

RUTHMARTIN  PROCESSBOOK

# TASKETAPP

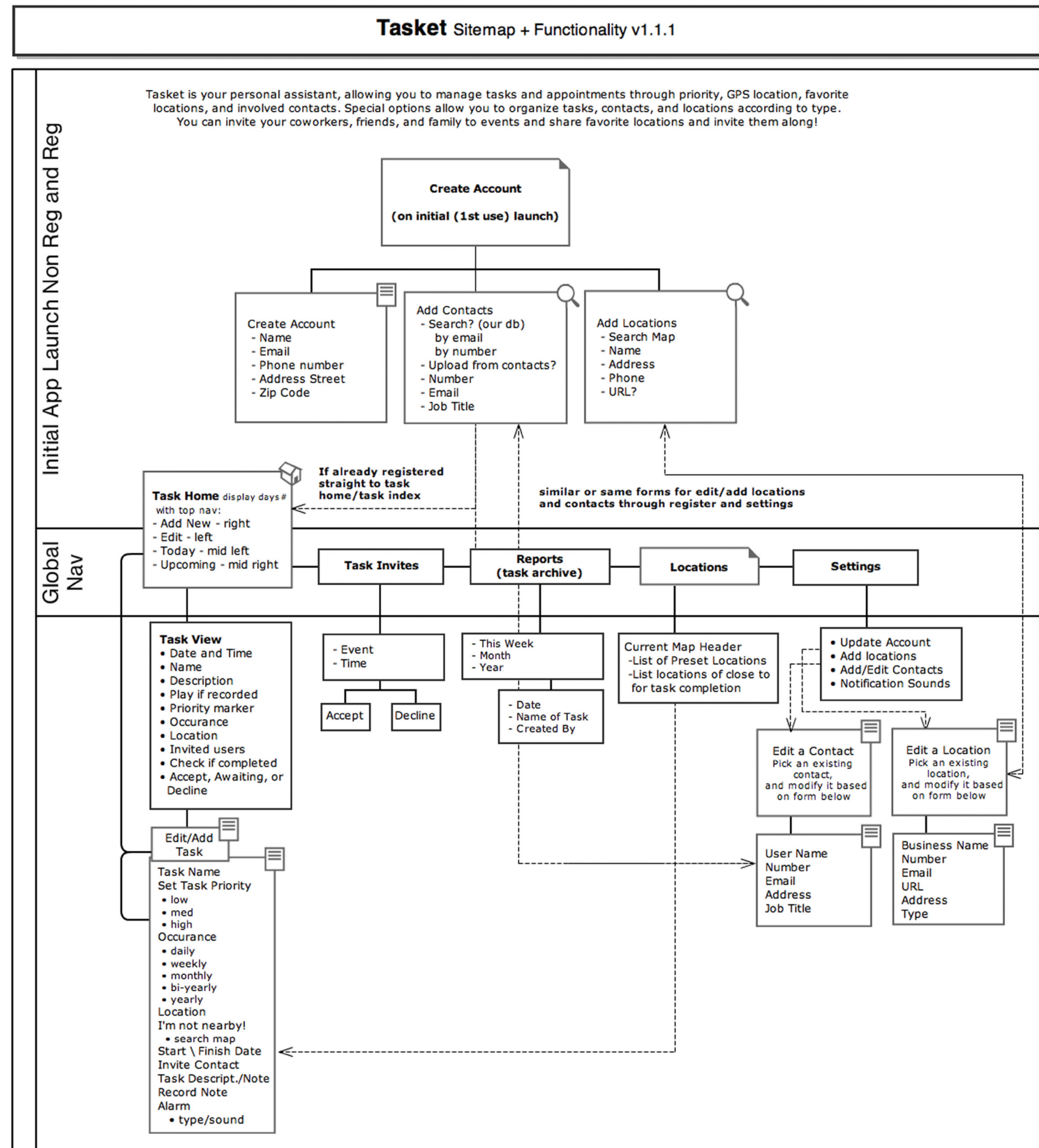


## Proposed Tasket Site Map

Tasket is a personal mobile application for task managing that takes productivity applications beyond simply adding alerts to a calendar. By allowing you to invite co-workers, friends, and family members to meetings and social events, and adding favorite locations and contacts to our online database, Tasket becomes a virtual personal assistant.

