Brian Krenz

UX Leader, Designer, and Researcher

Case Study 1

Managing Large Projects and Teams

REDESIGNING THE ARMY AND AIR FORCE EXCHANGE SITE

The What

- The Exchange is a retailer that sells an extensive catalogue of products to active-duty military members and their families

- I oversaw a large design team, including permanent employees and contractors

- Redesigned Exchange website, including unique Uniform Builder tool used by service members to procure regulation-compliant uniforms

REDESIGNING THE ARMY AND AIR FORCE EXCHANGE SITE

The How

- **Up-front estimating/budgeting**, tracked throughout the project

- Rapid **recruitment period** to onboard contractors needed to meet tight deadline

- Research phase that included **focus group** with active-duty members about their uniform purchasing needs and habits, as well as a **follow-up interview** with Army Major

- Low-fidelity **wireframes**, accompanied by extensive business-analyst-style **functional documentation**

- High-fidelity **comps**

Client: AAFES				
Page/Feature	UX Hours	CRE Hours	ID Hours	Notes
UIS 1				
Header	4	20	25	Logged in/guest scenarios included
Footer	4	12	25	Content-driven
Homepage	2	20	20	To include sample content/creative directi
Subtotal	10	52	70	
Review, Internal	1	1	2	
Revisions	8	8	NA	
Review, Client	1	1	2	
Revisions	8	8	NA	
Total UIS 1	**28**	**70**	**74**	
UIS 2				
Category Landing Page	8	8	24	
Product Listing Page	12	20	48	
Search Results Page	4	0	4	Derived from PLP
No Results Page	2	0	4	
Search Results Redirect Page	2	0	2	
Product Compare Page	12	24	24	Up to 4 products
Product Detail Page	16	24	40	
Ensemble Detail Page	16	8	32	
Specialty Store Detail Page	2	0	4	
Extended Warranty Selection	8	8	24	
Product Quick View	4	8	20	
Ensemble Quick View	4	4	20	
		4	8	
Gift Card Landing Page		4	12	Jumping-off point to select physical or e-
Physical Gift Card Page	2	0	8	Assume derived from standard PDP
Electronic Gift Card Page	2	0	8	Assume derived from standard PDP

