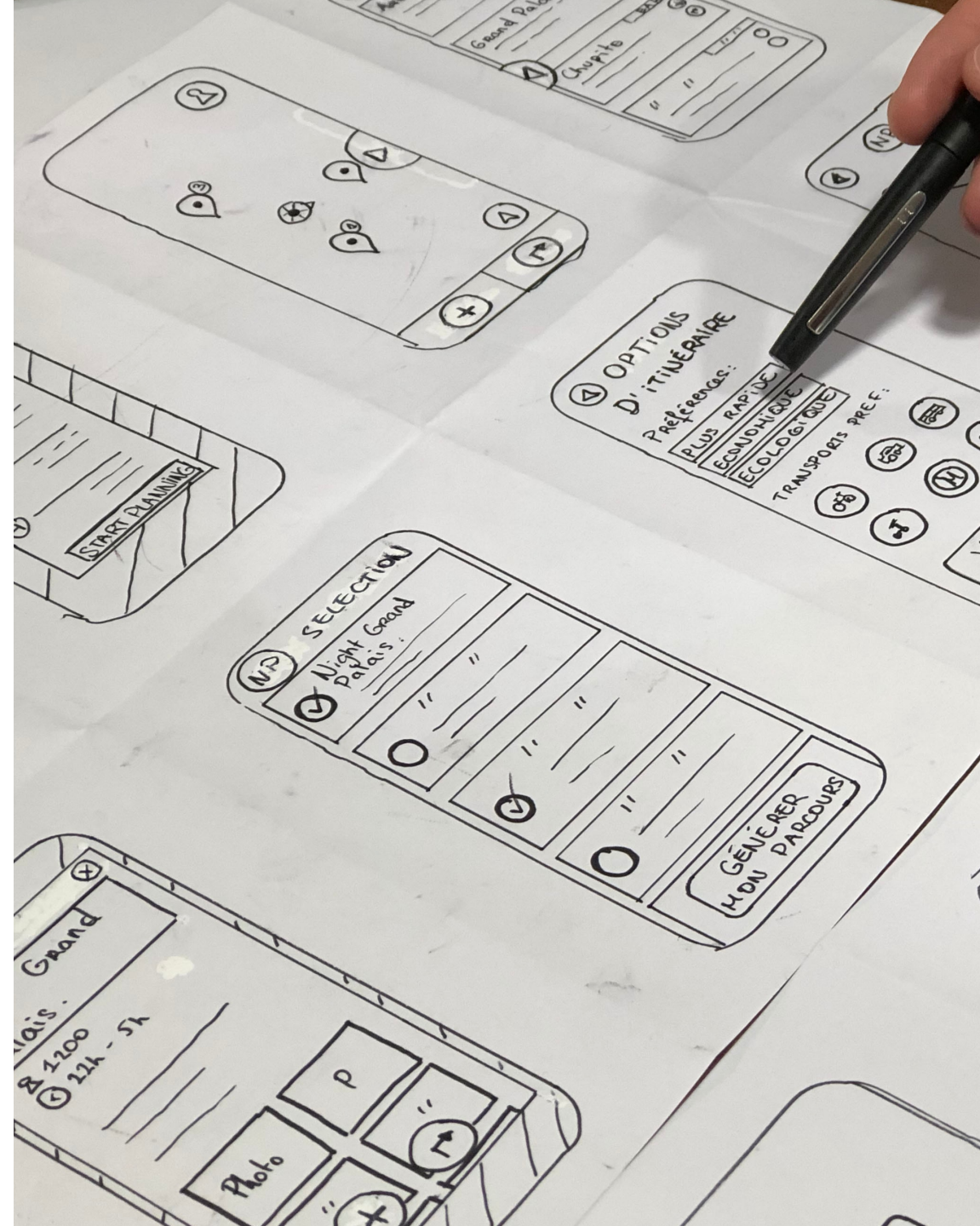


# Despoina Mouratidou

UX Designer - Researcher





# Hi! I am Despoina

\*My, impossible to pronounce name, is Greek - like me!

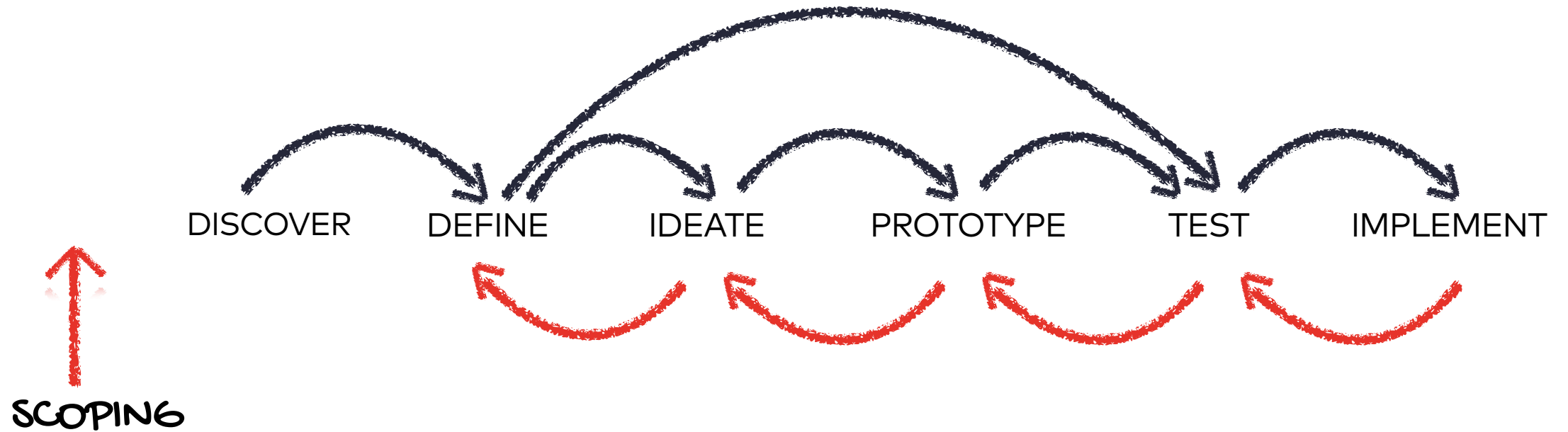
I am an experienced UX designer & researcher based in Brussels.

My **passion** is to design intuitive and pleasant digital experiences that people will remember and find easy to use. My **role** is to help companies improve their products and services by showing them how to better understand their audience and their needs.

In this portfolio, you will find some recent examples of my work.

# Applying a UX process

In every project I work on, I apply the following process:



# Projects in this portfolio

- |   |             |
|---|-------------|
| 1. Proximus: Know your customer         | 2019- today |
| 2. Proximus: FIRE, Fiber sales app      | 2019- today |
| 3. Proximus: MyProximus web app revamp  | 2018- 2019  |
| 4. Proximus: Desk of the Future web app | 2017- today |
| 5. Doccle: UX/UI design                 | 2016- 2017  |

For the work displayed here, I used the following tools:



axure



invision



# Know your customer

UX Designer and Researcher

# Know your customer

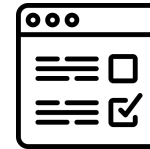
## Designing the user identification process for all Proximus sales channels

This legal requirement, defines that customers have to (strongly) identify themselves with their ID, when purchasing a new mobile plan. This is to **ensure** the safety of the **customer identity online** as well as to **prevent fraud against Proximus**.

### What did I want to learn?

- Are people **aware** of the risk of online identity theft?
- What do they know about GDPR?
- What personal data do they **expect** & consider acceptable to provide during an (online) purchase of a telecom service?
- How would they buy telecom services & why would they chose this way?

How did I learn it?



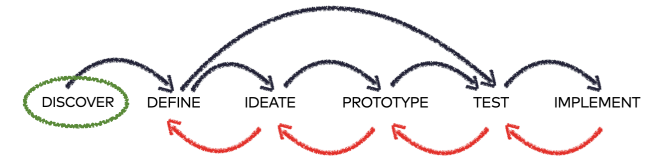
Online survey

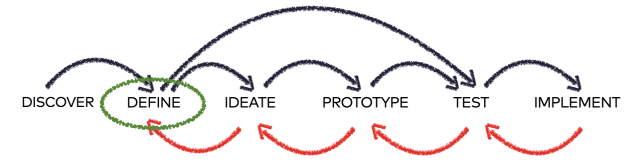


Interviewed call center agents



Looked to relevant data\*





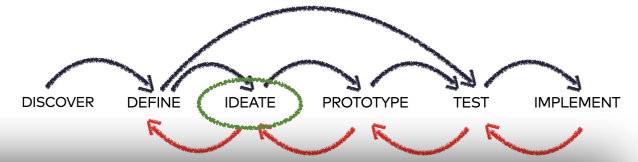
# Know your customer

## Key findings

- People do expect to provide official documents during a telco service purchase
- They know GDPR as a term
- They believe that their identification documents can be requested due to anti terrorism measures
- Most people would prefer nowadays to buy either online or in a physical shop
- People have called for others (people with language or cognitive ability constraints)
- Family members delegate their telco requests to family members (in shop or by call)
- Non digital customers always call or visit a shop

## Project constraints

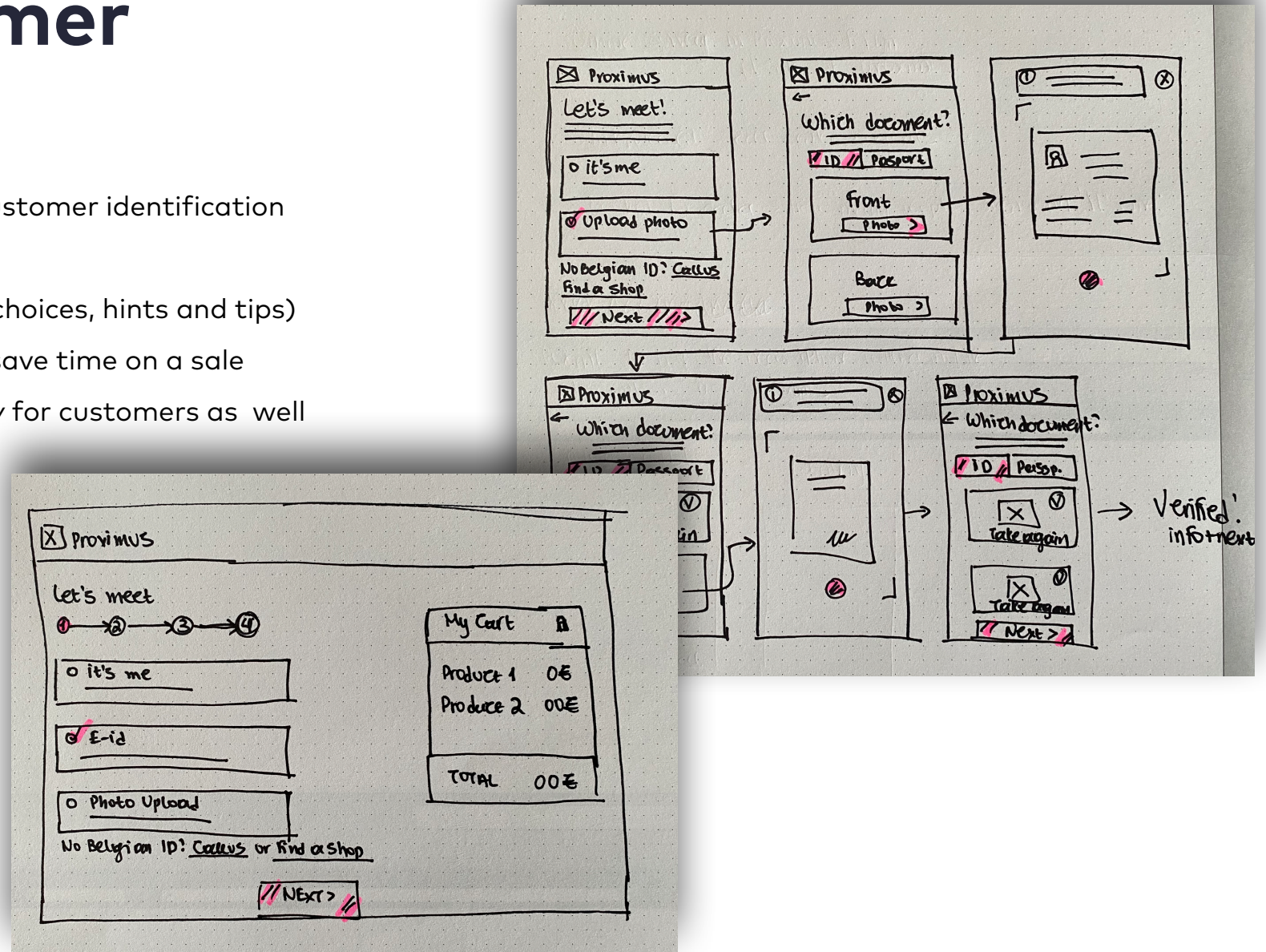
- ✗ Mobile and desktop experience cannot be consistent
- ✗ Digital solution is not accessible for expats or internationals without a Belgian ID document (or E Card)
- ✗ Our E-ID solution requires additional software download
- ✗ Photo upload solution requires a selfie picture for identity verification
- ✗ Solution is not compatible with all browsers

