# XX COLIN BUDD

Portfolio **Prepared for External** Creative Lead Innovation Advisor

Colin M. Budd colin-budd.com colin@xbudd.com



# **CREATIVE LEADER** DESIGNER OF EMERGING TECHNOLOGY

Colin Budd | Portfolio | 2023

# I'M COLIN BUDD.

## Colin M. Budd

**Industry Advisor, Innovation** Retail, Consumer Goods, Gaming Microsoft | Austin, TX

# IAM BEST KNOWN FOR:

Design Leadership + Delivery Bridging Design + IT + Business Client Engagement + Facilitation Design Thinking + Lean + Agile Public Speaking + Patenting Boutique Hotel Recommendations





# DESIGN

# 

# BUSNESS

# **PSYCH**

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## **Microsoft**

Industry Advisor [Innovation], RCG & Gaming

**IBM Garage** Business Lead | Global Design Strategist

**IBM Cognitive Systems** UX Designer + Strategist

**IBM Collaboration Solutions** Product Designer [Mobile + AI], IBM Verse

**Cornell University** Fine Arts (BFA) Information Science (BA)



# CREATVE FEATS //

directly generated 5750M+NET-NEW REV AS A DESIGN LEAD & DIGITAL ADVISOR









# SELECTED WORKS

## 01

## Open Data Portal

## SD | UXR | UX | UI

Enhancing end-user experiences by first identifying and addressing deeply rooted closed team dynamics for a prominent county in California.

## 02

## The Learning Credential Network

## SD | UX | UI | Visual

Bringing together a wide array of IBM teams and Partners to dream, build, and launch a first-of-its-kind network for learners, educators, and employers.

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# ADDITIONAL WORKS

## 03

## IBM Verse

UXR | UX | UI | UI Dev

Enhancing and unifying IBM's signature email service, Verse, across multiple platforms and innovative frontiers.

## 04

## IBM Studios Austin

## SD | UXR | Graphic | 3D

Reimagining and revitalizing key touch-points and experiences for visitors and employees of IBM's design epicenter in Austin, TX.





## SD | UXR | UX | UI

Enhancing end-user experiences by first identifying and addressing deeply rooted closed team dynamics for a prominent county in California.

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# 01 OPEN DATA PORTAL

## **Case Study Overview**

## Outcomes

Redesigned Open Data Portal to improve trust and usefulness of published datasets plus identified / addressed major organizational complexities (such as closed team dynamics and redundant processes) to holistically transform the County's abilities to build and scale incredible end-user experiences.

### Role

Creative Lead inclusive of Proposal Crafting, Client Relationship Management, User Research, Facilitation, UX/UI Design, and Prototyping

## Challenges

Working within a compressed timeline and budget to serve the asks of the County and the real-world needs of both internal and external end-users.

### Impact

- // Innovative redesign based on user- and stakeholder-informed input
- // Identified and addressed significant closed team dynamics imparting ability to collaboratively build towards improved end-user outcomes
- // Directly led to 3 additional engagements with broader County
- // Currently in proposal process with CDO for follow-on engagement



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Personas + Use Cases



rternal - data consumers





What we heard - Other



#### What we DIDN'T hear











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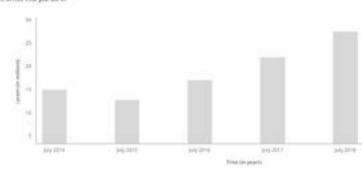
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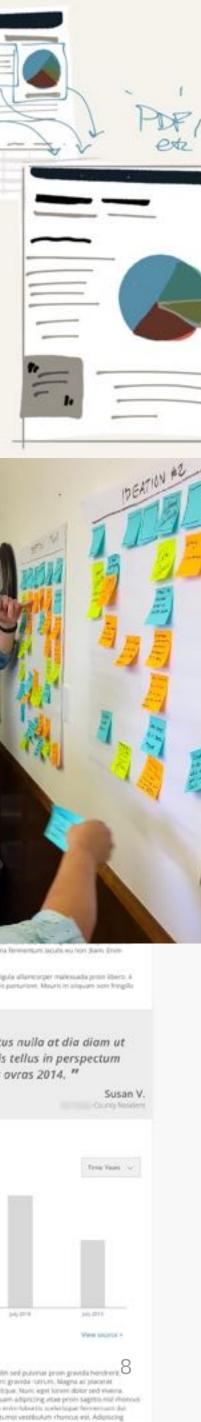
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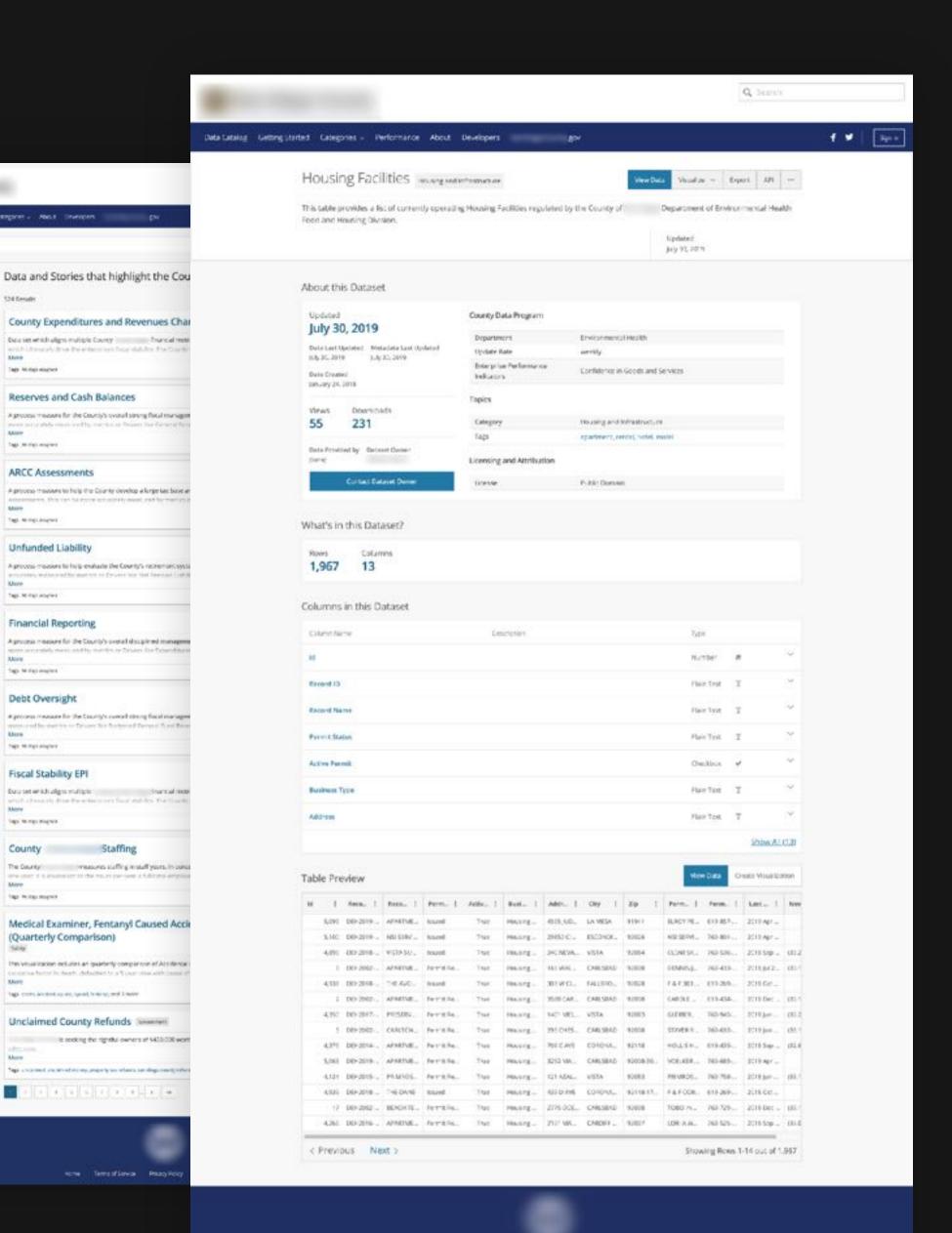
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## **01 OPEN DATA PORTAL**

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# 01 OPEN DATA PORTAL WHAT IF WE DID...

# WK USER RESEARCH 01 OPID + ALIGNMENT

# WK DT WORKSHOP 02 DESIGN + PROTOTYPES

USABILITY TESTING USABILITY TESTING DESIGN ITERATIONS PACKAGING + HANDOFF

# IN JUST THREE WEEKS.



# **01 OPEN DATA PORTAL**

## Week 1 :: User Research + Insight Compilation

## Goal

Gain understanding of world-of-today through the perspectives of realworld users and their many values, pains, needs, and goals

### Method

Ethnographic User Research via interviews

#### **Research Participants**

10 external and internal users

### **External Users**

- // Strategy Consultant
- // University Students
- // Land Developer
- **//** Small Business Owners

### **Internal Users**

- // Financial Planning
- // IT Management
- Public Safety
- // Land Use / Environmental Planning & Sustainability

#### Interview Field Guide -

#### Version: 1

2

Date: July 18, 2019 Interviewer: Christy Note taker: Colin Participant Number: 6

#### I. Intro

#### A. Welcome/Overview:

Hi \_\_\_\_! Thank you so much for making the time today to chat with us. [Christy/Colin] and I are here from IBM to aid in the improvement of the County Open Data Portals. We are excited to learn more about you, your role, and experiences with data portals. This will be a very informal session - less of a Q&A type of interview and much more of a conversation. Your thoughts, comments, and opinions will help us better understand the space as it exists today and inform how we think through and explore the many ways to improve things for world of tomorrow. Please feel free to be as honest and transparent as possible - this session will be fully anonymous. We also know how valuable your time is -- if for any reason you should need to end the session early, we are more than happy to reschedule!

Before we begin, I want to first ask if you have any "burning questions" you'd like to ask!

Great! Is it okay with you if we record this meeting with the intent of assisting our research note taking? Again, this session will remain anonymous and the recording will only be utilized for our notes.

#### <START RECORDING>

#### B. Introductions:

Let's start things off with a bit about yourself!

- Can you tell us about your current role?
- How long have you been in this position?
- o What were you doing prior?
- What is your favorite thing about your current role?
- How about least favorite?

#### II. Understanding Current Process / Pains:

#### A. General Data Work

Focusing in a bit more on your work ...

- What kinds of projects/applications do you often work on?
- For these projects, to what extent do you utilize external data sets?
- What types of external data/data sets do you commonly use?
- What are some ways your team obtains this data?
- What are the biggest challenges you face in regards to obtaining?
- How is this data most often utilized?
- Can you help us understand the process a bit better thinking through a typical project, what factors inform/determine which data sets and portals to use?
- How do you find the data you need?
- What challenges do you often face when it comes to finding the data?
- When you and your team run into an issue with an external data set, how do you troubleshoot?
- What forms of support do you most often use?
- Can you describe a recent issue you had and how you managed to work through it?
- What do you do if you are unable to find the right data or have an incomplete data set?

#### B. Open Data Portals

Switching gears a bit to focus in on Open Data Portals...

- What open data portals would you say you and your team most often use?
- What leads you to use one Data Portal over another? (for instance County vs. City) portals)
- open data portal? How often do you interact with the County
- What would you say do you most often do on the Data Portal? (essentially, what are you doing on the site)
- What was your most recent experience like?

#### - Inter...

If so, in what way?

Do you use the portal as a resident of

- If not, what changes or improvements might entice you to use it?
- What do you perceive as the major challenges to using the portal?
- What do you perceive as the major technical or integrative challenge
- How do you currently use and act upon portal analytics?

#### C. Future Thinking

Thinking broadly ...

- What would be an ideal process for you and your team in terms of fit external data in your work?
- Imagine you have a "magic wand" <u>OR</u> Thinking 5 or 10 years out, how able find and interact with external data sets?

#### III. Conclusion

- Thinking over the many topics we've covered, are there any additional the to share?
- We greatly appreciate you answering all of our questions we'd like to t questions do you have for us?

We truly cannot thank you enough for taking the time to share all of your th greatly help our own understandings and will be incredibly impactful as the ways to make Open Data Portals better!

We would love to chat again in couple of weeks to gain your feedback on so concepts the team aims to create. Would that be okay with you?

Wonderful! Thank you again for your time and insights! We'll be in touch so session.

#### NOTES:

- Role/Responsibilities
- Works in county technology office
- anything related to Customer Experience (INTERNAL) problem that touches end user experience
- was the group IT manager for Environment group
- since 2014, initiative for group has been Open Data Portal for
- etc.
- lots of requests from public for these data sets!
- Published on CivicData.com run by Excella (?)
- Interacts with internal and external end-users
- Works on Adoption/Training/Change Management to support ad
- Feedback from surveys (and revamping survey process)
- Does not use Open Data Portal in current role
- 365 Suite
- SharePoint rolled out online
- OneDrive to be deployed
- working on initial stages of team's deployment
- pilot testing with dif user groups across departments

#### Data Portal Purpose

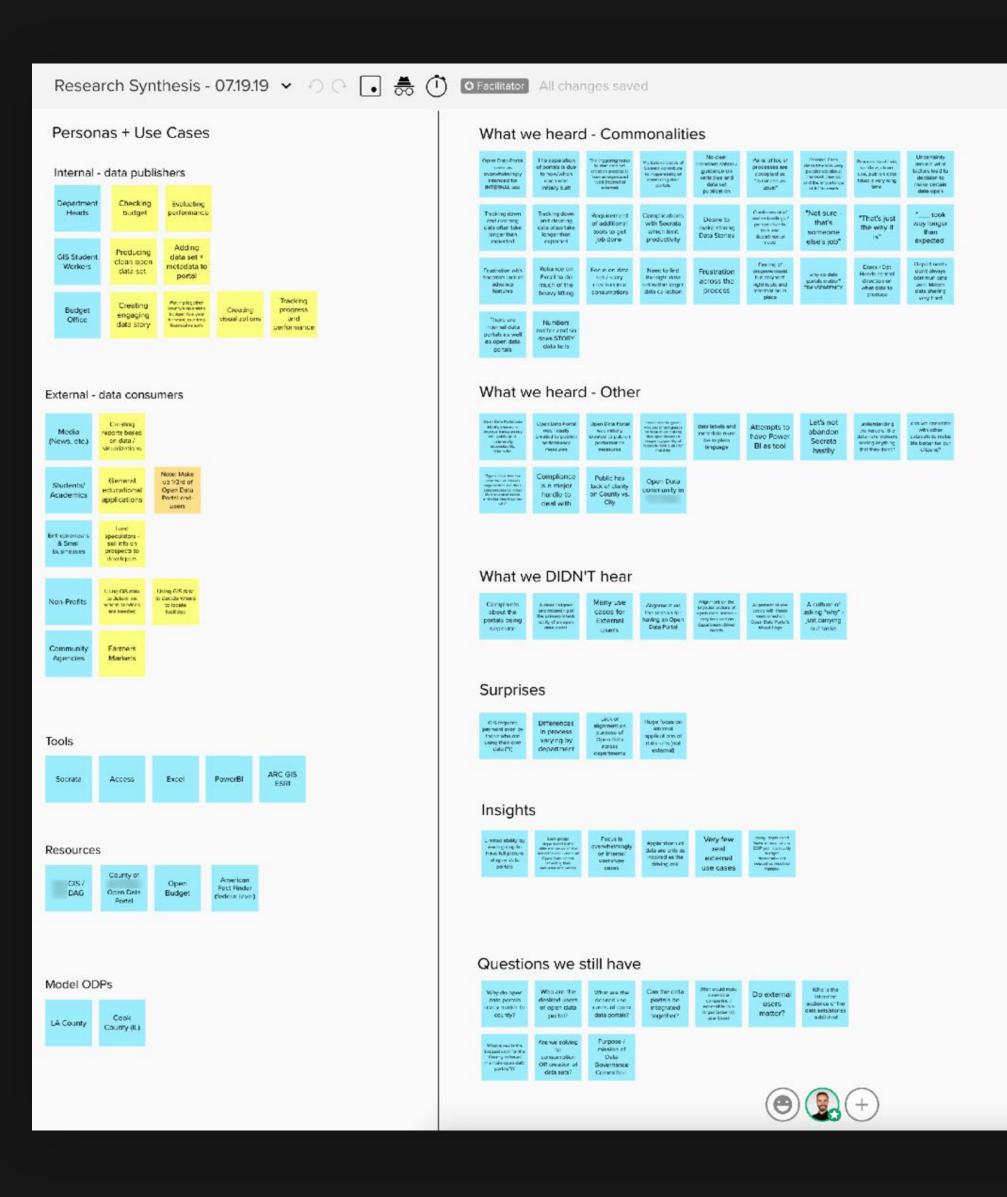
- Why are we even doing an Open Data Portal? (Uses/Audience)
- County has not come together on why we are really doing this
- routinely had 2k-3k public requests for their data sets
- wanted to reduce overhead of all the PRA requests
- Satisfied a lot of research and university requests
- Primarily, dealing with media and other outlets that wanted info as w
- Subset: Development community, small entrepreneurs, members of
- Often, had email/phone convos with various developers to ensur avail.
- Mostly "searching for reason why" to have Open Data Portal...never
- Primary Reasons for Open Data Portal by County 1. Open Performance Portal

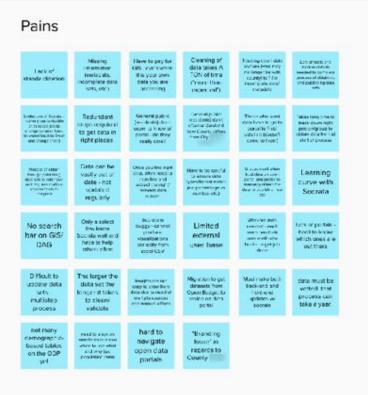
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includes Planning/Development, Public Services, Air Pollution

#### 01A Research Synthesis

Mural board to collect and organize real-time findings from interviews and research moments.



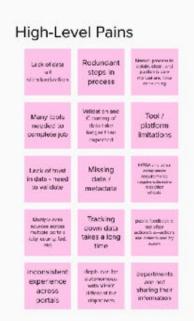


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#### Potential Ideas / Magic Wand Wishlist

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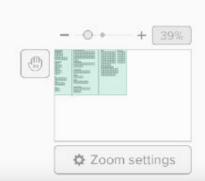
Cleaning of data takes A TON of time ("more than expected")

Missing information (metadata, incomplete data sets, etc.)

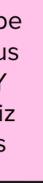
depts can be autonomous with VERY different biz objectives

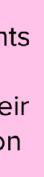
departments are not sharing their information

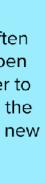
Groups don't often trust data on open portal and prefer to manually obtain the data to publish a new set















#### 01B Research Playback

Findings and insights shared in presentation format with broadened group of stakeholders.

## Personas and **Use Cases**

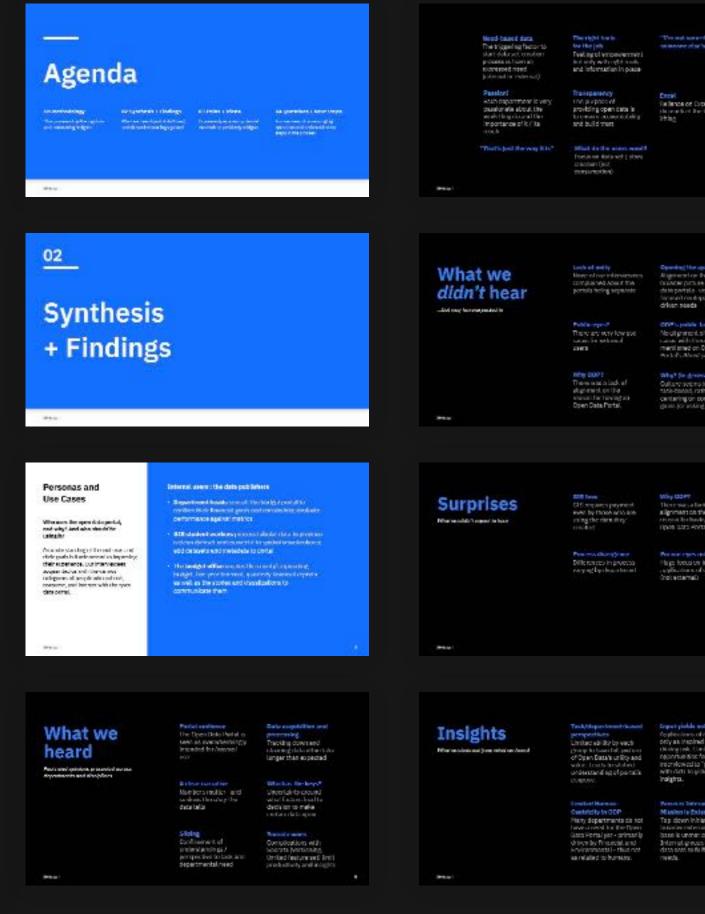
#### Who uses the open data portal, and why? And who should be using it?

An understanding of the end user and their goals is fundamental to improving their experience. Our interviewees acquainted us with the various categories of people who publish, consume, and interact with the open data portal.