Sample: Estimating/budgeting spreadsheet

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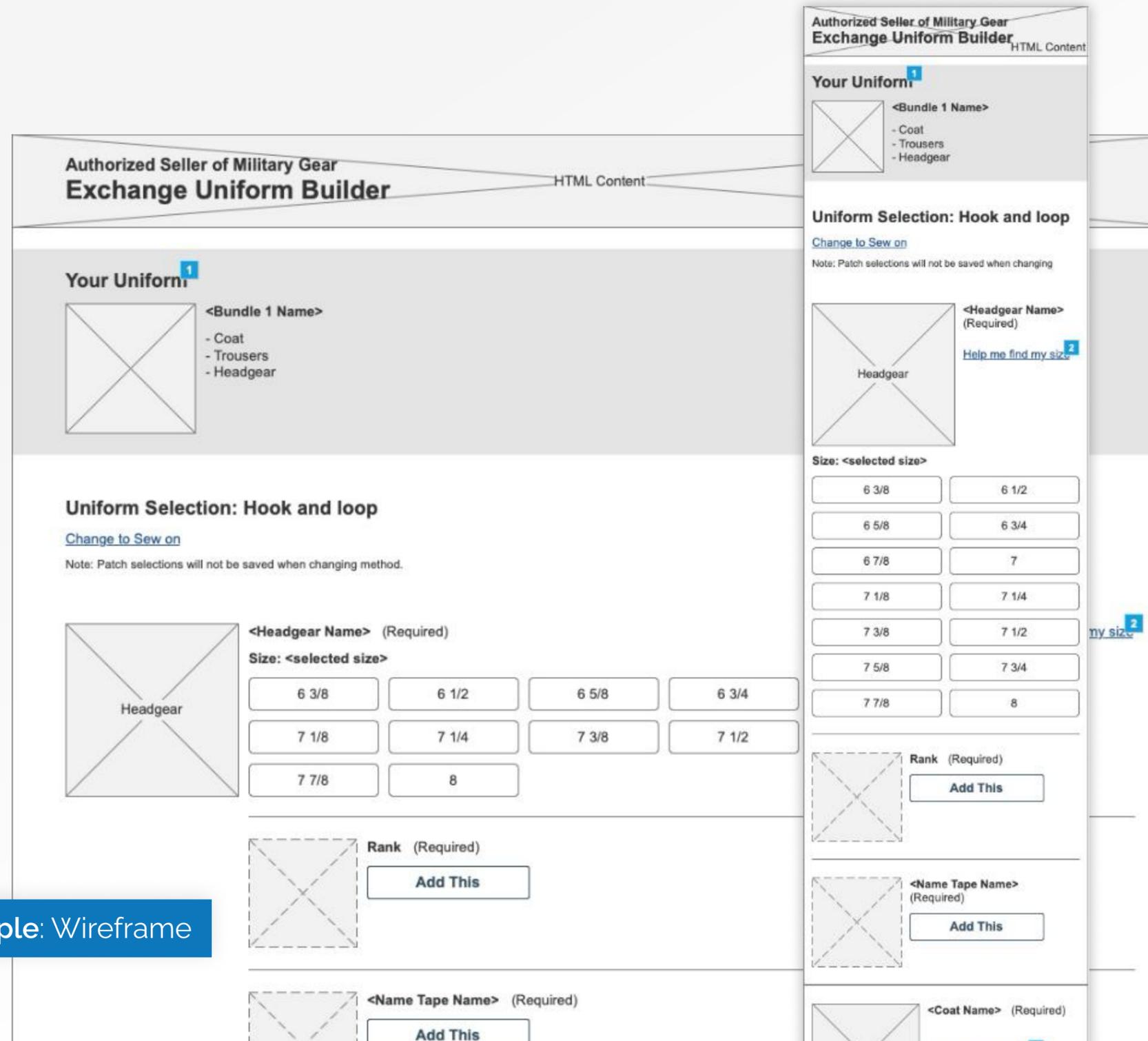| Page	UX	Creative	Oct 30	Oct 31	Nov 1	Nov 2	Nov 3	Nov 4	Nov 5	Nov 6	Nov 7	Nov 8	Nov 9	Nov 10	Nov 11	Nov 12	Nov 13	Nov 14
Brand Vision	N/A	Rebecca																
My Account - order details (including print version and return item flow)	Brian	Jason/Maria																
Wireframe Reviews	Brian				Cli R					Feed		✓					Final	
Comp Reviews		Rebecca								Int R								
My Account - Landing Page	Brian	Maria																
Wireframe Reviews	Brian									Int R							Cli R	
Comp Reviews		Maria																
My Account - Registration/Login	Charlotte	N/A																
My Account - Subscriptions	Stephanie	N/A																
My Account - Payment	Charlotte	N/A																
My Account - Wish List	Stephanie	N/A																
My Account - Profile	Charlotte	N/A																
My Account - Communication Preferences	Stephanie	N/A																
My Account - Address Book	Charlotte	N/A																
My Account - Error Handling	Charlotte	N/A																
Wireframe Reviews	Charlotte / Stephanie									Int R								
Comp Reviews		N/A																
Header/Homepage	Mia	Rebecca																
Predictive Search	Mia	Rebecca																
Footer	Mia	Rebecca																
Wireframe Reviews	Mia									Int R							Cli R	
Comp Reviews		Rebecca								Int R							Cli R	
PDP - Base Version	Mia	Franco																
Wireframe Reviews	Mia									Int R							Cli R	
Comp Reviews		Franco																
PLP	Mia	Franco																
Product Comparison	Mia	N/A																
Collections/Ensembles - Base Version	Mia	Jason																
Collections/Ensembles - GWP/PWP version	Mia	Jason																
PDP - Specialty Store Version	Charlotte	Maria																

Sample: Project plan spreadsheet

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Sample: Wireframe

REDESIGNING THE ARMY AND AIR FORCE EXCHANGE SITE

The Result

- **Double-digit** checkout conversion increase

- Massive **usability improvement** to Uniform Builder tool, as well as other areas of the site

