING SYNTHESIS

I gathered all the notes from each of the sessions onto boards for all to see. With permission, I also took and included some photos of the Yellow advertisers in their workplace. I then consolidated the findings and shared these with the team/stakeholders.

SOME KEY FINDINGS

- They were generally comfortable with email and using their phone to respond to messages
- It was often difficult to respond to incoming calls/booking requests in a timely manner, especially during busy times
- SMS notifications would help them become aware of new requests as emails generally aren't checked as frequently
- The Notification Centre was generally well received. It was noted visibility of the status would be useful on the main request list
- Several advertisers noted they didn't know/remember their login details

NOTES AND PHOTOS TAKEN DURING USER INTERVIEWS



Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing
- **Define & Build MVP (7/9)**
- Launch & continued development

OUTCOMES

The process

DEFINE & BUILD MVP: INCORPORATING FEEDBACK

With Yellow advertiser feedback at hand, I updated the designs to make some improvements.

LISTING CHANGES

- Adding a clear and prominent visual for the status of each booking request to improve the scannability of the page and highlight those still pending
- Modified the layout for each request to better utilise screen space, allowing more requests to be seen at once whilst maintaining sufficient white space
- Removed the spacing between each request to allow more requests to be seen at once

BOOKING REQUEST LIST (BEFORE)

All Booking Requests

Simply Sensational Cuts

200 Collins Street, Melbourne VIC 3000

Preferred date & time:
Saturday 12th Jan 2016 - 2:00pm
Request received on:
Wednesday 9th Jan 2016 - 10:13am
Requested by:
Emily Smith

Preferred date & time:
Friday 11th Jan 2016 - 7:00am
Request received on:
Tuesday 8th Jan 2016 - 5:34pm
Requested by:
Simone Peterson

Simply Sensational Cuts

360 Swan Street, Richmond VIC 3121

Preferred date & time:
Friday 11th Jan 2016 - 4:00pm
Request received on:
Monday 7th Jan 2016 - 8:22am
Requested by:
Stephanie Thomas

BOOKING REQUEST LIST (AFTER)

All Booking Requests

Simply Sensational Cuts

200 Collins Street, Melbourne VIC 3000

Preferred time: Sat 12th Jan 2016 - 2:00pm
Received on: Wed 9th Jan 2016 - 10:13am
Requested by: Emily Smith
PENDING

Preferred time: Fri 11th Jan 2016 - 7:00pm
Received on: Tue 8th Jan 2016 - 5:34pm
Requested by: Simone Peterson
APPROVED

Simply Sensational Cuts

360 Swan Street, Richmond VIC 3121

Preferred time: Fri 11th Jan 2016 - 4:00pm
Received on: Mon 7th Jan 2016 - 8:22am
Requested by: Stephanie Thomas
APPROVED

Preferred time: Thu 10th Jan 2016 - 8:00pm
Received on: Wed 9th Jan 2016 - 3:12pm
Requested by: David Taylor
APPROVED

Preferred time: Thu 10th Jan 2016 - 7:30pm
Received on: Mon 7th Jan 2016 - 11:02pm
Requested by: Olivia Jones
APPROVED

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing
- **Define & Build MVP (8/9)**
- Launch & continued development

OUTCOMES

The process

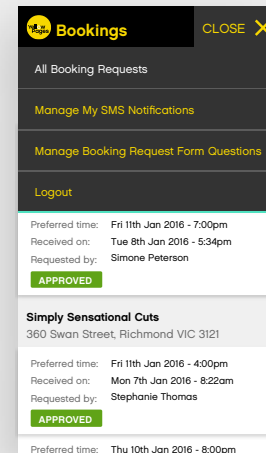
DEFINE & BUILD MVP: INCORPORATING FEEDBACK

With Yellow advertiser feedback at hand, I made several updates to be incorporated prior to launch.

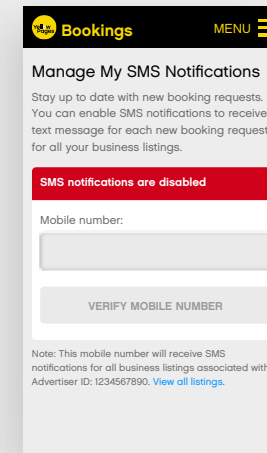
ADDING A MENU & SMS FEATURE

- 4 of 5 Yellow advertisers, when asked, said that SMS notifications when new booking requests are received would be helpful to them
- I introduced a menu that facilitated the addition of the SMS feature, and enable others in the future
- The designs were built into an interactive prototype and tested with Yellow advertisers in a subsequent round of user testing, together with another new feature - Custom Questions

