KONSTANTIN
FICKLSCHERER

UXPORTFOLIO

About Me

Coming from the world of design I always believed that functionality and aesthetics should complement and balance each other. I love working under constraints and enjoy converting something complex into something that is simple, but yet engaging and effective.

Contact Details

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kf13.com

FORM
ADDS
FUNCTION

Born in Munich, Germany

Moved to Montreal, Canada

Attended *McGill University*, Montreal

Bachelor of Commerce in Marketing

Attended *Concordia University*, Montreal

Certificate in Desktop Publishing

Worked at *PBI Design*, Montreal

Graphic Designer

Worked with clients such as W Hotel, Beavertails Inc, and Dickies

Worked at *Citrus Communications*, Montreal

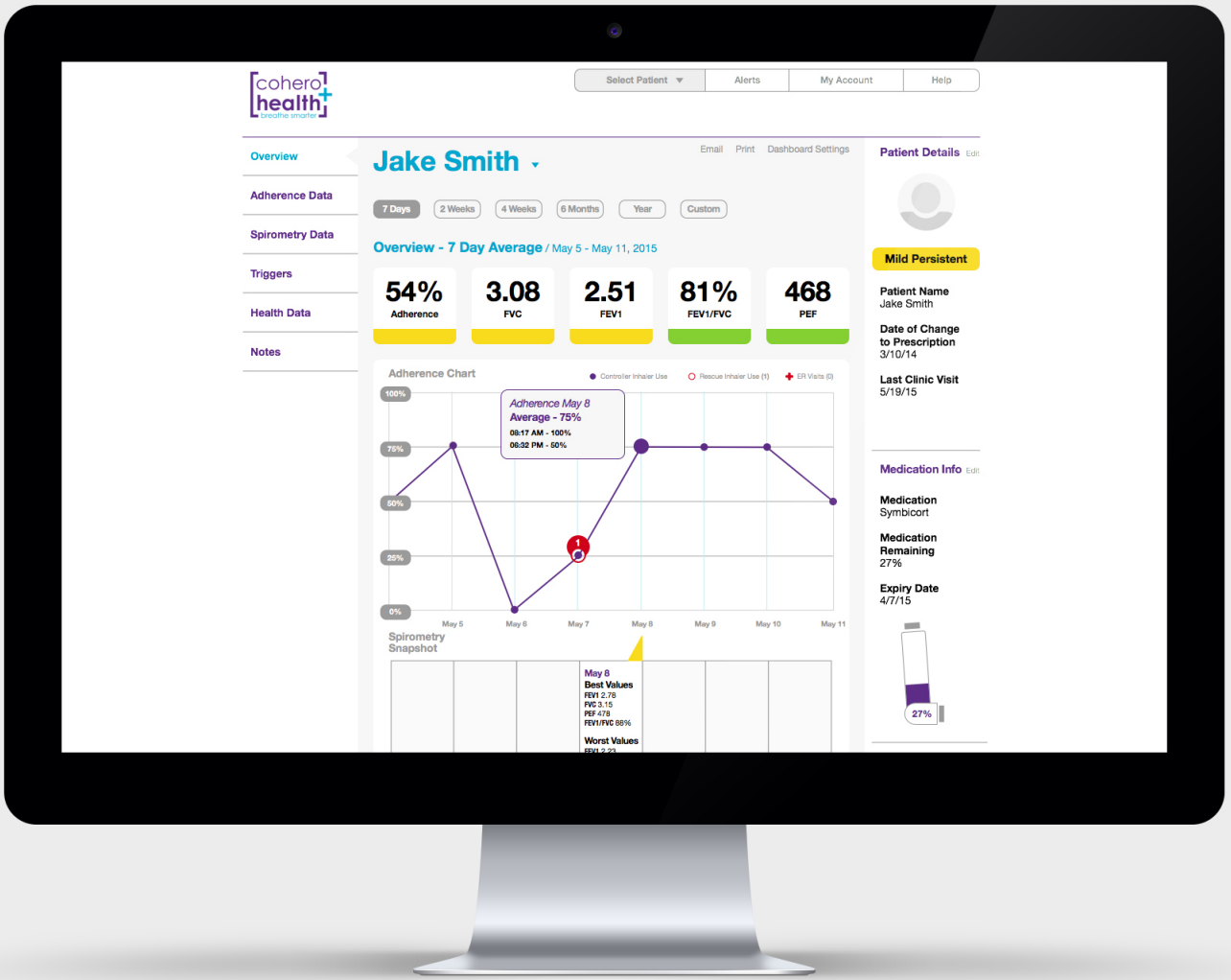
Graphic Designer

Worked with clients such as Cuisinart, KitchenAid, TLC, and Abbott

Attended *General Assembly*, New York City

User Experience Design Immersive (UXDI)

Project 01



cohero health
breathe smarter

Overview 1

Cohere Health is a startup that allows respiratory patients to actively engage in their own care. Their inhaler sensor and mobile spirometer automatically sync real-time data to patients' smartphones, allowing patients, doctors and other caregivers to view their history of medication adherence (compliance) and lung function.

Objectives

I was on a team with two other UX students. Our task was to create a back-end interface that allows doctors, insurance providers and pharmaceutical companies to view the adherence (medication compliance) and spirometry (lung function) data gathered by Cohero.

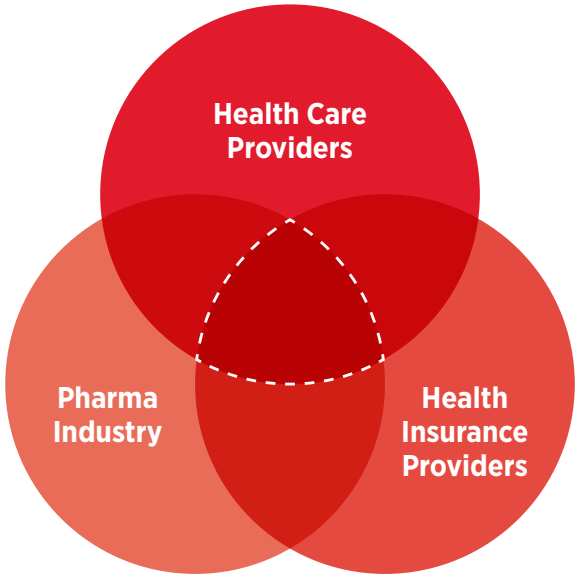
Challenges

Due to the complex nature of this project and the health care environment in general, we had to face a steep learning curve and a limited amount of time.

One of our biggest challenges resided in identifying user groups and overcoming industry specific hurdles to reach out and connect with them in a timely manner.

In addition, we had to deal with complex data that needed to be displayed in a coherent and visually appealing manner.

One of our biggest challenges resided in identifying user groups and overcoming industry specific hurdles to reach out and connect with them in a timely manner.



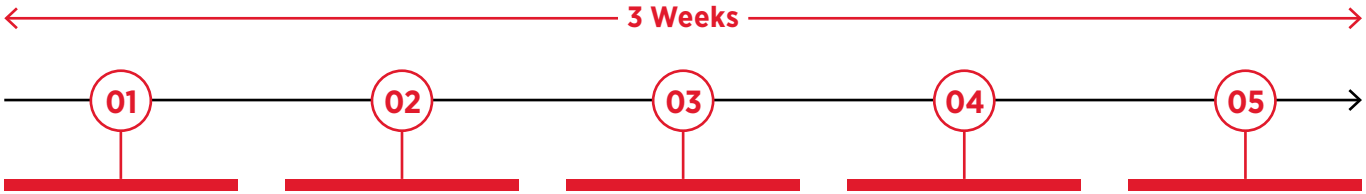
Overview 2

Deliverables

+ Research Report
+ Personas / User Groups
+ Wireframes & Annotated Mock-ups
+ Clickable Prototype

Timeline & Process

The alloted time for this project was only three weeks, which meant that we had take a very lean approach involving rapid prototyping.



Discovery

+ Initial on-boarding
+ Stakeholder interviews
+ Discover product & industry
+ Learn about asthma management & treatment

Research

+ Examine the competitive environment
+ Identify potential users
+ User interviews

Data Modeling

+ User group development
+ User flows & scenarios

Creative Development

+ Feature mapping
+ Ideation
+ Information architecture
+ Sketching
+ Wireframes

User Testing

+ Rapid prototyping
+ Iterations
+ Clickable prototype

Research 1

Competitive & Comparative Analysis

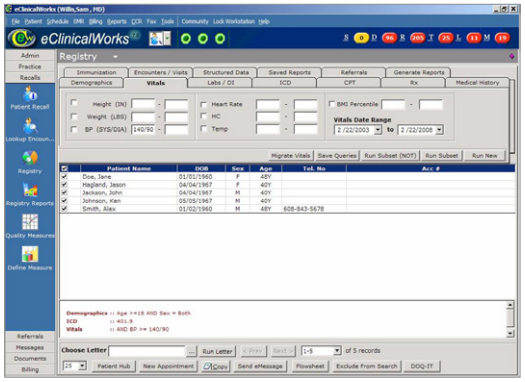
The health care industry is very guarded and Cohero Health's product is a novel concept that offers data that no other competitor currently does. These challenges affected our approach when it came to the competitive study and we decided to develop hypotheses about the competitive interfaces by analyzing the data that was captured at the front-end.

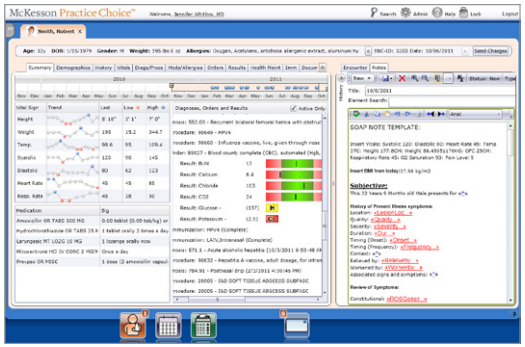
In addition to this, we also examined Electronic Medical Record (EMR) interfaces.

FIndings

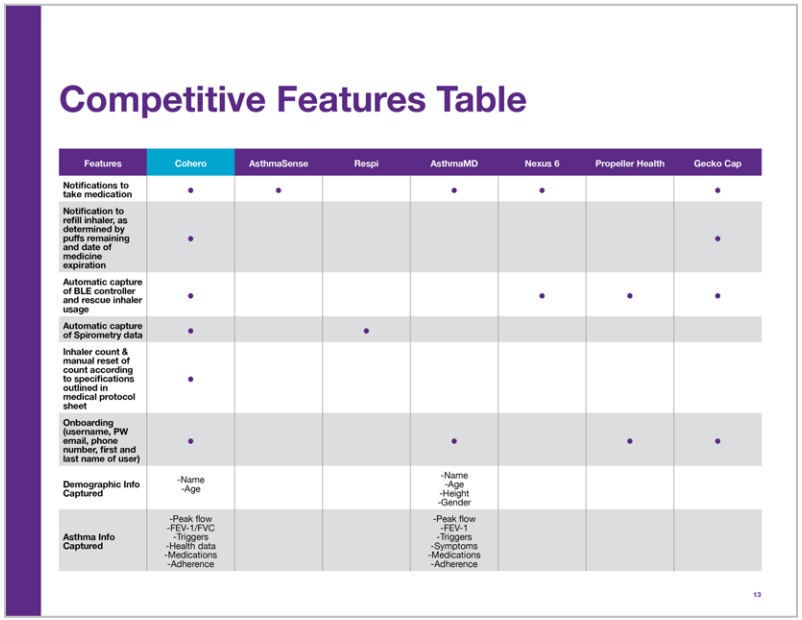
Some competitors seem to track more demographic data than Cohero currently does and current EMR interfaces are heavily populated with numbers. Visual integration into those systems can prove to be a challenge.

EMR Interfaces





Competitive Features Table



Competitive Features Table

Features	Cohero	AsthmaSense	Respi	AsthmaMD	Nexus 6	Propeller Health	Gecko Cap
Notifications to take medication	•	•		•	•		•
Notification to refill inhaler, as determined by puffs remaining and date of medicine expiration	•						•
Automatic capture of BLE controller and rescue inhaler usage	•				•	•	•
Automatic capture of Spirometry data	•		•				
Inhaler count & manual reset of count according to specifications outlined in medical protocol sheet	•						
Onboarding (username, PW email, phone number, first and last name of user)	•			•		•	•
Demographic Info Captured	-Name -Age			-Name -Age -Height -Gender			
Asthma Info Captured	-Peak flow -FEV-1/FVC -Triggers -Health data -Medications -Adherence			-Peak flow -FEV-1 -Triggers -Symptoms -Medications -Adherence			

Research 2

User Interviews

In a highly guarded industry, identifying users and scheduling interviews proved to be very challenging. Employing all the resources of our private and professional networks and using techniques such as snowball sampling, we managed to interview three doctors, two healthcare specialists, a pharma industry professional and an insurance marketer in the three week period.

