

2022 - Wigo4it



Keep an enterprise level application running while updating communication protocols, converting to a microservice architecture, building a new frontend and moving ownership to a different organisation.

Role: **Information Analyst & UX Designer**

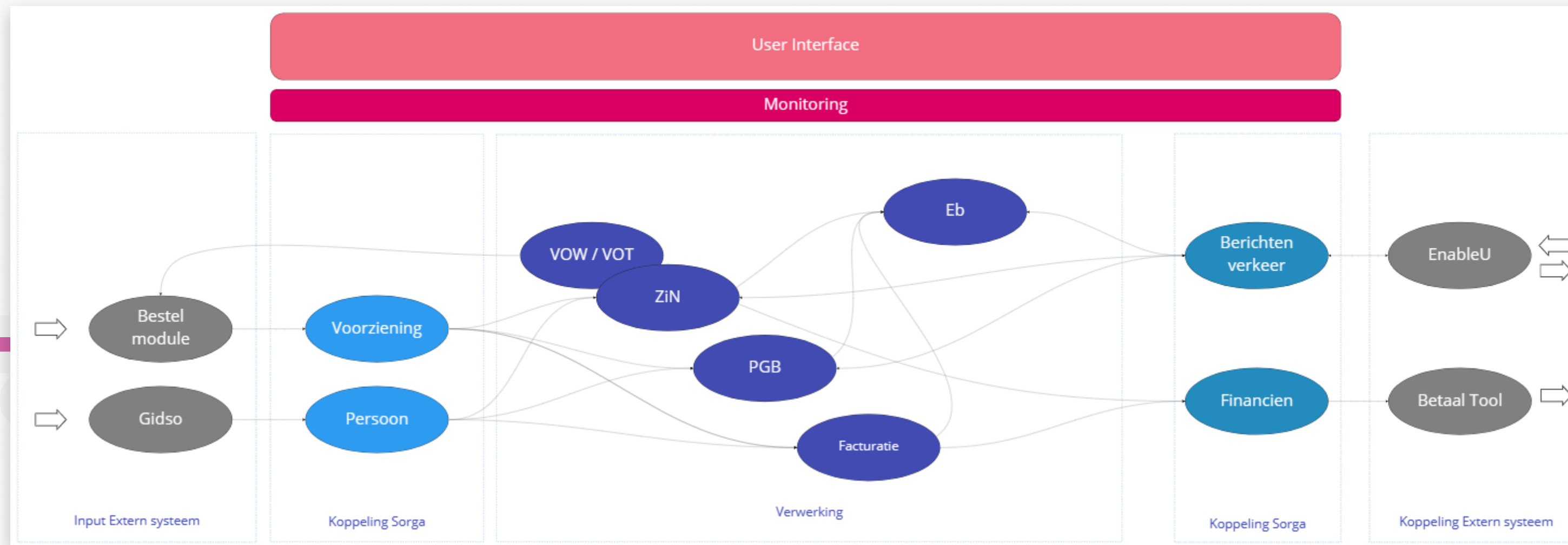
Wigo4it is a Dutch government organisation funded by the local governments of Amsterdam, Rotterdam, Den Haag and Utrecht to be a shared ICT service provider. It's goal is reducing the workload for administrative tasks for both employees and civilians.

Sorga is an application designed to handle all automated processes regarding social healthcare administration (WMO). It's data model is complicated because of multiple feature rich messaging protocols it has to conform to, especially when dealing with edge cases.



Every cliënt is important, every message counts

The system had multiple inputs and outputs with five main processes running in real time at all times, processing over 500.000 messages a year

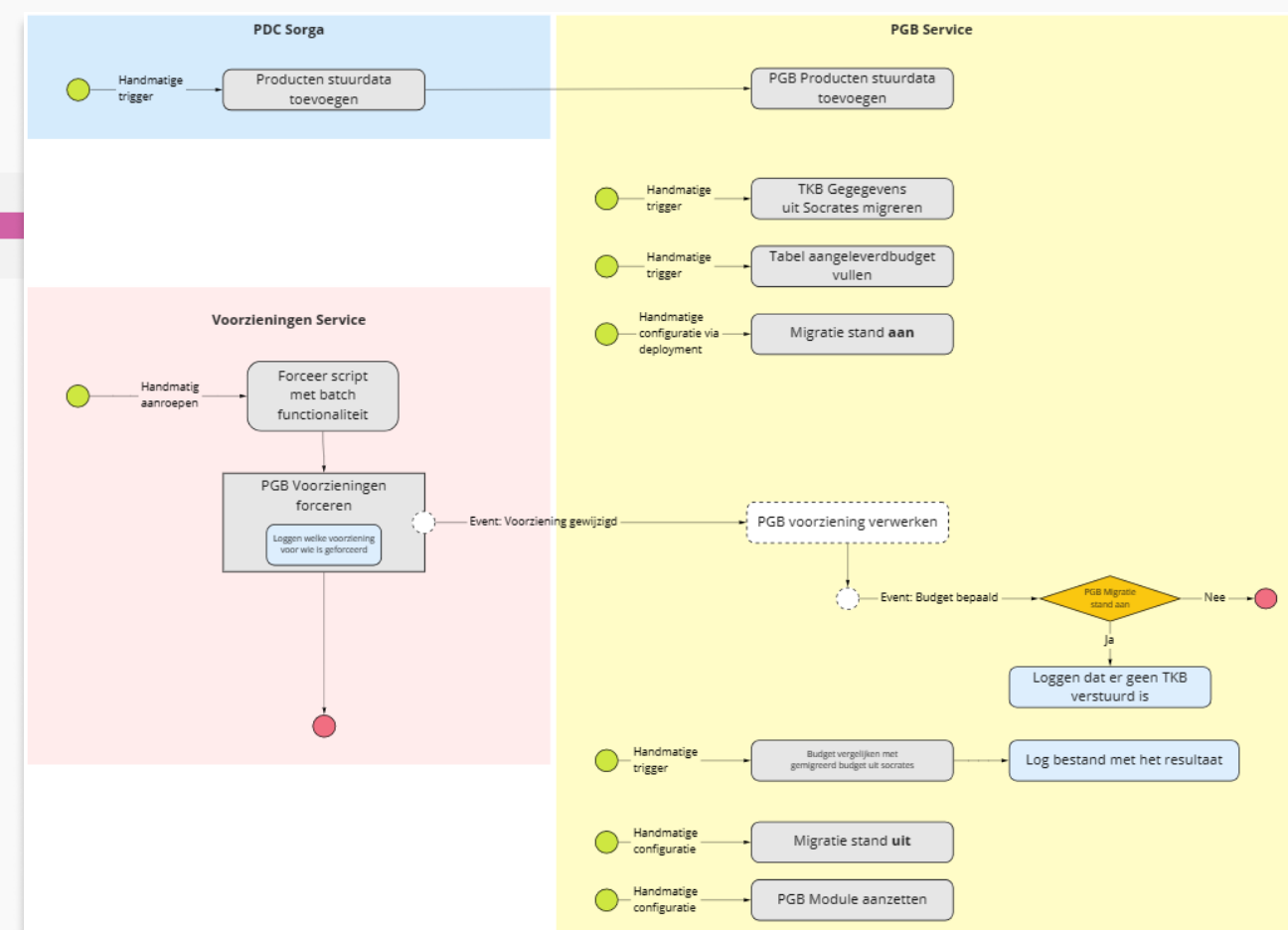


Real world impact
When things go wrong, vulnerable cliënts don't receive care or get incorrect invoices leading to complaints.



We lost Rotterdam about a million euro's because we did not block accidental bad input into one service cascading into bad output for other.

In response, we designed migration modes for services that enable go/no-go decisions, rollbacks and safety checks when releasing big changes.



Soega

Work in progress

Zoeken Cliënten Berichtenverkeer Producten Werklijsten Beheer Martin Jongeneel

Cliënten / Melike Ermens-Koelemeijer / EB - Perioden & Uitsluitingen Zonder uitsluitingen Met uitsluitingen

Melike Ermens-Koelemeijer

BSN 12345678 Persoon ID 987654321 Geslacht Vrouw Geboortedatum 26-10-1985 Overlijdensd 03-07-2021

Voorzieningen ZiN PGB EB Persoon

Perioden & Uitsluitingen Berichtenverkeer Initiële aanlevering

Actuele situatie

https://jsfiddle.net/brinkemper/cm95tkeq/124/

EB perioden per geleverd product	43643 - PGB budget	86543 - ZiN leveringsperiode
	52354 - ZiN leveringsperiode	
	24352 - HMK - Geen EB	
Uitsluitingen	Alle voorzieningen	
EB Perioden & Berichtenverkeer	Startnr. 3262353 ✓	Startnr. 785467463 ⚠
		Nog niet verstuurd.
	dec. 2022	jan. 2023
	feb.	mrt.
	apr.	mei
	jun.	jul.
	aug.	sep.
	okt.	nov.
	dec.	