#### **External users : the data consumers**

- The media creates public-facing reports based on data and visualizations
- Students and academics use the data for educational purposes-how to interact with data and how to extract insights from it. This group makes up 1/3 of the Open Data Portal's end users.
- Entrepreneurs and small businesses use data in creative ways to bolster their businesses-for example, to sell information about prospective real estate to land developers
- Non-profit organizations use GIS data to determine areas of need, and to decide where to optimally locate facilities and services
- Community partners, such as farmer's markets and other groups under Weights & Measures regulation

IBM Garage





# **01 OPEN DATA PORTAL**

## Week 2 :: Design Thinking Workshop + Stakeholder Alignment

### Goal

Align stakeholders and define To-Be vision + MVP (Minimum Viable Product)

### Method

Two-day in-person Design Thinking Workshop

### **Workshop Participants**

15 participants including:

- // 10x County Employees
- // 1x IT Vendor Representative
- // 4x Sponsor Users (Constituents)





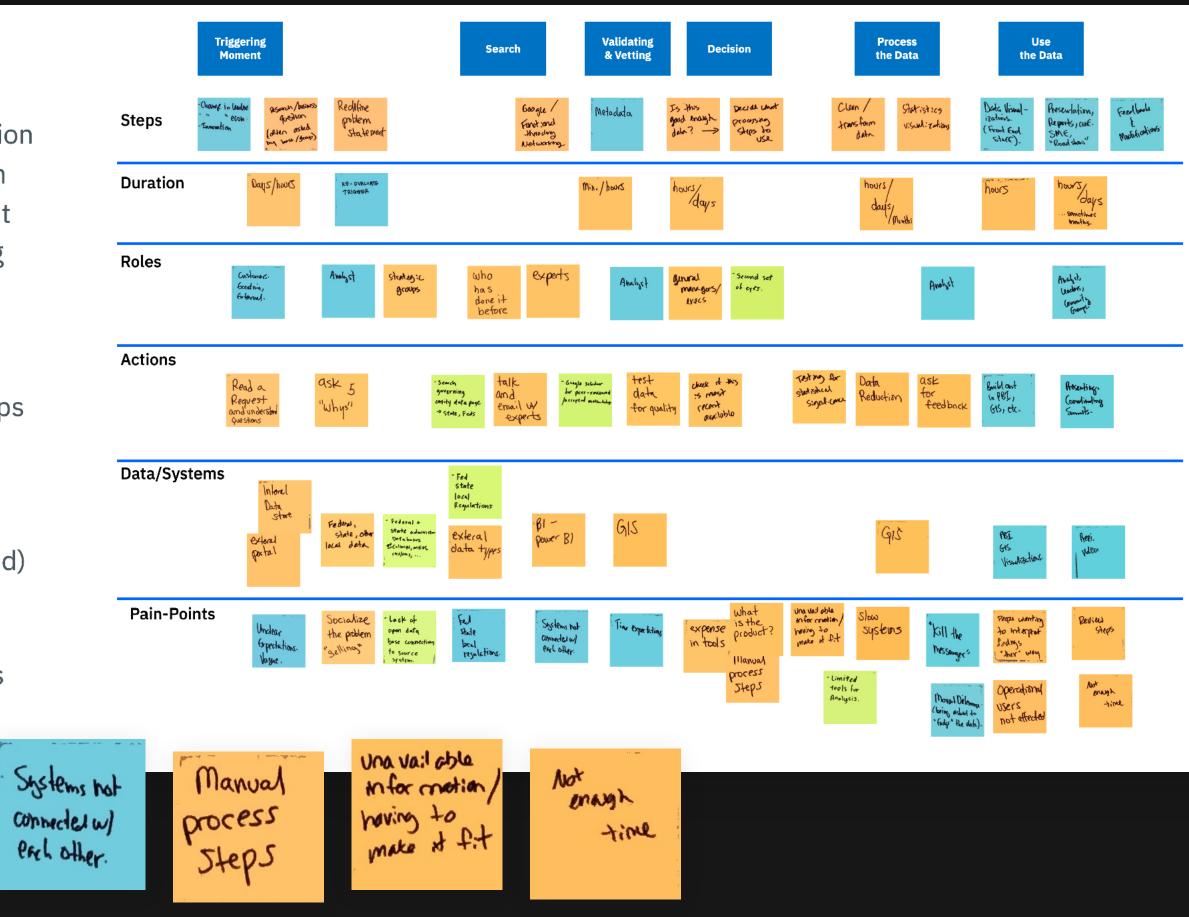
#### 01C Understanding As-Is State for Primary Users

User Mapping, Empathy Mapping, and Customer Journey Mapping activities help establish a collective understanding of the primary users' personas, processes, and pains.



#### **Key Steps:**

- Change in leaders / Innovation
- Research/business question
- Redefine problem statement
- Google/functional threading network
- Metadata
- Is this good enough data?
- Decide what processing steps to use
- Clean/transform data
- Statistics visualizations
- Data visualizations (front end)
- Presentation, reports, conf., SME, "roadshow"
- Feedback and modifications



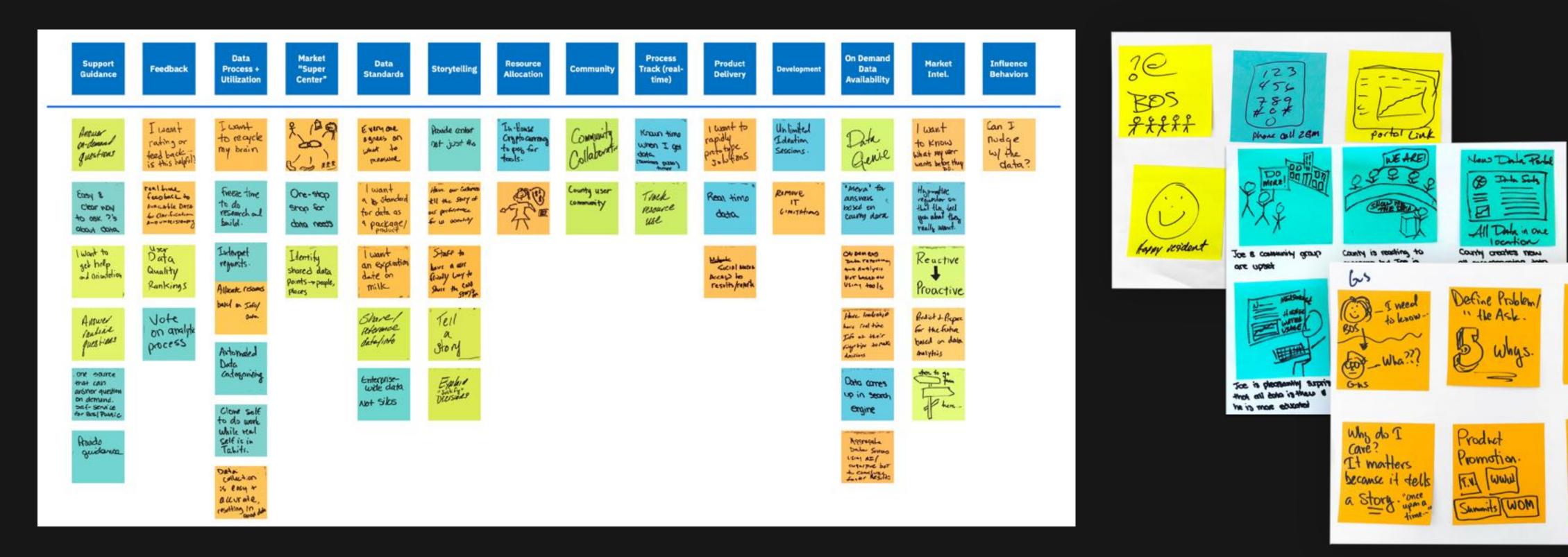






#### 01D Exploring Ideas and To-Be State

Brainstorming, prioritization, and storyboarding activities help identify potential ways to address the key pains of our primary users.





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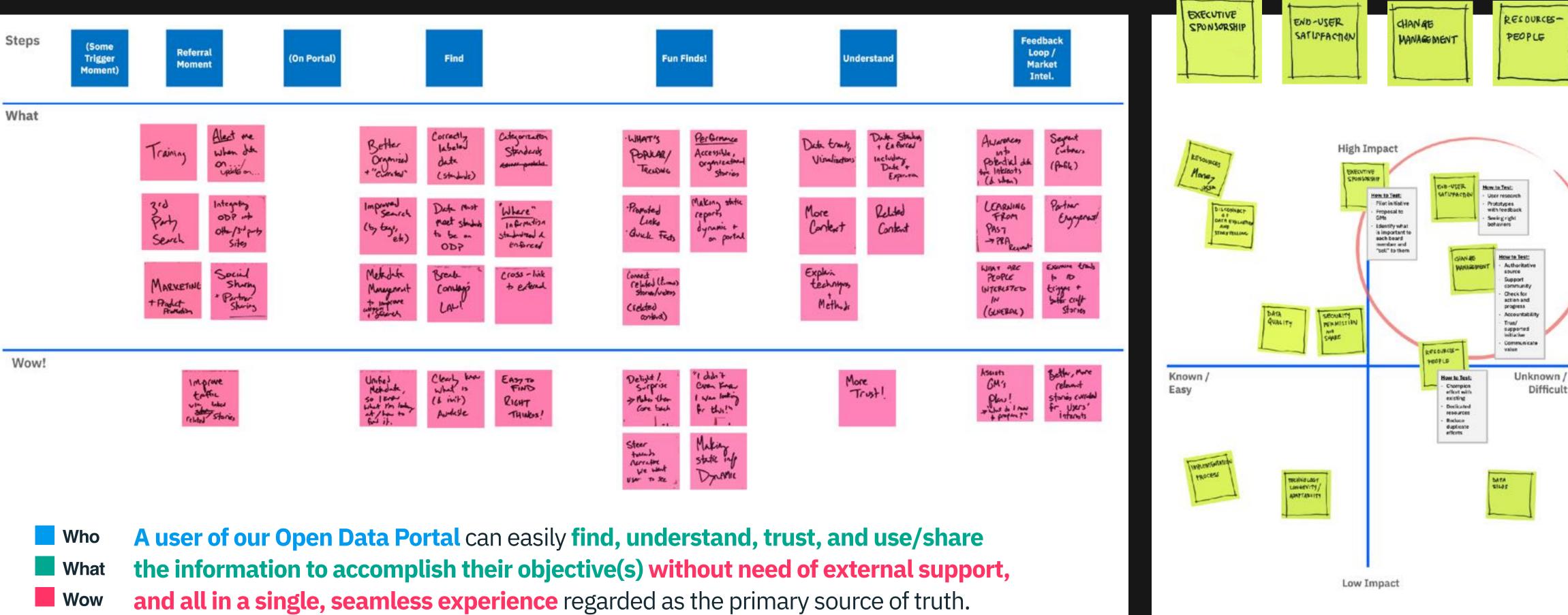






#### 01E Unified To-Be Vision and Risk Assessment

Defining and aligning around a unified vision, journey map, and key risks for our To-Be state.





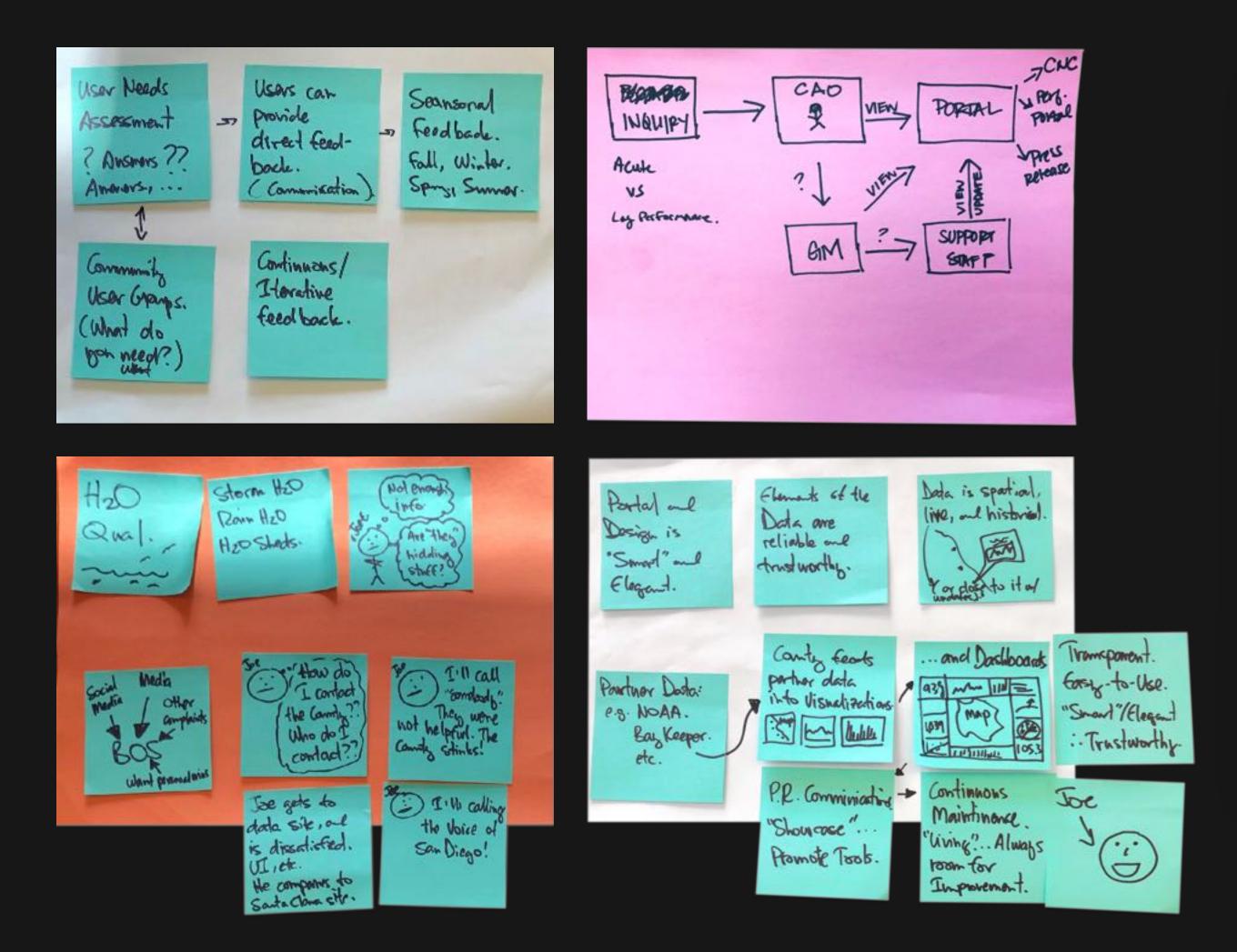






#### 01F Defining and Aligning on Minimum Viable Product (MVP)

MVP Process maps and hypothesis statement of what we can build immediately to test against key risks.



- Usefull NESS-If we provide Decision makers 4 external users with clear, concise, + accurate narratives + agnamic + interactive visualizations. We will address the risk of misinterpetation of the data or incorrect data. This would be measured by a useful ness feed back rating. We'll know we've arrived when we see increased use of this data as the primary source of truth.





# 01 OPEN DATA PORTAL

## Week 2 + 3 :: Design, Prototype, Feedback, and Handoff

### Goal

Test, validate, and iterate designs plus concepts with end-users

### Method

Usability Testing using click-through mid-fidelity prototypes

### **Usability Testing Participants**

9 external and internal users

#### External Users

- // Strategy Consultant
- // University Students
- // Land Developer
- // Small Business Owners

#### Internal Users

- // Financial Planning
- // IT Management
- // Public Safety
- // Land Use / Environmental Planning & Sustainability

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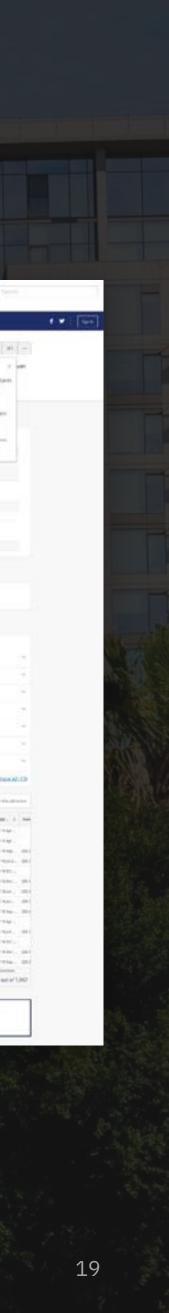
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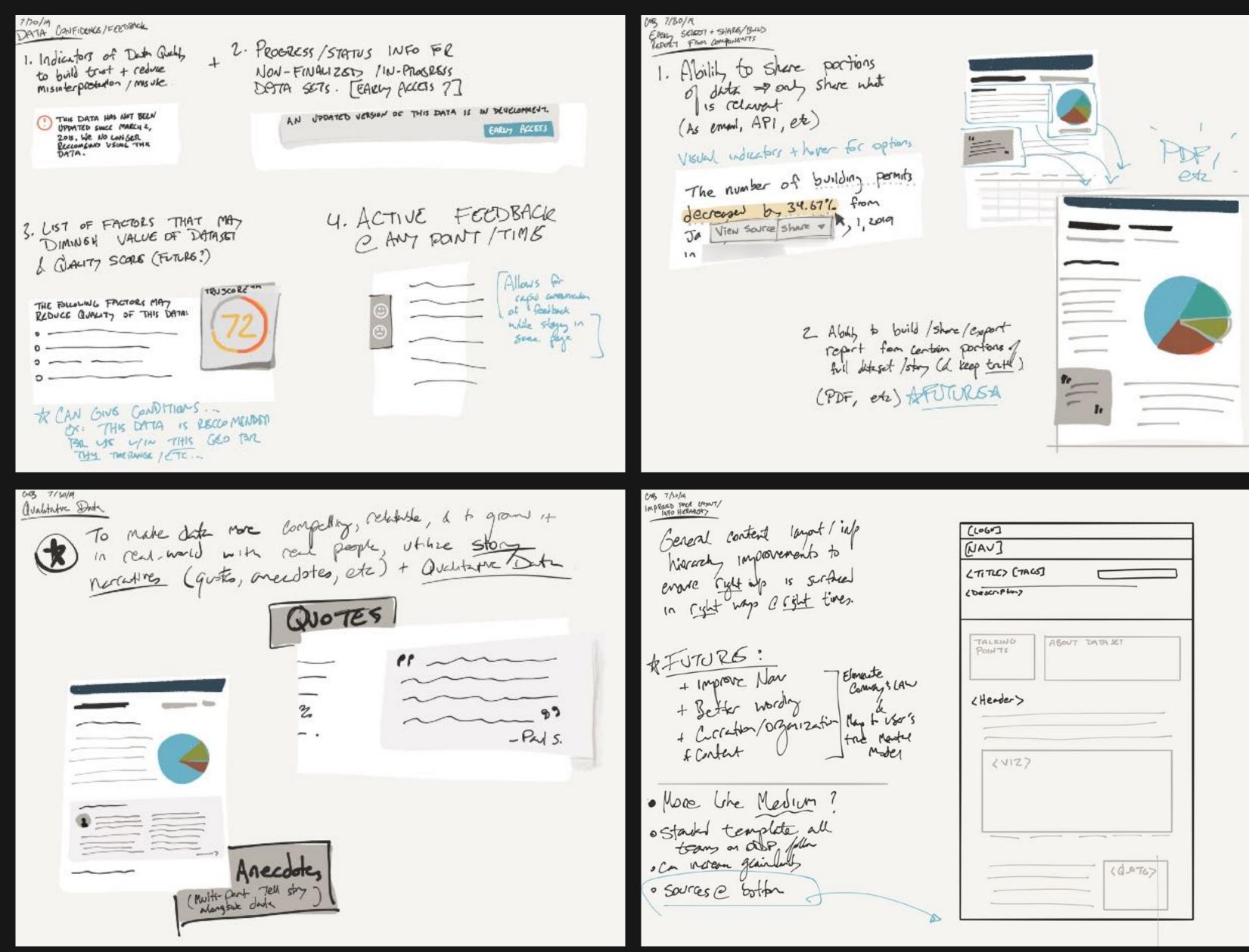
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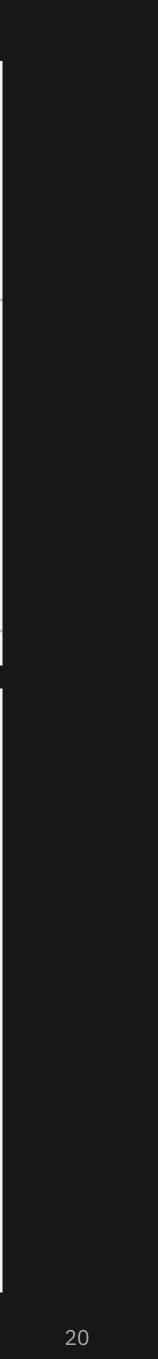
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#### 01G UX Capabilities and User Enablements

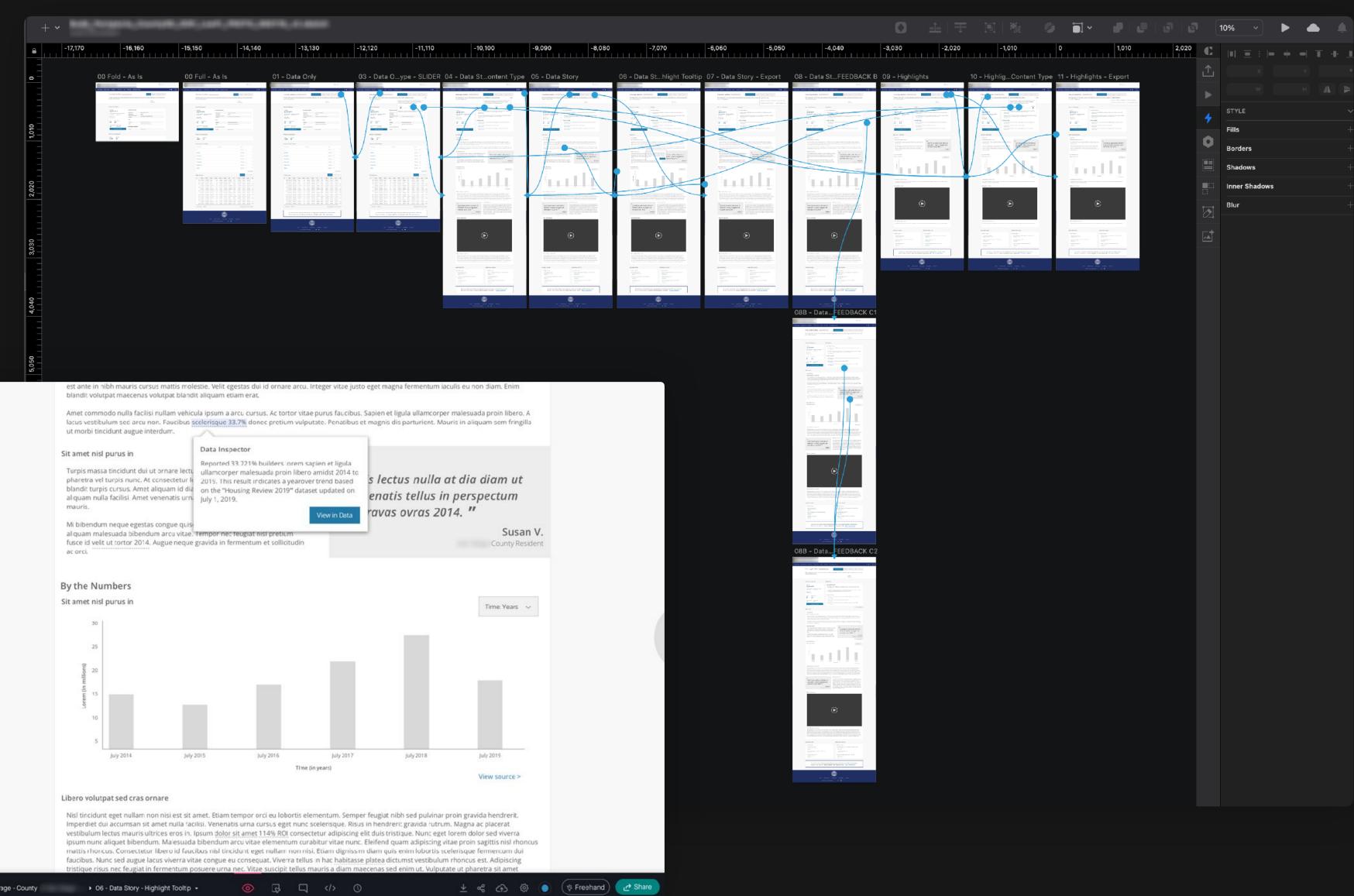
A translation of user enablements and concepts into visual designs.