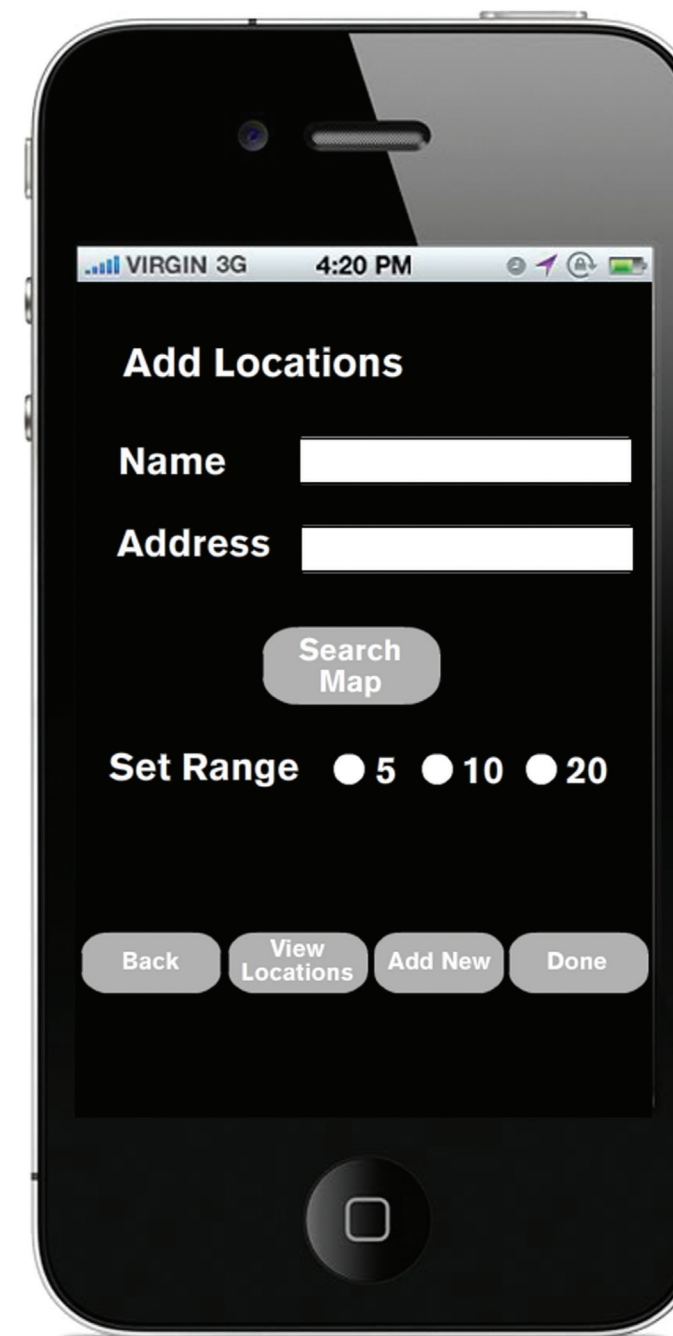
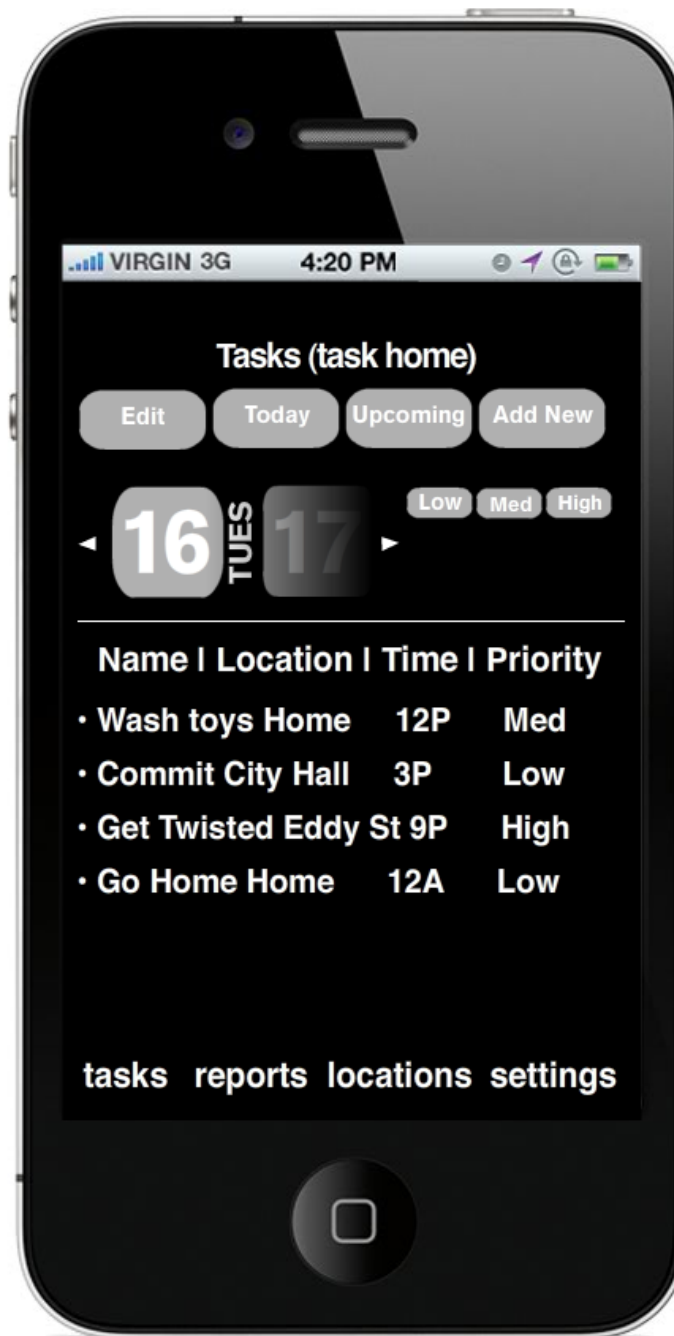
The concept for Tasket was created with and pitched by a team. Because of the amount of information the application would manage, and the number of people that would have to agree on the logic, a very detailed site map was necessary. I created several iterations of the site map so the group could agree on how to edit information. The result: all actions were intuitive and available at the touch of a button on iPhones and other 320px wide mobile devices.