EB Perioden & berichtenverkeer

Productgroep	Periode	Status	Startnummer
AB	01-12-2022 / 01-03-2023	✓ Bekend bij CAK	52354
AB	01-03-2023 / 01-09-2023	⚠ Afkeur	43643
AB	01-10-2023 / 31-12-2023	Nog niet verstuurd	

EB perioden per geleverd product

Voorziening ID	Product	EB bepaling	Bepaalde EB periode
52354	{nummer} - {omschrijving}	ZiN Start- en Stoplevering berichten	01-12-2022 / 01-03-2023
43643	{nummer} - {omschrijving}	PGB Budgetperiode	01-03-2023 / 01-09-2023
86543	{nummer} - {omschrijving}	Periode o.b.v. totaal bedrag	01-10-2023 / 31-12-2023

Mutatie buffer

- Vanaf **{B: datum-buffer-verstreken}** worden voor deze klant wijzigingen verstuurd naar het CAK.
- Laatste wijziging in Sorga was op: {A: datum-buffer-verstreken-laastst-gewijzigd}
- Bufferperiode t.t.v. van laatste wijziging was: {B-A}

Uitsluitingen

Uitsluitingperiode t/m 01-08-2019 / 31-07-2020 04-01-2021 door Conny Willemse

Alle voorzieningen

Uitsluitingperiode t/m 01-08-2019 / 31-07-2020 04-01-2021 door Conny Willemse - Historie (1)

Alle voorzieningen

Uitsluitingperiode van/tot en met 01-08-2019 / 31-07-2020 04-01-2021 door Conny W

Uitsluiting wijzigen

To reduce the time it takes to analyse problems we collaborated with expert-users to design a User interface focused on problem solving.

When everything is automated,
The UI should focus on errors.

- Sorga has very little user input.
- 99% percent of the data is processed without user interaction and needs very little User interface.
- 1% however are edge cases and errors that somehow don't make it through.
- To investigate, users need very detailed information about what happened and when.

This example highlights an error shown in it's larger context to aid the decision maker in figuring out what to do next. He can choose to look at the data leading up to the error, or decide to navigate to the exact error-message. Every relevant detail is one click away.

2019 - Dept Agency

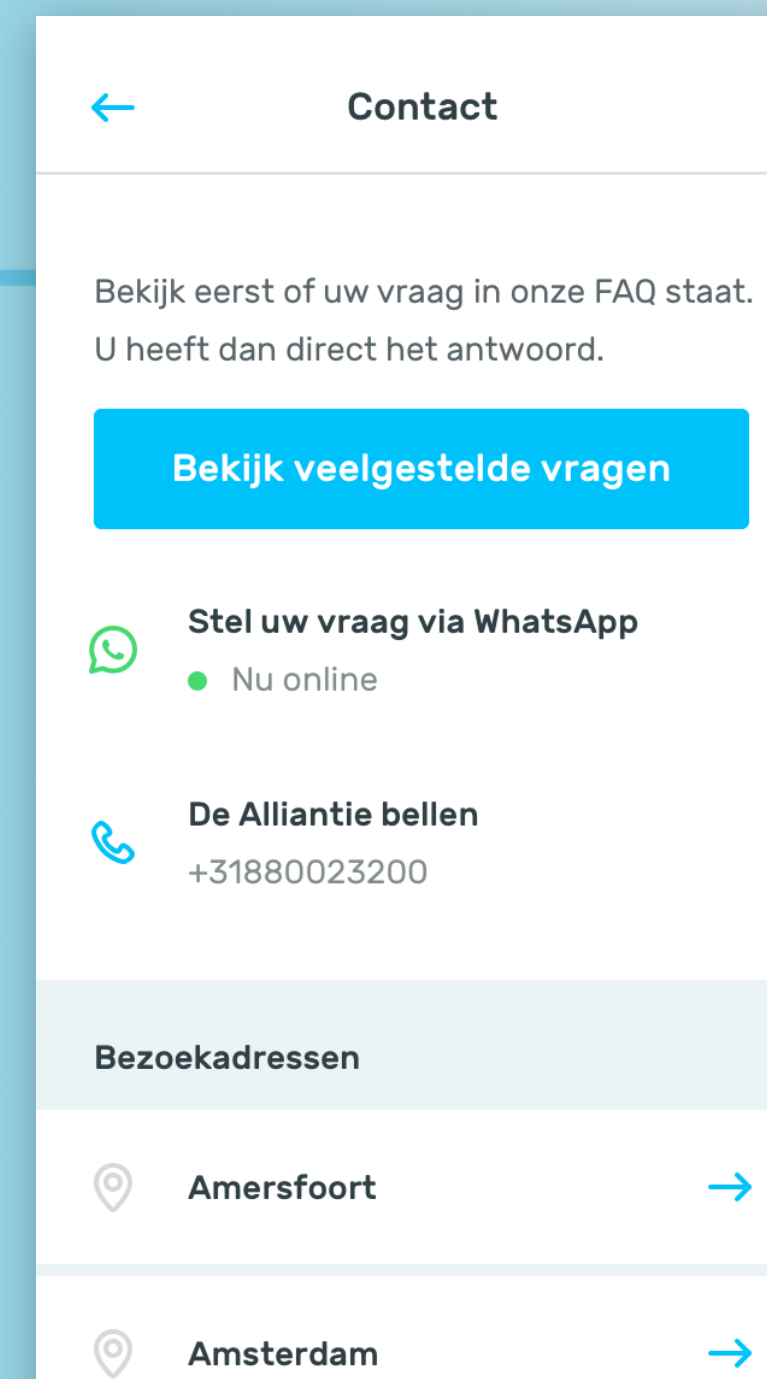
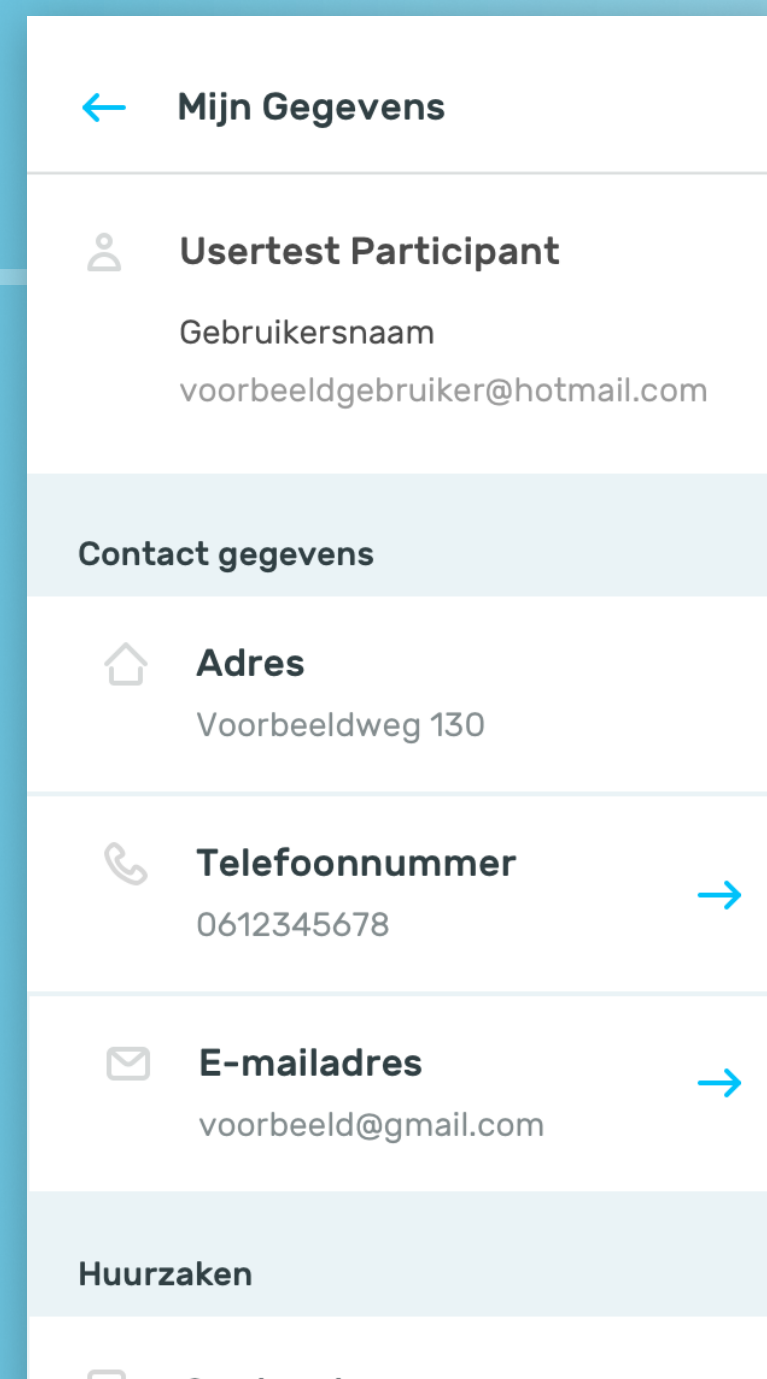


Design new features for the existing my-environment and website using the current design system.