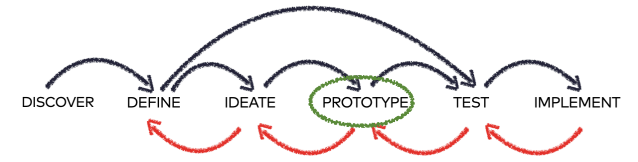


# Know your customer

## How might we....

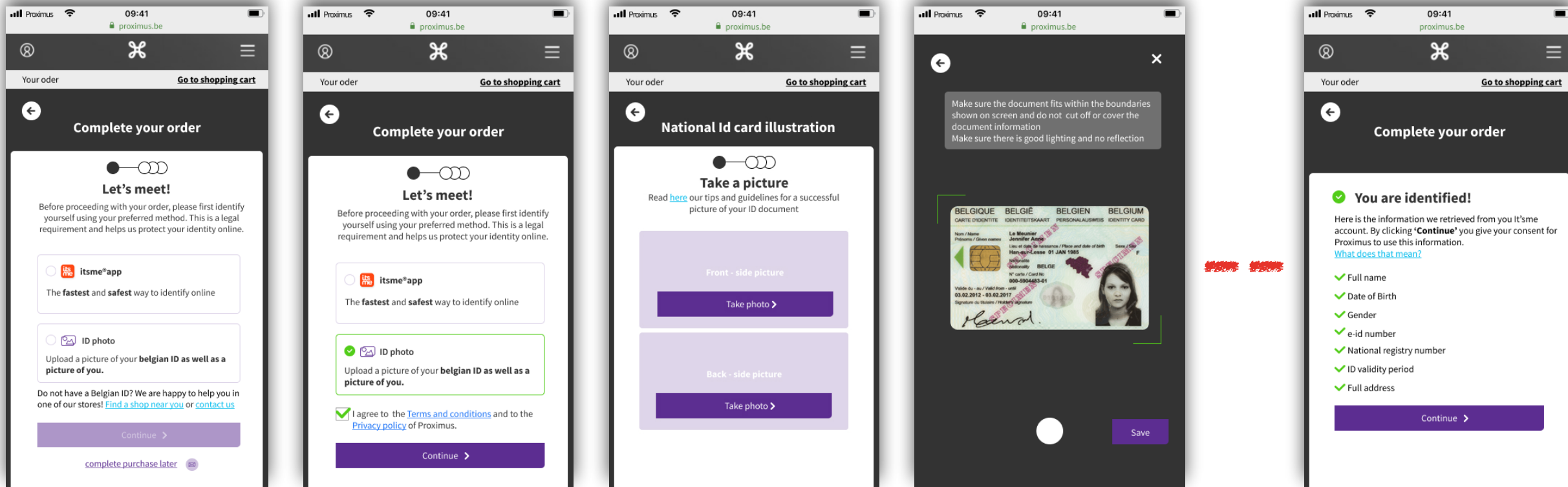
- Provide clear, transparent information about customer identification (explain why it is requested)
- Inform & provide support to users (Alternative choices, hints and tips)
- Help agents collect customer quality data and save time on a sale
- Make the identification process simple and easy for customers as well as for Proximus agents



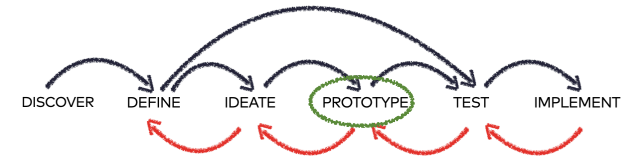


# Know your customer

## High fidelity wireframes (mobile)

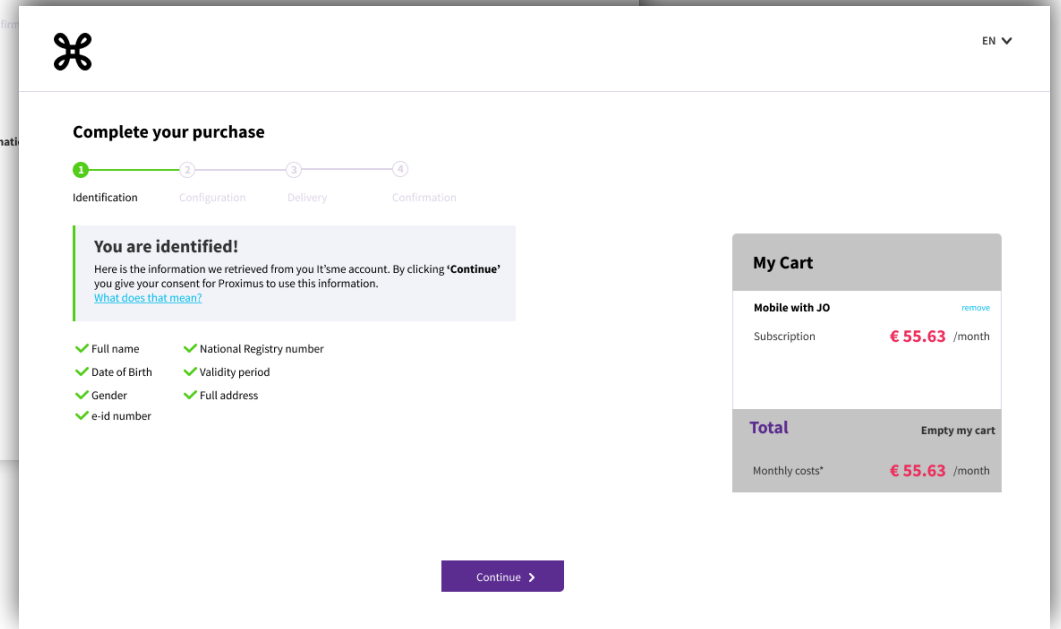
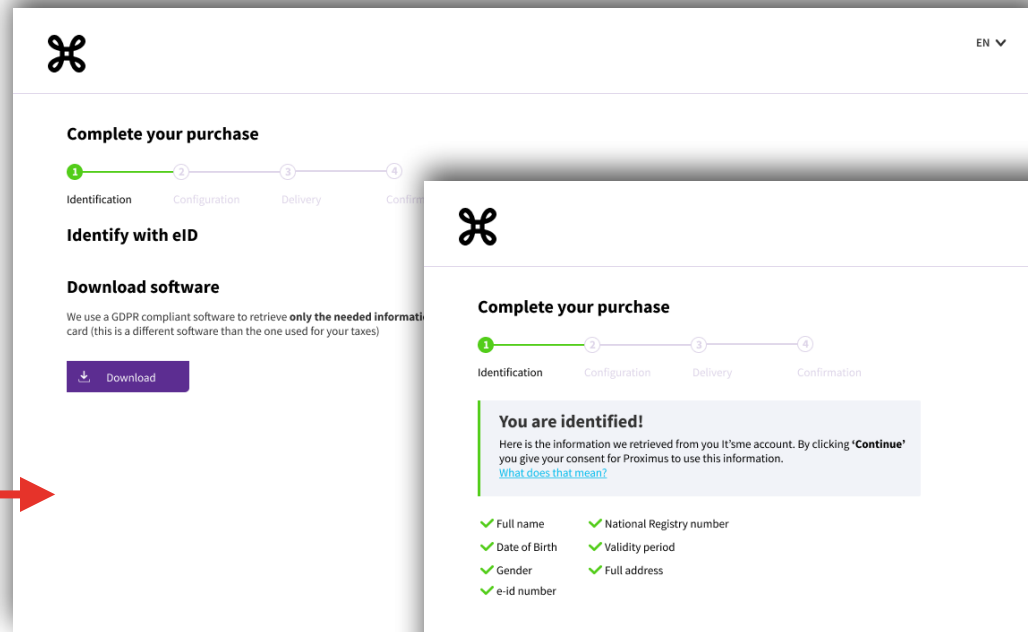
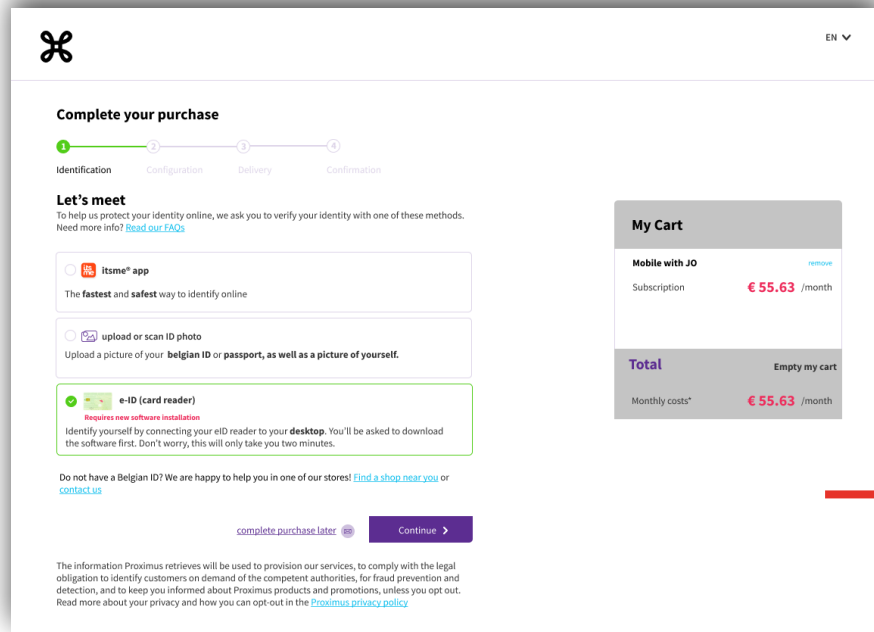