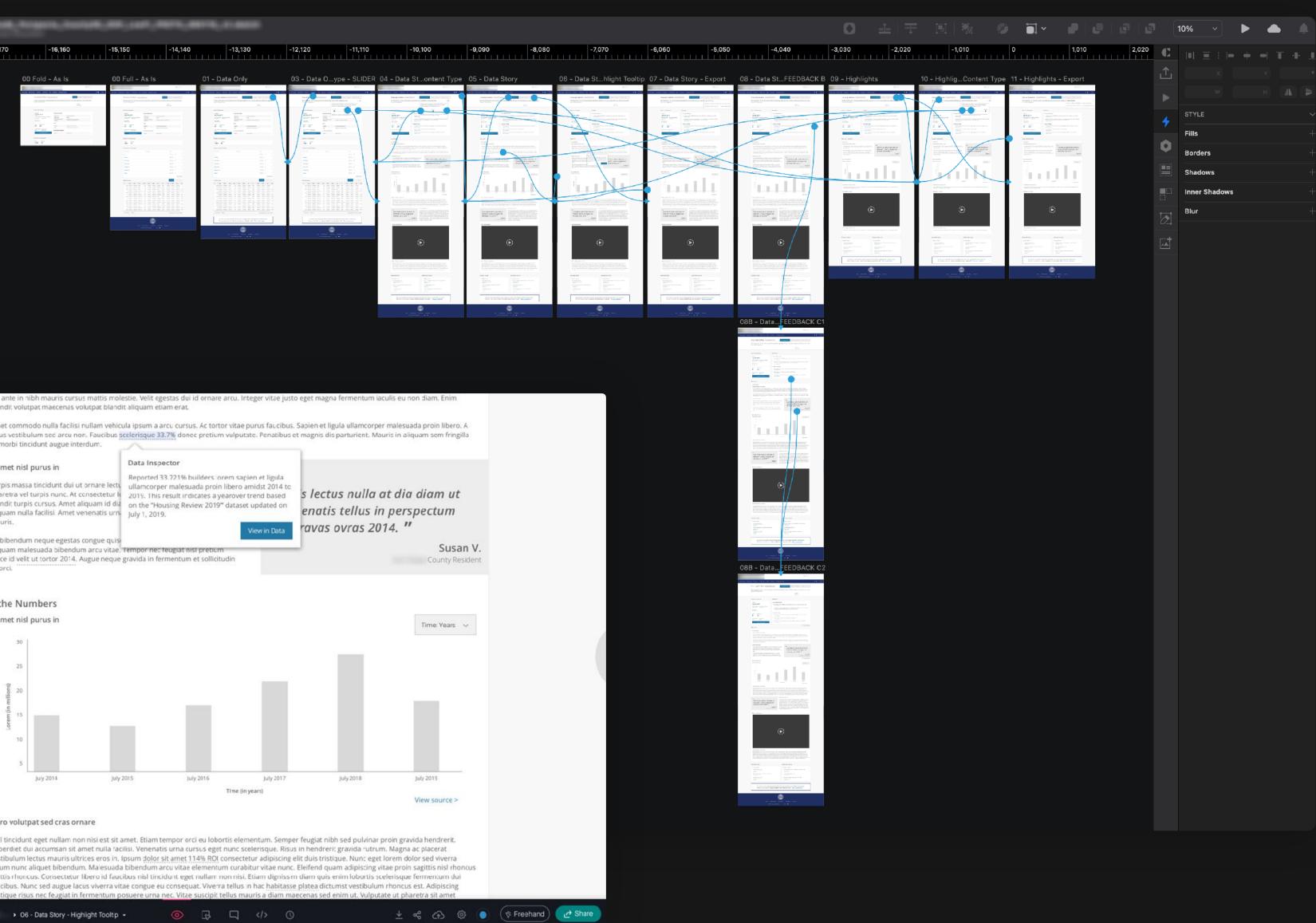




#### 01H Mid-Fidelity Wireframes and Prototypes

Sketch with InVision's Craft plugin used to rapidly build mid-fi wires and prototypes to test with end-users.





in IBM Garage - County > 06 - Data Story - Highlight Tooltp -





#### 01I Usability Testing and Feedback Presentation

User feedback on prototype and concepts synthesized into presentation for stakeholders.

## 01

## **Content Mode** Feedback

What we heard from our users in regards to this concept and its design

#### **Button label** misinterpretations

Misperceived as descriptor for type of data shown (GIS file, CSV, etc.) by 40% of users

#### **Minimal learning curve**

After one encounter with the Content Mode option menu, all users understood the concept

"Really unique! I've never seen that before!"

IBM Garage

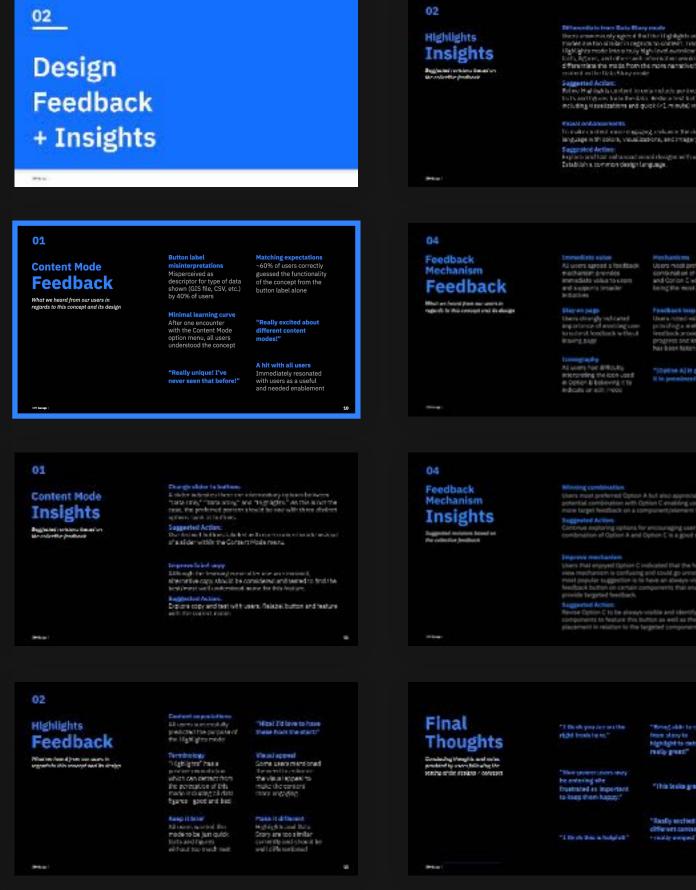
#### Matching expectations

~60% of users correctly guessed the functionality of the concept from the button label alone

"Really excited about different content modes!"

#### A hit with all users

Immediately resonated with users as a useful and needed enablement







#### 01I Usability Testing and Feedback Presentation

User feedback on prototype and concepts synthesized into presentation for stakeholders.

#### 04

## Feedback Mechanism Insights

Suggested revisions based on the collective feedback

#### Winning combination

Users most preferred Option A but also appreciated a potential combination with Option C enabling users to provide more target feedback on a component/element level.

#### **Suggested Action:**

Continue exploring options for encouraging user feedback. A combination of Option A and Option C is a good starting point.

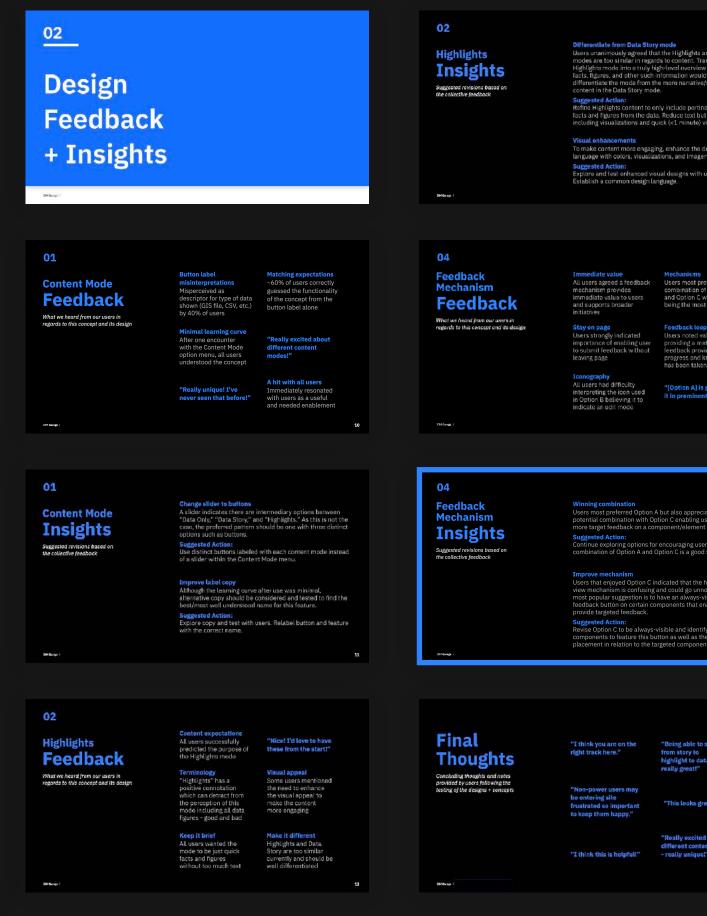
#### **Improve mechanism**

Users that enjoyed Option C indicated that the hover-over-toview mechanism is confusing and could go unnoticed. The most popular suggestion is to have an always-visible feedback button on certain components that enable users to provide targeted feedback.

#### **Suggested Action:**

Revise Option C to be always-visible and identify the right components to feature this button as well as the best placement in relation to the targeted component/element.

IBM Garage





#### 01J Iterating and Finalizing Designs

Designs finalized using feedback from usability testing sessions.

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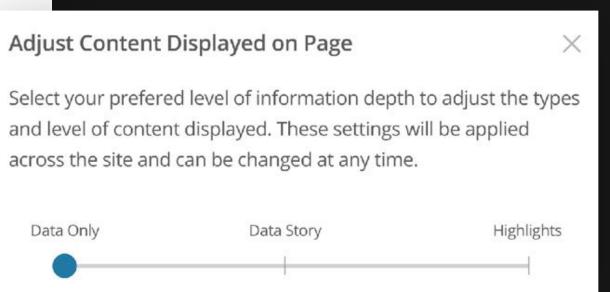
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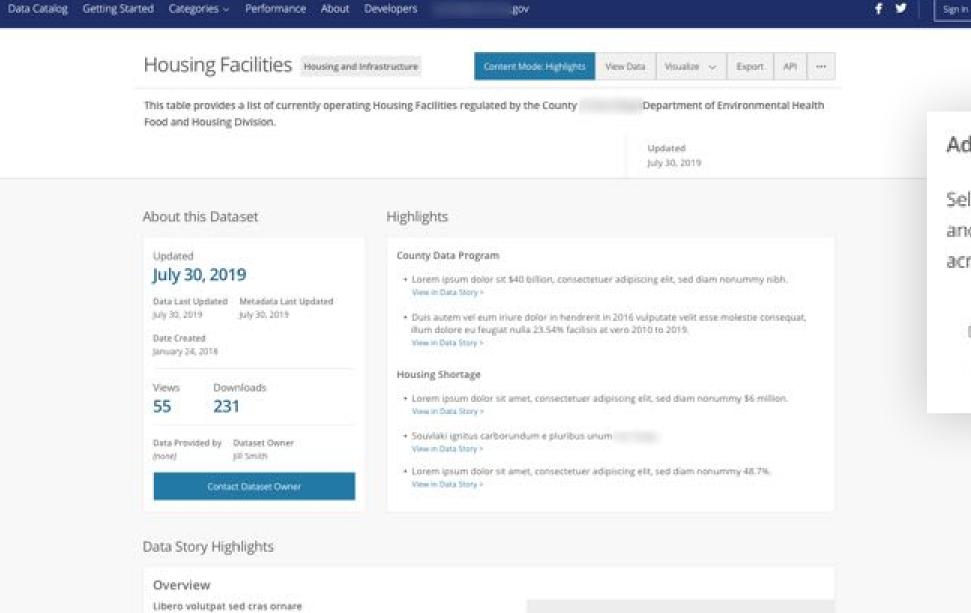




#### 01J Iterating and Finalizing Designs

Designs finalized using feedback from usability testing sessions.

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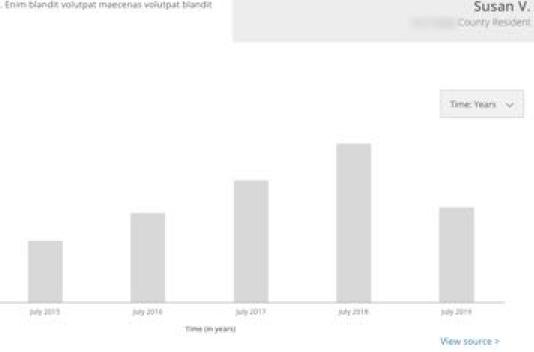
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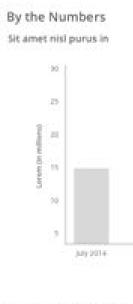


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#### 01J Iterating and Finalizing Designs

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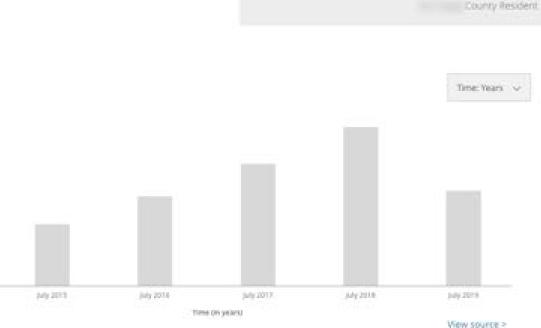
#### **Related Content**

County

+ Housing Directory Map induced Secretariate 12 2018 View Mag =

 County Housing Resources Directory Updated April 26.2018 View Dataset >

· Housing & Infrastructure Multitlet April 20, 2019 flew Story H.



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#### Additional Sources

#### County

- 2016 County Demographics Housing Statistics Dipidated July 1, 2018 View Dataset \*
- + Housing Budget Report 2019 Updated April 20, 201 View Dataset >
- County Preparedness Study (2018) Epidanet May 12, 2018 View Dataset >

Our aim is to continuously improve the quality and integrity of the data we provide to the community. We want to hear from you-how can we better serve your data needs? Share your feedback >

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# **O1 OPEN DATA PORTAL**

## **Conclusion + Outcomes**

## Recap

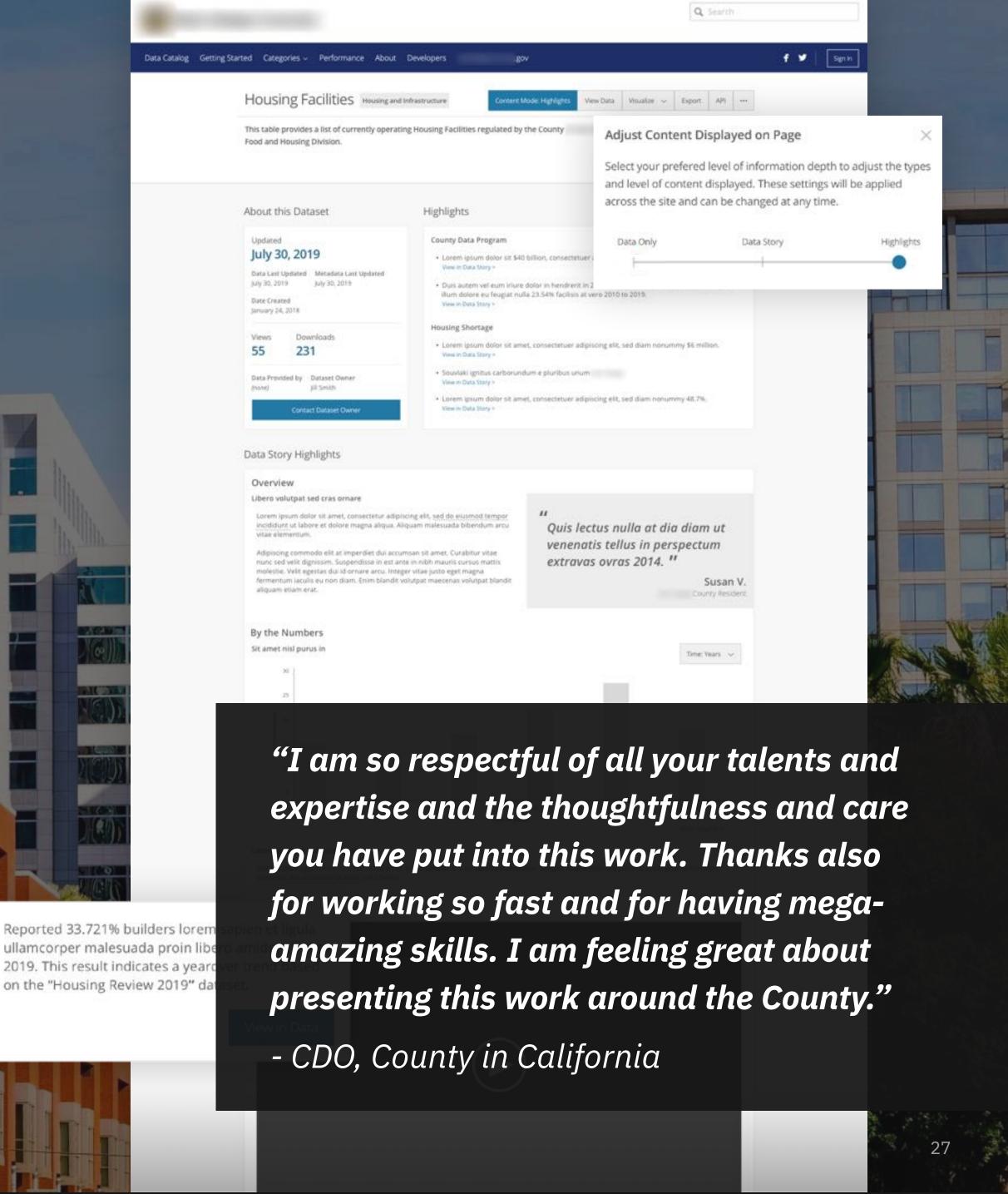
Three week project inclusive of user research, Design Thinking workshop, prototype design with usability testing, and design iteration to address organizational complexities and deliver improved end-user experience.