Role: User Experience Designer, Flash Developer



## Tasket Wireframes

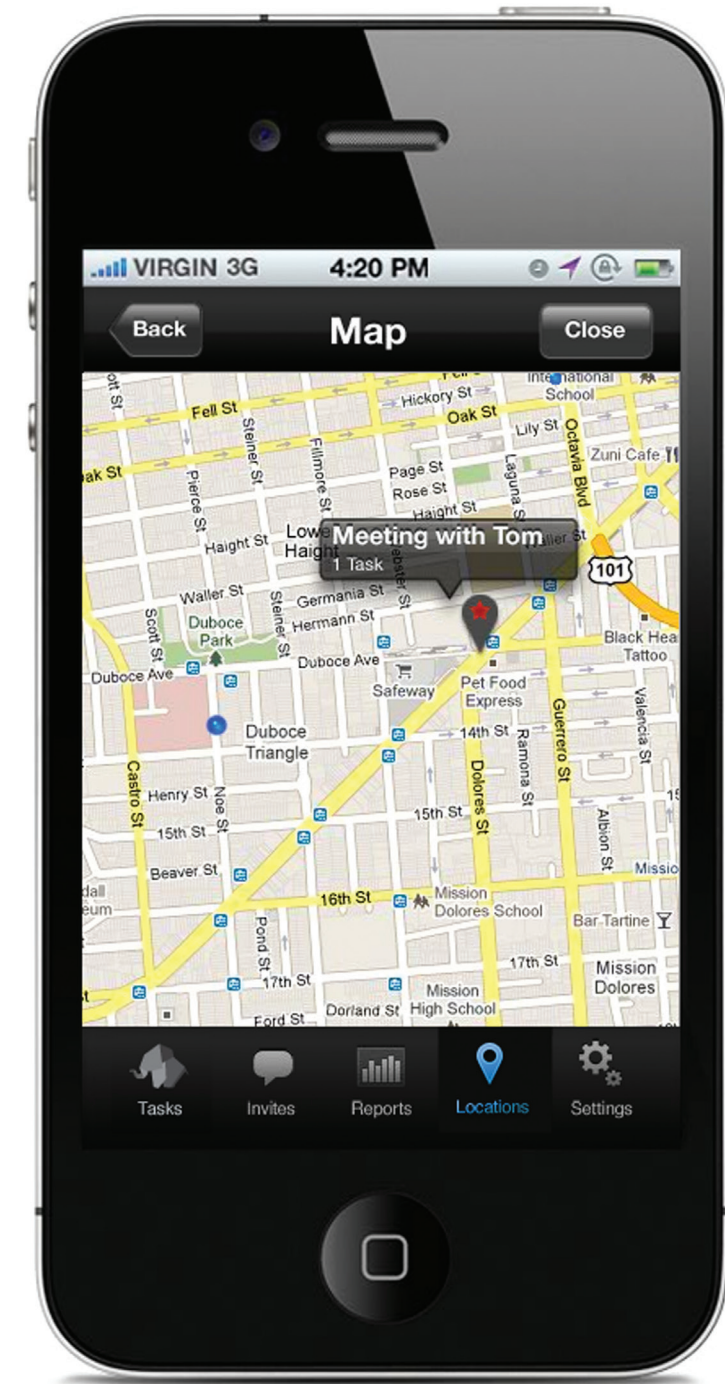
The images below are wireframe examples of a task invite with user decision points. The sender would be notified of each guests' status after accepting or declining the invite. Other unique features are the ability to add favorite contacts and locations for easy task managing on the run.



