



Tim Penton

UX Design Portfolio. 2021.

Tim Penton

With 10 years of experience of working with both physical and digital products as a UX Designer, having also spent time as a Front End Developer I have gained experience working with leading brands in Automotive, Retail, and Technology

Portfolio: timpenton.com/portfolio

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Content

1. BT Wholesale | Public facing website

Discovery work for a new look at feel for the BT Wholesale public facing website.

2. LV= | Conversation user interface

Design of a Chat bot that would help to free up agent time and helping to solve the users problem faster.

3. Knight Frank | Property showcase

Creating a premium property page that could be adapted and changed to suit the breadth of properties Knight Frank have to offer.

4. VUE | Dynamic pricing

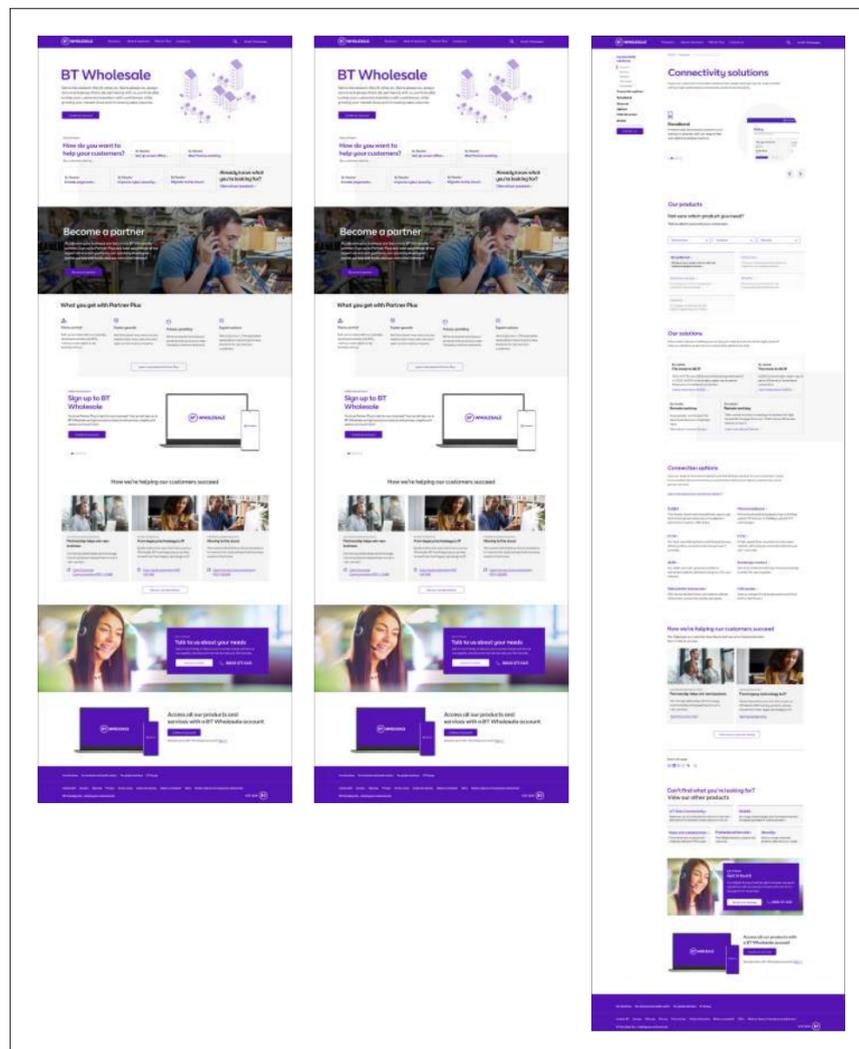
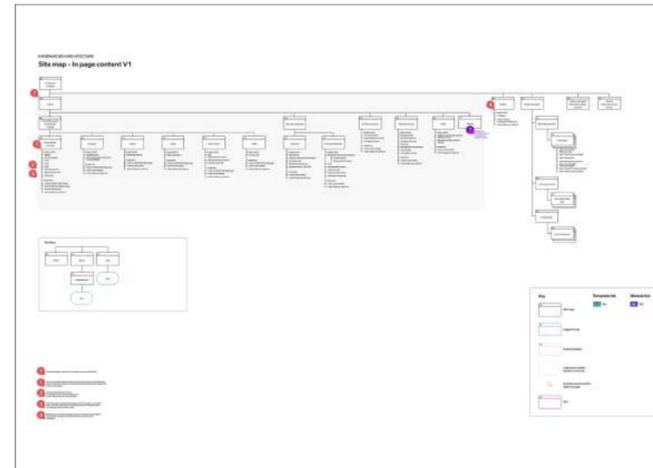
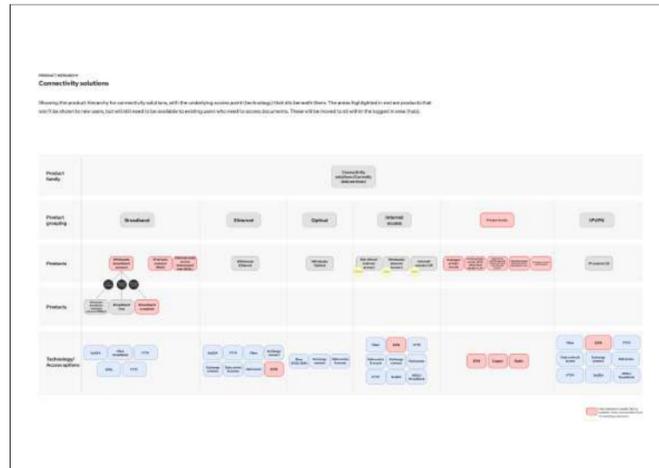
Designing the flows and wireframes for the new pricing propositions that will get users to buy tickets in advance of going to the venues.