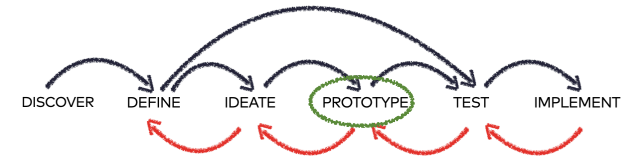


# Know your customer

## High fidelity wireframes (desktop)







# Know your customer

## High fidelity wireframes (in shops)

**Left Screenshot: Identification Step**

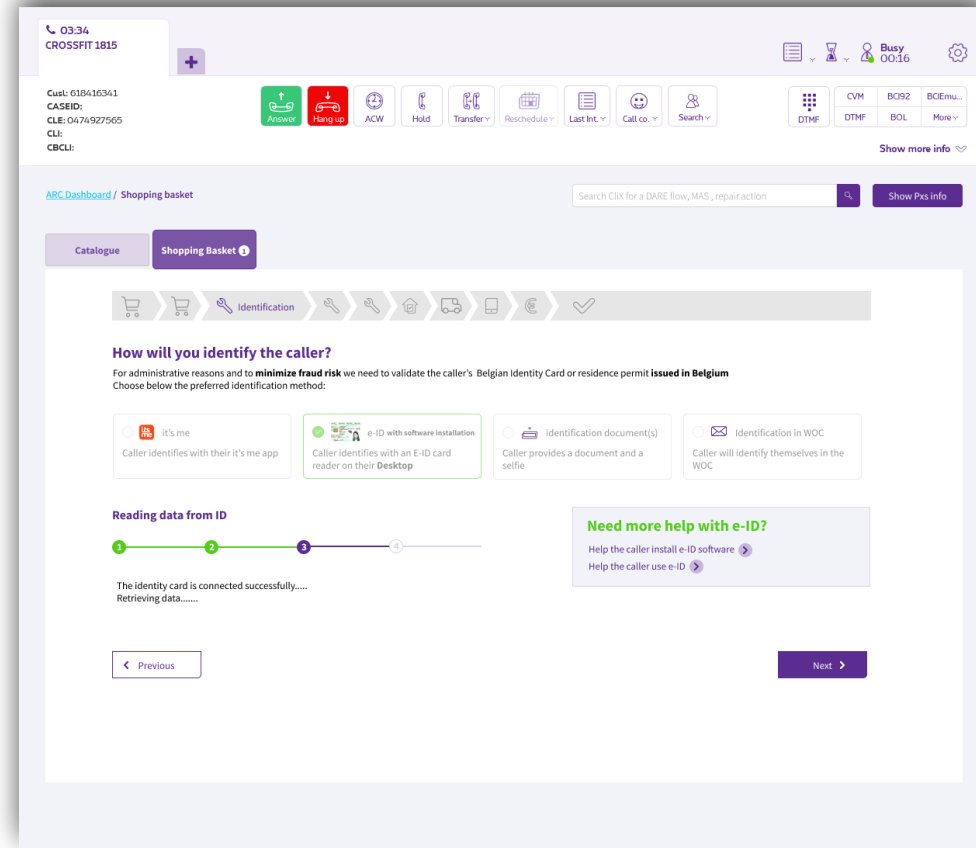
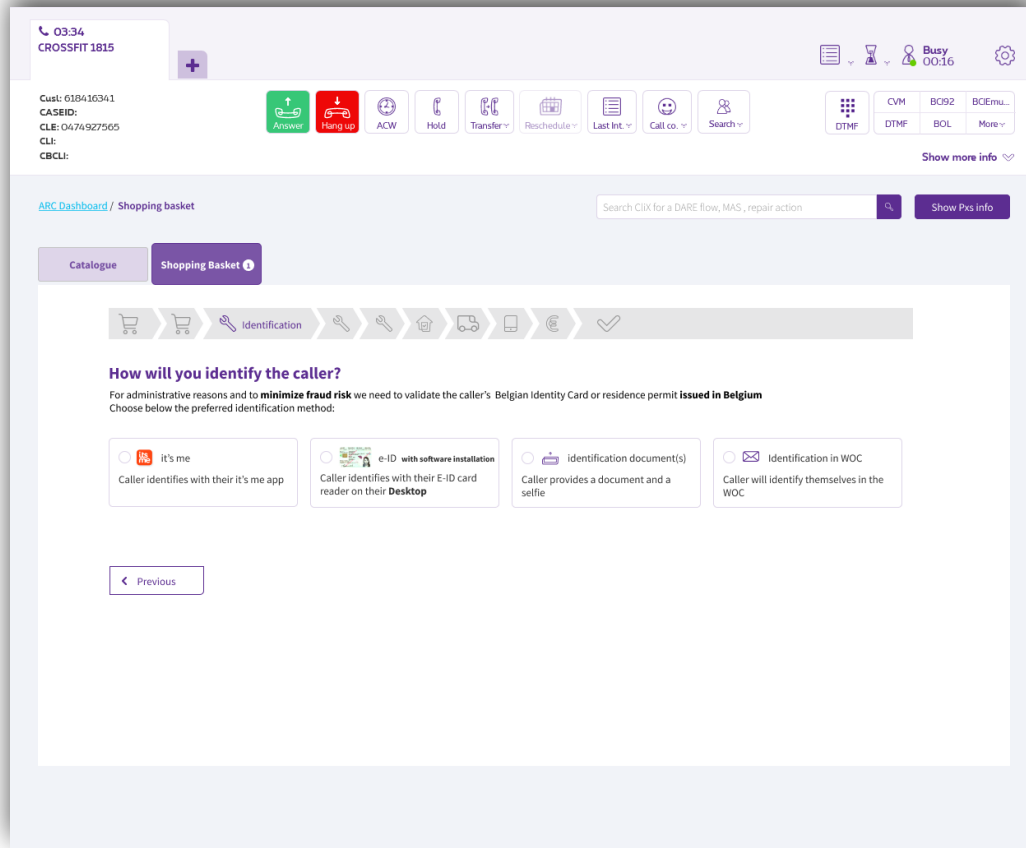
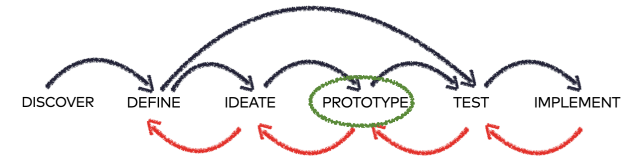
**Right Screenshot: Verification Step**

- Customer is verified!**
  - Picture
  - Full name
  - Date of Birth
  - Gender
  - e-id number
  - National Registry number
  - Validity period
  - Full address

Proximus: 2019 - today

# Know your customer

High fidelity wireframes (in call centers)

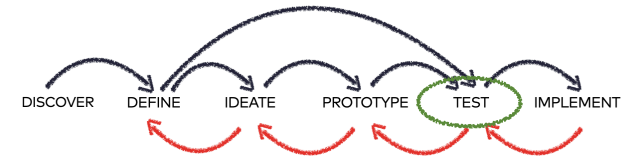


# Know your customer

## Usability testing: key findings & next steps

Our rounds of Usability testing revealed that:

- People prefer the fastest identification method (it's me, especially if they have an account)
- Do not enjoy taking a photo of themselves however, they understand why it is needed
- Do not prefer to use an E-ID card reader (major pain point for them)
- Do not want to download -unknown- additional software for one single task, for Proximus
- Feel comfortable (safe) that there are more than one identification options provided
- Feel that it is the right moment in the flow to identify themselves and provide identification documents
- Up to today, they mostly bought telecom services in the shops but consider changing their behaviour if it means ease of use



Re work on key design points



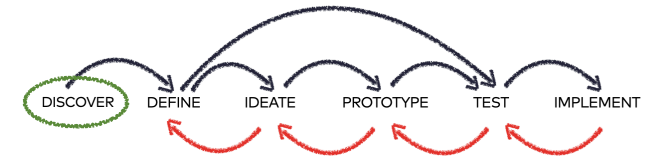
Listen to customer feedback



Follow up on metrics and data

# **FIRE app**

UX Designer and Researcher



# FIRE project

Designing the E2E experience of D2D sales agents that sell & promote Fiber technology products.

With this *new* application, the **goal** is to provide to sales agents a simple and interactive representation of Fiber eligible addresses in Belgium in order for them to be able to sell and promote Fiber products to (potential) customers.

An **additional goal** is use the same selling application as in Proximus shops in order to sell these Fiber products D2D.

## What did I want to learn?

- How do D2D agents sell today? What do they use to sell?
- What are their challenges today and how do they overcome them?
- What are the differences & commonalities of selling D2D with selling in the shop?
- What other apps use maps today and could I get inspired from them?

How did I learn it?



Benchmark



Shadowed and interviewed agents & Stakeholders

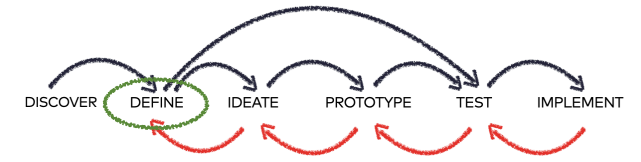


UX analysis of currently used application

# FIRE project

## Key findings

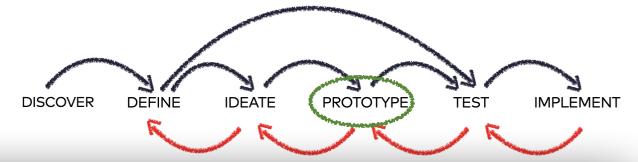
- Agents use 2-3 different applications to promote and sell products D2D and a print catalogue
- They also use their personal agenda and notes (usually on their phone) in combination with the agenda and notes provided in the current selling application
- They need to keep key notes after visiting a client (customer recommended a friend, customer was price oriented etc...)
- They have to log which customers are not interested and do not want to be contacted again to avoid bad feedback towards Proximus



## Project constraints

- ✗ Budget dictates features priorities
- ✗ Proximus aims for an omnichannel solution and the app has to be limited at times to what was designed for the shops
- ✗ Due to current limitations (COVID-19) could not continue Shadowing of agents