## Tasket Final App

These are final screenshots of the Tasket application. A secondary navigation was added so users would have easy access to record and listen to notes, invite additional contacts to tasks, and view all invited contacts.

The additional views shown are of the saved location list. When a location is selected it can be viewed on the map, you can continue to get directions or attach the location to a new or saved task.



ONEBRICK

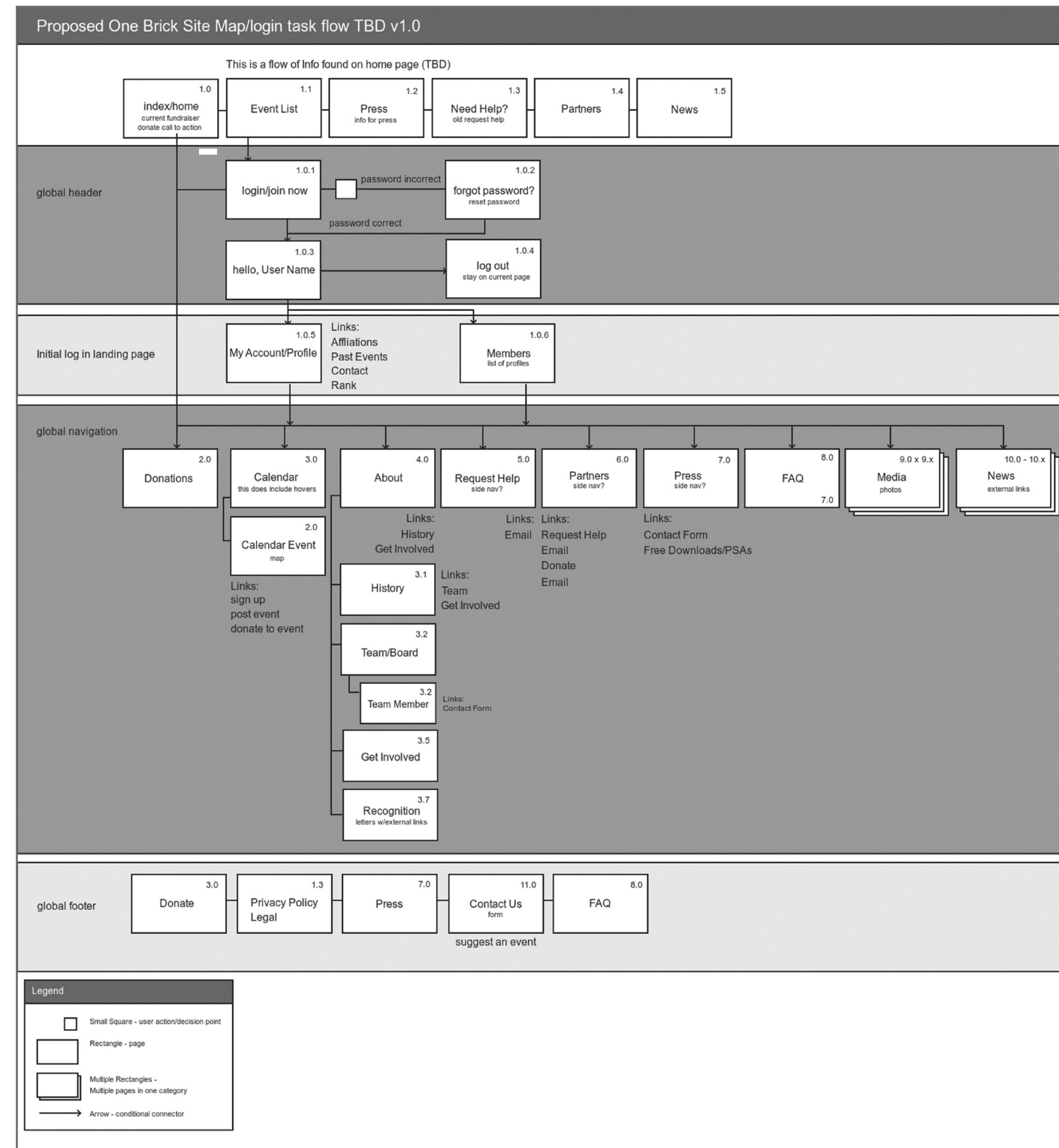


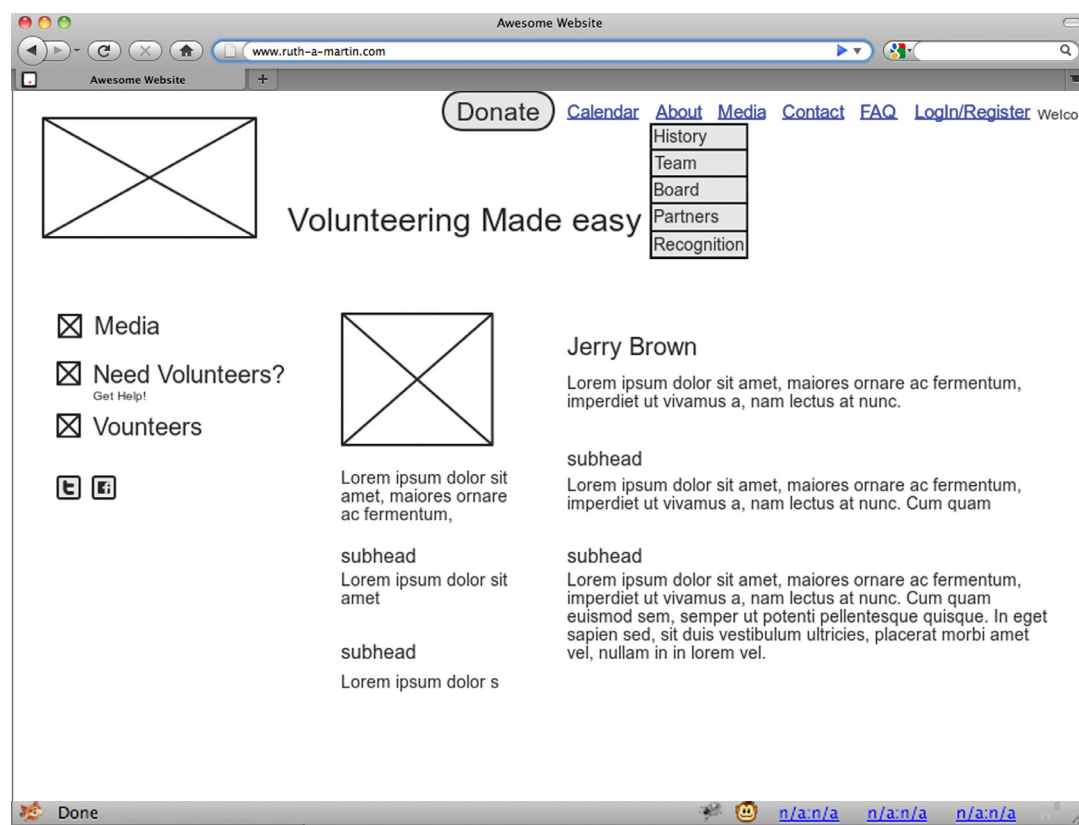
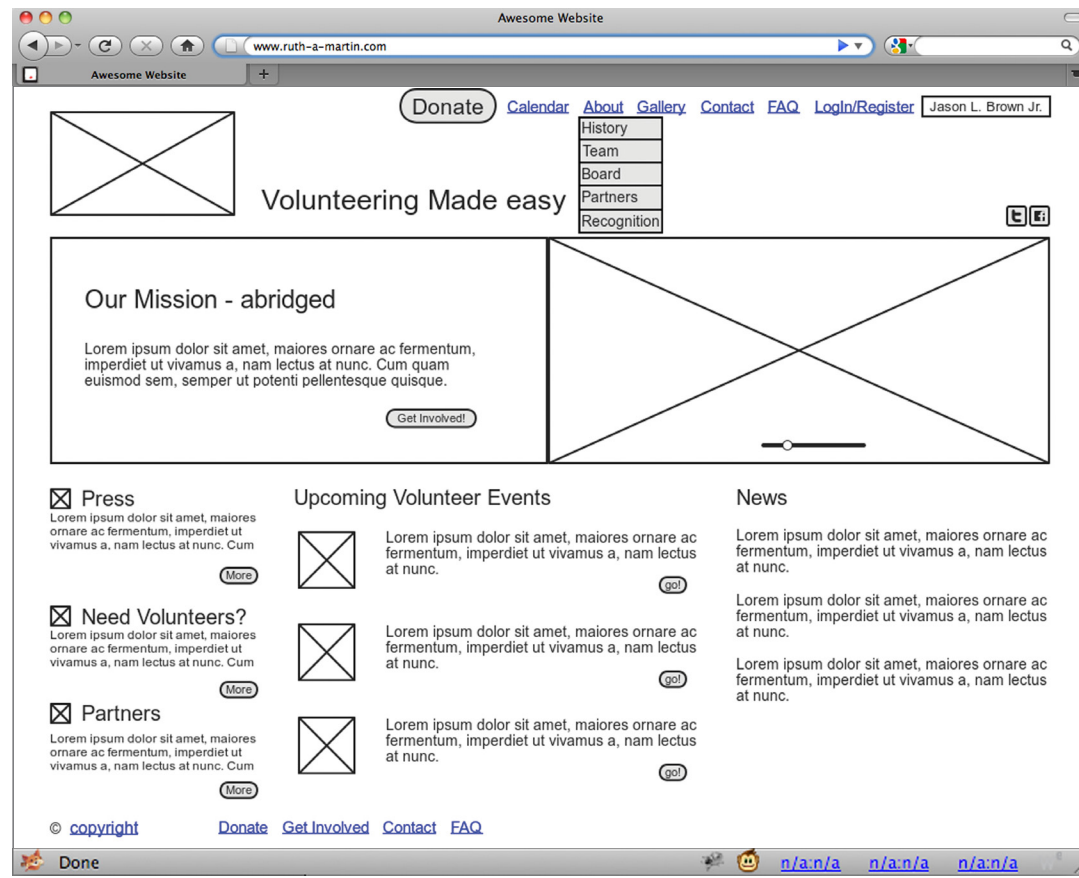
## Proposed One Brick Site Map