Role: Information Analyst & UX Designer

De Alliantie is a dutch social housing association. I was the sole UX designer in the organisation making sure the website and renters-portal were user friendly.

I had a great Synergy with the developprs, communications department and customer support department leading to co-created designs being implemented for the the website and my-environment apps.



Communicate ideas,
gather data,
present designs,
validate them,
convince stakeholders,
align with developers.

Improvements

We improved data quality by making it easy for tenants to spot and change incorrect contact details.

Mijn gegevens - Menu UX Design voorstel - Mijn Alliantie app

Naam van de gebruiker staat bovenaan waardoor direct duidelijk is dat dit om persoonlijke gegevens gaat.
Gebruikersnaam duidelijk en statisch communiceren ter referentie.
Contactgegevens gepresenteerd en opgesteld zodat uitgebreide validele flows mogelijk zijn voor e-mail en telefoonnummer wijzigen.
Communicatie-adres apart weergeven omdat dit kan verschillen van het adres uit het huur contract. Statisch omdat deze nog niet gewijzigd kan worden.
Huidige telefoonnummer tonen zodat gebruiker kan beoordelen of deze correct is.
Huidige e-mailadres tonen zodat gebruiker kan beoordelen of deze correct is.

Mijn gegevens - Contact gegevens UX Design voorstel - Mijn Alliantie app

Huidige gegevens duidelijk in beeld ter referentie.
Wachtwoord ter controle voor extra veiligheid.
Voor nu worden gegevens direct opgeslagen. Later kunnen na deze stap extra validele/verifiele stappen.

New features

Complex data representation

Navigation changes

Expert reviews

Customers need to be informed properly so they are self-reliant.

Data study

- 5% of the knowledgebase content generates 60% of all its traffic.
- 7 popular subjects stand out generating 80% of all traffic.
- The most popular item "How to request a repair?" is the most important one for customer support.



A/B Test Result:
Promoting the call-to-action for the repair flow leads to lower conversion.

50% of visitors of the repair-flow left on the first screen.

UX Review - de Alliantie website

Veel gestelde vragen review

Bezoekers die via de homepage een reparatie aanvragen komen niet langs informatie die hen uitlegt wat ze kunnen verwachten. Voor herhaalde verzoeken is dat prima, maar voor een eerste keer is dat abrupt.

Bezoekers die een reparatie aanvragen via de service & contact pagina moeten 5 keer klikken voordat ze bij het formulier zijn.

UX Design voorstel - Website

Service & Contact - Thema pagina's voor grote onderwerpen

Bezoekers komen via het Service & Contact menu op thema pagina's.

Elke theme pagina heeft duidelijke call to actions naar een digitaal formulier of naar Mijn Alliantie. Het is direct duidelijk wat ze moeten doen

Bezoekers komen de antwoorden op veelgestelde vragen tegen op hun pad terwijl ze navigeren op de website.

In de tekst staan verwijzingen naar:

- PDF's met meer informatie,
- Digitale formulieren,
- Specifieke informatie op FAQ detail pagina's

Design study

Feature oriented navigation sends customers either instantly to a service, or they reach a service after a long path through the knowledgebase with little understanding of the big picture.

Recommendation to stakeholders

Goal oriented navigation makes customers organically find services and information while browsing popular subjects.

Enable tenants to subscribe to a payed service covering part of their maintenance work.

Discover the service

Service & Reparaties



Probleem melden

Geen Afspraken

Reparaties

Veel kleine reparaties vallen onder uw eigen verantwoordelijkheid. Om u hierbij te helpen, bieden wij instructies en video's aan. U kunt ook een Service abonnement afsluiten, dan komen wij ook langs voor kleine klusjes.

Wie doet wat? →

Zelf aan de slag →

Service abonnement

Woning aanpassen

Voor verbouwen en groten

Understand the value

← **Serviceabonnement**

De voordelen

- ✓ Voorkomt hoge onderhoudskosten
- ✓ Vast laag bedrag per maand
- ✓ Direct contact, snel een afspraak

Weten welke werkzaamheden vallen onder het serviceabonnement? [Bekijk het Onderhouds-ABC](#)

Aanvragen →

90% van onze bestaande klanten zijn tevreden over ons service abonnement.

Wat is het serviceabonnement?

De Alliantie verzorgt een deel van de onderhoud en de reparaties van uw woning. Overige reparaties en werkzaamheden regelt u zelf. Met het

Meer informatie

De werkzaamheden aan uw woning waar u zelf verantwoordelijk voor bent, kunt u – tegen een kleine maandelijkse vergoeding – ook door ons laten uitvoeren. U hoeft dit dan niet meer zelf te regelen, én komt niet zomaar ineens voor hoge kosten te staan. Voor € 5,55 per maand sluit u een

Subscribe

← **Aanvragen**

Uw gegevens

Huurder

Usertest Participant
voorbeeld@gmail.com
+31 612345678

Woning

Voorbeeldweg 130
1234 AB Hilversum

Looptijd

U sluit het serviceabonnement af voor een jaar, daarna is het maandelijks opzegbaar.

Startdatum:
09-12-2019

Loopt tot:
09-12-2020

Ik heb de [Leveringsvoorwaarden](#) gelezen en ga akkoord.

Serviceabonnement afsluiten
€ 5,55 per maand

De abonnementskosten worden automatisch tegelijk met uw huur afgeschreven.

U ontvang een bevestiging van uw aanvraag per mail.

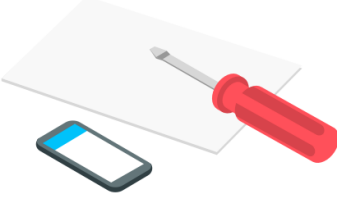
“I don't know if my problem is covered by this service.”

- User test participant

The information explaining what was covered by the service and what tenants had to do themselves was very hard to understand and impossible to comprehend on small screens.

Immediately after usertesting a project was launched to improve these information pages. (Wie doet wat?)

Aanvraag bevestigd!



Uw serviceabonnement is nu afgesloten

U ontvangt een bevestiging via e-mail.

Sluiten

2017 - Connexion

Abel

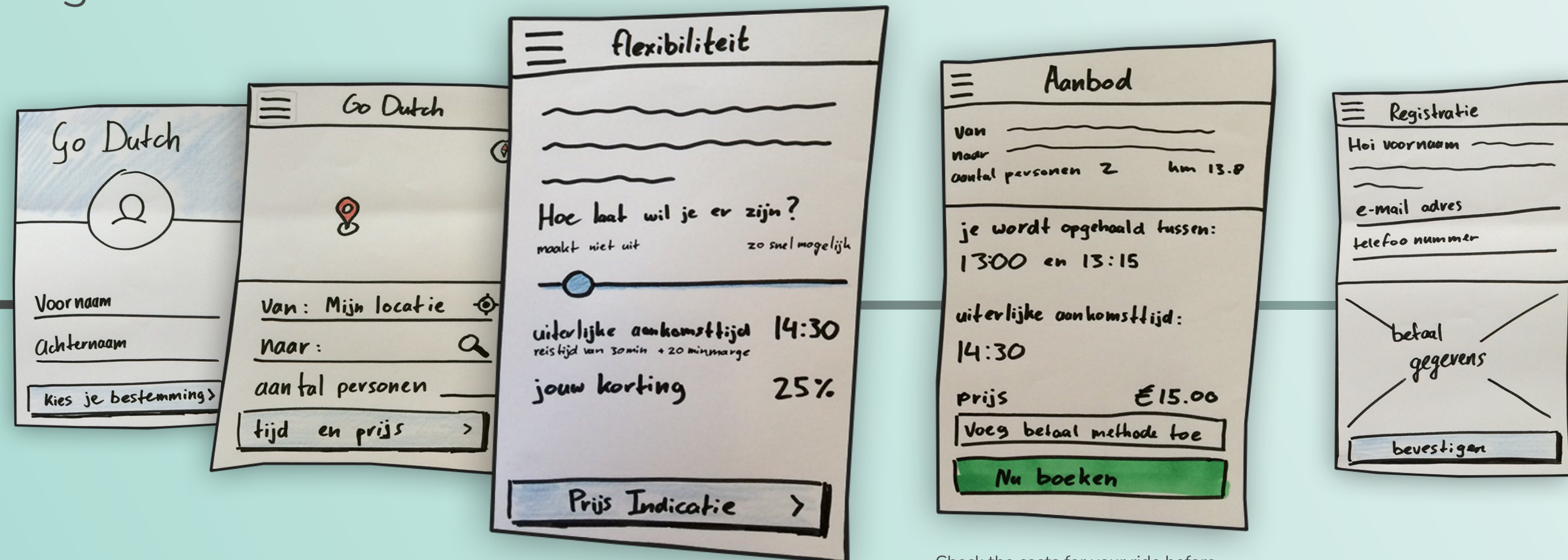
A ride you want to share

Design a ride-sharing concept from scratch, where rides are cheaper if customers are willing to wait longer.