## **Final Deliverables**

- // Packaged Mid-Fidelity Wireframes and Prototypes
- // Visual Assets and Component Library
- // Design Specs for development and implementation
- // Synthesized Research with insights, findings, and suggestions
- // Master Deck with Actionable Recommendations on next steps

## **Successes and Next Steps**

- // Innovative redesign based on user- and stakeholder-informed input
- // Identified and addressed significant closed team dynamics imparting ability to collaboratively build towards improved end-user outcomes
- // Directly led to 3 additional engagements with broader County
- // Currently in proposal process with CDO for follow-on engagement

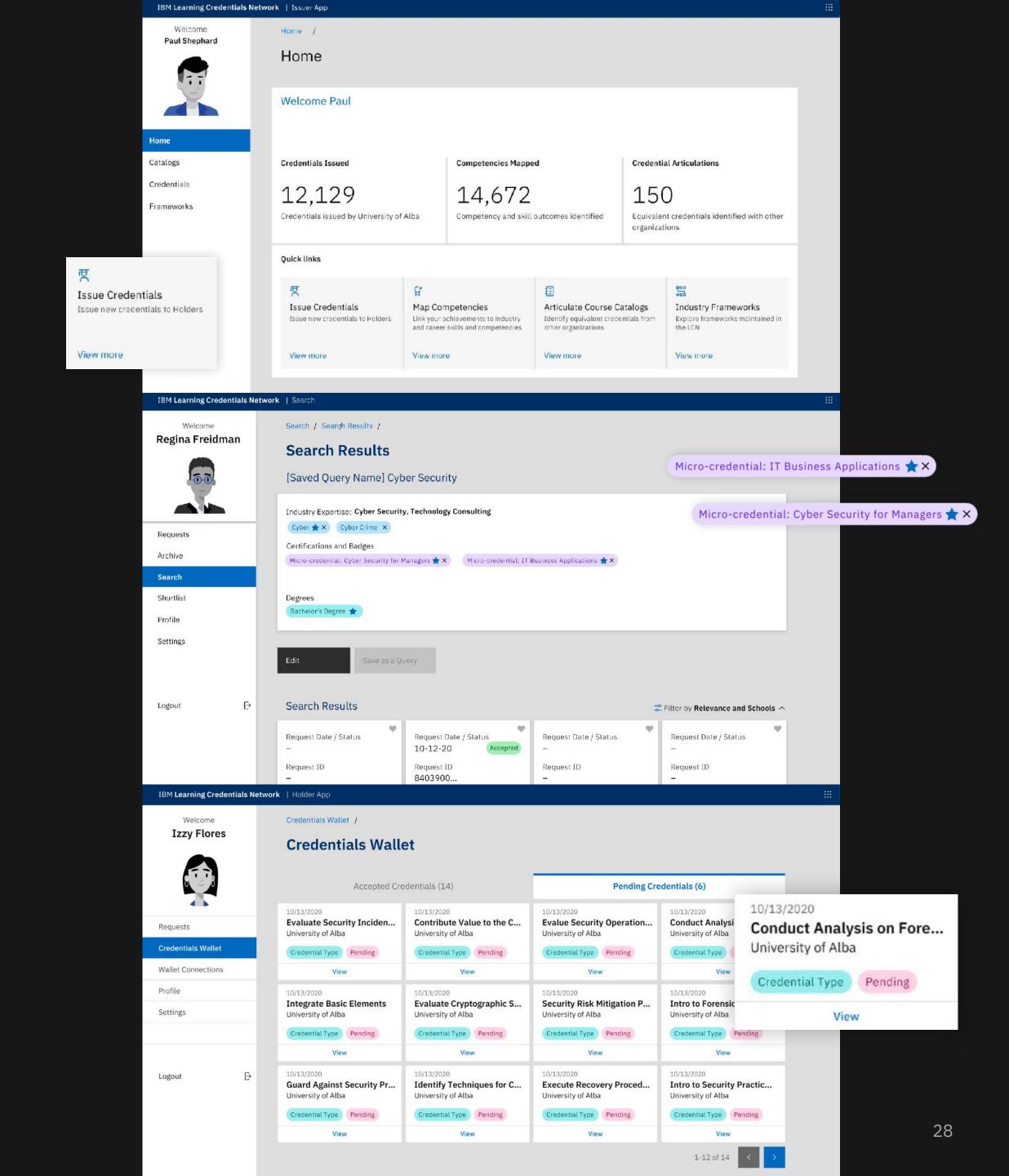




## SD | UX | UI | Visual

Bringing together a wide array of IBM teams and Partners to dream, build, and launch a first-of-its-kind blockchain network for learners, educators, and employers.

Colin Budd | Portfolio | 2023



# 02 LCN

## **Case Study Overview**

## Outcomes

A first-of-its-kind platform to connect learners, employers, and educators across industries on a trusted. Blockchain-based network. Matches job seekers with the right opportunities as well as learners with the best learning-pathways to support an ever-evolving skill-based economy.

### Role

Blockchain Design Subject Matter Expert and Creative Lead inclusive of Facilitation, UX/UI Design, Prototyping, Visual Design

#### Challenges

Ability to unify vastly disparate goals, systems, and processes of over 12 external partners and 4 internal teams to achieve alignment and buy-in

### Impact

- // Launch of two first-of-their-kind pilots addressing skills-to-career gap
- // Total of 37 participants across the two pilot networks and consortiums
- // 3 new pre-GA networks in process of substantiation
- // Platform integral to IBM's ongoing COVID-19 response and growing partnership with US Department of Commerce

## All participants realize benefits



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# 02 LCN TRUST. AGILITY. SUCCESS.

## **DESIGNED BY & FOR**

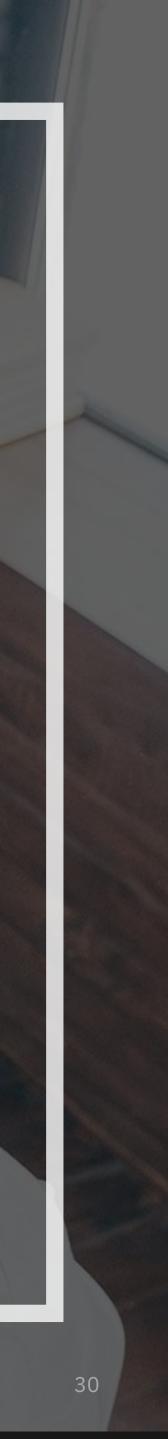
# LEARNERS. EDUCATORS. EMPLOYERS.

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**30000** of organizations have uncovered resume fraud

increase in shortterm credential classes in 2020 **54 A average cost-per-hire** 

> **36 Credentials in the US alone**



## **02 LCN** 12 WEEKS TO LAUNCH: **12 EXT. PARTNERS** WK 01 **3x DT WORKSHOPS** ALIGNED VISION + MVP 04 **MVP BUILD-UP** WK 05 **USABILITY TESTING PILOT GREEN LIGHT** 06 **UI + DEV REFINEMENT** WK 07 **12 2X PILOT RELEASE**

// IBM Blockchain
// IBM Watson (Education)
// IBM Research
// IBM Garage

### // iQ4

// Central New Mexico Community College (CNM)
// New Mexico University (NMU)
// Presbyterian Healthcare Services
// Ethos Veterinary Health
// Lincoln Memorial University
// The Ohio State University
// Virginia Maryland College
// Colorado State University
// Association of American Veterinary Medical Colleges
// Western Governors University (WGU)
// National Student Clearinghouse
+ Additional Partners for Pilot Launch



# **02 LCN**

## Veterinary Sciences Workshop

## Goal

Align stakeholders identify and solve for key pains plus define a unified To-Be Vision + MVP (Minimum Viable Product)

## Method

Two-day Design Thinking Workshop held in-person

## **Workshop Participants**

14 external + 8 internal (IBM) including:

- // Deans & Associate Deans
- // Learners (Bachelor & PhD Candidates)
- // CEOs & Executives
- // Higher Education Professors

## **Participating Partners**

- // Ethos Veterinary Health
- // Lincoln Memorial University
- // The Ohio State University
- // Virginia Maryland College of Veterinary Medicine
- // Colorado State University
- // Association of American Veterinary Medical Colleges

- // Watson SMEs
- // Blockchain Solution Architects
- // Industry Executives



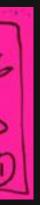


#### 02A Alignment of Disparate Systems, Processes, Practices, and Journeys

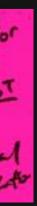
Unique challenges of aligning unique processes quickly exposed early in workshop through As-Is Journey Map.



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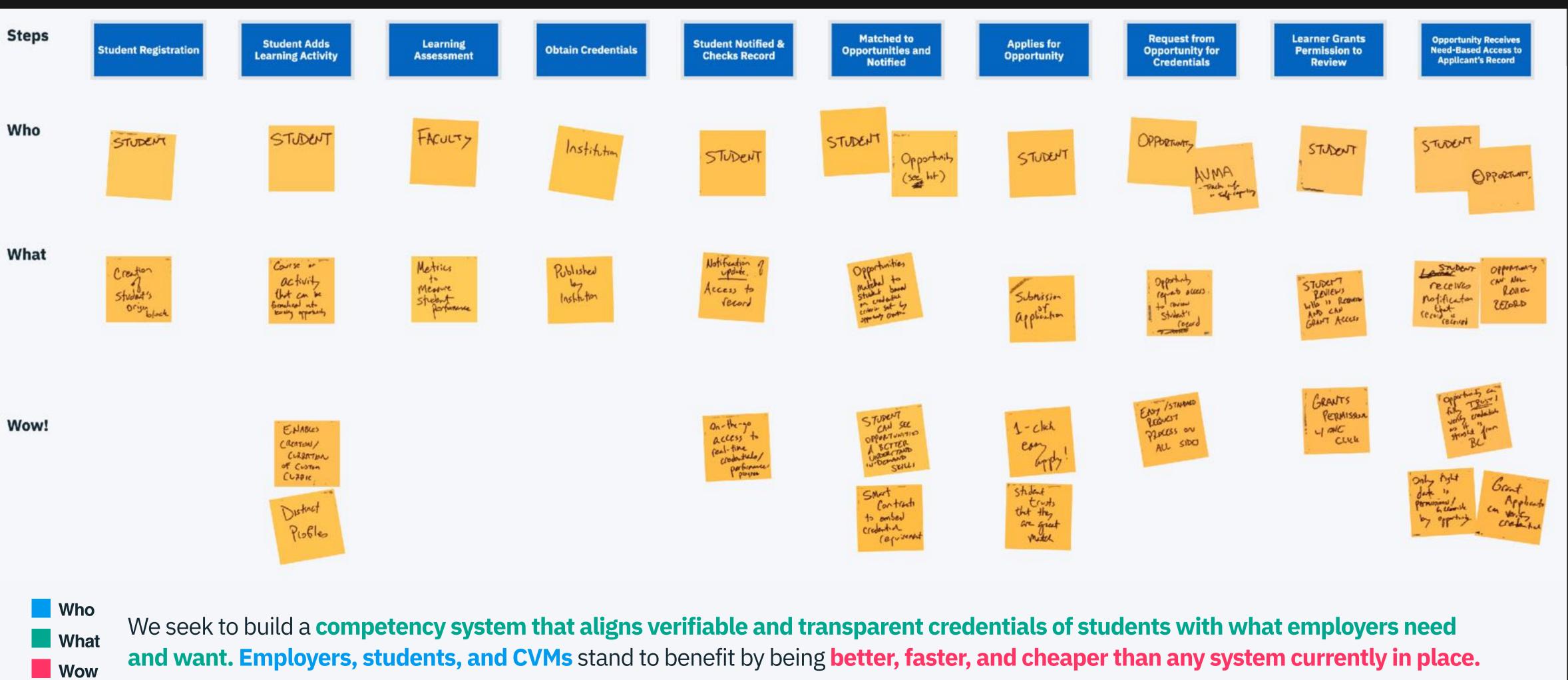






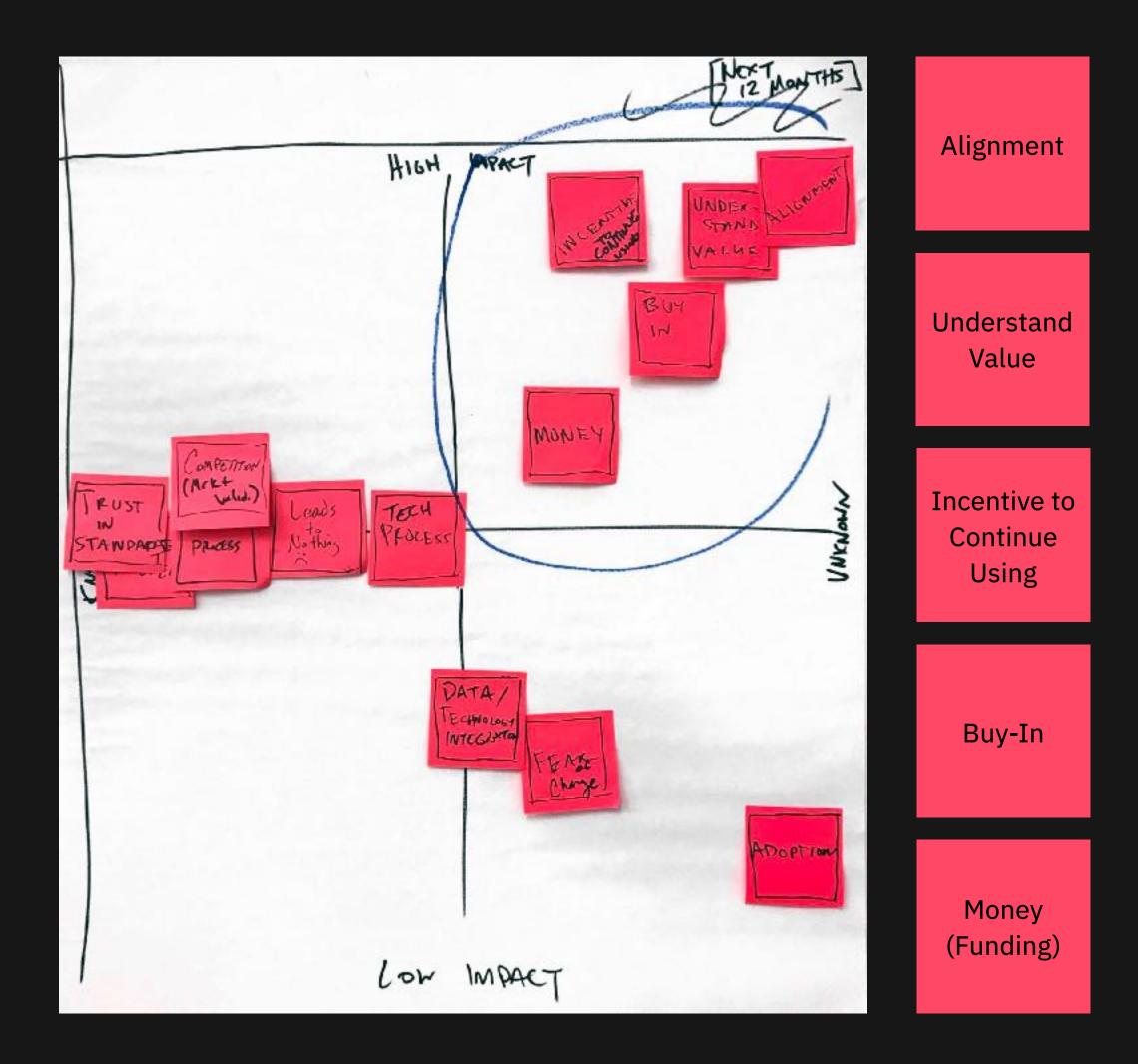
#### 02B Definition and Alignment of Unified To-Be Journey plus Vision

Respondent ideas to address key pains unified and synthesized into a To-Be Journey Map and Vision Statement.

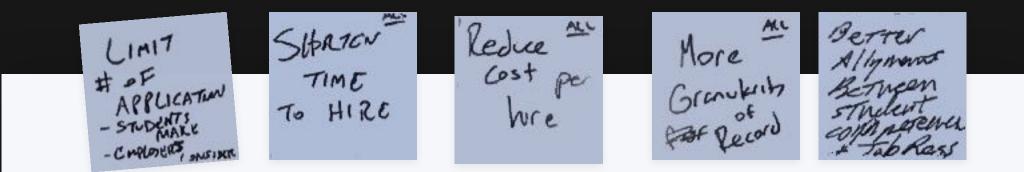




## 02C **Risk Assessment and MVP Hypothesis** Identifying our "riskiest risks" to inform our MVP Hypothesis.



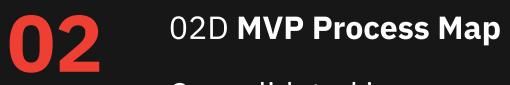
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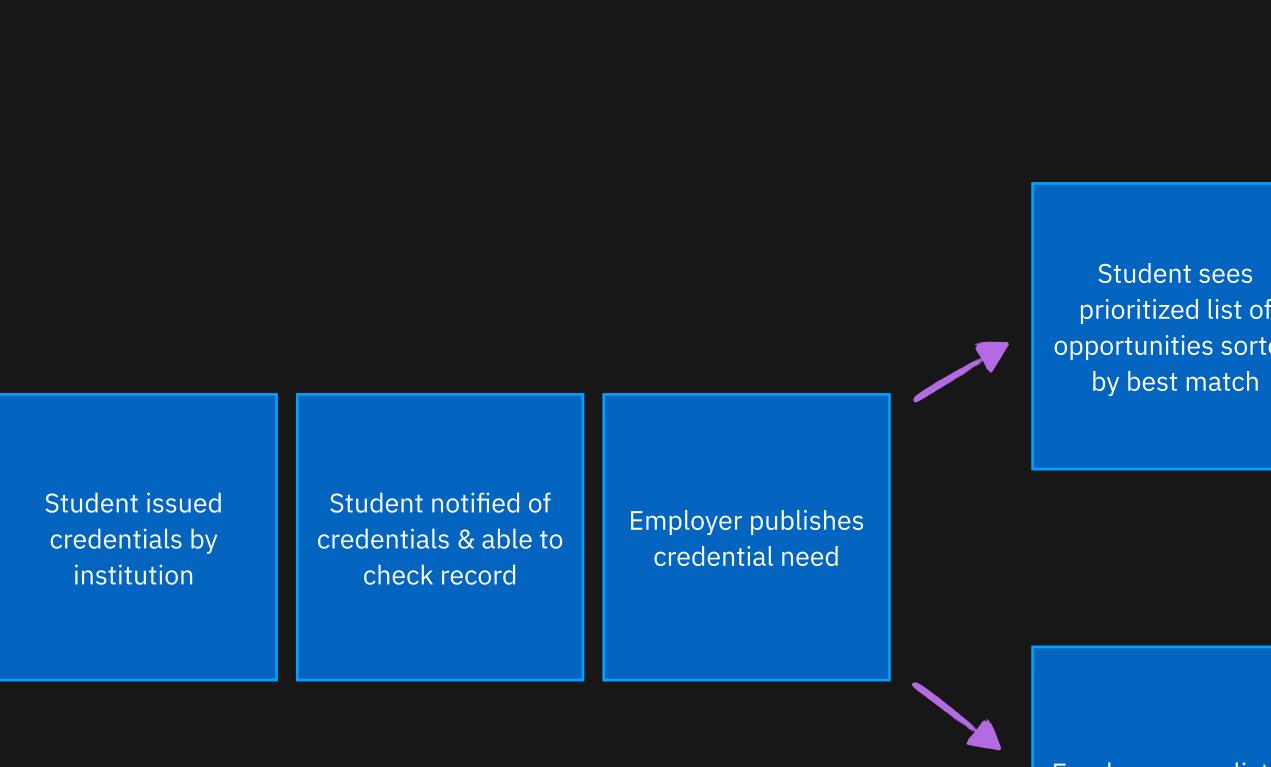
## If we **limit the number of applications students make and that employers consider** and **increase granularity of record** we will see:

- 25% faster time to match (shorten time to hire)
- 50% fewer communication numbers
- Increased participation
- Reduce cost per hire
- Better alignment between student competencies and job requirements

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#### Concelidated is was a to feature in an the buildin



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#### Consolidated journey map to focus in on the building and testing against identified key risks.

 Student sees
 Student applies for

 prioritized list of
 Student applies for

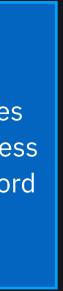
 opportunities sorted
 Student applies for

opportunities

Student provides employer access to record Employer receives need-specific access to applicant's record

Employer sees list of best candidates

Employer can initiate by requesting access to record





# 02 LCN

# 4 Weeks to MVP and 10 Weeks to Pilot Launch

# Goal

Build demonstrable MVP and continue building towards Pilot releases

# Method

Design Thinking, DevOps, Agile, and Lean practices to rapidly build, test, and launch our MVP plus subsequent Pilots

## **Primary Stakeholders**

CNM, Ethos Veterinary Health, IBM

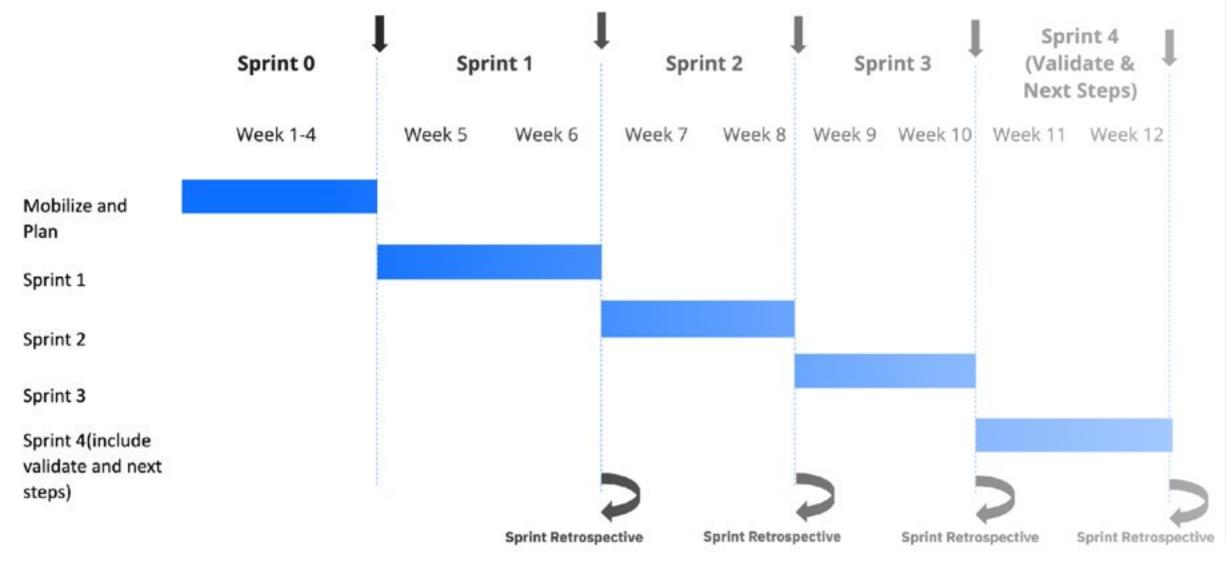
# **Team Composition**

15 dedicated team members consisting of:

- // 3x Executive Sponsors (IBM, CNM, Ethos Vet.)
- // 2x Project Executives (IBM)
- // 2x Product Owner (CNM, Ethos Vet)
- // 2x Developers (IBM)
- // 2x Project Manger (IBM)
- // 1x Blockchain Solutions Architect (IBM)
- // 1x Lead Designer (IBM)
- // 1x UI Developer (IBM)
- // 1x Visual Designer (IBM)

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# **PROJECT TIMELINE.**



# **Sprint 0 Activities.**

- Project initiation and kick-off activities
- Define MVP success criteria
- Refine the requirements and agree on final user stories for the MVP
- Project sprint planning
- Begin to create the draft Solution Design Document (Design application)
- Begin to setup of the Hyperledger Indy (Cloud Agents) and IBP 2.0
- Begin to develop the chaincode and node framework
- Begin to develop the User Interface
- CNM to deliver
  - Samples of PESC files (transcripts) that can be ingested in the system.
  - Electronic representation of a CNM degree, in an open standard format.
  - Anonymized student data
  - Unique identifiers for the students participating in the MVP.