Throughout the interview process we wanted to gain insight into how they deal with data, what data is truly important to them and how it should be displayed.

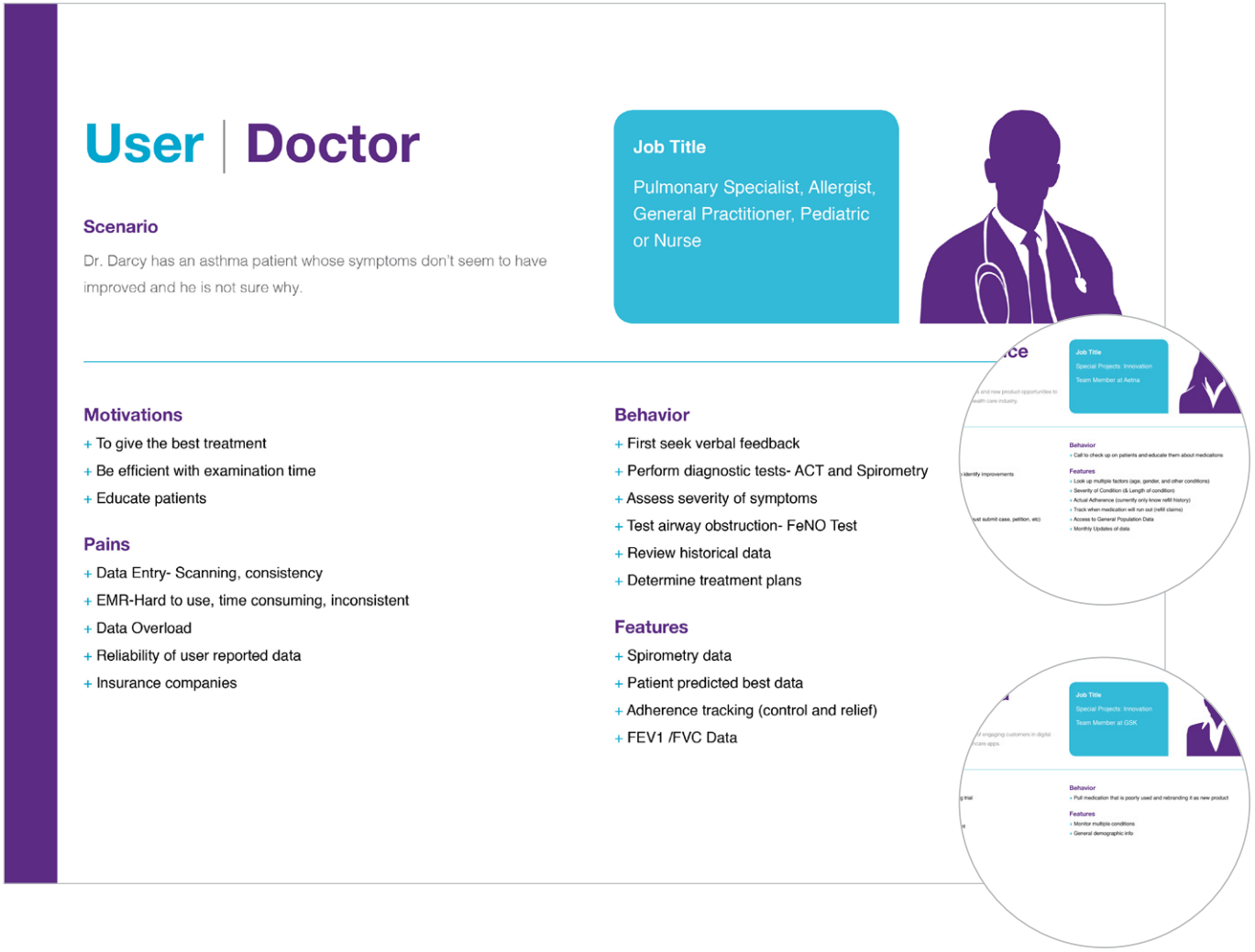
Data Modeling 1

User Group Development

Due to the fact that we could not collect sufficient data to develop full-fledged personas for all user segments, we opted to create user groups with our findings instead.

FIndings

The user groups helped us to quickly notice important aspects of the interface design such as a simple, clean layout with key indicators and the most important features that the users desire.

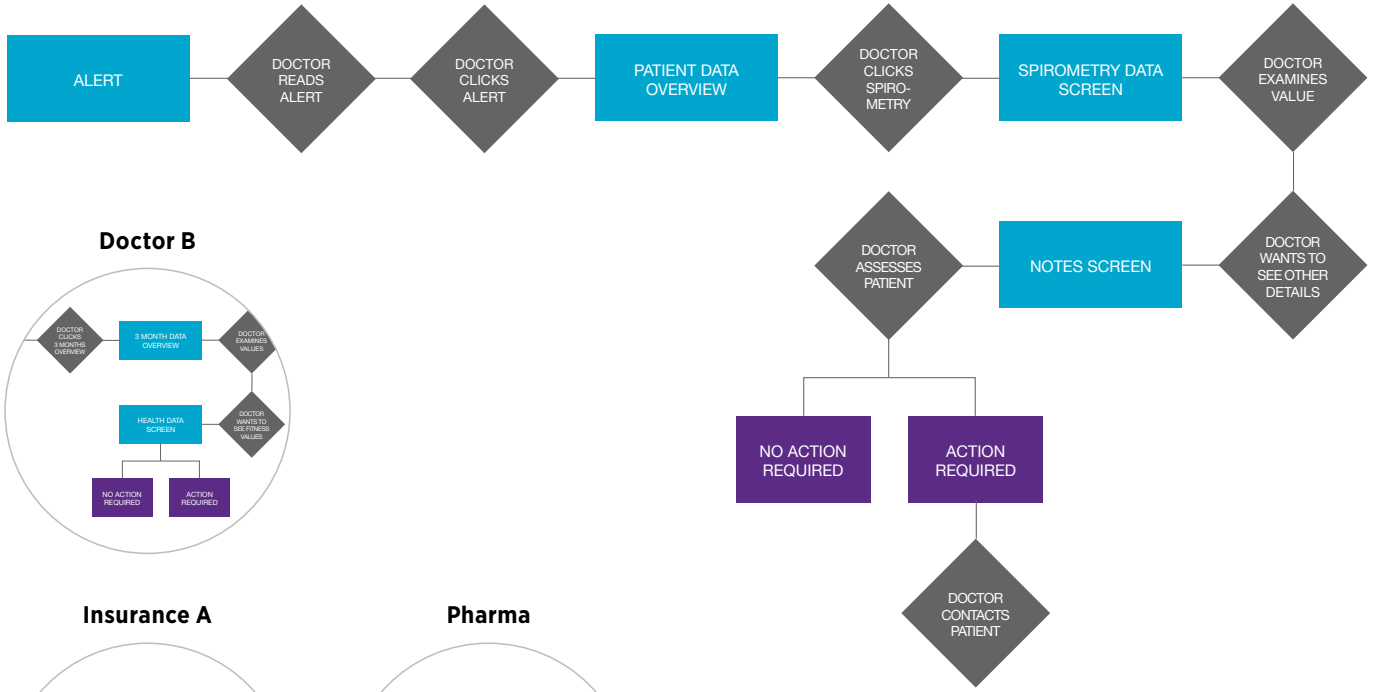


Data Modeling 2

User Flows

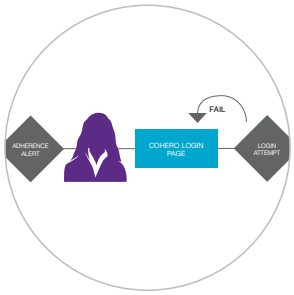
With the restrictions and challenges that we had to operate under, the development of user flows became very important to the creative process.

Doctor - Alert User Flow

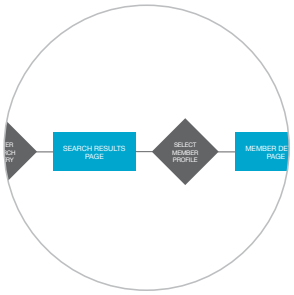


Doctor B

Insurance A



Pharma



Creative Development 1

Feature Mapping

One of the first steps following *Data Modeling* was to generate and prioritize potential features.

FIndings

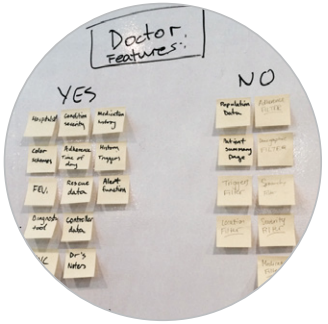
After this exercise it became quickly evident to us that a one-size-fits-all solution is not ideal. We concluded that each user group needs to have a customized interface with a different set of features.

Must-Have Features

Features	Doctors	Pharmaceutical	Insurance
Controller Data	•	•	•
Rescue Data	•	•	•
FEV1	•		
FVC	•		
Adherence Data - Time of Day	•	•	•
Condition Severity	•	•	•
Medication History	•	•	•
Hospitalization List	•		
Color Schemes	•	•	•
History Triggers	•		
Data Filter - Time/Data		•	•
Inhaler Percent Used		•	•
Population Data		•	•
Location Filter		•	•
Severity Filter		•	•
Medication Filter		•	•
Demographic Filter		•	•
Adherence Filter		•	•
Patient Summary	•		•

Nice-to-Have Features

Features	Doctors	Pharmaceutical	Insurance
Health Kit Data	•		
ACT Asthma Control Test	•		
Inhaler Percent Used	•		
Education Tool	•		
Diagnostic Tool	•		
Alert function	•		
Doctor's Notes	•		•
History Triggers		•	•
Triggers Filter		•	•



Creative Development 2

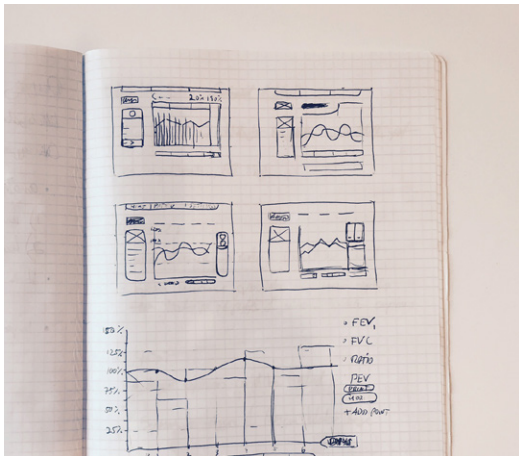
Sketching

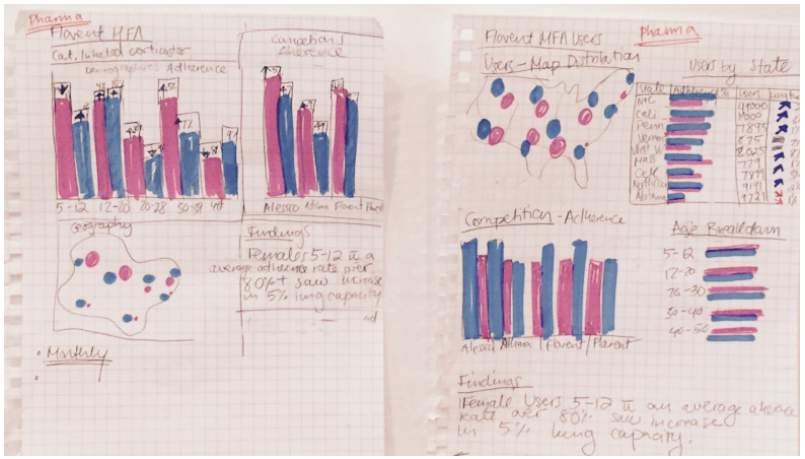
Following *Feature Mapping* we decided to focus on the interface for doctors as the primary user group. This is the area where he had sufficient research data and where we felt confident in our feature prioritization. We began to sketch out ideas and create interface layouts on paper and on the whiteboard.