5. AKQA & Sainsbury's | Front end developer

Showcasing my experience as a Front End Developer and Producer, looking after clients such as Nike, Microsoft, Fiat, and Ferrari.

6. TESCO | Product design

Physical product experiences. Making sure that the products were safe for our customers to use, as well as looking at continuous improvements for our product ranges.



Clockwise from top left. 1) Product hierarchy. 2) Site map. 3) Website visuals.



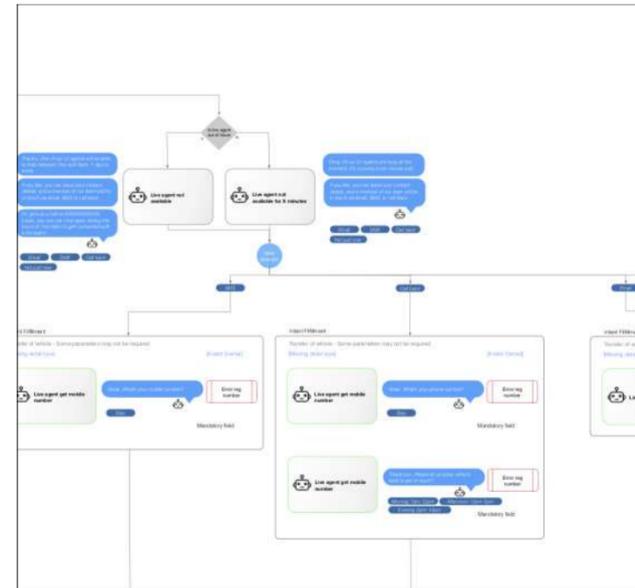
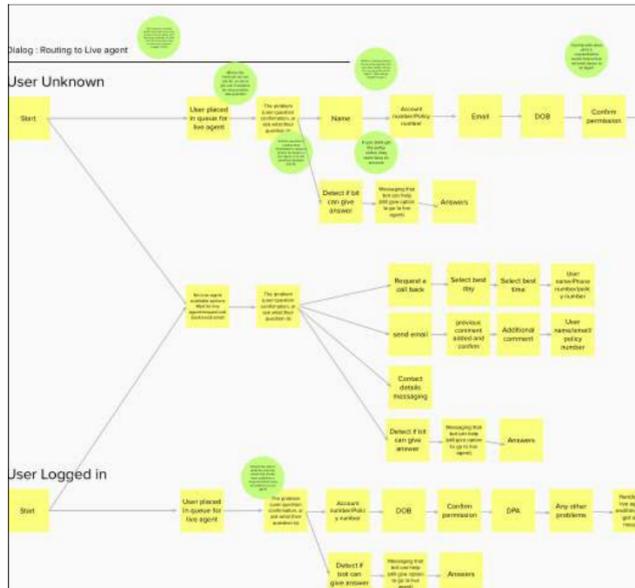
BT Wholesale Public facing website