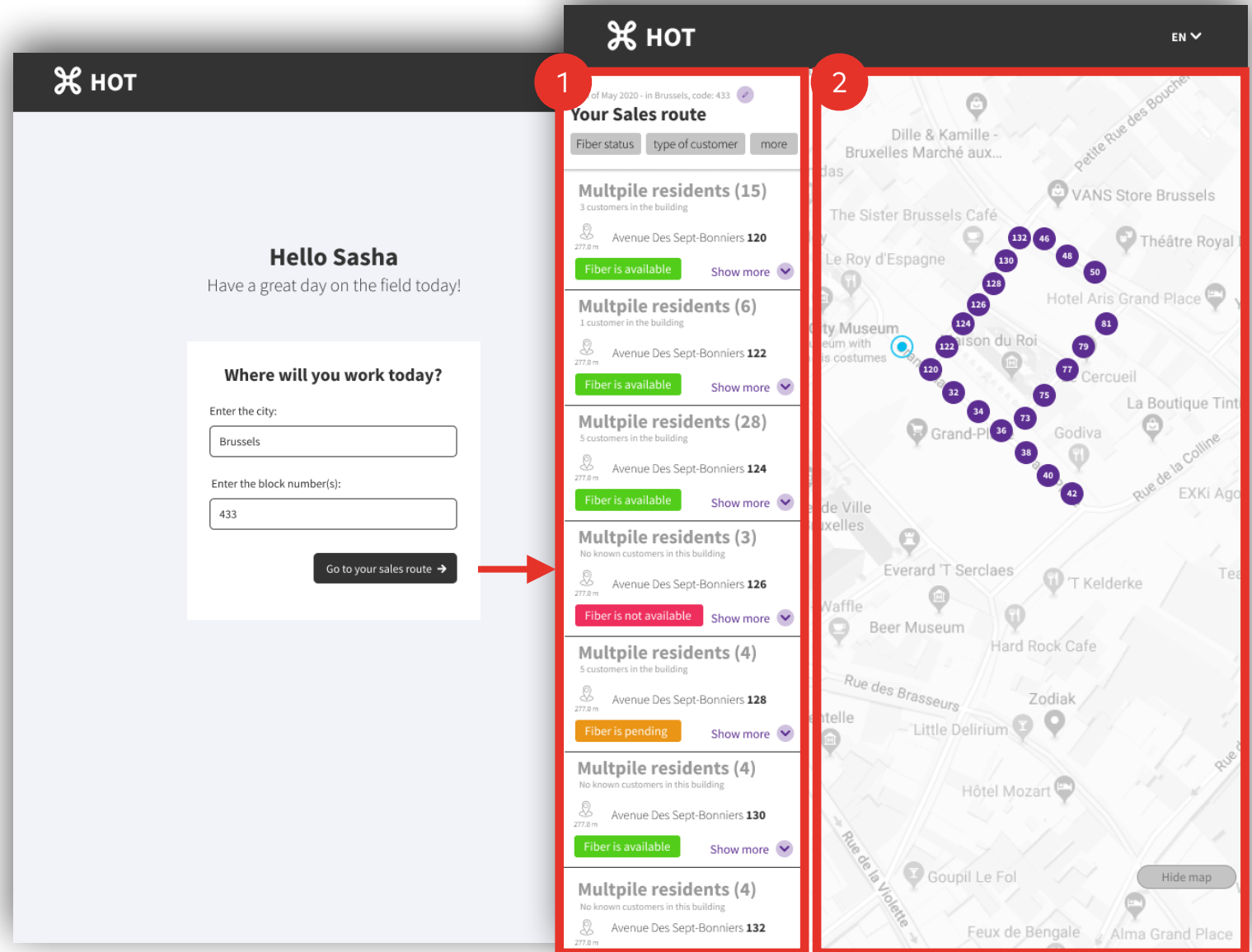
# FIRE project

## Designing the E2E experience

Previously, in order to display data on the application map, agents **had to long press on the screen.**

Now, after the agent has entered the code area of work, they are presented with two panels:

- 1 The left panel displays a list of sales leads & related info per lead.
- 2 The second panel is an interactive map of those leads that also displays the current position of the agent.

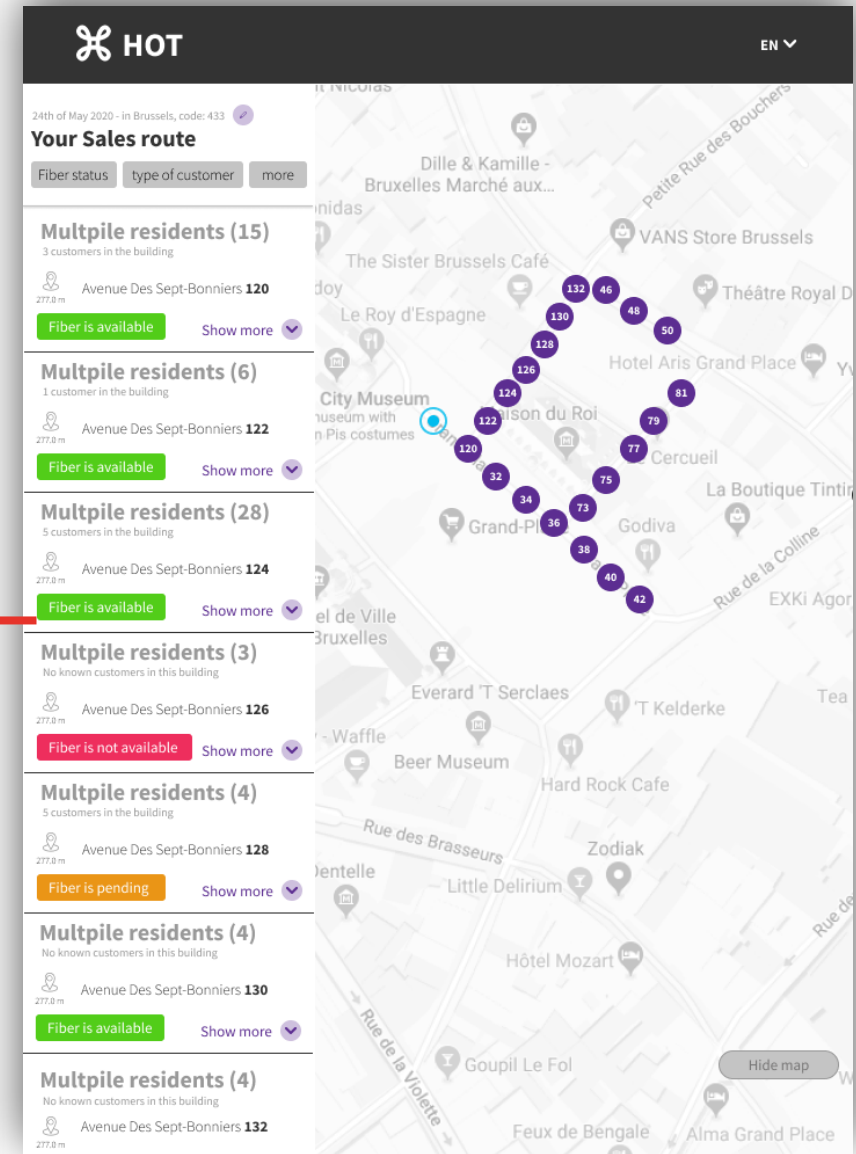
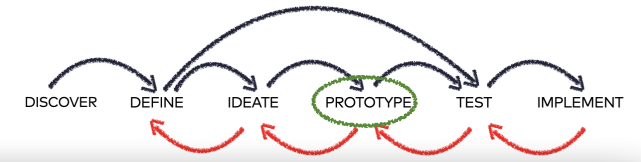
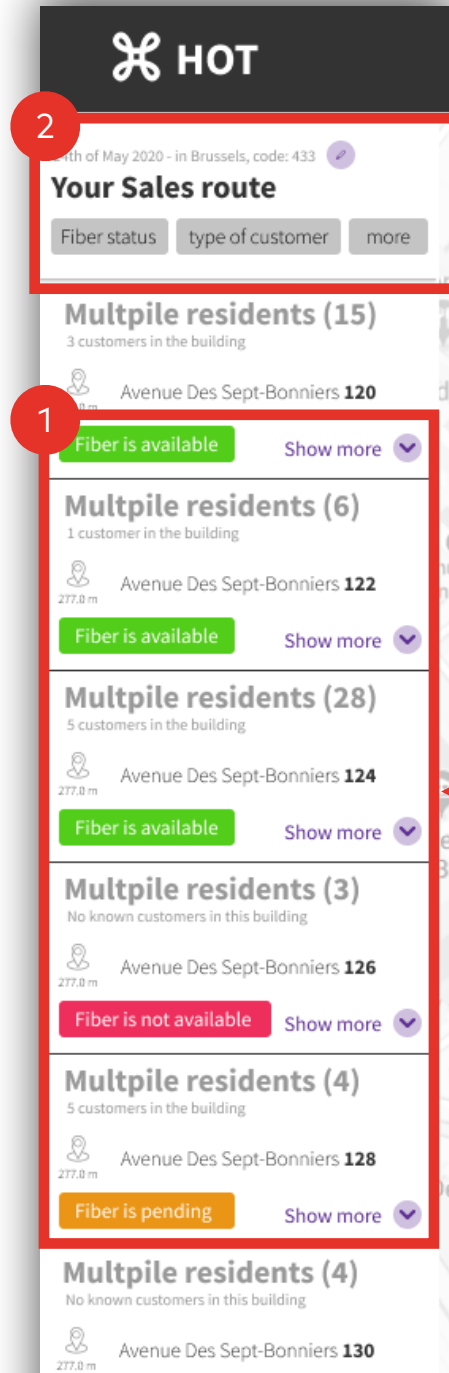


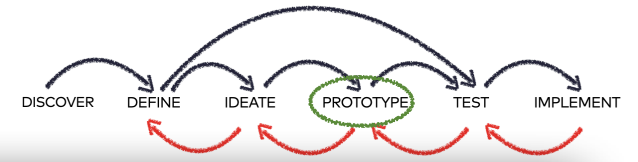
# FIRE project

## Interaction and accessibility

Previously, Fiber leads were shown individually and several coloured icons were used to represent values such as Fiber status as well as customer status & contact preferences.

- 1 Now, Fiber leads are grouped under a **single address** and the status is not only represented by colour but also by clear text #accessibility
- 2 A set of filters, allows the agent to see only the leads that interest them. (ex: where Fiber is already available)





# FIRE project

## Interaction and navigation

- 1 At first, the users are presented with a short overview, allowing them to gain an immediate perspective of the data per lead.
- 2 Then they can delve further into details by interacting with a specific lead and (potential) customer.
- 3 By starting a conversation with the selected customer, they access the shop selling app (DOF) in order to sell Fiber.

The screenshots illustrate the user journey in the HOT app:

- Step 1:** Overview of sales routes and leads on a map.
- Step 2:** Detailed view of a specific lead, Mr. Tanguy Maes, including contact information and address.
- Step 3:** Detailed view of available technologies (Internet, TV) and customer product base for the selected lead.

# Desk of the future web app

UX Designer and Researcher

# DOF dashboard

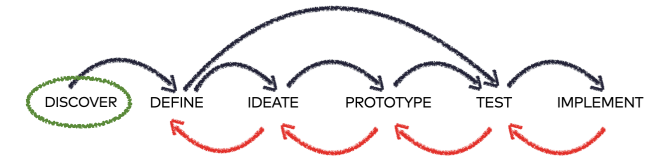
## (Re) designing the dashboard of DOF

The goal of this project, according to the business requestor, was to provide a more modern design for the "Desk of the Future" (DOF) Dashboard.

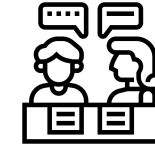
Feedback collected for the page was that it was too purple and not so "sexy"

## What did I want to learn?

- Who uses this page and for what?
- What are the challenges they have today with this page?
- What works just fine today?
- Is all information here relevant, at all times?
- What are the most important actions in this page?
- Besides look & feel, what can we improve for usability?