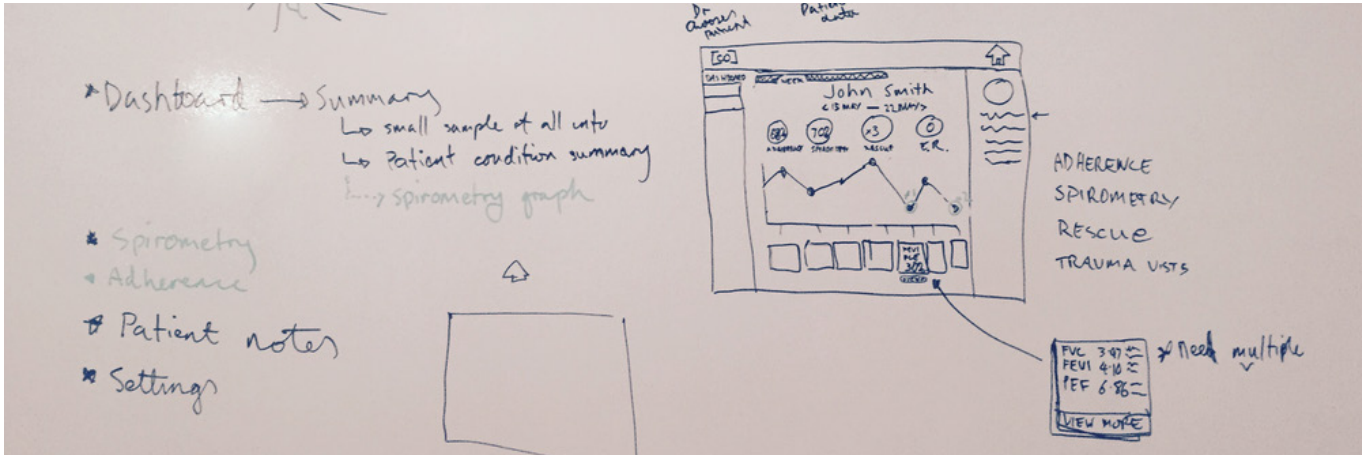
FIndings

Throughout the sketching process we quickly discovered that the data points needed to be front and center and that one key feature would be the adherence graph aligned with the spirometry data.

Initial Sketches





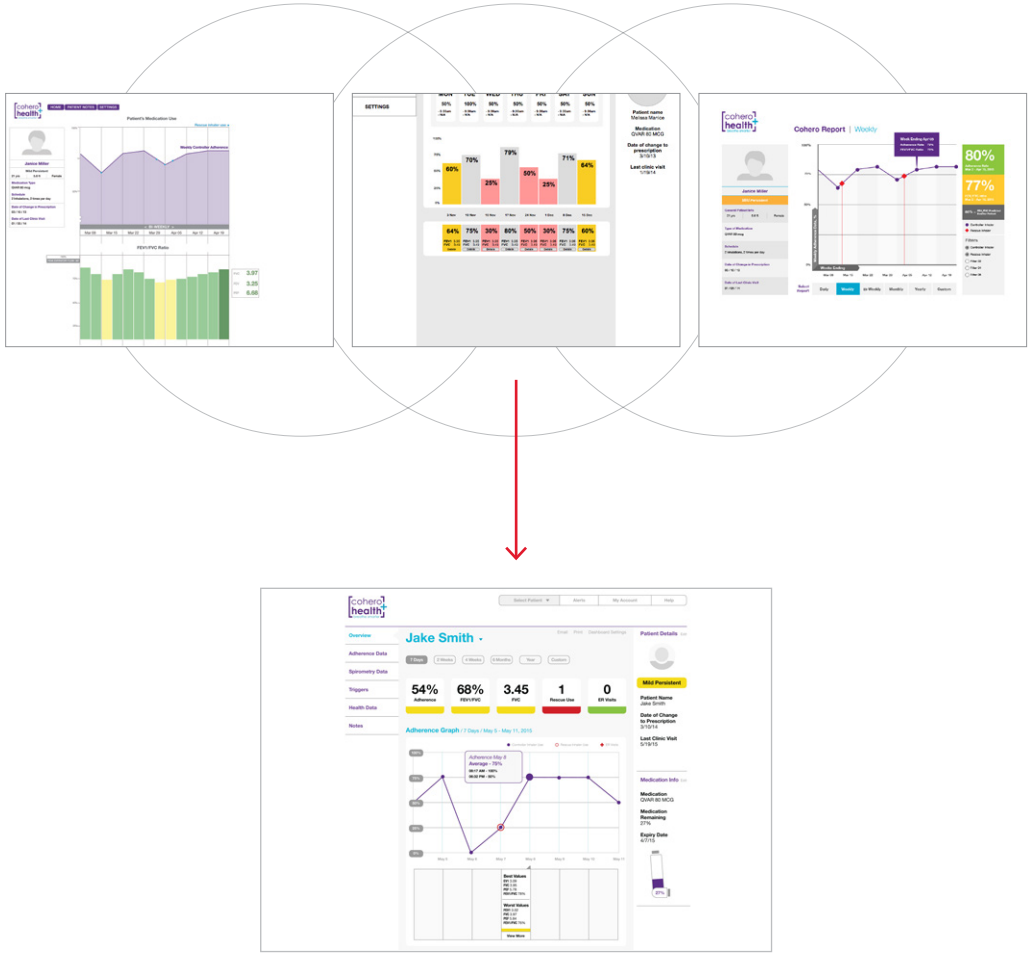


Creative Development 3

Wireframing

Once those ideas were developed on paper, we began to create medium fidelity wireframes in Sketch. These morphed into what was our first paper prototype.

Wireframe Development

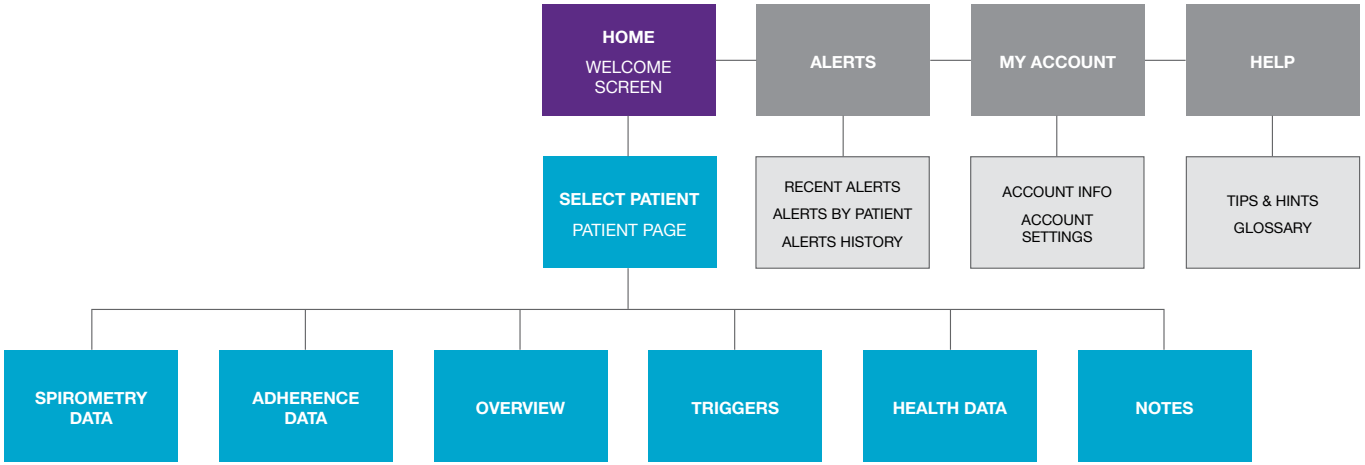


Creative Development 4

Sitemap

During this stage a sitemap was also conceived, providing us and the client with a good framework for further creative development.

Sitemap - Doctor Interface



Prototyping & Testing 1

Rapid Prototyping

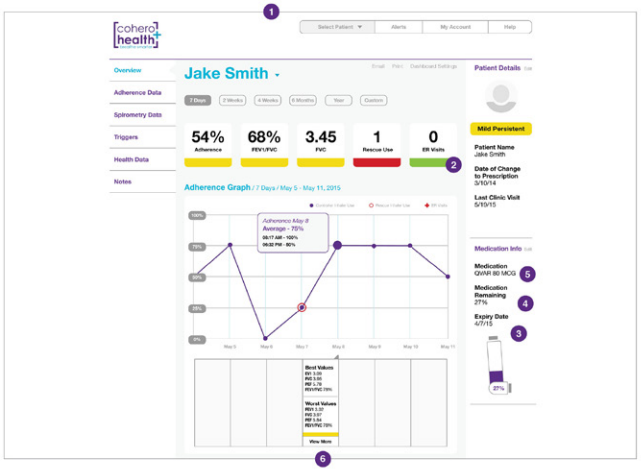
Before we began with the development of a clickable prototype, we tested a static prototype.

FIndings

Our findings showed that while layout and functionality were on track, certain important data points were not featured with enough prominence.

Prototype Annotations - Doctor

Dashboard 7 Days



Finding 1
Understood page functionality and was able to quickly interpret data and graph.

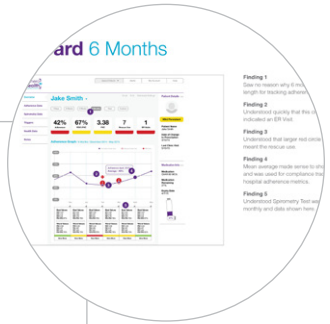
Finding 2
Although thought Rescue Use and ER Visits were important, would rather see Peak Flow and FEV up front. Would like the order to be Adherence, FVC, FEV1, Ratio then PEV.

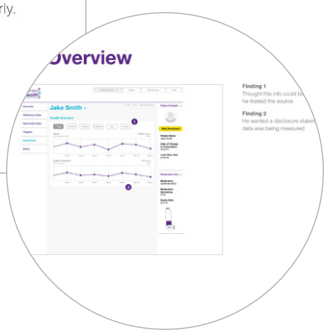
Finding 3
Asthmatic himself and liked that Inhaler Expiration Being Tracked and shown.

Finding 4
Wording change of Expiry Date to Expiration Date.

Finding 6
Change QVAR to a more common medication . Symbicort or Advair.

Finding 7
Align Spirometry Data to day line more clearly.





Prototyping & Testing 2

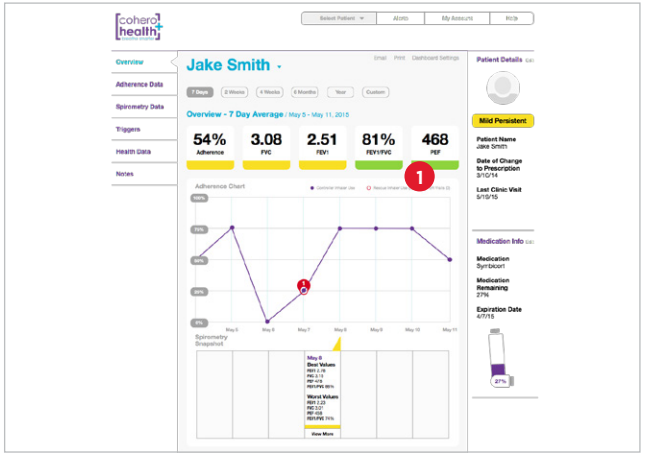
Wireframe Revisions

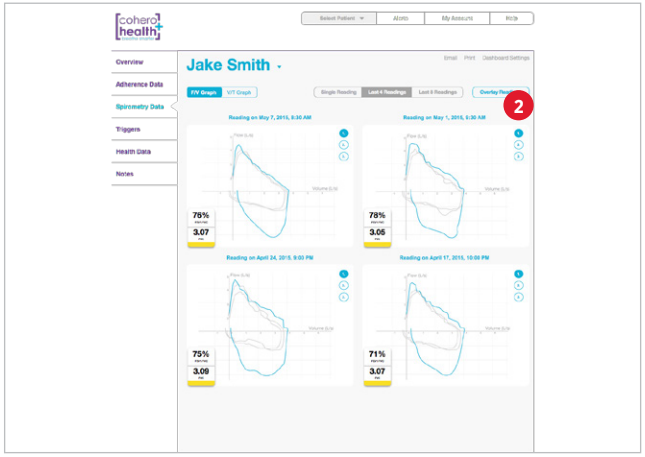
With the information from the rapid prototype testing, we made revisions to the wireframes.