Whilst working with a content strategist on BT Wholesale hub, we saw an opportunity to improve the BT Wholesale public facing website.

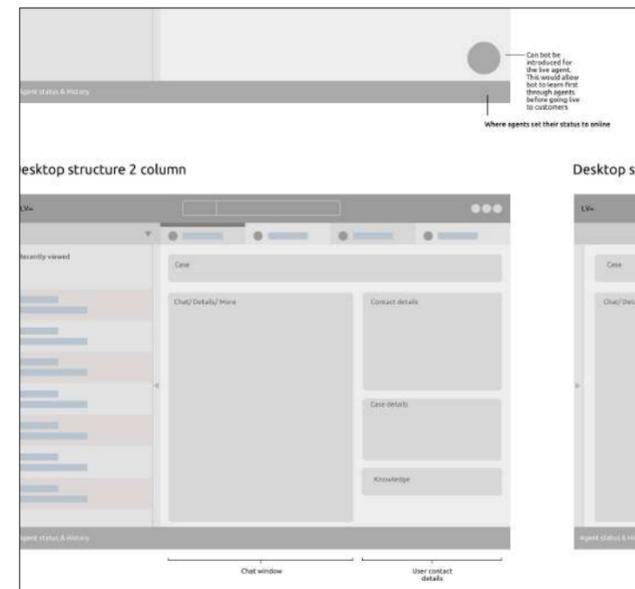
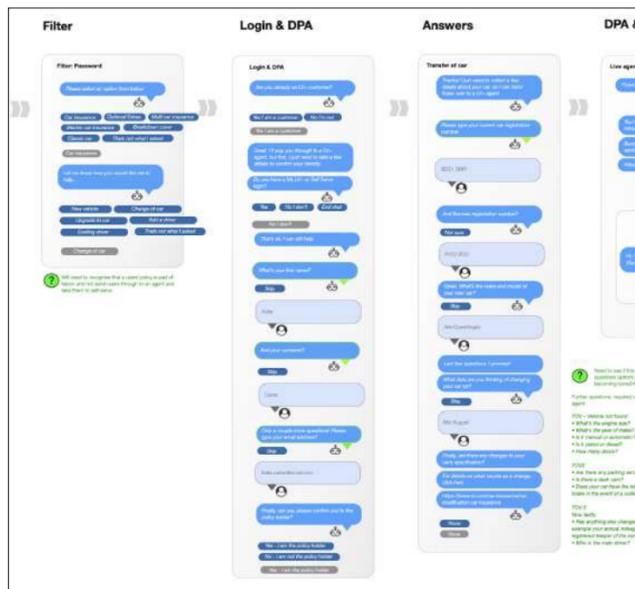
So as a side project we started a discovery piece, which would allow BT to start visualising what could be done, allowing them to start creating conversations on creating another squad to start looking at this a bigger piece of work.

We started by running a number of workshops to understand what BT would want from the site, and how the site would be structured.

Before mapping out the site we had to work with the Product and propositions teams to restructure the product hierarchy as there were a number of different ones being used within the corporation. This then allowed us to focus on producing a site map and wireframes as the deliverables that would be taken on by the new squad that was set up.