- Project **completed on time and budget**
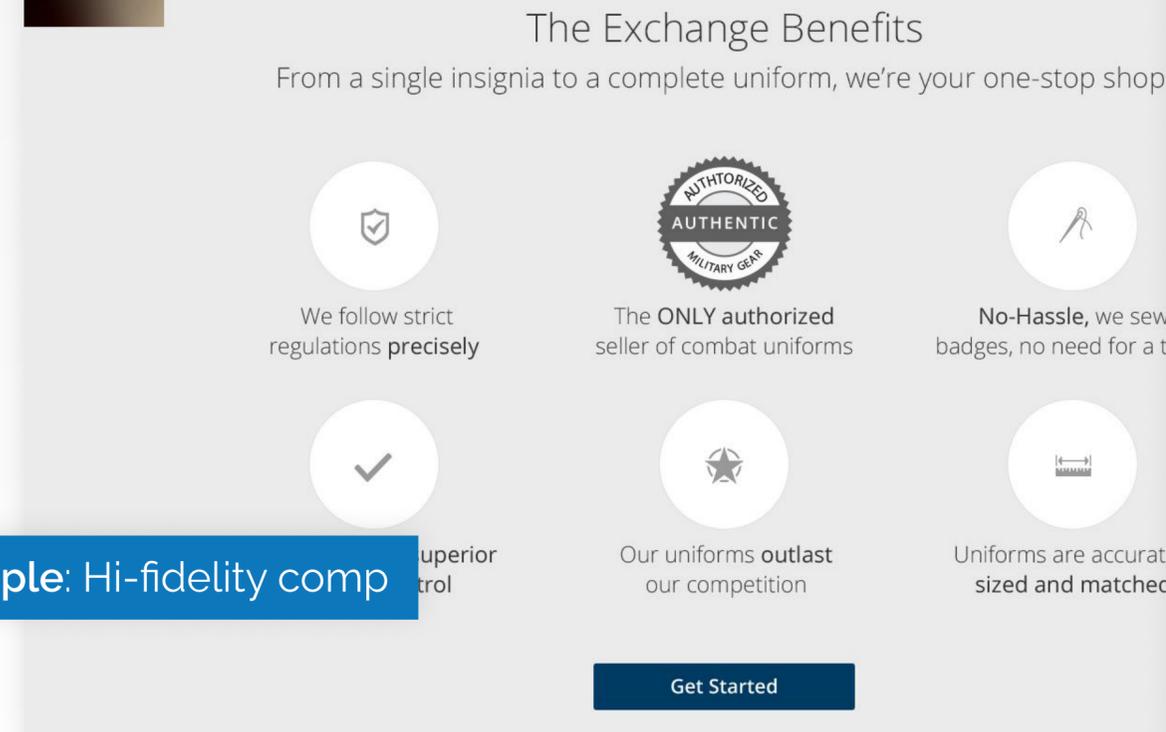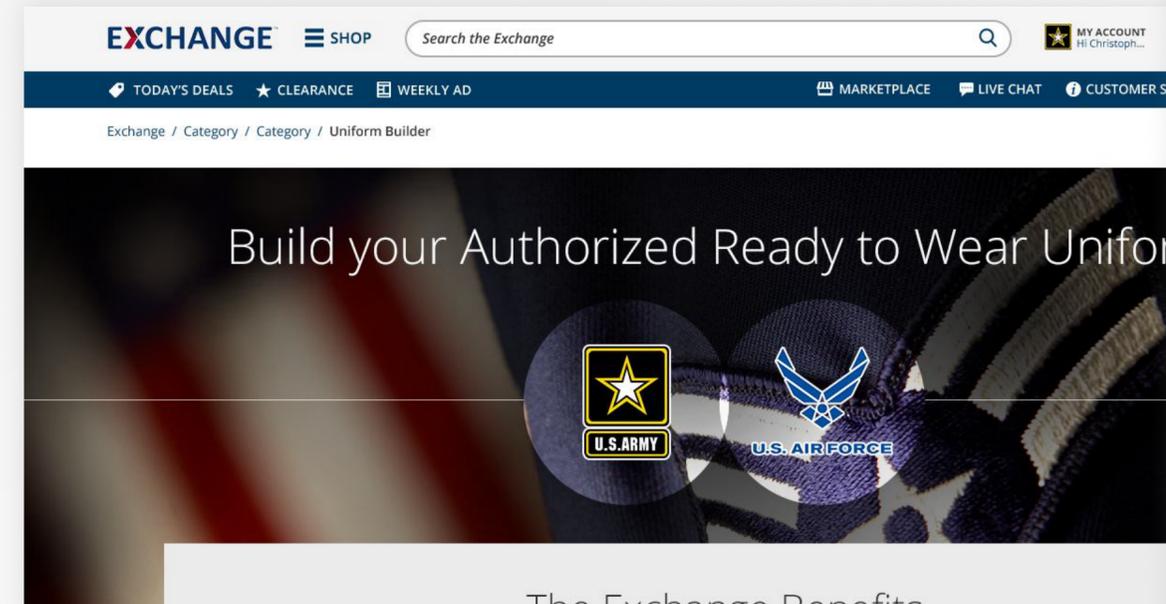
Sample: Hi-fidelity comp
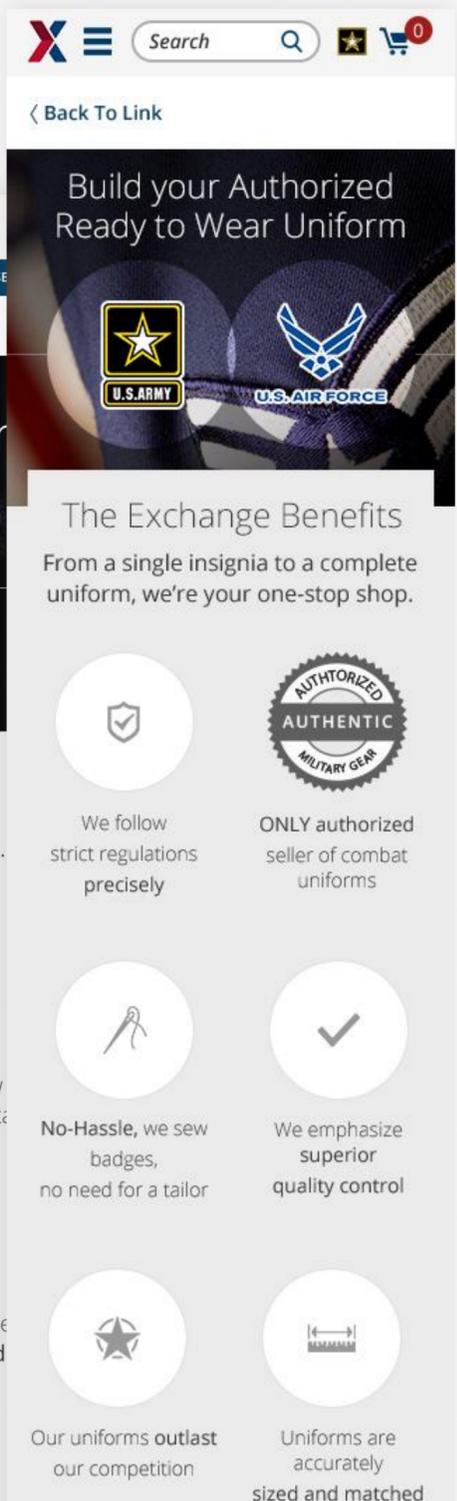
CASE STUDY