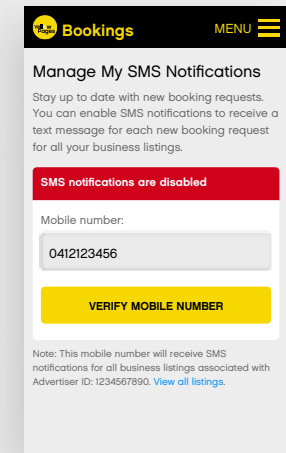
ENABLING SMS NOTIFICATIONS



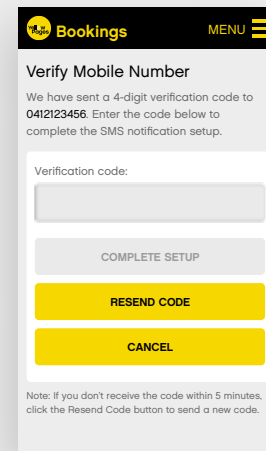
STEP 1: Open menu & select Manage My SMS Notifications



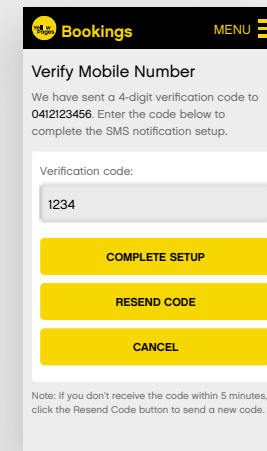
STEP 2: Land on Manage My SMS Notifications page



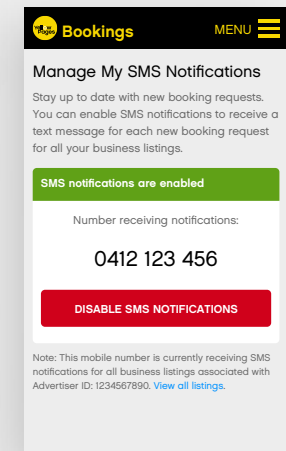
STEP 3: Enter Mobile Number



STEP 4: Wait for Verification code to be received



STEP 5: Enter 4-digit verification code



STEP 6: DONE - SMS notifications are enabled

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing
- **Define & Build MVP** (9/9)
- Launch & continued development

OUTCOMES

The process

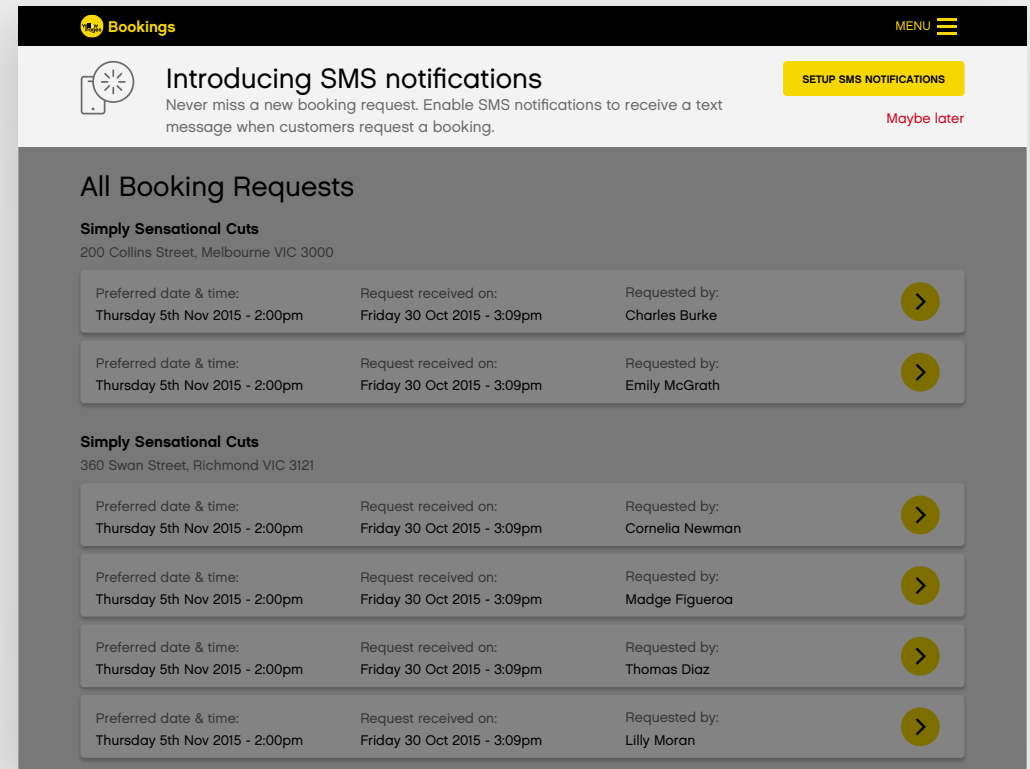
DEFINE & BUILD MVP: INCORPORATING FEEDBACK

To highlight the SMS feature, I added a screen overlay with a message that focussed the Yellow advertiser's attention. The primary CTA was to **SETUP SMS NOTIFICATIONS**.