The One Brick project was a team-based site redesign for a local, nationwide, non-profit, volunteer organization. The existing site was extremely content-heavy making content gathering, production planning, and user experience design imperative to the success of the redesign.

Shown here is a version of the site map. The bulk of complex user decision points were expected in the areas of the log in screen, logging out, and the join processes, so task flow and site map were combined to create a cohesive overview of the site plan.

Role: User Experience Designer, Front End Developer





## One Brick Wireframes

Interactive wireframes were created based on finalized site maps. Faster production was achieved by testing the usability on screen before the design or coding was finalized.

## One Brick Before

A screenshot of the original site. The layout was cluttered and did not have a clear sense of hierarchy.



## One Brick Final Site

A screenshot after all necessary site maps, task flows, and wireframes were completed. The result was a clear sense of hierarchy and clean layout.



# WEBHEADS

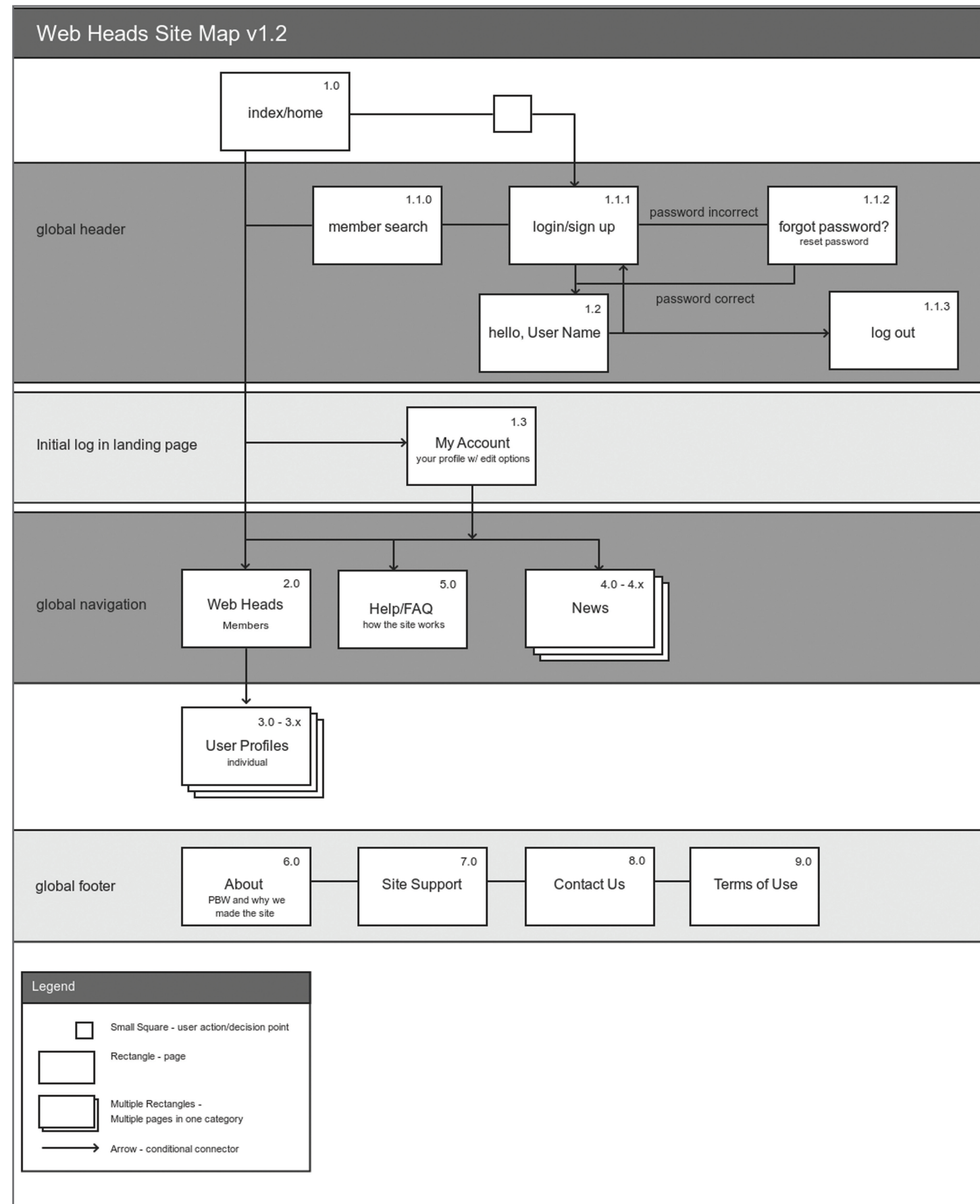


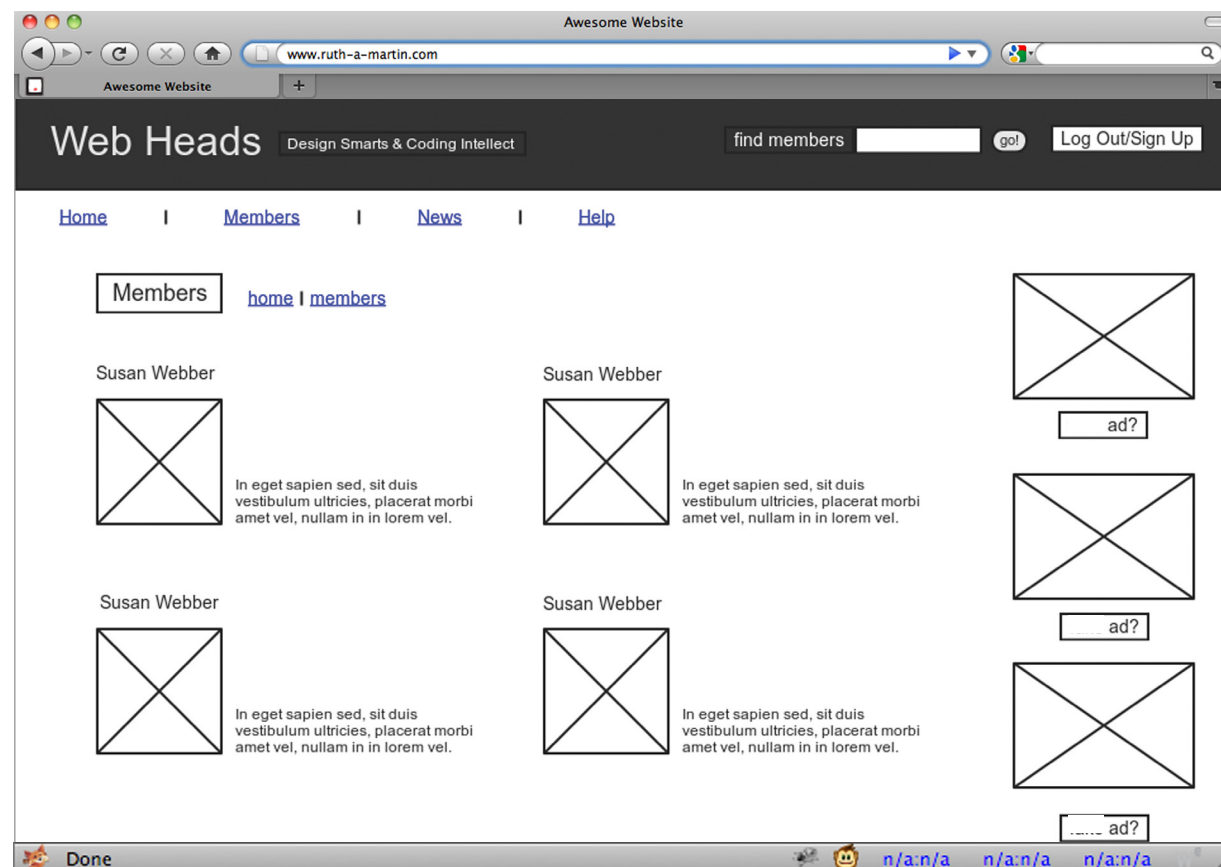
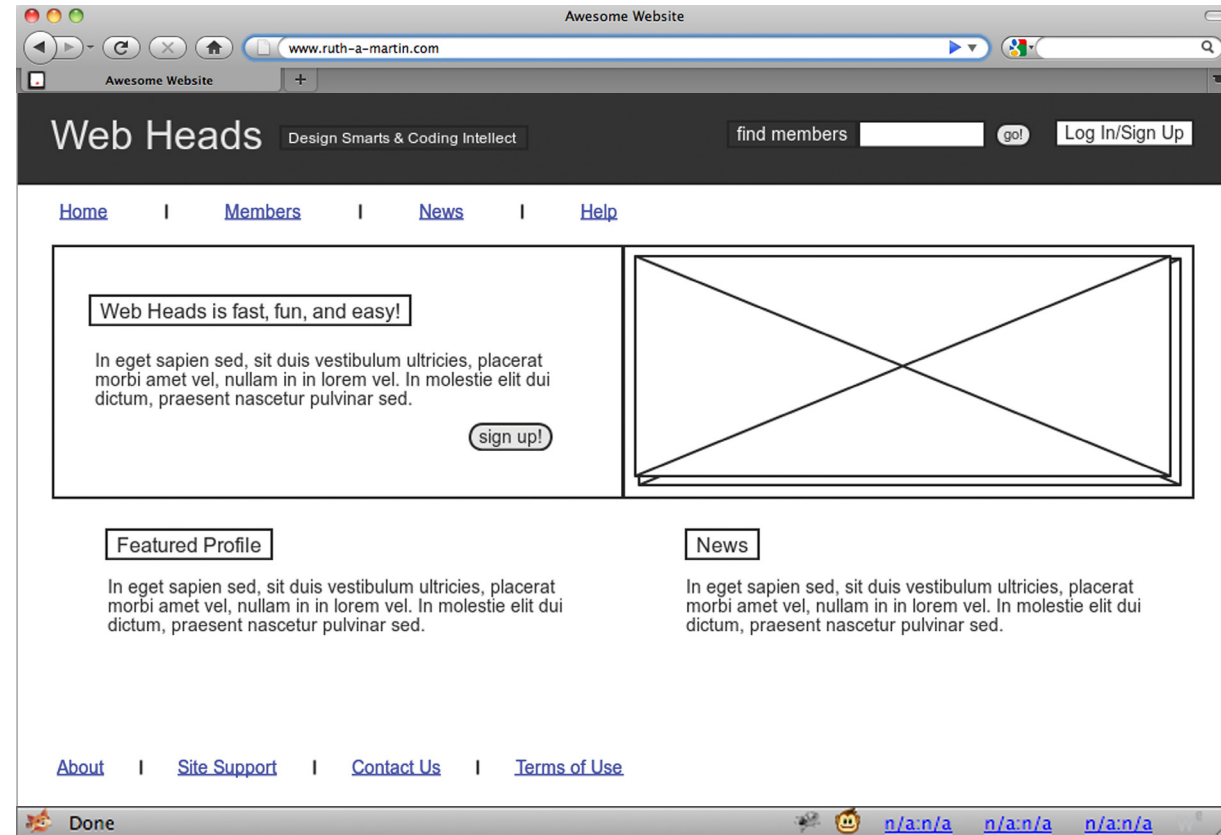
### Proposed GoWeb Heads Site Map

GoWebHeads.com was a team development concept for a job board showcasing web professional’s portfolios. Rather than just display lists of designers and developers for hire, the site focuses on a more personal approach. Job seekers can sign up, verify registration through email, and then proceed to upload a profile photo, images of their work, and resume information.

Considering the site would be an aggregate for individuals’ important personal information, and to allow room for future growth such as features like leaving comments or in application messaging, we had to ensure proper legalese was addressed where users could easily find it. The site map shown here uses a swim lane layout to make it clear what information is always available to the user. Based on this, the team could make quick decisions about what to include, what to get rid of and what features to flag as ‘nice to have’.

Role: User Experience Designer, Front End PHP Developer, Back End Database Designer





### GoWeb Heads Wireframes

I created wireframes after team brainstorming sessions. Our target audience was web design and development students and professionals, freelancers, employers, and small business owners. We knew we needed a hook to entice users on the homepage and a page that listed users in a personal way by displaying their photos and skills, so employers could browse and pick potential candidates at a glance.

## GoWeb Heads Final Site

After interacting with the wireframes and user testing, we realized that the site was not announcing a clear purpose at a glance. Three calls to action were added to the homepage

to address target markets, and explicit modular steps were added to the sign up page so users knew what to expect after sharing their information.