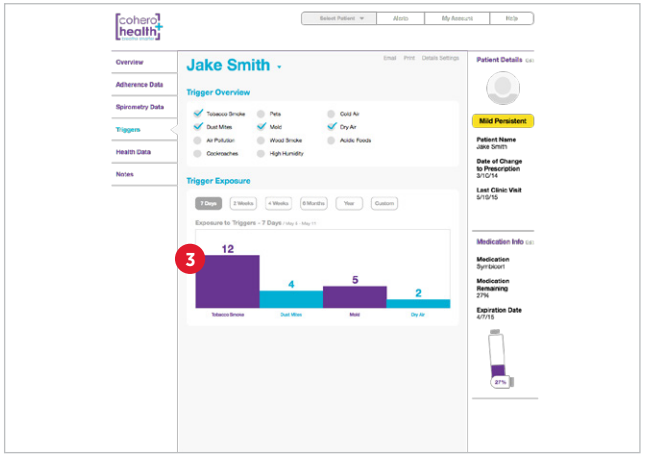
Key Revisions

+ Values on the dashboard metrics changed 1
+ Graph overlay feature was added to the spirometry screen 2
+ Asthma Trigger Frequency was introduced 3

Revised Wireframes - Doctor







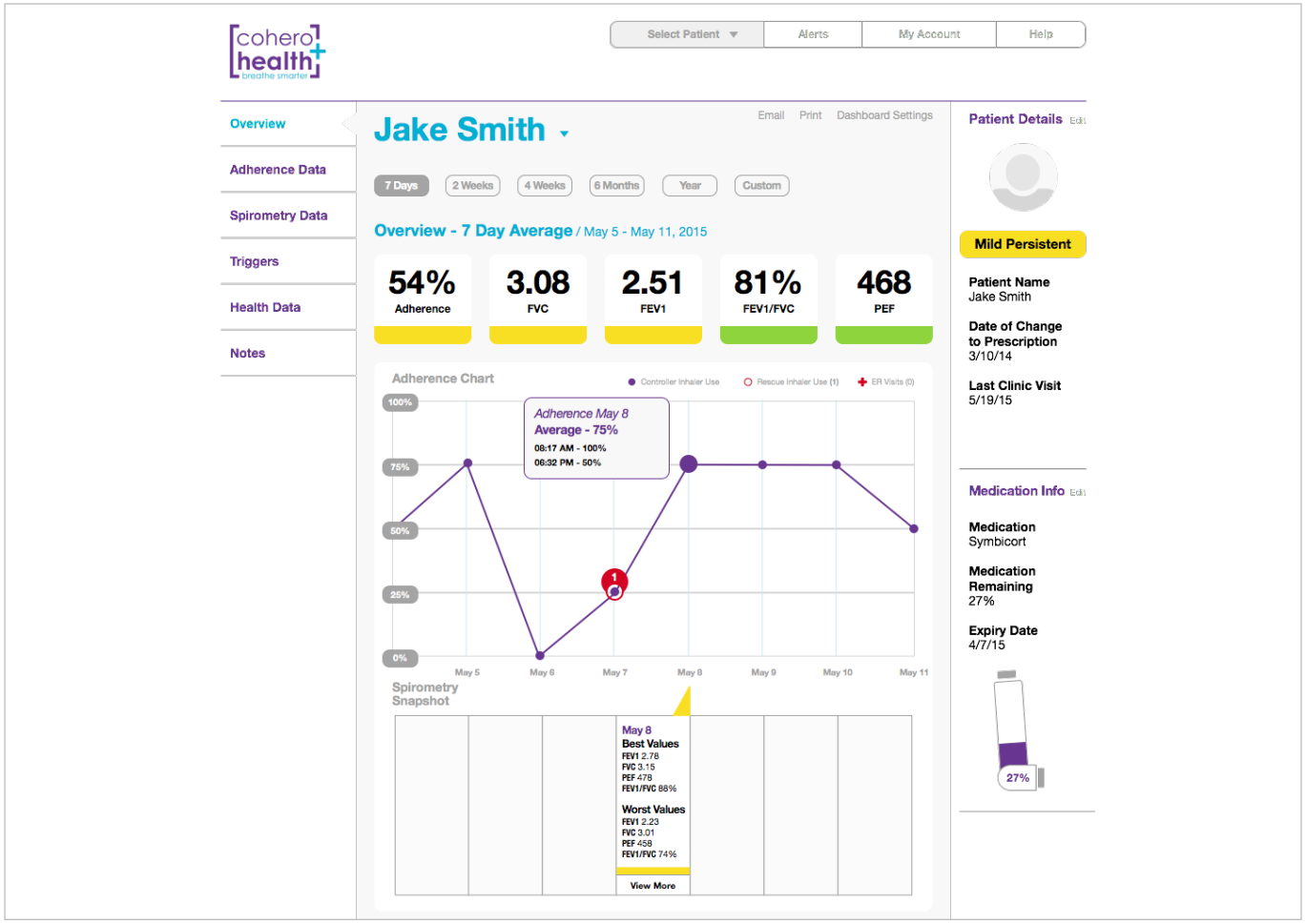
Prototyping & Testing 3

Clickable Prototype

After the initial round of feedback, we proceeded to create a clickable prototype based on the revised wireframes.

https://projects.invisionapp.com/share/ND31QA8V5#/

Revised Prototype - Doctor

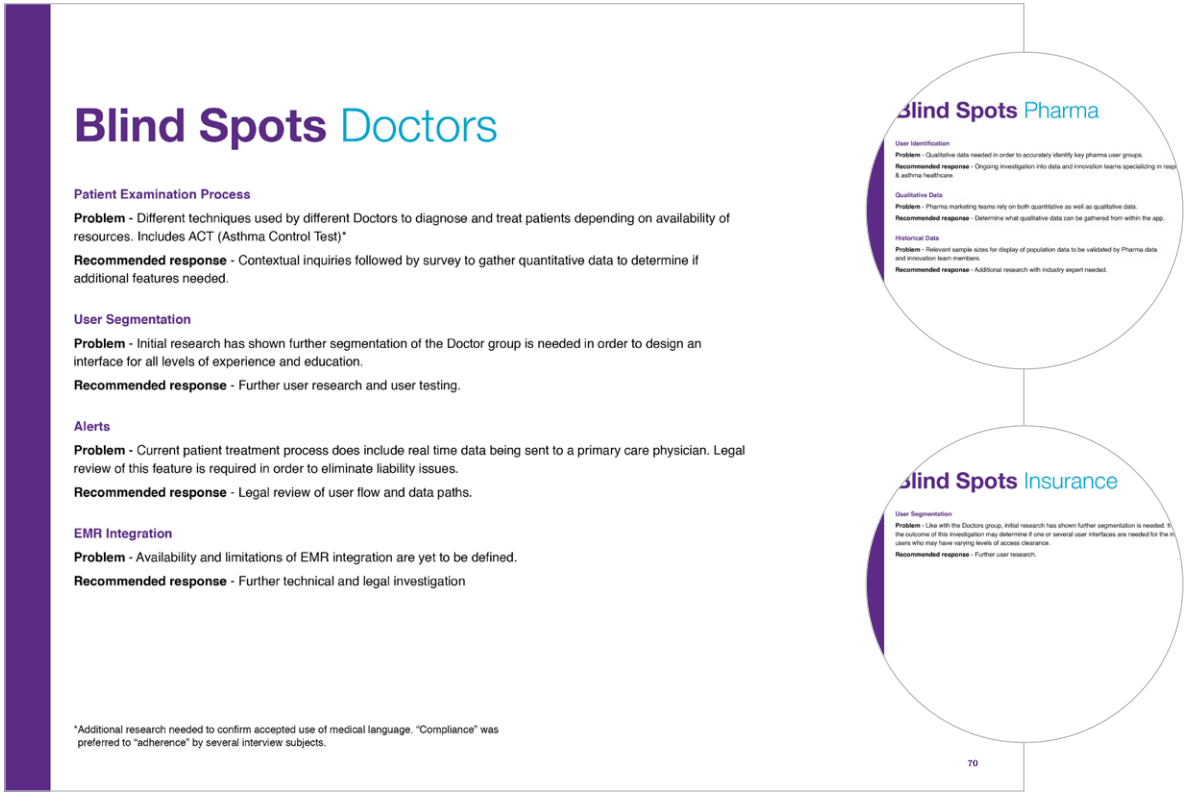


Takeaways

One of the biggest challenges we faced, was certainly the difficulty to identify and contact users on the insurance and pharma side. Those industries are heavily guarded and opaque. We tried to get as much information as we could through second-degree sources and developed hypotheses based around those findings. However, this left us with several blind spots. Further research is still required and additional data needs to be gathered.

Blind Spots

Due to the complex task, the various challenges in communicating with users and the time constraints, we were still left with several areas that need further validation. We decided to list them out and provide the client with recommended responses.



Blind Spots Doctors

Patient Examination Process

Problem - Different techniques used by different Doctors to diagnose and treat patients depending on availability of resources. Includes ACT (Asthma Control Test)*

Recommended response - Contextual inquiries followed by survey to gather quantitative data to determine if additional features needed.

User Segmentation

Problem - Initial research has shown further segmentation of the Doctor group is needed in order to design an interface for all levels of experience and education.

Recommended response - Further user research and user testing.

Alerts

Problem - Current patient treatment process does include real time data being sent to a primary care physician. Legal review of this feature is required in order to eliminate liability issues.

Recommended response - Legal review of user flow and data paths.

EMR Integration

Problem - Availability and limitations of EMR integration are yet to be defined.

Recommended response - Further technical and legal investigation

*Additional research needed to confirm accepted use of medical language. "Compliance" was preferred to "adherence" by several interview subjects.

70

Blind Spots Pharma

User Identification

Problem - Qualitative data needed in order to accurately identify key pharma user groups.

Recommended response - Ongoing investigation into data and innovation teams specializing in resp & asthma healthcare.

Qualitative Data

Problem - Pharma marketing teams rely on both quantitative as well as qualitative data.

Recommended response - Determine what qualitative data can be gathered from within the app.

Historical Data

Problem - Relevant sample sizes for display of population data to be validated by Pharma data and innovation team members.

Recommended response - Additional research with industry expert needed.

Blind Spots Insurance

User Segmentation

Problem - Like with the Doctors group, initial research has shown further segmentation is needed. T the outcome of this investigation may determine if one or several user interfaces are needed for the i users who may have varying levels of access clearance.

Recommended response - Further user research.

Project 02


Sketch 9:41 AM 42%
Home
West Village
News 3
Map
Events 2
Map
Mike Mikenson @mikeymike
Florence and the Machine are play…
15 mins ago
.73 mi
lloveyounoidont @noloveforyou
Free balloons for kids at the park on…
34 mins ago
.83 mi
Free 4
Map
Adelaid Bo @adebo
Marketing team giving away free…
13 mins ago
.21 mi
Destroyer @destroyer1297
Spend $5 on candy and get a free…
23 mins ago
1.03 mi
lloveyounoidont @noloveforyou
Free balloons for kids at the park on…
34 mins ago
.83 mi
walkingaway @walkingaway
Doggie treat samples being given…
38 mins ago
.67 mi
Sales 4
Map
Home
Contribute
Settings
Sketch 9:41 AM 42%
West Village
List
60
Time range (min)
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Map radius (mi)
News
2
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Sketch 9:41 AM 42%
West Village
List
13 mins ago .21 mi
Adelaid Bo @adebo
Marketing team giving away free chocolate granola bars. Yum!
60
Time range (min)
1.25
Map radius (mi)
News
2
Events
4
Free
Sales
5
NY Moments
Home
Contribute
Settings

starling

Overview 1

This project had a very wide-ranging scope. We, two other UX students and myself, were asked to explore a problem/ area of opportunity for an existing brand and then come up with a creative solution.

Problem Statement

New York City has so much going on it's impossible to know about everything happening around you at any given moment.

Solution

A sister app to Twitter that allows fellow NYers to alert each other about things they are interested in (events, sales, street fairs, news, etc.) as they are happening.

Challenges

Creating an app that is user-friendly, engaging and integrates well with the Twitter brand.

What is needed is an app that allows fellow NYers to share information about things happening right now.

Time + Location = Helpfulness

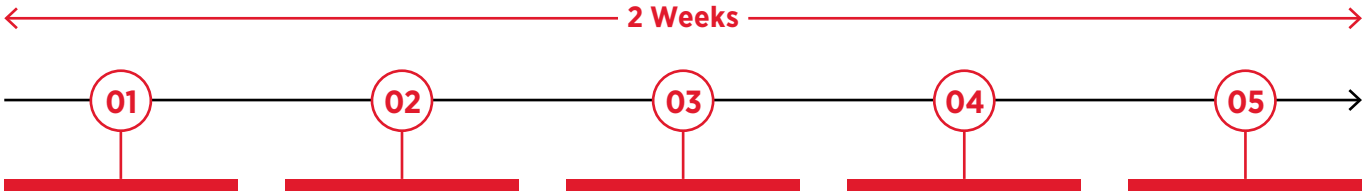
Overview 2

Deliverables

+ Research Report
+ Personas / User Groups
+ Wireframes & Annotated Mock-ups
+ Clickable Prototype

Timeline & Process

The alloted time for this project was two weeks.



