STEPHANE MASSERON PORTFOLIO

SOME OF THE PROJECTS I’VE BEEN WORKING ON

INTRODUCTION
WHO AM I?

Hi there 🖖

My name is Steph Masseron,
I've been working as a **UX expert for 10+ years** now.

As UX Designer / Lead & Manager (Production Director),
Thinking in **innovation Labs, big agencies or smaller** ones,
from Paris to Los Angeles, through London & Sampa (São Paulo).

My aim has always been to deliver the **best experiences** for the users,
understanding the **needs & requirements from the clients**.

Being aware of what's possible (tech / budget & time)
& how we can push for great digital (or physical) journeys.

Let me show you some of the projects I've been involved.
Examples of Personas, project timeline, User journeys, wireframes, & more...

BLUESCAPE CROSS-PLATFORM | 2019

REVIEW OF UX IMPROVEMENTS OF BLUESCAPE PRODUCTS

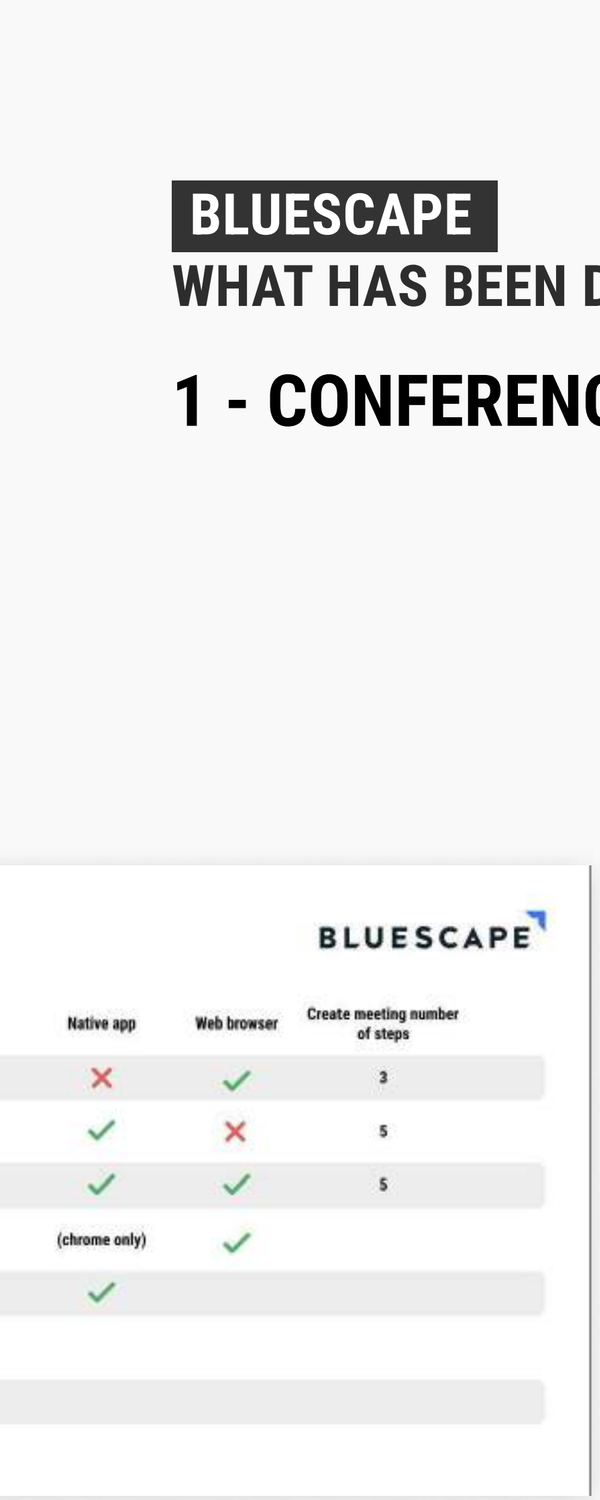
BLUESCAPE

WHAT HAS BEEN DONE?

1 - CONFERENCE CALL FEATURE

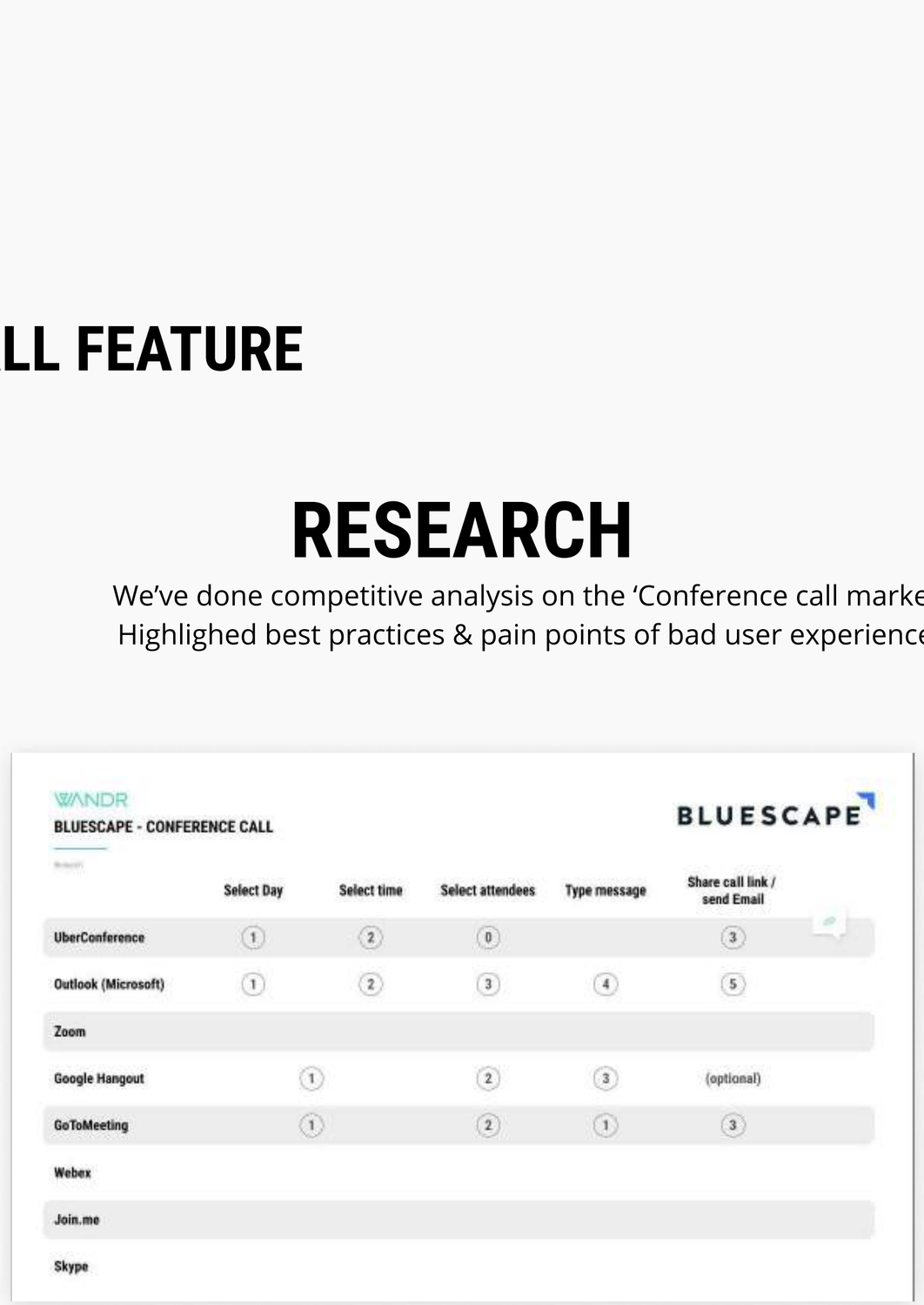
RESEARCH

We've done competitive analysis on the 'Conference call market'.
Highlighed best practices & pain points of bad user experiences



BLUESCAPE

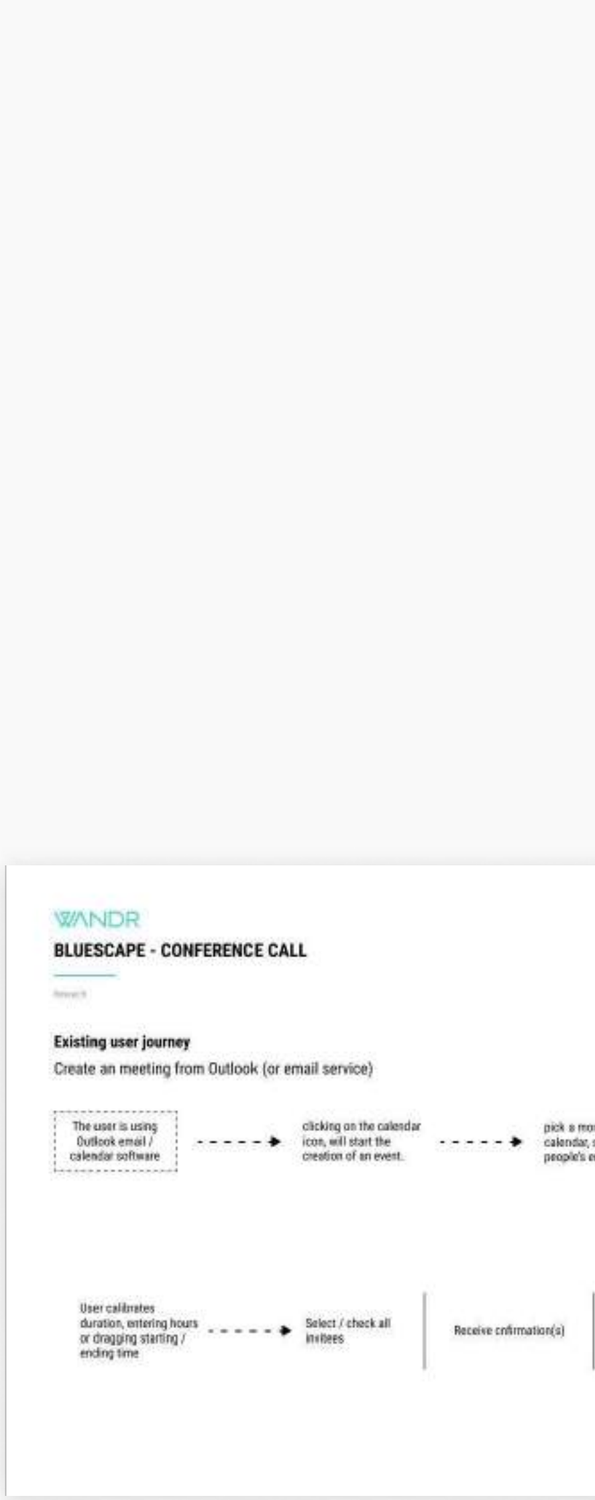
Native app	Web browser	Create meeting number of steps
✗	✓	3
✓	✗	5
✓	✓	5
(chrome only)	✓	
✓		