Abel was a corporate startup initiated by Connexion/Transdev to compete with Uber. I worked as UX designer.

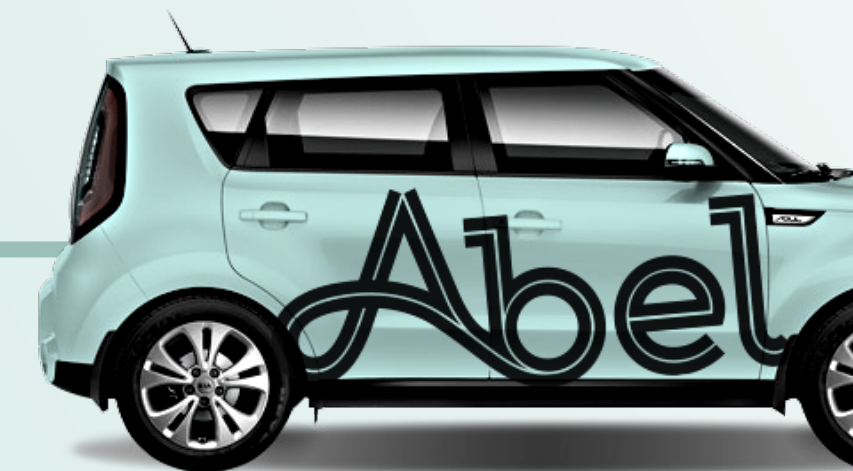
I've done the initial UX design for the client and driver app and after significant growth became responsible for the driver app.

I've developed the product together with Code & Coding and Canvas Heroes.

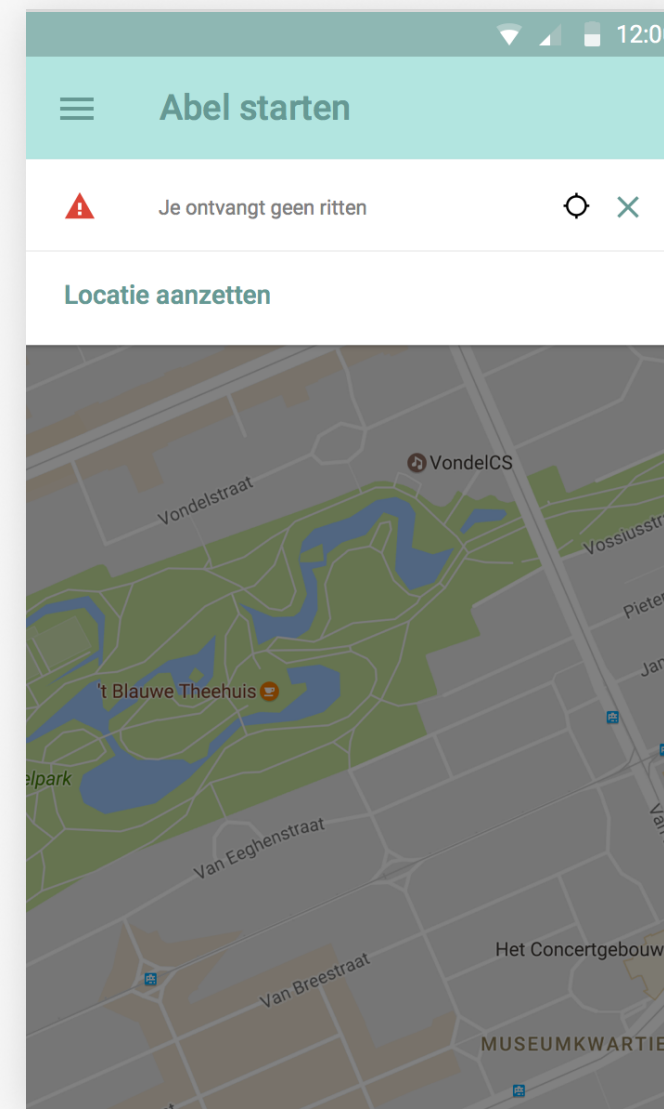


More flexible is more discount. Using a slider with realtime feedback eliminates the use for explanatory copy.

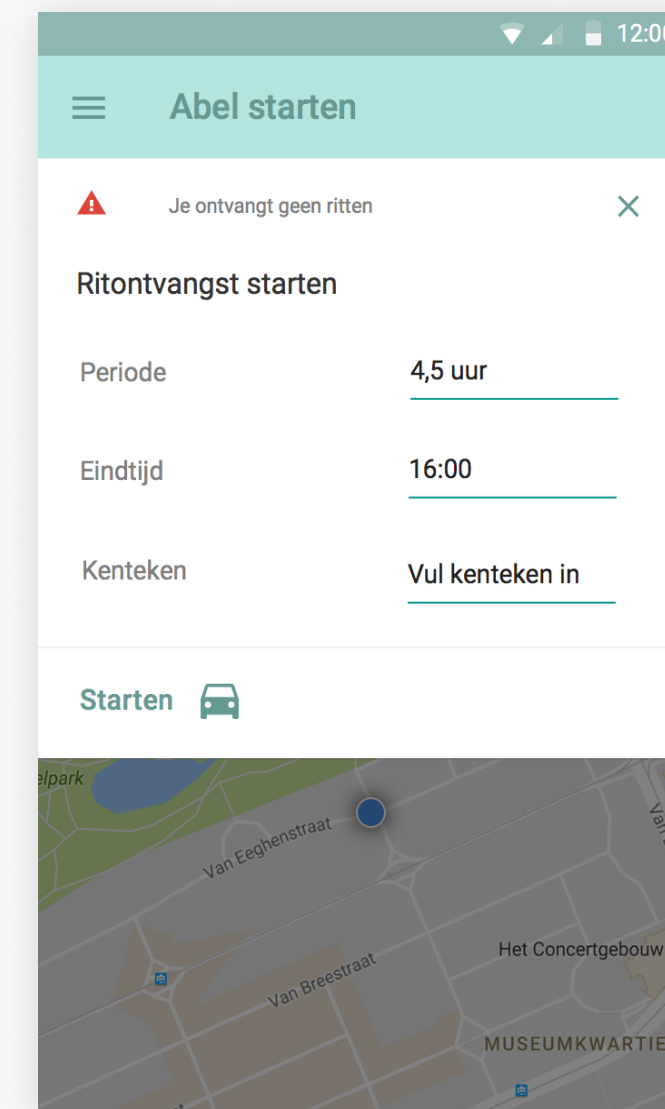
Check the costs for your ride before signing up!



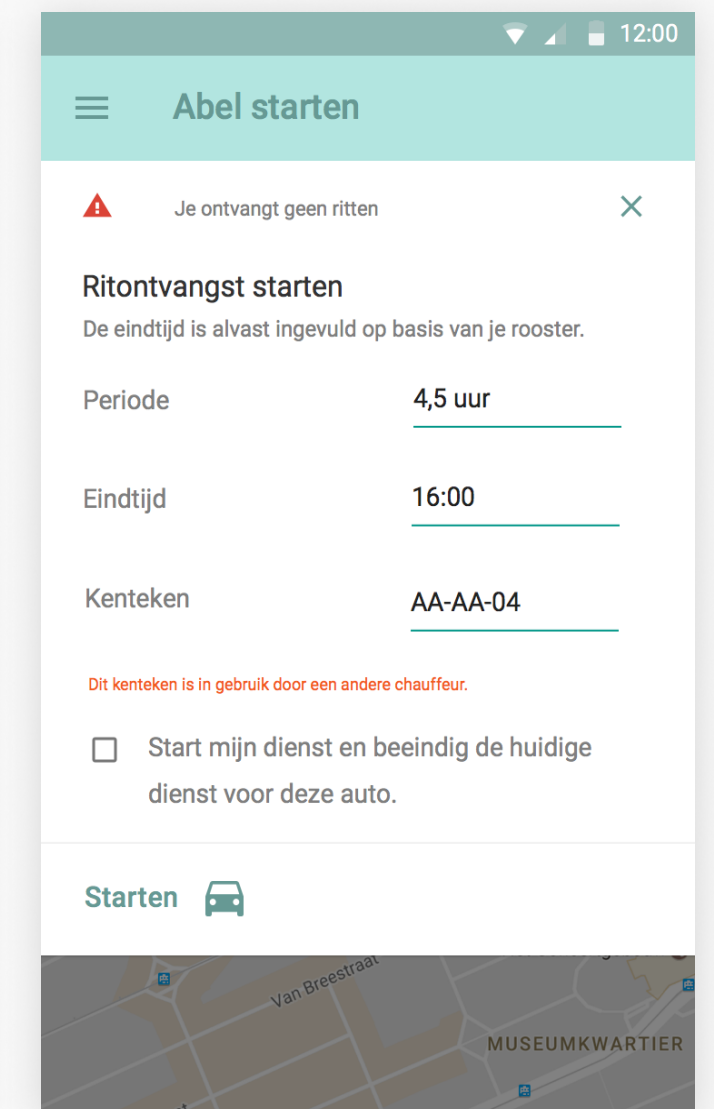
Motivate drivers to enter correct shift information, have a good GPS reception, their volume on and their battery full.



