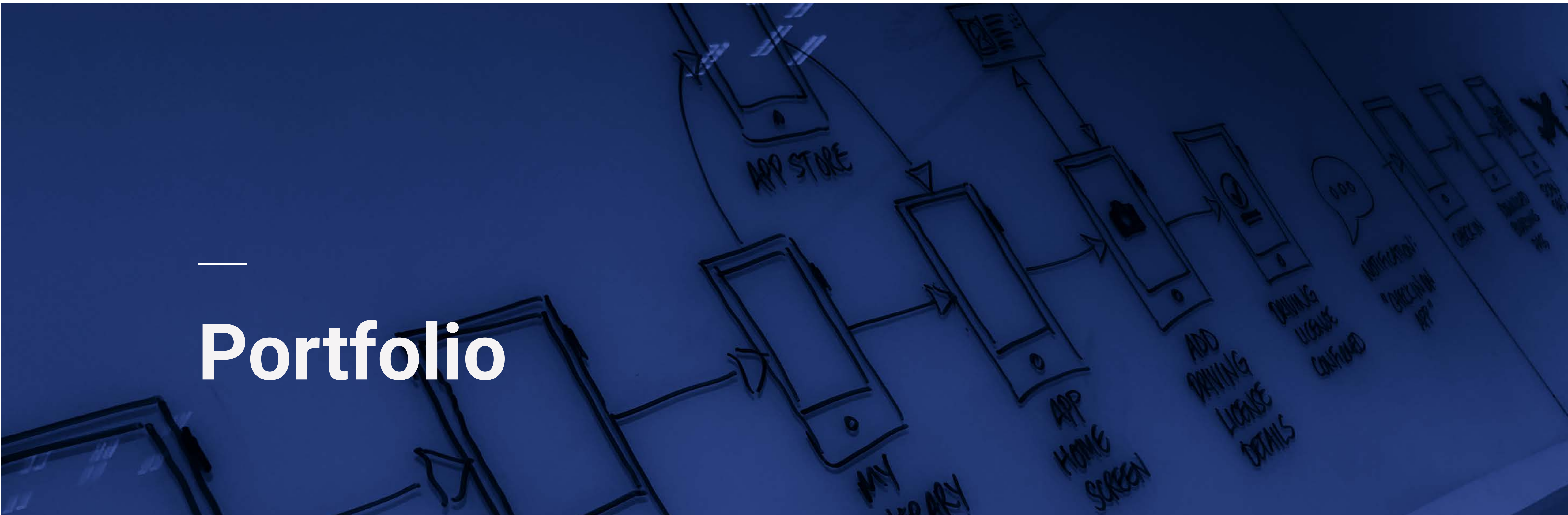


# Frazer Cooper

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## Portfolio





# Introduction

## Summary

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I am an experience designer who is passionate about creating compelling, usable, and innovative digital experiences. I enjoy solving complex human-centred design problems whilst making demonstrable and measurable differences. I have knowledge of and expertise in delivering the full lifecycle across responsive web sites and native mobile applications, working in agile, multi-disciplined teams.

### Previous Experience

I have led UX design, research and strategy within Digital Customer Experience teams; building a new digital booking journey, self-service car rental app for smartphones and connected cars, and a global loyalty programme. I have consulted on optimisation programmes, and contributed to new Design Systems.

Previous experience includes work across multiple industries, including a Telco, Travel, Education, Government and FMCG. Notable brands that I am proud to have worked on include Rolls-Royce, Leaseplan, Pearson Education, Pepsi, Carlsberg, Historic Royal Palaces, Hilton Hotels, and Thistle Hotels.

### Recent Experience

Working in an agile team, I currently research and design features for a large Enterprise Resource Planning company, understanding complex processes while delivering to large Auditing and Financial organisations.

As well as co-ordinating and managing user research, I have experience using online research tools such as Userzoom (now usertesting.com), PlaybookUX, and managing external suppliers.

Recently I attended a Product Design course run by Jeff Patton, author of 'User story mapping'.

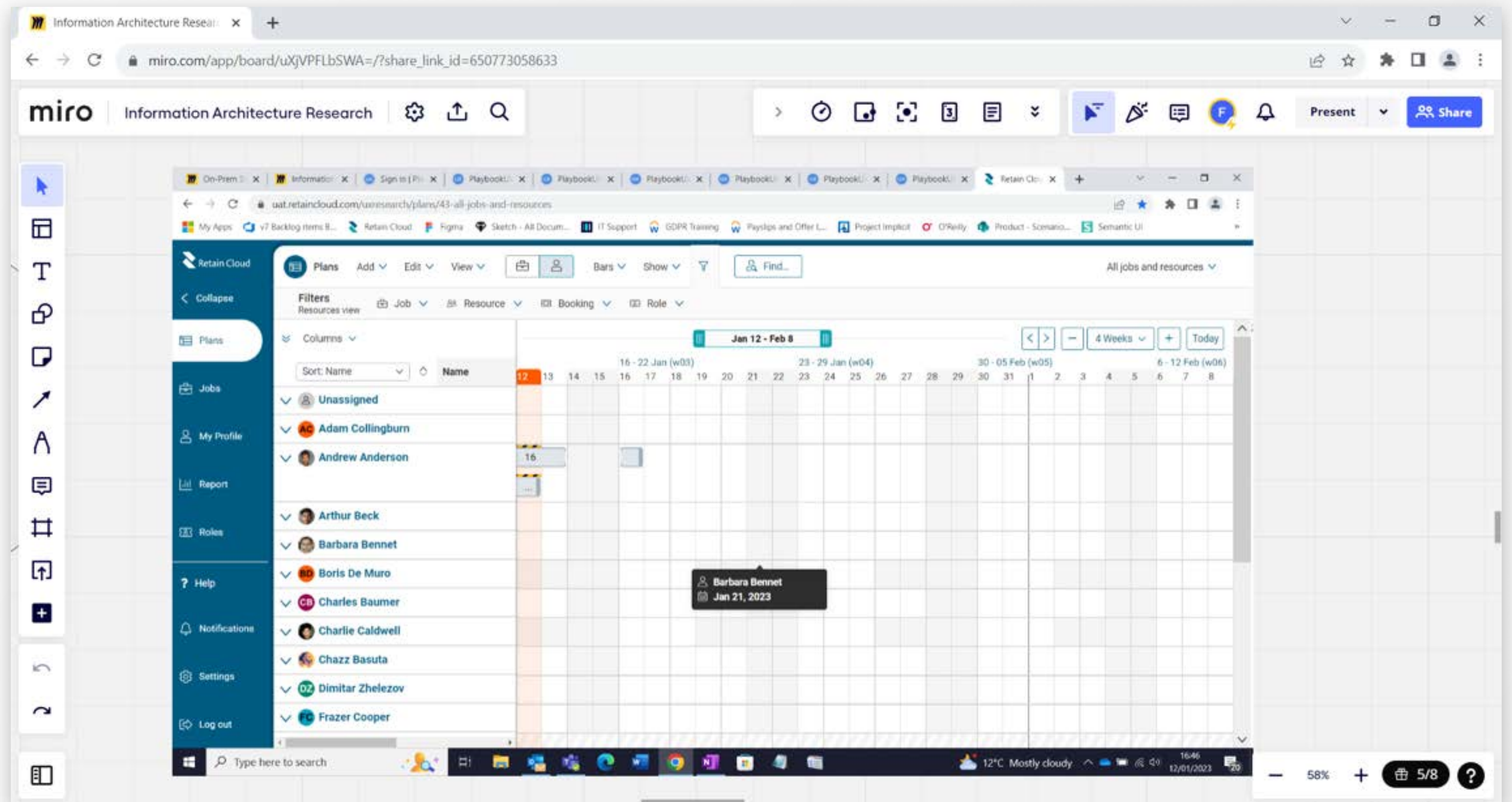
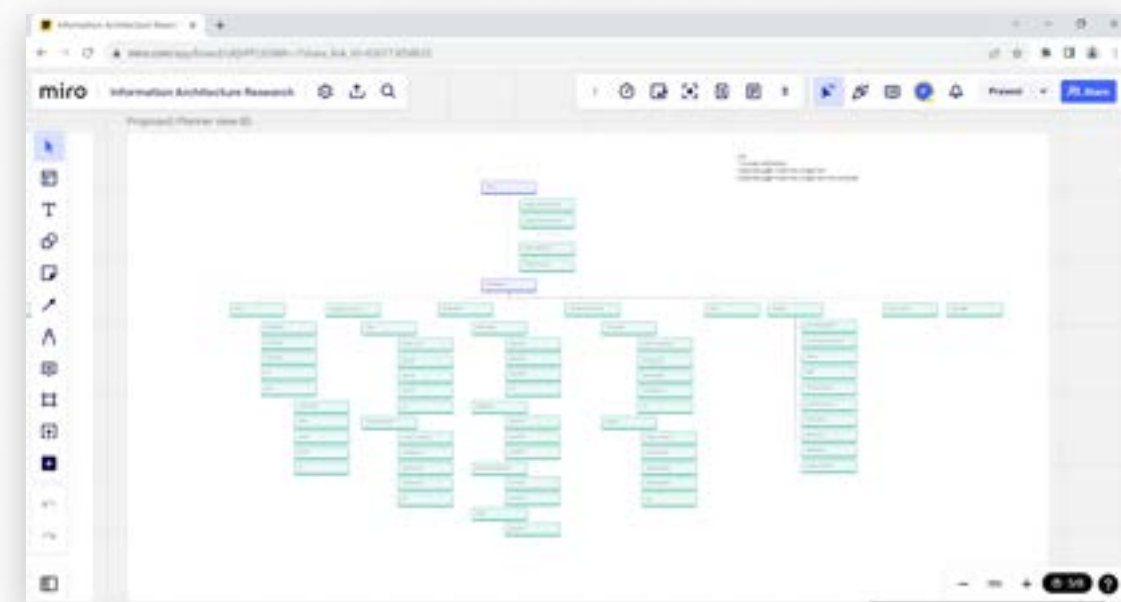


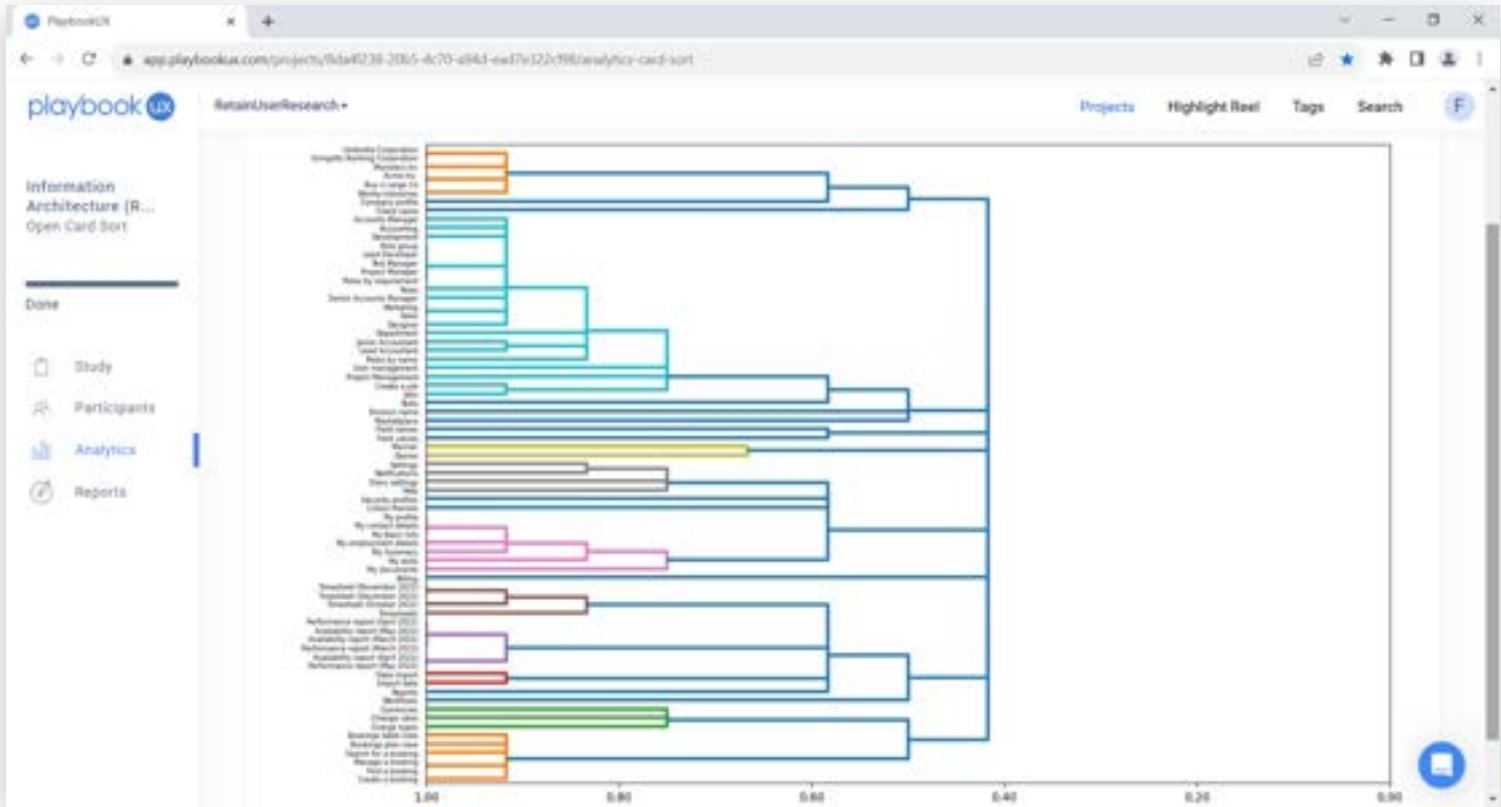
# Retain Navigating the Cloud

## Context

In pursuit of enhancing the product's navigation, from a flat organic structure into a clear coherent one that was easy for the user to differentiate between key tasks that they were doing organising others, versus those of their own.

The goal was to redesign the navigation system making it more intuitive and less cluttered while evaluating the comprehension and understanding of key navigation labels. Moreover, a revised sitemap needed to be tested to see if it would hinder or enhance the user's interaction.



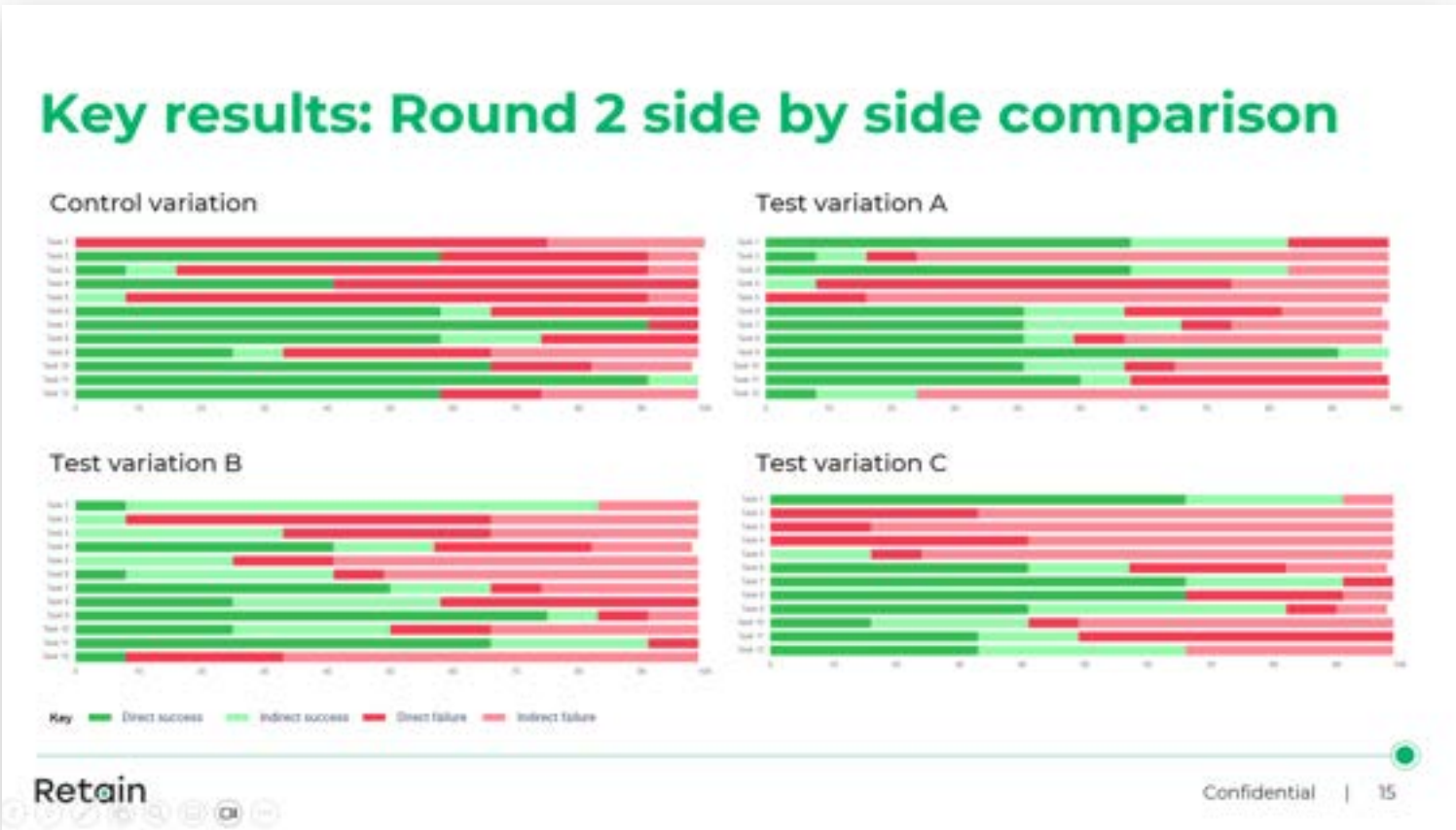


Card sort results

An open card sort sought to comprehend how users naturally grouped the current navigation labels. Analysis revealed correlations that were not dissimilar to the core meanings currently used, but using a dendrogram helped reveal more about users mindsets and how the structure could be improved.