HIGHLIGHTING SMS NOTIFICATIONS

- Yellow advertisers had to decide about SMS notifications before viewing their booking requests
- If advertisers clicked the **SETUP SMS NOTIFICATIONS** link, they were taken to the SMS setup page
- If Yellow advertisers clicked **Maybe later**, they are now aware that this feature exists. The message would not show for them again

ENABLE SMS PROMPT (DESKTOP VARIATION)



Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing
- Define & Build MVP
- **Launch & continued development** (1/4)

OUTCOMES

The process

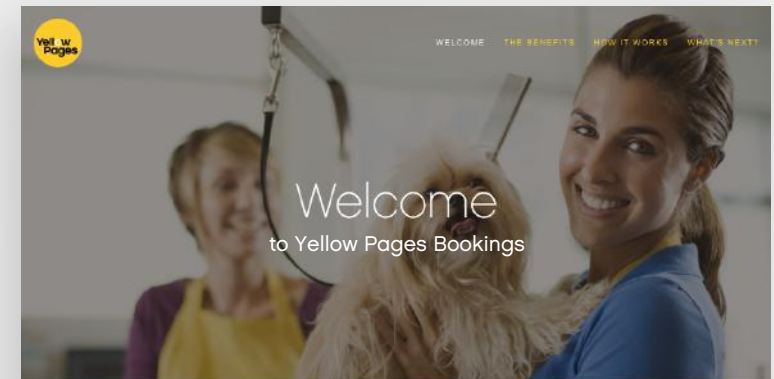
LAUNCH & CONTINUED DEVELOPMENT: CREATING A PROMOTIONAL & EDUCATIONAL RESOURCE

As the Notification Centre was a new tool that Yellow advertisers were not familiar with, we created a website to promote the benefits of the new functionality, provide how-to guides, FAQs and a contact form to reach the Yellow Bookings team directly.

COMMUNICATING WITH YELLOW ADVERTISERS

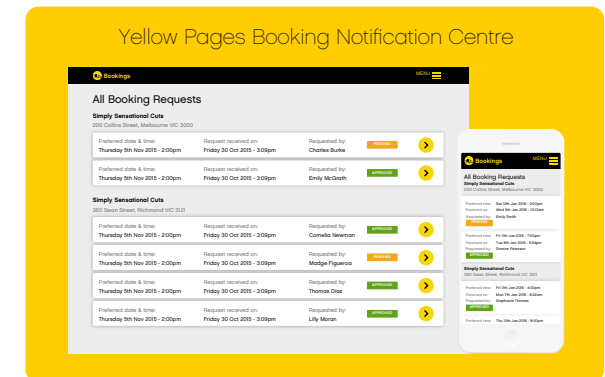
- A link to the website was included in all of the emails sent to paying Yellow advertisers when they received a booking request
- Just prior to the launch of the Notification Centre, we sent a welcome email to all paying Yellow advertisers with the Request Booking feature on their Yellow directory listings
- The site also provided us with an opportunity to capture feedback from Yellow advertisers and let them know about upcoming features we were working on

PROMOTIONAL WEBSITE HOMEPAGE



Helping you get and manage more qualified leads for your business

The Request Booking feature is a new capability on the Yellow Pages website that allows customers to submit booking requests to you directly from your Yellow Pages listing. It's designed to help you manage your customers more effectively.



SEE THE BENEFITS

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ►

- Discovery & Testing
- Define & Build MVP
- **Launch & continued development** (2/4)

OUTCOMES

The process

LAUNCH & CONTINUED DEVELOPMENT: INCREASING CLICK THROUGHS

With feedback we received during the Yellow advertiser interviews, we hypothesised that the login step was a large contributor to a low click through rate of 9% to the Notification Centre.

FAST TRACKING UPDATES

- The bookings team had already discussed how we could potentially remove the login barrier to the Notification Centre
- We implemented a secure, token based login that expired after 1 week that removed the requirement to login manually
- The secure link provided simple and quick access to the relevant booking request and importantly, to all of their other booking requests and features in the Notification Centre

**Conversions jumped a huge 320%.
38% of Yellow advertisers receiving
booking requests were now accessing
the Notification Centre**

MANUAL LOGIN WAS A BARRIER TO ENTRY

Yellow Pages Bookings

Login

Advertiser ID:

Password:

[Login](#)

By logging in I agree to the [Yellow Pages Booking Terms of Use](#).