WANDR
BLUESCAPE - CONFERENCE CALL

BLUESCAPE

	Select Day	Select time	Select attendees	Type message	Share call link / send Email
UberConference	1	2	0		3
Outlook (Microsoft)	1	2	3	4	5
Zoom					
Google Hangout		1	2	3	(optional)
GoToMeeting		1	2	1	3
Webex					
Join.me					
Skype					



WANDR
BLUESCAPE - CONFERENCE CALL

Existing user journey

Create an meeting from Outlook (or email service)

The user is using Outlook email / calendar software → clicking on the calendar icon, will start the creation of an event. → pick a mo calendar, people's a

User calibrates duration, entering hours or dragging starting / ending time → Select / check all invitees

Receive confirmation(s)

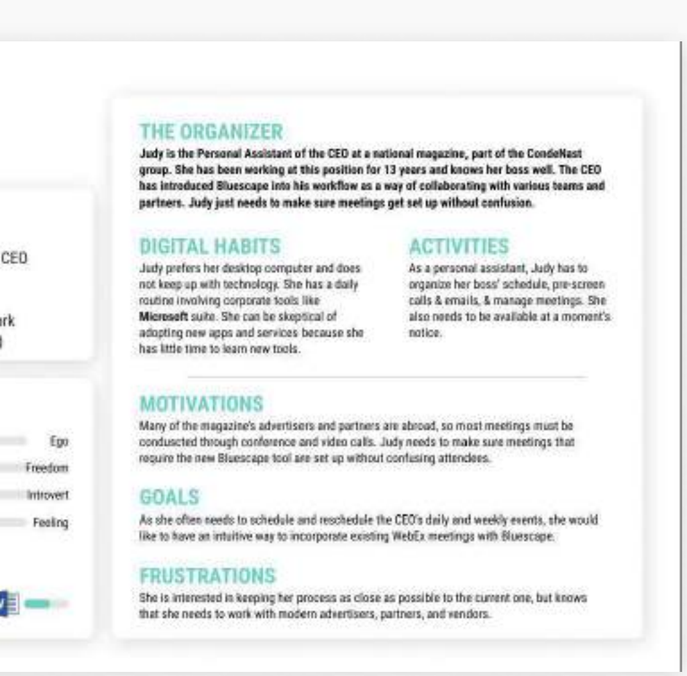
BLUESCAPE

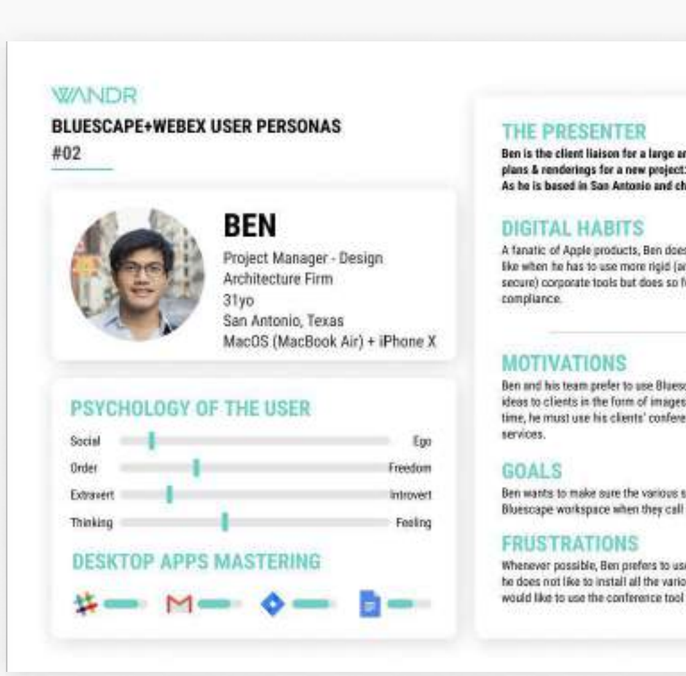
WHAT HAS BEEN DONE?

1 - CONFERENCE CALL FEATURE

IDEATION & CONCEPTS

We've then collaborated with the Bluescape team to identify the main use cases. In order to created Personas & User stories to illustrate the best flow





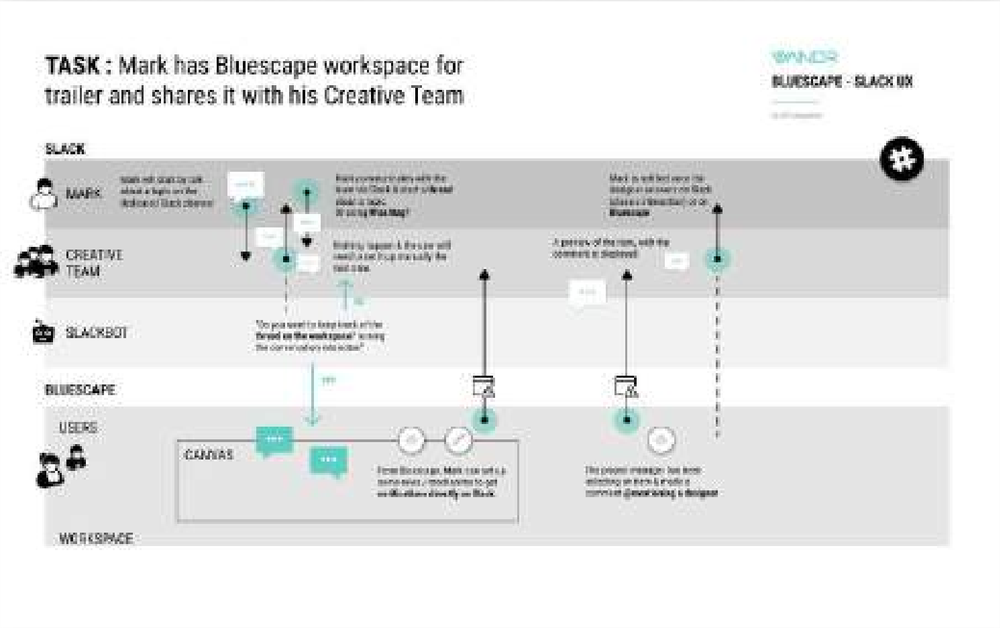
BLUESCAPE

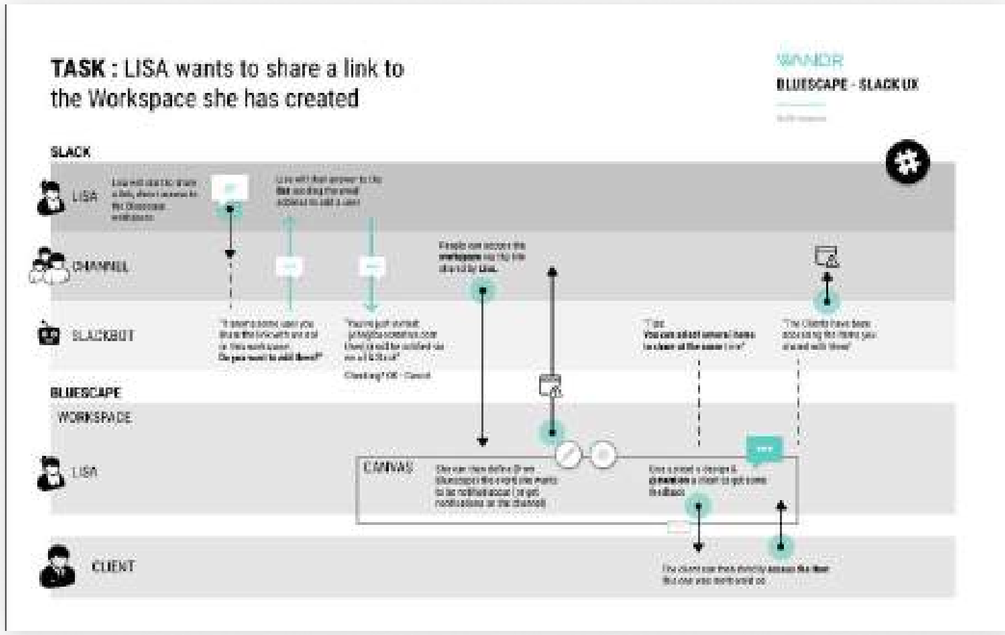
WHAT HAS BEEN DONE?

