Robert Schwenkler

SKILLS

I have a versatile skillset that combines creative experience with business and technical expertise. Utilizing contemporary tools I strive to perceive human interaction and behaviors to create lasting, delightful experiences. I think critically, communicate openly and yearn for collaboration.

DESIGN THINKING	INFORMATION ARCHITECTURE	SKETCHING WIREFRAMING
HIGH-FIDELITY VISUAL DESIGN	INTERACTIVE PROTOTYPES	HTML5, CSS3, JAVASCRIPT

CASE STUDIES

The list of projects that I have worked on since I began my career is extensive. This is a selection of my some of my most successful UX proejcts. Im happy to share additional and current work under NDA during any interviews or discussions.

01 AT&T

Design Thinking Pilot to create a tool for identifying personalized recommendations for sellers based on specific customer needs and prioritized products across the AT&T Business Portfolio.

02 ENNIS

Online portal where B2B customers can verify order statuses, quantities, shipping information, and pay invoices.

03 VERVE ENERGY

Corporate branding and website design pitch to introduce Verve Energy drink beverages to consumers.

04 POISON SPYDER

Establish new eCommerce website architecture/UI for Poison Spyder, a leading manufacturer of after-market Jeep accessories.

AT&T

PROBLEM STATEMENT

How might sellers identify personalized recommendations for their customers based on prioritized products within the AT&T Business Portfolio.

MY CONTRIBUTION

›› Participate in Design Thinking boot camp
›› De-construct boot camp artifacts
›› Generate IA, user flows, & micro-frames
›› Various fidelity wireframes
›› Prototypes & testing
›› Weekly playbacks to stakeholders
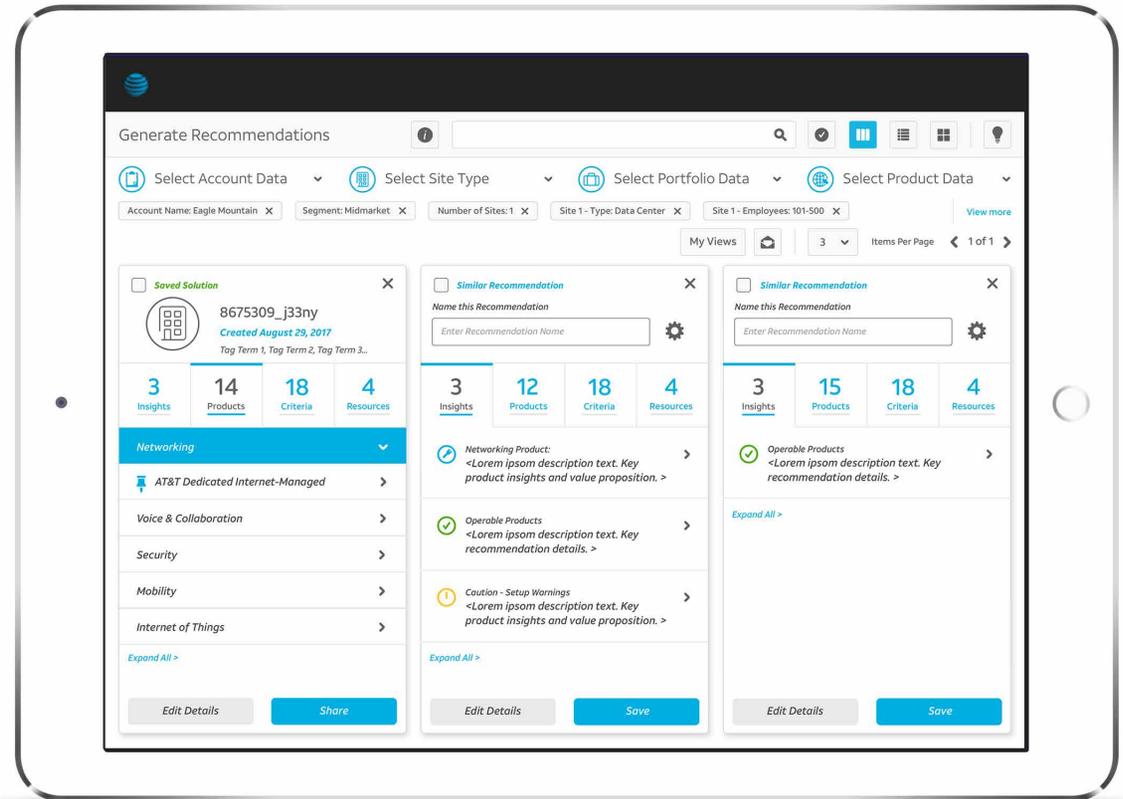
AT&T
DESIGN THINKING BOOT CAMP

Individuals from several cross-functional teams participated in a three-day long Design Thinking boot camp to establish the project's problem statement and define three hills, or significant user outcomes, that would be our goals to achieve in the next six weeks.

Participants were divided into three teams, each of which focused on a particular type of seller within the organization. Myself and two other UX designers were split amongst the teams to assist our facilitators in evangelizing Design Thinking methods to the groups.

As part of the boot camp, each team completed numerous activities and provided playbacks at the conclusion of each. Some the activities performed included:

›› Project Rundowns
›› Empathy Maps
›› As-Is & To-Be Scenarios
›› User Need Statements
›› Ideation & Prioritization
›› Drafting Hills
›› Storyboarding
›› Lo-fi Wireframes
›› Final Playback for key stakeholders
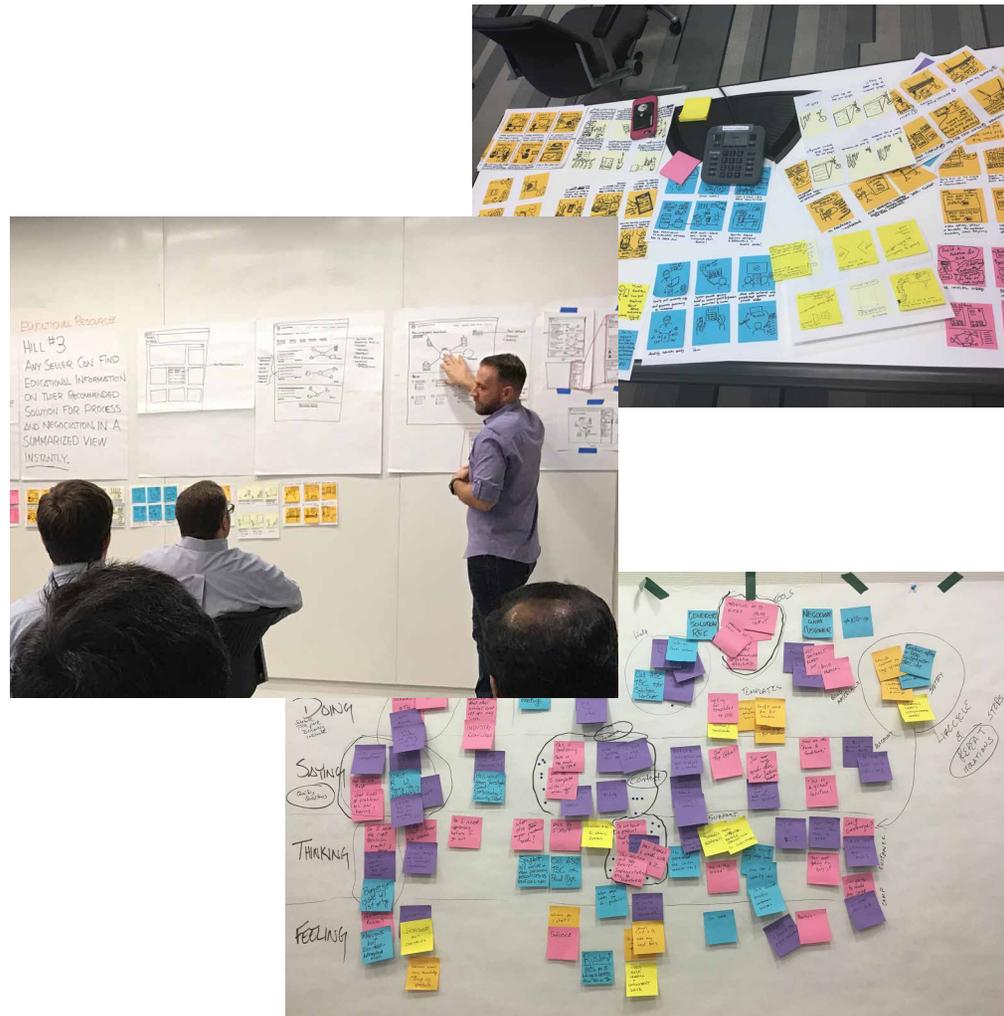
AT&T
# DE-CONSTRUCTING ARTIFACTS

Empathy Map (says, does, thinks, feels)