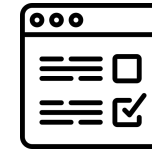
How did I learn it?



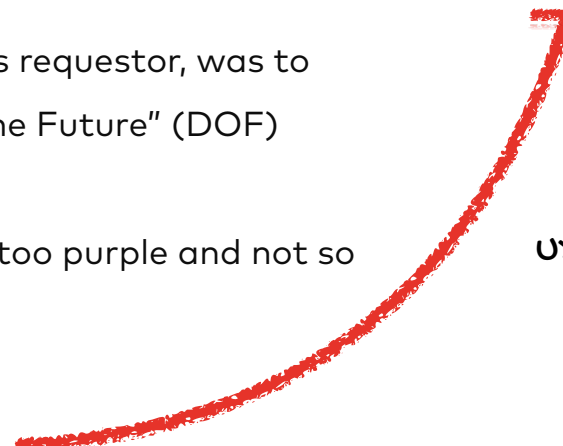
Shadowed and interviewed agents & Stakeholders



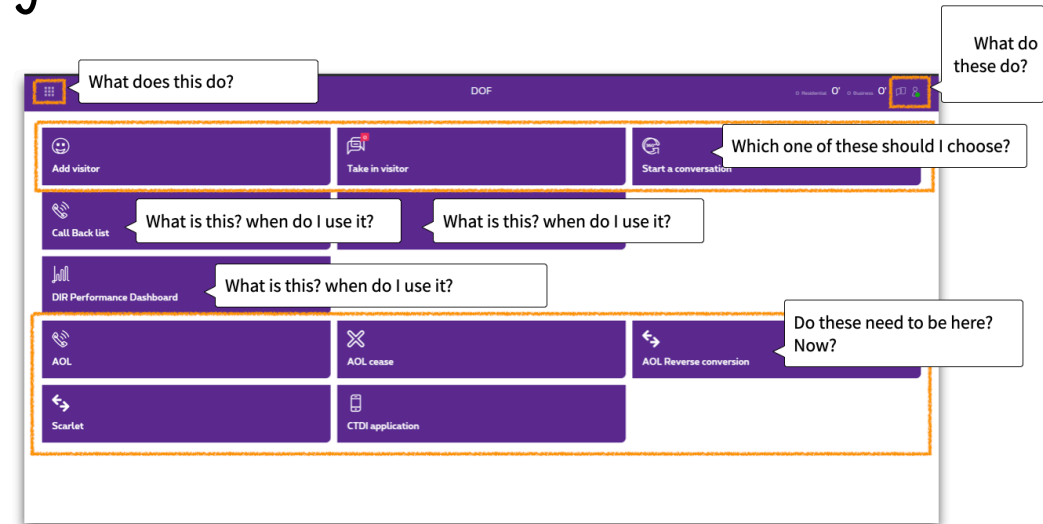
Focus groups with agents



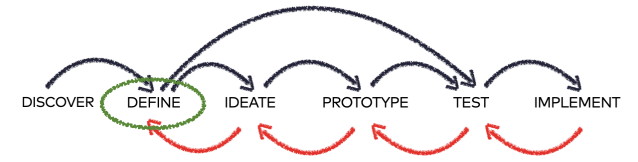
UX analysis of current page



old page



# DOF project



## Key findings

- Agents navigated back and forth for several actions
- All shop roles are represented in one single page but not all roles have the same goals
- The icons and copy of several actions was unclear to the agents and as a result they did not use the action at all

## Project constraints

- ✗ Could not afford to re iterate completely on the information architecture (split completely view per role)



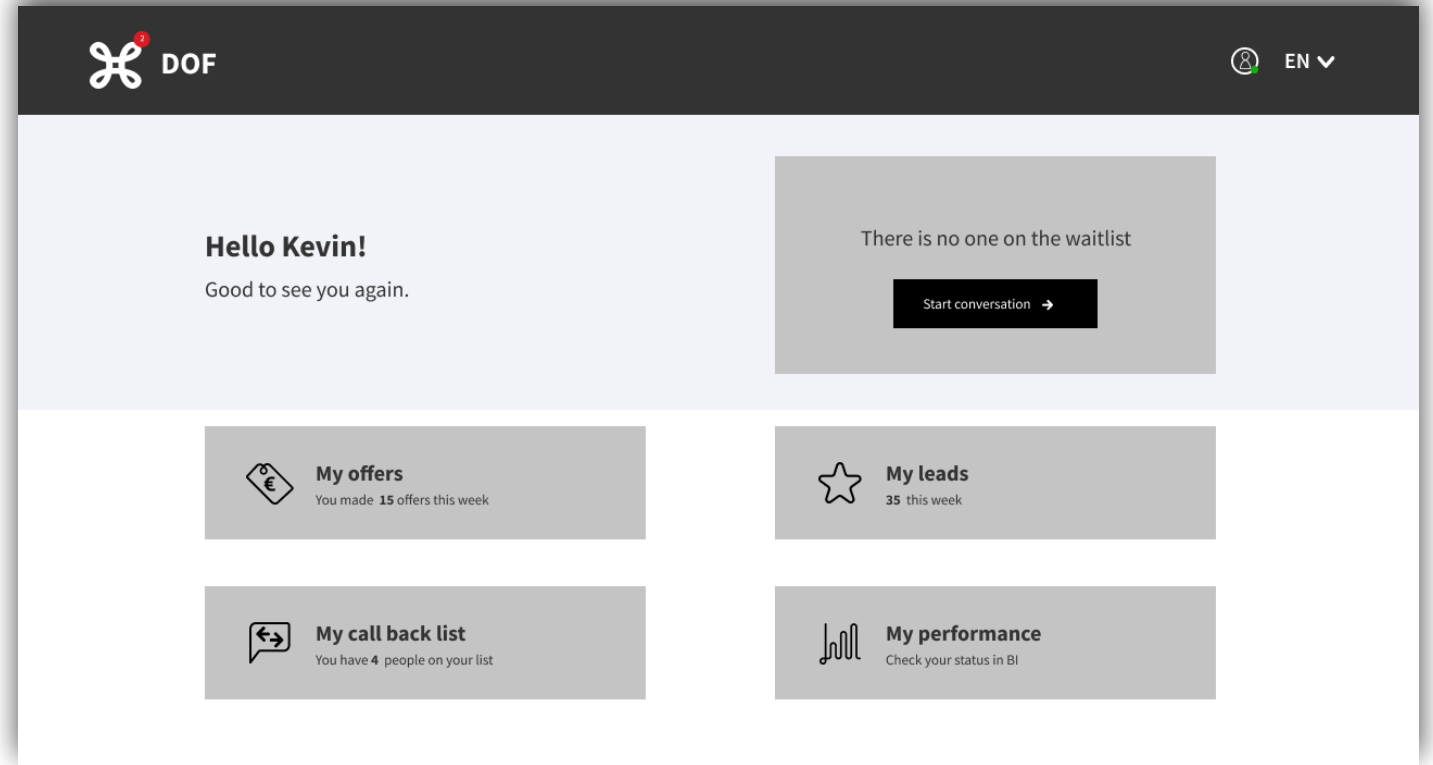
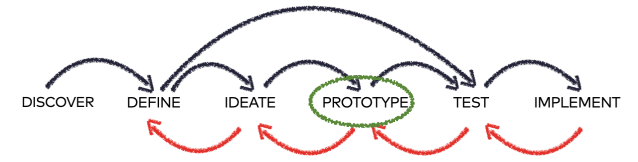
Proximus: 2017 - today

# DOF project

## High fidelity wireframes

This new dashboard shows **actions relevant** to the selected user role with a touch of personalisation.

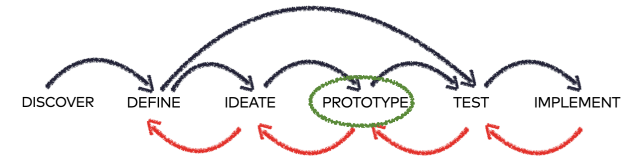
In addition to this, the **improved hierarchy and information architecture** is allowing agents to separate primary and secondary tasks and helps them focus at the task at hand each time.



Proximus: 2017 - today

# DOF project

Reviewed micro journeys



**DOF** EN

**Hello Kevin!**  
Good to see you again.

Next in line is **Tanguy Maes**  
he is waiting for 10min  
[See the full list](#)

**My offers**  
You made 15 offers this week

**My leads**  
35 this week

**My call back list**  
You have 4 people on your list

**My performance**  
Check your status in BI

**DOF** EN

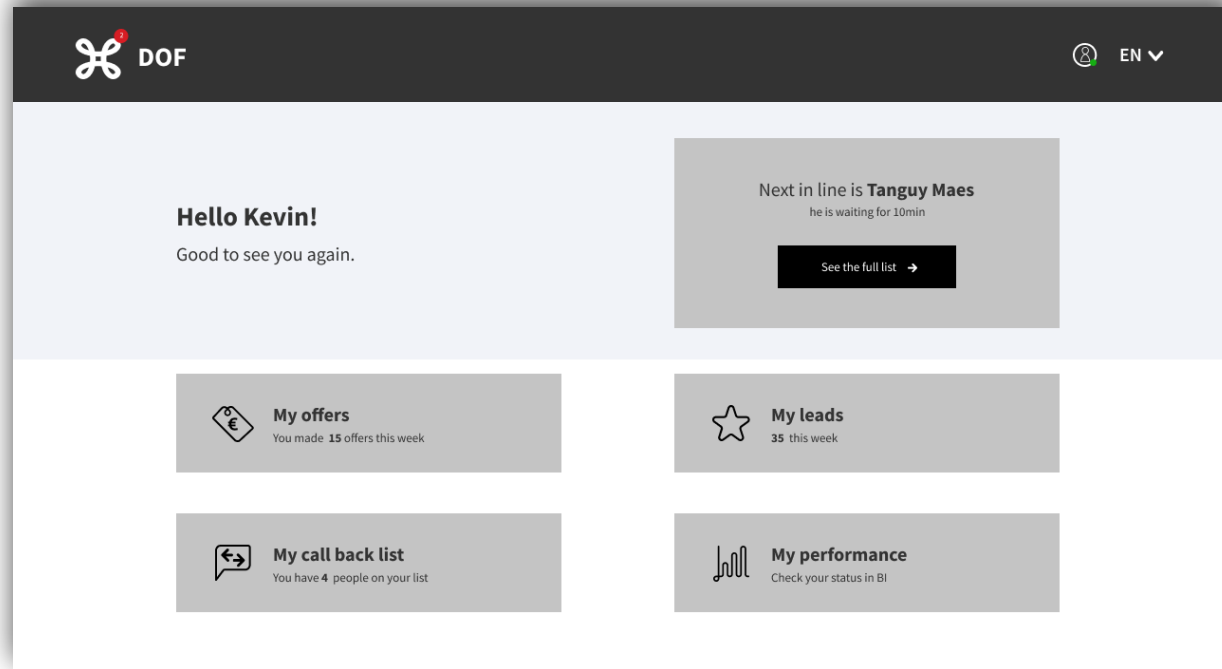
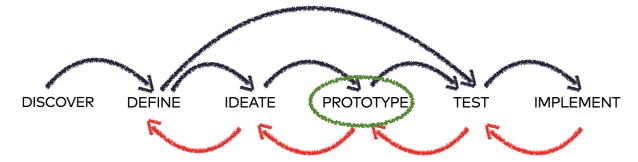
**Kevin,**  
There are 4 people in the shop. [+ Add someone on this list](#)

- Tanguy Maes** SE  
visiting for a new mobile  
waiting for 10min  
[Assign to a colleague](#) [Start conversation](#)
- Maryvonne Brootcorne** RES
- FX Randoux** SE
- Despoina Mouratidou** RES

Proximus: 2017 - today

# DOF project

## Usability testing



Our rounds of Usability testing revealed that:

- Agents clearly see some information with this new design
- Enjoy the personalisation aspect
- Performed tasks with ease and fast

# DOF product page

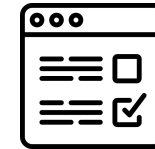
## (Re) designing the DOF product page

The product overview page of DOF includes a set of detailed tables that display **all features** and **all details** of each customer product at once. This is not allowing users make sense of this large amount of information often even including terminology that is not clear for them.