## 02E User Stories, Unifying Vision, and Enablement Refinement

Aligning and refining the many user stories based on stakeholder input.

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with username and passy	vord.	Issuer
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create a new account fro	m scratch?	
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There is no registration is	this MVP. So a learners account would be created/gen	erated by the CNM.
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invitation for first time re	gistration/login.	Learner
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Story	UI?	MVP?
As an <b>issuer</b> I want to tag each learning credential, I plan to issue, with the skills each represent so that employers (and others) can understand their value.	No	Yes
As an issuer I want to invite all my learners to onboard LCN so that I can issue credentials to them.	No	Yes
As an issuer I want to issue credentials to my learners so that they can use them as a digital proof of their accomplishments.	No	Yes
As an issuer I want to update/revoke a credential that I have already issued so that LCN can have the most up to date version of the credential.	No	Yes
As an issuer I want to see all the credentials that I issued by date, by learner or by course so that I can inventory them as needed.	Yes	Yes
As a learner I want to create an account in LCN so that I can receive credentials.	Yes	Yes
As a learner I want to claim my association (invitation) with an Issuer so that I can receive credentials they issue to me.	Yes	Yes
As a learner I want to view all the credentials issued to me from all organizations in one view so that I can share them.	Yes	Yes
As a learner I want to share my credential(s) (each credential in its entirety) with another LCN organization so that I can prove my qualifications to them.	Yes	Yes
As a learner I want to opt-in making some of my credentials available to all LCN requestors so that employers can discover credentials without contacting me.	Yes	Yes
As a learner I want to opt-in making my identity (name, email, etc) available to all LCN requestors so that employers can discover my identity without contacting me.	Yes	Yes
As a learner I want to be notified when an Employer wants me to share my credentials so that I can qualify for a job posting.	Yes	Yes
As an employer I want to view credentials shared with me so that I can verify the candidate's claims.	Yes	Yes
As an employer I want to search for candidates given a set of qualifications so that I can consider them for hiring.	Yes	Yes
As an <b>employer</b> I want to contact candidates that come up in my search results so that they can share each credential's details with me.	Yes	Yes





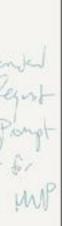
## 02F Initial Low-Fi Wireframes, Feedback, and Iterations

Exploratory designs to translate user enablements and capabilities into experiences and interfaces.

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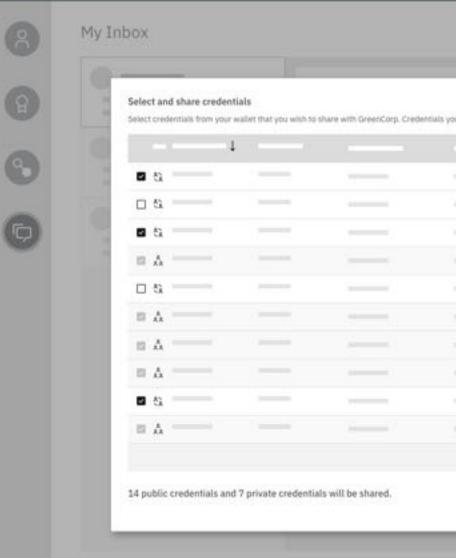




## 02G IBM Carbon Design System + Mid-Fidelity Wireframes

Increased fidelity of designs with incorporation of design components from a substantiated design system.

Learning Credential Network				Log	Dut Learning Crede	ential Network						Log
My Profile     Viewing profile in public mode.				Edit public profile	8	My Inbox GreenCorp Medical Tech Company	GreenCor					
<ul> <li>Bill Smith College of Engineering</li> <li>Control New Mexico New Mexico College of Engineering</li> <li>Control New Mexico New Mexico</li></ul>	Education Central New Mexico 2016 - Present   GPA 3.91 ~ College of Engineering Albuquerque High School 2012 - 2016   GPA 4.00 Employment HoneyDo June 2018 - August, 2019 WealthPlus June 2018 - August, 2019 Certificates & Licensee Cloud App Developer April 2018 - No expiration IBM IBM Certified Application June 2015 - No expiration IBM	5					Medical Te	h Company			. 5he	are credentials and all credentials act credentials to share
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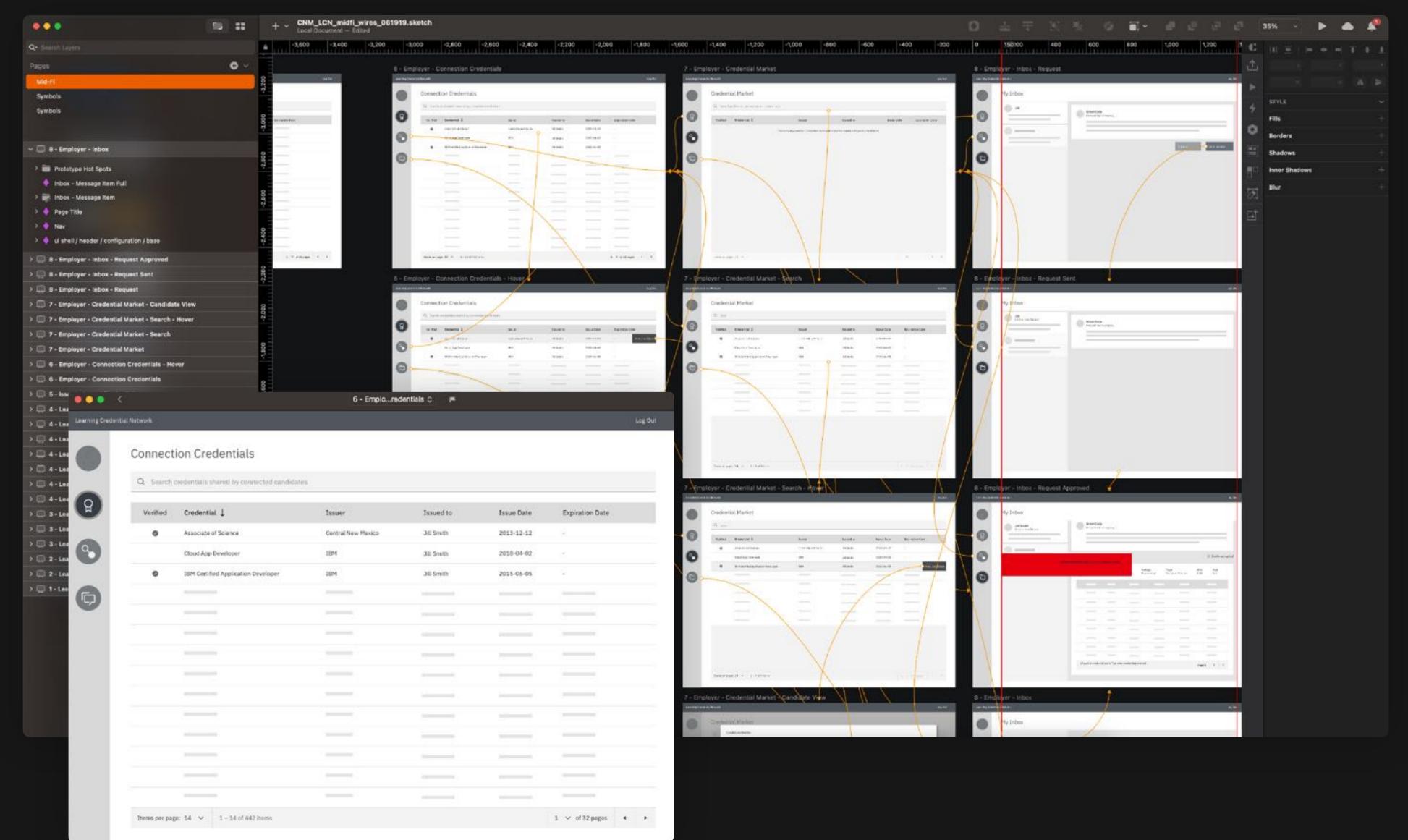






## 02H Mid-Fidelity Prototype

Interaction design and demonstrable flows portrayed through a clickthough Sketch prototype.





## 02I High-Fidelity Wireframes for MVP

Initial visual designs for MVP to achieve pilot "green-light."

Learner credential sharing flow shown here.



## Education

Albuquerque High School 2012 - 2016 | GPA 4.00

## Employment

HoneyDo June 2018 - August, 2018

WealthPlus June 2017 - August, 2017

IBM

IBM

Central New Mexico 🥝 2016 - Present | GPA 3.91

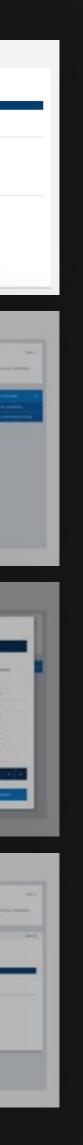
## ✓ College of Engineering

## **Certificates & Licenses**

Cloud App Developer 🥏 April 2018 - No expiration

IBM Certified Application Developer 🥏 June 2015 - No expiration

The				
Learning Credential Network	My Profile			
(2)	Jill Smith Central New Mexico College of Engineering	Education Central New Mexico 2016 - Present   GPA 3.91		
R	Education Central New Mexico	<ul> <li>College of Engineering</li> <li>Albuquerque High School</li> </ul>		
•	Albuquerque High School Employment HoneyDo	2012-2016   GPA 4.00		
	WealthPlus Certificates & Licenses	<b>Employment</b> HoneyDo June 2018 - August, 2018		
22 <sup>0</sup>	Cloud App Developer IBM Certified Application Dev	WealthPlus June 2017 - August, 2017		
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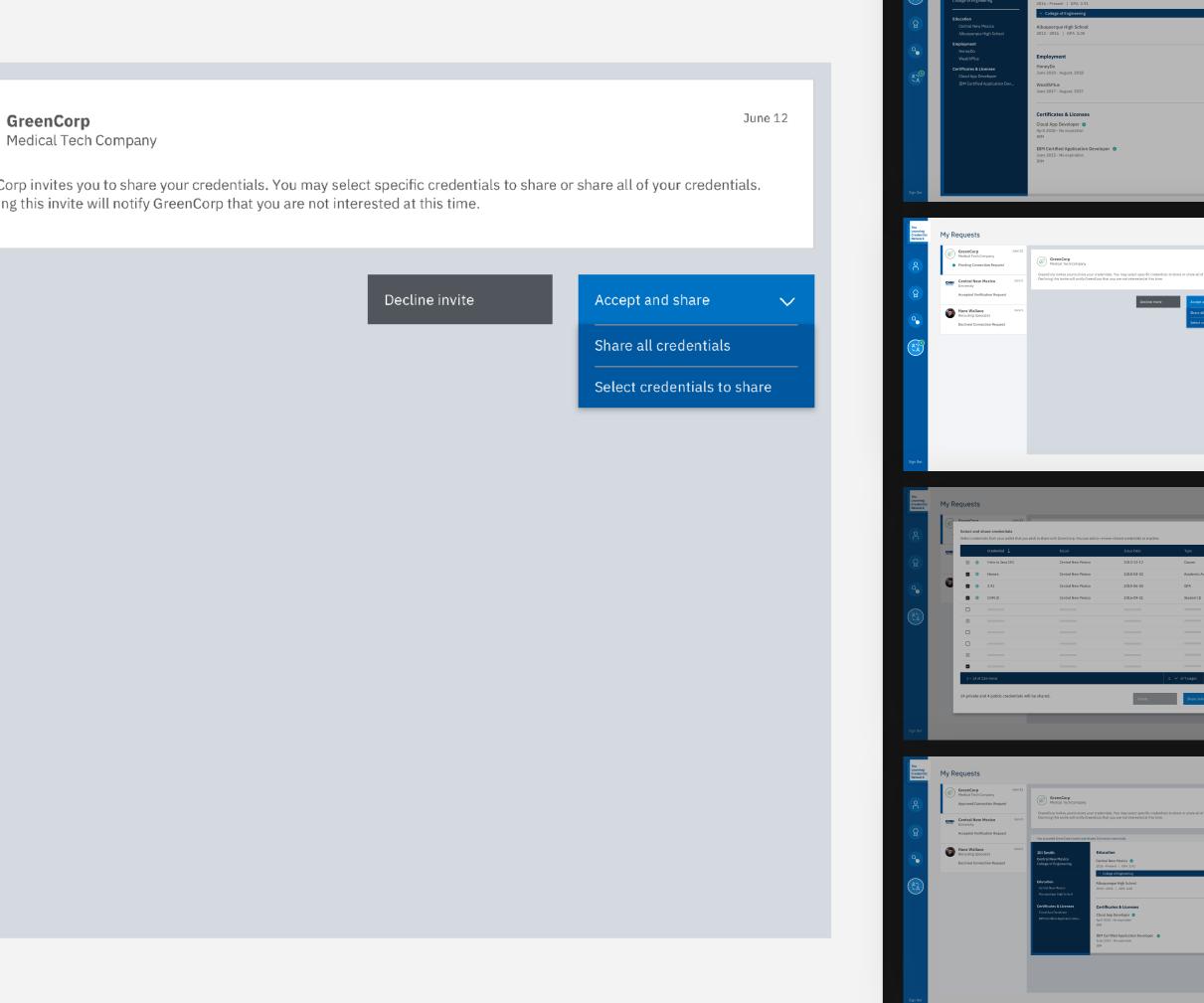


## 02I High-Fidelity Wireframes for MVP

Initial visual designs for MVP to achieve pilot "green-light."

Learner credential sharing flow shown here.

The Learning Credential Network	My Requests		
2	<ul> <li>GreenCorp Medical Tech Company</li> <li>Pending Connection Request</li> </ul>	June 12	GreenCo
R	Central New Mexico University Accepted Verification Request	June 5	Declinin
<b>9</b> 0	Hans Wallace Recruiting Specialist Declined Connection Request	June 3	
Sign Out			





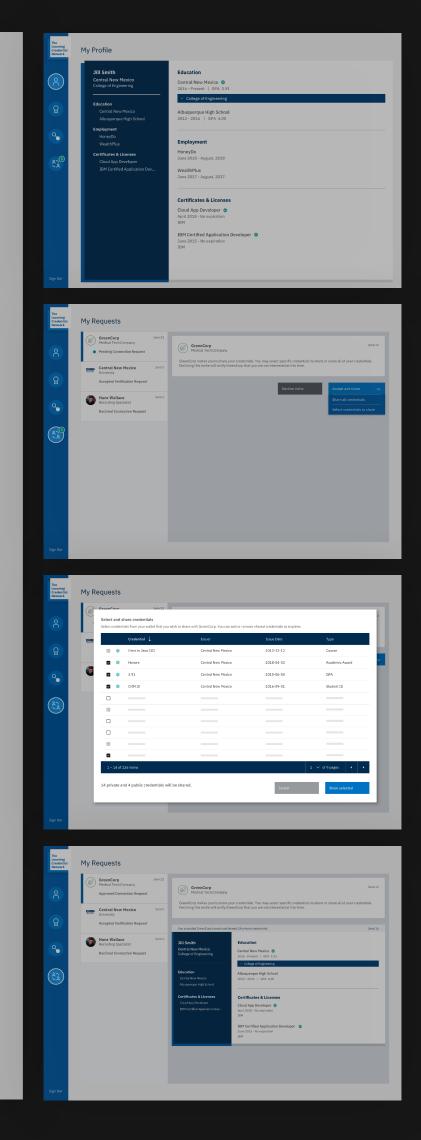


## 02I High-Fidelity Wireframes for MVP

Initial visual designs for MVP to achieve pilot "green-light."

Learner credential sharing flow shown here.

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## 02I High-Fidelity Wireframes for MVP

Initial visual designs for MVP to achieve pilot "green-light."

Learner credential sharing flow shown here.

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## Education

Central New Mexico 🥑 2016 - Present | GPA 3.91

College of Engineering

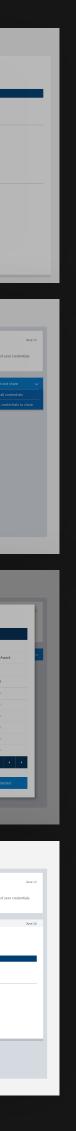
Albuquerque High School 2012 - 2016 | GPA 4.00

## **Certificates & Licenses**

Cloud App Developer April 2018 - No expiration IBM

IBM Certified Application Developer June 2015 - No expiration IBM

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# **02 LCN**

# **Pilot Launches**

# **VetBloom Pilot**

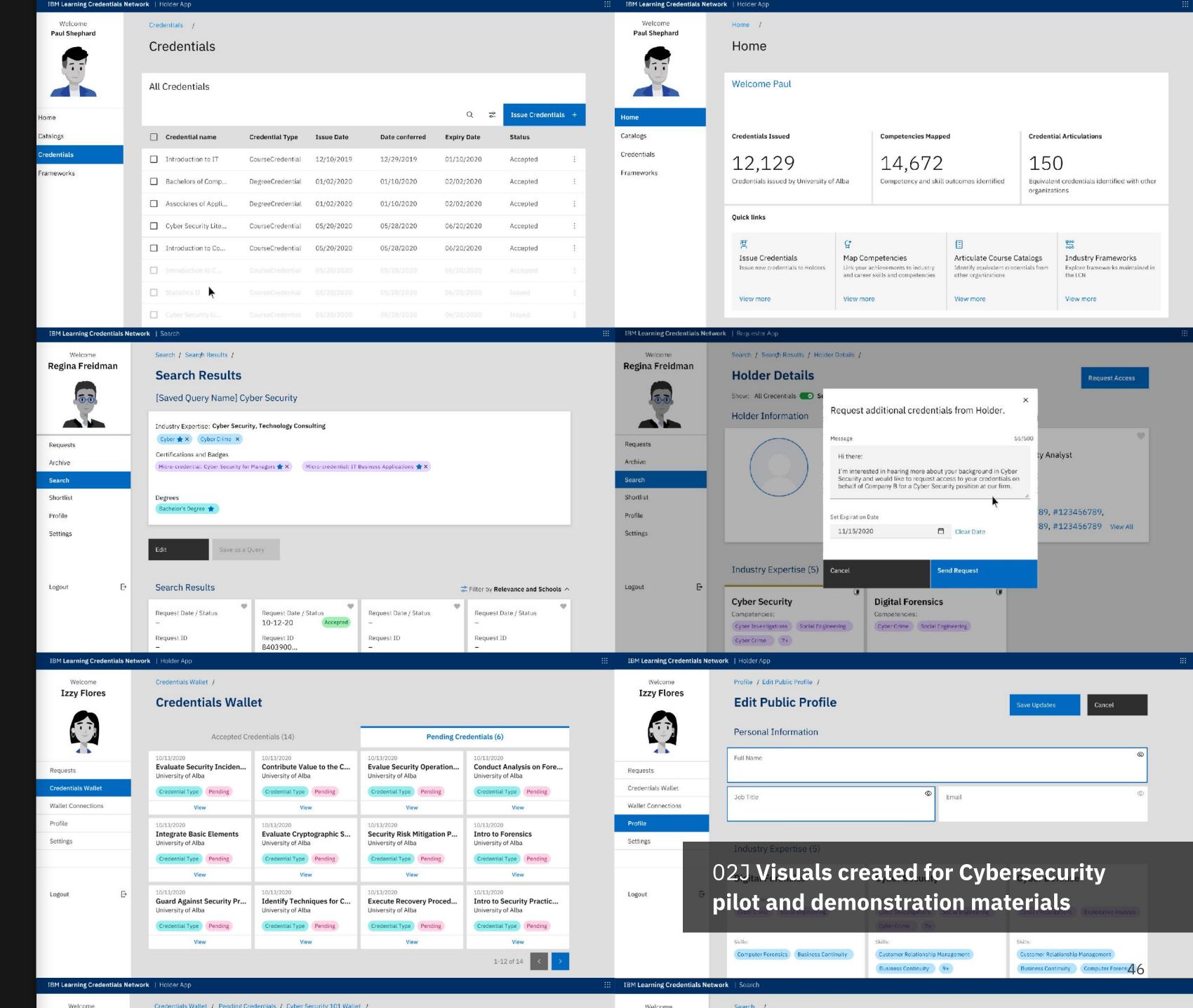
## Nov 2019 - Present

A consortium of IBM, Ethos Veterinary Health, Association of American Veterinary Medical Colleges, International Council for Veterinary Assessment, American Animal Hospital Association to build lab and skill based learning pathways and enhanced ability for trusted employer-candidate connections.

# **Cybersecurity Pilot**

## Nov 2019 - Present

A consortium of IBM, CNM, National Student Clearinghouse, US Department of Commerce, WGU, and IQ4 to build lifelong learning pathways and better skills-to-career connections amongst learners, educators, and employers via LCN with a focus on demanded cybersecurity skills as part of the American Workforce Advisory Board.