Storyboards
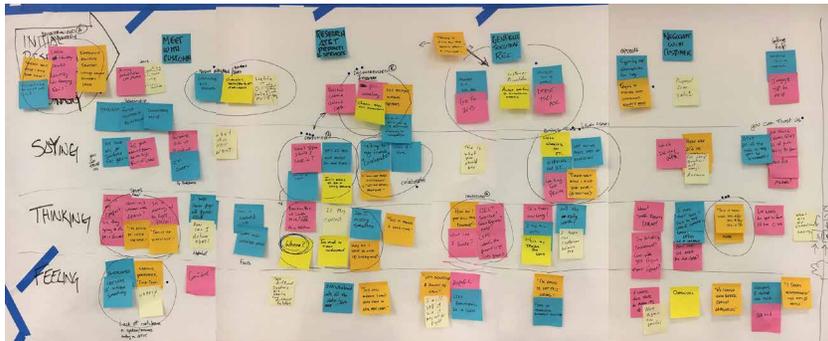
As-Is Scenarios
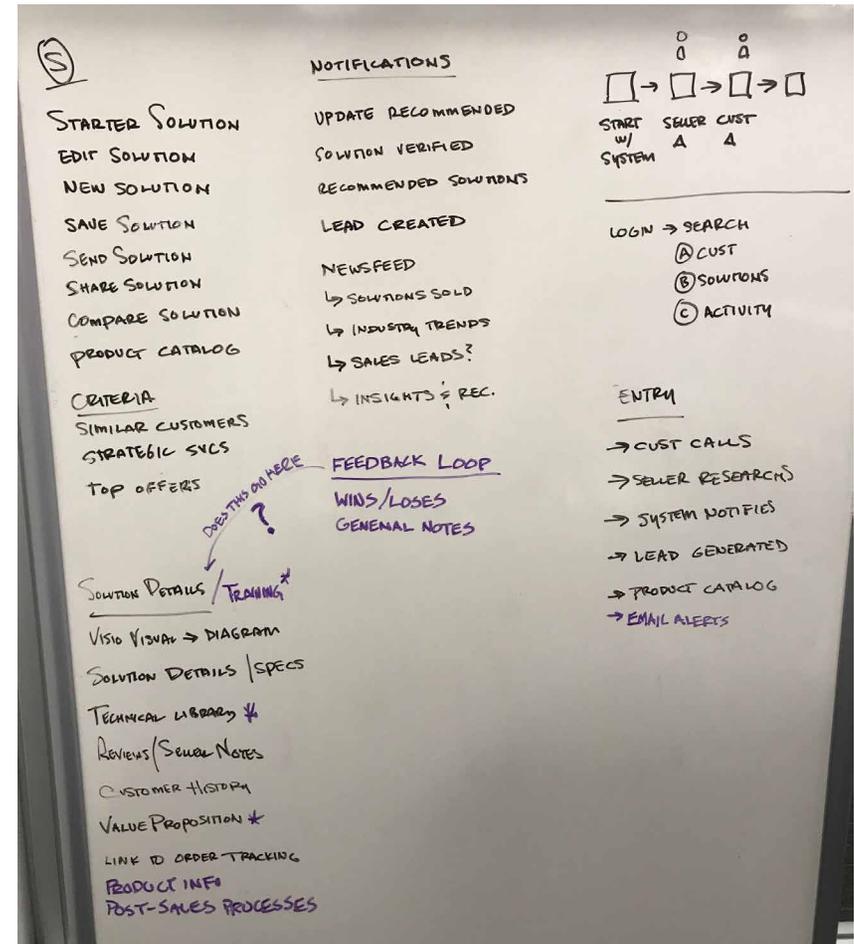
Artifact Deconstruction

At the beginning of our six-week design sprint, the team and I combed through the boot camp artifacts from each team to collect common themes and ares of focus we felt would enable meeting our three hills.

AT&T
IA, USER FLOWS, & MICROFRAMES
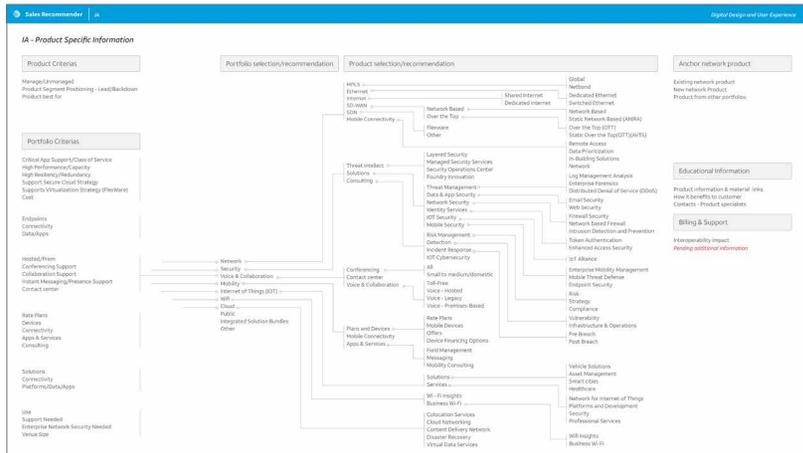
Information Architecture (IA)
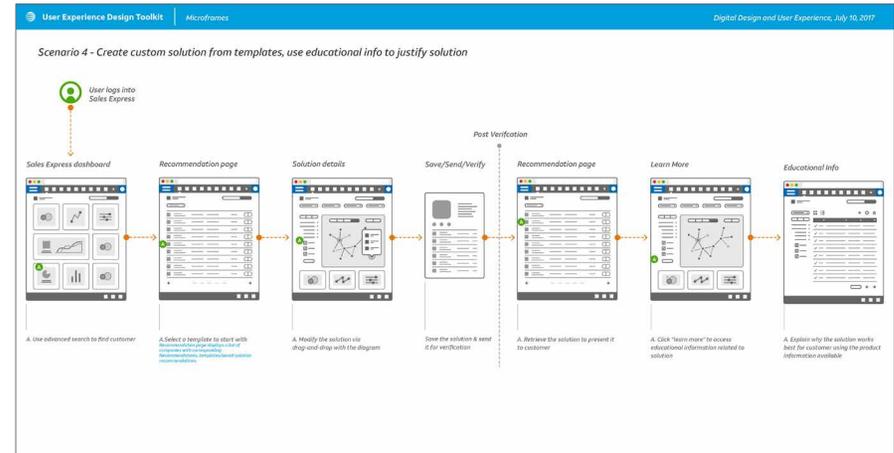
Microframes
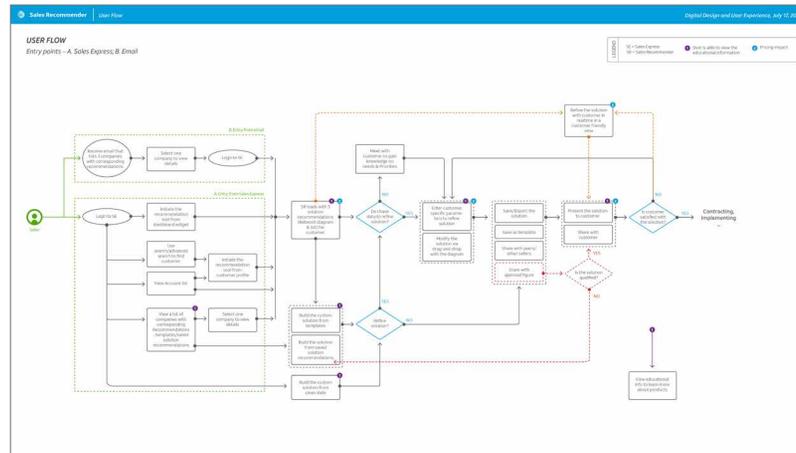
User Flows

At this stage it was imperative to begin formulating both the information architecture and user flows to establish a solid foundation for the decisions that lie ahead. Microframes were used to quickly communicate scenarios early on as a way to validate ideas prior to wireframe development.