Shortcuts and to-the-point information guide drivers to turn on Internet, GPS, connect a charger and turn on their volume.



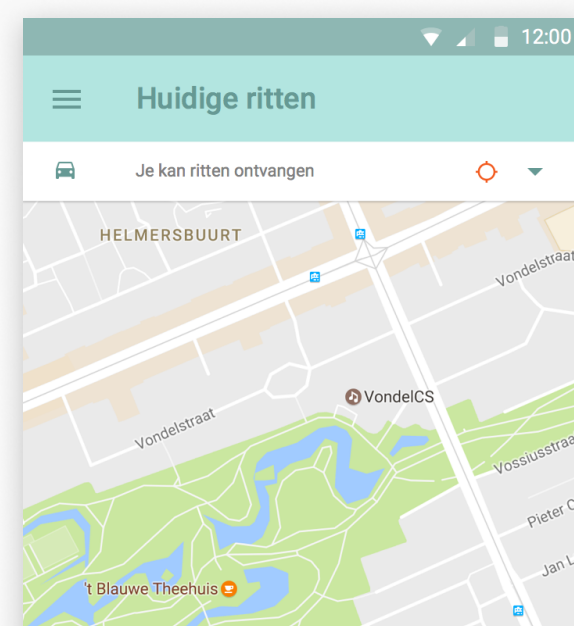
Only when all conditions are met, the status indicator opens the start-shift form.



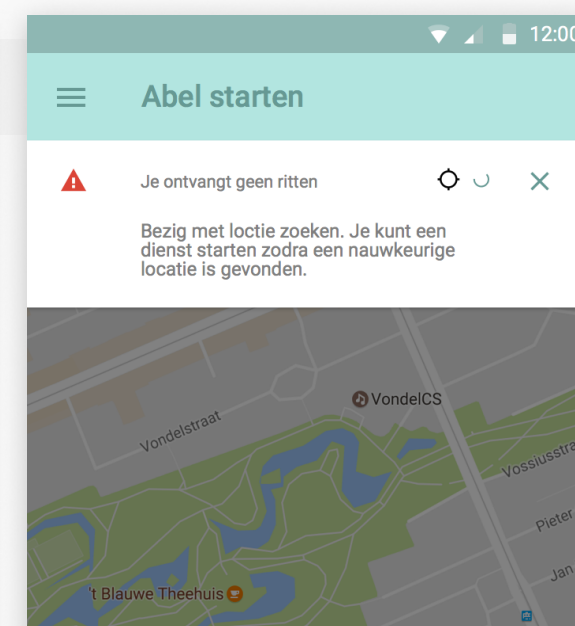
A message states why information is prefilled. Also a validation message appeared only after a first attempt failed.



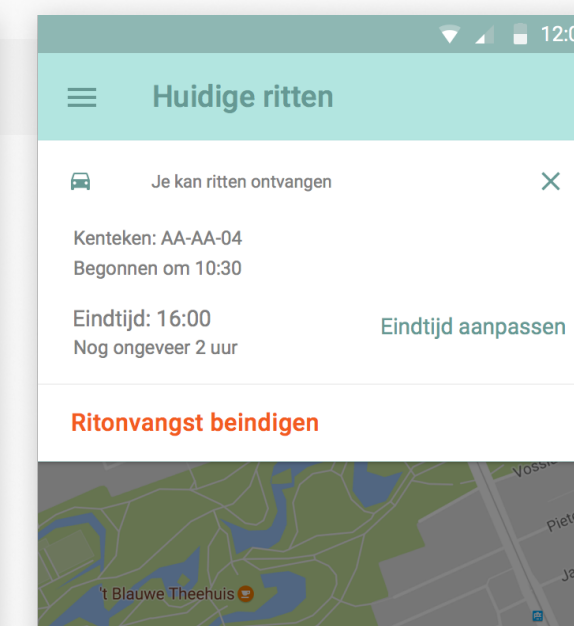
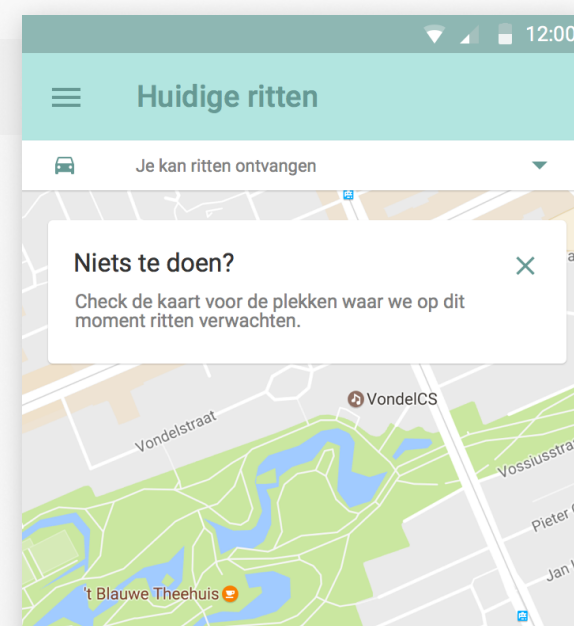
The status bar shows warnings using progressive disclosure.



Contextual information displayed when drivers are idle.



When active, tapping the status shows shift details.



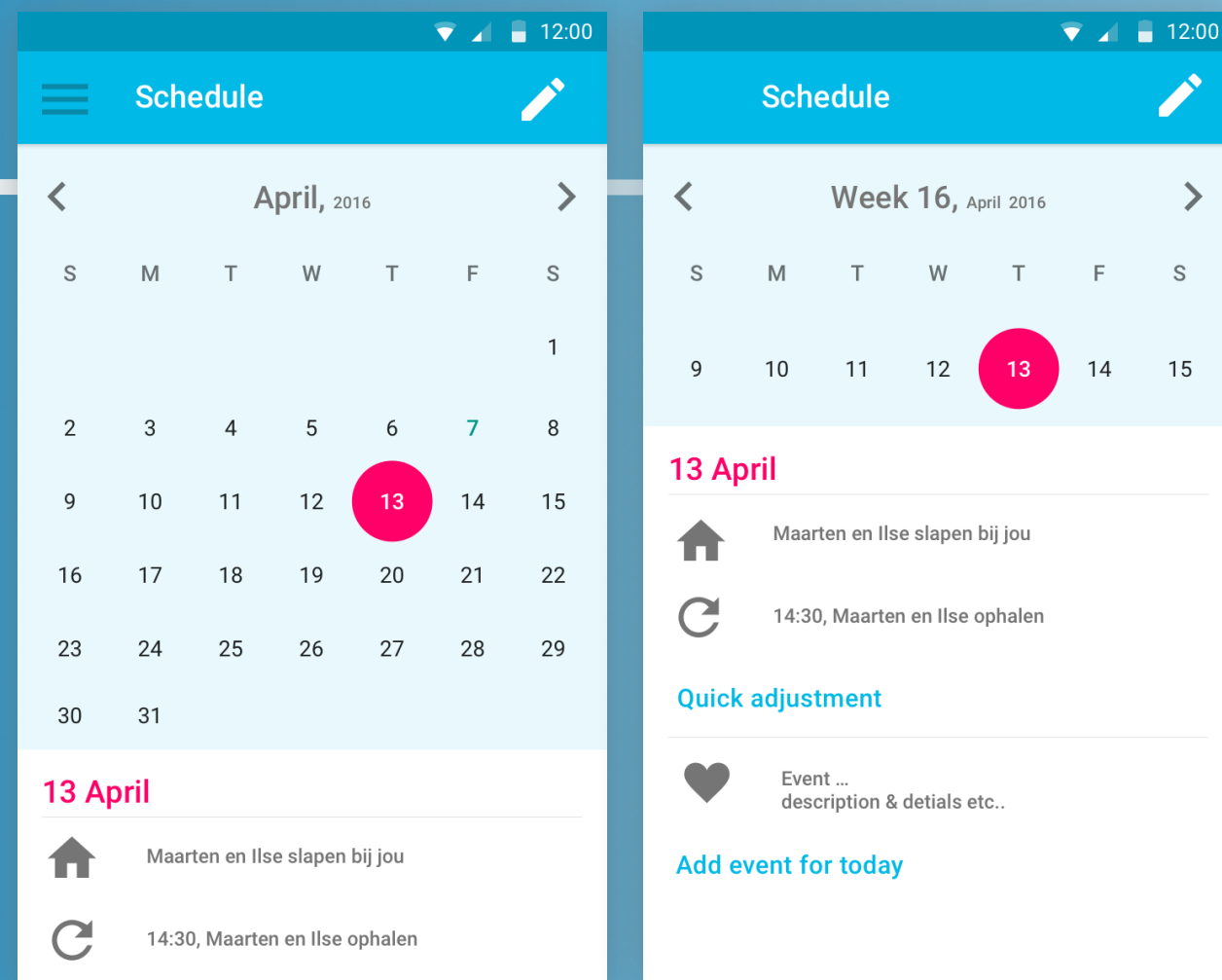
Unfortunately, Abel was discontinued after two years.