39

participants took part in an open card sort

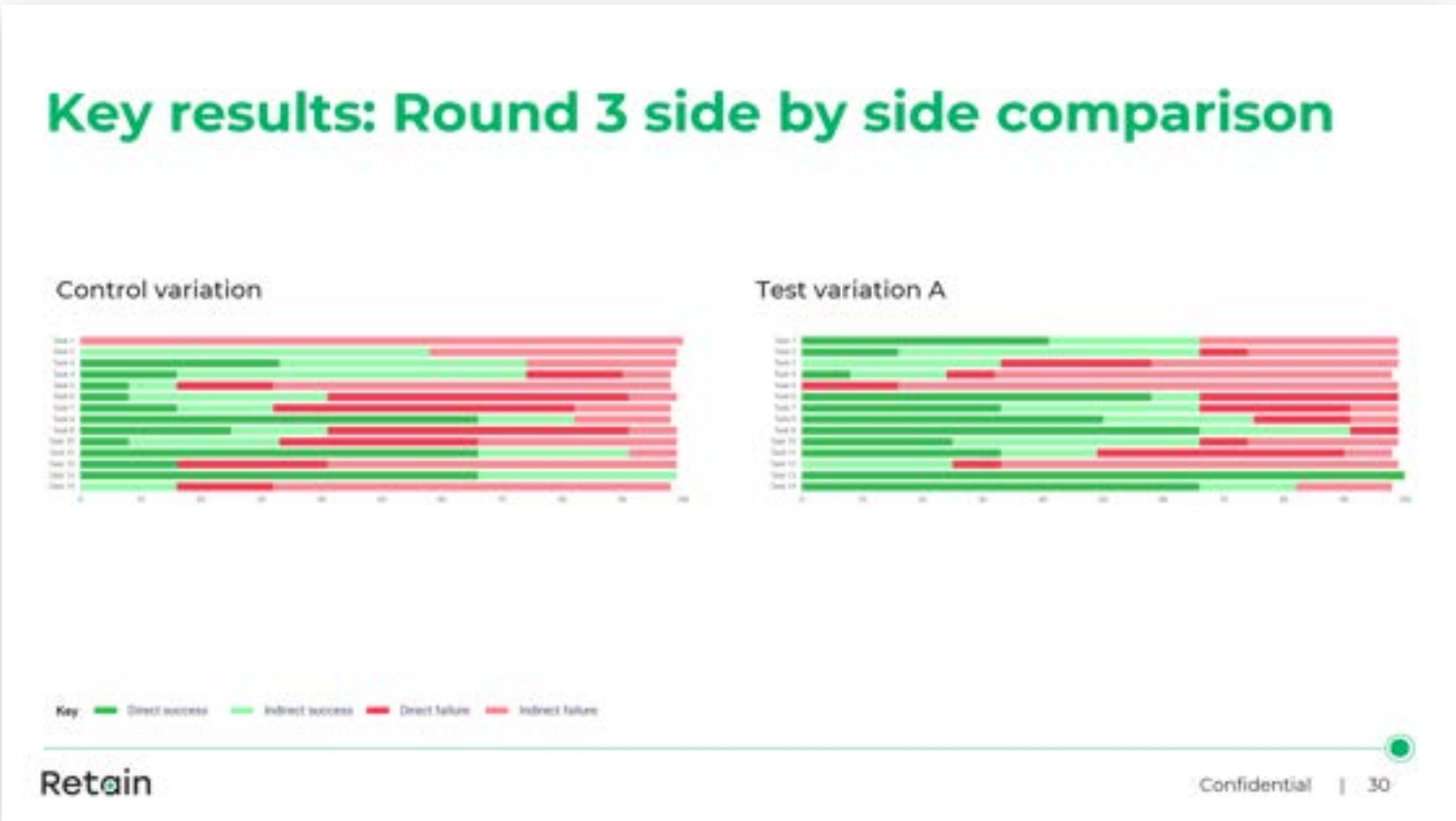


First tree test study

In the first group, which was conducted with a control variant of the present state, the comparative outcomes of three out of the four tree assessments indicated a lack of statistical significance regarding total success in being able to navigate effectively.

0

statistical significance indicating that participants were not hindered by a hierarchical structure in their ability to complete tasks



Second tree test study

The second was conducted with a control version representative of current labels along with key learnings from previous studies, and tested against a proposed navigation structure with new labels and a revised method of ordering.

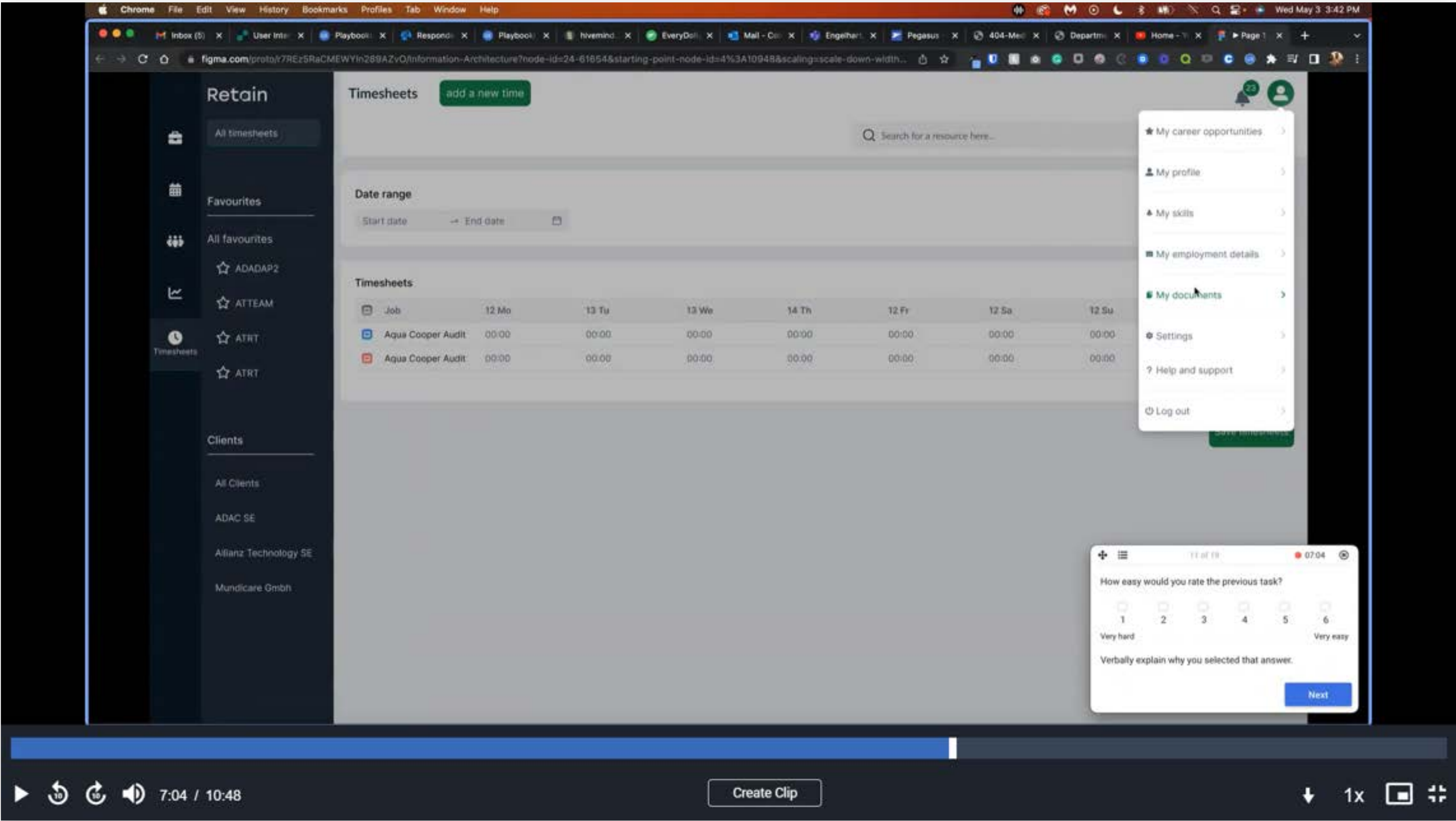
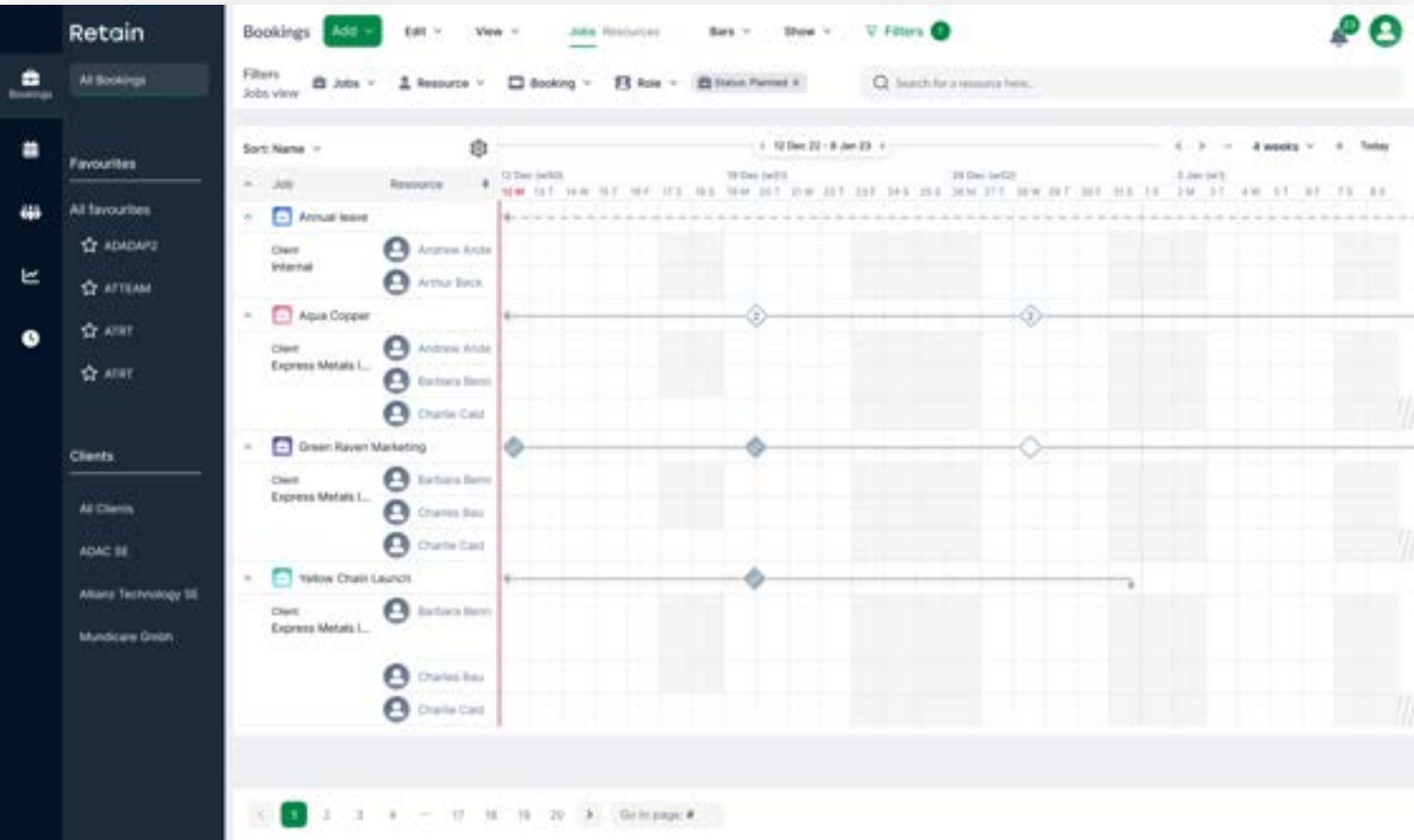
52.1%

increase in ability to navigation **directly** during the final of test compared to the control version, with an increase of **18.7%** in total overall success



Usability testing the prototype

The primary navigation and avatar was developed into a prototype and tested to address any potential usability issues that would arise. The newly designed navigation system solved for the known issues, placing users' experience at the forefront those.

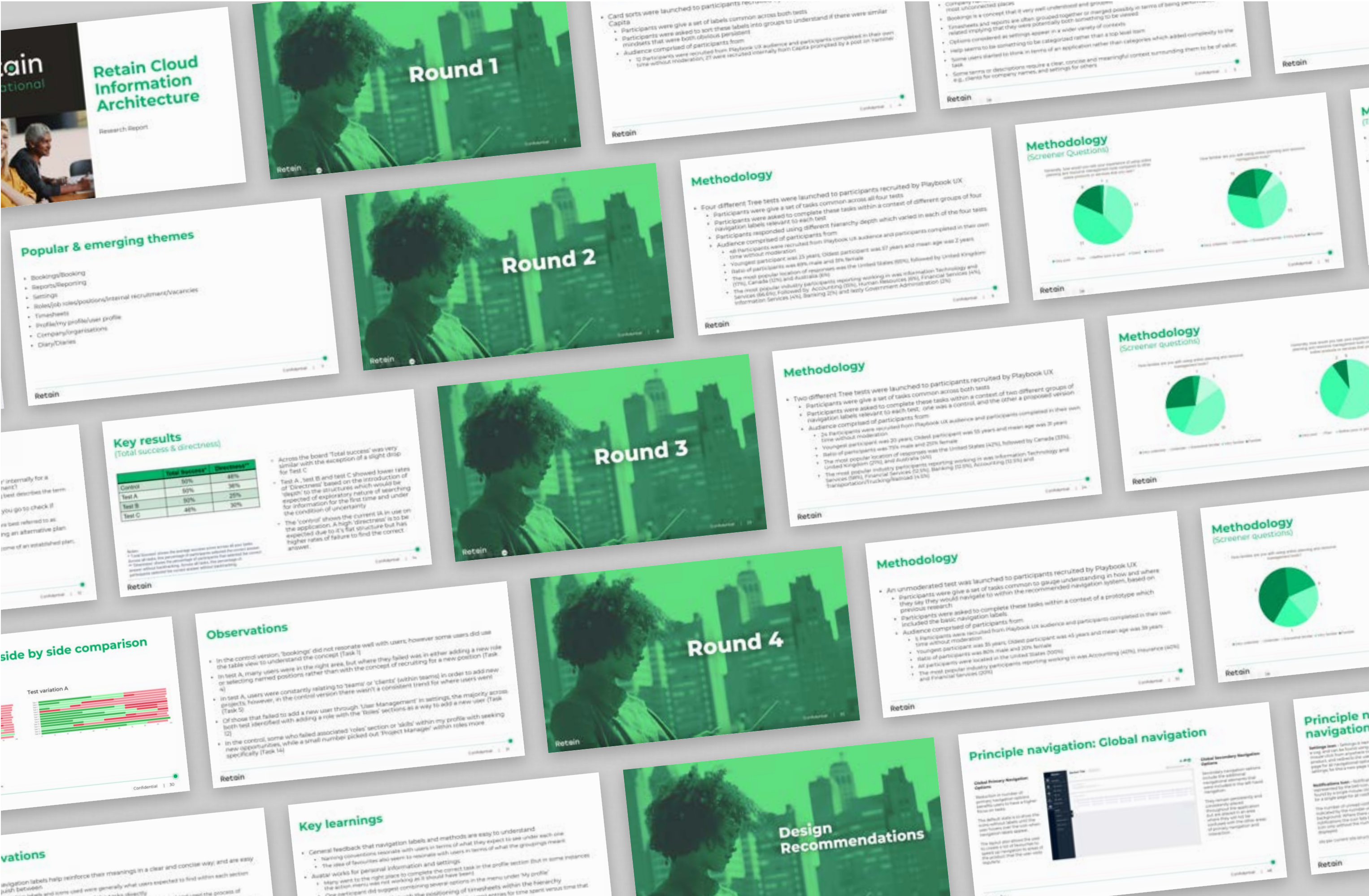




# Retain

## Next steps

Applying the key learnings and insights acquired from the card sorting and tree testing studies, the critical navigation paths are being implemented into a revised interface, reshaping them to align with user needs whilst maintaining its simplicity.







# Re-imagining the booking journey

## Context

An upgrade to the Content Management System presented an opportunity to improve a booking journey used across key European markets; one that was proving more and more difficult to meet the demands of the customer.

The goal aimed at solving for customer pain points discovered through ongoing day-to-day design work and to lift the results of conversion rate optimisation programmes.

My BookingsHelpUnited Kingdom

AVIS®VEHICLE HIRE ▾EXTRAS, INSURANCE & COVER ▾OFFERSBUSINESS ▾

Unlock the world with  
Avis car hire

We believe that car hire is about more than getting  
from A to B.

CAR

VAN

COLLECT FROM

Q Name, postcode, city...

☐

Choose a different return location

FROM

17 Dec 18 ▾14:00 ▾→

TO

17 Dec 18 ▾14:00 ▾

☒

Driver aged between 30 and 70

☐

I have a discount code

FIND CARS

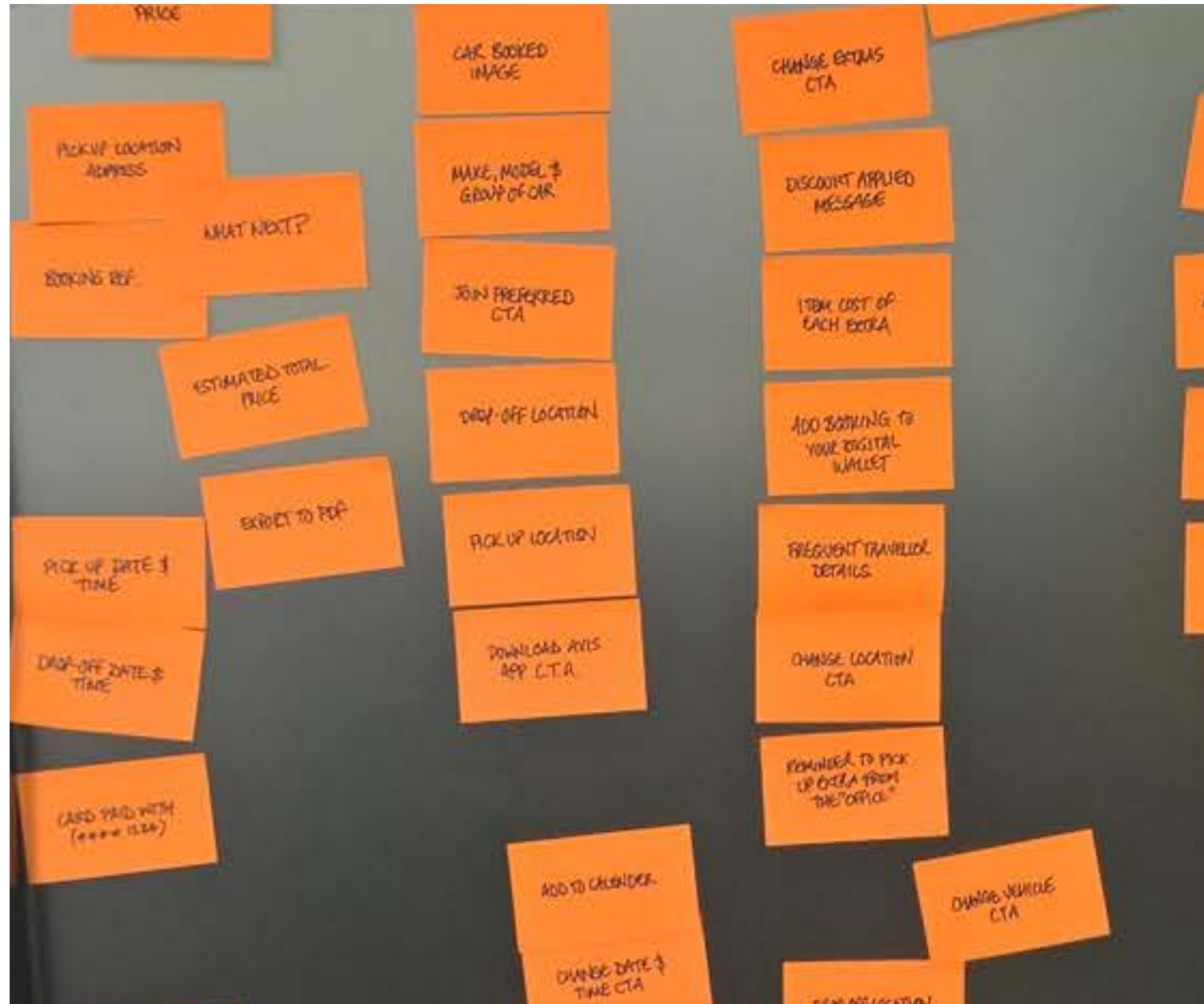
Manage your booking >

Retrieve an invoice >

Find an answer >

Premium UK Car Hire with Avis





## Developing a sense of what worked well

Over the course of several workshops spanning a continuing program of design work, multi-variant and specific usability tests provided a good sense for what was working well.