AT&T
WIREFRAMES
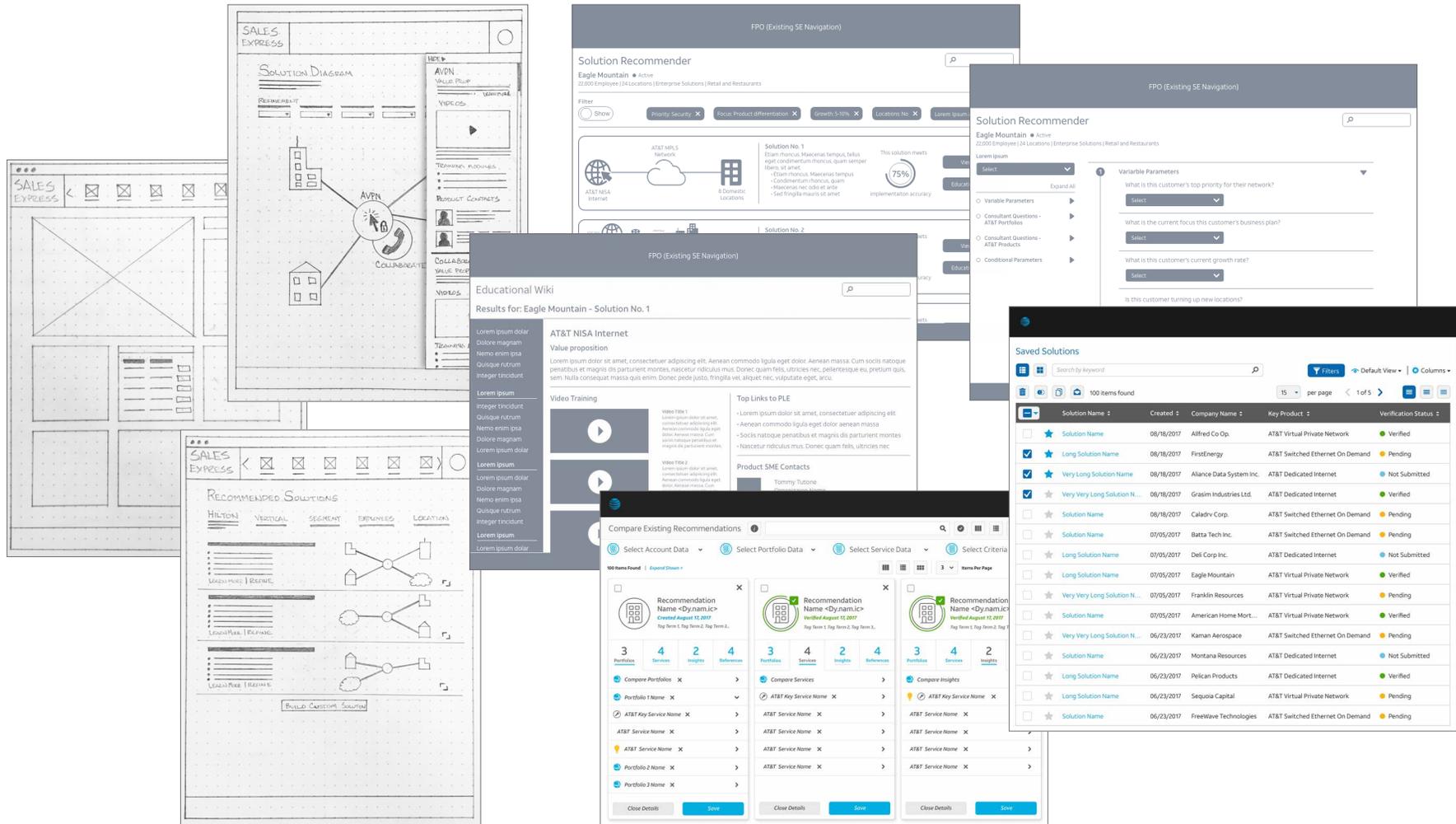
Over the course of the design sprint, wireframes of various fidelity were created. Our approach took on several variations as we shared the wireframes with users and stakeholders. As you can see from the small selection above, numerous concepts were considered.
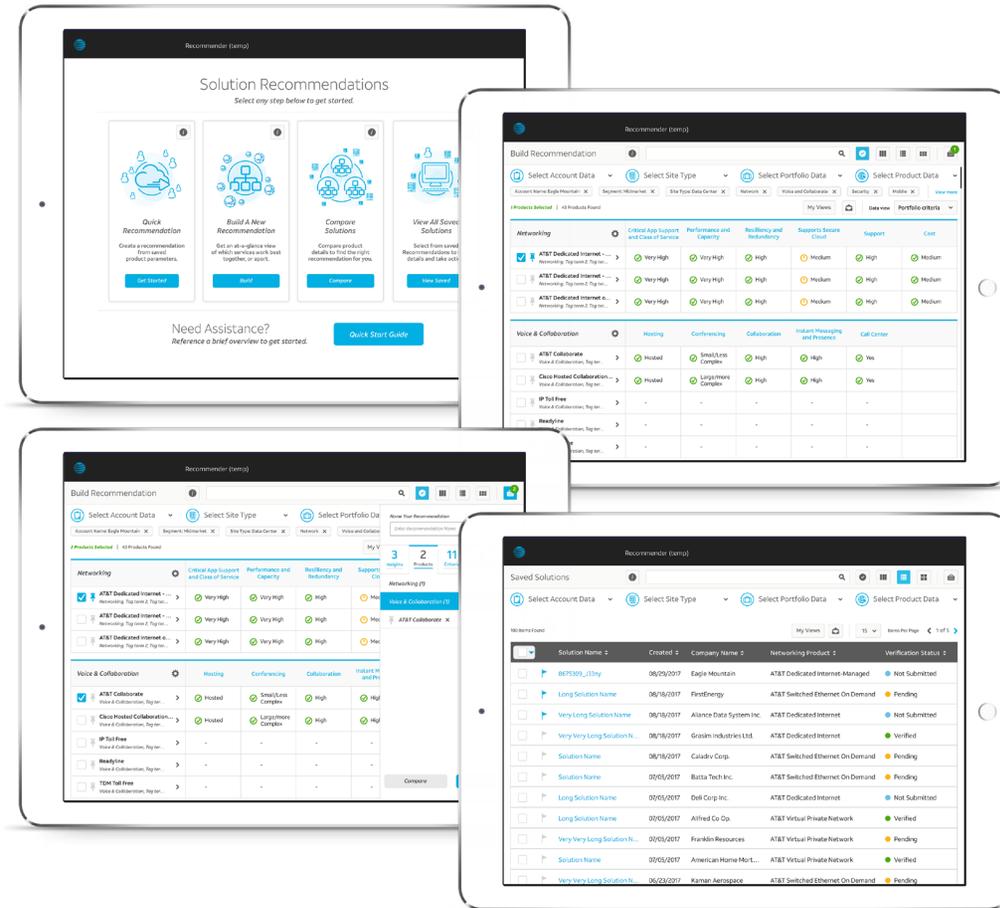
USER RESEARCH VERBATIMS
Well received, more intuitive than version A
- "I love it."
- "It's very good and it's very helpful when putting together those solutions together."
- "It literally gets rid of the things you don't need. That's a huge advantage."
- "There are a lot of good things, but there are some things that we can improve on. There are still some questions, but the basic idea, and structure is great, but it comes."

Compatibility view described as overwhelming
- "Some of it feels very jumbled. It's packed really tight, make it less intimidating. When I first saw this screen, it was a little intimidating to get hit with that all at once."
- "The headers for the portfolios, they should be blue with white text to distinguish the portfolios more. It was very intimidating to see so much because it looks like it all goes together. These 3 fall under that portfolio."

Still some confusion around labels and icons
- "There were a few words that were ambiguous. Not necessarily difficult, just not what I expected… like the word site- I think address or physical location."
- Expected to enter address or ZIP code to determine product and promo eligibility
- "I still think I should be able to validate the address."
- "I need the ability to see or say whether it is in region or out of region. I don't want to talk up a product and then find out they aren't eligible for it."

As our design sprint concluded and we were arriving on a finalized solution based on user findings and stakeholder feedback, we prototyped and tested what we believed would be the ideal Sales Recommender. As the research showed, overall the response was positive, but there were still things to improve. View prototype here.

AT&T
FINAL OUTCOME

After a scheduled six week design sprint, it was determined that the complexity of the Sales Recommender, as designed, would be unattainable given the technical time and budget constraints the project would need to operate within.

We were provided an additional two weeks to continue solutioning and further test with users a scaled back option that would give sellers the minimum necessary to achieve the hills outlined. However, the research showed that users found the scaled back version incomplete and little better than what was currently at their disposal to build and propose network solutions.

Thus, the decision was made to fore go any additional work on the Sales Recommender pilot and shelve all work for a later date, to be determined.

My Take Away
I believe that the project was still a success, as it showed the value of following the Design Thinking methodology within the AT&T "business-as-usual" environment. Failing fast and often provides the opportunity for project budgets to be allocated toward initiatives that bring value to users/customers, rather than plowing ahead and delivering sub-par products.

This project also in highlighted that the projects target, or the hills we generated in boot camp, were not fully adhered to by key stakeholders. The shows why the process and validating with users consistently is vital to delivering value and exceptional experiences to users.
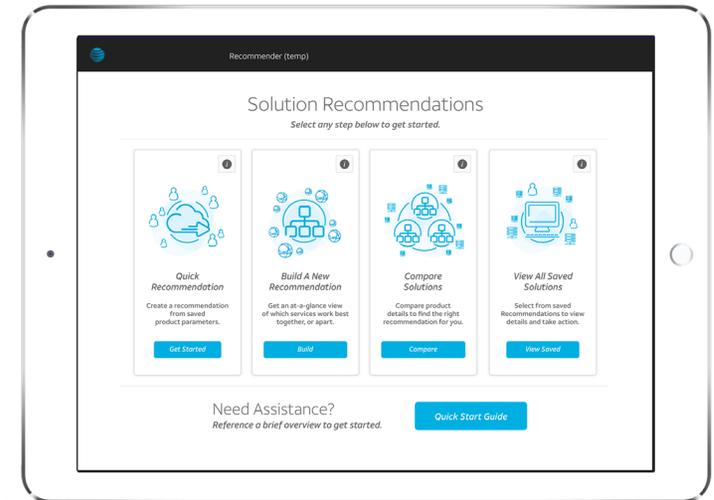
PROBLEM STATEMENT

How might B2B customers access seamless, reliable, on-demand order information from the Ennis SelfService portal, anytime, anywhere.