# FROM STICKY NOTES TO THE WHITE HOUSE INTWOYEARS.

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# **02 LCN**

## **Conclusion + Outcomes**

## Recap

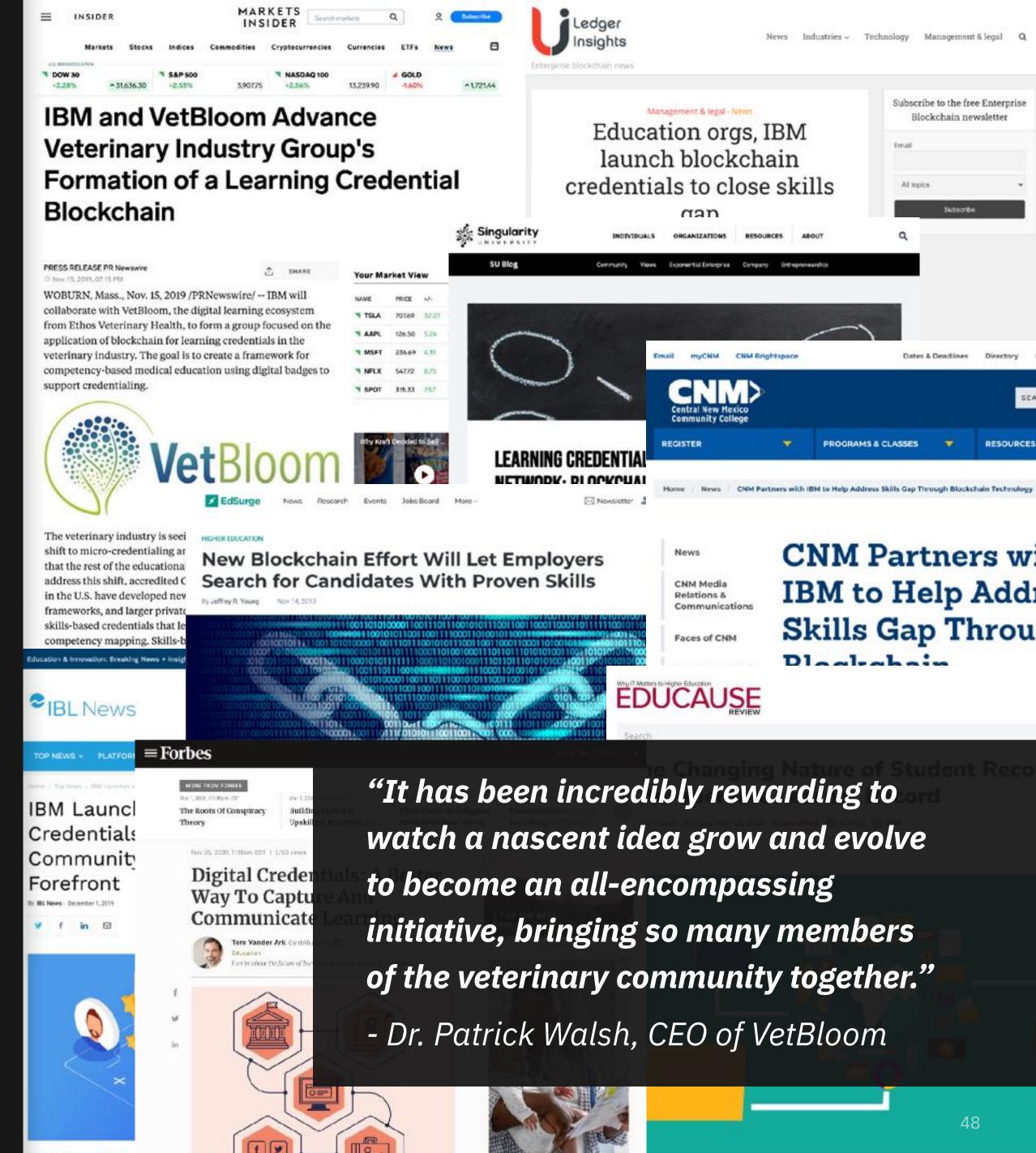
Two successful pilots launched in twelve weeks through extensive input by a multitude of users along with internal and external stakeholders.

# **Final Deliverables**

- // Workshop Outcomes Decks
- // Mid/High-Fidelity Wireframes + Prototypes
- // High-Fidelity Wireframes + Visual Design Assets for MVP

## Successes and Next Steps

- // Launch of two first-of-their-kind pilots addressing skills-to-career gap
- // Total of 37 participants across the two pilot networks and consortiums
- // 3 new pre-GA networks in process of substantiation
- // Platform integral to IBM's ongoing COVID-19 response and growing partnership with US Department of Commerce



IBL News | New York

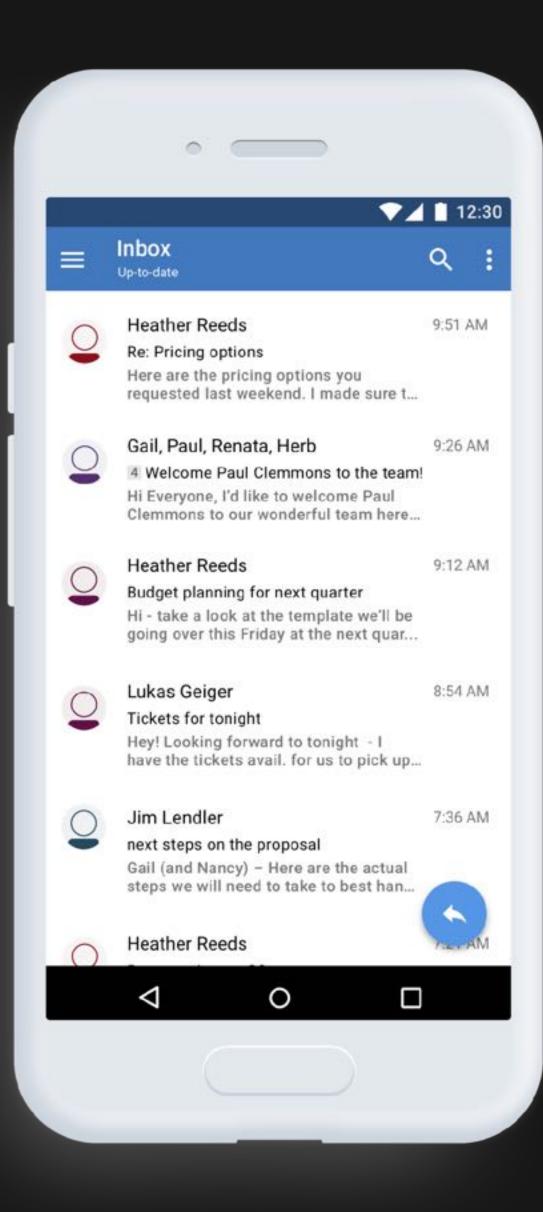


# IBM VERSE

# UXR | UX | UI | UI Dev

Enhancing and unifying IBM's signature email service, Verse, across multiple platforms and innovative frontiers.

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# **03 IBM VERSE**

# **Case Study Overview**

## Outcomes

Transformed Agile development team focused on Android to utilize Human Centered practices and adopt a 3:1 technical to user experience user story cadence. Led directly to an end-to-end, cross-platform overhaul of Verse for web and mobile focused on the enhancement and unification of user experiences.

## Role

Design Lead for IBM Verse Mobile on Android

# Challenges

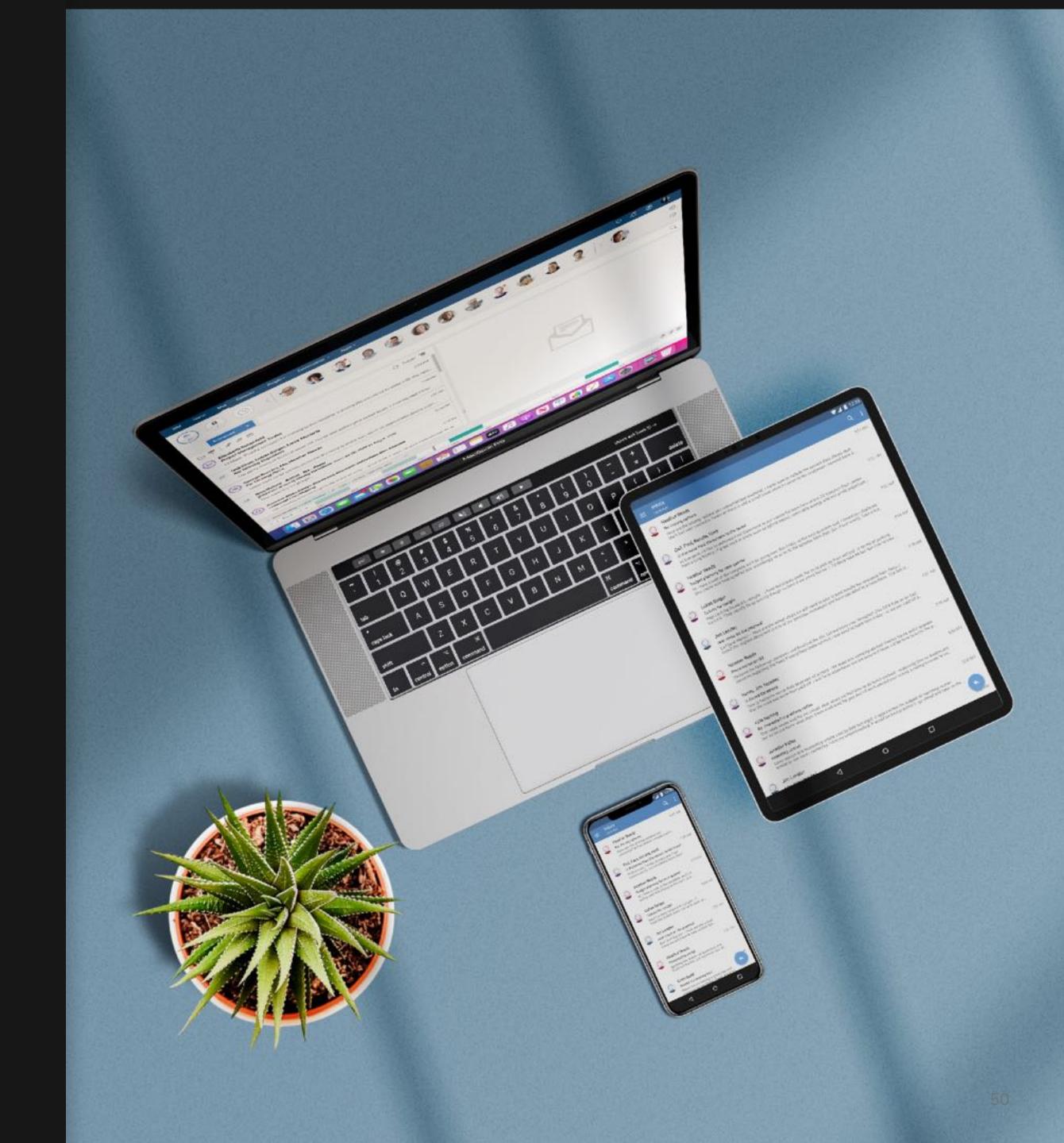
Introducing and building sustainable championship of end-users amongst IT and Business. Leveraging quantitative and qualitative data to unify touchpoints and user journeys (along with language and visual designs) across web and mobile platforms.

## Impact

// Increased Google Play Store rating by 0.7 stars in eight months

// Increased cross-platform NPS

// Team-wide adoption of 3:1 technical to user experience story pattern



# **03 IBM VERSE**

# Elevation of Mobile User Experiences on Android

As part of the IBM Verse and broader IBM Collaboration Solutions team, I had the pleasure of leading design for IBM Verse Mobile on Android. Along with an agile development squad of four and a dedicated offering manager, our Android-focused team made tremendous strides not only in technical enhancements, but true elevation of user experiences on mobile – generating increased ratings and positive customer feedback on the Google Play Store along with significant increases in our NPS scores.

Achieving this, however, required incredible user championship, compassionate compromise, and cross-discipline collaboration. Quantitative and qualitative user research helped form the basis of a dialogue around the importance of focusing in on oft requested UX enhancements (such as gesture-based controls, improved onboarding, nested conversations, and adoption of Material design) and not only prioritizing important bug requests and technical enhancement stories.

The team adopted a 3:1 technical-to-UX story sprint approach, enabling human-centric enhancements to have a true seat at the table. Finding our groove, I oversaw and delivered all design aspects: utilizing user research to inform and prioritize user-centric stories, building out UX, UI, and Visual Designs, and implementing directly for production utilizing Android Studio.

This improved approach and collaborative team style reduced handoff bottlenecks and empowered our ability to meet technical requirements while continuing to innovate and elevate the experience for our users.

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0	Gail, Paul, Renata, Herb 4 Welcome Paul Clemmons to the team Hi Everyone, I'd like to welcome Paul Clemmons to our wonderful team here		1
Q	Heather Reeds Budget planning for next quarter Hi - take a look at the template we'll be going over this Friday at the next quar	9:12 AM	
Q	Lukas Geiger Tickets for tonight Hey! Looking forward to tonight - I have the tickets avail. for us to pick up	8:54 AM	
9	Jim Lendler next steps on the proposal Gail (and Nancy) – Here are the actual steps we will need to take to best han	7:36 AM	
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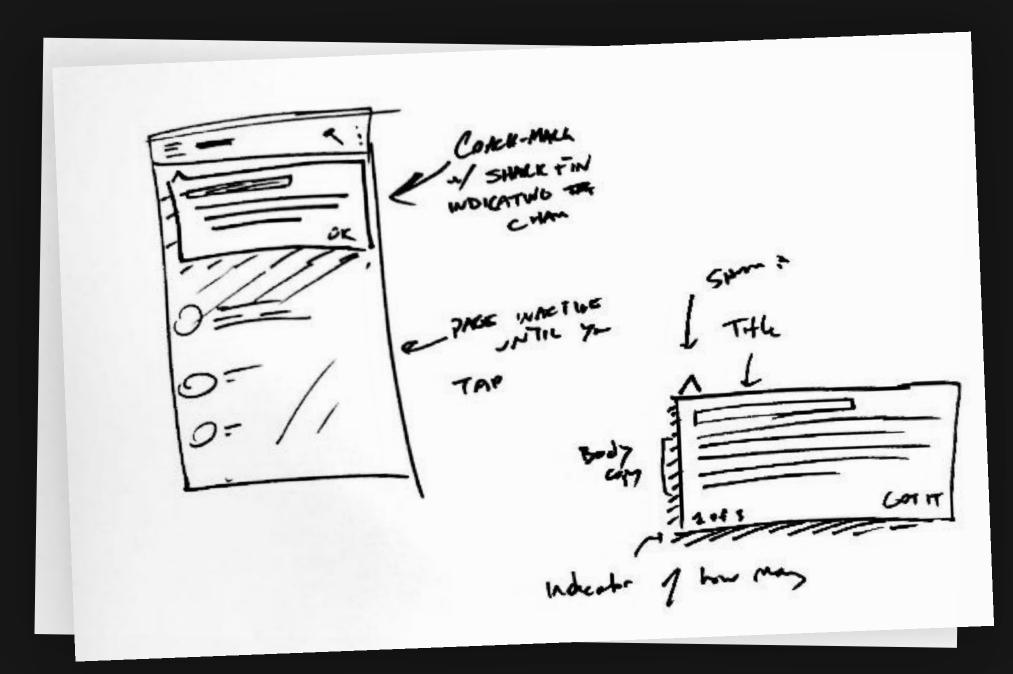


# **O3 IBM VERSE**

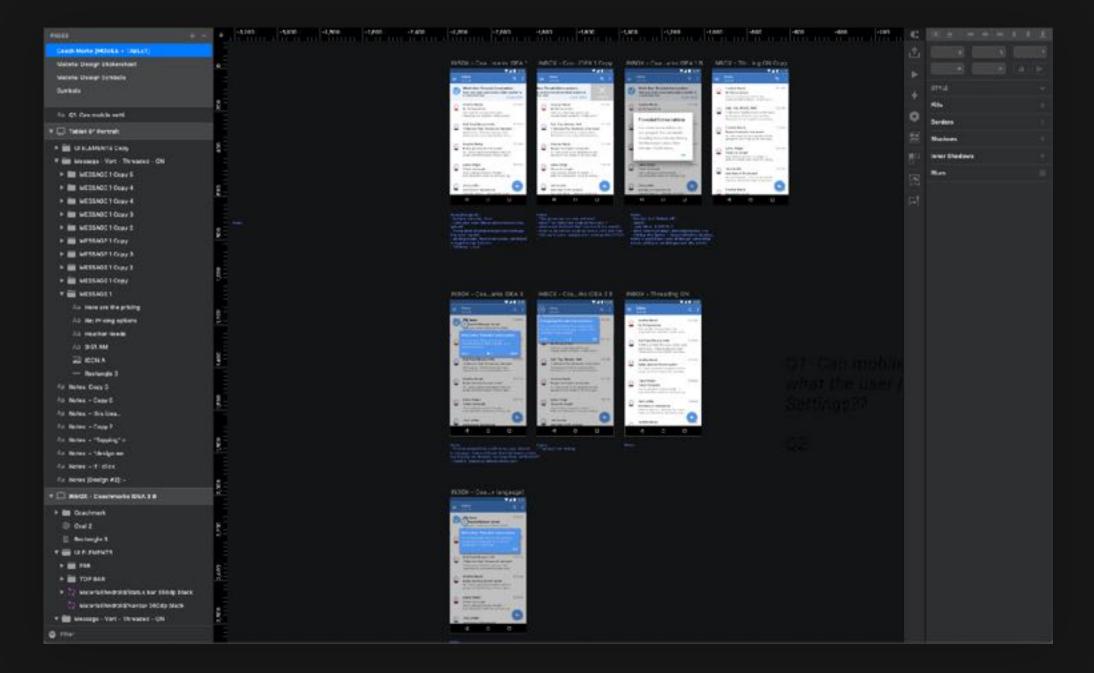
# **Elevation of Mobile User Experiences on Android (Continued)**

Improving user onboarding through coach-marks: explorations and evolution in concept from low- to high-fidelity.

04a. Initial paper explorations of UX patterns and UI elements



04b. Mid- and high-fidelity mockups of alternative interaction patterns and visual styles for feedback from broader IBM Verse team and A-B testing with users



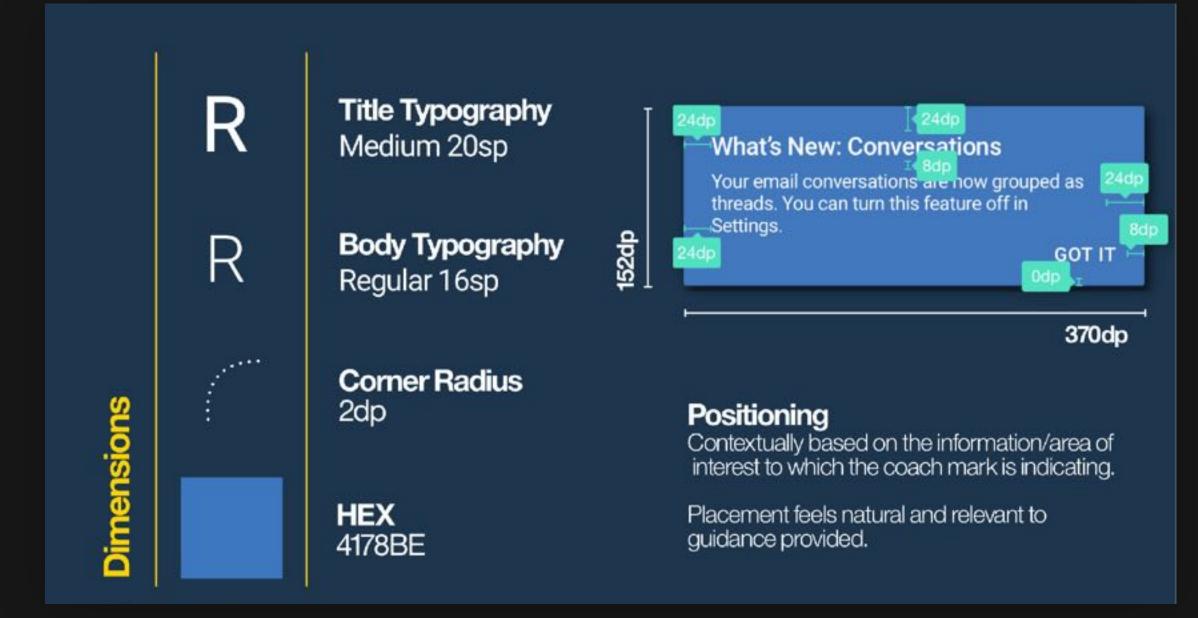


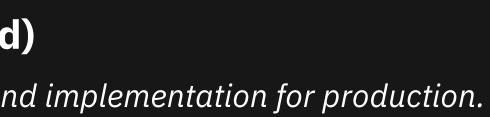
# **03 IBM VERSE**

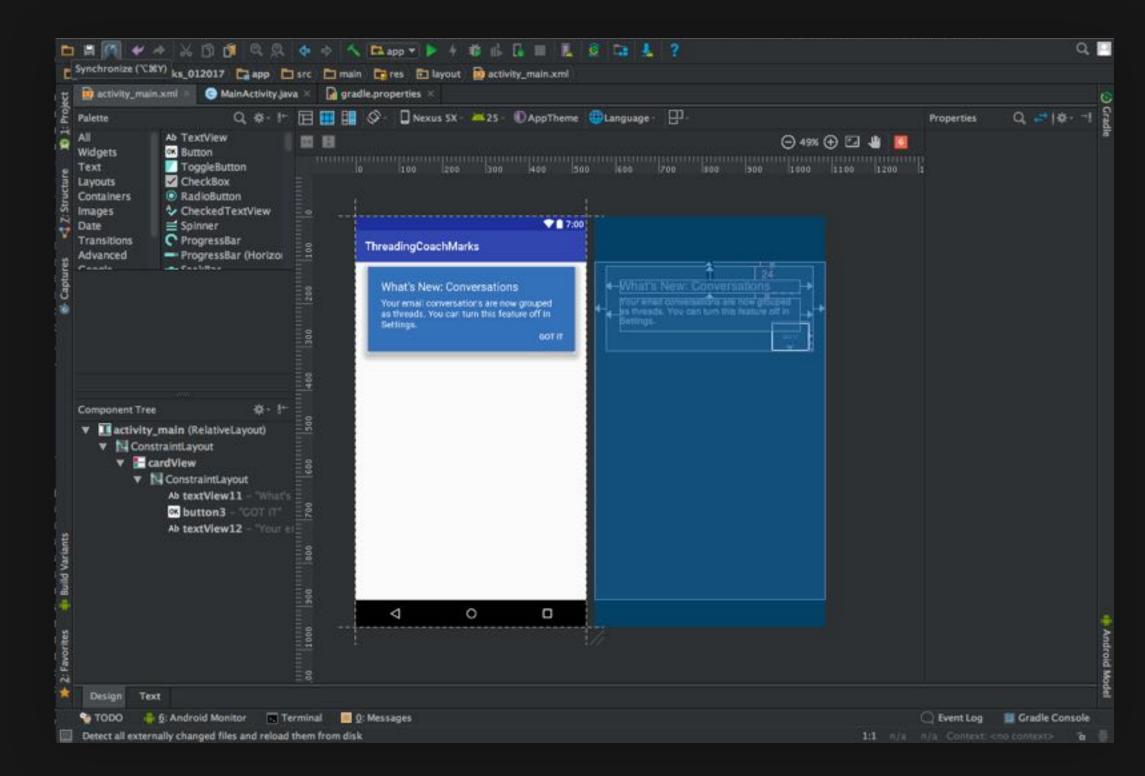
# Elevation of Mobile User Experiences on Android (Continued)

Improving user onboarding through coach-marks: design finalization, specs, and implementation for production.