2 - SLACK INTEGRATION

BLUEPRINTS / MAPPING INTERACTIONS

In our design sessions, we documented different use cases, to
understand the pain points & how to address them in user flows.





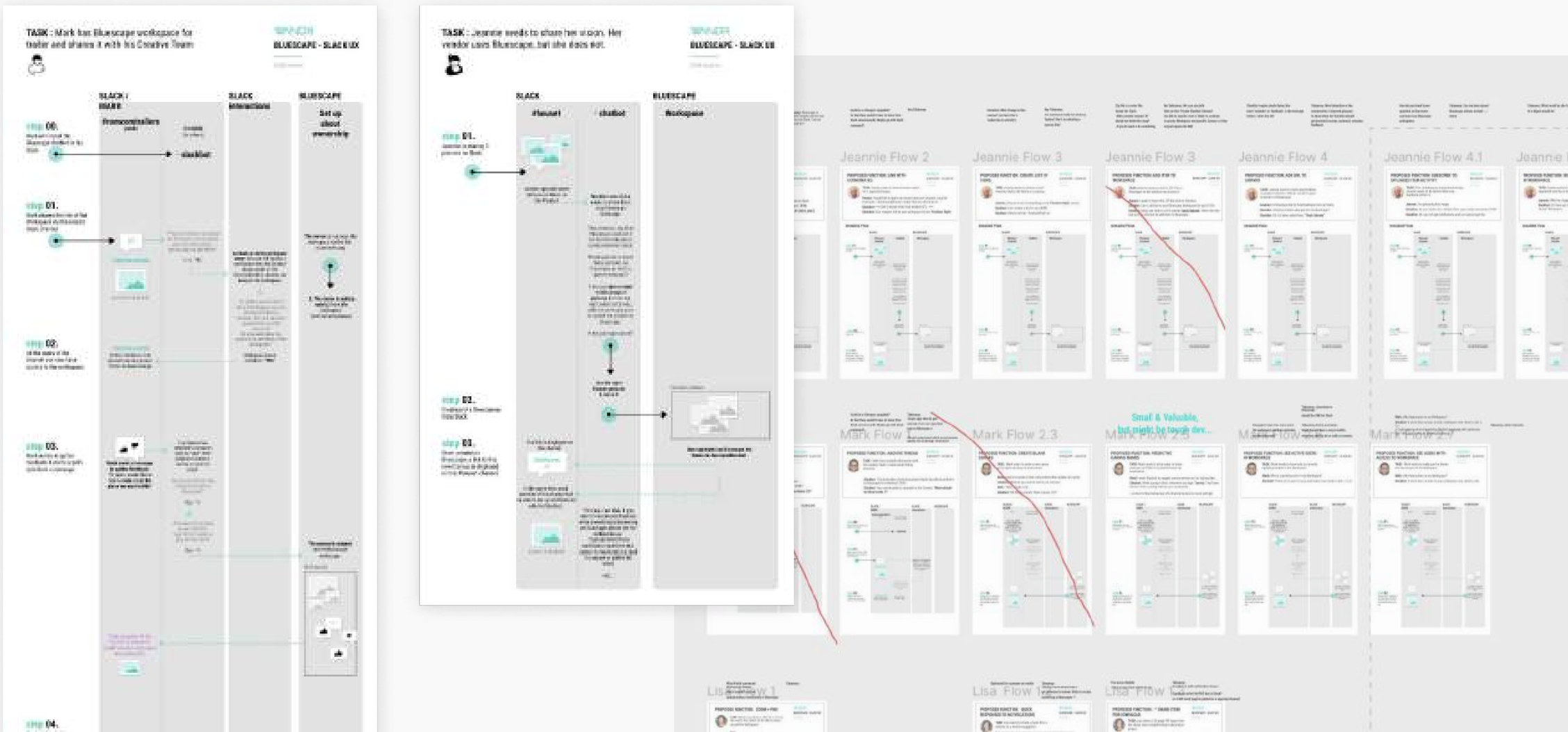
BLUESCAPE

WHAT HAS BEEN DONE?

2 - SLACK INTEGRATION

USER JOURNEYS & COLLABORATION

We iterated on different user journeys from various work environments and deliberated with Bluescape team on which highlighted best user experience for the Slack integration.



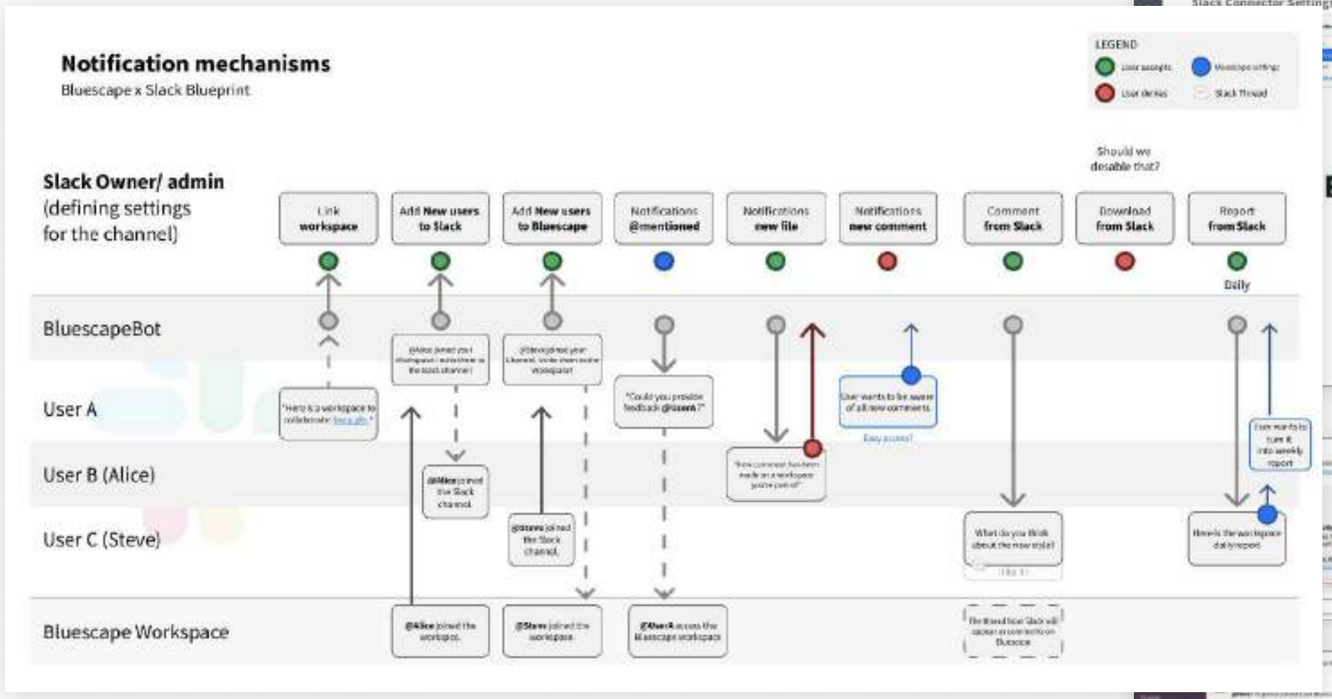
BLUESCAPE

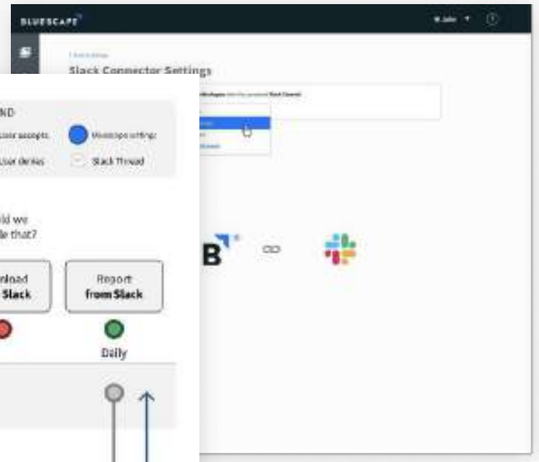
WHAT HAS BEEN DONE?

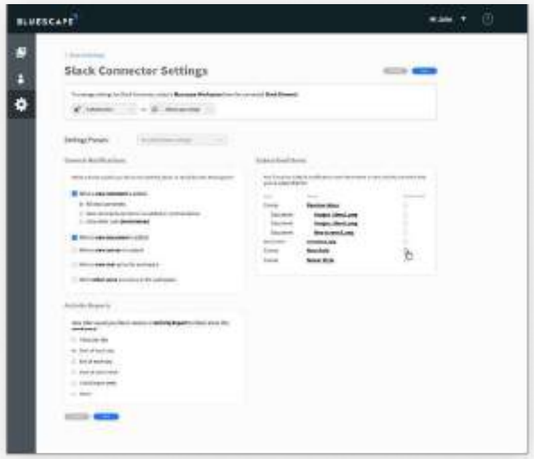
2 - SLACK INTEGRATION

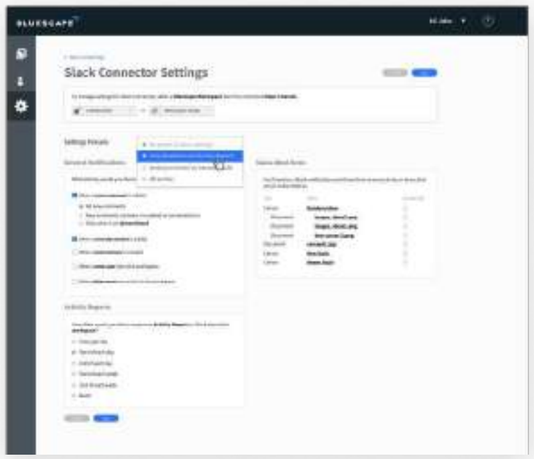
MECHANISMS & SCREEN DESIGN

To make sure the mechanisms are clear, we created an overview of the interactions- in addition to the overall UI designs of the Slack plugin.