MY CONTRIBUTION

›› Establishing goals and objectives
›› Low-fidelity wireframes
›› Wireframes & prototypes
›› High-fidelity mockup
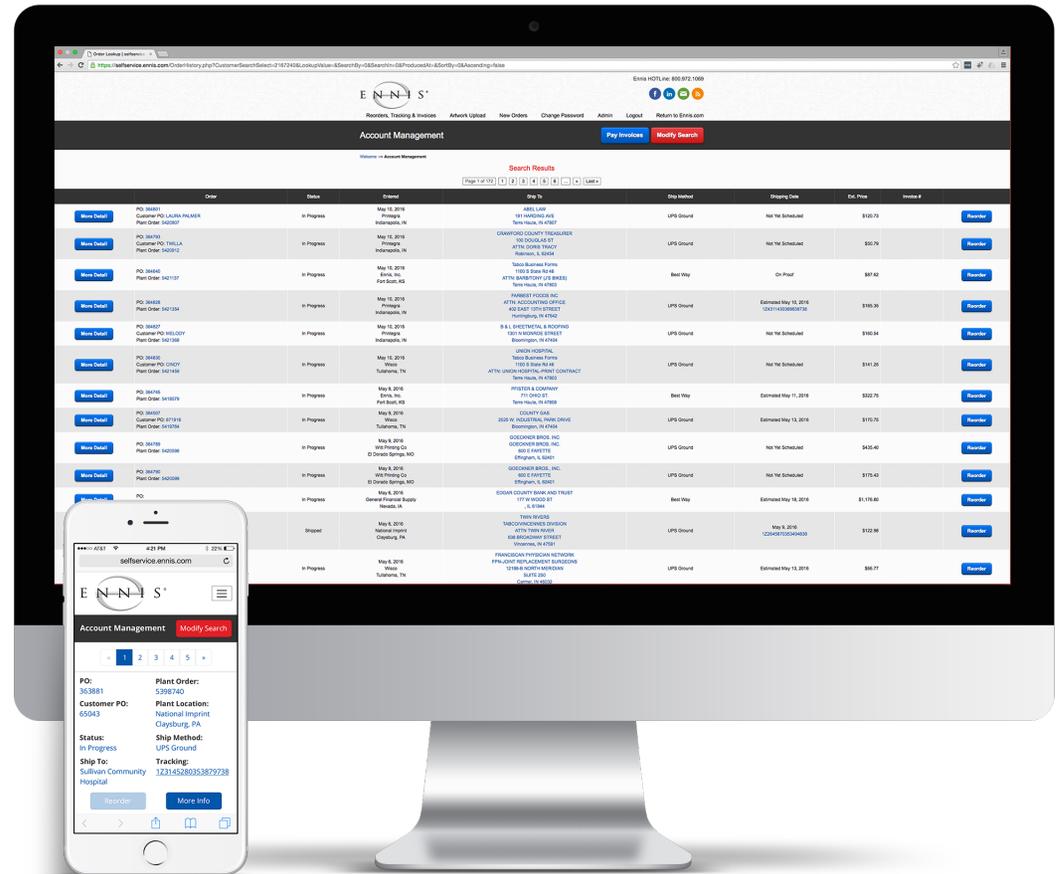
ENNIS
GOALS AND OBJECTIVES

WHAT IS THE PROJECT?

Ennis SelfService serves as an online tool to provide B2B customers, distributors, CSRs, sales people, and plant general managers with all of the pertinent information regarding customer orders. In addition to this information users can track shipments, view/pay invoices, and place reorders.

WHAT ARE THE GOALS OF THE PROJECT?

The goal of this project is to develop a mobile version of the SelfService portal to be used while sales people and distributors are away from their office and need information quickly. This mobile platform will quickly be expanded into a fully responsive solution replacing the existing static site.

WHO ARE THE USERS?

Primary Audience: B2B Customers, Distributors
Secondary Audience: CSRs, sales force, general managers (all internal users)

ENNIS
LOW-FIDELITY WIREFRAMES

I use low-fidelity wireframes to explore the validity of ideas and provide myself a way to try many different options easily. Iterating based on changing business requirements, user input and stakeholder feedback is simple at this stage.

ENNIS
WIREFRAME/PROTOTYPE
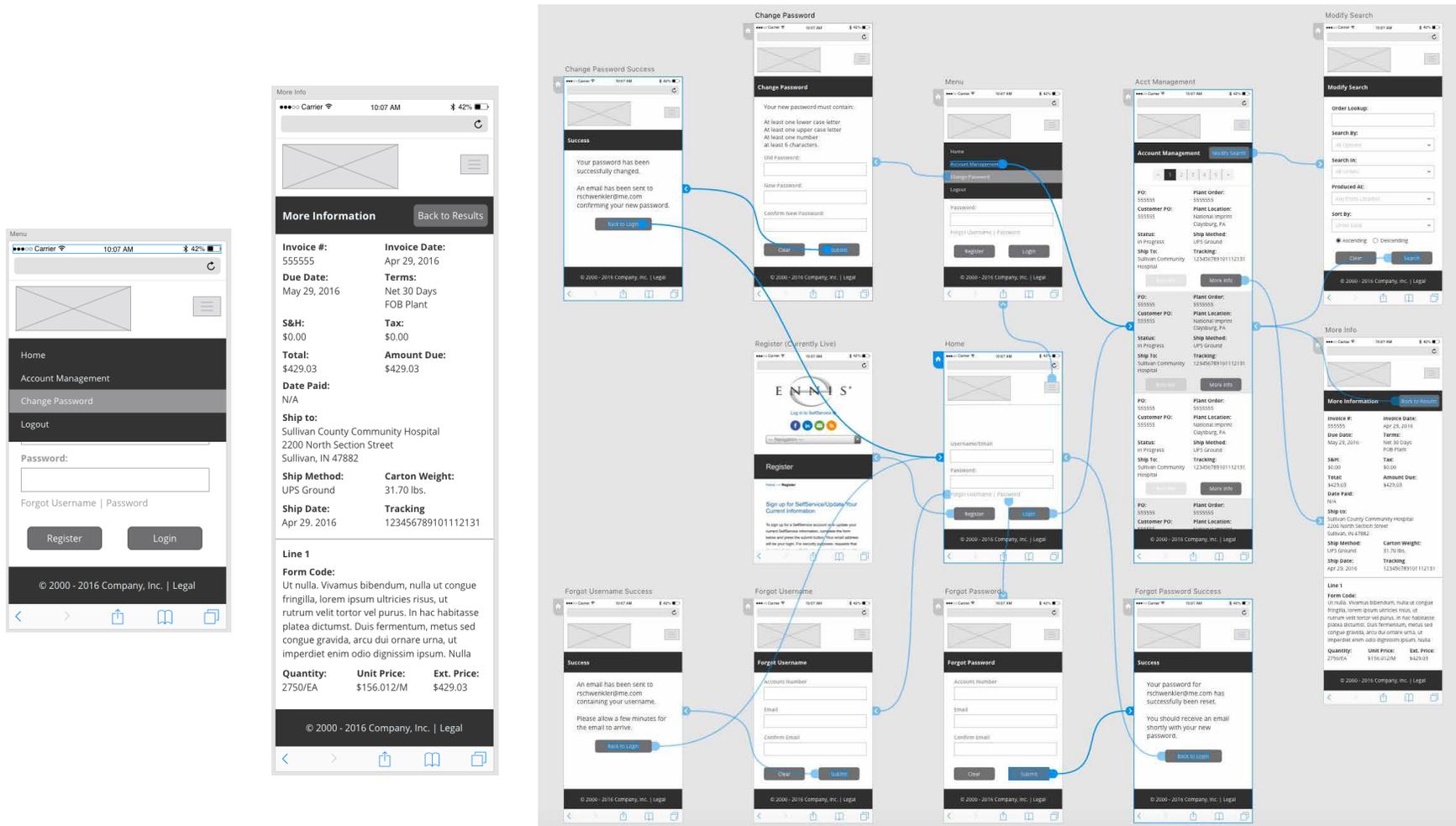
I create wireframes as a way to explore layouts and begin establishing a visual hierarchy and rhythm. Basic interactions are then prototyped to convey proposed functionality and flow to stakeholders.