LV= Conversational User Interface



Clockwise from top left. 1) initial flows of what the agent would ask. 2) Conversation flows. 3) Conversation flows presented to client. 4) Wireframes of Agents view.

Here we were asked to find a way to help users answer their questions to free up agents time from having to answer monotonous questions.

Within LV= they found that a lot of the agent's time can be taken up by answering the same question again and again. For example not knowing the password to a PDF document. rather than search through an endless FAQ section on site, users would immediately contact customer services.

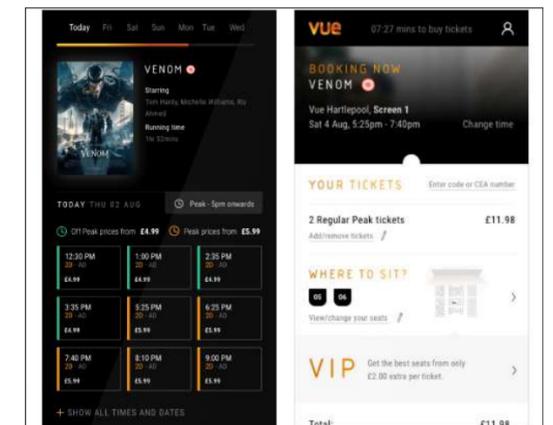
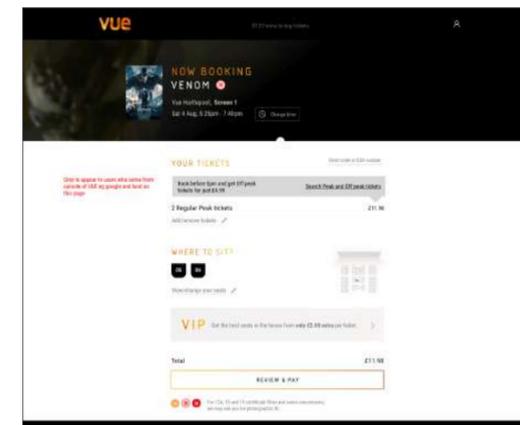
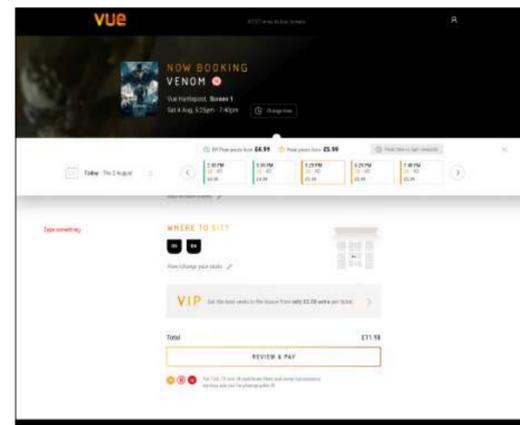
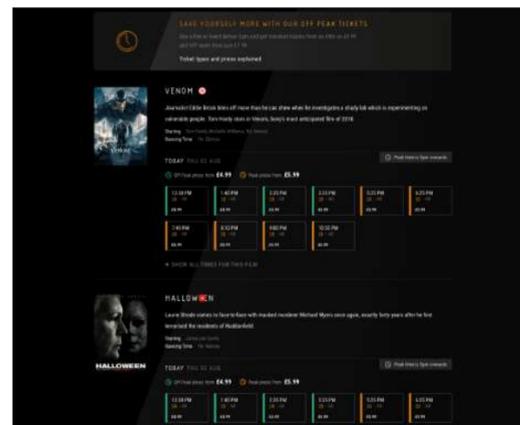
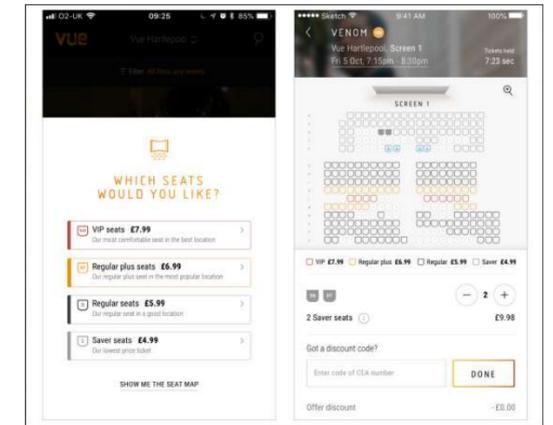
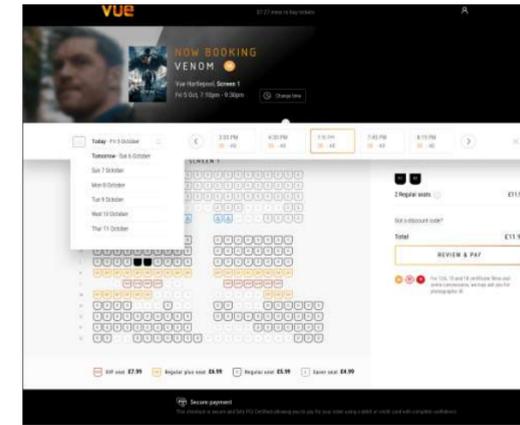
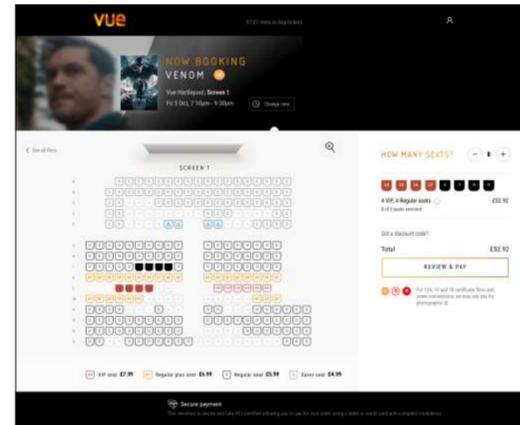
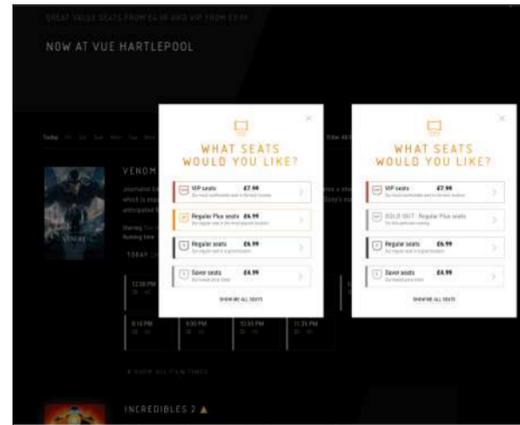
Here we designed a proof of concept chat bot that sits just in front of the usual live chat feature and attempts to answer the users question, before directing the customer through to an agent if needed.