Discovery

+ Problem statement
+ Brand research

Research

+ Examine the competitive environment
+ Technical background research
+ Screener & user interviews
+ Card sorting

Data Modeling

+ Persona development
+ User flows & scenarios

Creative Development

+ Affinity mapping
+ Ideation
+ Information architecture
+ Sketching
+ Wireframes

User Testing

+ Rapid prototyping
+ Iterations
+ Clickable prototype
+ Usability testing

Research 1

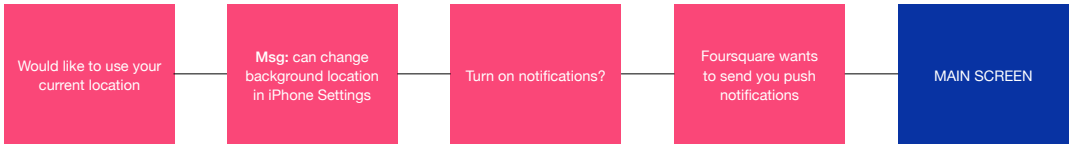
Competitive & Comparative Analysis

We looked at the apps Facebook, Foursquare, Instagram, Snapchat and Vine. We examined their structure and their onboarding process. Each app gave us insight into how users interact with the most popular apps similar to Starling.

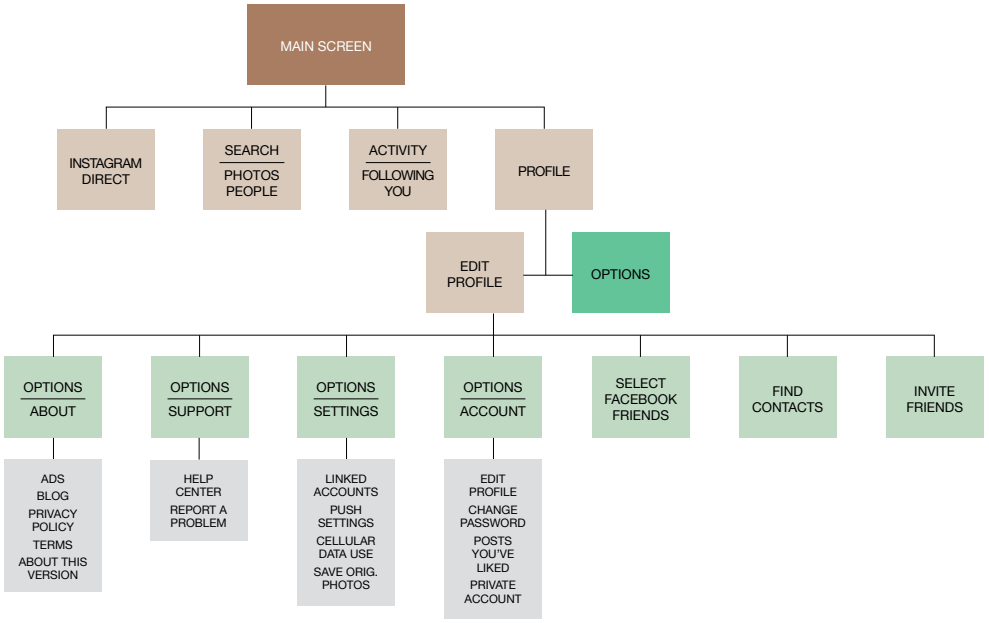
FIndings

Some onboarding processes are a bit of a cautionary tale. The user is asked a series of incrementally intrusive questions in a never-ending series of screens. These allow for a possibility of drop-off by the user that we definitely wanted to avoid.

Foursquare



Instagram



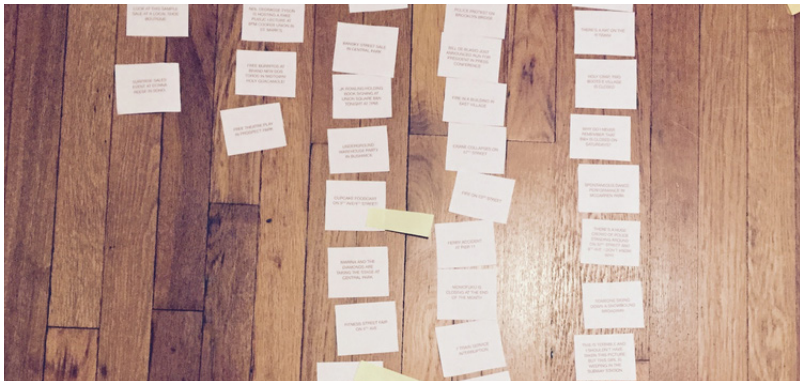
Research 2

User Interviews

After we sent out a survey to screen for respondents, we went on to interview ten potential users. Interviewees were questioned about their Twitter usage as well as features they liked or didn't like about Twitter and other social sharing apps. We asked about how they use their smartphones, how often they refer to them and what kind of information they look up. Furthermore, we also enquired about their view on push notifications.

FIndings

Some of our key findings were that people tend to consume more than they contribute. In addition, Twitter is liked for its ease-of-use, however Twitter's feed can be overwhelming as retweets and hashtags tend to clutter the space.



Card Sorting

Since our intitial research indicated that this was also an information architecture challenge, we decided to conduct open and closed card sorts in order to establish our feed categories (channels).

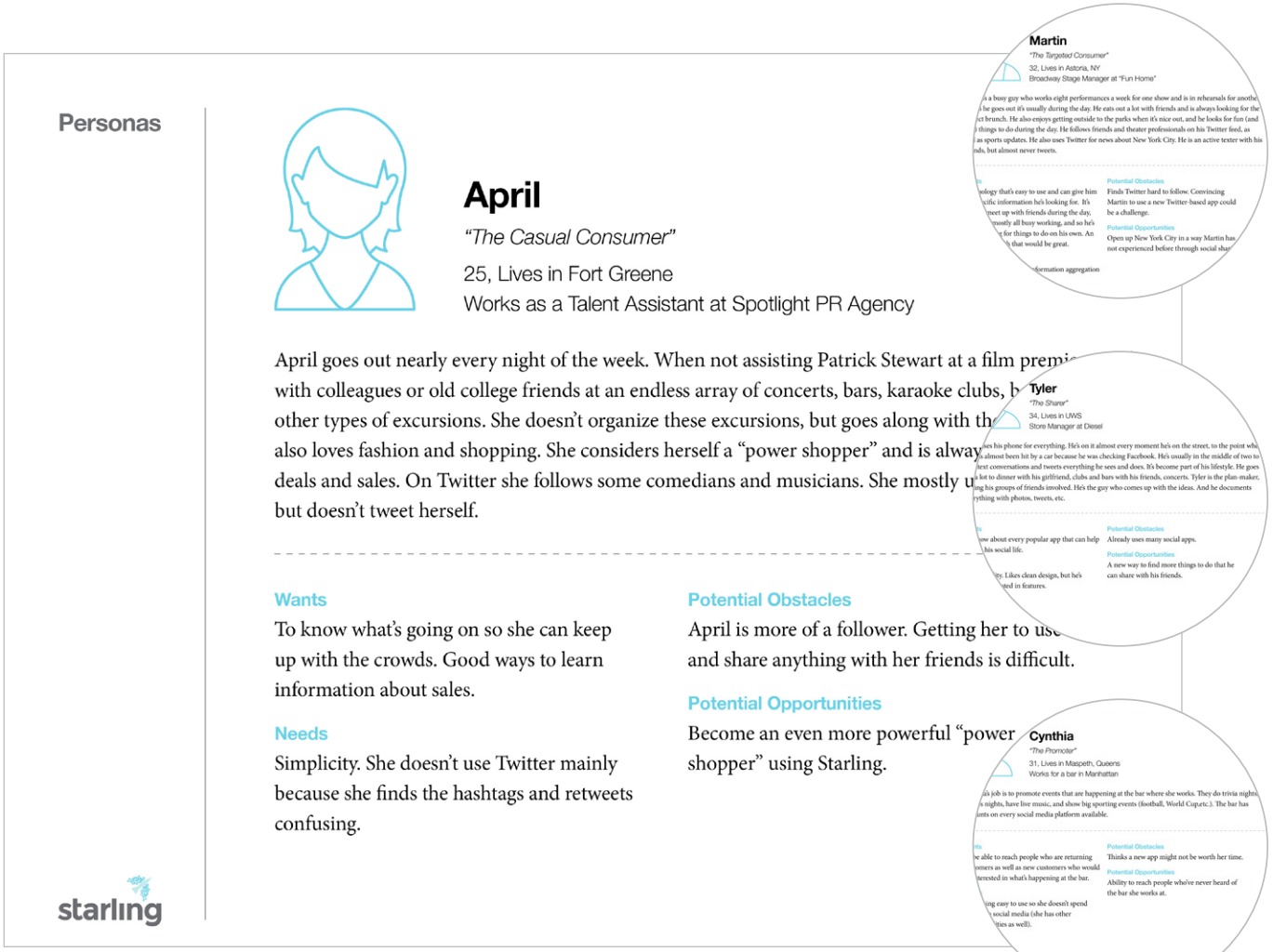
Data Modeling

Persona Development

After sending out a screener and interviewing ten people, we created four personas to represent Starling's different user types.

FIndings

The personas guided us in creating and prioritizing features and made us aware of the differences between contributors and consumers.



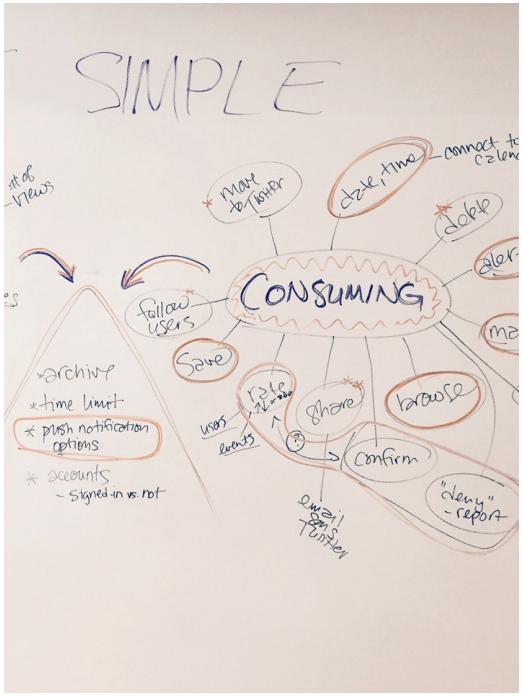
Creative Development 1

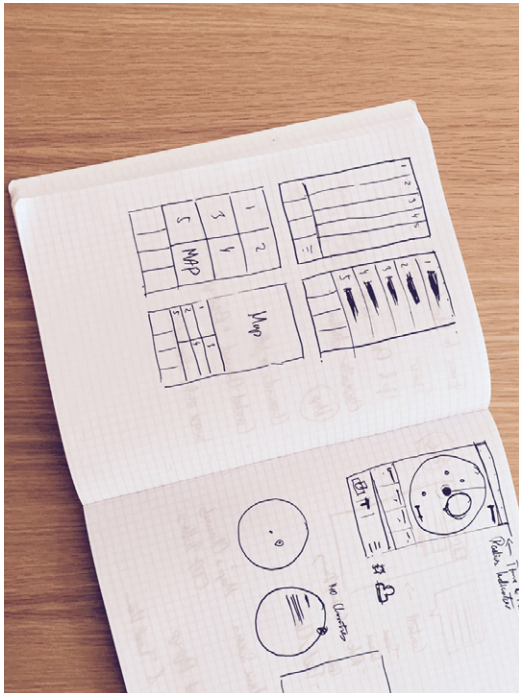
Brainstorming & Feature Mapping

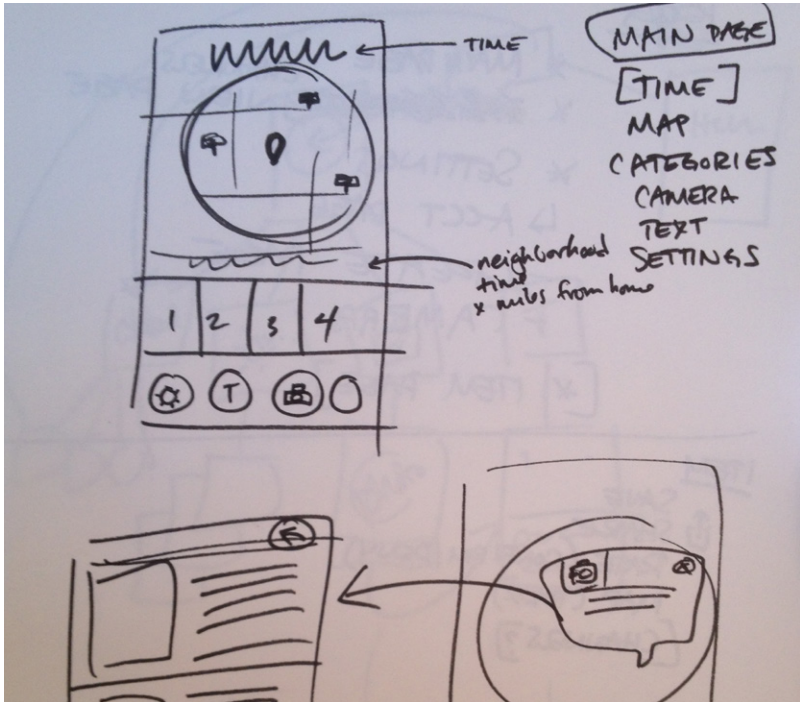
After analyzing all of our research, we continued with a feature brainstorming session.