### What did I want to learn?

- What are the challenges agents have today with this page?
- Why do agents visit this page? Why do they ignore it?
- Is all information on this page relevant, at all times?
- What are the most important actions in this page?
- If they need to, how can they search for something?

### How did I learn it?



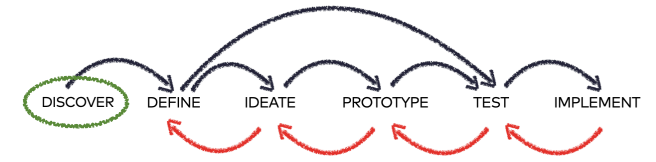
UX analysis of current page



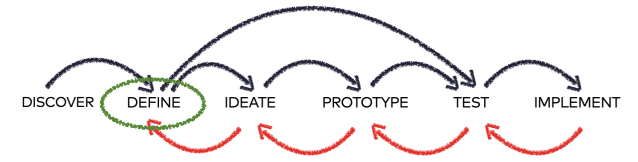
Shadowed and interviewed agents & Stakeholders



Focus groups with agents



# DOF product page



## Key findings

- Agents mentioned that the page has a big amount of information that eventually renders it unreadable
- A similar page , basket overview, includes today a more brief view of the customer products and agents use this instead.
- "If you delete this page tomorrow, I would really not mind"

## Project constraints

- ✗ Budget restrictions influencing release time

Proximus: 2017 - today

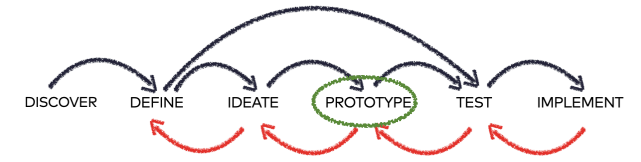
# DOF product page

## High fidelity wireframes

The proposed product overview aims to provide a **brief summary** of the customer product base allowing the users to have **instant understanding of key information. With more details only a click away**

We aim to allow users to easily draw conclusions, make comparisons between products and access key actions faster.

This new design is additionally aligned with the customer facing design which we estimate will facilitate the customer - agent communication



**DOF** Tanguy Maes (SE) EN

Pack Mobile Internet TV Fixed line JO Joint Offer Options MyProximus Shopping cart Technology

**Customer 360°**  
Sales proposals Customer profile **Customer products**

**Selected installation address**  
023518111 (1 more address)  
Avenue des Pâquerettes 55 box 54, 1410 Waterloo

**Available technologies on this address**

- Internet**  
Fiber **Not available** (Reason: Refusal of Syndic) [See more details](#)  
Copper **available** (Technology: VDSL, Bandwidth: 70 MBPS)
- TV** **available** (Technology: GPON, Streaming quality: HD, Setup boxes: 4)
- Copper** **available** (Technology: VDSL, Bandwidth: 70 MBPS)

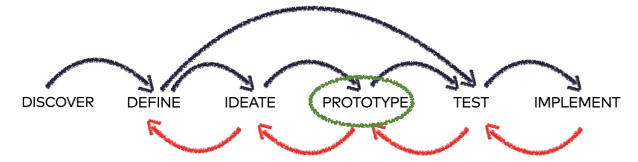
**Pack: Bizz Office** (activated on 17/07/2018)

- Bizz Mobile M** (JO) 10GB SMS & Unlimited calls  
0474927565  
Average usage 18GB per month  
Smartphone Omnium  
Fav app: What's app  
SWAP SIM: [Launch swap](#)  
JO Residual amount: 75.49 EUR  
JO end date: 24/07/2020 [See full details](#)
- Bizz internet** Max speed 750MB  
Modem: B-box 3  
Usage: 43/750 Gb [See full details](#)
- Fix line** Unlimited calls  
023518111 [See full details](#)

Proximus: 2017 - today

# DOF product page

Reviewed micro journeys



**Tanguy Maes (SE)**

Customer 360°

Selected installation address: 023518111, Avenue des Pâquerettes 55 box 54, 1410 Waterloo

Available technologies on this address:

- Internet: Fiber (Not available), Copper (available)
- TV: available
- Copper: available

Pack: Bizz Office (activated on 17/07/2018)

- Bizz Mobile M (JO): 10GB SMS & Unlimited calls, Average usage 18GB per month
- Bizz internet: Max speed 750MB, Modem: B-box 3, Usage: 43/750 Gb
- Fix line: Unlimited calls, 023518111

**Tanguy Maes (SE)**

Go back to product overview

Bizz Mobile M (JO): 10GB SMS & Unlimited calls, Average usage 18GB per month

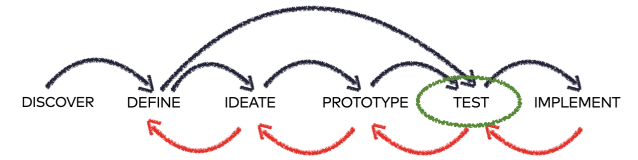
Joint offer	Options	SIM card info
Mobile JOs available	4 still available	<a href="#">go to device catalogue</a>
Residual amount	75.49 EUR	
Duration (23 months)	25/07/2018 - 24/07/2020	
Device	iPhone 8 64GB 5Space Grey	



Proximus: 2017 - today

# DOF product page

## Reviewed micro journeys



The screenshot displays the DOF customer portal interface. At the top, the user is identified as Tanguy Maes (SE) in the EN language. The main navigation includes Pack, Mobile, Internet, TV, Fixed line, Joint Offer, Options, and MyProximus. The user's profile (Kevin) is shown on the left sidebar, along with a search bar and navigation links for Customer 360°, Product catalogue, Extras (CVM, Salto), and After sales & care. The main content area shows the 'Customer 360°' section with tabs for Sales proposals, Customer profile, and Customer products. The 'Selected installation address' is 023518111. Under 'Available technologies on this address', Internet (Fiber Not available, Copper available) and TV (available) are shown. A 'Pack: Bizz Office' is selected, with a dropdown menu for 'Modify pack', 'Move pack to a new address', and 'Cease pack'. Other packs like 'Bizz internet' and 'Fix line' are also visible.

Our rounds of Usability testing revealed that:

- Agents can find and interpret key information faster than today
- Find additional actions and steps to be relevant to their tasks and analysis

# MyProximus web app

UX Designer

Proximus: 2018 - 2019

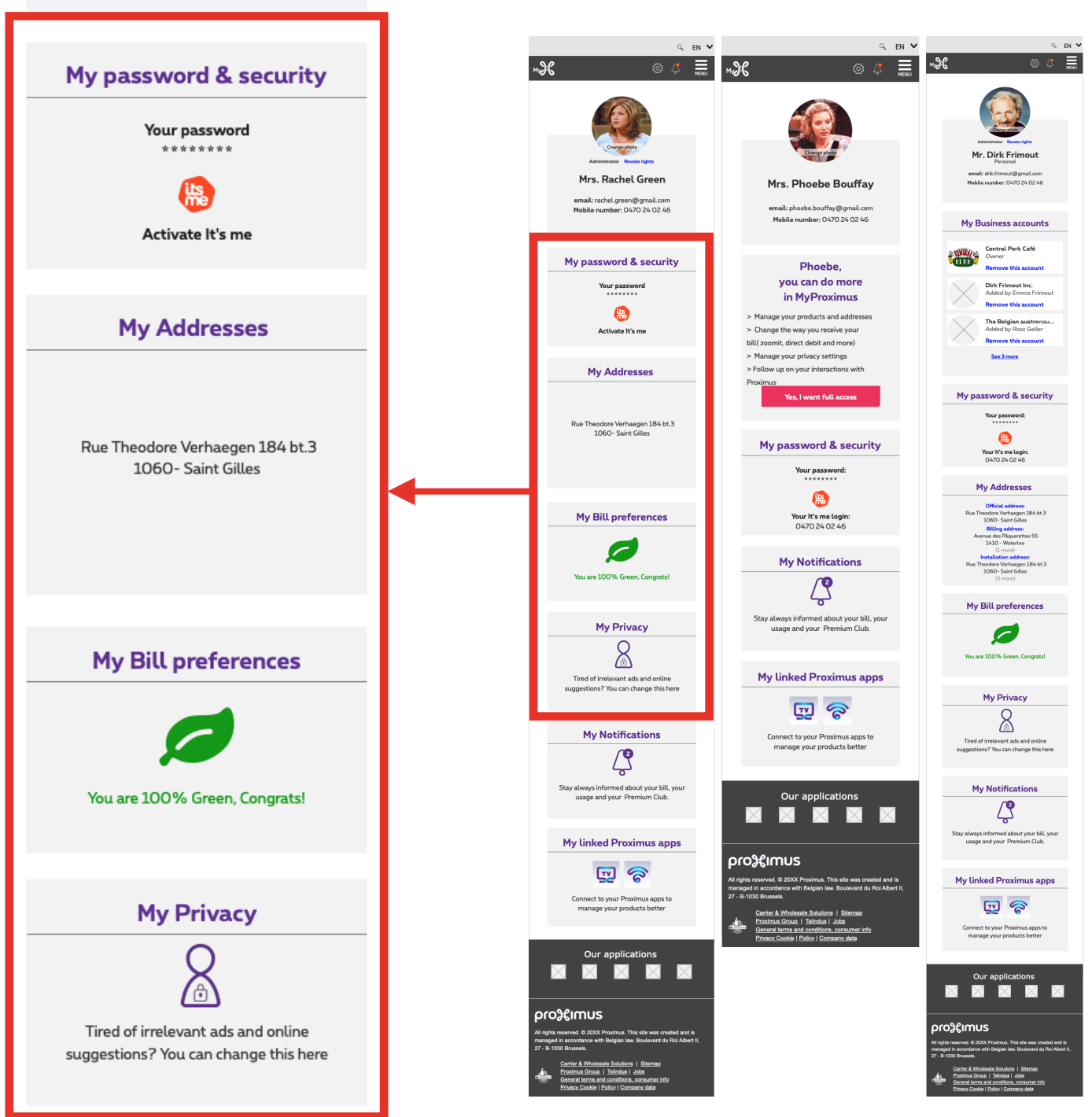
# MyProximus

## (Re) Designing the customer account page of MyProximus.

The account page of MyProximus did not allow users to easily understand and find how to modify or access useful personal and account information. This resulted to low adoption of the application and calls or visits to Proximus shops for assistance on several tasks that were available online

The proposed MyAccount page aims to provide allows users to find key information faster and easier.