Also instead of directing the user straight to an agent we used the bot to find out what the user needed. e.g. change a car on a policy, and would again use the bot to ask questions up front, so when directed to an agent, the agent would have everything they needed to start handling the users request.

This was then tested with the agents at LV= to see their thoughts on how the bot handled users requests and to understand what they needed from the agents view window.

Tools used: Mural, Sketch, OmniGraffle, Salesforce Einstein.

Online portfolio: timpenton.com/portfolio/lv-chat-bot



VUE Dynamic Pricing

Asked to design out the business propositions that would move customers from buying tickets at the venue to buying tickets in advance of the day of the screening online.

Here I am showing two of the 4 propositions that were put forward. All were taken into usability testing, and are currently being tested at specific venues across the UK.

The top row shows screens from ordering your tickets by seat location. Here the user lands on a map, where they get to select seats that differ in pricing because of where they are positioned within the cinema and how comfy they are. Usability testing showed that an interstitial page was needed to highlight the difference in seat prices stopping the user from going through to the map page and becoming overwhelmed.

A drop down was then included if the seats the user wanted weren't available, allowing them to search for a new date and time, without having to leave the booking funnel.

The bottom row shows the flows on how we highlighted the different prices of screenings depending on peak and off peak times. As well as showing where certain messaging needed to be

added depending where the customer may have come from e.g. Google.

It was felt that the off peak/ on peak proposition did not meet the original talks of moving users to buy tickets online, so this led to the 4th concept of reducing pricing if users booked tickets in advance of the day of the screening.

Tools used: Sketch, Invision.

Online portfolio:
timpenton.com/portfolio/vue-dynamic-pricing

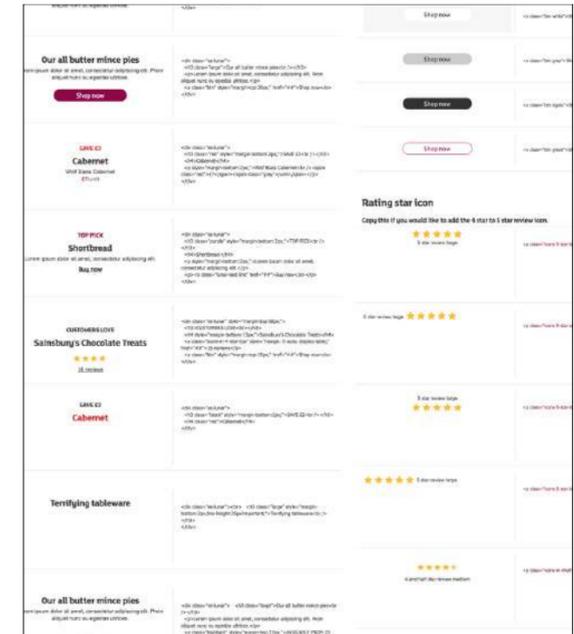
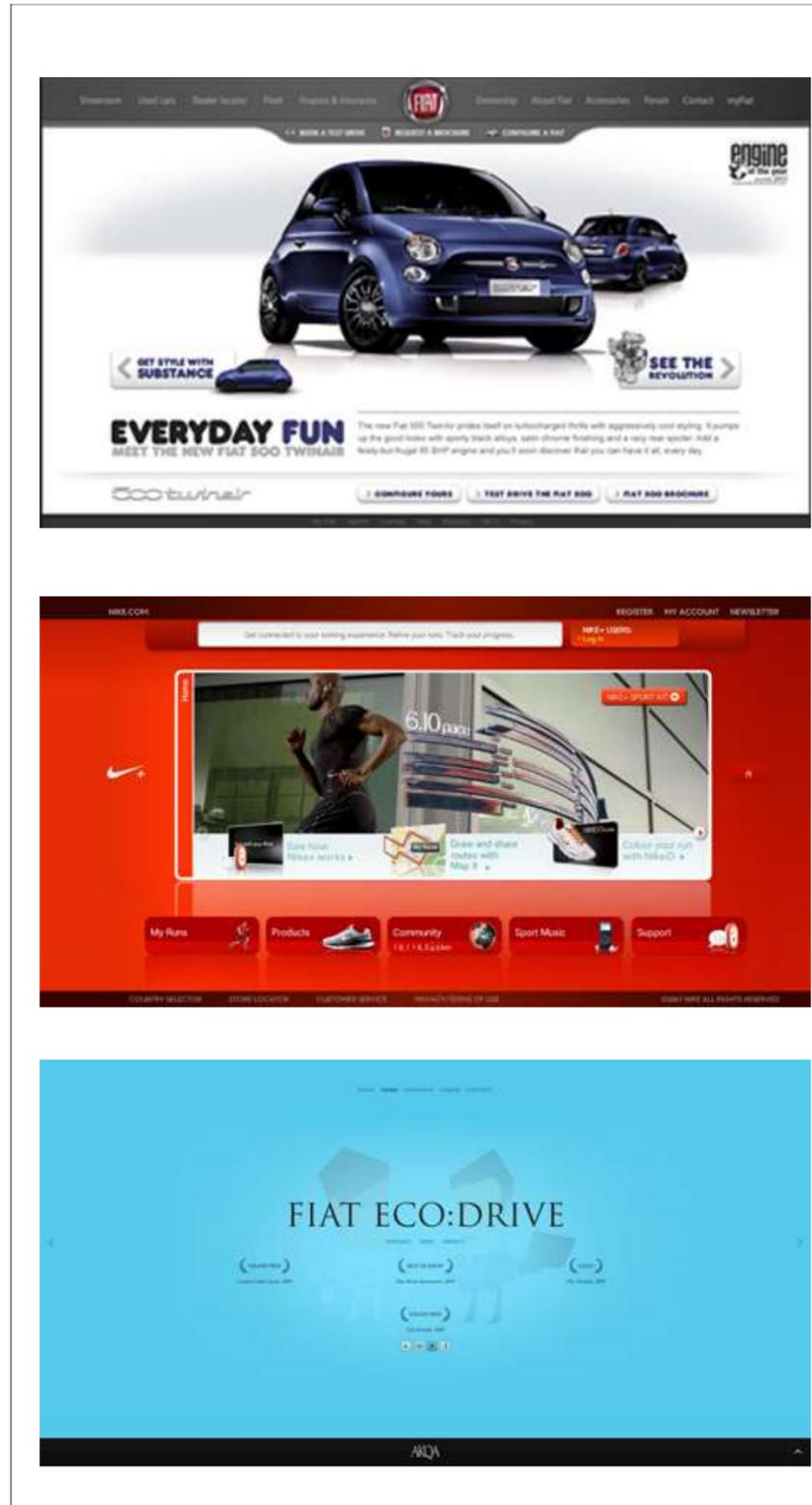
AKQA & Sainsbury's Front End Developer