REDESIGNING THE ARMY AND AIR FORCE EXCHANGE SITE

The Result

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- Massive **usability improvement** to Uniform Builder tool, as well as other areas of the site

- Project **completed on time and budget**

- Praise from client and team, including this generous quote from a contractor...

> "[I WAS] IMPRESSED...WITH HOW YOU JUGGLED SO MANY MOVING PARTS SUCCESSFULLY."

- **Lesson Learned**: The team was very large, for the scope of the project. This was intentional, to meet a very tight deadline. However, on subsequent projects, I have pushed for longer timelines so we can work with a more appropriately sized team.

Sample: Hi-fidelity comp

Case Study 2

Leading Large-scale B2B/B2C Commerce UX Overhaul

REDESIGNING THE PENNSYLVANIA LIQUOR CONTROL BOARD B2B/B2C PURCHASING EXPERIENCES

The What

- The Pennsylvania Liquor Control Board sells wine and liquor to in-state licensees; they are the only source for bars, restaurants, and grocery stores to obtain wine and liquor

- This project involved re-platforming their Licensee Online Ordering Portal (LOOP) and consumer-facing B2C sites onto Oracle Commerce

- Redesigned both websites, adding functionality for buy-online-pickup-in-store and other unique fulfillment scenarios
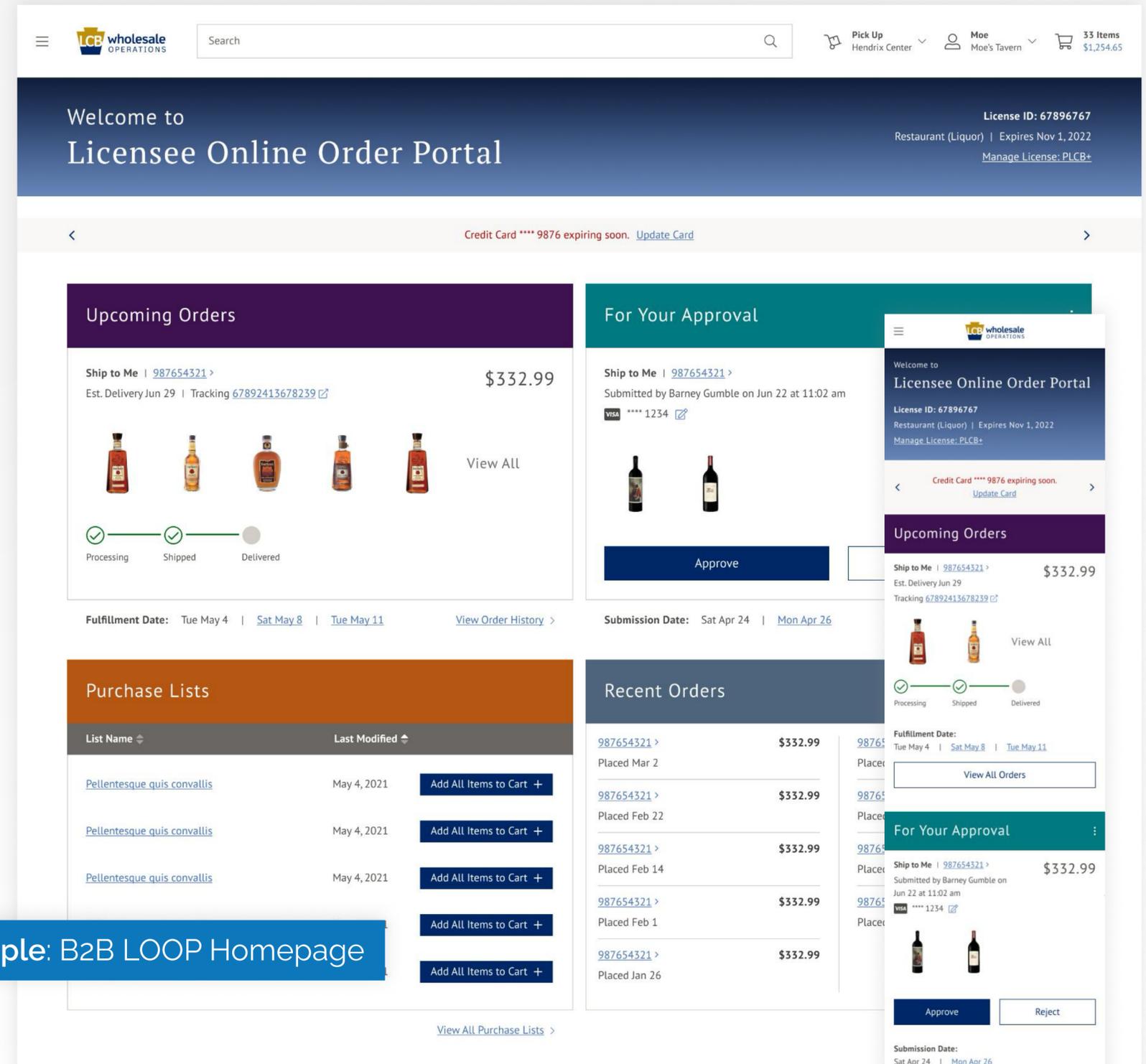
CASE STUDY