However, The technology developed was implemented by transdev in four other projects across the globe that continued on.

2016

Heppee

Design a tool for divorced parents to support communication about where the kids sleep.

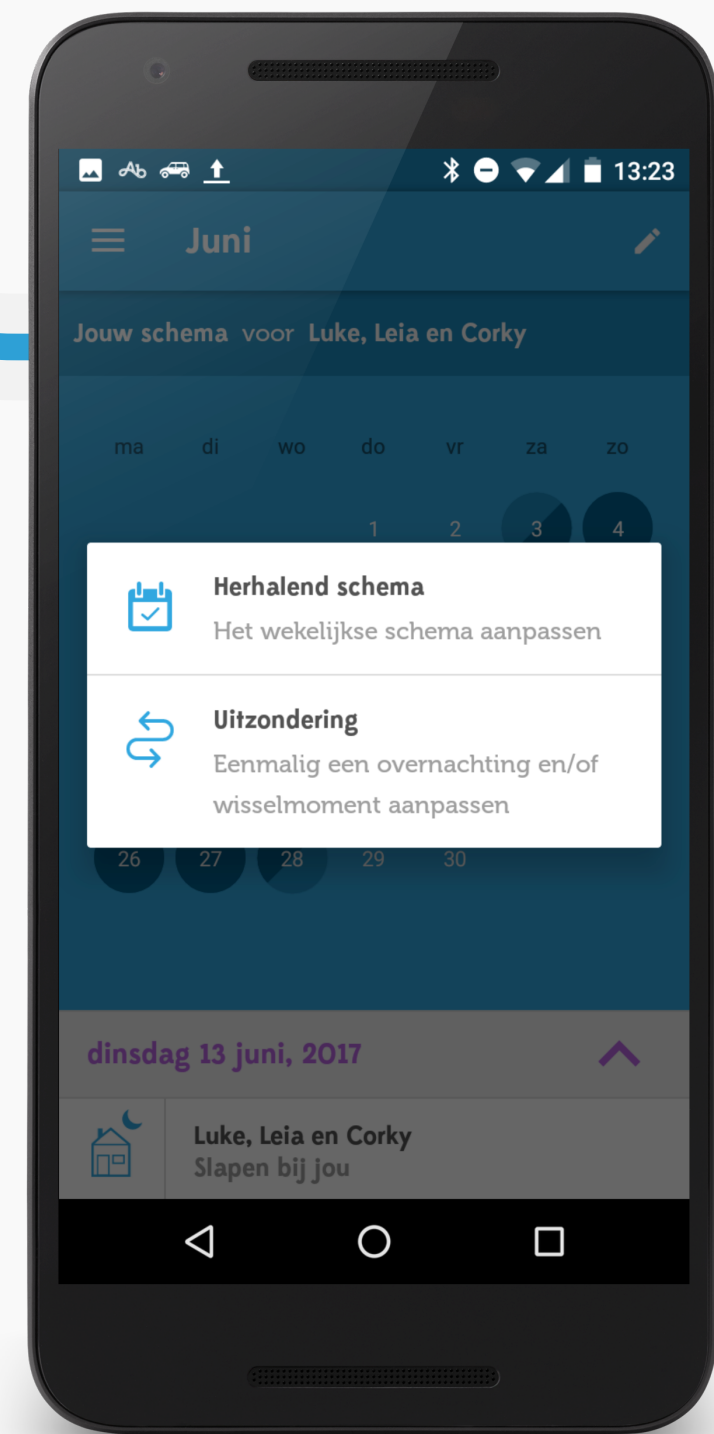


Heppee is a niche startup in Amsterdam focusing on divorced parents and their children. They have an app for the adults including grandparents and one for the kids.

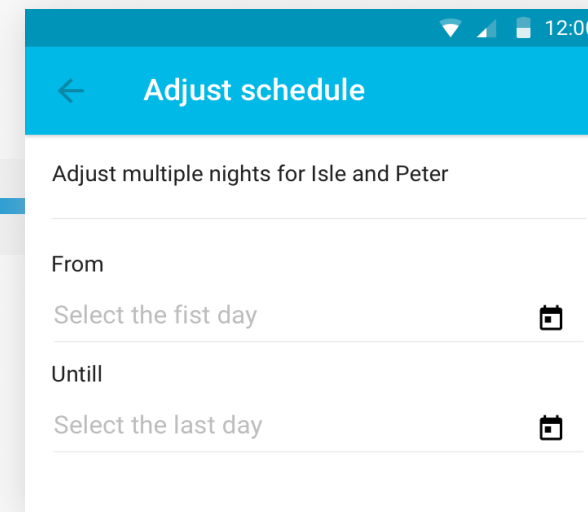
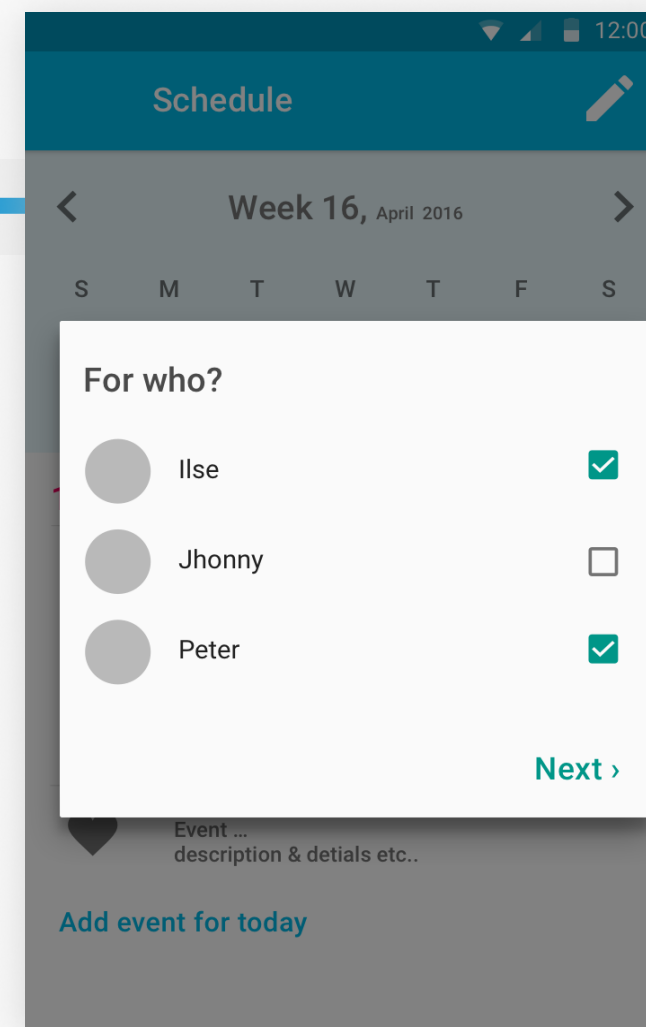
The app takes away the hassle surrounding schedule communication and provides ways for small children to communicate with one parent while staying at the other, all from a single device.

As product owner and UX designer I was responsible for all major design decisions and agile project management.