Sketching

The initial sketching sessions quickly allowed us to get on the same page with such features as the map circle or the channel tabs.





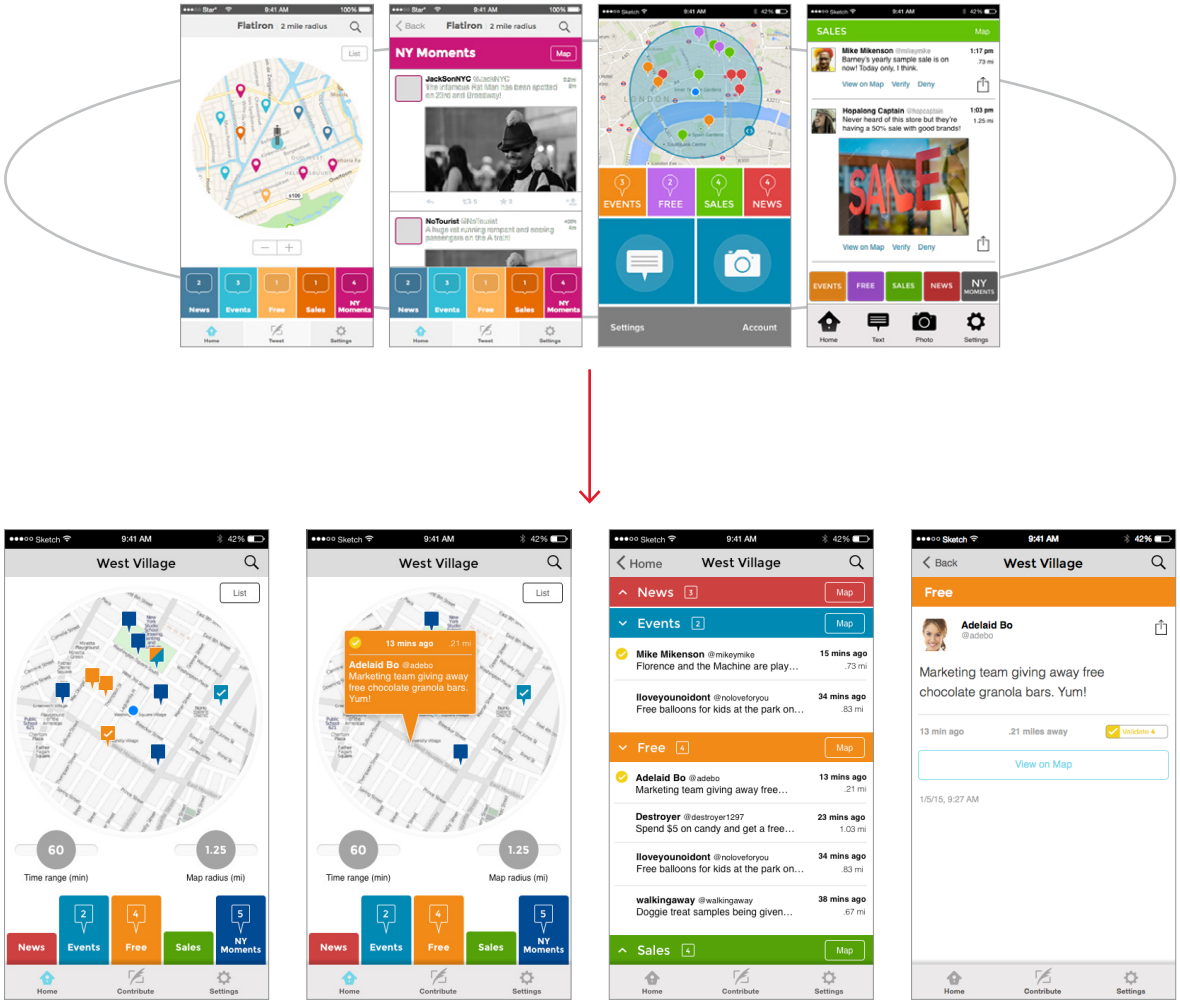


Creative Development 2

Wireframes

After the sketching session we set out to create wireframes separately. These morphed into what would become our app template.

Differentiating the channels with distinct, easily identifiable colors was paramount.



Prototyping & Testing 1

User Testing

We conducted numerous paper and digital prototype tests. Throughout we tested two distinct user flows, one for contributors and one for consumers.

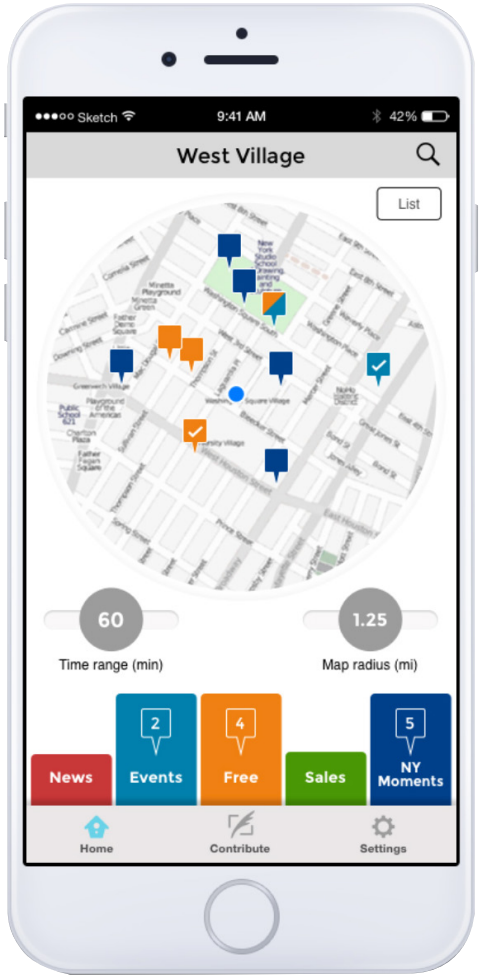
FIndings

While some design issues needed to be addressed throughout the testing process, the overall response was a very positive one. Users seemed to have a good understanding of the overall functionality of the prototype.

Prototyping & Testing 2

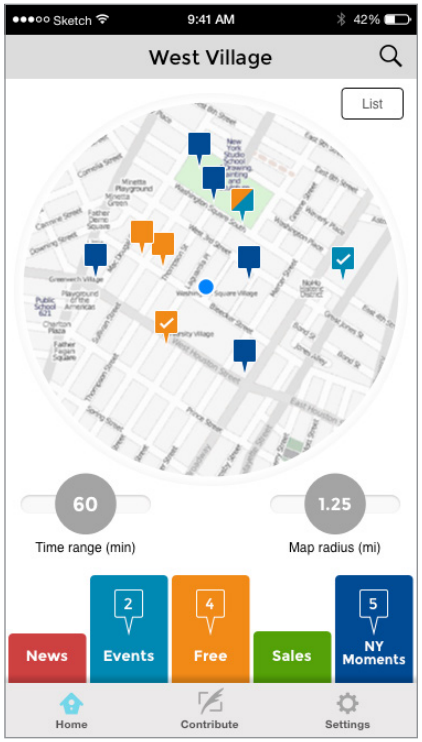
Clickable Prototype

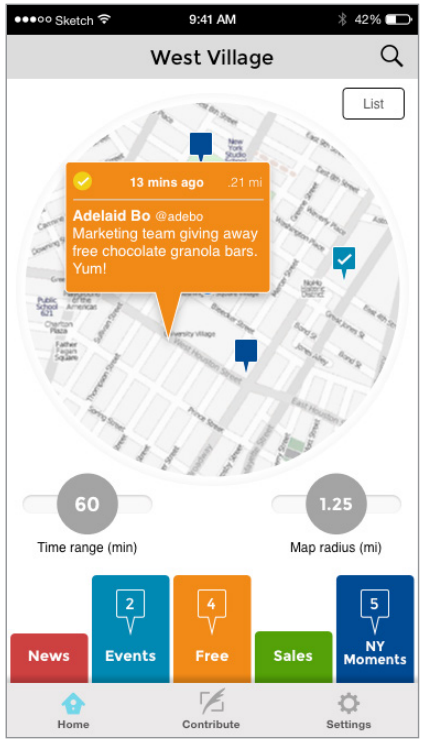
http://invis.io/RA2UZ3FW7

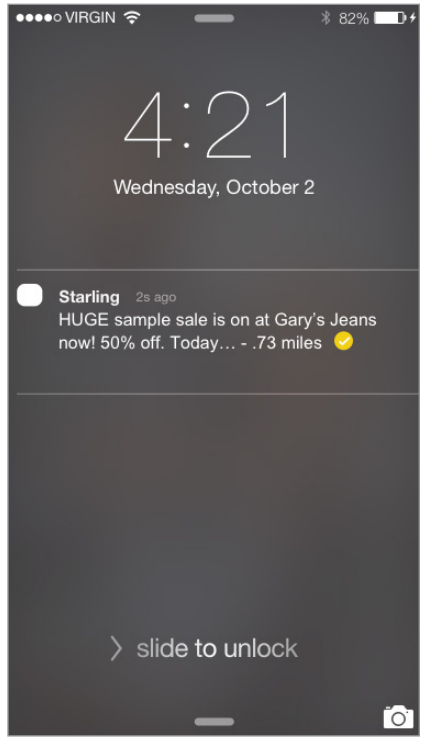


Takeaways

We found out that having a lot of creative freedom can be a challenge in itself. In a project that has a timeline of only two weeks, quick decision making is key. One cannot get too attached to one specific idea and instead has to be open to exploring other avenues.