REDESIGNING THE PENNSYLVANIA LIQUOR CONTROL BOARD B2B/B2C PURCHASING EXPERIENCES

The How

- Research phase that involved **interviewing bar owners** about wine and liquor purchasing habits

- Took existing B2C design and significantly updated it to include **buy-online-pickup-in-store**

- **Redesigned B2B LOOP site**, from the ground up, including multiple fulfillment options

- Additionally **designed brand new custom Associate Portal** for store associates to collect orders for customers/licensees purchasing via store pickup


Sample: B2B LOOP Homepage

REDESIGNING THE PENNSYLVANIA LIQUOR CONTROL BOARD B2B/B2C PURCHASING EXPERIENCES

The Result

- On-going customer relationship with **highly satisfied client**

- Greatly **improved mobile buying experience**, including app-like features such as **barcode scanning** on both B2B and B2C sites

- Contracted to do **follow-up design updates for Associate Portal**, further improving the experience for employees

Sample: B2B LOOP Homepage
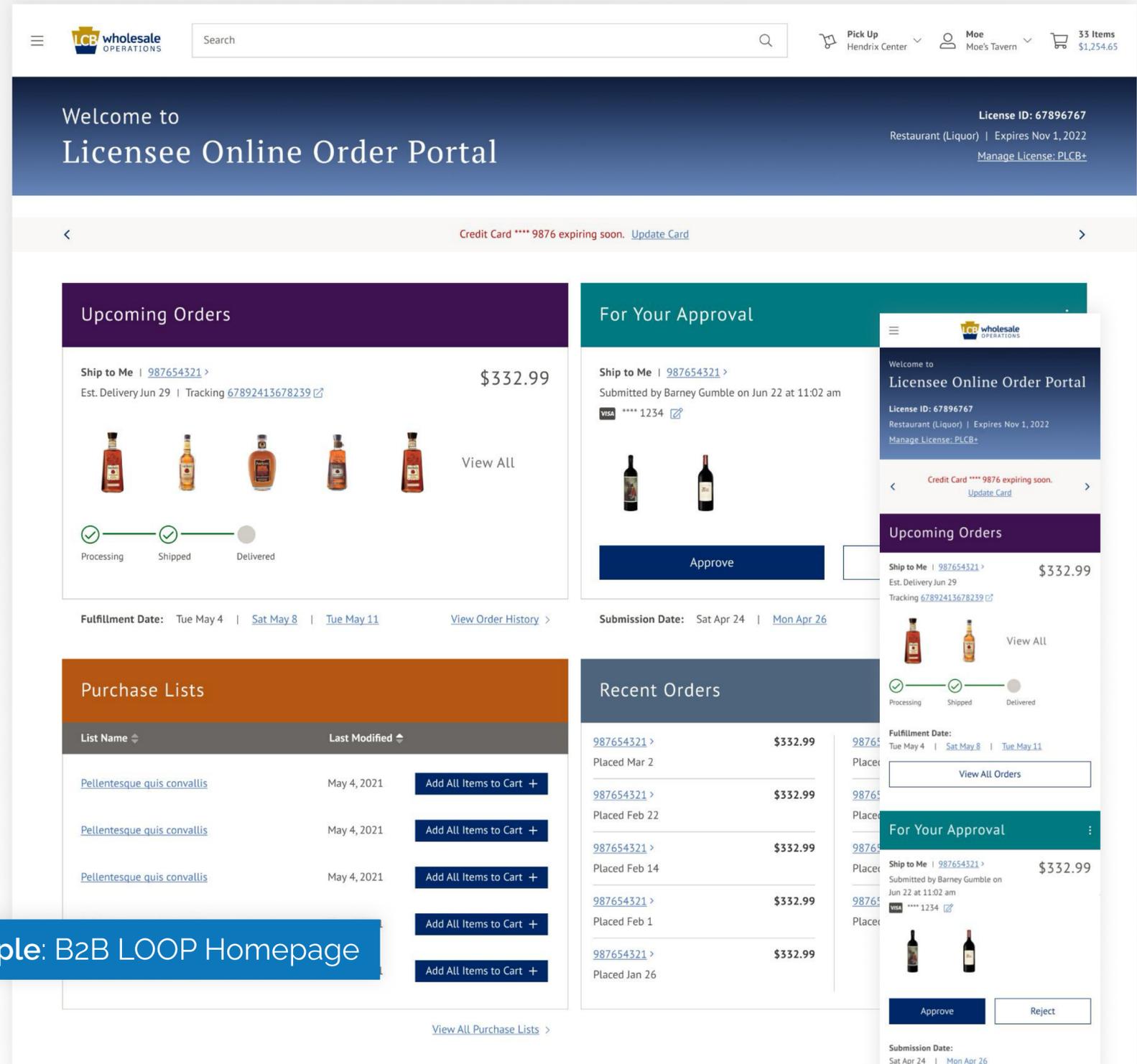
Case Study 3

Implementing Strategic Organizational Improvement

Brian Krenz

IMPROVING ORGANIZATIONAL APPROACH TO ACCESSIBILITY

The What

- Our broader consulting team has been inconsistent with accounting for accessibility in our project implementations

- Developers and QA had not been adequately trained in accessibility practices

- To rectify this, I oversaw a multi-faceted accessibility analysis of a prominent customer's B2C and B2B websites

W3C® Web Accessibility Initiative WAI

IMPROVING ORGANIZATIONAL APPROACH TO ACCESSIBILITY

The How

- Design team member reviewed sites using multiple browser plugins to check for basic accessibility pitfalls

- Design and QA team members followed up with in-depth review of sites using screen readers

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Central JIRA

Dashboards ⌄   Quick Links ⌄   Projects ⌄   Issues ⌄   Boards ⌄   Tests ⌄   Plans ⌄   **Create issue**