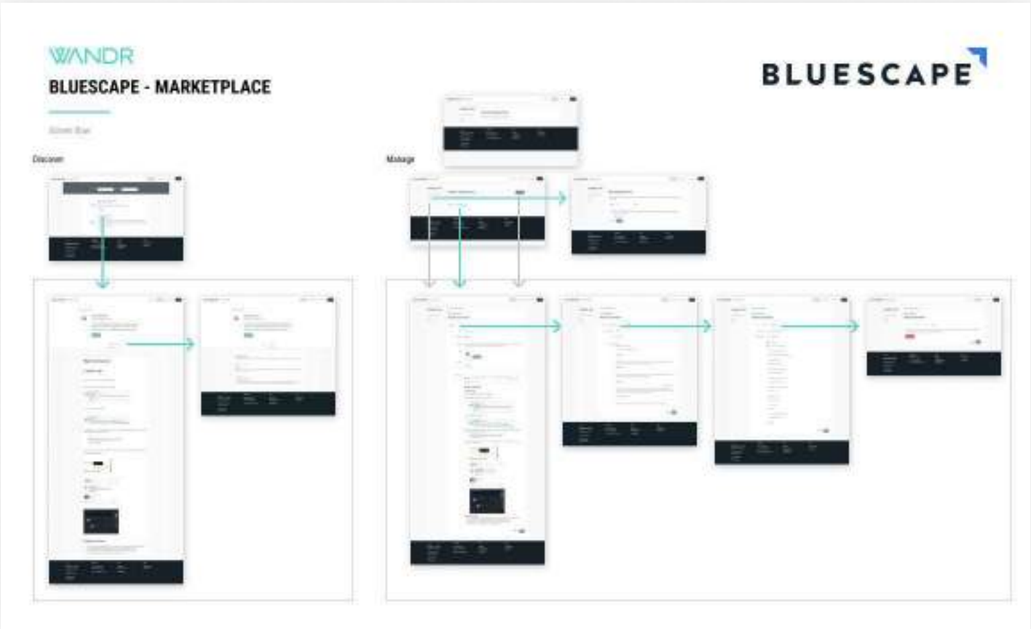
BLUESCAPE

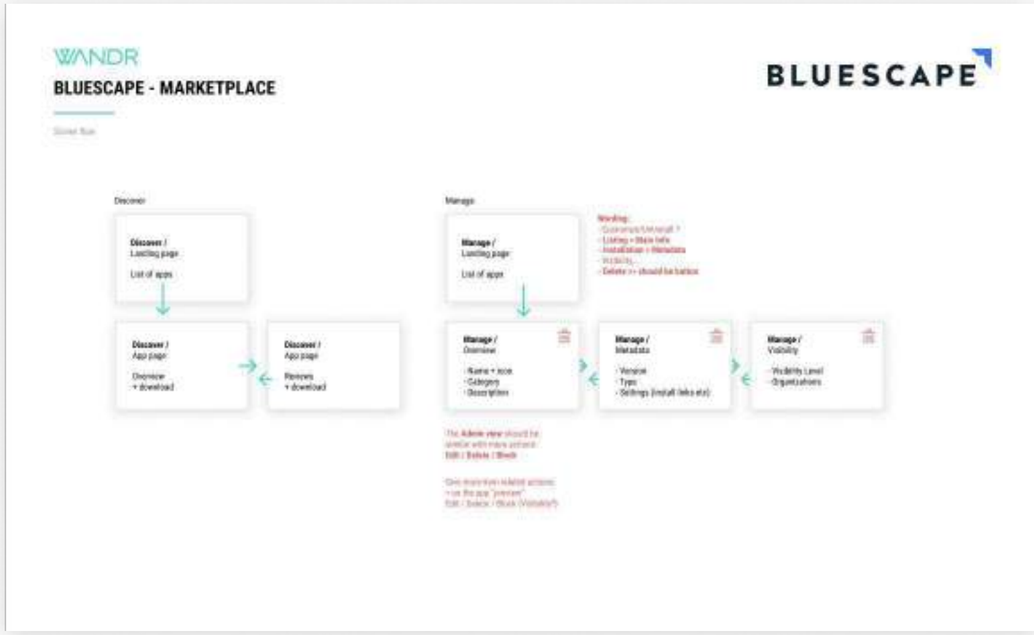
WHAT HAS BEEN DONE?

3 - MARKETPLACE REDESIGN

REVIEW & PROPOSE IMPROVEMENTS

The first task we had to do on the BLUESCAPE Marketplace was
understand the current site map & propose design improvements.





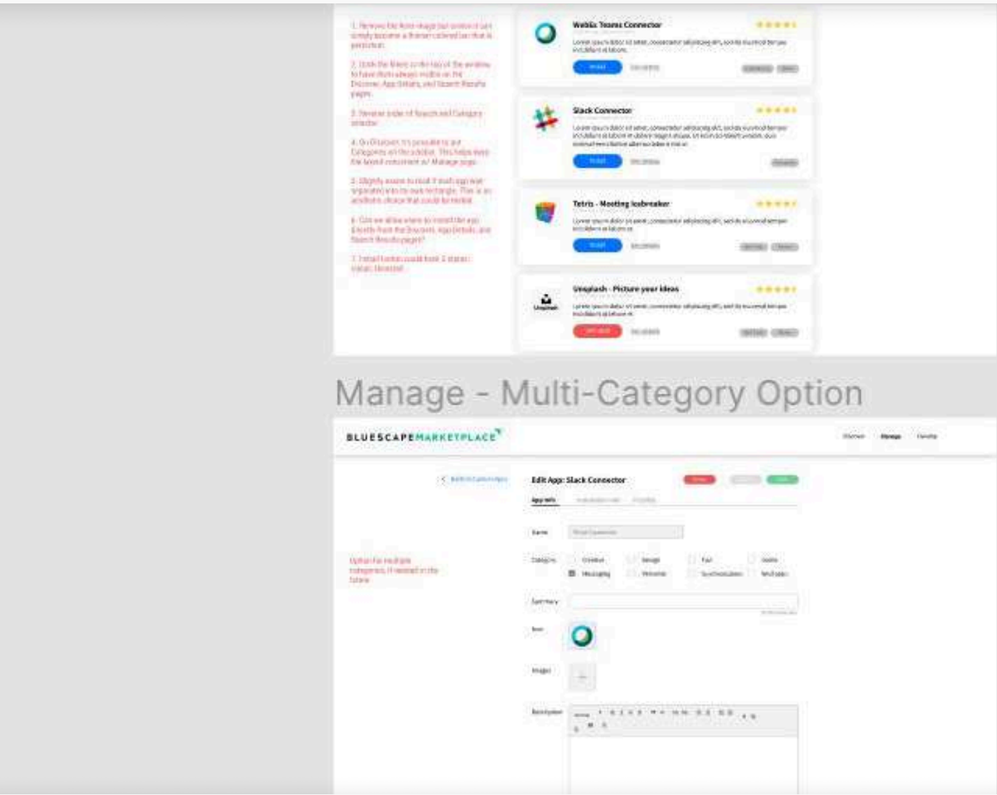
BLUESCAPE

WHAT HAS BEEN DONE?