Clear copy helps them make informed online decisions without the need to call or visit a shop for guidance.

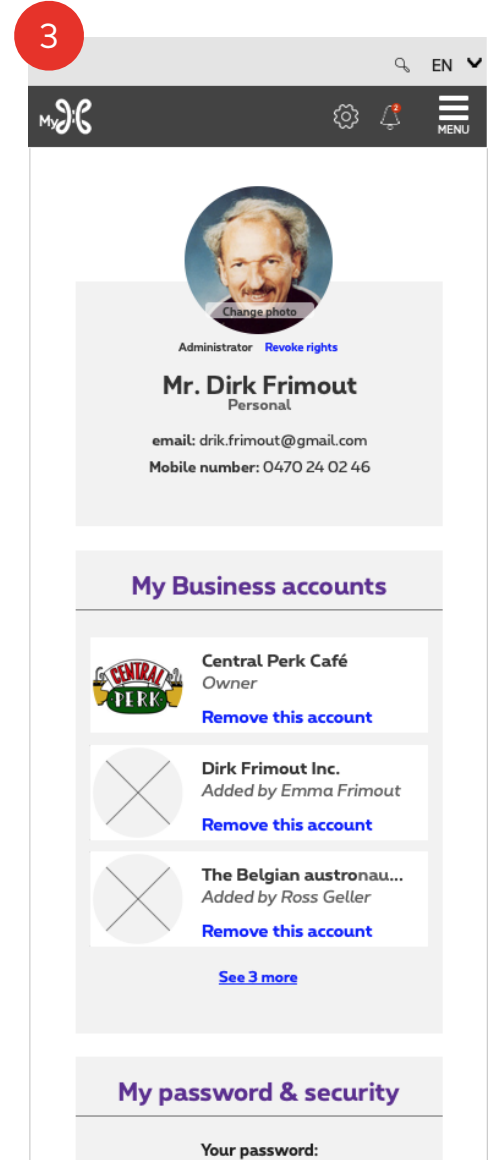
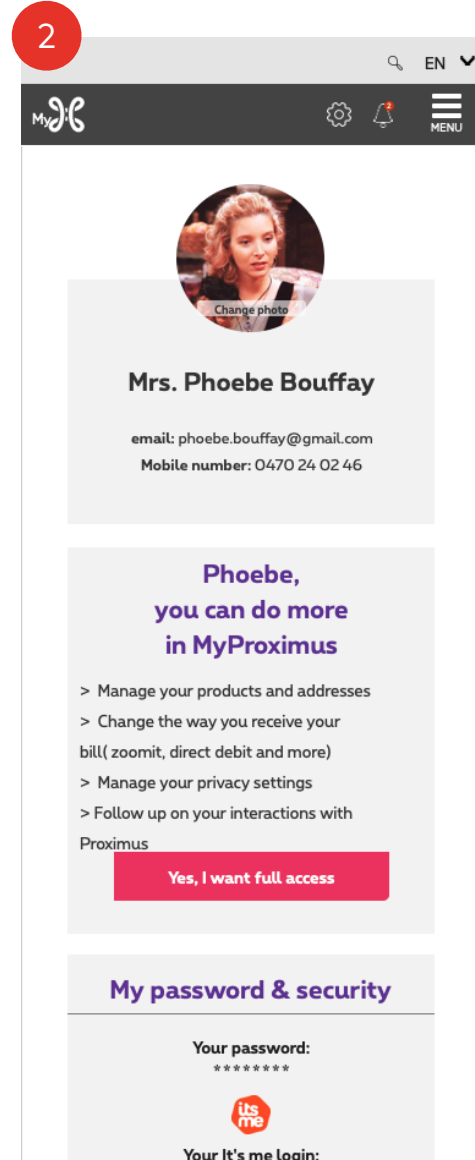
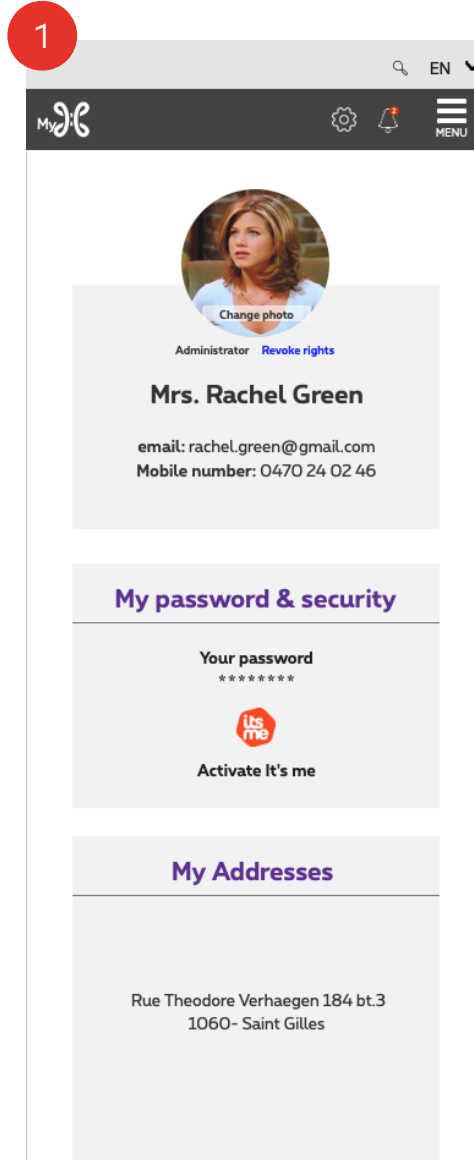
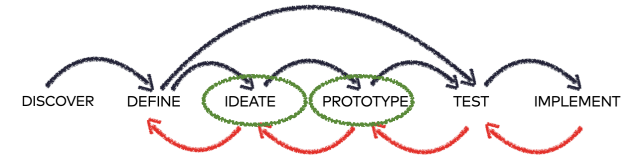


# MyProximus

(Re) Designing the customer account page of MyProximus.

This redesign proposal included a visual and contextual distinction between the 3 types of MyProximus accounts:

- 1 Administrator account
- 2 Simple user account
- 3 Business account

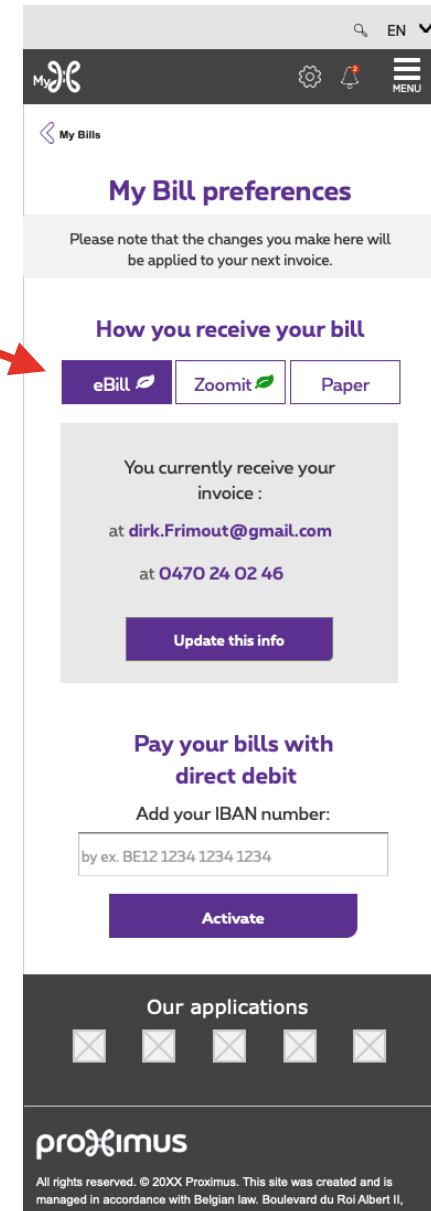
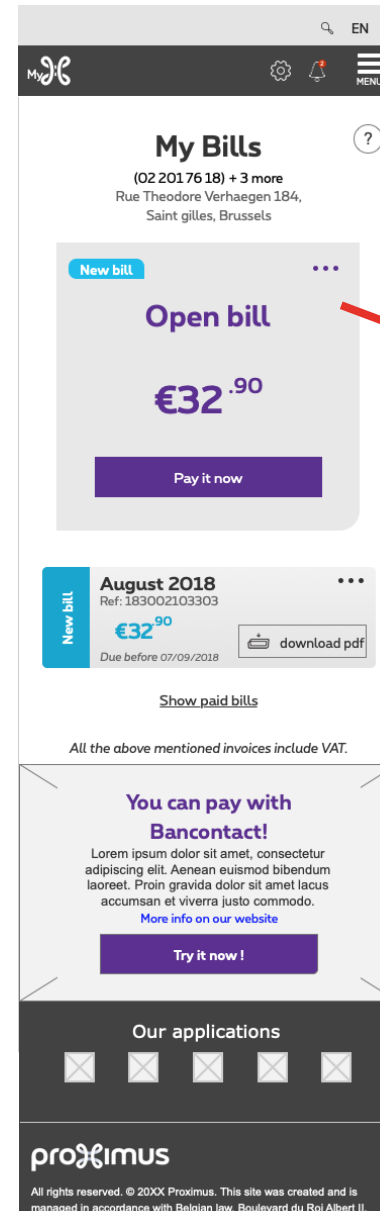
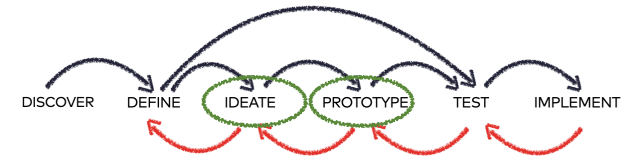


# MyProximus

## (Re) Designing the billing page of MyProximus.

The account page of MyProximus did not allow users to easily understand and find how to modify or access useful information. This resulted to low adoption of the application and calls or visits to Proximus shops for assistance

The proposed MyAccount page aims to provide allows users to find key information faster and easier. Clear copy helps them make informed online decisions without the need to call or visit a shop for guidance.