Notifications:

Jira team published a Public Service Announcement (PSA) on 8/22/22 announcing a feature freeze - Please see PSA-255 | More info can also be found in Jir

⌄ Details

Type:	🔲 Sub-task	Status:	**DEPLOY TO STAGING** (View Workflow)
Priority:	⌄ Low	Resolution:	Work In Progress
Component/s:	UI		
Labels:	None		
Effort Estimate (in hrs):	Not Defined		

⌄ Description

Duplication steps:
1. Go to B2C Homepage, using NVDA screen reader tool select Tab key to navigate to Wines, Spirits buttons.
2. In the keyboard select Enter or Arrow keys to expand/collapse the Wines, Spirits menu.
3. NVDA Screen reader is just reading the menu links but not expanding the menu when I choose enter key or arrow keys.

Expected result: Arrow keys or enter key should expand/collapse the submenu.

Accessibility guideline:
WCAG 2.0/2.1 - 2.4.7 Focus Visible (Level AA): Any keyboard operable user interface has a mode of operation where the keyboard focus indicator is vis

Medium Understanding 2.4.7 The product was tested for:
Visual indication of the location of the focus.
Tool: Manual test

Method: Using the tab key (or arrow keys for complex controls) on the keyboard manually shift the focus through all focusable components on a page ar
there is a focus indicator and that it is always visible.

Updated on 5/4 - Same issue found using VoiceOver

⌄ Attachments

⌄ Activity

All   **Comments**   Work Log   History   Activity   Transitions   VBS GIT Info   Transitions

⌄ ◯ ████████ added a comment - 02/May/23 6:07 AM - 🔒 Restricted to Users

Brian Krenz

IMPROVING ORGANIZATIONAL APPROACH TO ACCESSIBILITY

The Result

- **Over 200 bugs logged**, all addressed through multiple release cycles

- **Organization-wide training** to educate everyone about the need for accessibility attention

- Adjusted **estimating process** for new projects, to account for this development and testing effort