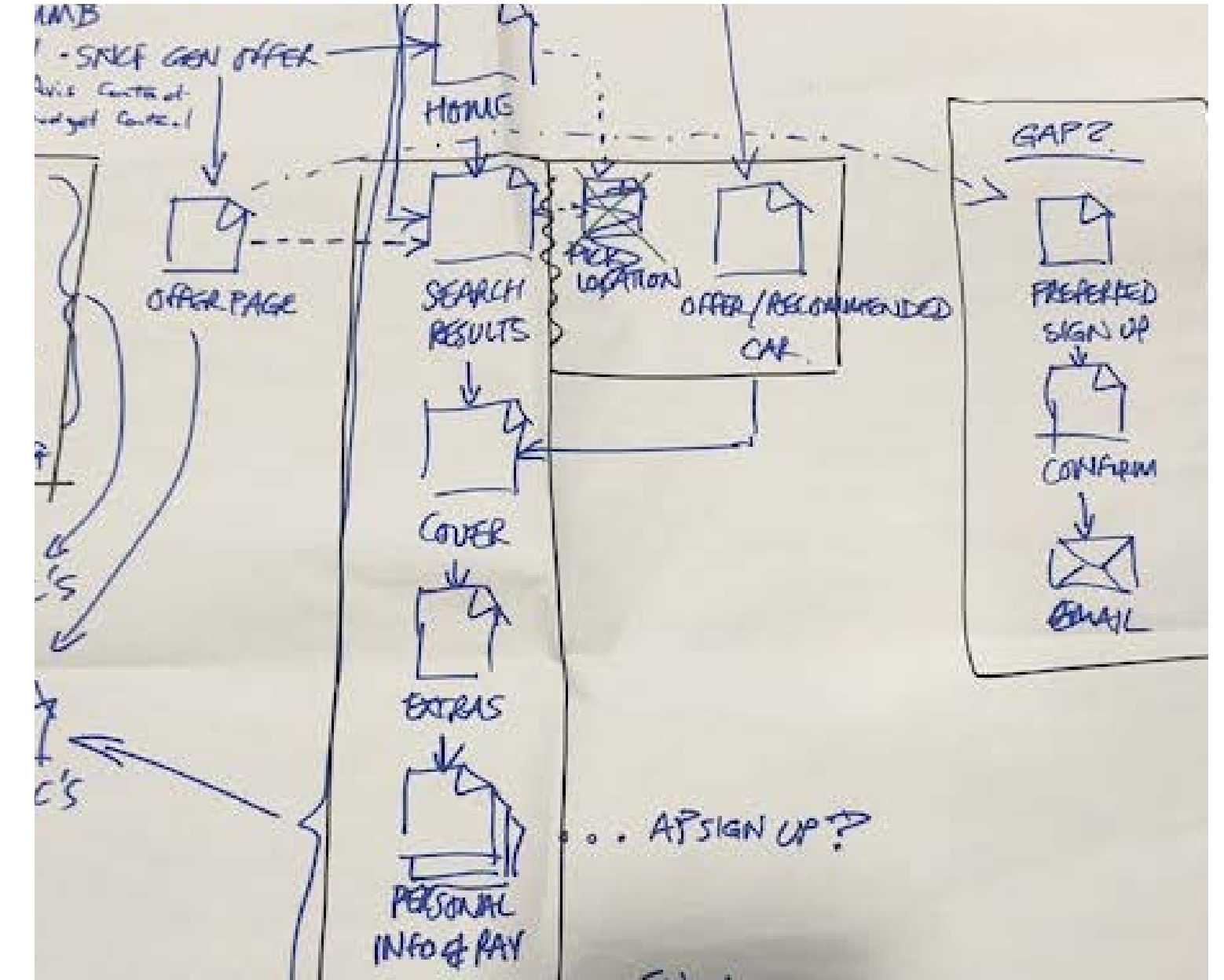
A solid understanding of the context of customer behaviours was needed to understand how users tried to book a vehicle rental for their needs; be it business or leisure.



## On-going research capacity

An external research company was already engaged to recruit and conduct user interviews on behalf of Avis Budget Group periodically, and so provided the opportunity to test various parts of the booking flow in the context of the new designs.

During the iterative design of the new journey, various examples of common user behaviours were identified, helping to affirm the need for key features and components.



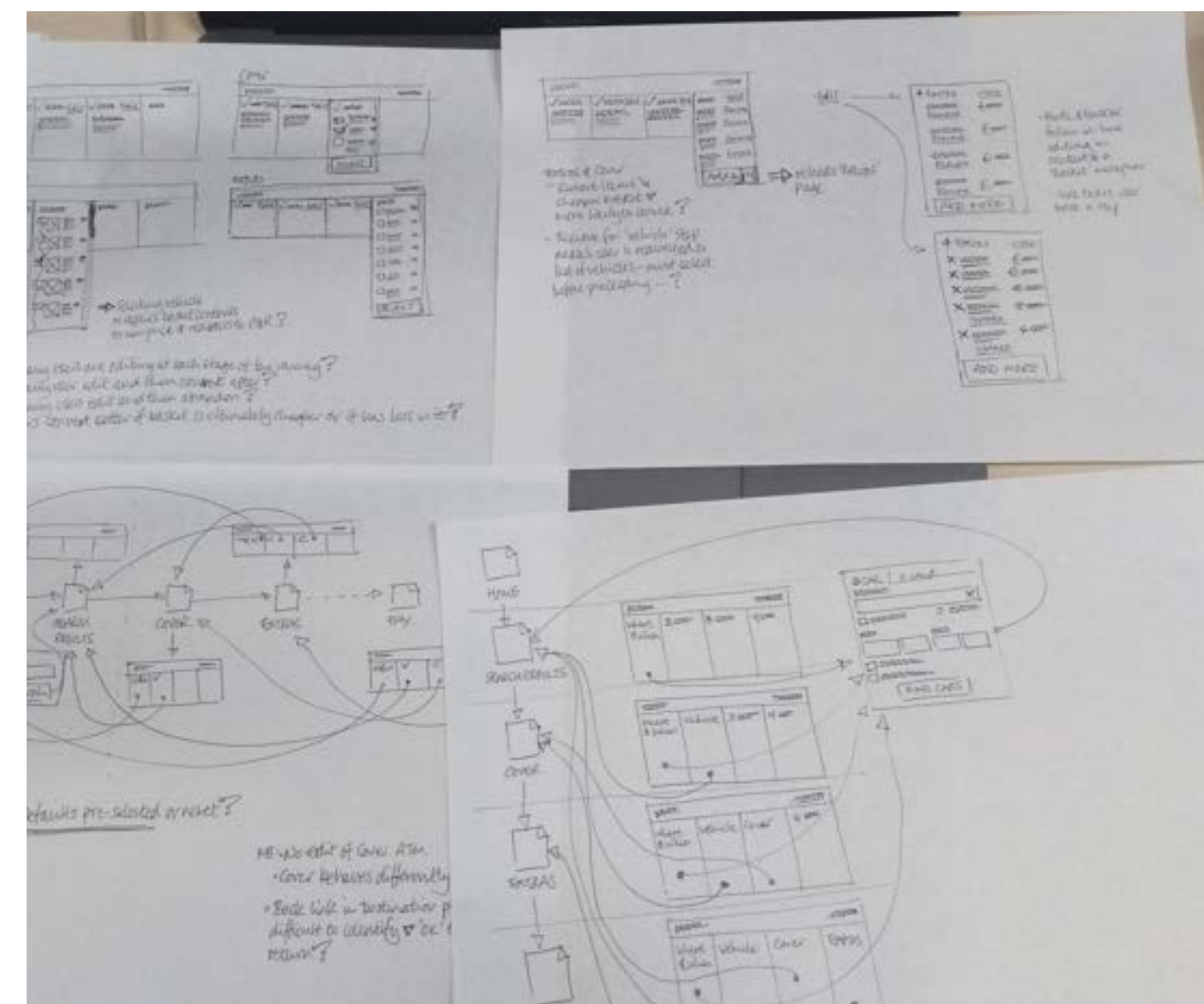
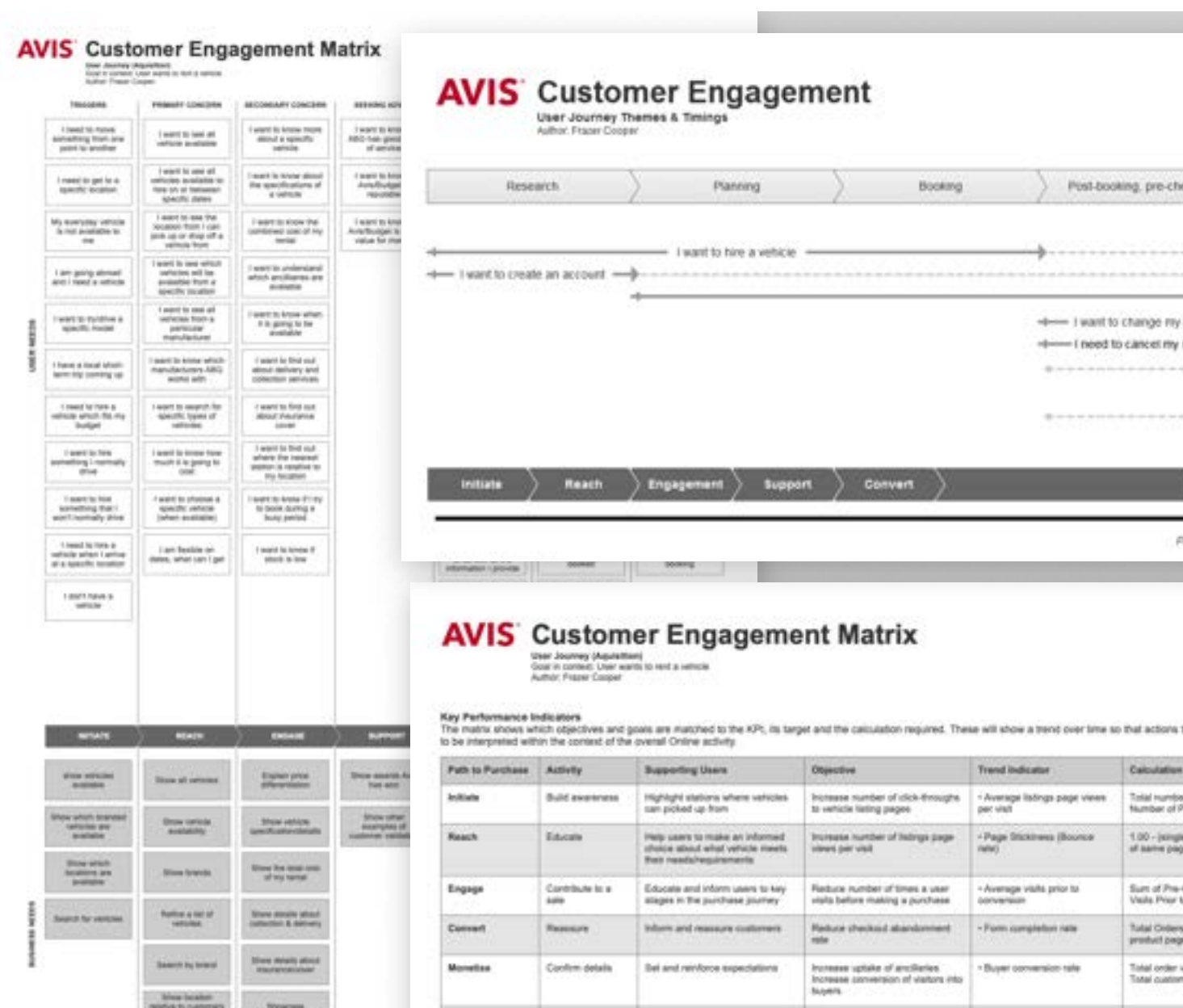
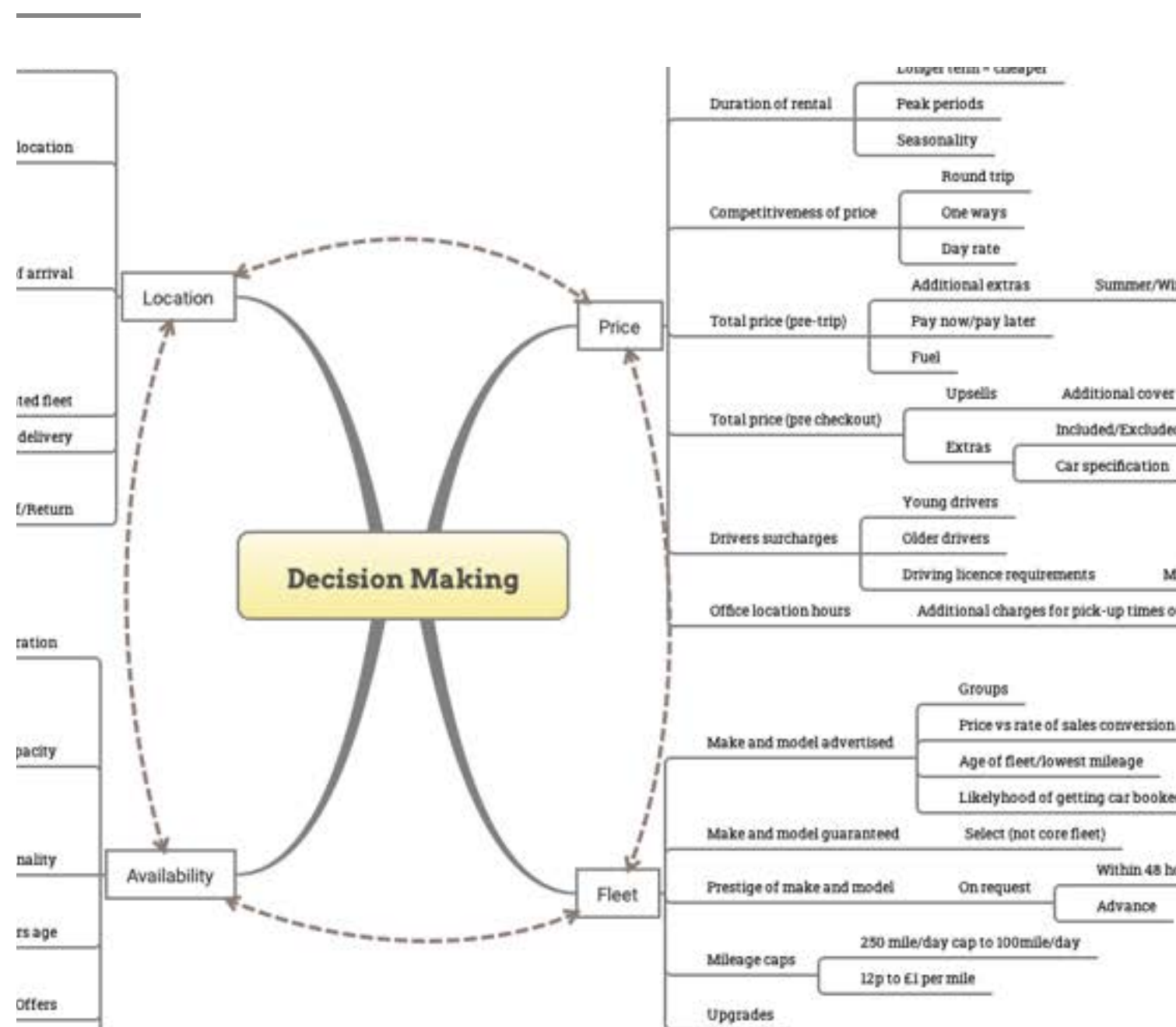
## Sketching the users' paths

Co-design sessions helped to further the shared understanding of what was required of the new designs, as well as what should be kept from the existing booking journey. The results of these sessions helped guide subsequent design sessions and design iterations.





🔍 Discovery 🔍 Audience definition 🔍 User journey mapping



## Understanding the audience

Building on the diverse audience shared from marketing segmentation work, the essentially simple yet complex premise of selling 'time spent in a vehicle' needed to be understood. What was required was the understanding of the key components of a rental and what could influence the customers' decision making process.

## Mapping the user's journey

Communicating the mindsets and key tasks within the customer lifecycle was achieved by breaking down the key tasks and associating them with their content needs, while also providing a context to design a measurement framework to understand the effectiveness of changes to the customers' lifecycle.

## Sketching the journey

The approach was to evaluate and redesign the booking journey from beginning to end. By improving the behaviour, layout and sequence of the Pay & Review step, the aim was to improve checkout conversion by reducing abandonment throughout the booking flow.