# Doccle

Service design, UX/UI , web design & integration

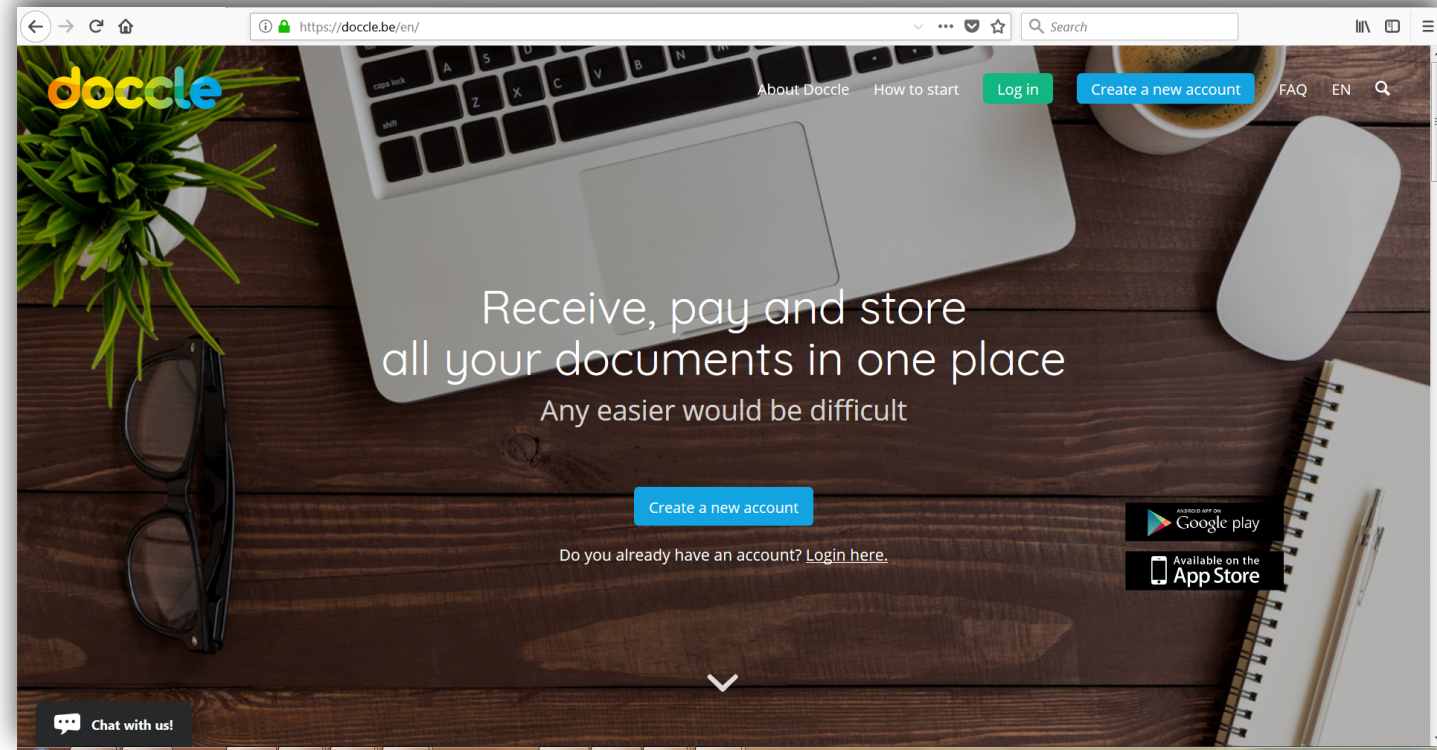
IXOR: 2016 - 2017

# Doccle

## Re designing the [doccle.be](https://doccle.be) website

The business goal for the website of Doccle was to better communicate the value of the application to potential users and as a result, have a higher conversion rate.

At the same time an objective was to reduce calls and chats with the support centre for tasks users could perform themselves via the web or mobile app





# Doccle

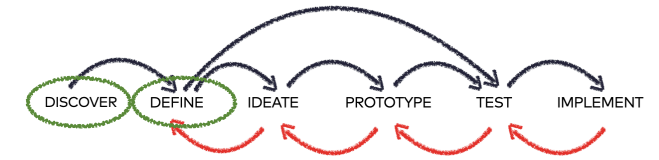
## Re designing the [doccle.be](https://doccle.be) website

### The main challenge

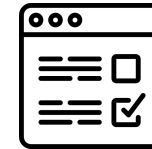
Doccle was launched with several strong partnerships such as Telenet and CM. However, users did not seem to understand if the service is free or how it would in fact help them digitise their administration. User on boarding was not straightforward

### What did I want to learn

- What are the main challenges our users have today?
- How do they solve them?
- How do potential customer perceive the service and why do they do so this way?
- Who succeeds to onboard people on the platform successfully (doccle or their partners)?
- Besides look & feel, what can we improve for usability **today**?



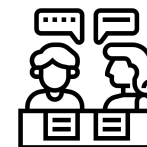
### How did I learn it?



UX analysis of current page



Interviewed Stakeholders & support center agents

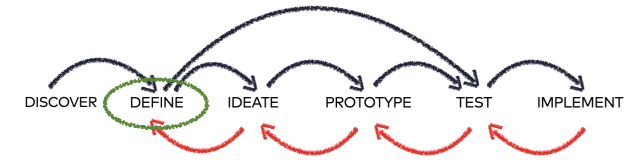


Guerilla tested the current design with potential users

# Doccle

## Key findings

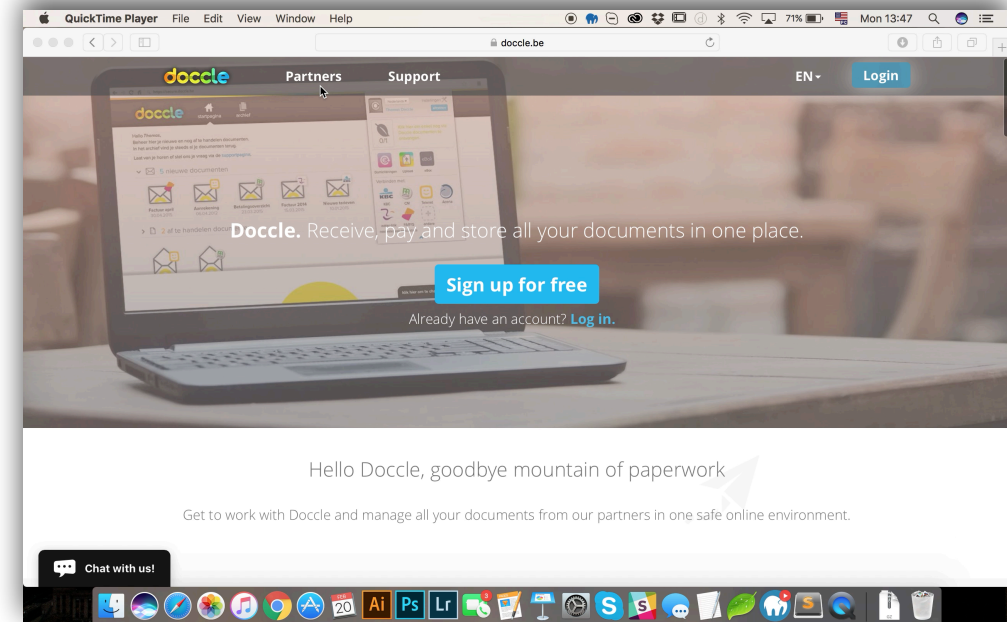
- People created duplicate accounts and as a result could no longer keep track of their documents in one place
- The website had poor information architecture that failed to convey the actual added value of the platform
- Big percentage of visitors used the website as a way to log-in to the web platform



## Project constraints

- ✗ Timing
- ✗ User experience was a new discipline for the project

old page (click to play)



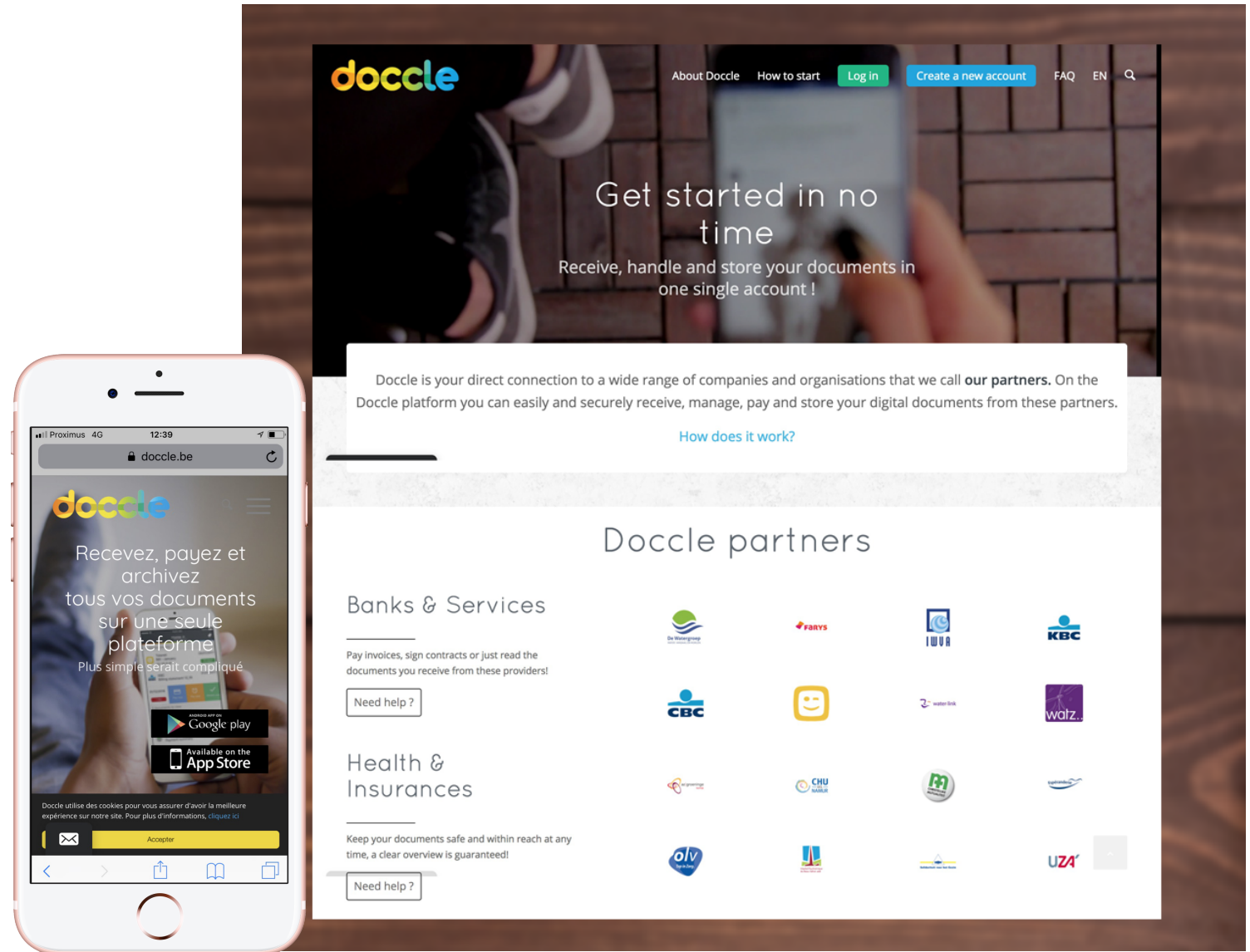
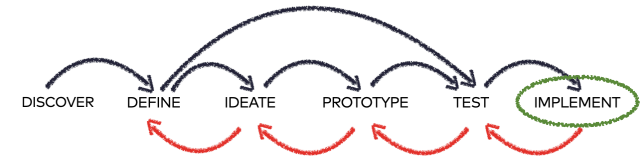
IXOR: 2016 - 2017

# Doccle

## Re designing the [doccle.be](https://doccle.be) website

The new website included a clear navigation, efficient **information architecture** and copy which all contributed to higher conversions (+5%) within the first weeks of its release.

We better categorised in this version the doccle partners per category and explained what the platform can offer



**Thank you!**

**Don't forget to get in touch**

[despoina.brussels@gmail.com](mailto:despoina.brussels@gmail.com)

<https://www.linkedin.com/in/despoinamour/>

[www.missblubberies.com](http://www.missblubberies.com)