- **Coming Soon**: Additional training and folding this model into the standard process for every customer engagement
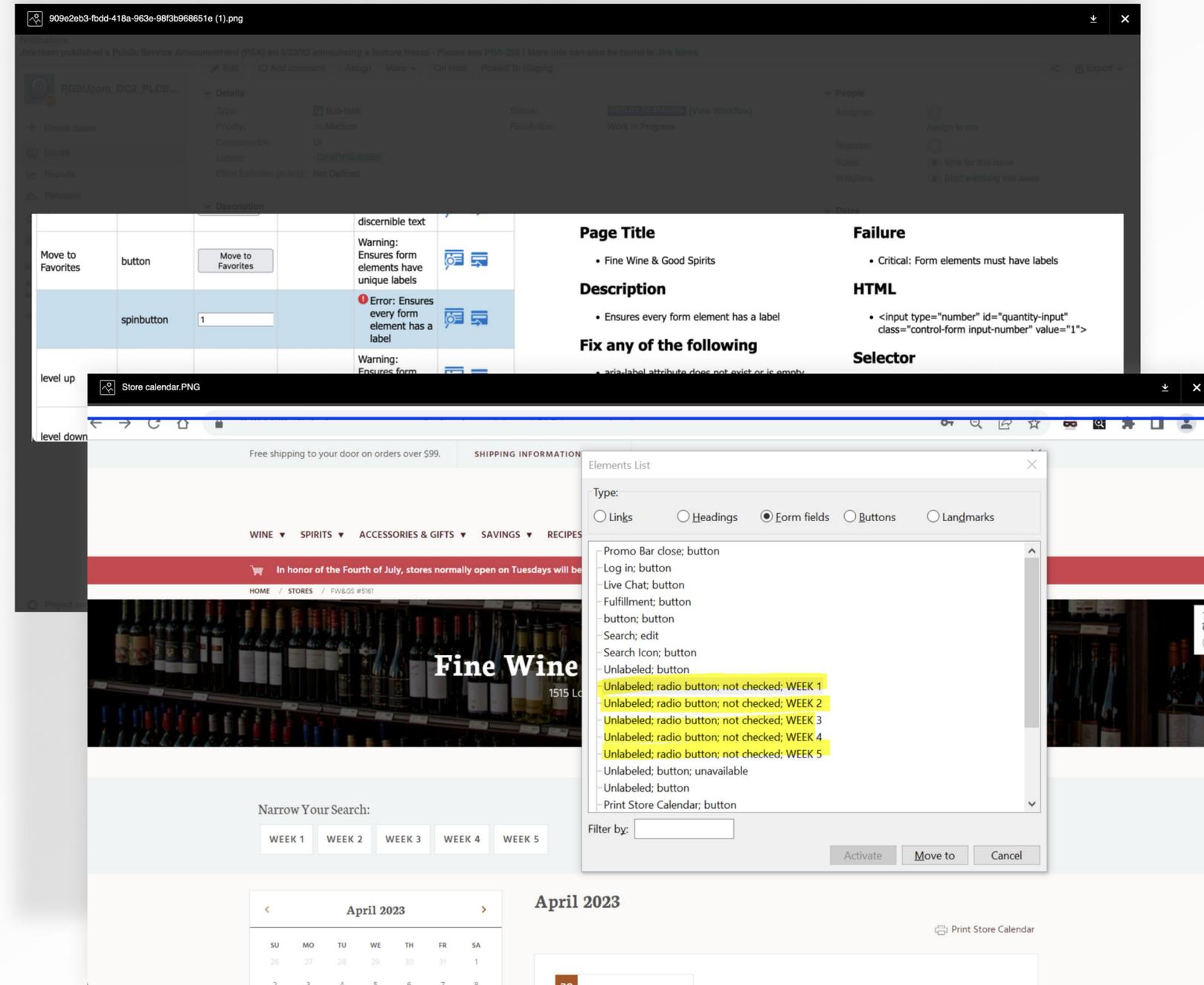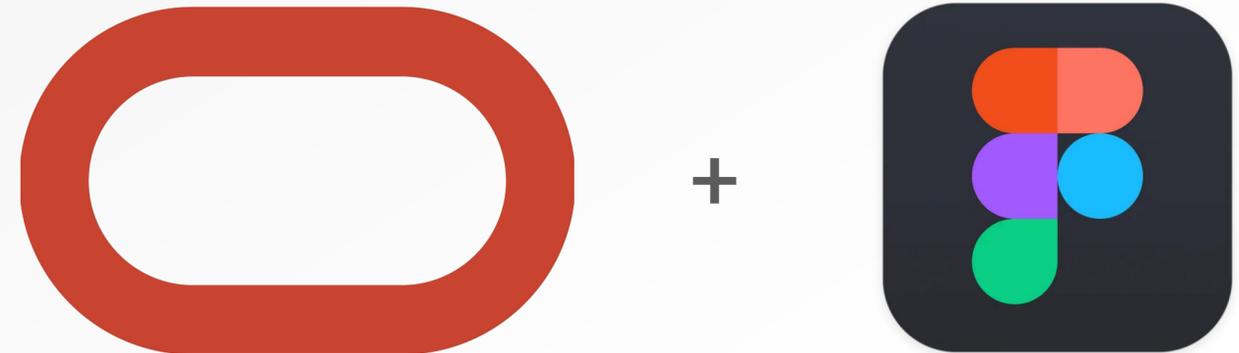
Case Study 4

Dedication to Helping Team Members Improve Performance

Brian Krenz

HELPING A TEAM MEMBER IMPROVE PERFORMANCE WITH FIGMA

The What

- Oracle-wide transition to using Figma as our primary design tool presented a challenge to a member of the design team

- This designer could work Photoshop in his sleep, but he was falling behind adjusting to Figma