04c. Detail from full design spec guide for documentation and implementation







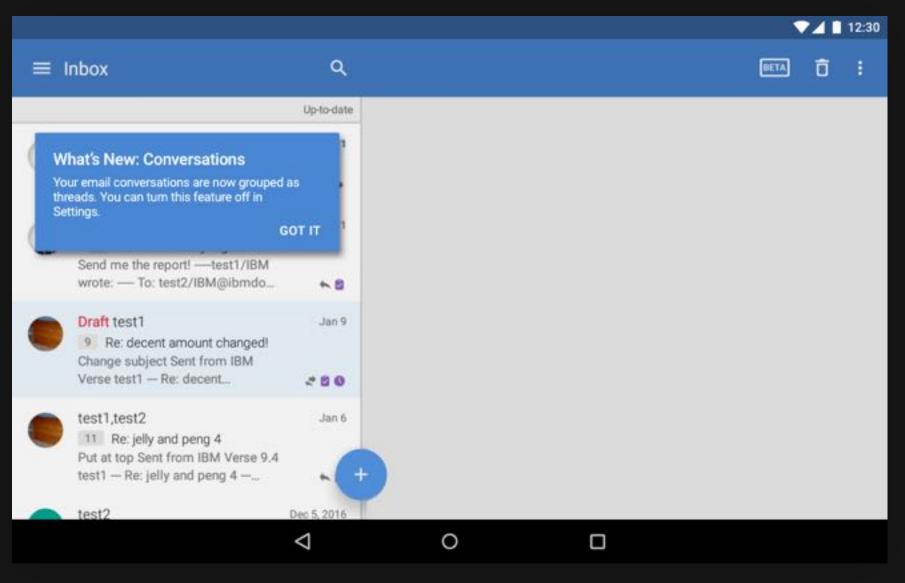
04d. Utilizing my background in development, I directly architected designs for production in Android Studio, reducing handoff bottlenecks and improving our iteration release speed



# **O3 IBM VERSE**

## **Elevation of Mobile User Experiences on Android (Continued)**

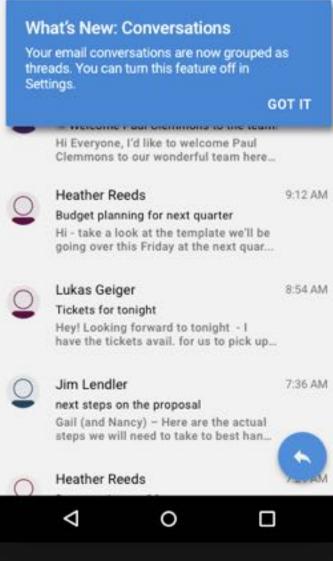
Improving user onboarding through coach-marks: final, responsive designs as released.



04e. Live design on small tablet

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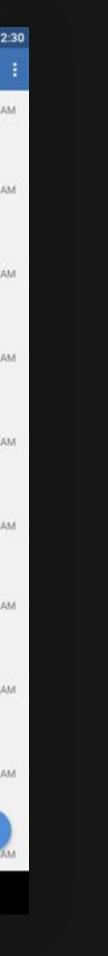


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04f. Live design on mobile

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9	Budget planning for next qu				
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~	Lukas Geiger				8:54 AM
9	Tickets for tonight				
	Hey! Looking forward to tonig try lot B. They usually fill up o				
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9	next steps on the proposal				
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2	Presentation on Q2				
	Updated the follow-up questi concerns regarding the flow)				
0	Henry, Jim, Heather				7:19 AM
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0	Kyle Harring				6:52 AM
9	Re: Interested in grabbing cof	fee			
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~	Jennifer Miller				5:58 AM
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0	Lukas Geiger				8:54 AM
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04g. Live design on large tablet



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# **03 IBM VERSE**

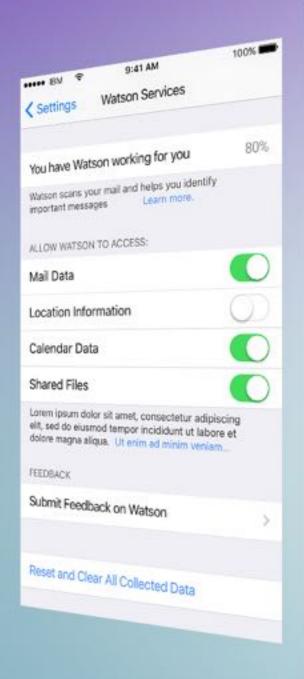
# Watson Cognitive Inbox Explorations

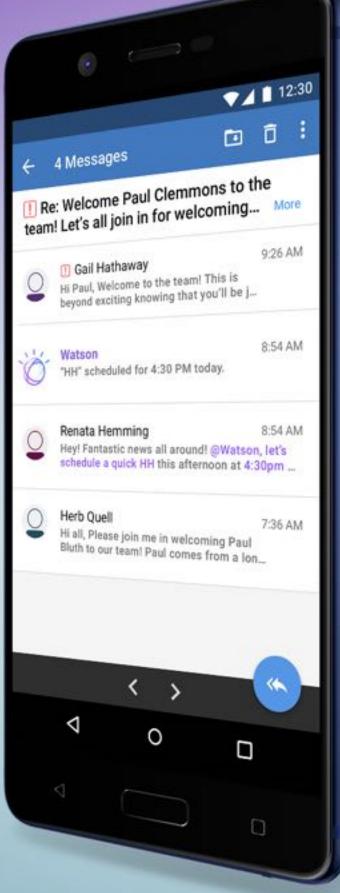
A passionate explorer of emerging technology, I had the unique opportunity to be part of a dedicated cross-platform team tasked with reimagining the entire email and calendaring experience with Watson (AI) integration.

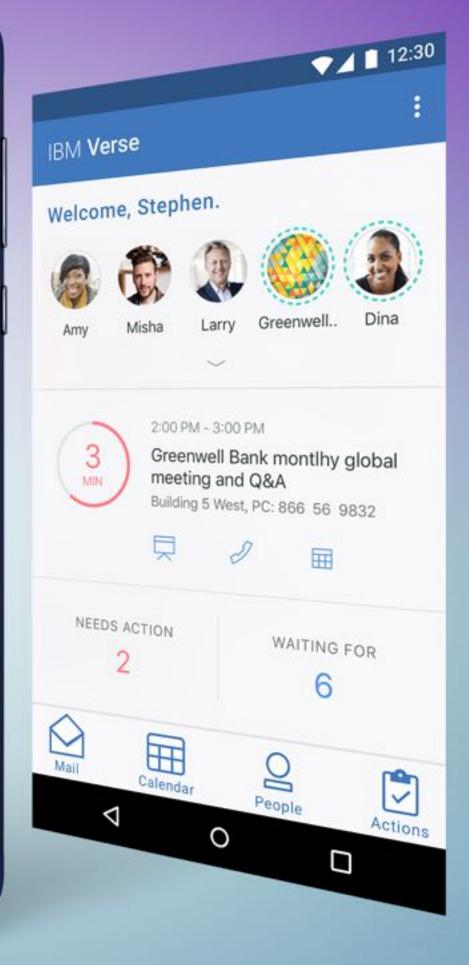
Extensive user research and market analysis enabled the team to build a foundational appreciation for the many real-world pains users often face – especially with organization, attention prioritization, and management of their inbox and schedule. Utilizing these insights to inform our explorations, we set out to conceptualize a series of potential AI mediations and innovations with deep consideration to the interplay of deep training moments, trust building, and embedded user agency for privacy controls.

Amongst the concepts explored, I had the pleasure of working directly on and researching **user permissions and data privacy, cognitive scheduling, cognitive insight abstractions based on message contents, chatbots,** and a wide array of other conceptual explorations in the AI domain seeking to improve communication and collaboration for enterprise users.

Although the many explorations were ultimately not fully realized due to the divestment of IBM in their collaboration services portfolio, many of the resulting designs, enhanced understandings, and smart user enablements live on today in IBM's wider Watson portfolio including **Watson Workspace**, **Connections 6.0**, and many others.







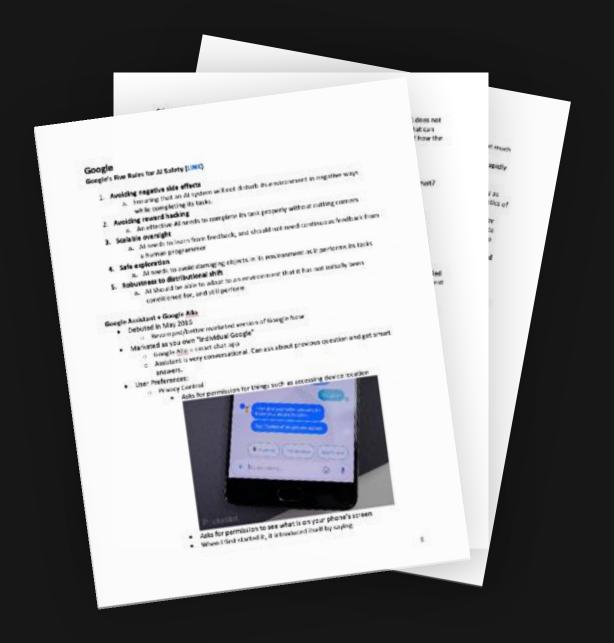
# **O3 IBM VERSE**

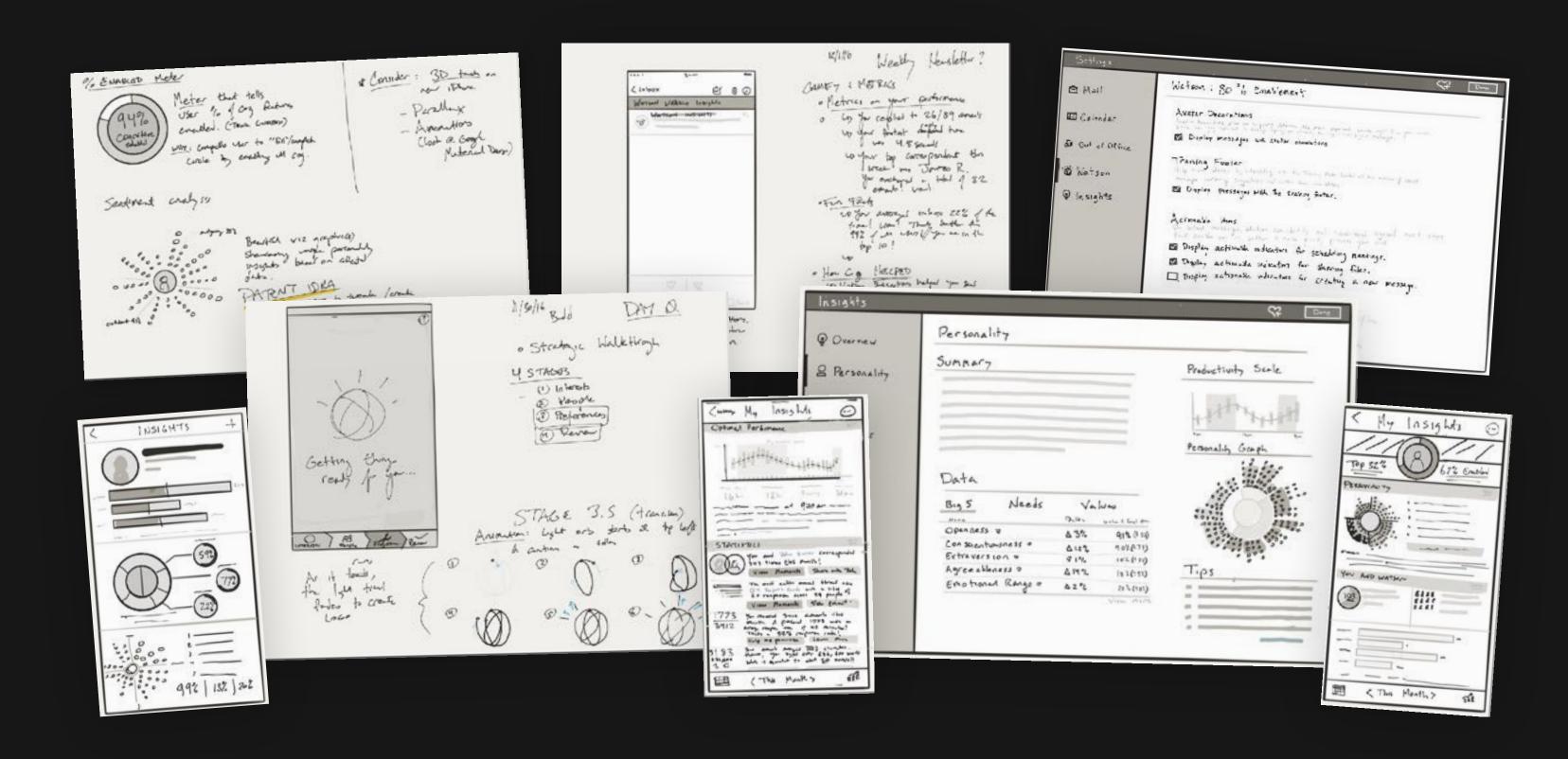
# Watson Cognitive Inbox Explorations (Continued)

Evolution of explorations, ideas, and designs from research through visual design.

04h. In-depth market and user research conducted to inform explorations and assist in the establishment of best practices

04i. Cognitive enablements and ideas explored through a series of lightweight, low-fidelity sketches and wireframes





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# **03 IBM VERSE**

# Watson Cognitive Inbox Explorations (Continued)

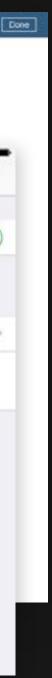
## Evolution of explorations, ideas, and designs from research through visual design.

04j. Working closely with IBM Watson's core design team, a formalization of design patterns and language soon emerged, such as the use of purple highlights for insight abstraction within the body of email messages to evoke the purple-and-blue branding of Watson

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04k. At the close of the team's explorations, a series of high-fidelity wireframes, pitch decks, and prototypes were created to showcase our learnings and create recommendations for next steps and enable future implementation into other offerings

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# SD | UXR | Graphic | 3D

Reimagining and revitalizing key touch-points and experiences for visitors and employees of IBM's design epicenter in Austin, TX.

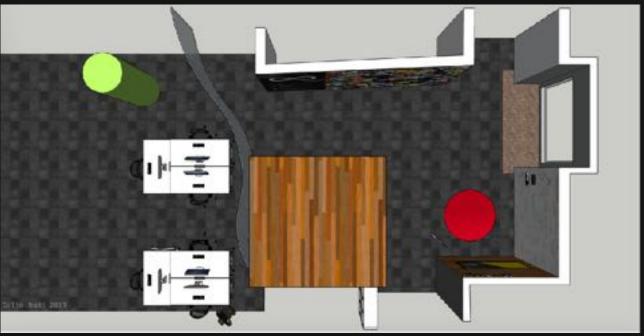
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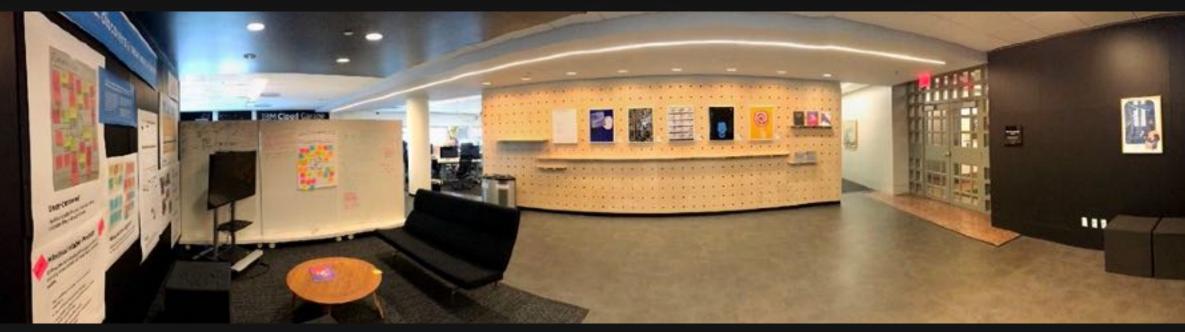




















# **Case Study Overview**

## Outcomes

Extensive redesign of the physical spaces and experiential elements of studio tours at IBM's design epicenter in Austin, TX.

## Role

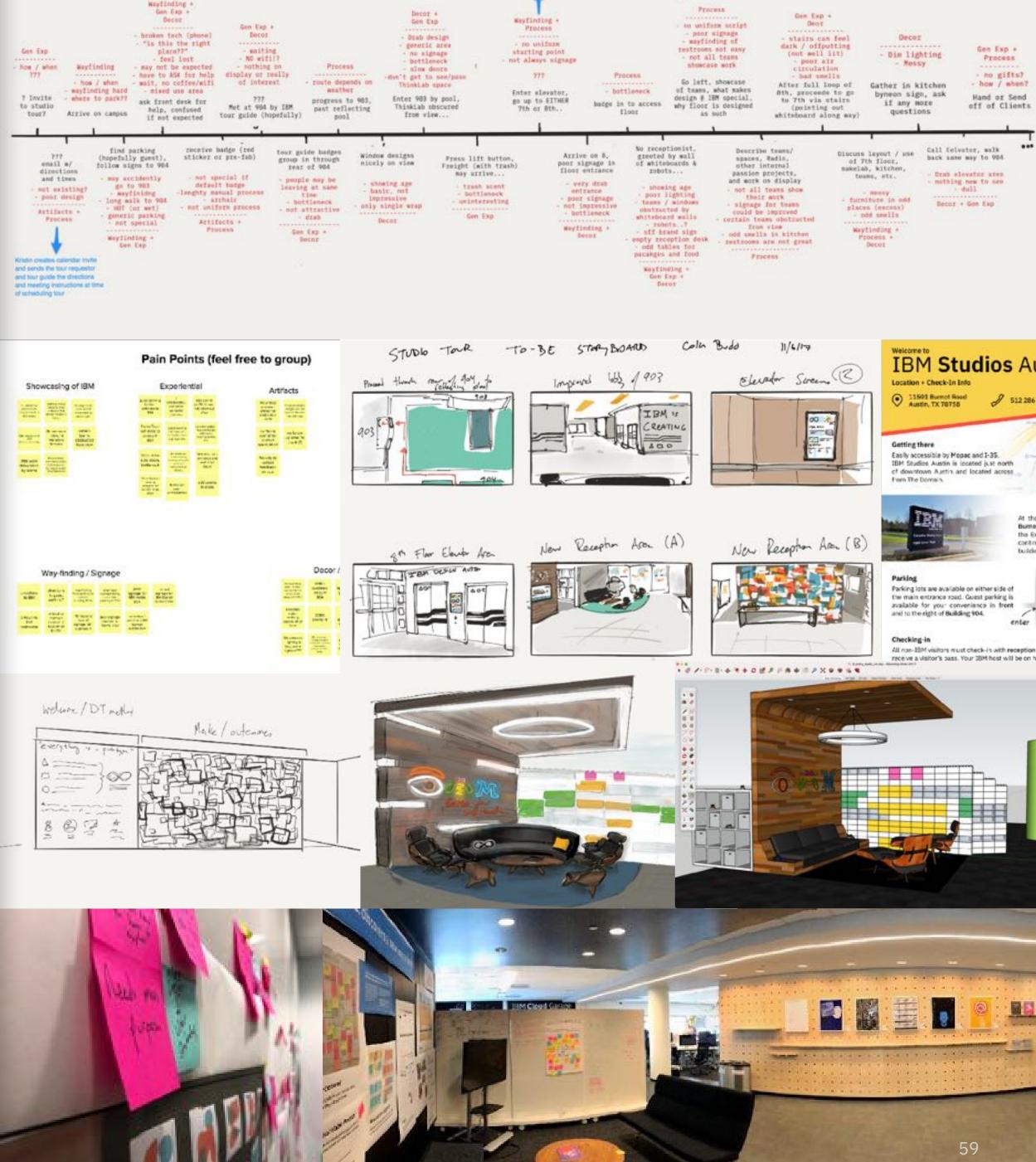
Service Designer

## Challenges

Ability to drive alignment and buy-in of executive stakeholders and achieve budget for physical space alterations.