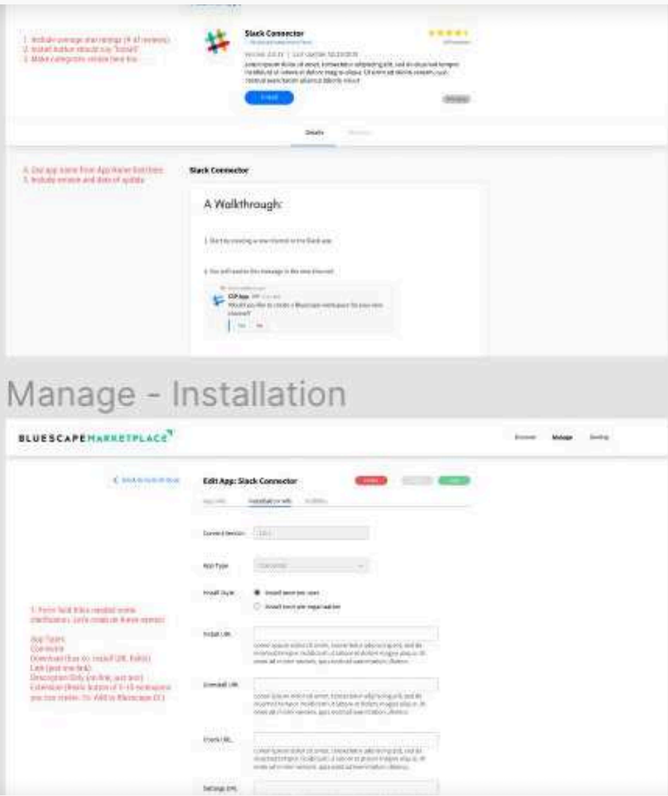
3 - MARKETPLACE REDESIGN

IDEAS & COLLABORATION

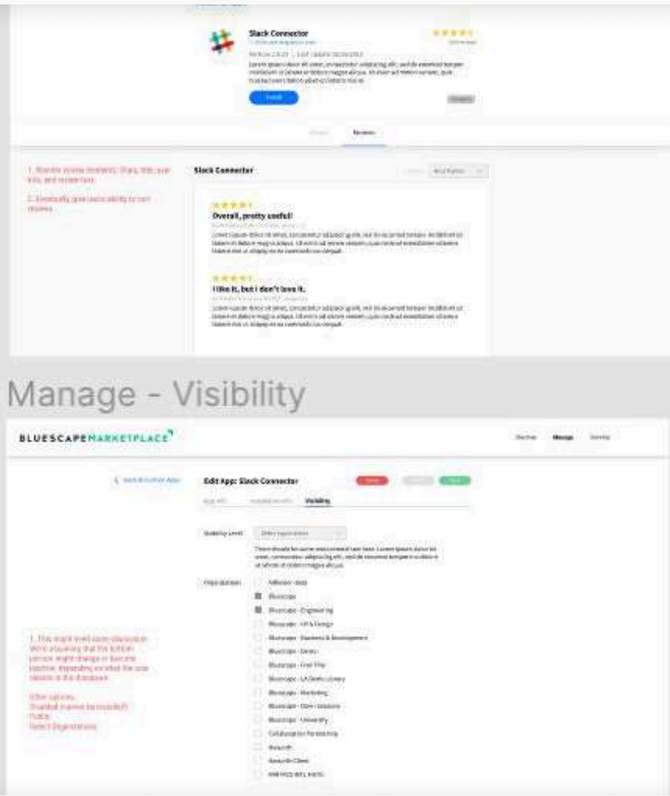
Shared insights with the BLUESCAPE team and move forward through several iterations to prioritize what designs would be implemented.



Manage - Multi-Category Option



Manage - Installation



Manage - Visibility

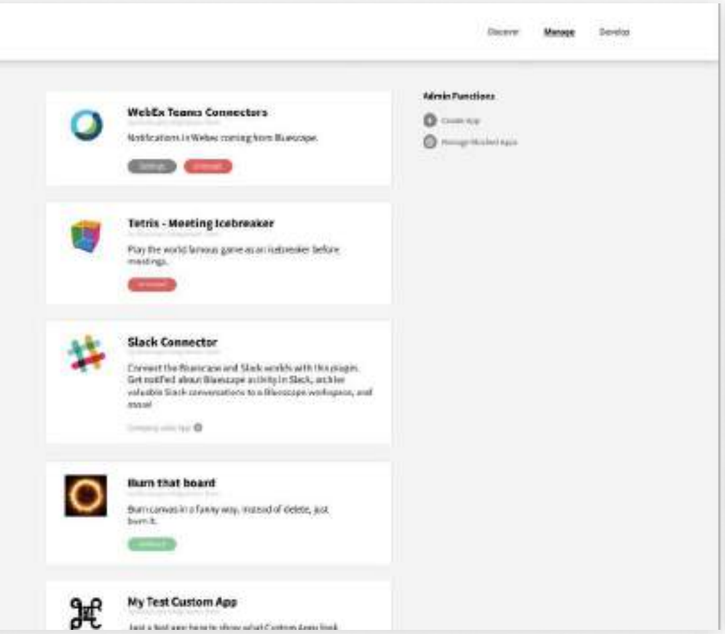
BLUESCAPE

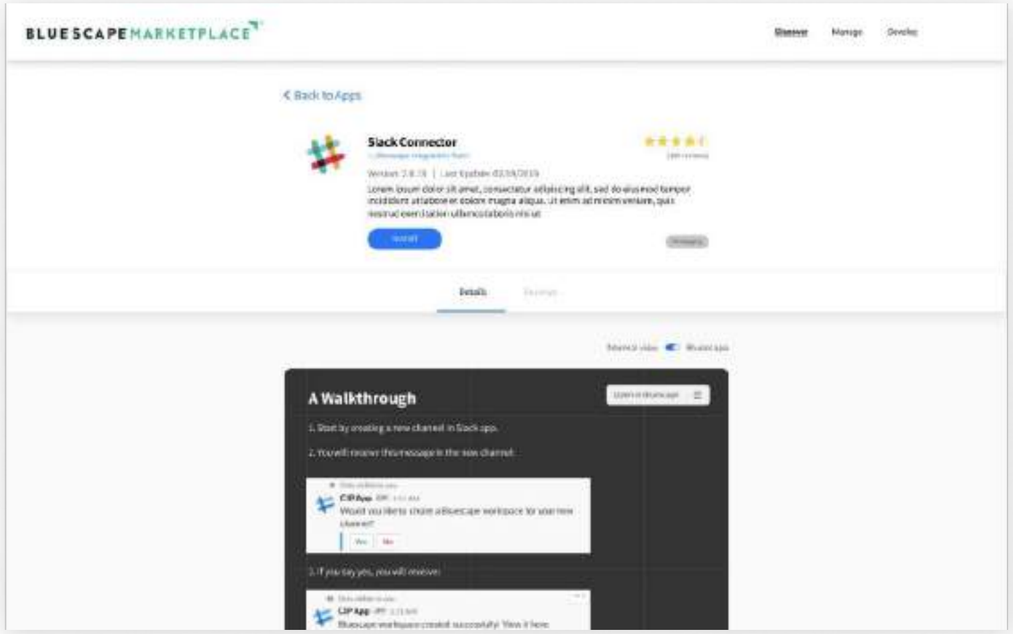
WHAT HAS BEEN DONE?

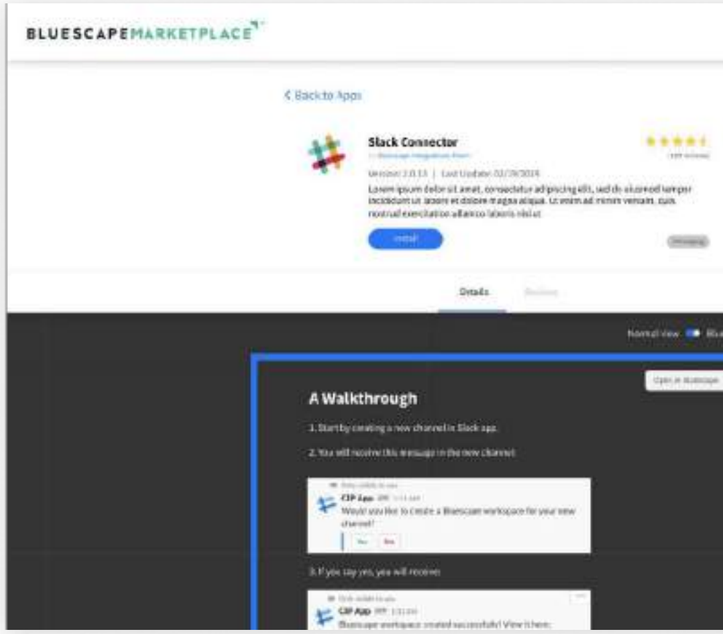
3 - MARKETPLACE REDESIGN

CONCEPTS & DESIGN

Finally, we provided ideas, concepts & delivered few versions of the “new version of the marketplace service”.







RETAIL COMPANY / NDA BUSINESS EFFICIENCY | 2024

HOW TO IMPROVE THE WORKFLOWS & B2B EXPERIENCE

RETAIL COMPANY

HOW CAN WE IMPROVE THE B2B EXPERIENCE?

DESIGN PROCESS

Learning

Gather information, through **User Research** & desk research.
Making **User interviews**, Experience Map,

Shaping

Once we feel we know enough, start with the “ideal” **User Journey** & **ideation** about features or layout of the page