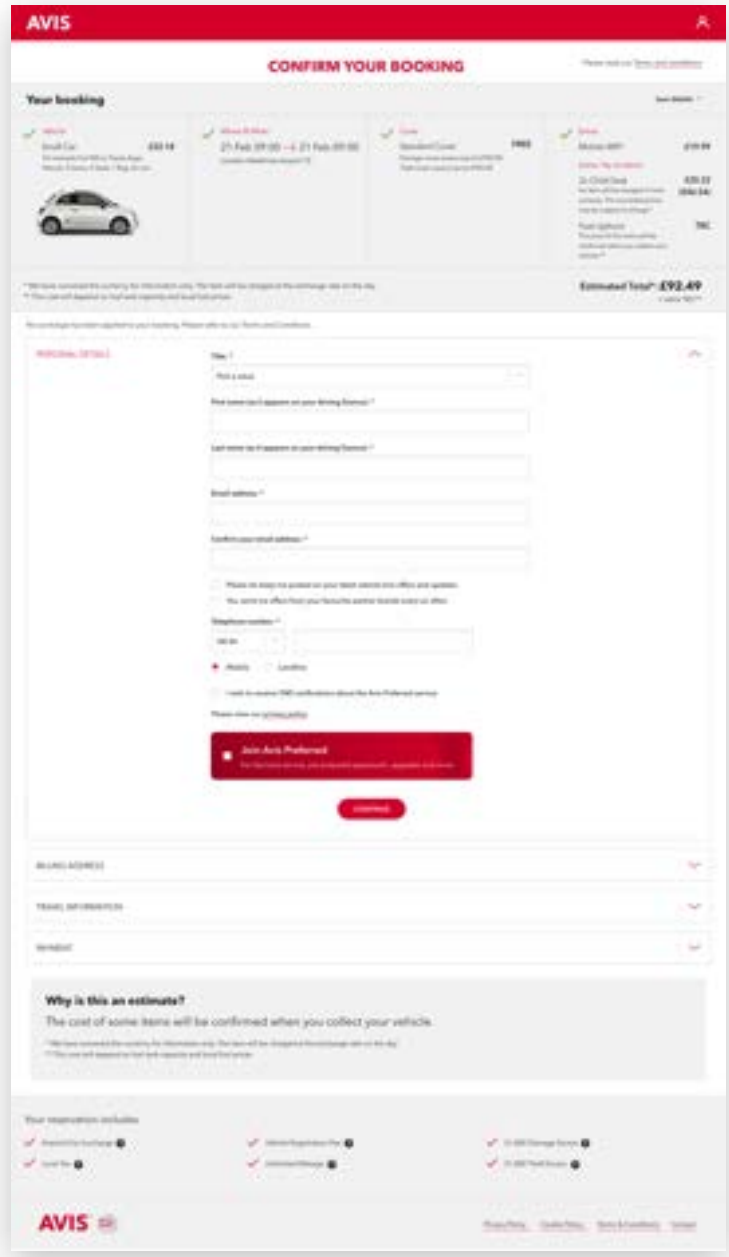
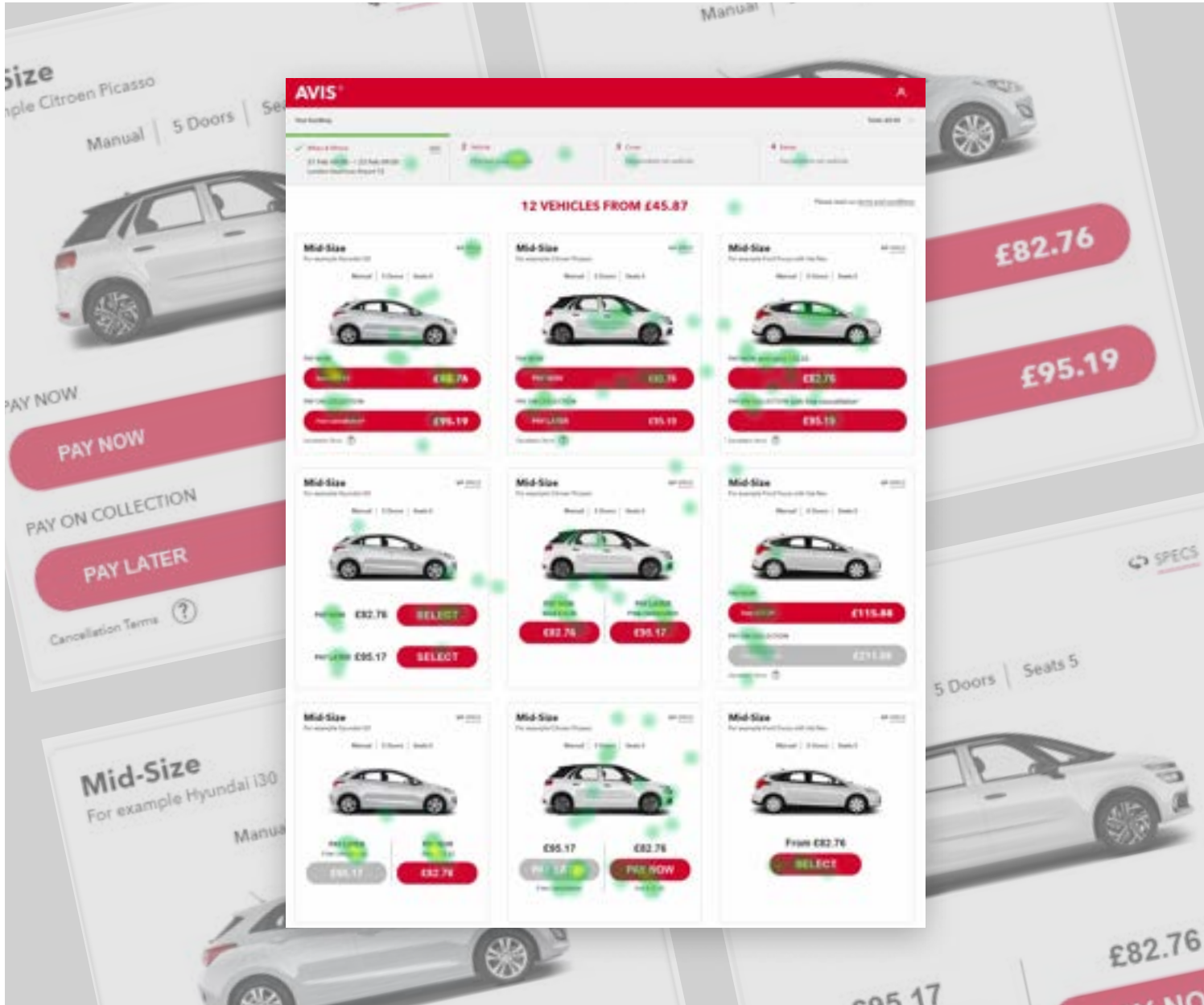




## Defining the interface

In addition to the ongoing interface designs, a test asked which style of search result was the clearest and easiest to understand regarding different pricing strategies.

When asked, what users found most compelling about the two options available, 'Paying the least amount' (27%), 'Free cancellation' (25%), and 'Saving money' (25%) scored the highest more or less equally. Users appeared less interested in 'Pay later' (19%) or 'Change your mind later' (3%).







## Understanding the journey flow

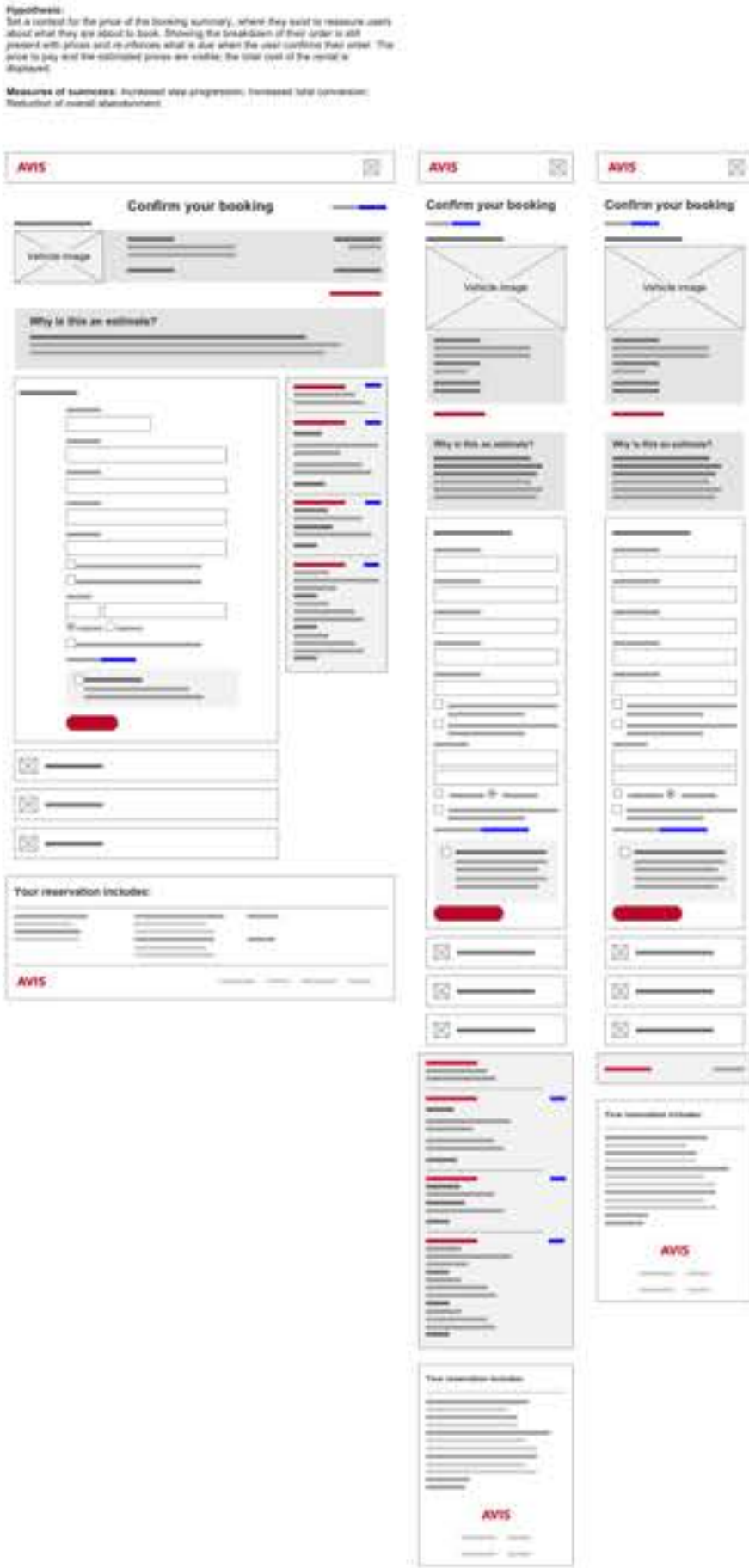
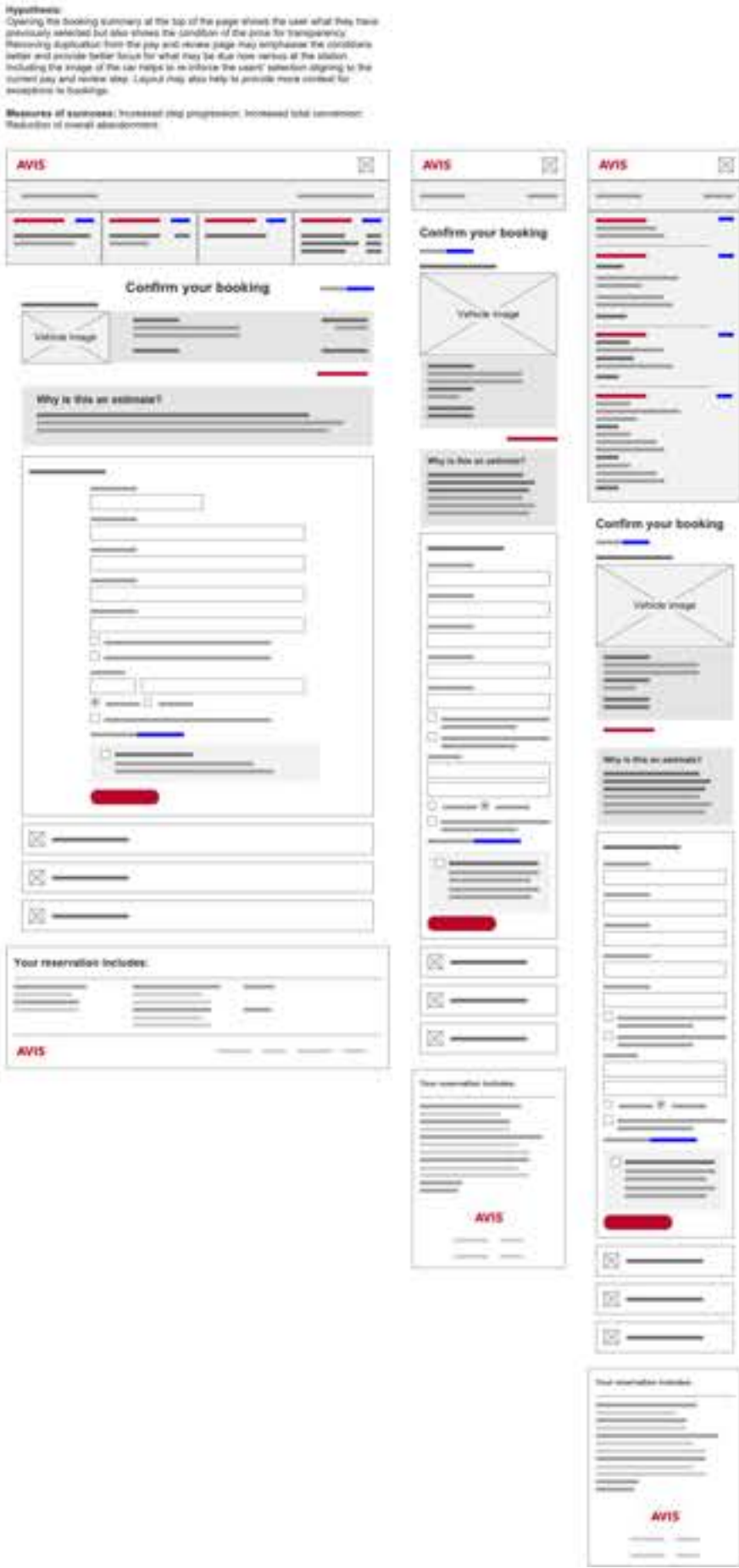
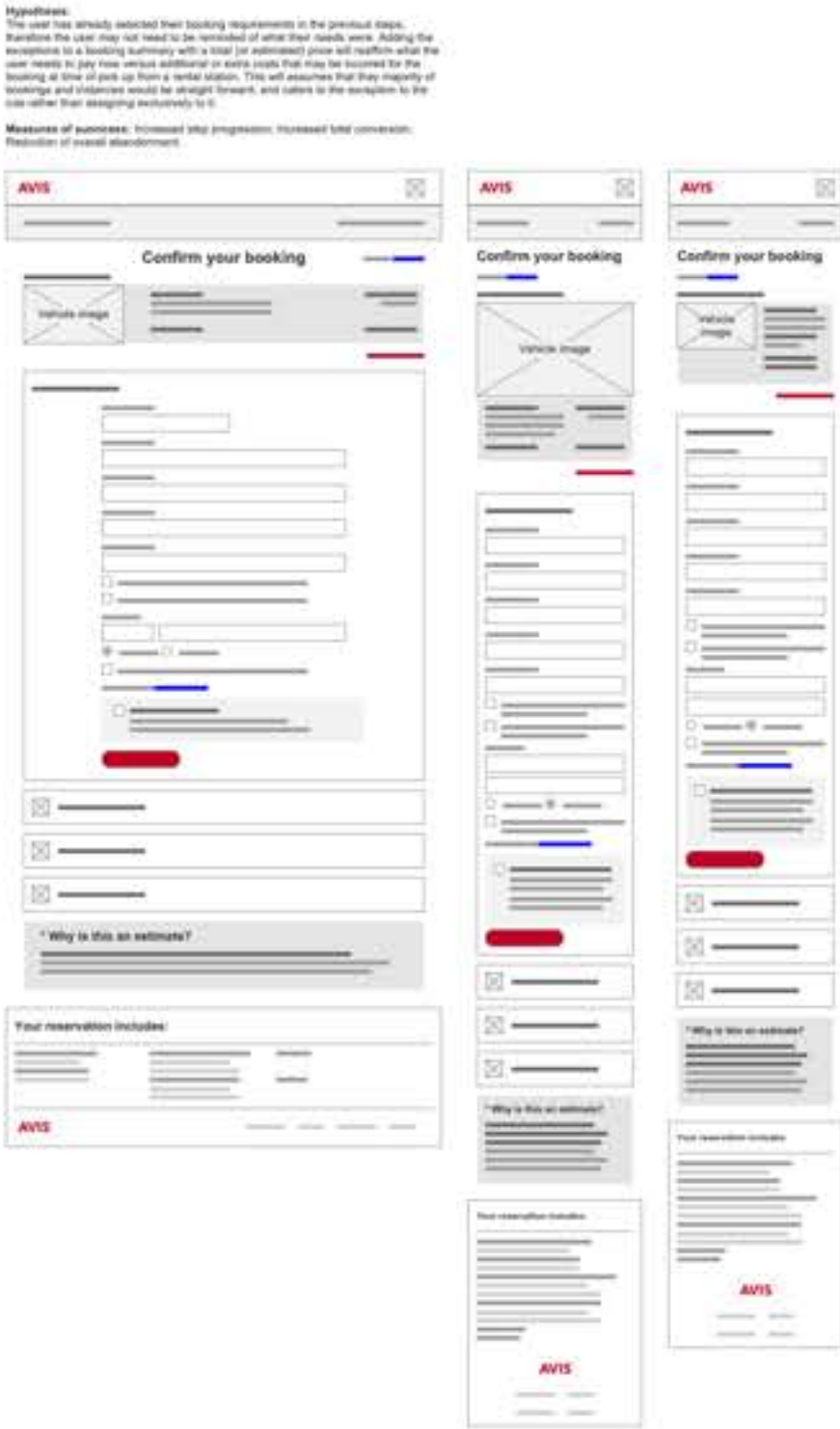
To ensure that the new designs were fit for purpose and that continuity of conversion rates and other performance indicators would not be effected, the upgraded booking journey was tested for comparable results between the new and old designs.

A/B testing also proved whether users had a higher propensity to convert if they had the confidence to edit a booking, or if editing contributed to a higher level of abandonment. Improving the layout and sequence of the Pay & Review step reduced abandonment rates lead to an increase in checkout conversion.

+13%

of users reaching the final step of checkout, 'Payment details' page, indicating lower overall drop-off and error rates than than the previous design

### AVIS Magnolia Upgrade/Booking Flow Redesign





# Skipping the counter with **connected cars**

## Context

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Combining the newly made available features of connected cars and the integration of native mobile phone functionality enabled users to access services without needing to spend time at the counter with an Avis employee; for example finding, unlocking and renting a vehicle.

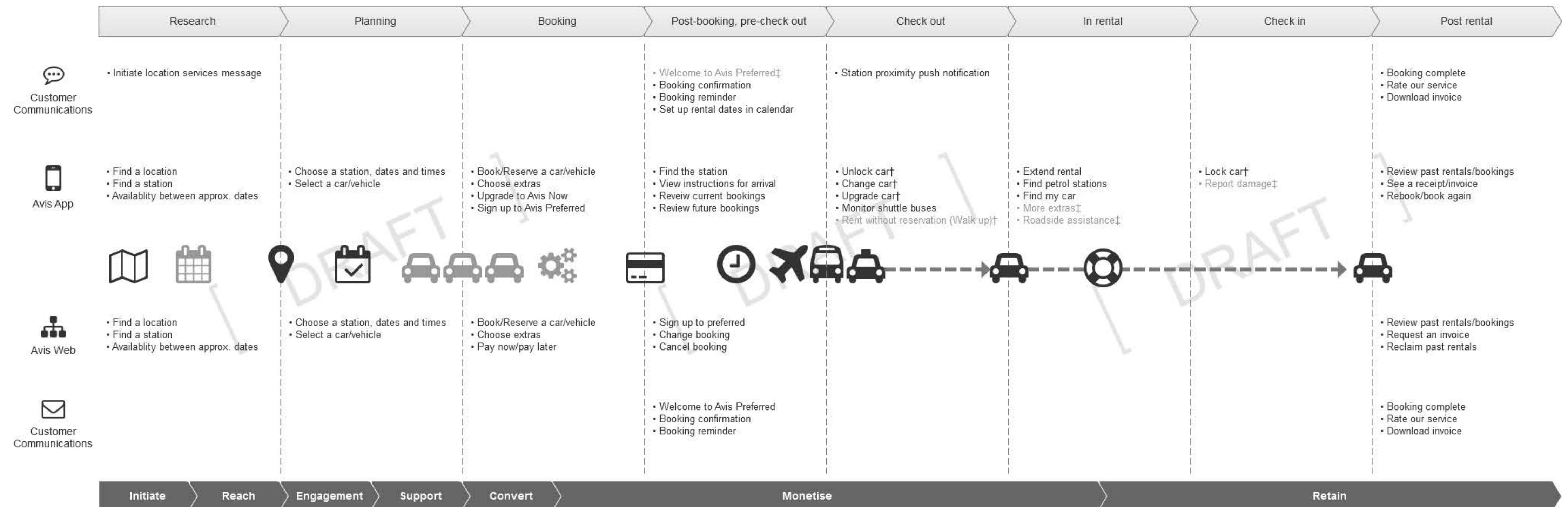
The self-service app provided additional functionality outside of the web experience, making the most of the opportunities to enhance the customers' experience.