## Impact

- // Redesign of key touchpoints, starting well before arrival
- // Improved wayfinding and reduced average time-to-studio by 6.5 minutes
- // Physical redesign of key studio spaces including entrance and work areas





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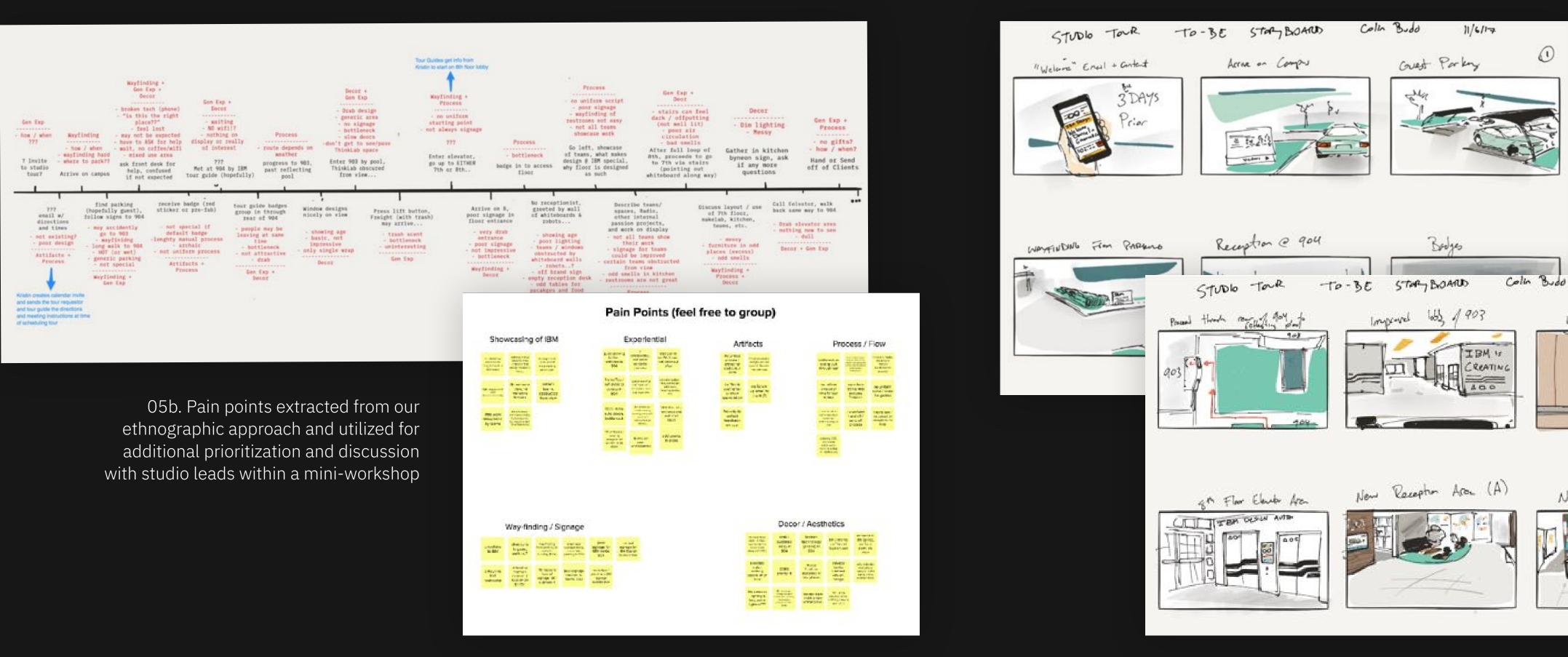
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# **Revitalization of Studio Spaces + Tour Experience**

An ethnographic approach to understand journeys and identify key "friction-full" touch-points for continued exploration.

05a. A segment of the end-to-end journey for visitors touring the campus and studio. Questions, handoffs, and moments of friction highlighted for further examination and reflection



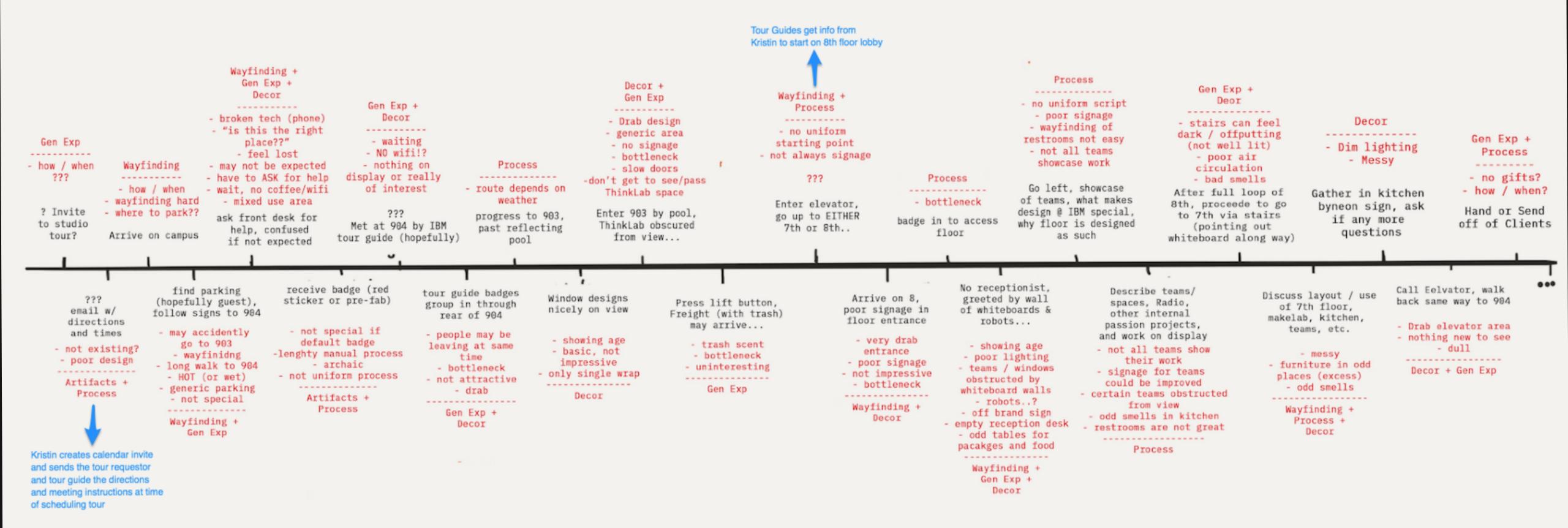
05c. Ideal "golden path" customer journey, illustrated and storyboarded to showcase key ideas and concepts arrived at through mini-workshop



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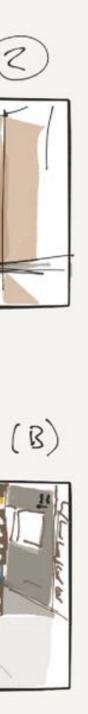
**Revitalization of Studio Spaces + Tour Experience** 





## **Revitalization of Studio Spaces + Tour Experience**



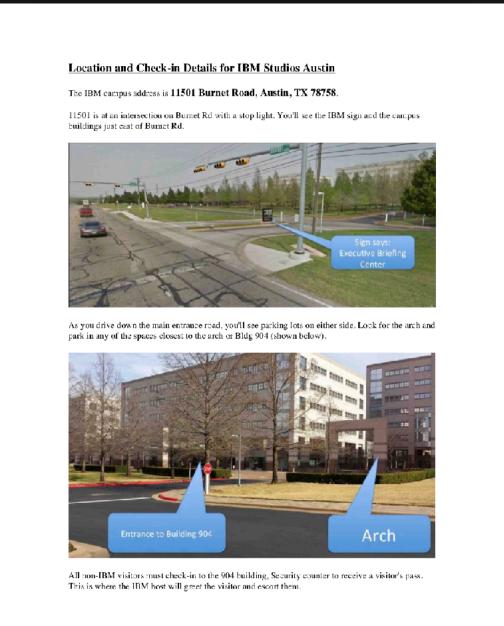


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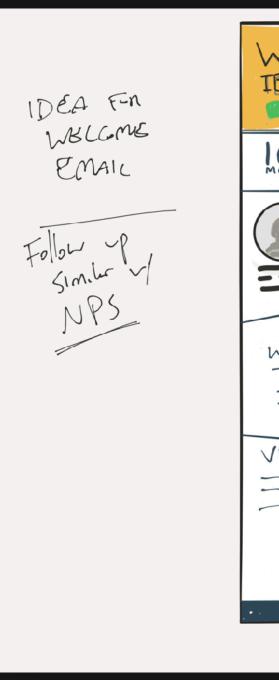
# **Revitalization of Studio Spaces + Tour Experience**

Utilizing service design and graphic design to enhance key experiential moments, starting with the first-touch: welcoming and wayfinding.

05d. Original studio wayfinding flyer as digitally sent to visitors ahead of an upcoming visit/tour

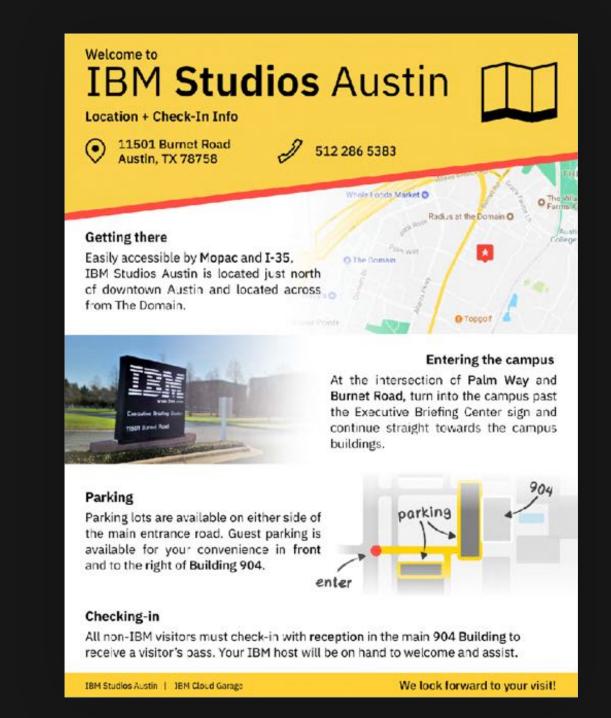


05e. Early concept sketch exploring information hierarchy, visual design language, and key wayfinding plus experiential elements to better personalize and assist those preparing for a visit



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05f. Final updated studio flyer providing enhanced visuals, wayfinding, and check-in information for visitors ahead of a studio visit



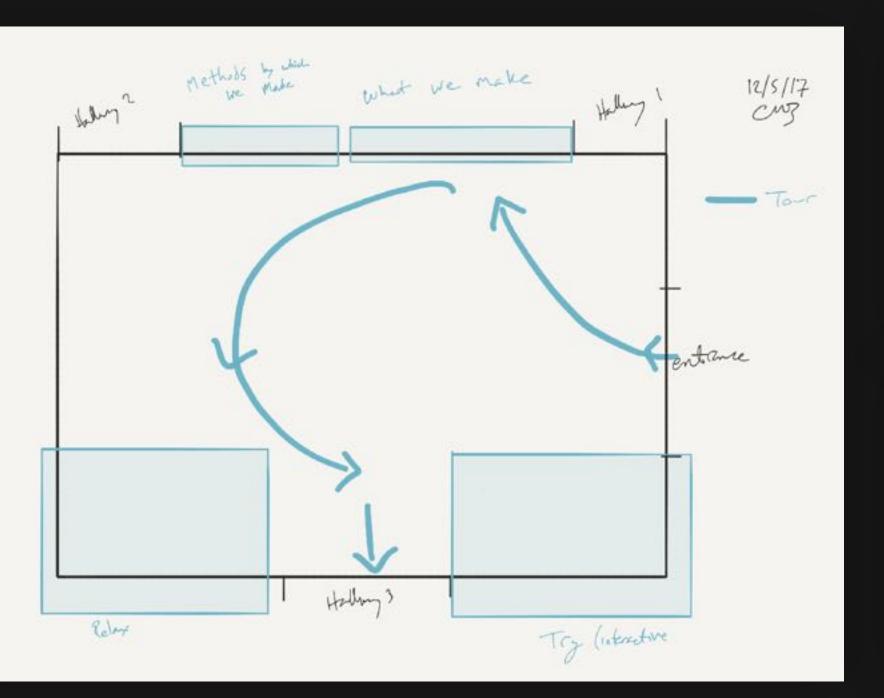
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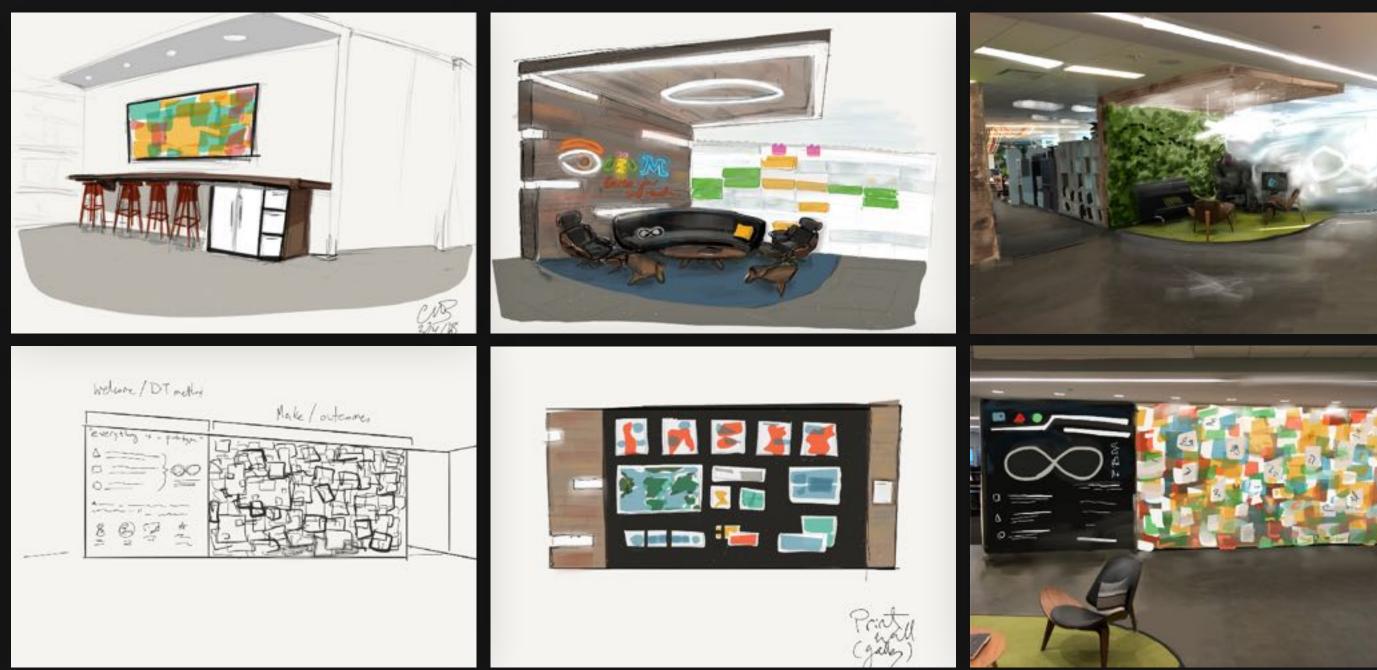
## **Revitalization of Studio Spaces + Tour Experience**

Reconsiderations of underutilized areas such as the studio's entrance to increase employee collaboration and improve visitor experiences.

05g. Experimentation with tour flow and key touch-points for the studio entrance as a new starting point for visitors

05h. Early sketches exploring improved / reconsidered flow and creation of physical spaces to enable crosscollaboration moments (such as breakouts and organic encounters) for studio members and visitors alike







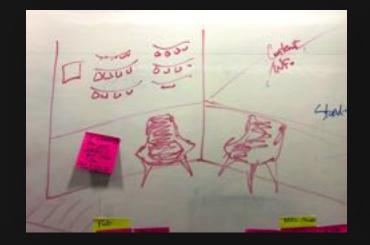


# **Revitalization of Studio Spaces + Tour Experience**

Utilizing my background in 3D Design, I created a series of space configurations for feedback from leads and the broader studio populous.

05i. Studio entrance mockups created in SketchUp to enable rapid, space-accurate iterations

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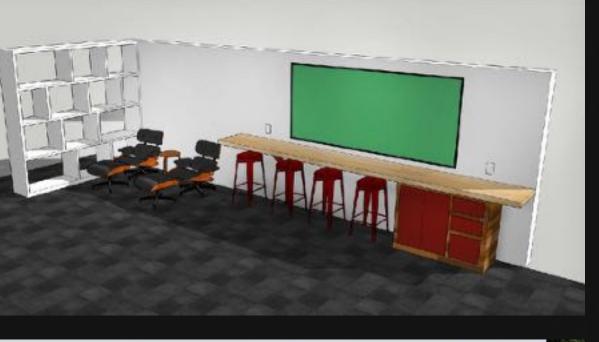




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05j. Early renderings along with key stakeholder and studio community feedback













# **Revitalization of Studio Spaces + Tour Experience**

A dedicated team was assigned to finalize renderings and oversee the construction of the reconfiguration, bringing our ideas and concepts to life.

05k. Before: original studio entrance space prior to update





05l. After: revitalized entry space acting as the new start point for studio visits / tours



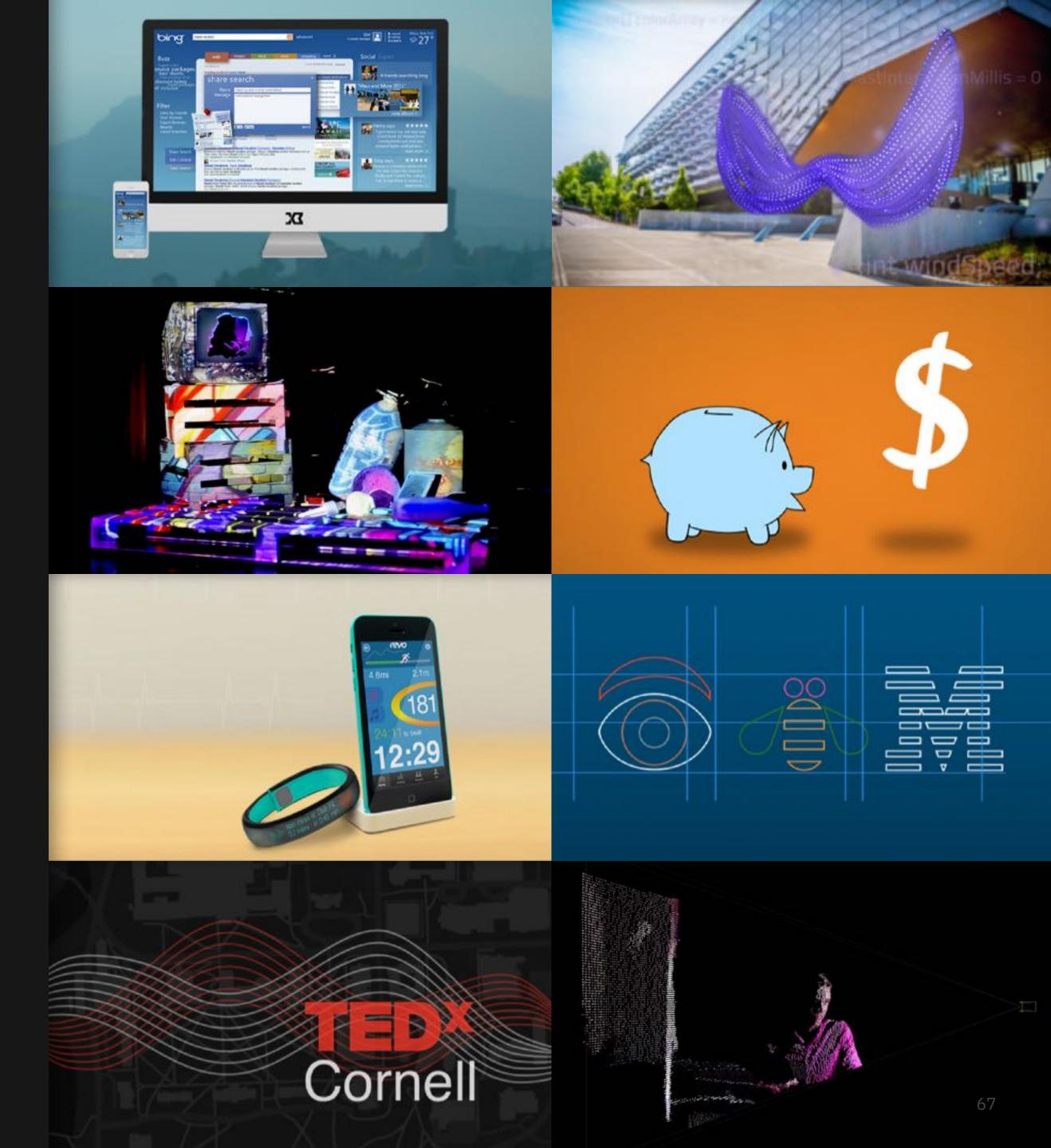




# **EXCITED FOR MORE?**

Please visit **Colin-Budd.com** to see a wide range of additional creative feats, experimental works, and portfolio pieces from animation + video to interactive programming artworks and beyond.

Additional work happily available upon request.



# **K** COLIN BUDD

colin@xbudd.com colin-budd.com

# FOR VOUR TIME

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