SELFSERVICE.ENNIS.COM
CASE STUDY 02

ENNIS
HIGH-FIDELITY MOCKUP
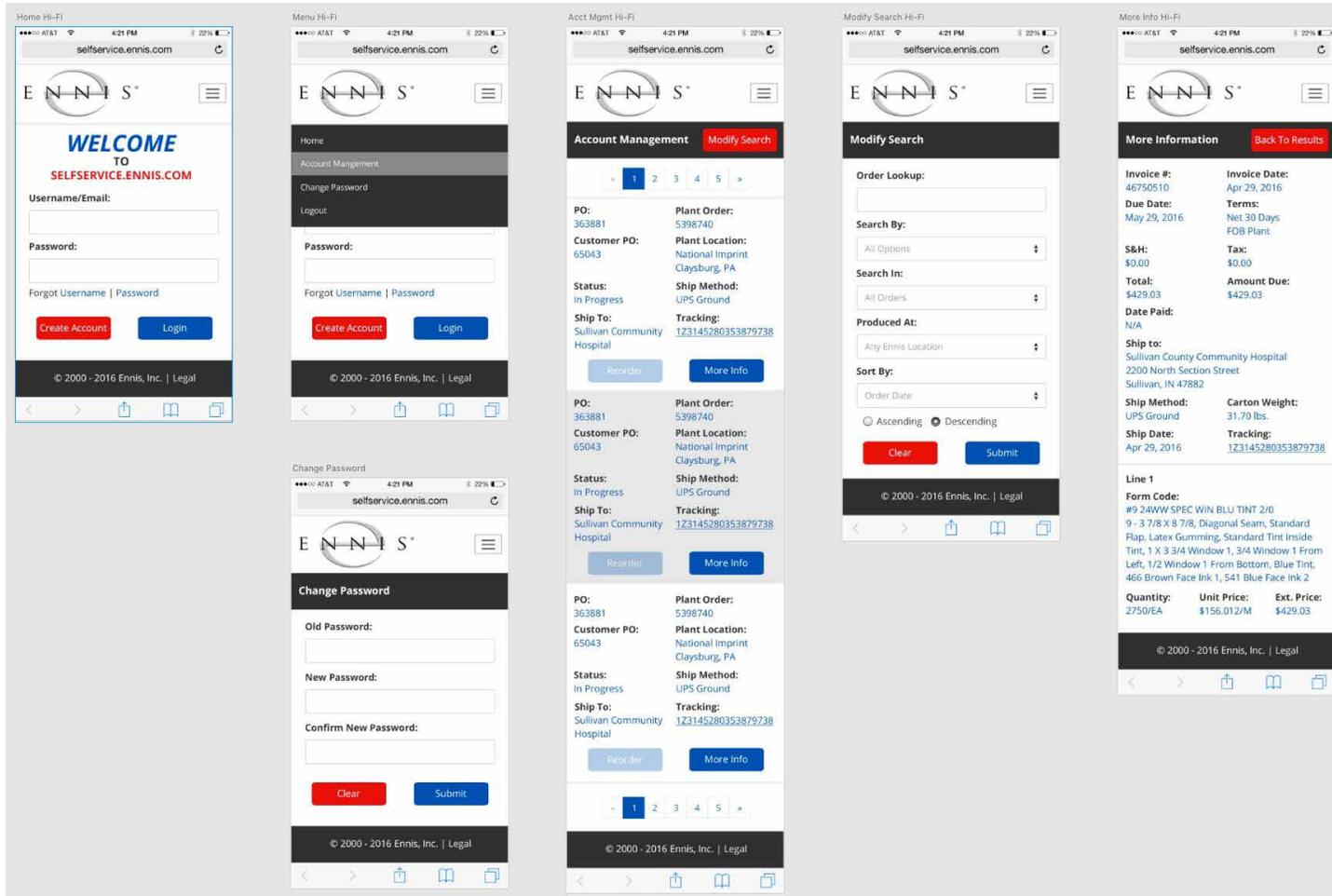
I enjoy creating the design standards for a platform, which my visual design experience helps me to execute quickly and effectively. Establishing a consistent, scalable design system is crucial at this stage.

SELFSERVICE.ENNIS.COM
CASE STUDY 02

VERVE®
ENERGY

PROBLEM STATEMENT

How might we introduce a never before heard of brand into the marketplace, targeting the next generation of energy drink consumers.

MY CONTRIBUTION

›› Setting goals and objectives
›› Wireframes
›› High-Fidelity Mockup
›› Live code Prototype
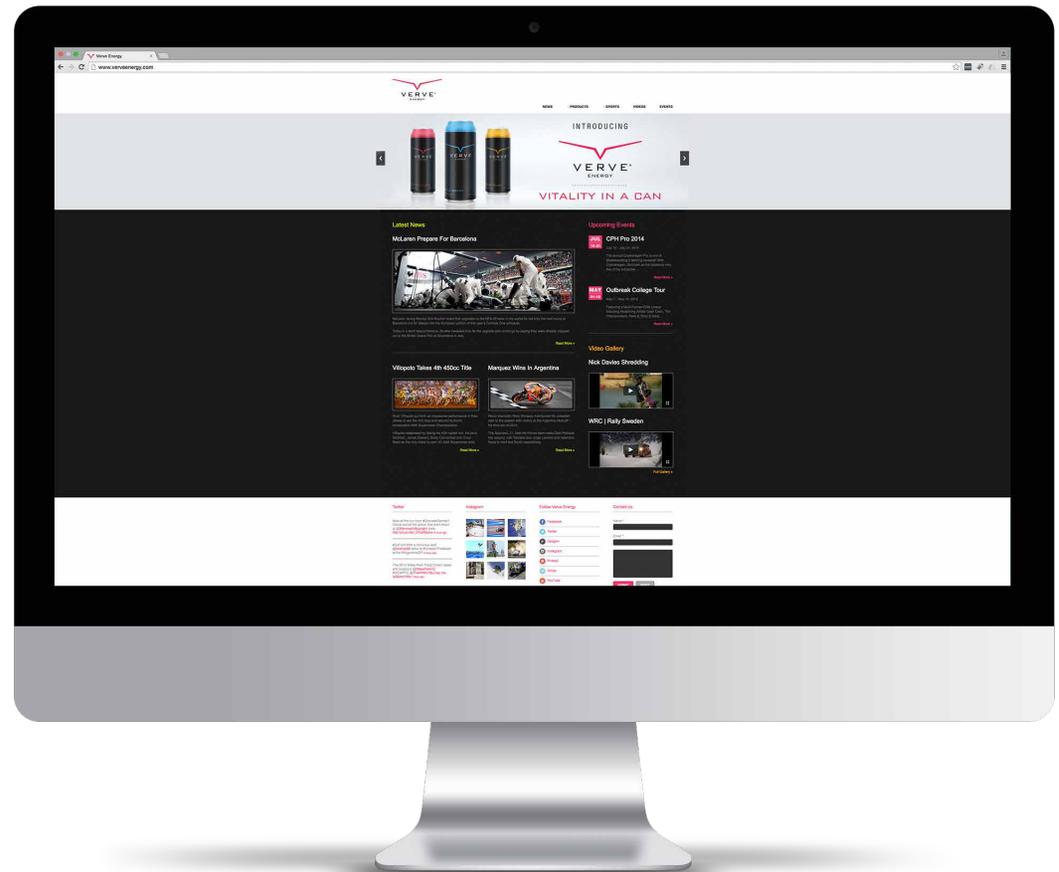
VERVE ENERGY
SETTING GOALS AND OBJECTIVES

WHAT IS THE PROJECT?

The Verve Energy website is an outlet for consumers to learn more about the range of products offered by Vere Energy. In addition, it serves as the primary point of engagement with customers by highlight sponsorship events and providing numerous ways to connect across various social media outlets

WHAT ARE THE GOALS OF THE PROJECT?

The goal of this project was to create an introduction of Verve Energy beverages to the next generation of energy drink consumers, showing them the many uses as well as the benefits that distinguish Verve Energy over its competitors while increasing brand awareness and expanding Verve Energy's share in the market.

WHO ARE THE USERS?

Primary Audience: Males in their teens and 20s.
Secondary Audience: Gamers, extreme sports enthusiasts, and hip-hop aficionados.

VERVE ENERGY
WIREFRAMES

Verve Energy's business goal included partnering with various sports related entities to gain maximum exposure of the brand in a short period of time. It was imperative that I consider how this type of content would be structured and accessibly to customers visiting the site. Creating the lo-fi wireframes allowed me to easily explore various options and pivot quickly as requirements shifted.

LOGO

NEWS   PRODUCTS   SPORTS   VIDEOS   EVENTS

Wild Berry
Key Lime
Tropical Punch
Mango Tango

ROTATING BANNER

Latest News

News Headline

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News Headline

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News Headline

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Read More »

Upcoming Events

Event Title 1

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Read More »

Event Title 2

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Read More »

Video Gallery

Video Title 1

Video Title 1

Twitter

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Instagram

Follow Verve Energy

Facebook
Twitter
Google+
Instagram
Pintrest
Vimeo
YouTube

Contact Us

Name

Email

Multi
line
textarea

Submit   Reset

WWW.VERVEENERGY.COM
PROJECT OVERVIEW

VERVE ENERGY
MOCKUP & PROTOTYPE

I had the privilege of establishing the brand identity for Verve Energy. Being involved with the company prior was extremely helpful in understanding how they wished to position the brand in the market.

Once the IA and visual hierarchy was solidified during the wireframe phase, I created a high-fidelity mockup to illustrate how the branding would could be applied on their homepage.

I took this a step further and developed a live-code, responsive prototype to further communicate how the site would function. View the prototype here.

POISON SPYDER

PROBLEM STATEMENT

How might Poison Spyder Customs redesign their eCommerce website, utilizing a responsive design and development framework, to better suit the needs of their customers while increasing conversion rates.