## AVIS® Multi-channel Customer Experience

User Journey (Contextualisation for acquisition, In life and Support)  
Goal in context: User hires a car for a duration  
Author: Frazer Cooper



† Functionality only available to Preferred customers who have agreed to Avis Now terms and conditions  
‡ Potential future/enhanced functionality





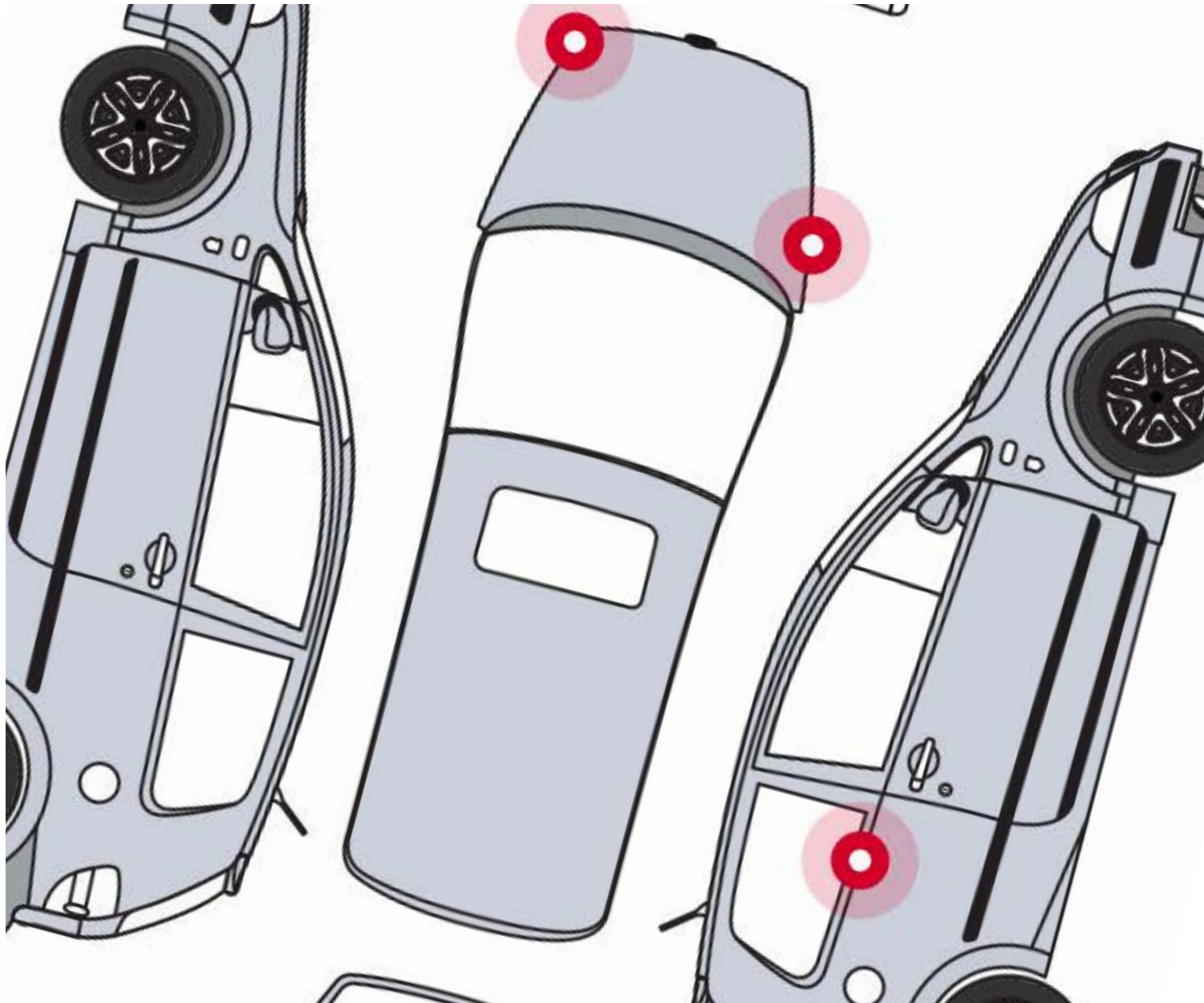
### What does frictionless look like?

Working in small agile team, whilst leading a designer to work towards a frictionless application experience, over the course of refinement sessions to work through ideas and potential solutions.



### Co-collaboration

Supporting the design process iteratively, whilst working on the delivery of features and components, the designs were carried out with the goal of continuously and progressively enhancing the overall user experience.



### Continuous delivery of features

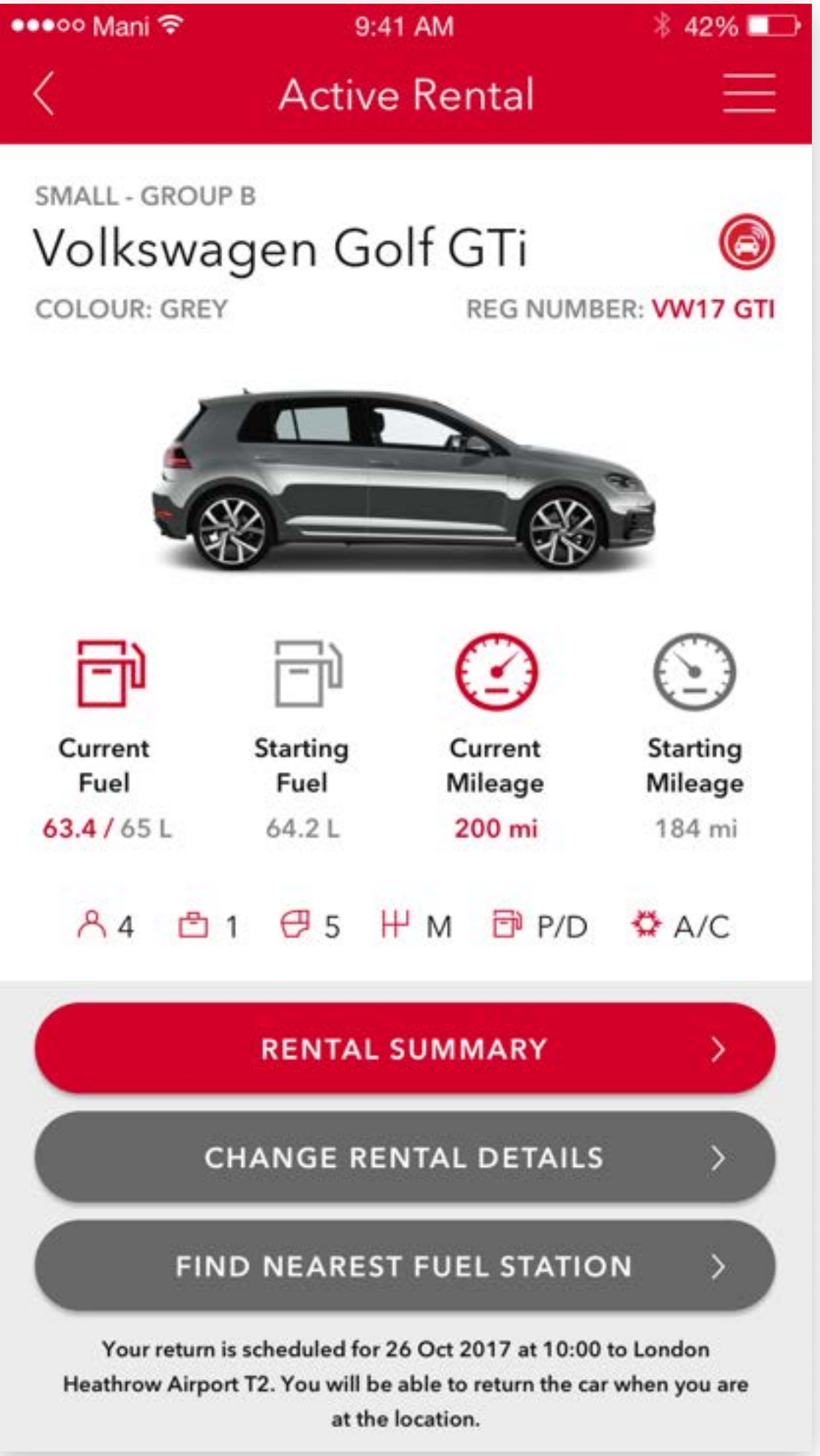
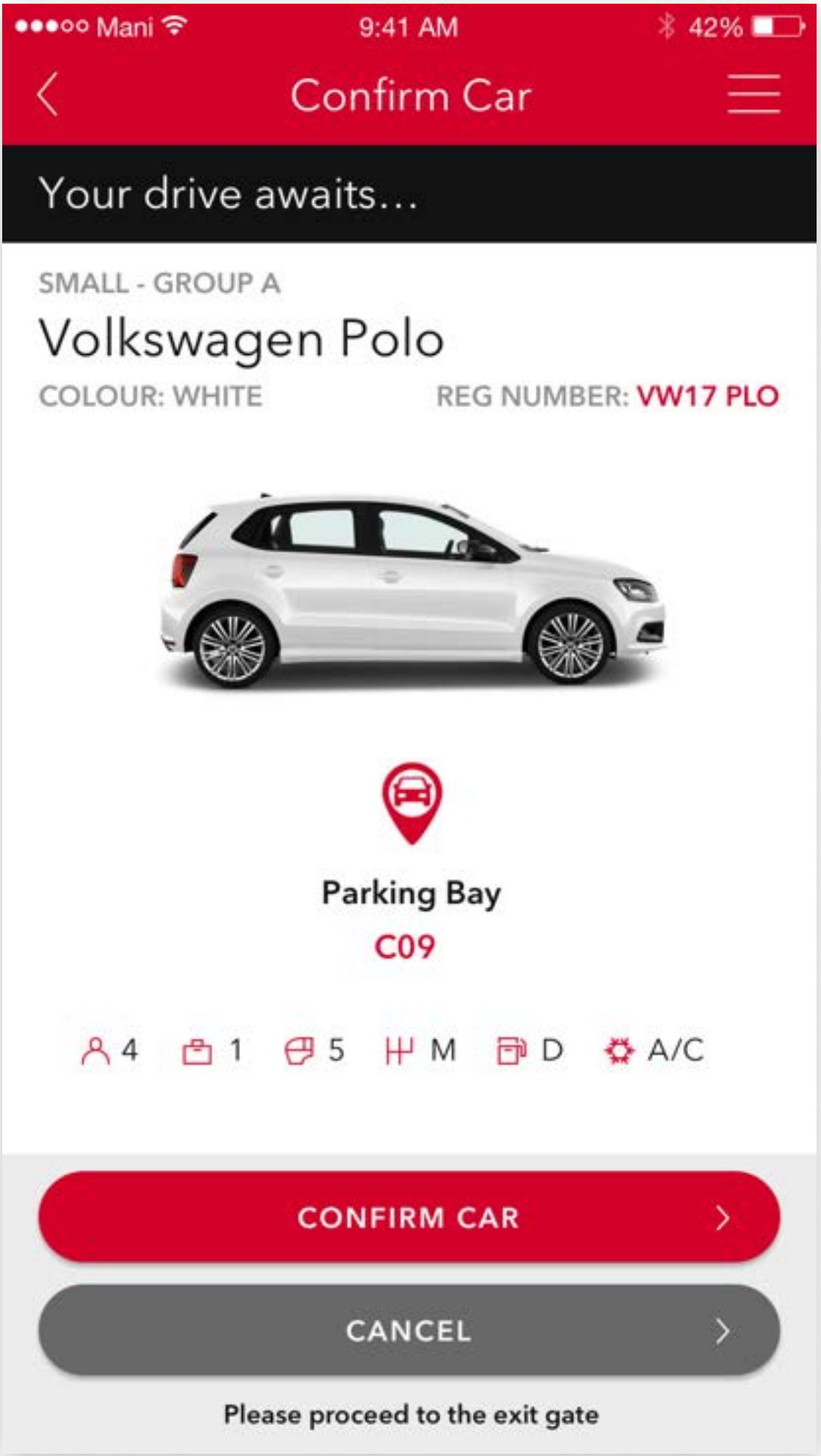
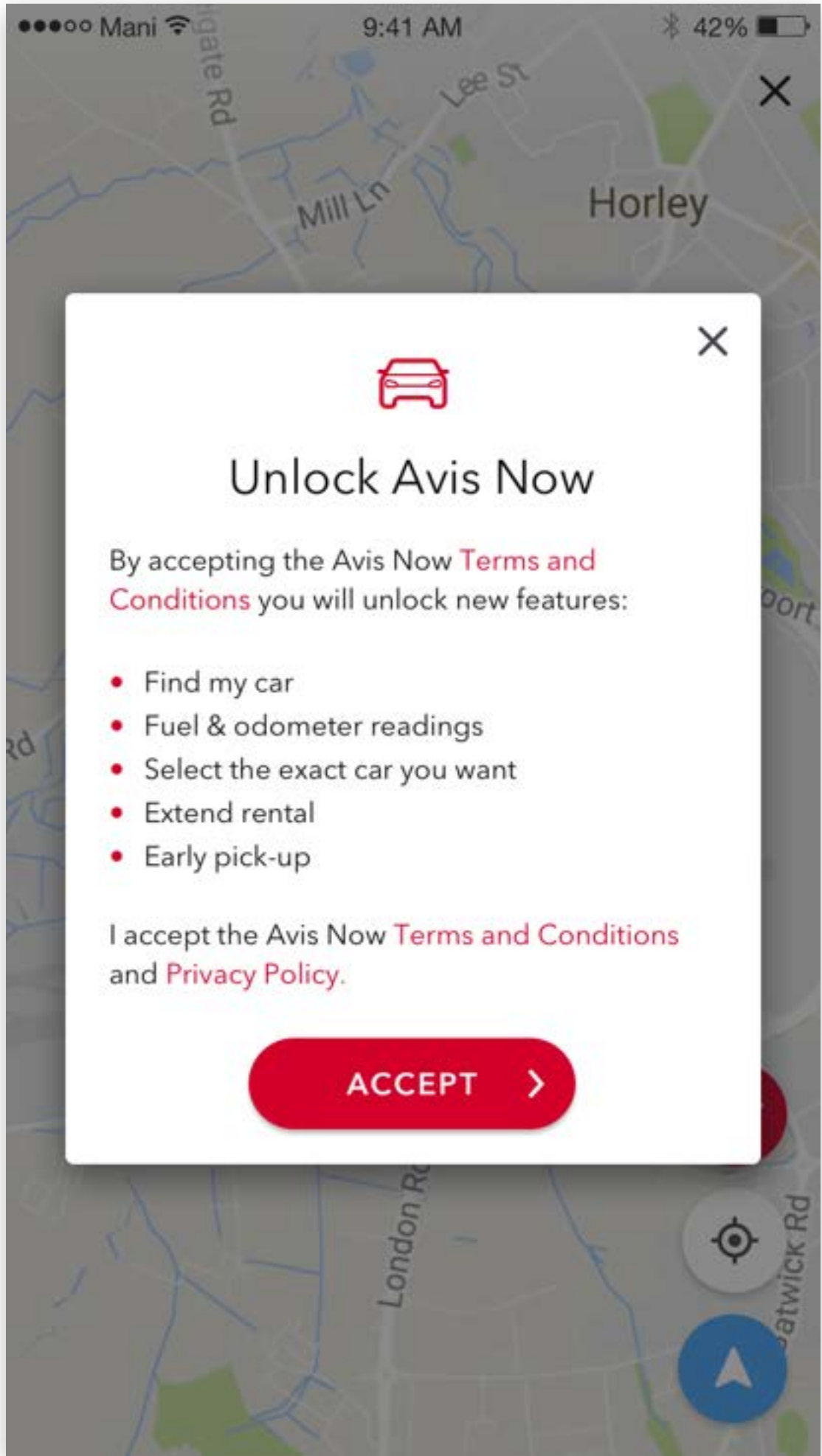
This includes self-reporting damage, optimizing onboarding journeys, ensuring the delivery of timely notifications, and more.





Results

As each iteration of the design was launched, it provided an opportunity to understand the context of those changes, visiting Heathrow Airport’s car hire station to understand the implication of the designs in the context of their intended use.







# Bringing Avis Preferred to a global audience

## Context



The Avis Preferred loyalty programme needed to evolve into a truly global solution allowing customers of new and existing licensees, corporates and partners to register so that they could qualify for 'speed of service'.

An added challenge was that the new solution also needed to account for different levels of membership benefits in each country, whilst allowing the system to recognise each individual and the data being held about them.

The scope of the new system needed to work with different audiences from individuals to corporate customers.

AVIS

ENGLISH

YOUR AVIS

WELCOME TO AVIS PREFERRED

New to Avis?

E-mail address  
Your email address will be your username.

Country of Residence  

United Kingdom

Company code (Optional)  
If you have one, this will have been provided to you under a separate communication by your organisation.

SIGN UP

Existing Avis customer?

Customer number or e-mail address  
If you have a customer number please use this or use an email address if you have used one before

FIND ACCOUNT

Loreum Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Help

Contact us

Privacy policy

AVIS

f

t

AVIS

ENGLISH

WELCOME TO AVIS PREFERRED

AMERICAN EXPRESS

New to Avis?