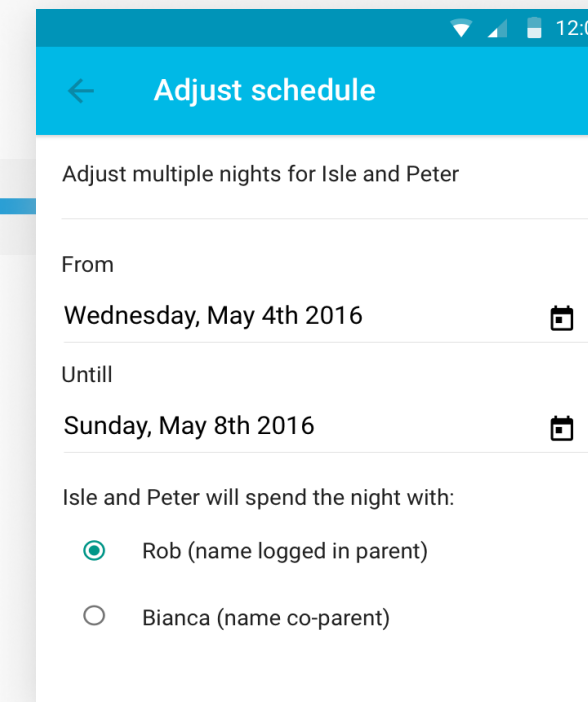
Make it easy to suggest exceptions to an agreed schedule



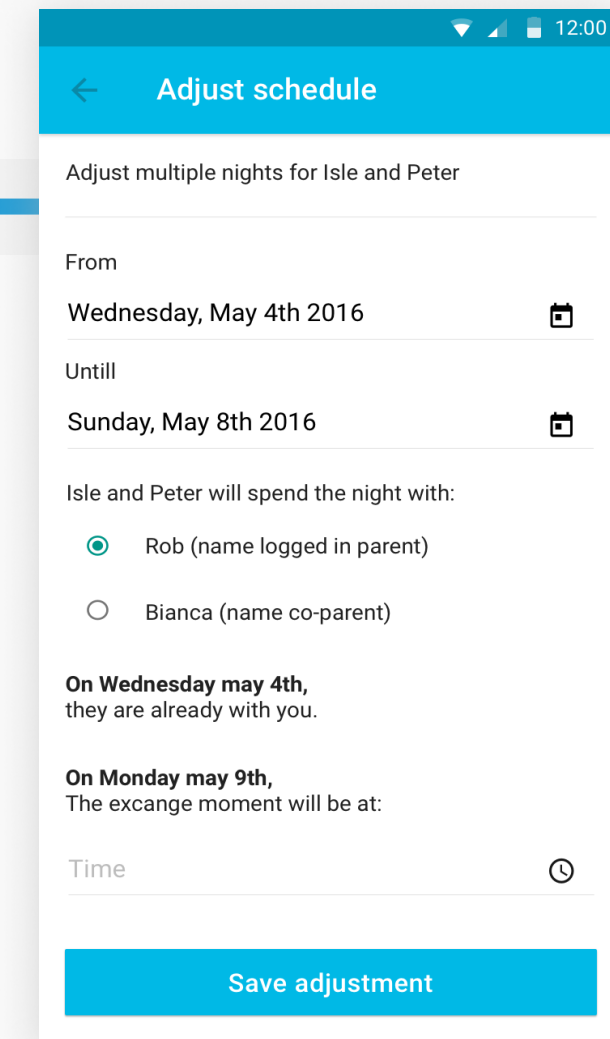
Powerfull features to adjust the weekly schedule or add exceptions to the schedule are designed as wizards to guide users through the steps.



Progressive disclosure lets users focus on the task at hand while maintaining a clear overview.



Entered information is reused in UI labels providing instant feedback and making the task feel personal. It also communicates exactly what the user is about to do.



Controls and static information are clearly distinguishable.

Decisions by the algorithms are communicated clearly and only the absolute minimum of input required.



The app is no longer available.

2015



Design variants for A/B tests driving up buy-button-clicks for consumer products

Recent AB Test result:
Reducing the header image size, bringing main Call to Actions above the fold, increased the number of buy button clicks.

Original

Winning variant

+29%
buy button clicks

We avocated data-driven design by showing interesting testresult on screens where employees often walk by.

SHAVER Series 9000 wet and dry electric shaver S9031/26

Cuts up to 20% more hair* in a single pass

★★★★★
User reviews (4)

£325.00*
* Suggested retail price

360° | Images | Videos

£325.00*
* Suggested retail price

Buy from Philips >

Buy from retailers >

I've done eight months of conversion optimisation for the global consumer website for Philips. The main focus was buy-button-clicks and we drove this metrics through the roof with a 32% increase of daily conversions in less then a year. The team consisted of a Manager, Psychology expert, Operational AB test expert, a developer and me as UX Designer.

series 9000
Perfektion

series 7000
Empfindlich

series 6000
Adaptiv

Die perfekte Rasur

Unverbindliche Preisempfehlung:
€449.99

Buy now

Save up to 20%*

★★★★★
(42 user reviews)