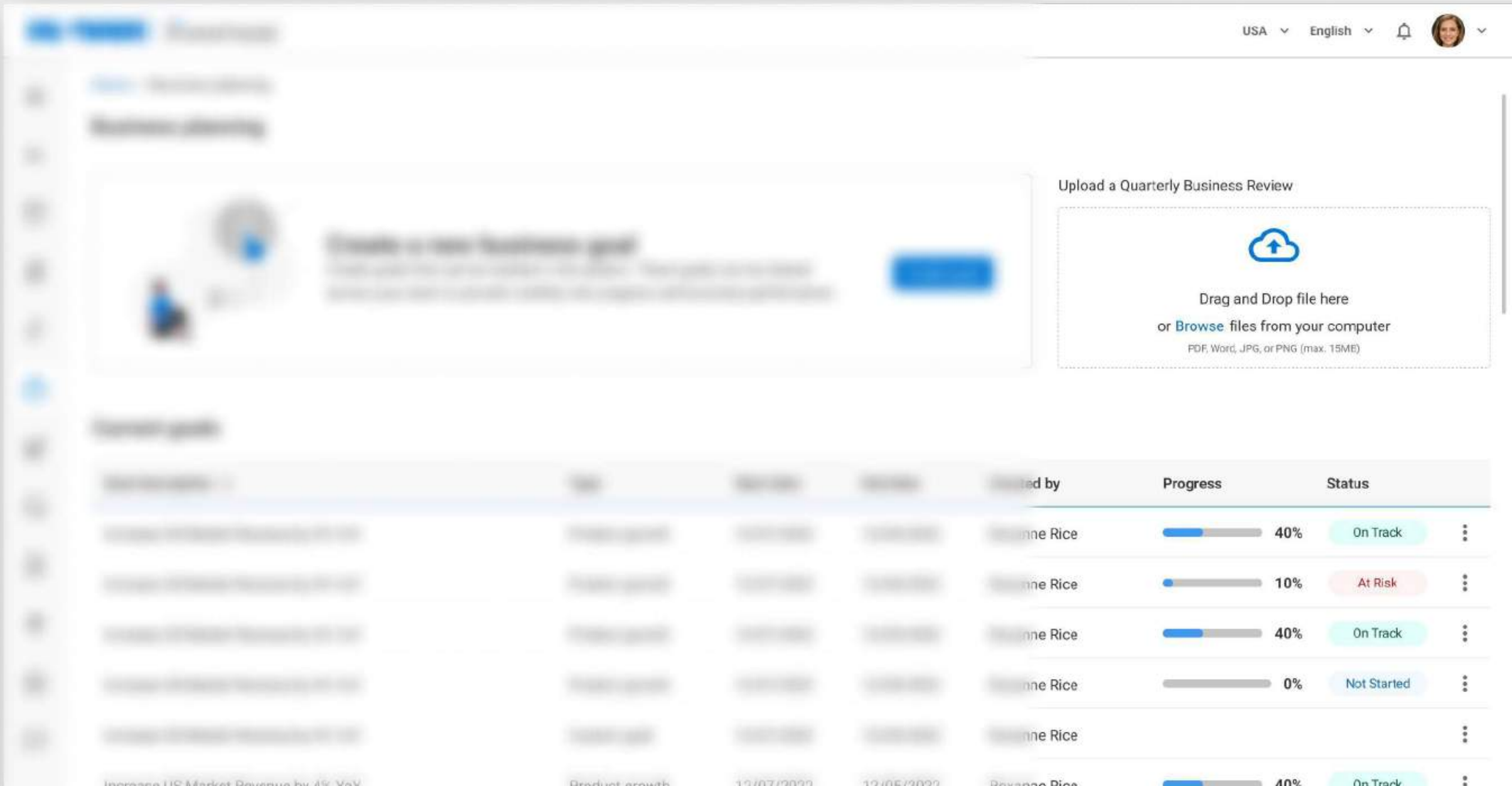
Defining

In order to get closer to the final product we can design **wireframes** (can help navigation discussion with clients for instance) & **prototype**, then the visual aspect, with **UI**

RETAIL COMPANY

HOW CAN WE IMPROVE THE B2B EXPERIENCE?

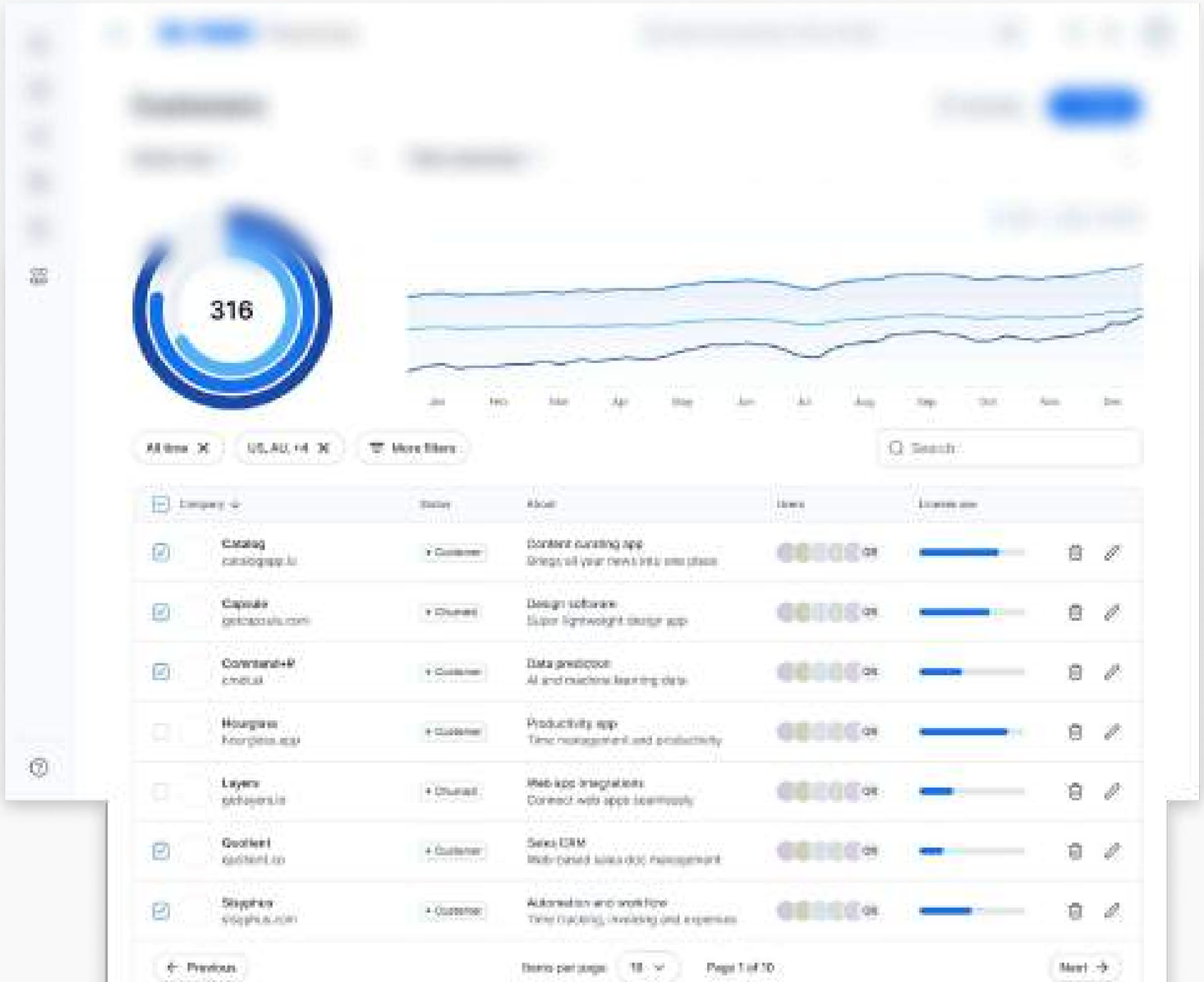
BUSINESS PLANNING



RETAIL COMPANY

HOW CAN WE IMPROVE THE B2B EXPERIENCE?

DATA & DEVICES



MENTAL HEALTH APP PERSONAS & SCREENS | 2020

HOW TO IMPROVE THE FLOWS & THE USER EXPERIENCE

MENTAL HEALTH APP

HOW CAN WE IMPROVE THE UX?

DESIGN PROCESS

Learning

Gather information, through **User Research** & desk research.
Making **User interviews**, Experience Map,

Shaping

Then we created **User Personas** & start with the “ideal” **User Journey**, defining features & layout

Defining

In order to get closer to the final product we can design **wireframes** (can help navigation discussion with clients for instance) & **prototype**, then the visual aspect, with **UI**

MENTAL HEALTH APP

HOW CAN WE IMPROVE THE UX?

1 - PERSONAS A

MIA

High school
17 years old
Los Angeles, CA
IPhone x

PSYCHOLOGY OF THE USER

Retreating	Coping
Impatient	Patient
Introvert	Extrovert
Thinking	Feeling

SMARTPHONE APPS MASTERING

PERSONAL STORY

Since the early age of 12, she has a disease that has caused her chronic pain, breathing difficulties, and anxiety. This problematic situation has impacted her life leading to a difficult mental state, often having to cope with emotional distress.

ACTIVITIES

Loves listening to music, watch videos that relax her to keep her mind off things, and occasionally practices meditation through apps to help her calm her breathing.

MOTIVATIONS

Keeping calm to manage the situation experienced. Learning new ways or techniques to deal with challenging situations and feeling not alone.

GOALS

Overcome her train of thoughts with new techniques and deal with her day to day with things that inspire her.

FRUSTRATIONS

It's hard for her to gain a calmer state of mind as she doesn't know when anxiety will hit. Trying to find a relaxing space that has a nice view is hard in these cases, and she is not a fan of staying with eyes closed for a long time.

MENTAL HEALTH APP

HOW CAN WE IMPROVE THE UX?

1 - PERSONAS B

Lauren

College / Work
24 years old
Los Angeles, CA
IPhone 7

PSYCHOLOGY OF THE USER

SMARTPHONE APPS MASTERING

PERSONAL STORY

She lives a hectic life and is starting to work soon. She gets easily stressed because she needs to achieve her goals, but it feels like there is not enough time. She finds it challenging to have a relationship since her mood changes frequently, often feeling depressed.

ACTIVITIES

Keeps her mind calm by writing in her journal. Talking with friends or family, listening to music, and relaxing views deliver her to a happy place. She occasionally meditates, depending on the situation.

MOTIVATIONS

Helping others that are experiencing similar situations by sharing them music or ways that worked for her. Finding someone to talk too, and that understands her.

GOALS

Be able to deal with challenging situations of anxiety or depression, keeping calm, and trying to go through these situations as fast as possible to carry on with her daily life.

FRUSTRATIONS

She feels like she does not have enough time. It is difficult for her to find routines or materials that help her calm down because “they take to long.” Not a big fan of meditation as a word since she comes from a religious background. Difficulty with people not understanding how she feels.

MENTAL HEALTH APP

HOW CAN WE IMPROVE THE UX?

2 - USER FLOW

DISCOVERY

USING APP

MIA

High Schooler,
17
Los Angeles,CA

Suffers an anxiety attack one night before her medical checkup.

Browsing through apps she remembers "checkout". Shared by one of her friends.

Where does the user come from?
Users can come from friends recommendations, finding the app in the store, forums and social media ads.

Signs up / Logs In / Social media log in

Why sign up?
User info is needed for preferences. Nickname is important for anonymity

Skips onboarding

Why skip?
Some users migh feel impatient

A list of goals appears with feelings related choices for the moment.

Whats your GOAL list!
Choosing from a list of options with trendy lines that would appeal to teenagers. ie. Sleep better, manage stress, being more active...