E-mail address  
Your email address will be your username

name@amex.co.uk

✓

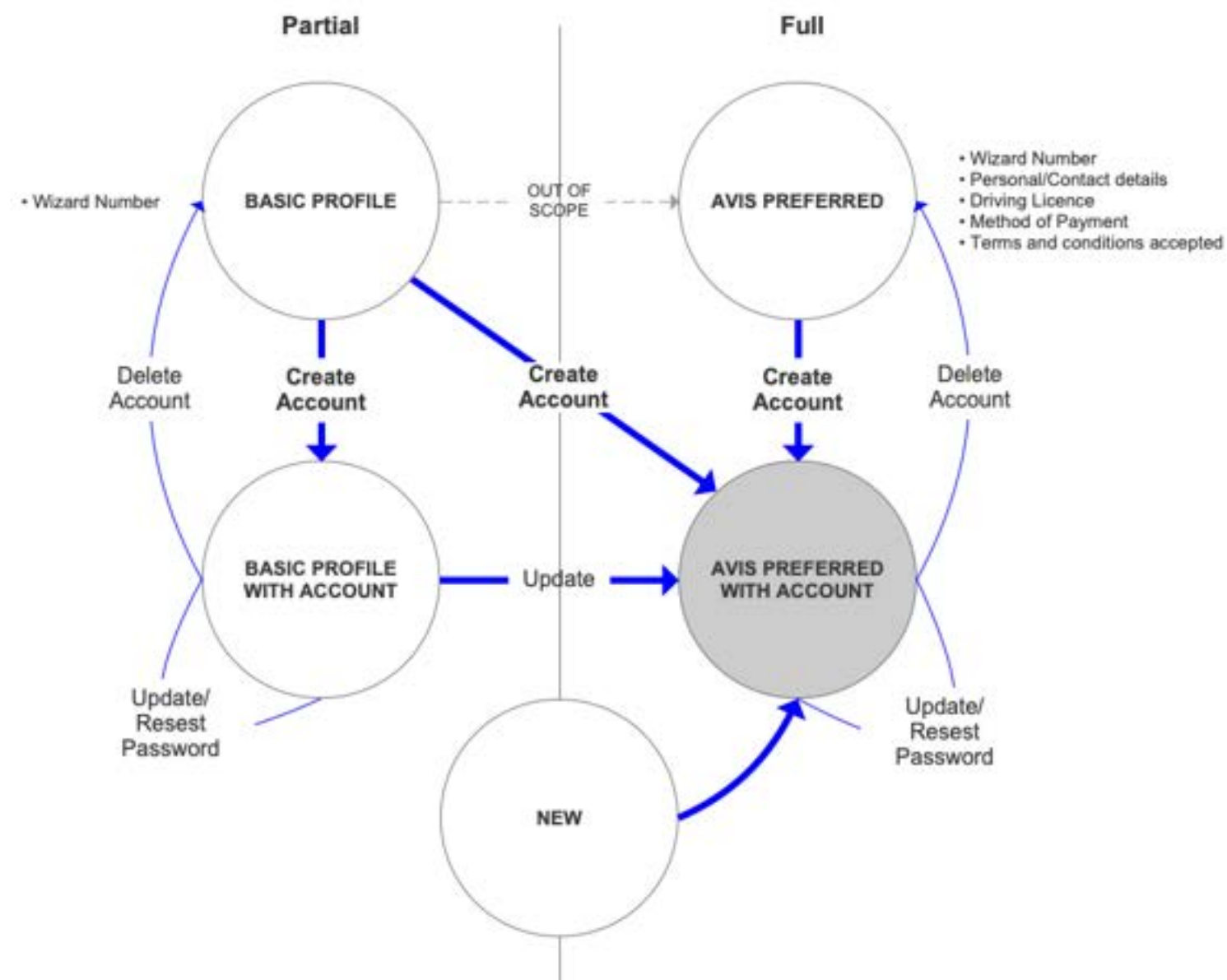
Country of Residence

United Kingdom

✓

Company code

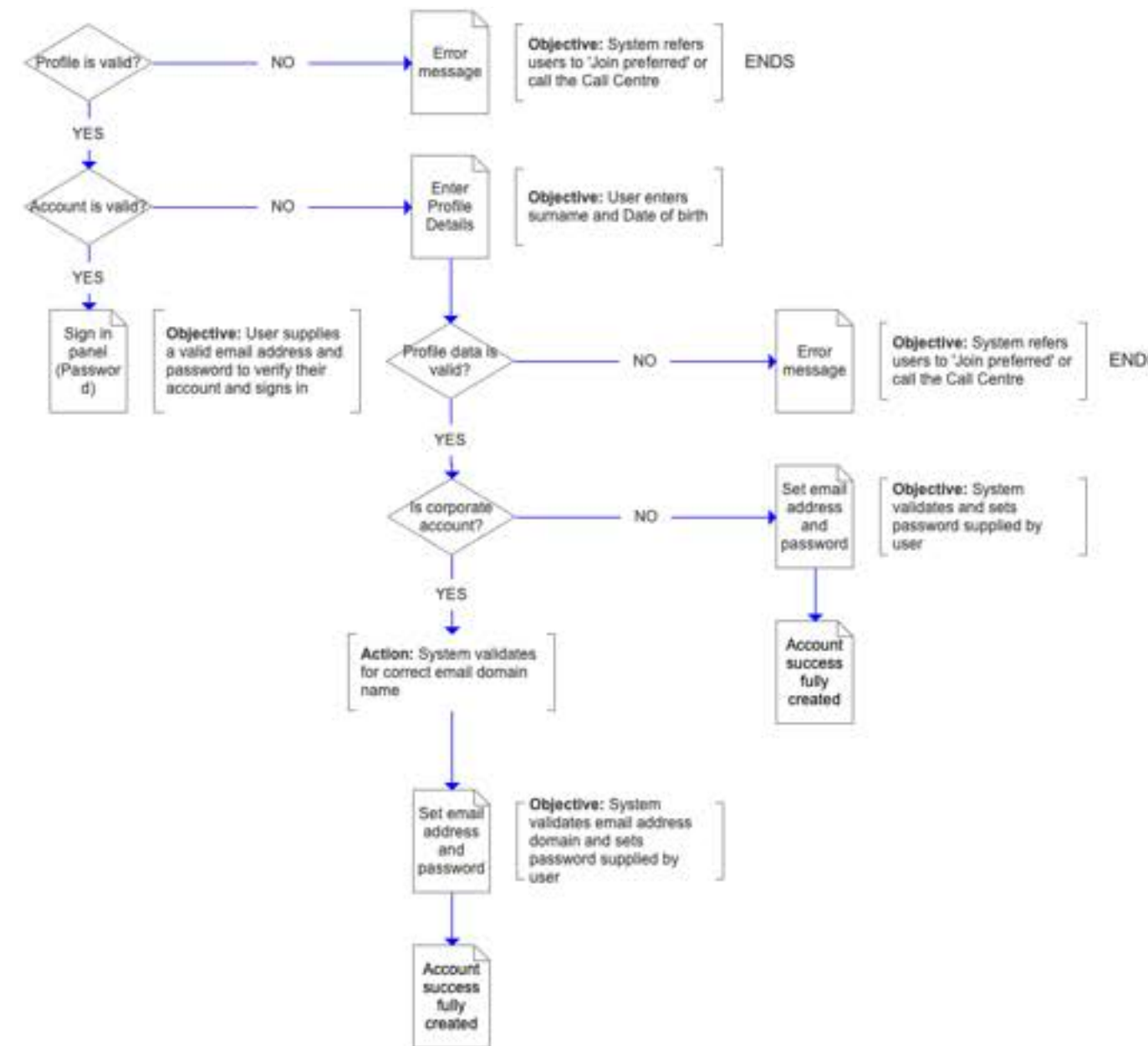




## Membership status?

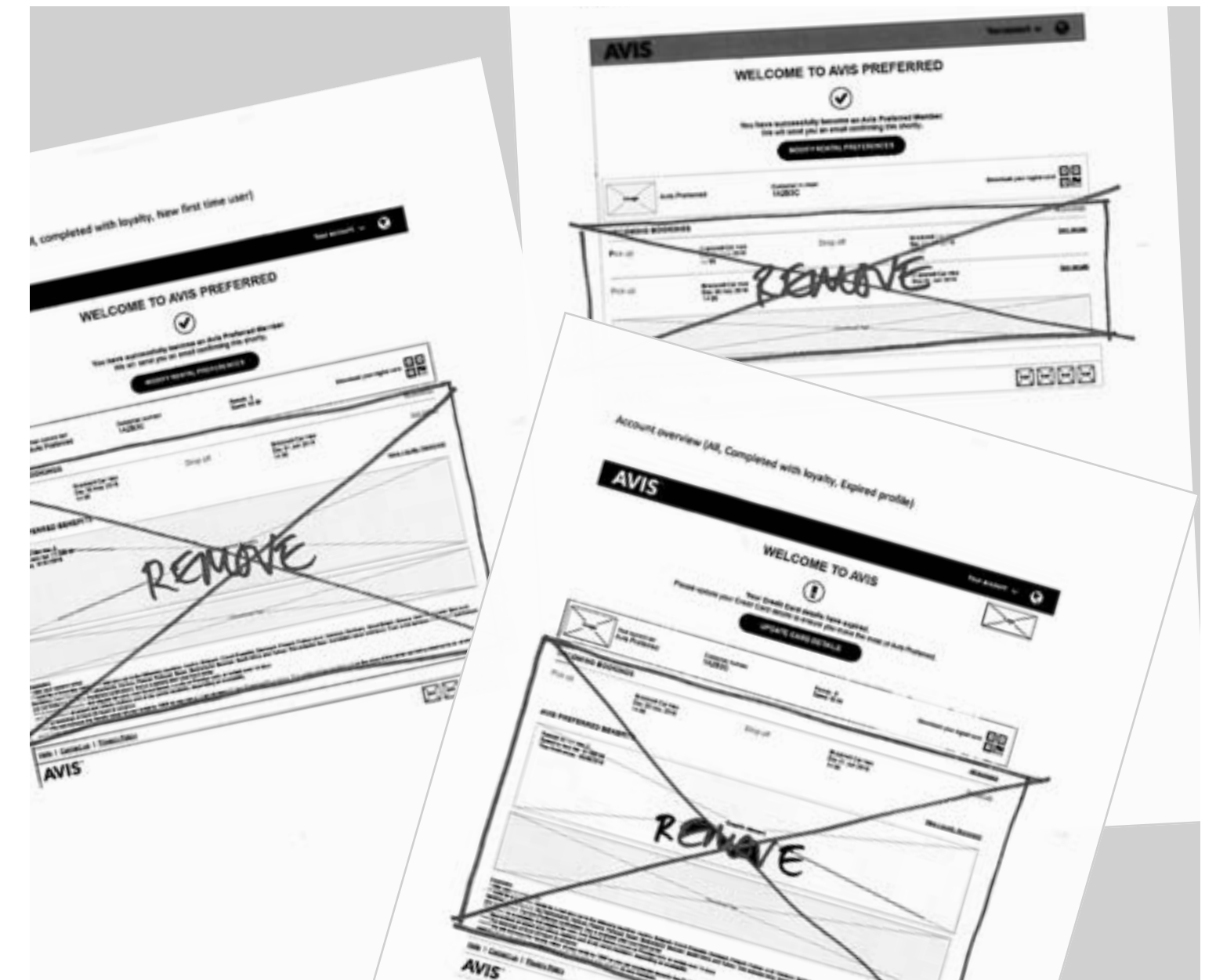
The hypothesis was that customers were not clear as to what their membership status was or how to engage with their account, coupled with poor quality data from historic campaigns.

Previous campaigns to join the programme had led to confusion as to whether users were or were not registered, or if had previously interacted with their membership.



## Mapping out the process

Evaluating existing processes and accurately representing the legacy status of individuals across different geographic domains, the new system allowed members to sign up, join or re-join the programme. Whilst those with partial or forgotten memberships were able to recover their's within the regulations governed by GDPR legislation.



## Testing

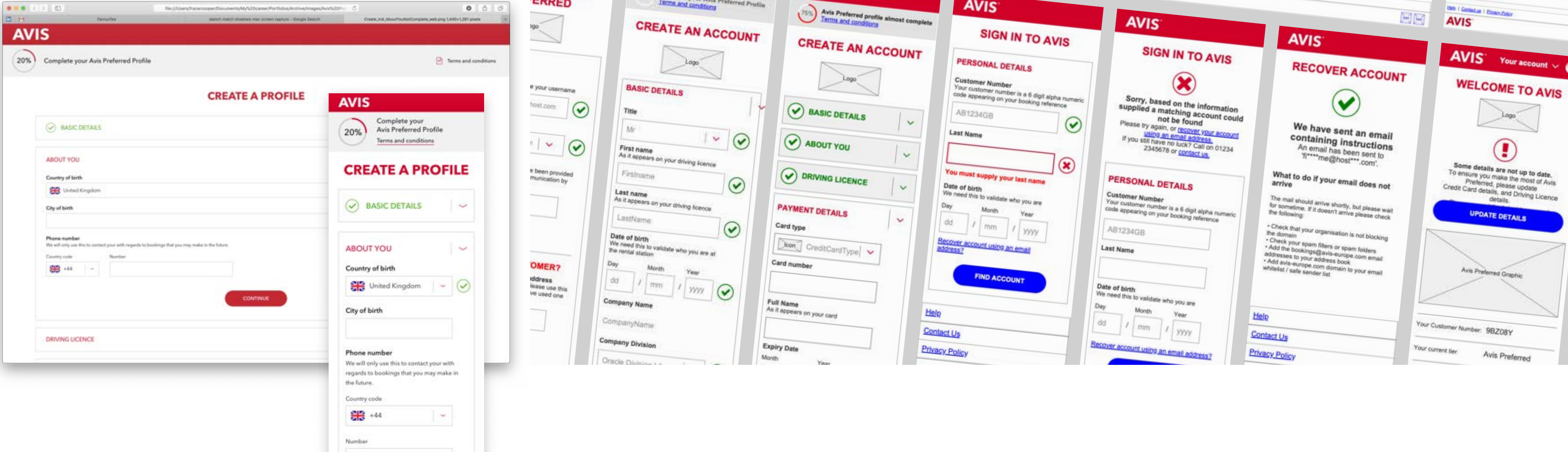
Guerrilla testing was used to understand any potential barriers or issues for the design on a limited budget. The findings led to more understanding about users' mindsets and how they first responded to the visual design and to the key calls to action. Several iterations of testing led to small incremental improvements.





Delivery

A comprehensive set of wireframes and designs allowed the off-shore development team to build the new system.







# Discovering speed of delivery

## Context

An initiative was identified to investigate opportunities to increase incremental sales online, and to discover if there was a propensity of users to channel shift from retail stores to buying online.

The hypothesis was that if Three offered different options for delivery; for example, alternative time slots or delivery to alternative addresses that it would positively increase the capacity to make a sale and would provide a competitive advantage.

The screenshot displays the Three.co.uk website's 'Discover' section. At the top, the navigation bar includes the Three logo, links for 'Store.', 'Support.', and 'Discover.', a search icon, and a 'My3 Account.' link. Below this, a breadcrumb trail shows 'Home / Discover / Exclusive offers.' The main heading is 'Exclusive treats.' followed by the text: 'As a Three customer you can enjoy any of these fantastic deals, in addition to your current contract.' A note states: 'You'll need your Three phone or Mobile Broadband number, this can be found on the top of your bill and welcome letter.'

The featured offer is for the Samsung Galaxy Tab S 8.4 (16GB White) on a 24-month contract, priced at £23.16 per month with no upfront cost. It highlights a 'Save £113' and includes a 'Buy now.' button. To the right of this offer is a large image of a purple Jackson toy, a furry character wearing a black leather jacket.

Below the featured offer, a section titled 'Get your free Jackson toy' explains that customers can claim a free cuddly toy of Jackson with any new tablet, phone, or Mi-Fi dongle purchase.

At the bottom, four additional offers are listed in a grid:

Device	Storage	Color	Save	Contract
iPad Air	16GB	Space Grey	£129	24 month contract
iPad Mini 2	32GB	Space Grey	£97	24 month contract
iPad Mini 2	16GB	Space Grey	£97	24 month contract
iPhone 6	16GB	Gold	£53	24 month contract



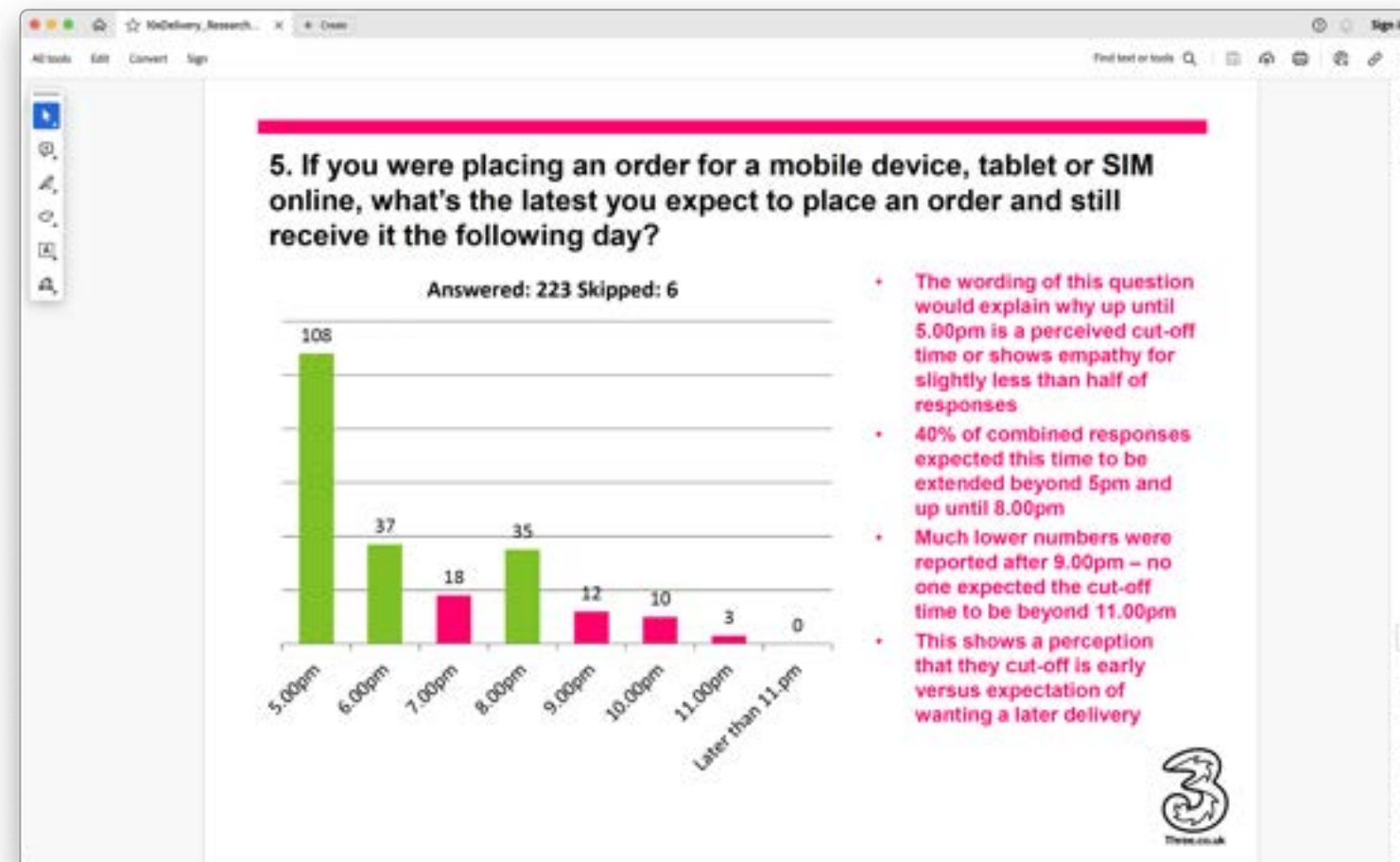


## Sharing experiences of online delivery

The aim of the focus group was to encourage participants to share their online shopping behaviours, their emotions, which choices they had made in the context of online shopping, and ones that they had more recently used.

It also identified how aware and important delivery options were in helping them to decide if and what to buy online.

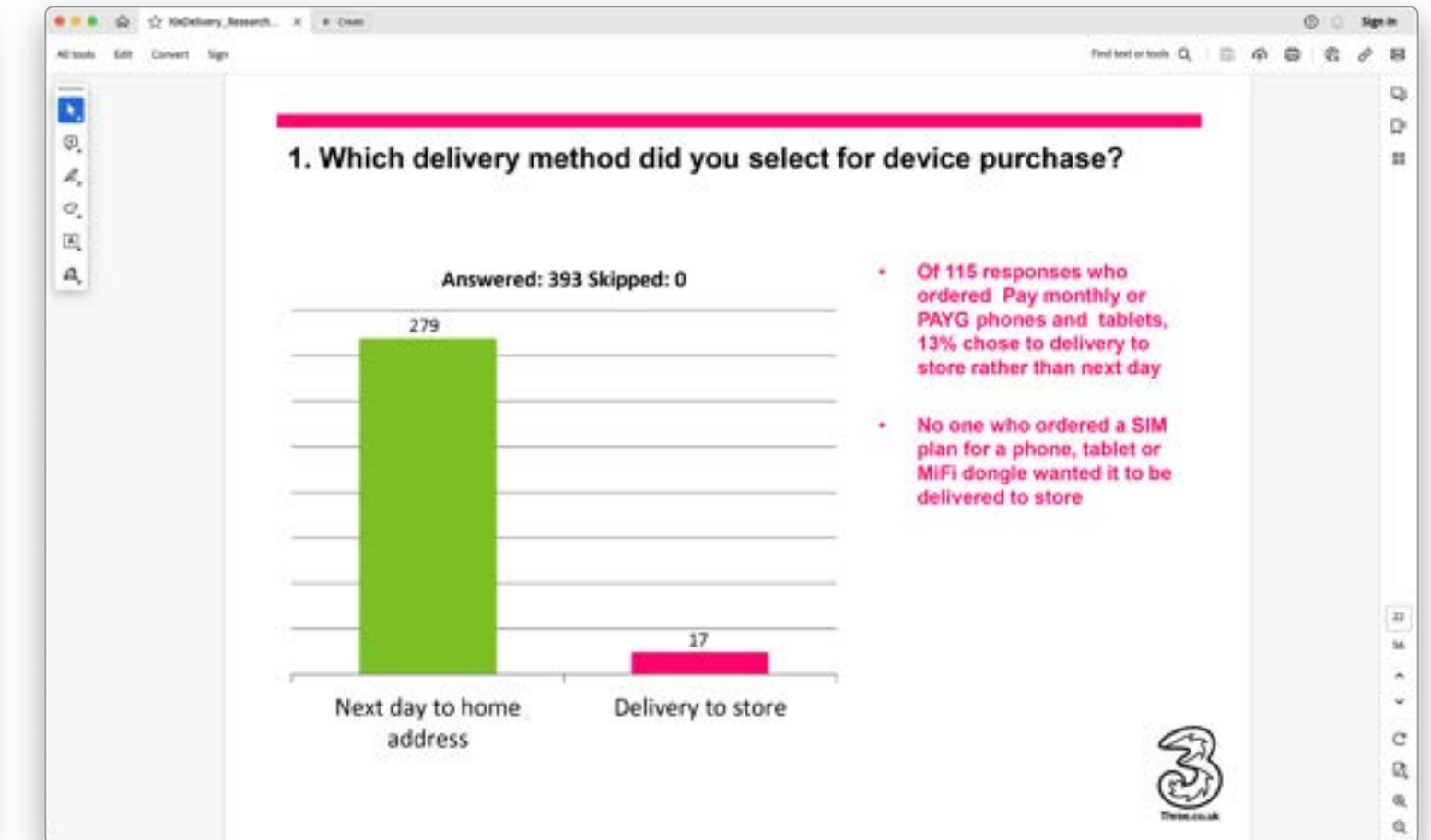
“ I don't want to have to accommodate it into my life. I want it to fit in with mine ”



## Post purchase intercept questionnaire

Understanding customers situations, motivations and expected outcomes that let to a purchase, helped to understand what drove their choice of delivery option and the most important factors in deciding which method of delivery they used; uncovering the most important factors influencing their choices.