- Using Figma represented not just a new tool, but a fundamentally new way of thinking about design

HELPING A TEAM MEMBER IMPROVE PERFORMANCE WITH FIGMA

The How

• Initially provided training materials, conducted 1:1 walkthroughs on Zoom, offered suggestions of where to look for help learning Figma

• These approaches resulted in only nominal improvement

• Ultimately **found success tasking employee to create his own plan** for adapting to the new tool

• He spent a portion of each week working on a design task in Figma

• Each Friday we met, and he walked me through what he did
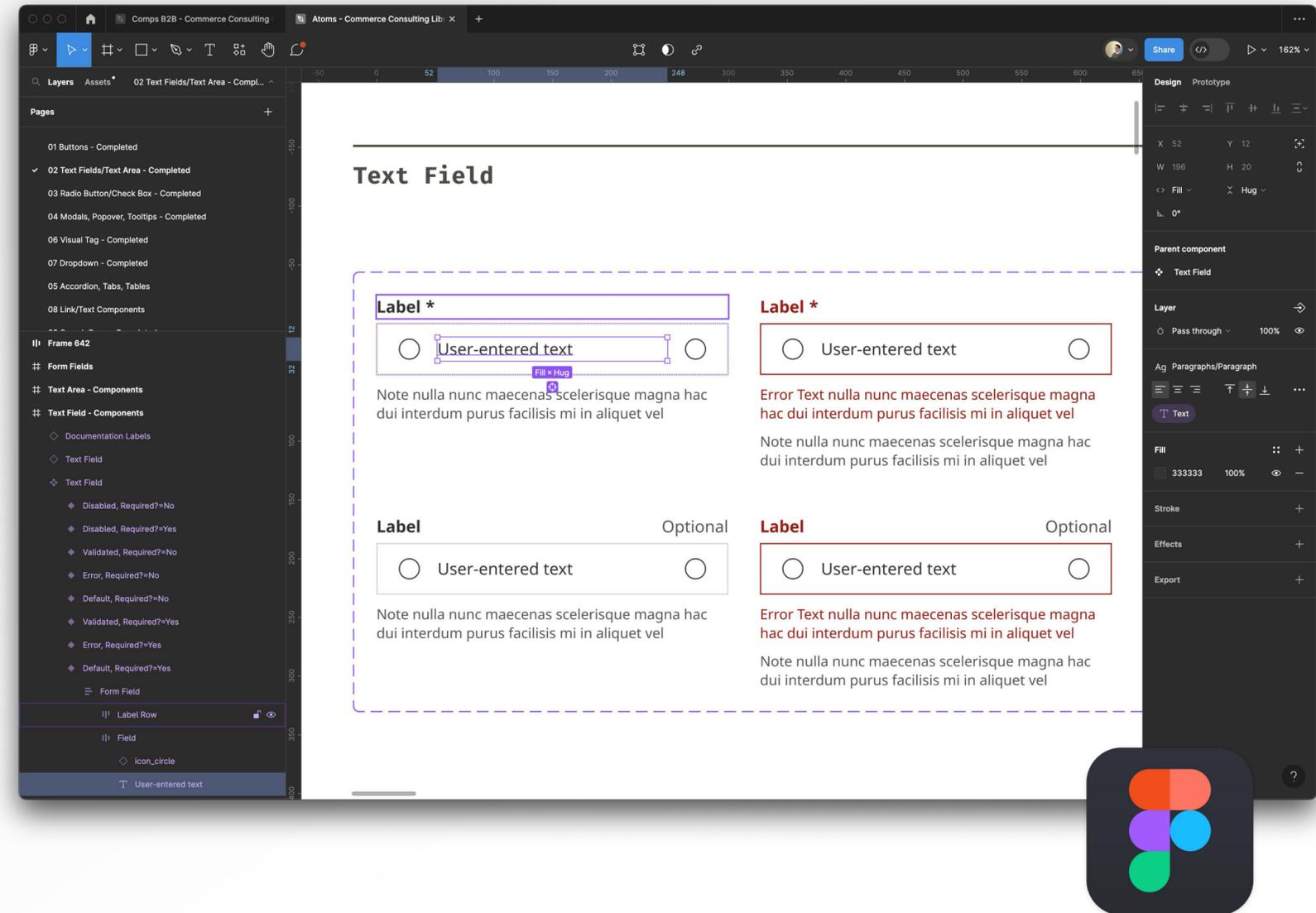
HELPING A TEAM MEMBER IMPROVE PERFORMANCE WITH FIGMA

The Result

- Within a few weeks, he was **teaching me things** I hadn't known Figma was capable of

- He ended up **leading an educational session with a client**, teaching them tips about using Figma; the **client was effusive in their praise**

- This team member dove head-first into mastering new Figma capabilities, **greatly helping transition our work into variables**, some of which you can see here

- **Lesson Learned**: This model of empowering employees to find their own path forward is one I want to jump to sooner when other, performance-related, challenges arise in the future