[Forgot password?](#)

[Not Registered? Register now for YP Bookings.](#)

THE PROCESS ▶

- Discovery & Testing
- Define & Build MVP
- **Launch & continued development** (3/4)

OUTCOMES

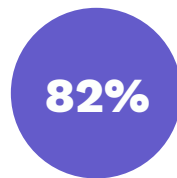
The process

LAUNCH & CONTINUED DEVELOPMENT: YELLOW VISITOR FEEDBACK

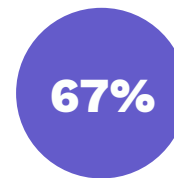
Post launch of the Notification Centre, I wanted feedback from both Yellow visitors and Yellow advertisers. Feedback links to a survey were included in all booking emails, and also in the Notification Centre for advertisers.

KEY YELLOW VISITOR FEEDBACK

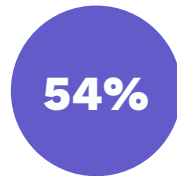
61 visitors provided their valuable feedback in the 3 months post launch of the Notification Centre.



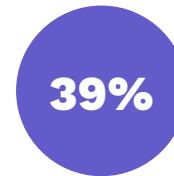
Expected the business to contact them to approve their request at their preferred date & time



Were not originally intending to book online. A similar number had not used that business before.



Expected to hear back within 24 hours. A further 30% expected an immediate response



Were moderately likely, very likely or completely likely to create an account to make booking requests simpler in the future

REFLECTING ON THE FEEDBACK

- It was clear that Yellow visitors expected to hear back from advertisers quickly. Ensuring advertisers were aware of new requests was critically important
- We had an opportunity to help visitors in the future with their booking requests by creating an account. This could also help to encourage repeat Yellow usage
- It was great to see that almost 70% of visitors were encouraged to make a booking through availability of a convenient tool

Yellow Pages — Bookings

PROJECT OVERVIEW

PROBLEMS TO ADDRESS

USERS & AUDIENCE

THE PROCESS ▶

- Discovery & Testing
- Define & Build MVP
- **Launch & continued development** (4/4)

OUTCOMES

The process

LAUNCH & CONTINUED DEVELOPMENT: YELLOW ADVERTISER FEEDBACK

35 advertisers provided feedback in the 3 months post launch of the Notification Centre.

KEY YELLOW ADVERTISER FEEDBACK

80%

Noticed booking requests within 24 hours (17% of which were noticed immediately)

40%

Found the booking request emails valuable, however a similar amount didn't find them valuable

76%

Had contacted their potential customers about the booking requests

67%

Would always contact a prospective customer before approving their request

“

“Love that I’m getting leads from new customers”

— Business: Hustle & Blow

“

“It's great to see the return I'm getting through Yellow Pages. I'm converting 9 out of 10 booking requests”

— Business: Limelight Pet Salon

“

“Loving the feature. It actually helps us see who wants a driving lesson rather than inquiring...[The requests] have come in pretty quickly over a short time”

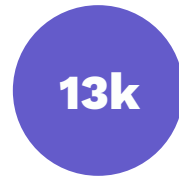
— Business: Dugie's Driver Training

Outcomes

KEY RESULTS

Due to the success of the booking feature, the business saw value in continuing to invest in the bookings space. A decision was made to investigate and partner with a third-party vendor to leverage their existing capabilities and move quickly into the competitive bookings/appointments industry, rather than continued in-house development.

KEY RESULTS 6 MONTHS POST LAUNCH OF THE NOTIFICATION CENTRE



Booking requests submitted by Yellow visitors



Unique listings had received 2 or more booking requests



Almost 12% of the 60,000 unique listings with the Request Booking functionality had received a booking request



Yellow advertisers had enabled SMS notifications to be alerted immediately to new requests

FINDING A BOOKINGS PARTNER

- Sensis undertook an extensive vendor selection process and carried out a PoC trial with vCita
- We recruited 100 existing Yellow advertisers that have been exposed to bookings with good engagement levels
- These customers were then onboarded to vCita for the 6-week PoC trial which was largely successful
- Sensis subsequently signed a contract with vCita to be their exclusive partner in Australia and Yellow bookings was rebranded Pocket Office

Thank you!

Thanks for taking the time to view my portfolio.
I'd love the opportunity to talk about it with you,
so give me a shout if you'd like to learn more.



0478 666 984



acarabott@gmail.com



au.linkedin.com/in/alancarabott