**87%** of customers who responded choose **next day delivery** over the option to deliver to store



## Exploring sentiment with a questionnaire

This study focused on understanding more of user's emotional responses, their preferred choices and level of adoption towards alternative methods of delivery. It was implemented using a Survey Monkey post on a stand alone link. Participants were recruited using an external recruiter and links were promoted on Facebook pages.

**40%** of customers expected the time that they could order by to qualify for next day delivery to be beyond 5pm and up until 8pm





## Communicating to the customer

In order to benefit channel switching, the working assumption was that customers who ordered a new mobile or tablet wanted to receive their device quicker if bought online than was currently being offered, and with greater degrees of flexibility when users where selecting their delivery preferences.

In additional revised messing provided users with a count down for when they needed to order by to qualify for the next day service. It also helped to create a sense of urgency to help increase sales.



### Message & Call To Action

Desktop

**Want this phone tomorrow?**  
Complete your order within **3 hours 55 mins** with FREE [DPD Tracked next day delivery](#)

**Buy online, deliver to Store**  
Complete you order online and pick up from your [nearest Three Store](#) for FREE

[Other ways to order](#) or call 0800 358 1799

Mobile

**Want this phone tomorrow?**  
Complete your order within **3 hours 55 mins** with FREE [DPD Tracked next day delivery](#)

**Buy online, deliver to Store**  
Complete your order online and pick up from your [nearest Three Store](#) for FREE

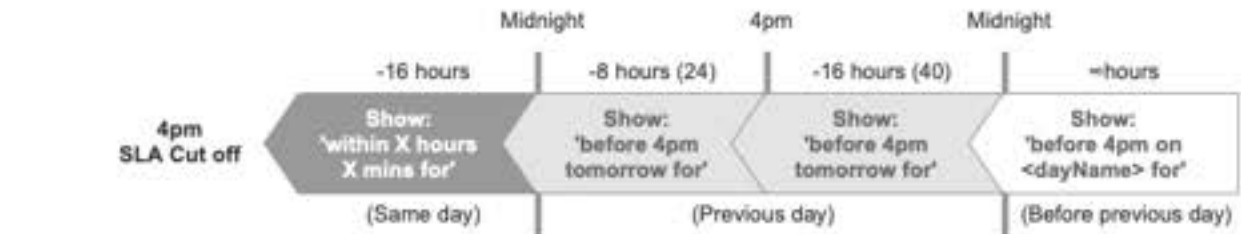
[Other ways to order](#) or call 0800 358 1799

### Conditional Messages

<b>Want this &lt;deviceType&gt; &lt;deliveryDay&gt;?</b> Complete your order <deliveryExp> <a href="#">&lt;deliveryType&gt;</a>	<i>Standard Message</i>
<b>Want this phone tomorrow?</b> Complete your order within <b>3 hours 55 mins</b> with FREE <a href="#">tracked next day delivery</a> from DPD	<i>Standard Next Day Message</i> Where time to 4PM for next SLA on any weekday is less than 16 hours and <deviceType> is 'phone', show <deliveryDay> is 'tomorrow', show <deliveryExp> as 'within X hours X mins with' and <deliveryType> is 'FREE tracked next day delivery'
<b>Want this tablet on Thursday?</b> Complete your order before <b>7pm tomorrow</b> for FREE <a href="#">tracked next day delivery</a> from DPD	<i>Standard Message after last order has lapsed, but not next day</i> Where time to 4PM for next SLA on any weekday is greater than 16 hours and <deviceType> is 'tablet', show <deliveryDay> is 'Thursday' (next SLA day), show <deliveryExp> as 'before 4pm tomorrow for' and <deliveryType> is 'FREE tracked next day delivery'
<b>Want this tablet on Monday?</b> Complete your order within <b>3 hours 47 mins</b> for FREE <a href="#">tracked next day delivery</a> from DPD	<i>Standard Message before last order has lapsed on Friday Evening</i> Where time to 4PM for next SLA on a Friday is less than 16 hours and <deviceType> is 'tablet', show <deliveryDay> is 'Monday', show <deliveryExp> as 'within 3 hours 47 mins with' and <deliveryType> is 'FREE tracked next day delivery'
<b>Want this tablet on Tuesday?</b> Complete your order before <b>7pm on Monday</b> for FREE <a href="#">tracked next day delivery</a> from DPD	<i>Standard Message after last order has lapsed on Friday Evening</i> Where time to 4PM for next SLA on Friday is greater than 16 hours and <deviceType> is 'tablet', show <deliveryDay> is 'Tuesday', show <deliveryExp> as 'before 4pm on Monday for' and <deliveryType> is 'FREE tracked next day delivery'
<b>Want this SIM by Thursday?</b> Complete your within <b>3 hours 47 mins</b> for same day dispatch with FREE delivery from <a href="#">Royal Mail</a>	<i>Standard Message after last order has lapsed on Friday Evening</i> Where time to 4PM for next SLA on any weekday is less than 16 hours and <deviceType> is 'SIM', show <deliveryDay> is 'Thursday', show <deliveryExp> as 'within X hours X mins for' and <deliveryType> is 'same delivery dispatch with FREE delivery from Royal Mail'



### Logic for time to next SLA



### Message values

<deviceType>	<deliveryDay>	<deliveryExp>	<deliveryType>
phone	tomorrow on Monday on Tuesday on Wednesday on Thursday on Friday	within <X> hours <X> mins for (where X equals time value) <b>OR</b> before 7pm tomorrow for <b>OR</b> before 7pm on <dayName> for (where <dayName> is next SLA day)	FREE <a href="#">tracked next day delivery</a> from DPD
tablet	tomorrow on Monday on Tuesday on Wednesday on Thursday on Friday	within <X> hours <X> mins for (where X equals time value) <b>OR</b> before 7pm tomorrow for <b>OR</b> before 7pm on <dayName> for (where <dayName> is next SLA day)	FREE <a href="#">tracked next day delivery</a> from DPD
SIM	tomorrow on Monday on Tuesday on Wednesday on Thursday on Friday	within <X> hours <X> mins for (where X equals time value) <b>OR</b> before 7pm tomorrow for <b>OR</b> before 7pm on <dayName> for (where <dayName> is next SLA day)	for same day dispatch with FREE delivery from <a href="#">Royal Mail</a>
Dongle	tomorrow on Monday on Tuesday on Wednesday on Thursday on Friday	within <X> hours <X> mins for (where X equals time value) <b>OR</b> before 7pm tomorrow for <b>OR</b> before 7pm on <dayName> for (where <dayName> is next SLA day)	for same day dispatch with FREE delivery from <a href="#">Royal Mail</a>
MiFi	• tomorrow • on Monday • on Tuesday • on Wednesday • on Thursday • on Friday	within <X> hours <X> mins for (where X equals time value) <b>OR</b> before 7pm tomorrow for <b>OR</b> before 7pm on <dayName> for (where <dayName> is next SLA day)	for same day dispatch with FREE delivery from <a href="#">Royal Mail</a>





## Post-purchase interception

Rather than investing in costly, faster delivery services or services which allowed the user to get their new device delivered to an alternative address, it was concluded that the value lay in extending the cut-off time to qualify for a ‘Next Day’ service to later in the day.

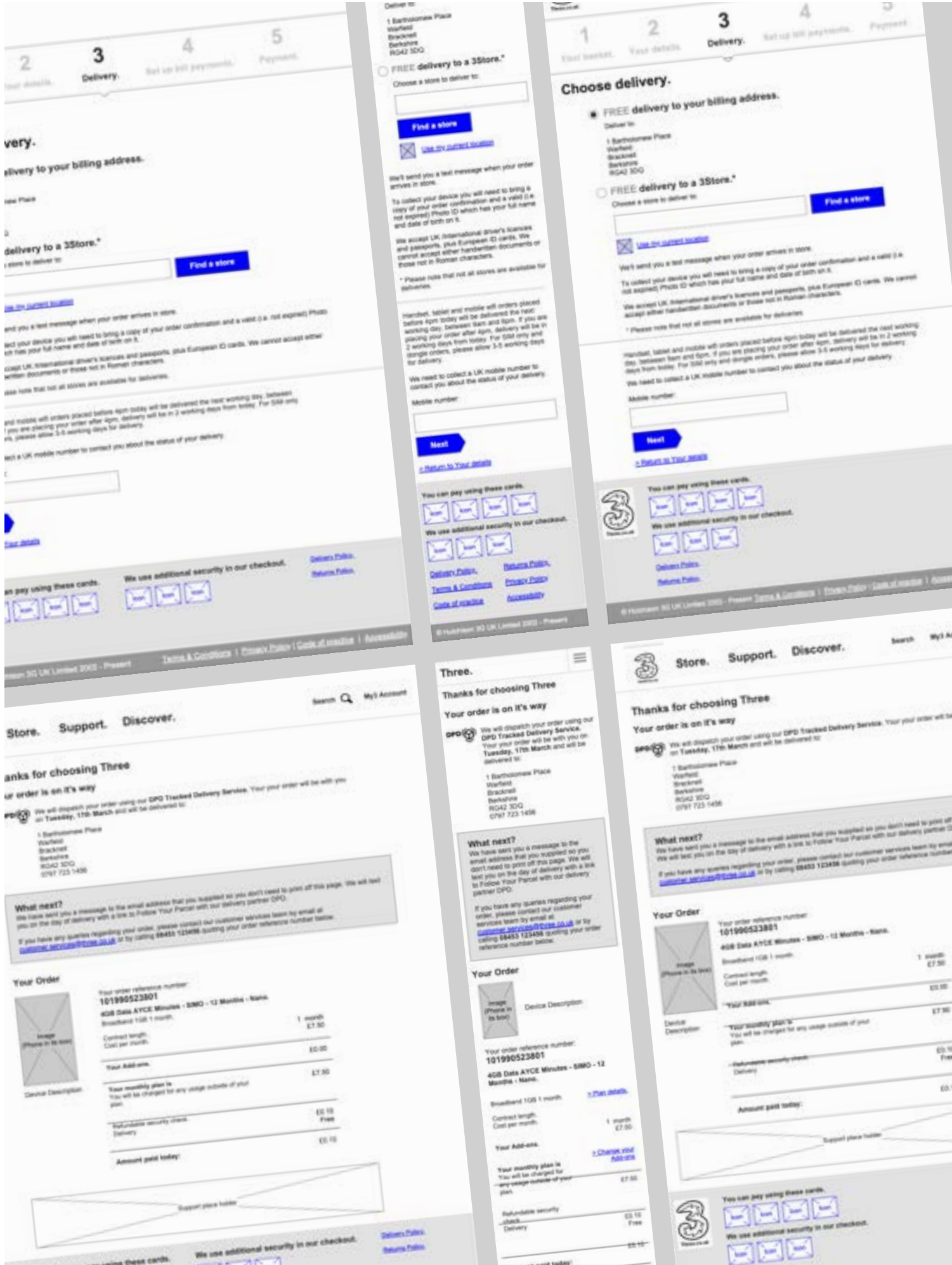
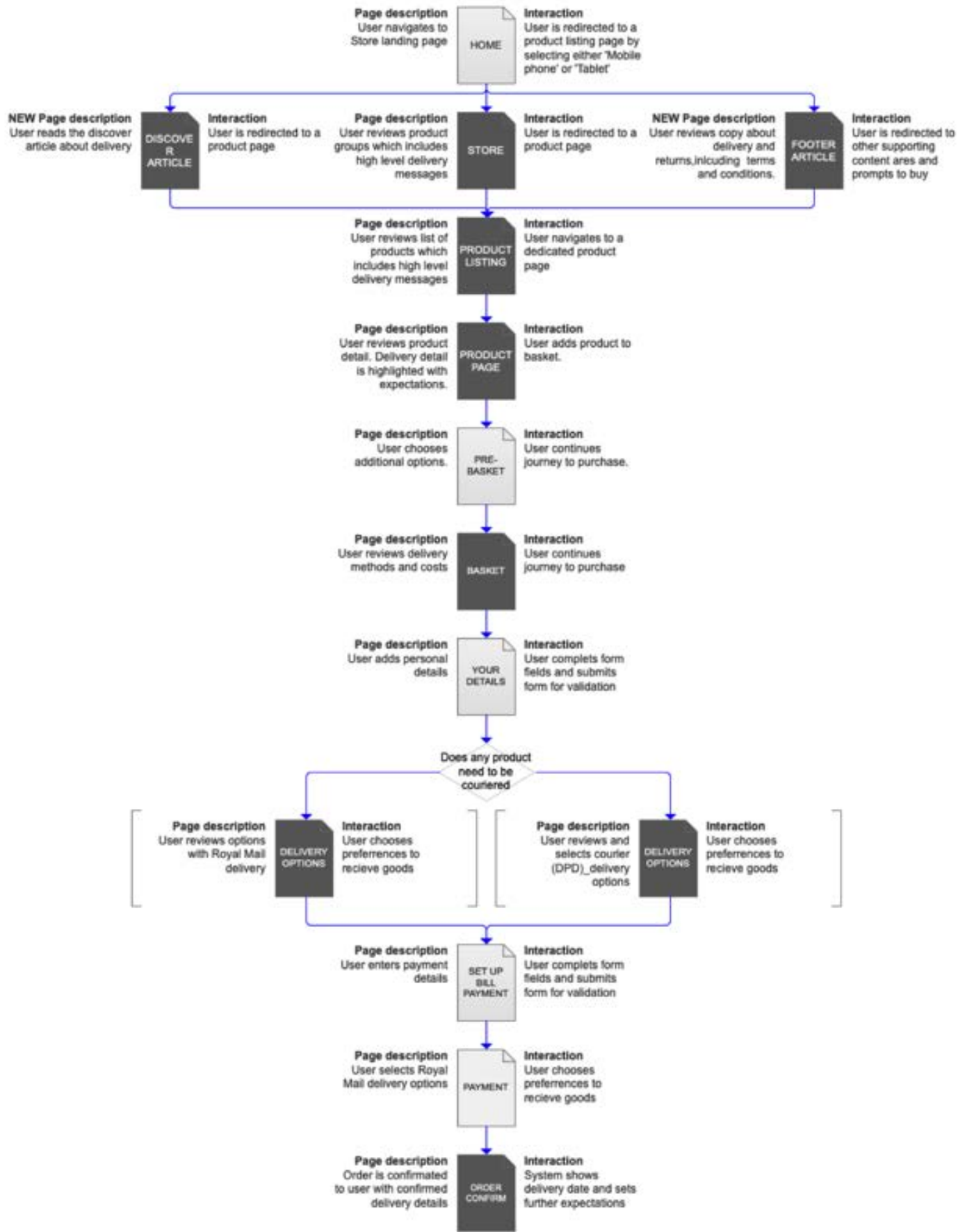
The research confirmed that users expected their purchases next day. In order to offer a better service, the fulfilment partner was engaged to extend the cut-off time for packaging an order for next day delivery.

+3 hours

extended to the daily cut-off time of 4pm so that customer orders could qualify for next day delivery



**10x Delivery**  
User Journey (www.three.co.uk)  
Goal in context: User buy a mobile phone, tablet, dongle or SIM  
Traffic sources: Direct, SEO, PPC, Referral  
Author: Frazer Cooper, Team Cooper, V0.2





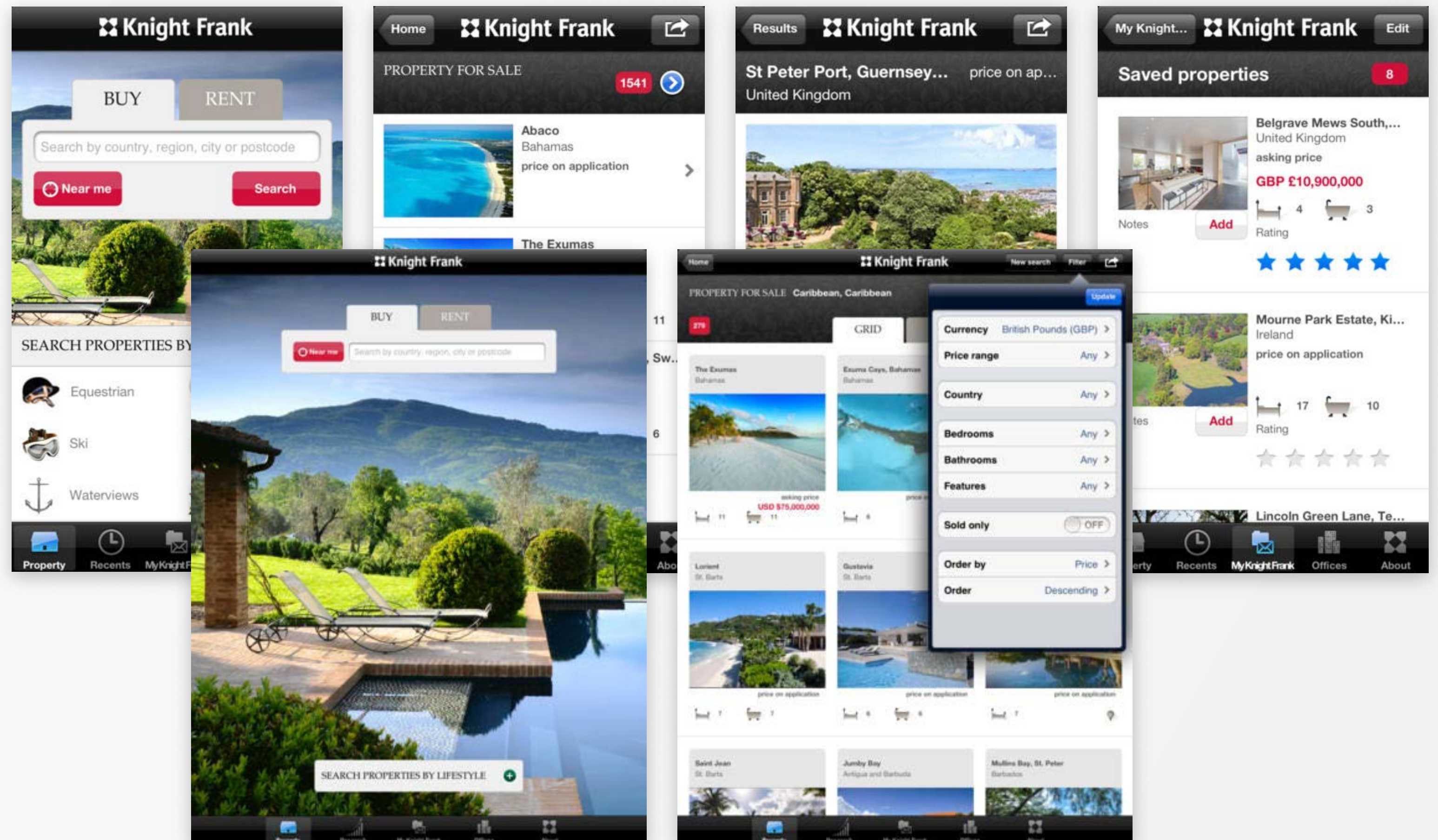


# Searching for an international property

## Context

In a desire to improve the user experience currently being offered through their native iOS apps, Knight Frank wanted to replace them whilst taking advantage of features available and offering a premium design.