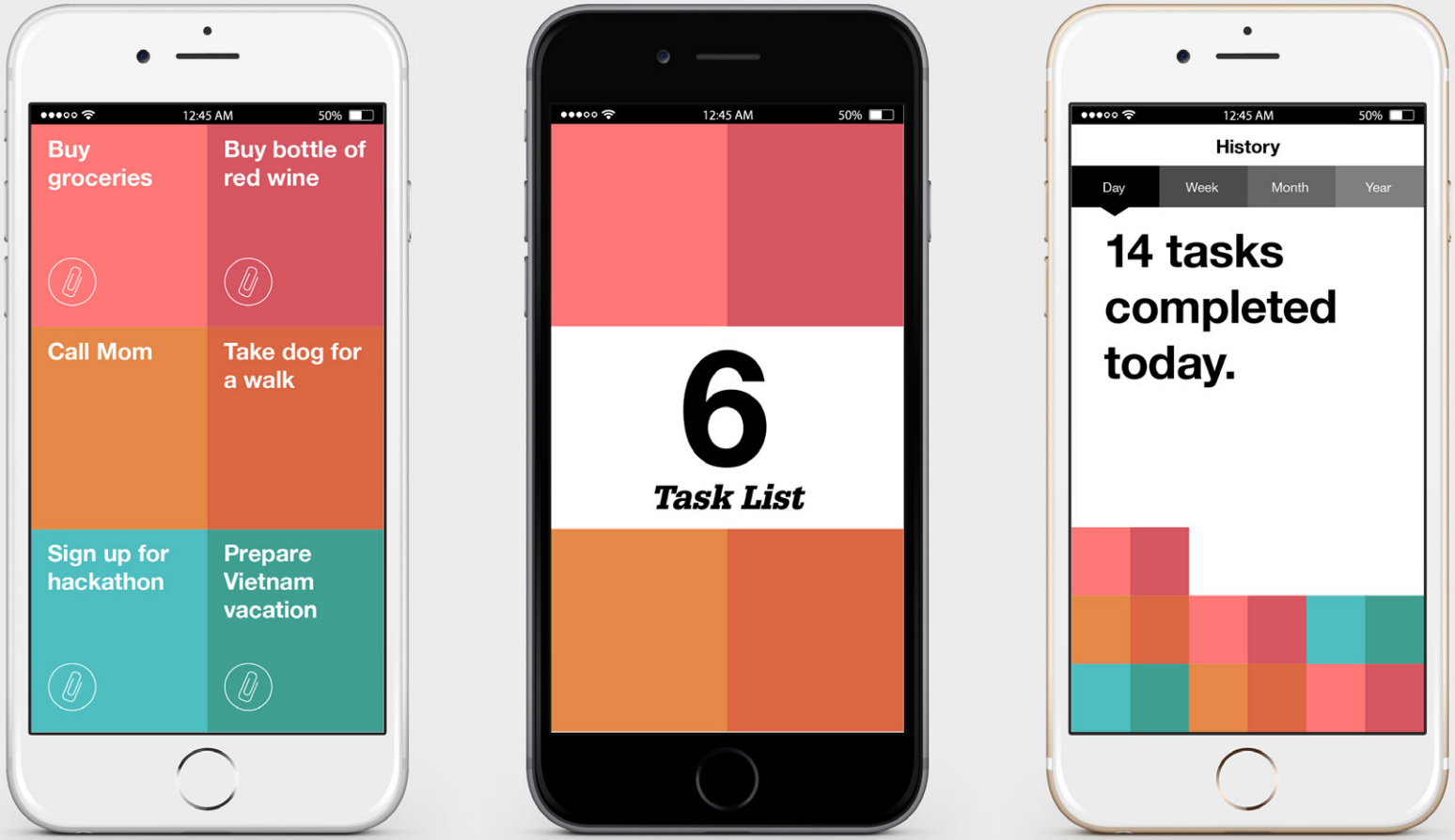






Project 03

In Progress


12:45 AM
50%
Buy groceries
Buy bottle of red wine
Call Mom
Take dog for a walk
Sign up for hackathon
Prepare Vietnam vacation
12:45 AM
50%
6
Task List
12:45 AM
50%
History
Day
Week
Month
Year
14 tasks completed today.

6-Task List

Overview

The initial brief for this project was to create a to-do list app prototype based on user interviews and testing.

This project has been revisited recently.

Problem Statement

Many users feel overwhelmed and burdened by their daily tasks. They have difficulty prioritizing what needs to get done and find many to-do list apps too complex.

Solution

A simple, elegant to-do list app that prompts users to prioritize their tasks through constraints: The 6-Task App.

Challenges

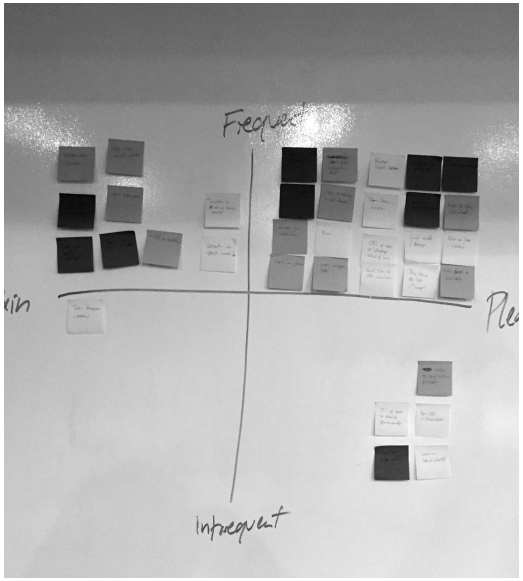
Creating an app that is user-friendly, simple, and yet functional.

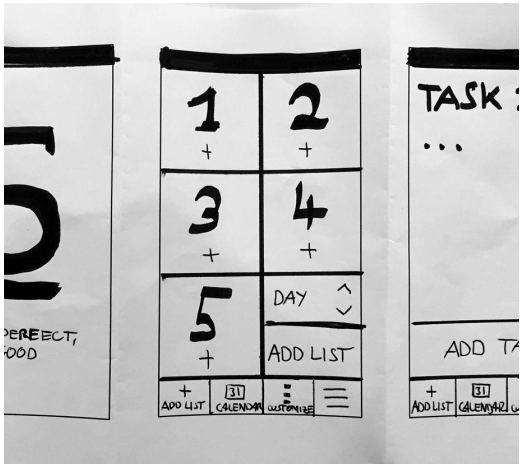
Keep it simple.

Previous

Previous Work

Previous work entailed user interviews, affinity mapping, sketching and user testing.





Current 1

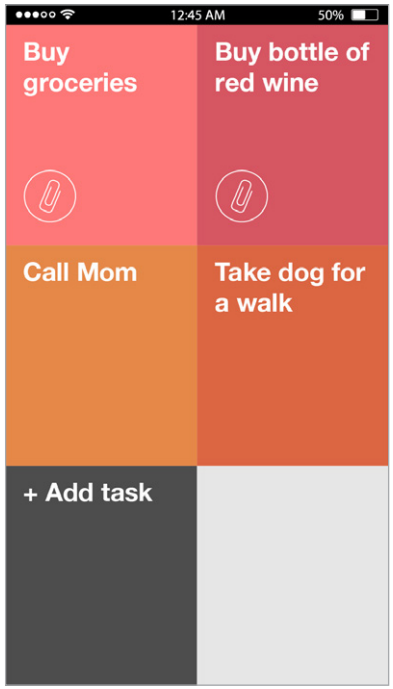
Current Status

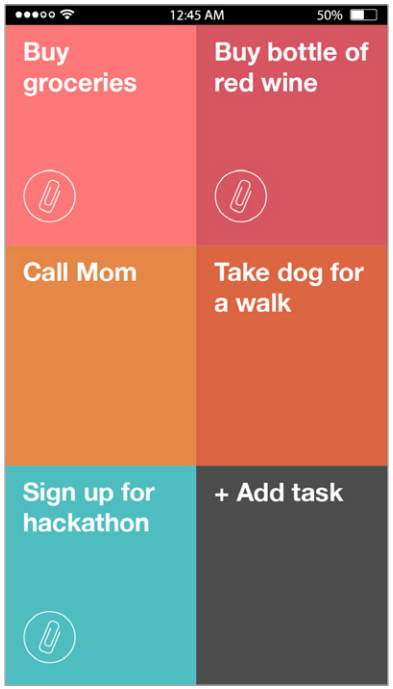
Since the project has been revisited, several changes have been made.

+ Simplified layout and increased number of task from 5 to 6
+ Removed the ability to have numerous lists at once
+ Removed numbers on tiles

Key Features

+ No more than six items at any time
+ Tiles can be dragged and rearranged according to priority
+ Icon indicates whether picture or voice recording has been added to task

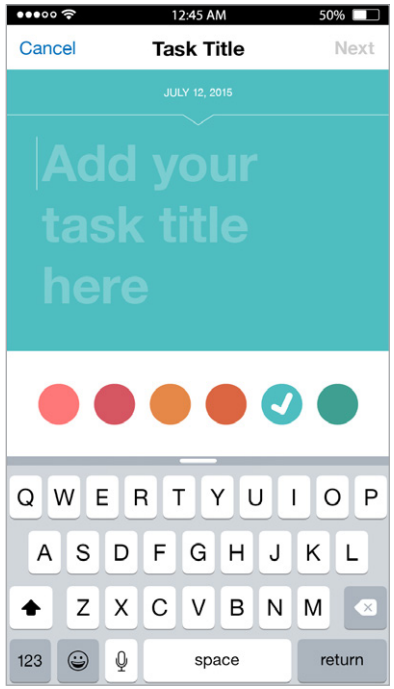


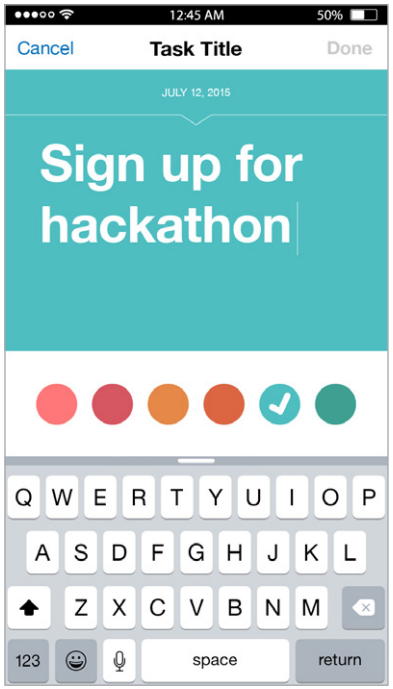


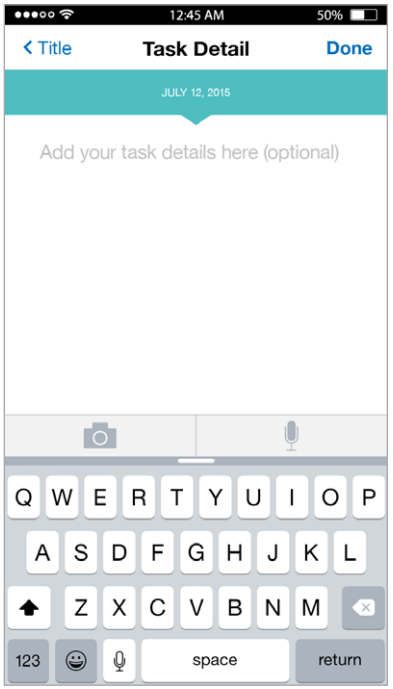
Current 2

Key Features

+ Task titles are restricted to three lines of text
+ Tile color within a given scheme can be individually selected
+ Adding more detail to a task is optional
+ Pictures and voice recordings can be added to a task



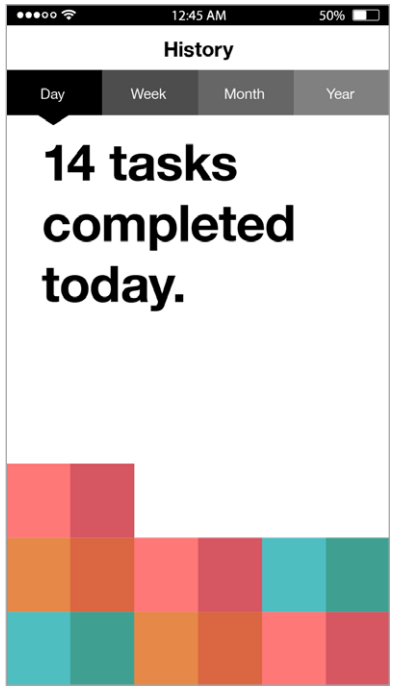


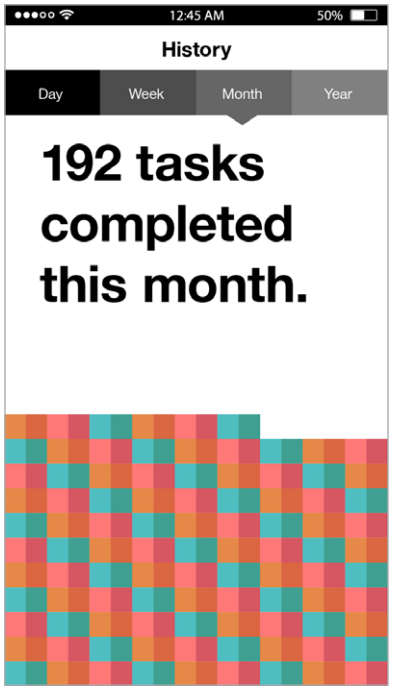


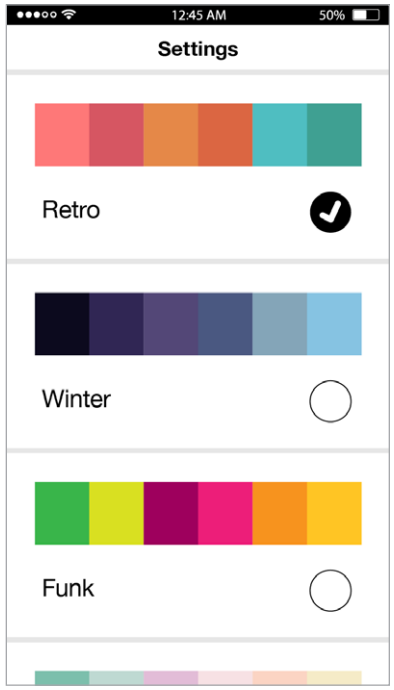
Current 3

Key Features

+ History shows all the completed tiles
+ Various color schemes can be set (retro, winter, funk, pastel, etc)