MY CONTRIBUTION

›› Setting goals and objectives
›› Conduct competitive research
›› Building personas
›› Wireframes
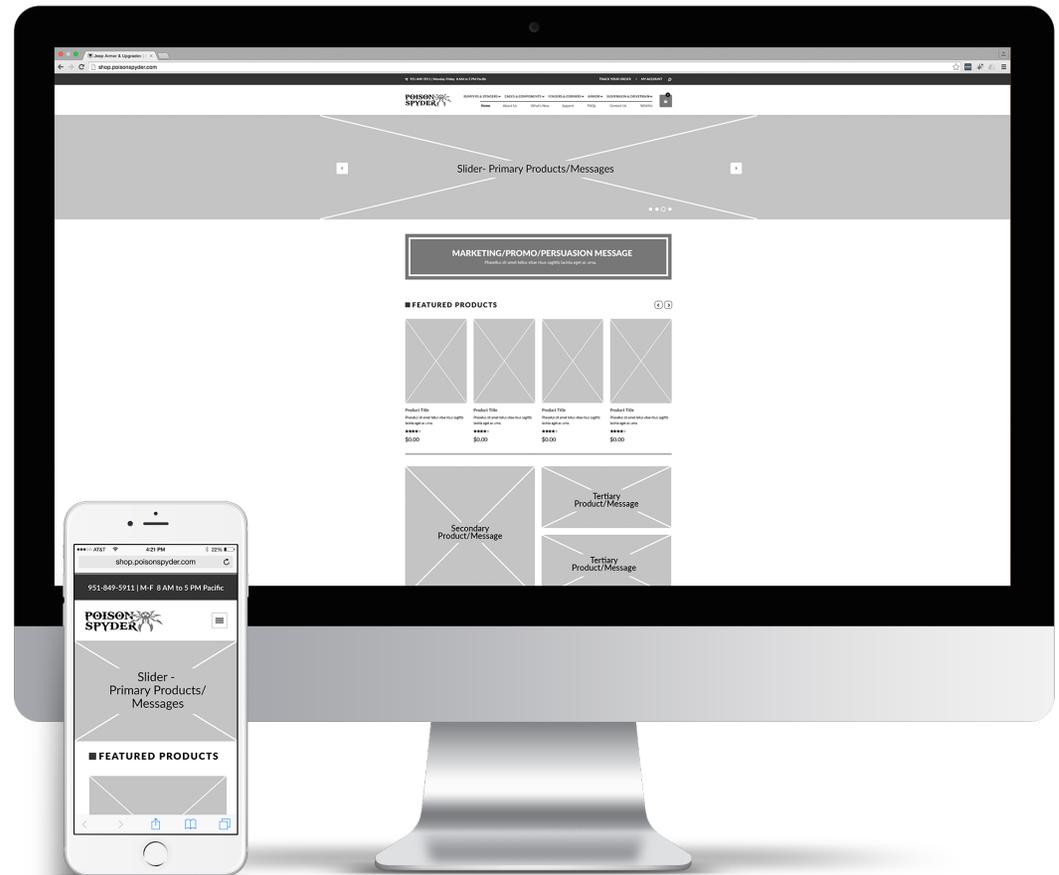
POISON SPYDER
SETTING GOALS AND OBJECTIVES

WHAT IS THE PROJECT?

The Poison Spyder website provides off-road enthusiasts an avenue to purchase custom after-market parts designed and fabricated for various model year Jeep Wranglers. In addition to being the eCommerce outlet, the website is a source for information regarding parts installation, showcase vehicle projects, off-roading FAQs and connecting to Poison Spyder on social media.

WHAT ARE THE GOALS OF THE PROJECT?

The goal of this project is to research competition, establish buyer persona(s) and create a new website layout and product order process that will serve as the basis for Poison Spyder to develop a fully responsive eCommerce platform. The overall goal is to increase conversions, specifically on mobile devices, as the current site is not mobile friendly.

WHO ARE THE USERS?

Primary Audience: Jeep Owners, off-road enthusiasts
Secondary Audience: Family & friends of primary audience

POISON SPYDER
COMPETITIVE RESEARCH
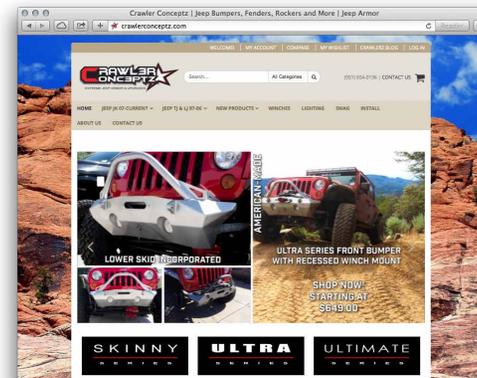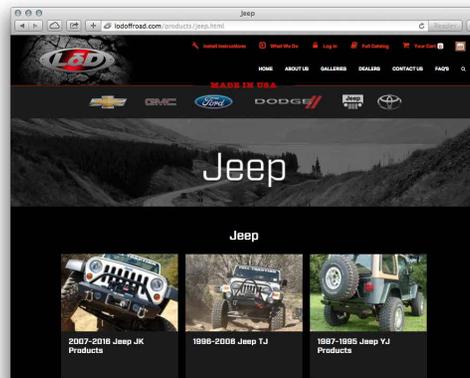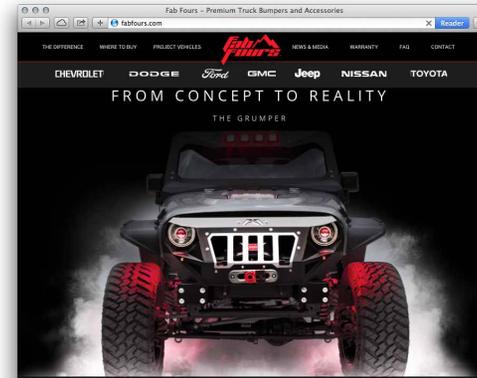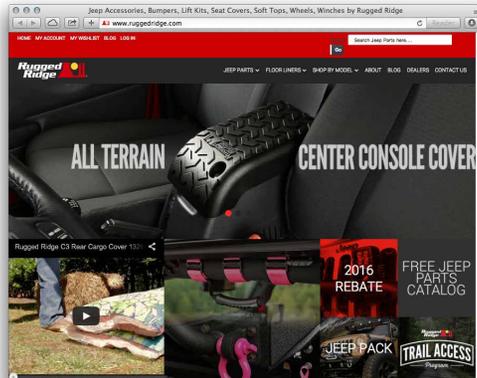
Using competitive analysis, I evaluated how the competition stacked up against usability standards and overall user experience. This helped me to understand how the competition in the market handles usability.

POISON SPYDER
COMPETITIVE RESEARCH

STRENGTHS

- Positive brand recognition/reputation in market.
- Utilizes 80% all off-road parts distribution channels (Quadratec, 4 Wheel Parts, Northridge4x4, etc).
- Experienced workforce – some employees have worked there from day 1. 20+ years in the market.
- Full in-house fabrication shop and R&D department.
- Competitive advantage – shop and ownership are located in heart of off-road/rock crawling location of USA. Allows for
- R&D to take place in real world settings from experience offroad enthusiasts.
- USP's – designed, developed & produced in the USA.
- Significant presence in online off-road community via enthusiast forums and social media channels.
- Core values- strives for excellence and thrives on competition.

WEAKNESSES

- Prices are some of the highest in market.
- Leadtimes for certain product lines vary due to stock availabilty and production levels.
- Website is outdated and not responsive/mobile friendly – losing possible sales.
- Recent changes to ownership could cause disruption of service.
- Lack of marketing/advertising within target market channels – relies on reputation and word of mouth.

OPPORTUNITIES

- Updating website/e-commerce experiences to reflect current web standards and trends.
- Possibilities exist to expand product offering to encompass other vehicles outside of Jeep Wrangler line.
- Continue development of existing products to improve production cycle times.
- Partner with JEEP directly to coordinate release of new products as new JEEP models arrive to market.
- Expand customer service to provide robust online tools/resources to correlate with outstanding telephone CS that exists.
- Increase advertising/marketing efforts beyond social media and online engagement.

THREATS

- Recent congressional laws are looking to restrict the customization of consumer vehicles.
- More competitors are entering market offering competitive products of same quality and better price.
- Key ownership recently retired and sold company to existing employee.
- Market demand is increasing due to the rising popularity of Jeeps across the country (USA). Requires more staff and logistic challenges to provide products timely.
- Competitors providing more up-to-date e-commerce interfaces, weakens PSC position online.