Whilst at AKQA I was the Lead Producer looking after the content updates for the Nike websites, including Nike +, Nike Football, and Nike Golf. This led me to becoming a Front End Developer where I worked on the Sainsbury's client building sites for Active kids and Trynation, I also helped to build the AKQA website, as well as working on Fiat and building a prototype to help win the Ferrari account.

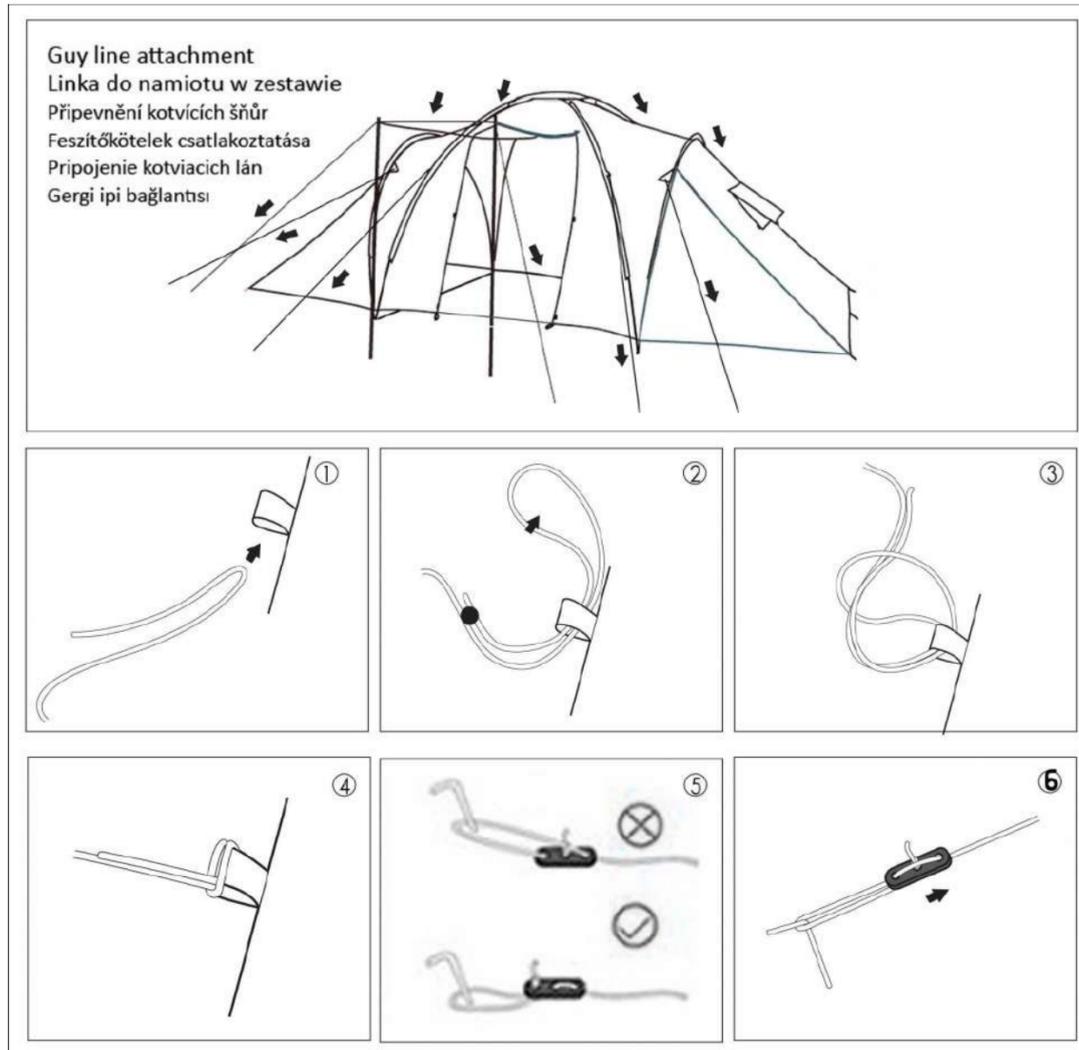
Whilst at Sainsbury's I used these skills to help with component build when migrating to a new CMS, as well as building out a suite of code snippets that the producers could use when putting together their content.

Tools used: Brackets, Microsoft .Net, Teamsite, Magnolia, jQuery, Github, Jira, Apache Subversion.

Online portfolio:
timpenton.com/portfolio/akqa



1) Example screenshots from my time at AKQA. 2) Code that our producers could lift and use within their pages.



Clockwise from top left. 1) Part of the Instruction manual helping users to tie guy lines. 2) A returned product showing how users were originally erecting their tents. 3) The bubble machine that would stop working after 40 minutes.



TESCO Product Design

Whilst at TESCO I worked as a Product Design Technologist, where I would work with the Buyer to decide on the range of products for the following season and brief these to our suppliers in China, as well as making sure that these products would meet the relevant British Safety standards.

Another role was to look at the current range and use the quantitative data available to see which were the highest return items, and to look at the products to try and bring down the return rate and improve profit for TESCO.

Once we had established the products to investigate, I would look at the product reviews, as well as talk with customer services with specific questions to ask customers about their problems.

These are two example of products that had a high return rate of over 10%.

Here we had a tent that was being returned saying that the tent would let in water through the night. after looking at the returned samples and the customers comments it turned out that the tents were not being erected correctly, This led to a reworking of the instruction manual to show how to properly tie guy lines, as well as quick pointers to look out for e.g. making sure the outer tent doesn't touch the inner tent.

Another example was a bubble machine that worked wonderfully at filling the garden with bubbles, but would brake after only 40 minutes of use. After looking at the returned products all the wands on the bubble machine would stop working. The issue being that the wands and the fan were on two seperate circuits, with the batteries for the wands running out before the fan. A quick call to the suppliers in China to amend the product so it was all under one circuit, coming from one set of batteries solved the problem.

Online portfolio:
timpenton.com/portfolio/tesco-tent

Online portfolio:
timpenton.com/portfolio/tesco-bubble-machine

Thank you :-)

Portfolio: timpenton.com/portfolio
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