User might not like to make a choice and explore by itself.

Choosing "sleep better" as goal takes her to a screen with results.

GOAL list!
Here there would be a list for Meditations which you can scroll horizontally, playlists, and talking to a specialist button.

Meditat

Music r

LAUREN

Young Adult,
24
Los Angeles,CA

She had a presentation at work, and got stressed an anxious, with difficulty moving.

Finds "checkout " from friends or family recommendation

Signs up / Logs In / Social media log in

Chooses a NICKNAME and Links Spotify Account

Why nickname and spotify?
Nickname is important for anonymy. Spotify for playlists search & save

A list of goals appears with feelings related choices for the moment.

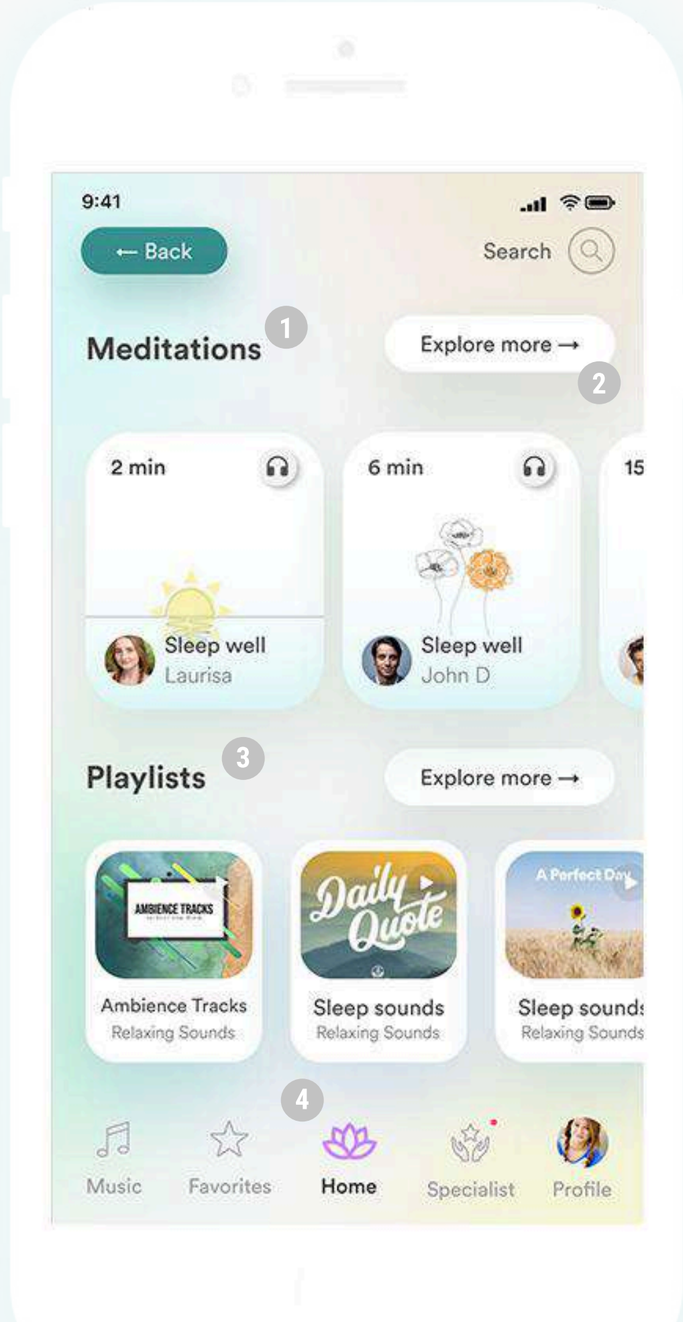
Choosing "relaxation" as goal takes her to a screen with results.

Therapis

MENTAL HEALTH APP

HOW CAN WE IMPROVE THE UX?

3 - CONCEPT PREVIEW



CHECKOUT PROTOTYPE DESIGN - HOME SCREEN

1. Meditations section takes the central part on the home screen and gives the user a set of filtered content specifically chosen for them during the screen **“Whats your Goals for today?”**.

2. The user can expand and search for more content related to their search criteria or other.

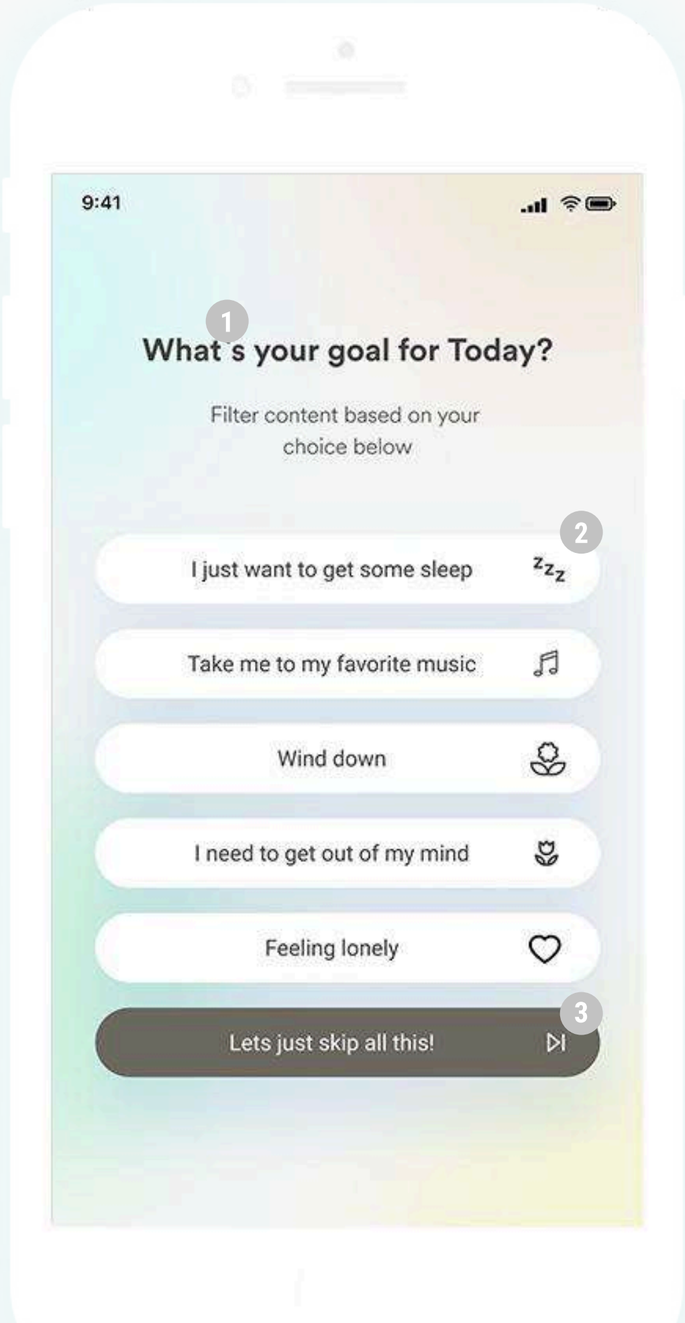
3. The playlist section takes the secondary part on the home screen and gives the user a set of filtered music specifically chosen for them during the screen **“Whats your Goals for today?”.**

4. The tab bar navigation is design to navigate the user to 4 main pages **“Music,” “Favorites,” “Home,” and “Profile settings.”**

MENTAL HEALTH APP

HOW CAN WE IMPROVE THE UX?

3 - CONCEPT PREVIEW



CHECKOUT PROTOTYPE DESIGN - GOAL SELECTION

1. **"What's your Goal for today?"** is the opening screen for the application where the user can quickly filter content based on a set of choices. The Copywrite here is meant to be fun and engaging for teens.

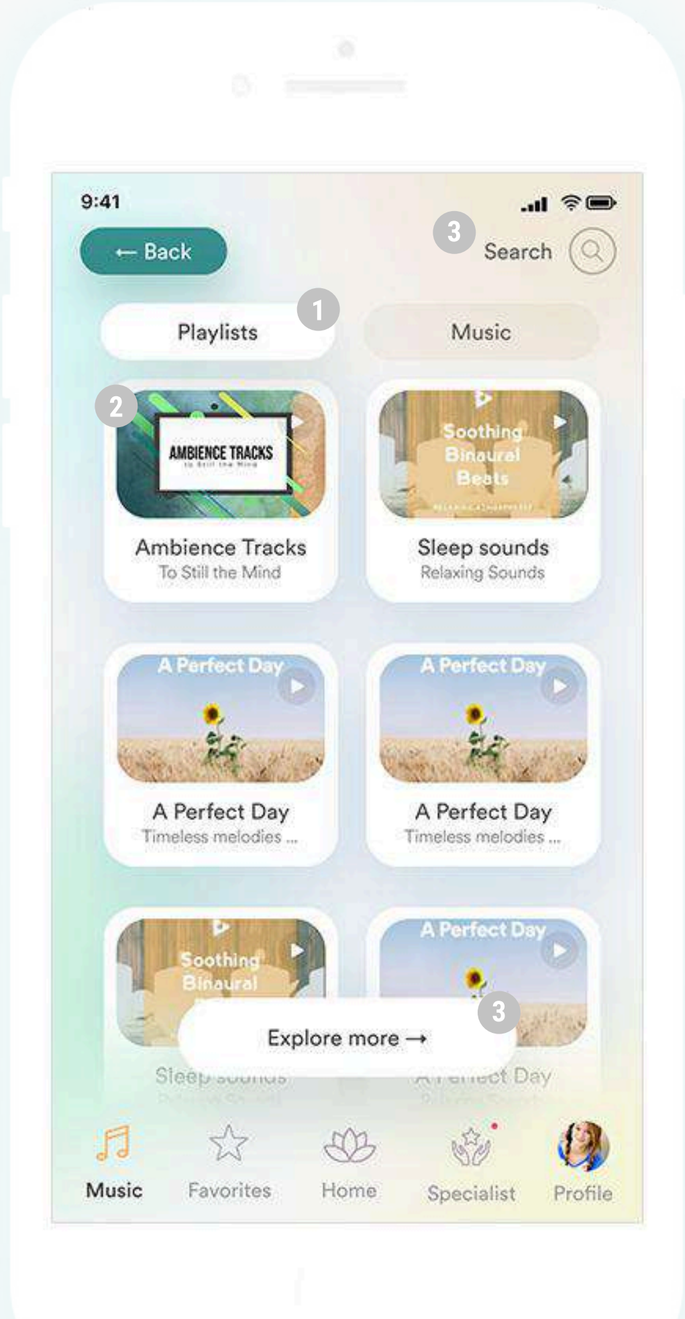
2. The user is present with a set of choices that will determine the type of music and meditations presented to them.