S W O T

POISON SPYDER
COMPETITIVE RESEARCH

Basic Information			
Name of company or Web site	Poison Spyder	JCR Offroad	Crawler Conceptz
Domain name (URL)	http://shop.poisonspyder.com/	http://www.jcroffroad.com/	http://crawlerconceptz.com/
Mission statement or purpose (either listed at the Web site or in your own words)	To provide "hard core" parts for "hard core" Jeeps by way of quality service and competitive products.	To be the common offroader's friend by offering high quality products that wont break the bank.	To build quality products that will not only last driving to and from work, but able to take a serious beating every weekend out on the trails.
Why is this company considered to be a competitor?	–	Offers similar products for same makes/models of Jeep vehicles	Offers custom front and rear bumpers for variety of Jeeps

Products and Services	Poison Spyder	JCR Offroad	Crawler Conceptz
Principal product or service	Front and Rear Bumpers for Jeep Wrangler models	Front and Rear Bumpers for Jeep Wrangler models	Front and Rear Bumpers for Jeep Wrangler models
Selling price of principal product or service	$425 - $1680	$429 - $999	$199 - $1399
How similar is principal product or service to yours?	–	Very similar, same functions/features	Nearly Identical - ex PSC employee founded Crawler Conceptz
Secondary product or service	Body and Undercarriage Armor	Body and Undercarriage Armor	Body and Undercarriage Armor
Selling price of secondary product or service	$55 - $1725	$29 - $849	$109 - $899
How similar is secondary product or service to yours?	–	Nearly all identical products, no roll cages offered	Similar products but not as many, no roll cages offered.
Tertiary product or service	Accessories (exterior & interior)	Exterior Lighting and accessories	Exterior lighting and winches
Selling price of tertiary product or service	$15 - $1599	$19 - $199	$20 - $2070
How similar is tertiary product or service to yours?	–		
(List as many additional products and services as necessary; include services such as gift wrapping)	Driving lights, light bars, light mounts, winch plates, ratchet straps, hood louvers, tire carriers, shackles	Axle truss, light bars, driving lights, light mounts, winch plates, shackles, tire carriers, company apparel	Warn winches, winch plates, light bars, driving lights, light mounts, company apparel

POISON SPYDER
COMPETITIVE RESEARCH

Customer Service	Poison Spyder	JCR Offroad	Crawler Conceptz
Toll-free telephone number	None available	None available	None available
"Contact Us" page easily available	No, at bottom of page in footer	Yes, in main navigation and site footer	Yes, in main navigation and site footer
FAQ page	Yes, but not labeled as such - http://shop.poisonspyder.com/help.asp	Yes, but not very robust - http://www.jcroffroad.com/FAQS.html	Yes, but not very robust - http://crawler-conceptz.com/index.php/faq
Privacy policy	None available	Yes - http://www.jcroffroad.com/PRPO.html	None available
Returns policy	http://shop.poisonspyder.com/articles.asp?ID=241	http://www.jcroffroad.com/SARP.html	None available
Credit policy	Accepts all common forms of credit payment but not formal credit policy available online.	Accepts all common forms of credit payment but not formal credit policy available online.	Accepts all common forms of credit payment but not formal credit policy available online.
Other customer service features or services (list)	None other than email and direct phone number	None other than email and direct phone number	None other than email and direct phone number

Customers and Marketing	Poison Spyder	JCR Offroad	Crawler Conceptz
Primary target market (either listed at the Web site or surmised from their product offerings and presentation)	Owners of Jeep models (JK,TJ,YJ,CJ, LJ)	Owners of Jeep Models (XJ,MJ,JK,CJ, Grand Cherokee)	Owners of Jeep models (JK,TJ,LJ)
Secondary target market	General off-road enthusiasts	General off-road enthusiasts	General off-road enthusiasts
Tertiary target market (if any)			
Reputation and image projected by the company or Web site (in your own words, if necessary)	One of the first company's to offer products design and produced in house in the USA (CA). Outstanding reputation in the market, based on quality and listening to needs of market. Website is dated, but they rest laurels on existing brand value.	Well respected brand in the off-road community. Hand builds all products in the USA (MI). Many highly respected off-road companies use their products on their custom marketing rigs used at events and show events. Website is current and offers good UI/UX.	New to market, quickly gaining positive reputation based on quality and pricing. Ex PSC employee started company and used that as foundation to build brand. Website is built on modern web technology and offers good e-comm experience. Aesthetics could be better but that is person preference.

POISON SPYDER
COMPETITIVE RESEARCH

Sources of Competitive Advantage	Poison Spyder	JCR Offroad	Crawler Conceptz
In what ways does the company exhibit competitive advantage in terms of:			
Differentiation (distinguish the product in the marketplace)	Emphasizes the real world R&D performed as well as the quality of fabrication. Their years as leader in the market has aided in differentiating themselves to competition.	Emphasizes all products being hand-built in the USA, but that is no longer a significant advantage.	Offering products at a significantly lower price point than competitors while providing the same level of quality.
Innovation (create a new way of doing business)	Tried and true business model. Lacking any true advantage in this area.	Offers one of the best online shopping experiences.	Choosing to channel distribution thru more local shops rather than larger distributors. Robust online store.
Growth (expand production, sell into new markets, introduce new products)	Due to recent changes in ownership, their expansion and new product offering has stayed consistent during transition. Very little in the way of new product rumors in the market.	Wide variety of products that is continually evolving to include a wider variety of Jeep vehicles.	Introducing new products continually to build brand and product offering.
Alliance (partner with suppliers, distributors and others)	They have partnered with nearly all of the major distribution channels for off-road	They have not partnered with many distributors. The prefer to handle most sales and distribution directly/in-house.	New to market and has yet to built relationships with major distributors. Many, smaller, local off-road shops are becoming distributors and growing brand recognition.

JOHN WAGNER

GENDER	Male
AGE	38
STATUS	Married, 2 kids
LOCATION	Rhome, TX
OCCUPATION	Mechanic; $80k/yr

"Quality parts at a good price
– is that too much to ask for?"

GOALS

- Purchase accessories for 2011 Wrangler Unlimited
- Would like to purchase best value for money spent
- Hoping to find that he doesn't have to modify the Jeep extensively for product fitment

LIFESTYLE

When not working, John spends his time with his family enjoying the outdoors. He regularly goes camping and fishing and hasn't missed deer hunting season in 10 years. He enjoys taking his son on off-roading trips to Bridgeport and Hidden Falls Adventure park. He served 12 years in the United States Marine Corps and was honorably discharged at the rank of Staff Sergeant (E-6).

INTERESTS

John's primary interests include working on vehicles of all types. Outside of it being his occupation, he enjoys the challenges faced when turning wrenches on his own vehicles. Outside of automotive interests, he is active in his church and plays guitar for the worship service band. He enjoys reading suspense and military non-fiction as well as history geared toward military actions. He is an avid hunter and enjoys owning and maintaining various firearms. He is a member of the North Texas Jeep Club and serves the community through various activities the club organizes.

INFLUENCERS

John is influenced primarily by his immediate friends, all of which share the same interest and have similar lifestyles. They too enjoy off-roading and share experiences with one another regarding various upgrades and after-market accessories they purchase.

MOTIVATIONS

John is irritated with the high prices he encounters at the local 4x4 parts store. Recently, hes turned to online shopping to avoid the hassle of shopping in the local store. John found Poison Spyder after searching for "jeep off-road armor" on Google and reading other reviews about products and the company on www.wranglerforum.com.