8-direction
CountourDetect heads

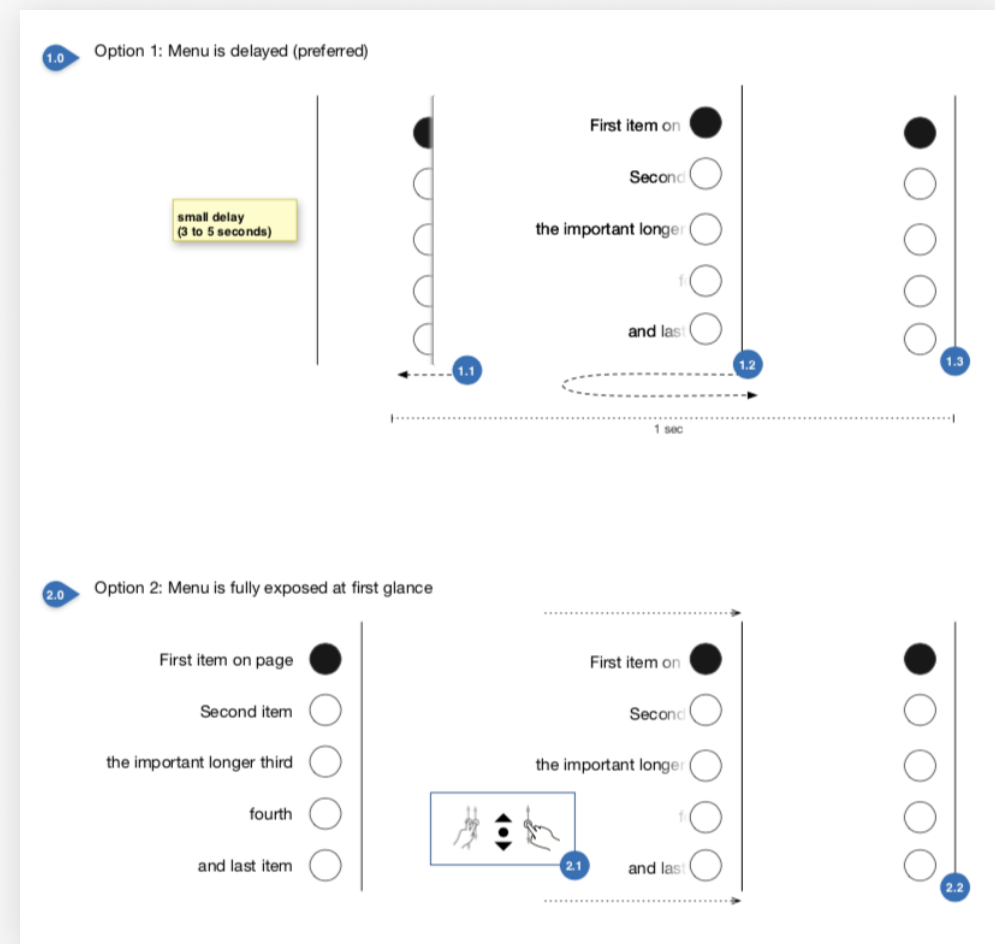
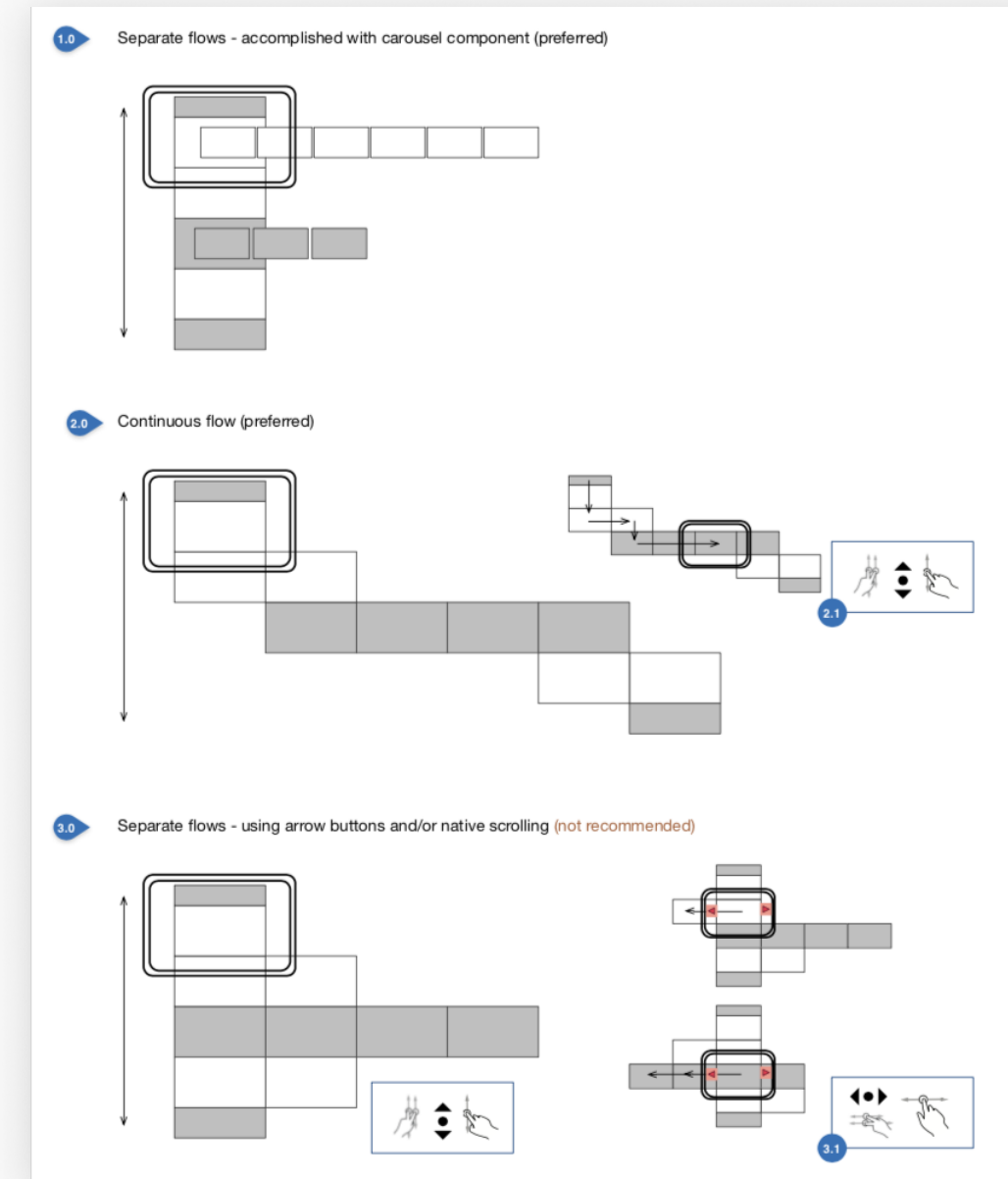
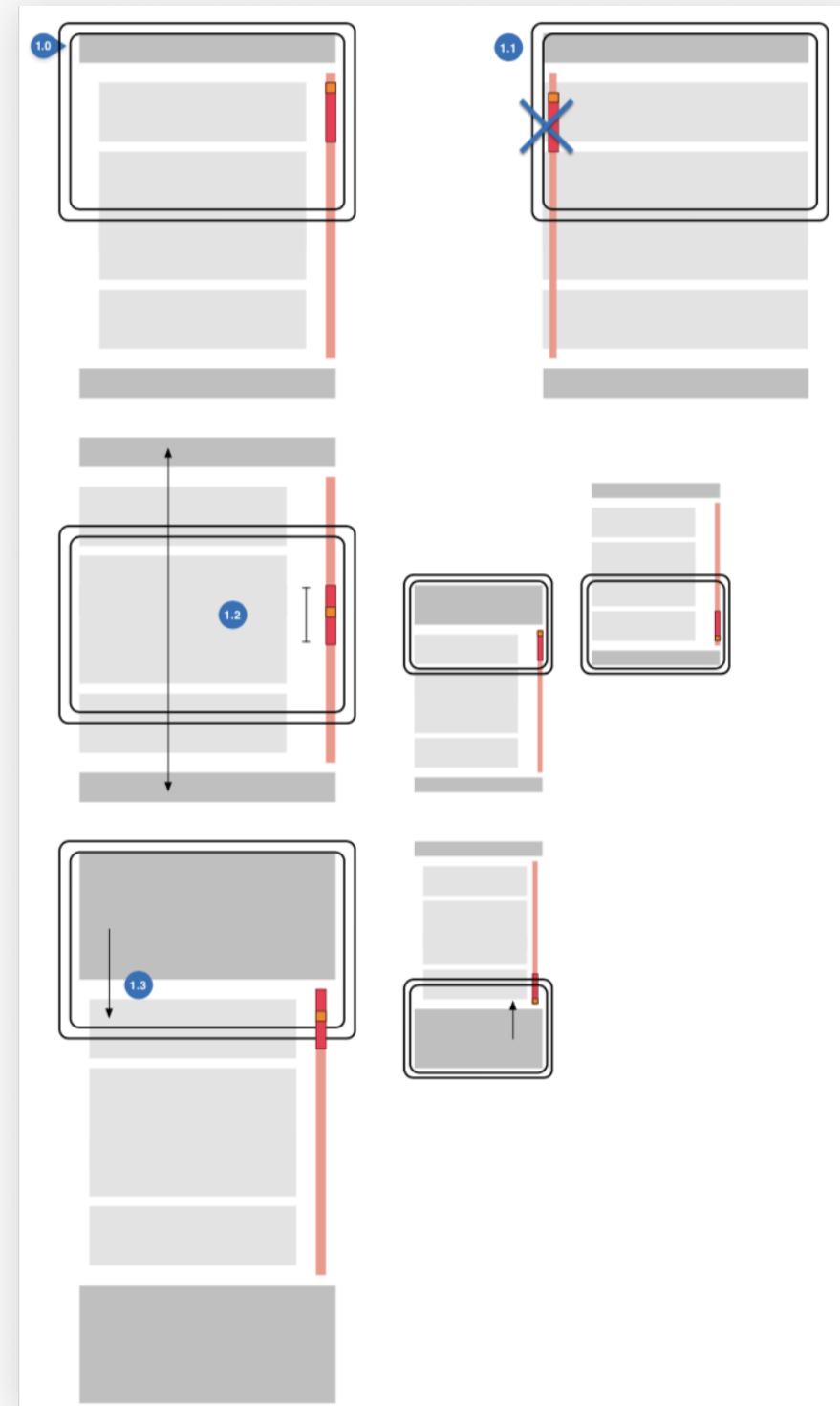
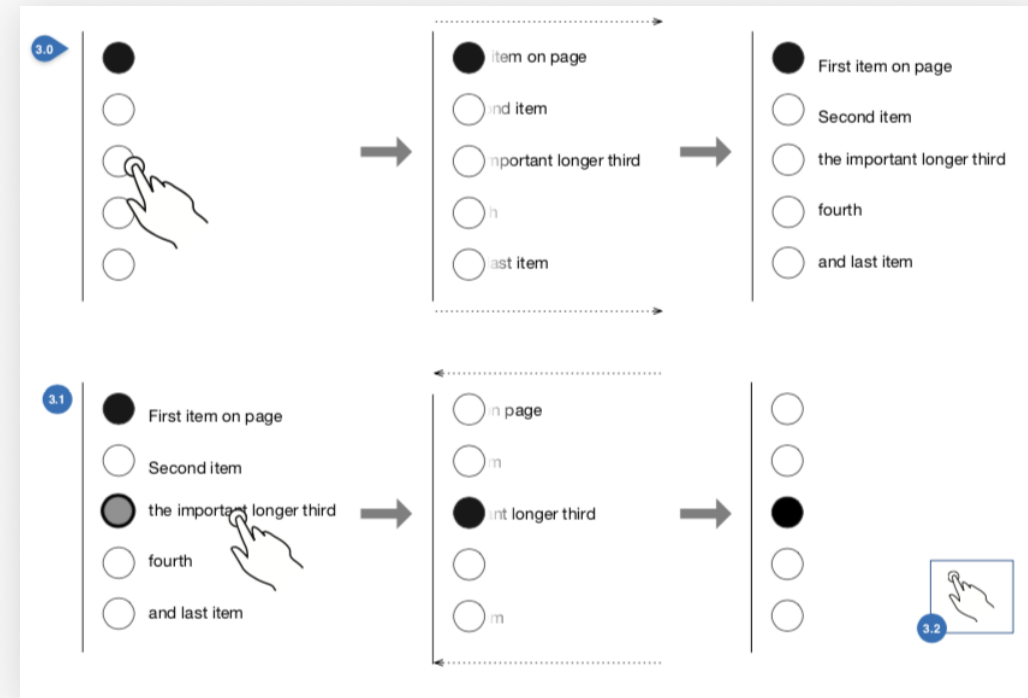
V-track Precision
blade system

Personal
comfort settings

*offers subject to change and vary by retailer.



Design an in-page navigation component for global use on large single page sites for consumers.



PHILIPS

One interesting project done for Philips was a full in depth interaction design for in-page-navigation component. Doing competitors research, exploring existing solutions, taking into account limitations, responsive design, mouse and touch interactions and extended functionalities for fullscreen experience websites. The highlights shown here display early designs from 2013 of what is now still the in-page-navigation on philips product pages for large screens.

Always looking for problems to solve.

Do you have a challenging project for me?

Contact me at:

tom@brinkkemper.nl