The challenge was to create a consistent device agnostic experience, and to include a new personalised experience, 'My Knight Frank'. A set of pre-defined requirements enabled a collaboration with creative and technical teams to develop the two apps at speed.

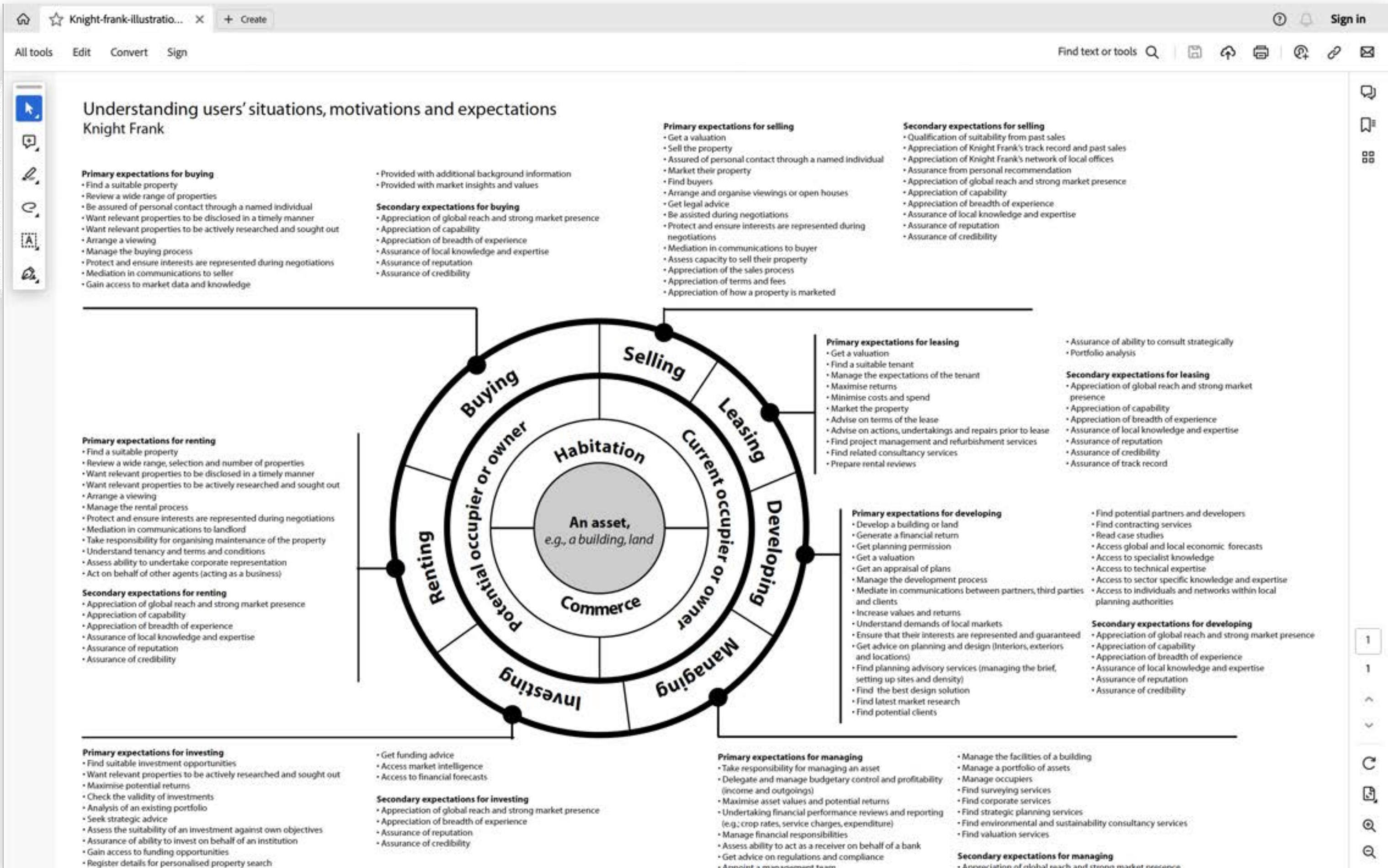
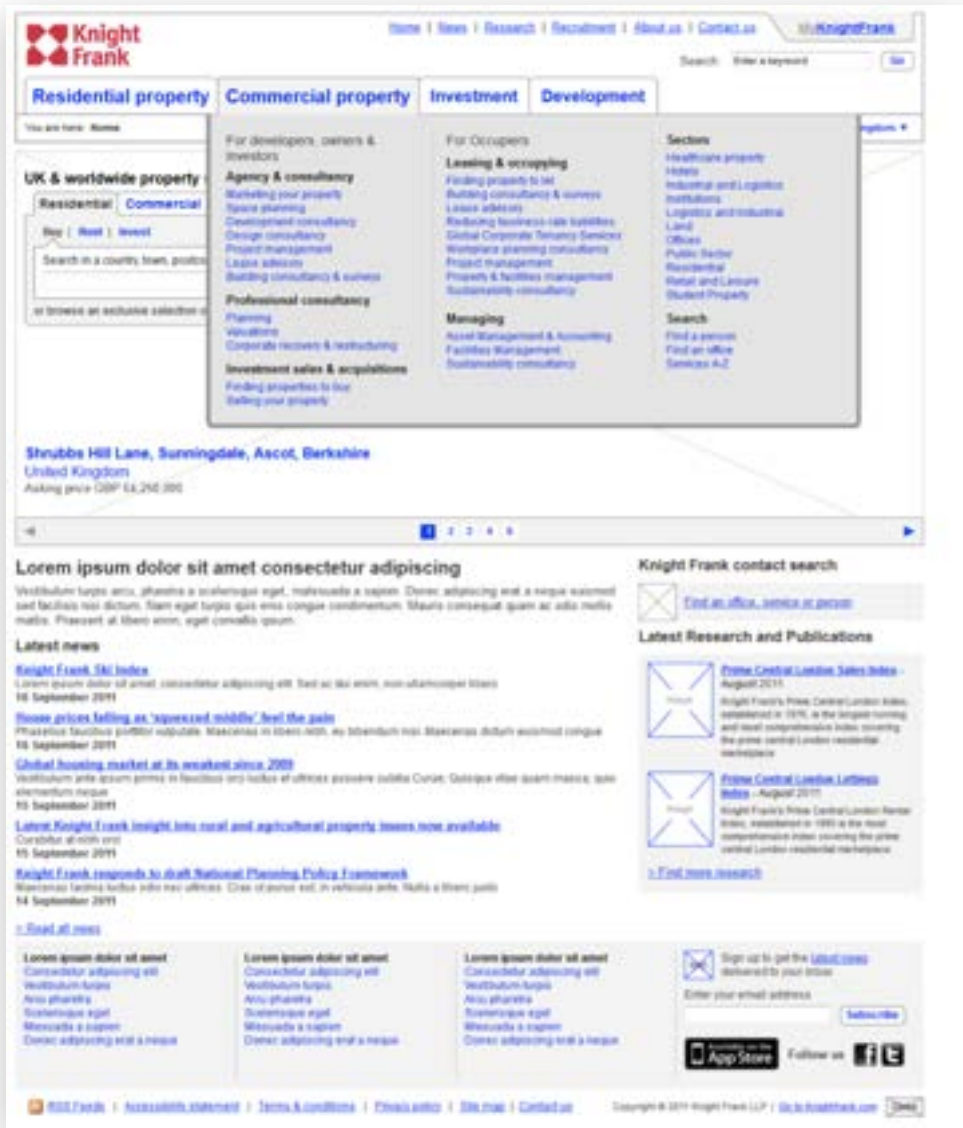






## Applying contextual learnings

There were significant learnings that we learnt from a global site redesign which was adaptable to individual country specific markets. This sped up the process and extended a solid understand of the existing audience and their needs, as well as ensuring consistency and continuing of the Brand experience.



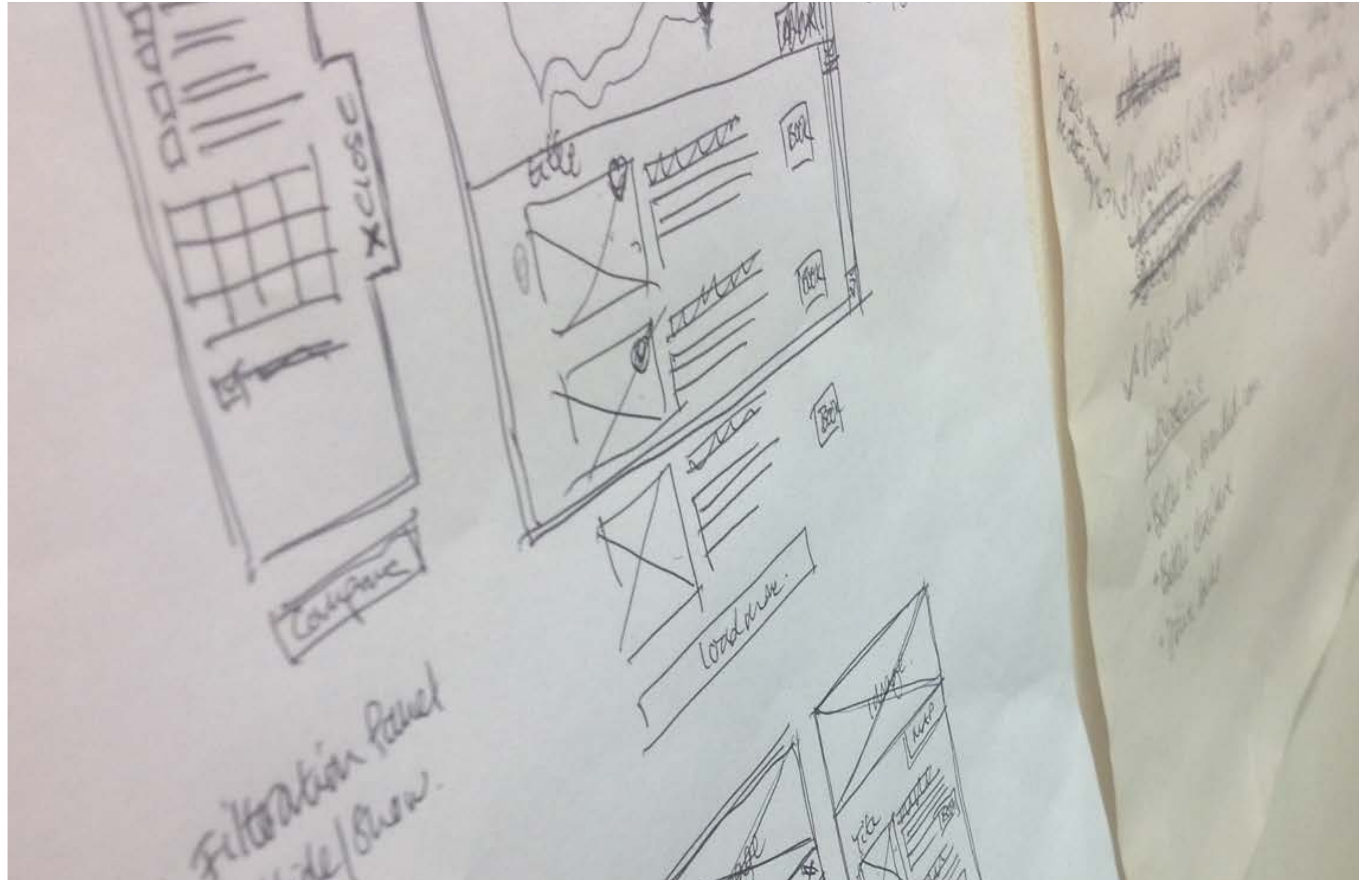
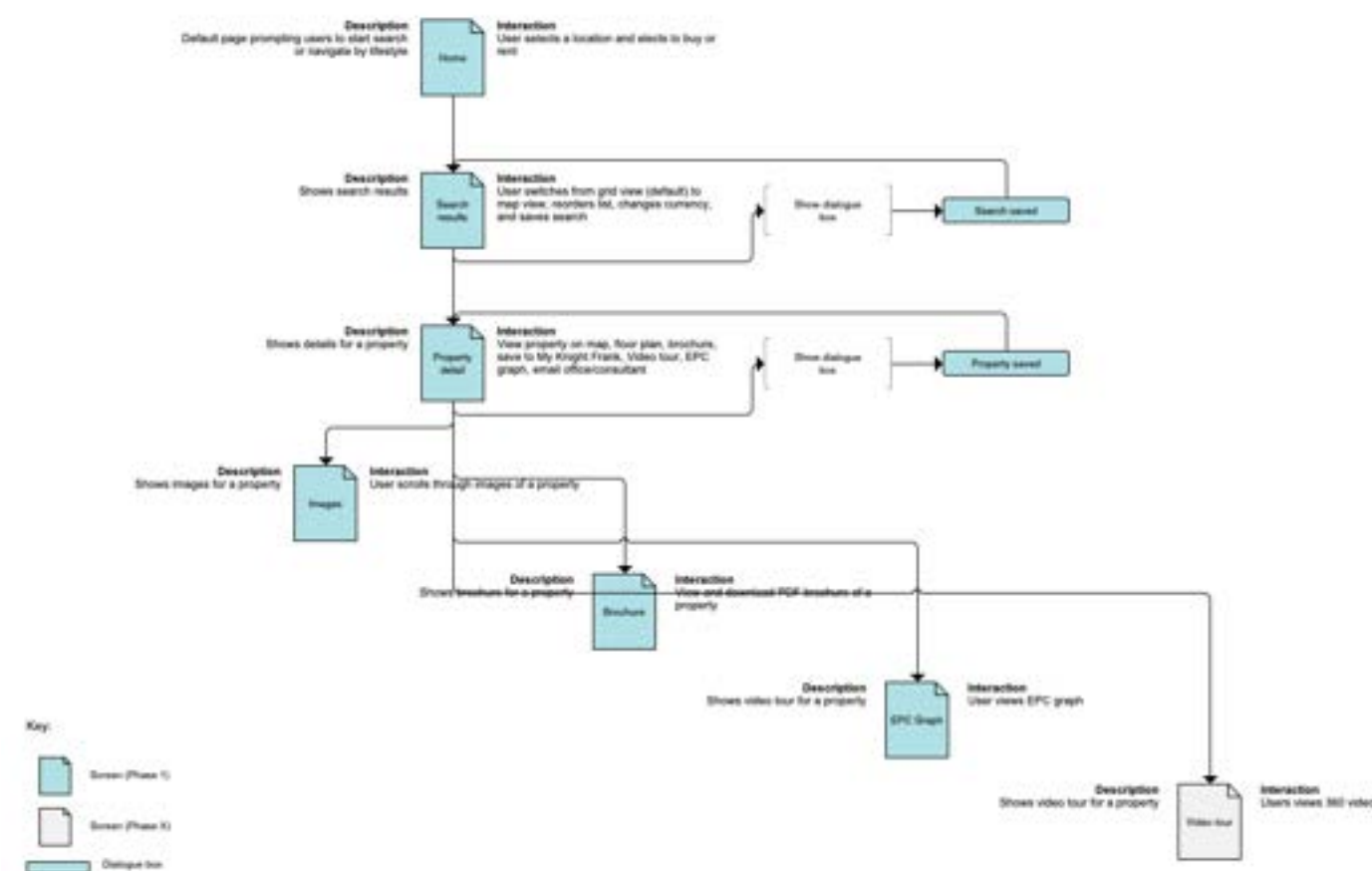


## Co-collaborative design sessions

Working collaboratively time was given to understand the problems and challenges presented by Knight Frank to create an industry leading iOS app for both the iPhone and the iPad.

This enabled the small team to explore and experiment, in a workshop for a single day, the scope of the solution using sketches and paper prototypes to articulate ideas. It also enabled the team to prioritise the features that would have the highest impact in consideration of the key audiences that Knight Frank wanted to target.

Knight Frank Property Search iPad App - version 1.0

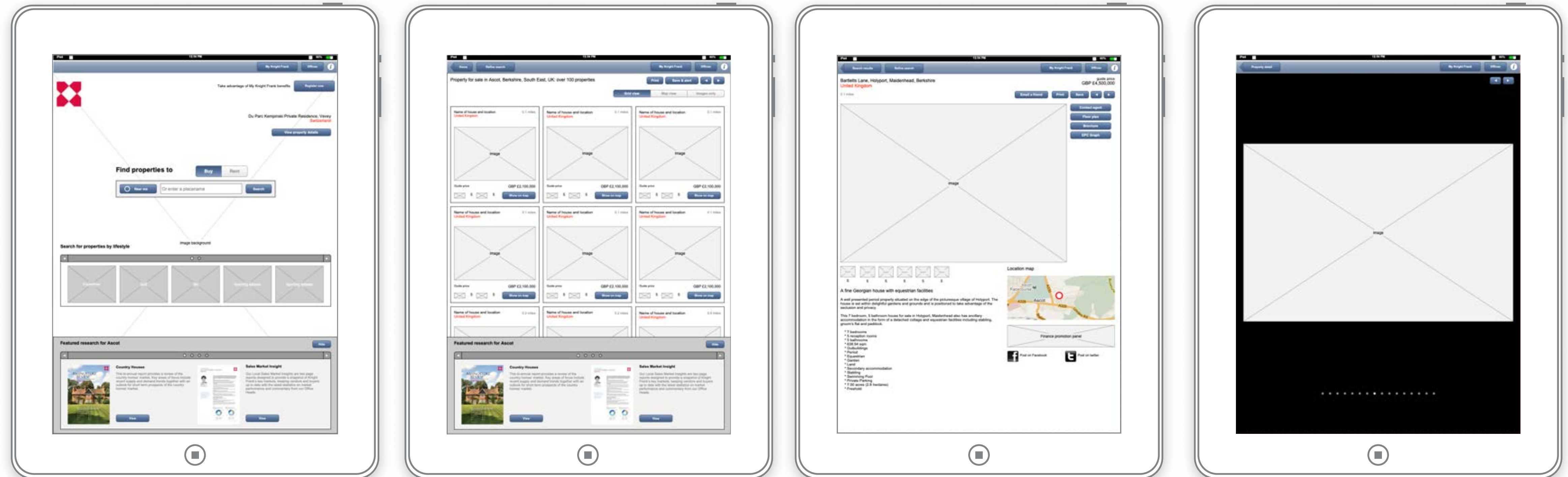






**50%** increase in downloads from Apple app store, recording over 3 million property searches







# Let's continue the conversation



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