POISON SPYDER
WIREFRAMES
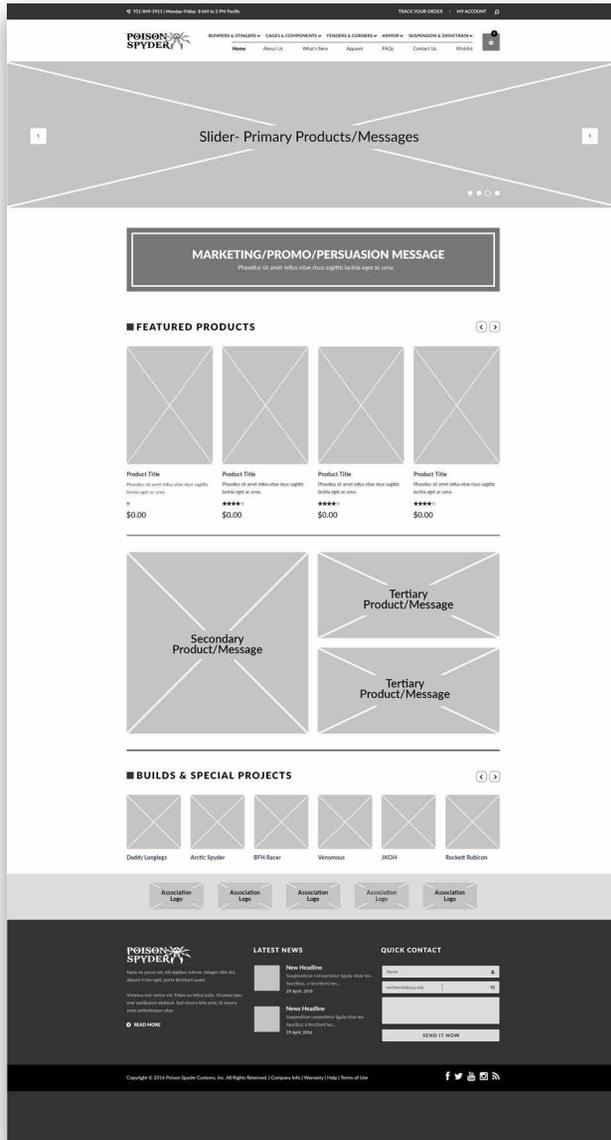
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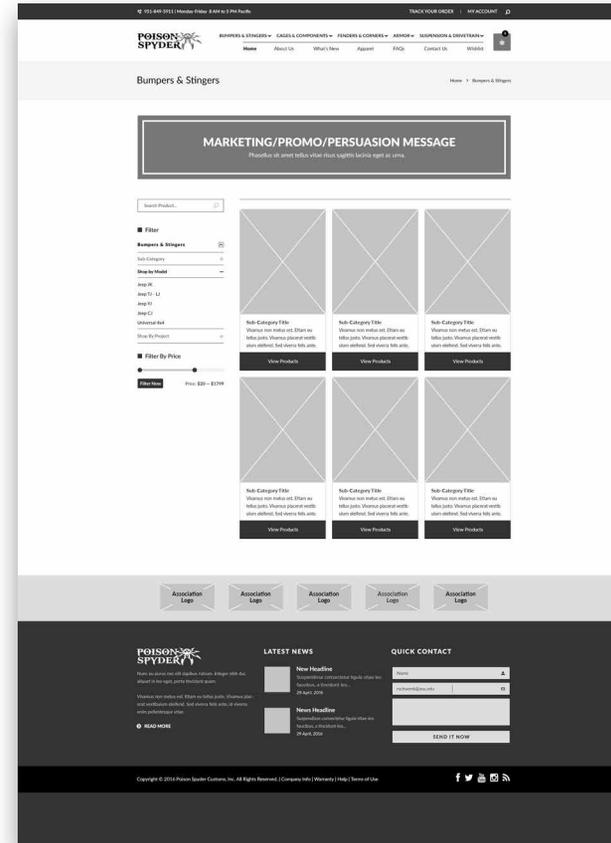
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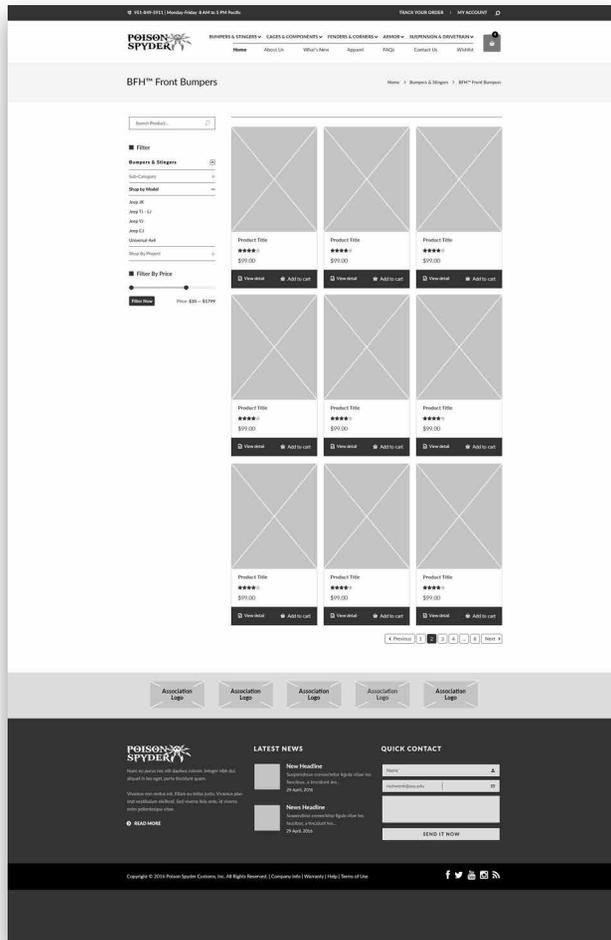
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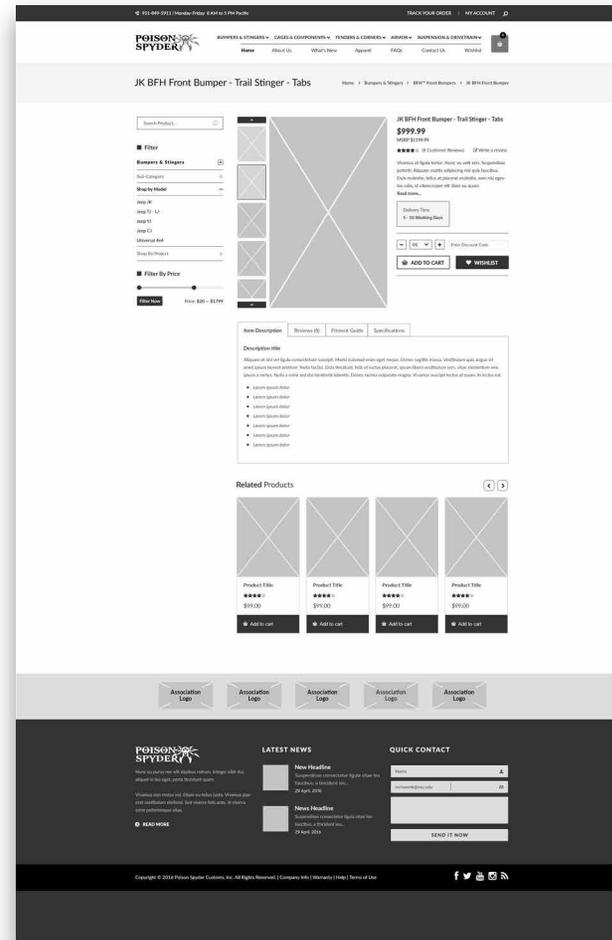
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POISON SPYDER
WIREFRAMES

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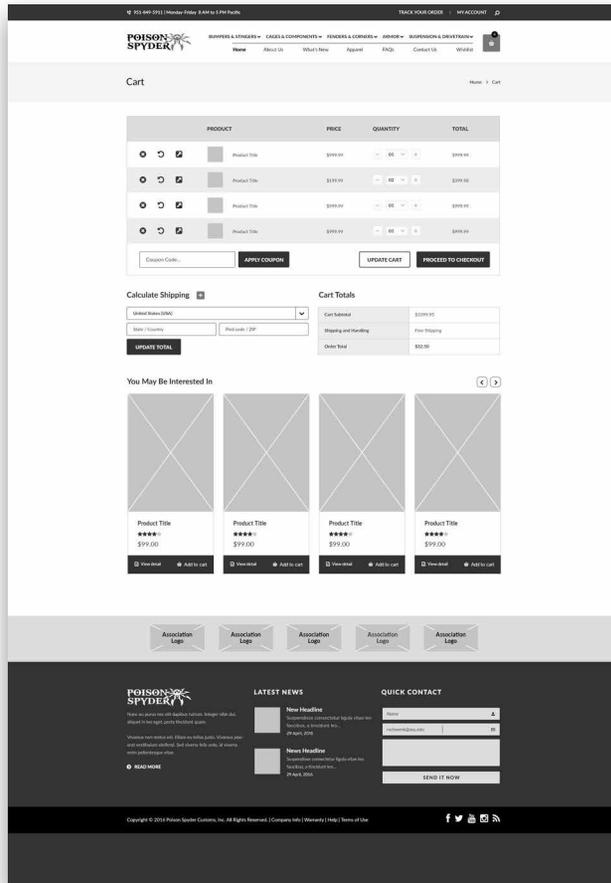
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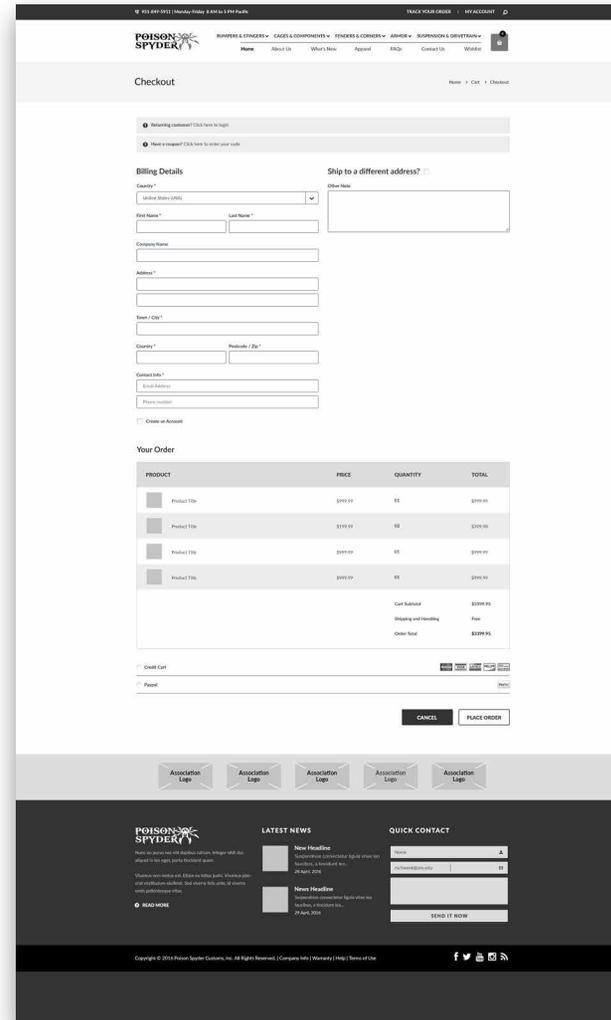
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THANK YOU
VERY MUCH