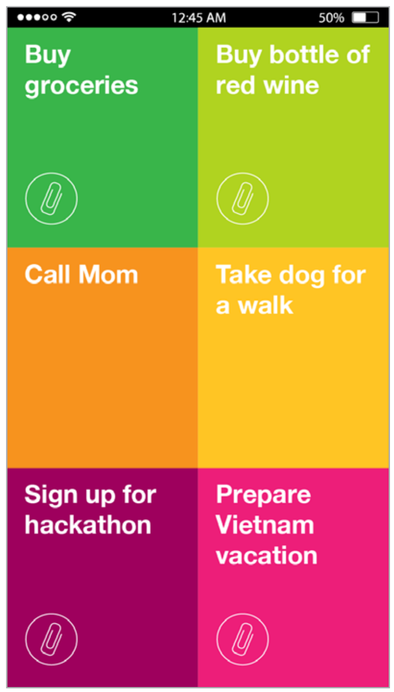
Current 4

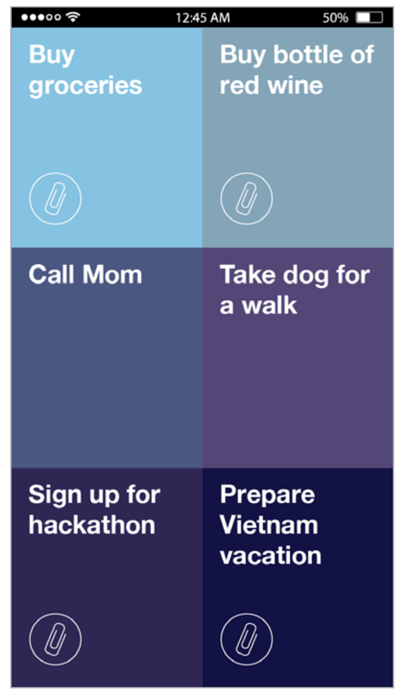
Key Features

+ Color schemes create variety and allow the user to customize the look according to their preferences

Considerations

+ Potentially adding tab bar (settings, history, home screen)
+ Planning to do A/B Testing on tab bar vs hidden settings page (swipe would reveal page)
+ How to motivate people to create and finish tasks
+ Developing a way to perhaps compare various timeframes in the history section





Previous Work

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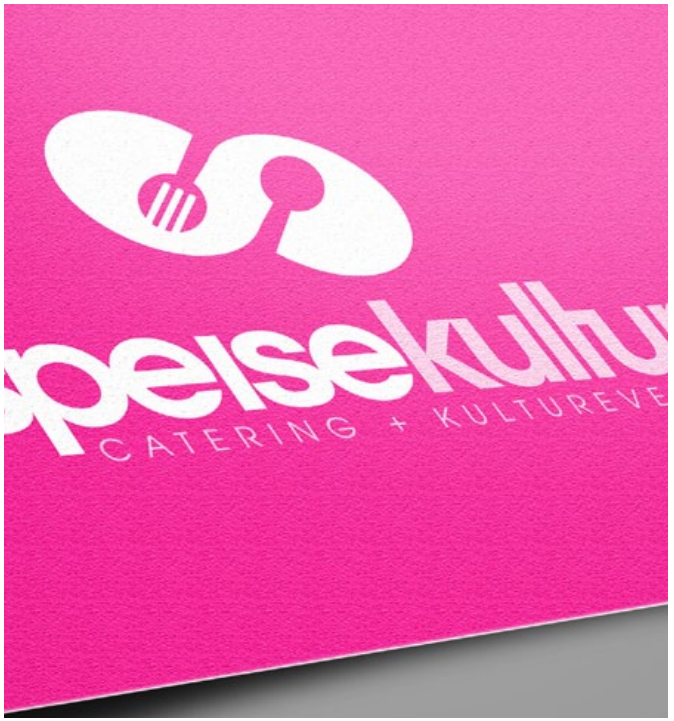
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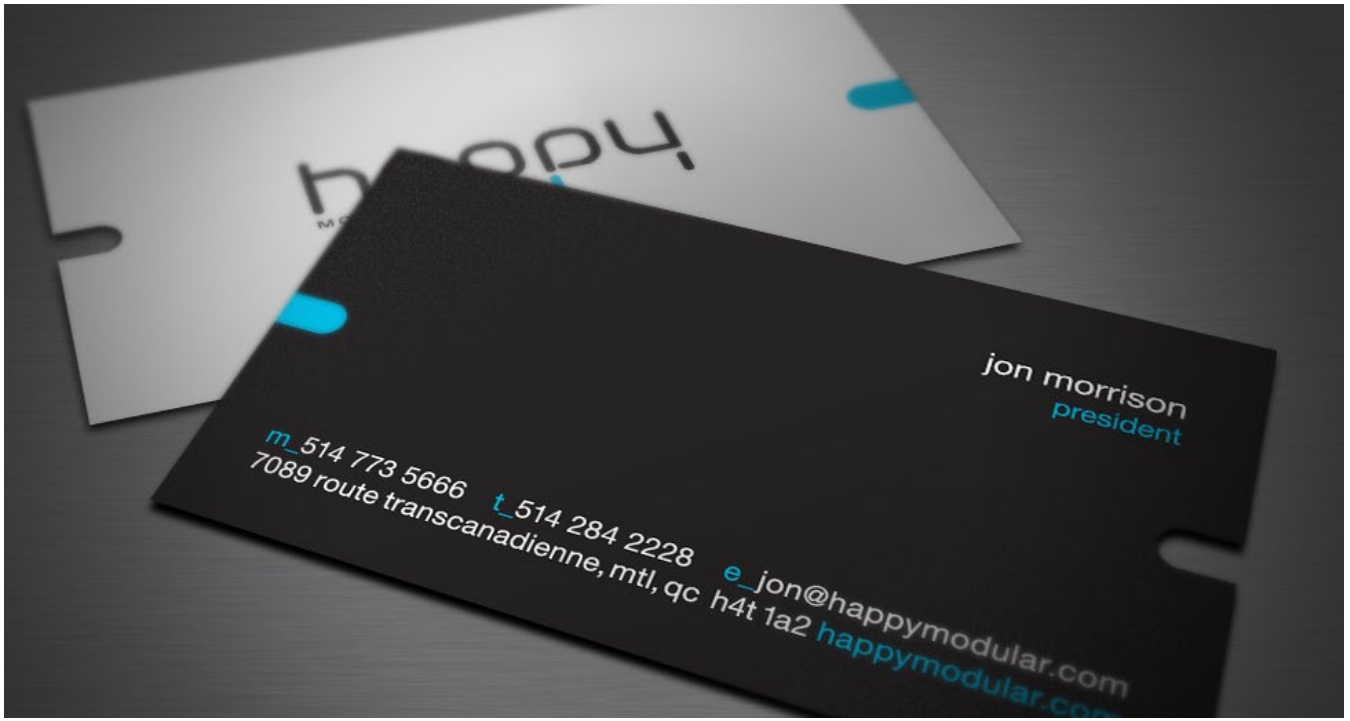
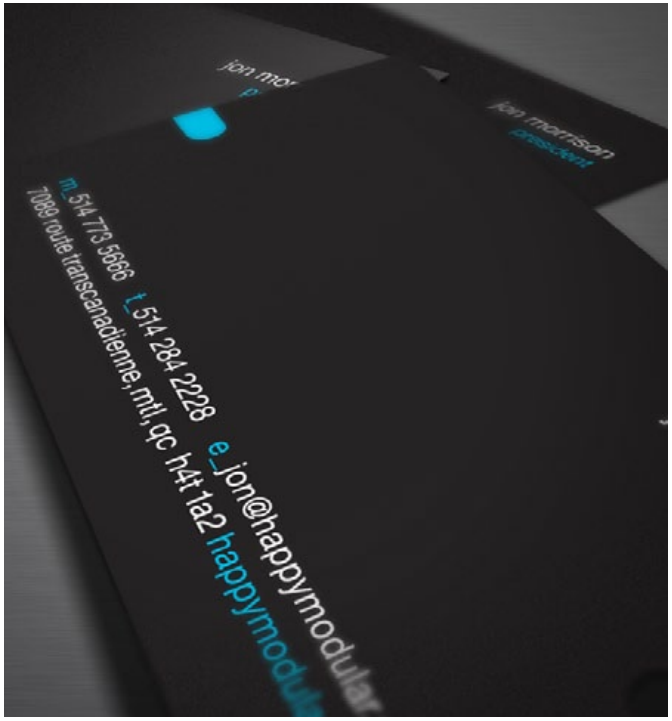




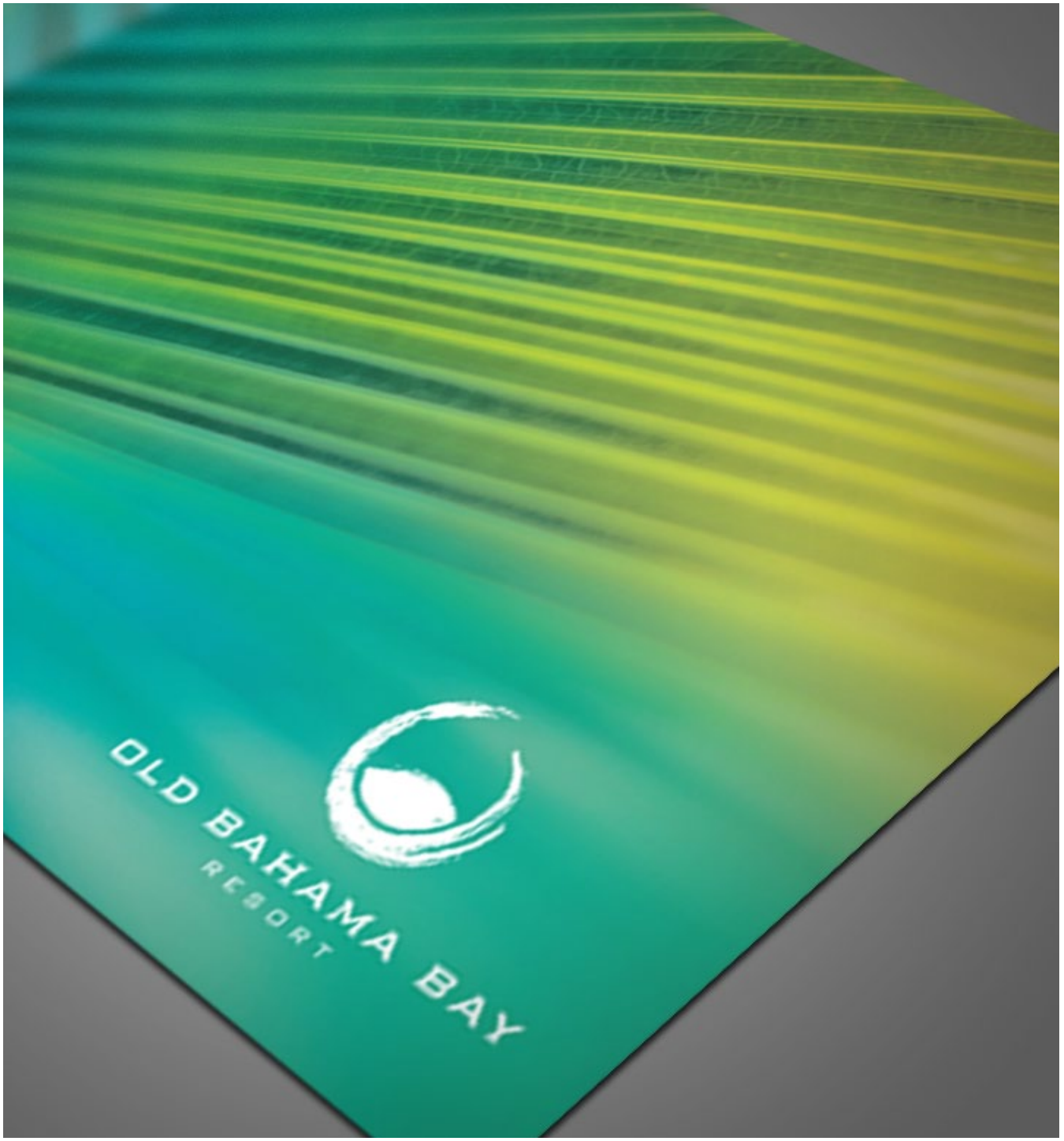
happy
MODULAIRE

happy
MODULAIRE

HAPPY MODULAIRE - LOGO + BUSINESS CARD

OLD BAHAMA BAY
RESORT

OLD BAHAMA BAY
RESORT



OLD BAHAMA BAY - LOGO + BROCHURE

OLD BAHAMA BAY - LOGO + BROCHURE

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Without
Music
Life
would be a
Mistake


Without
Music
Life
would be a
Mistake