3. **"Let's just skip all this!"** takes the user into a random setting where the user is free to explore the application's content at will.

MENTAL HEALTH APP

HOW CAN WE IMPROVE THE UX?

3 - CONCEPT PREVIEW



CHECKOUT PROTOTYPE DESIGN - MUSIC SECTION

1. The top bar acts as navigation where you can switch between selected "**Playlists**" or "**Music**" found especially for the user.

2. The user can scroll through the music and select something that fits the day or make them feel better.

3. If the user finds itself not satisfied with the choices presented, they can choose to explore or search for more options.

DIGIPARE
USER FLOWS | 2019

HOW TO IMPROVE THE FLOWS & THE USER EXPERIENCE

DIGIPARE

HOW CAN WE IMPROVE THE UX?

DESIGN PROCESS

UX Audit

Since the client already had an existing product, the first step was to review it & think about improvements

Learning

Making **research** & **understand** the different use cases & situations.

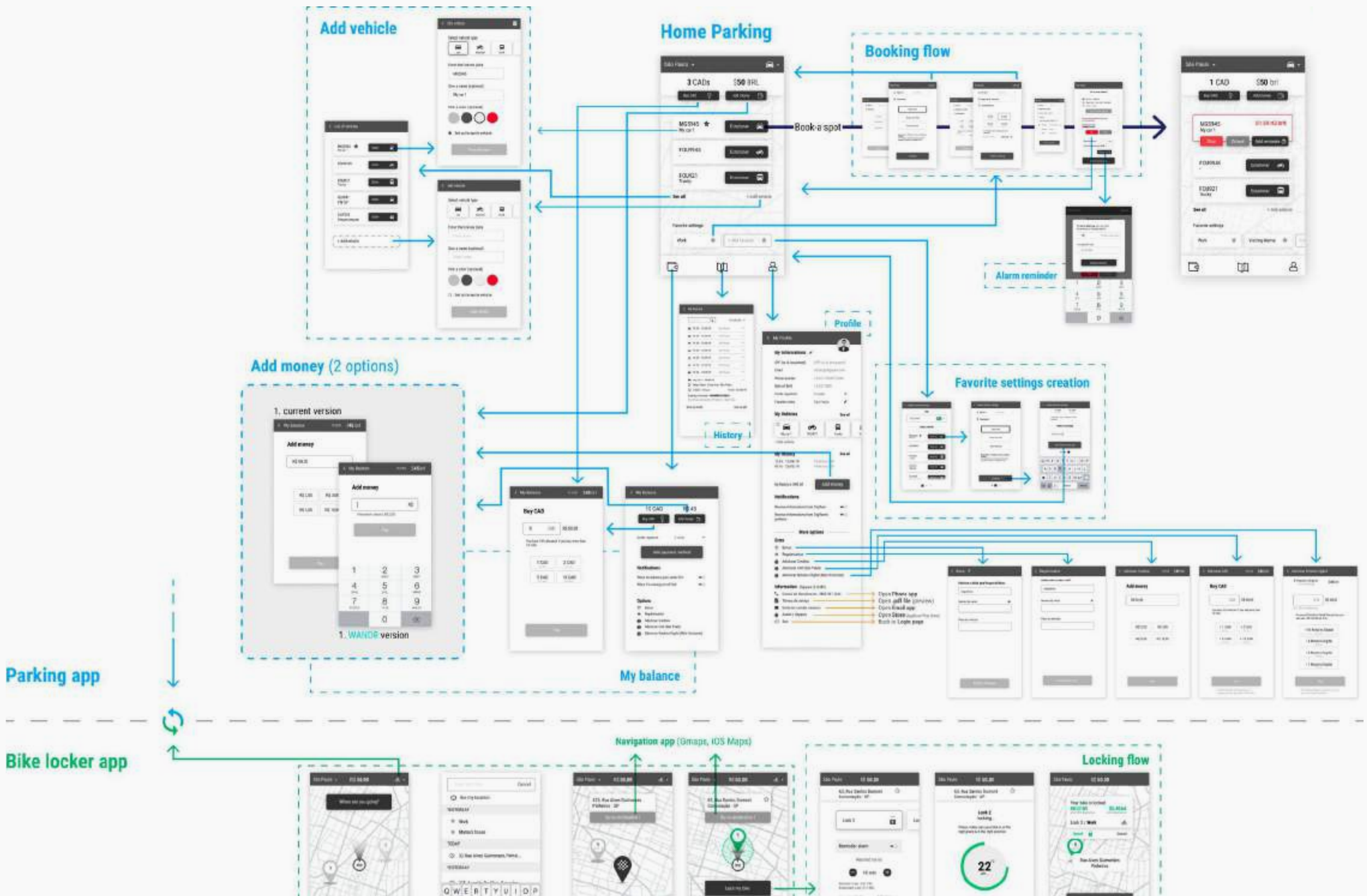
Iterating

Once the experience started to be strong enough, I quickly started to show items (**wireframes / prototypes** then UI) to client & improve based on feedback.

DIGIPARE

HOW CAN WE IMPROVE THE UX?

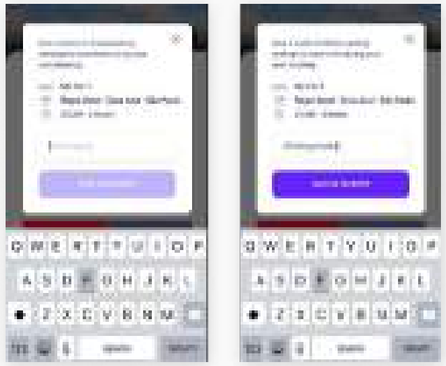
1 - WIREFRAMES | SCREEN MAP



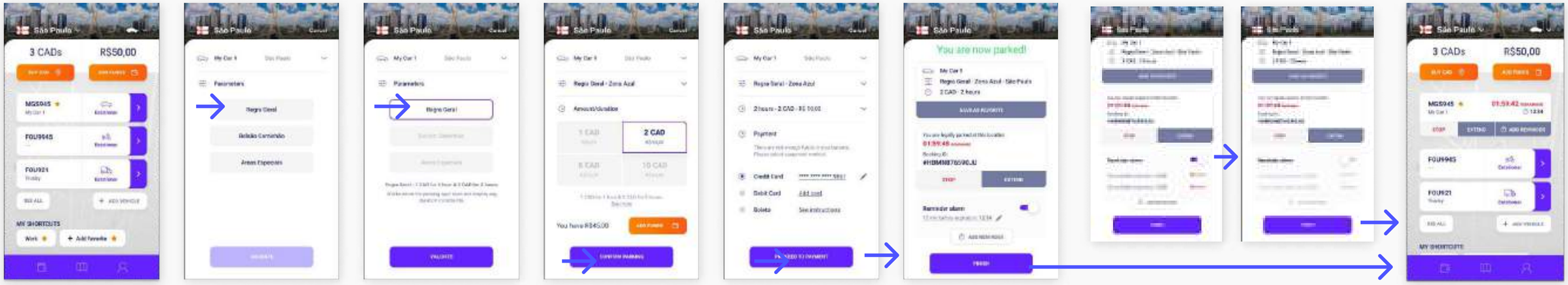
DIGIPARE

HOW CAN WE IMPROVE THE UX?

2 - EXAMPLE OF UI CONCEPT | SPECIFIC FEATURE

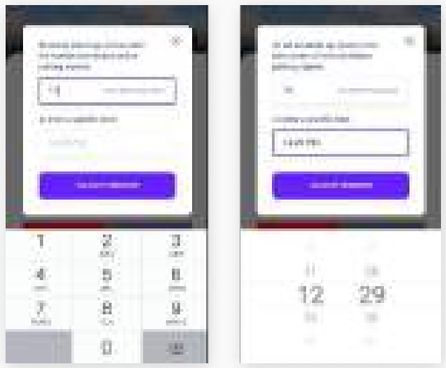


The user can **save the settings** as it is a parking spot is using very often. Just by giving a name.
The saved settings will be accessible from the home page.



Here is the booking flow for the city of São Paulo, which is the most complicate one. Meaning you have the largest amount of steps.

*note: the **Validation** button is disable until the user has selected the needed info. Example: screen 2, the user has to pick **Regra Geral** in order to continue.



The user can **set as many reminder/alarm as needed using the dual textfield pop-up.**
Both textfiled are synchonised to be coherent.

<u>Example:</u> The parking booking ends @ 12:44 so the user can either:
- **enter 15min before the end**

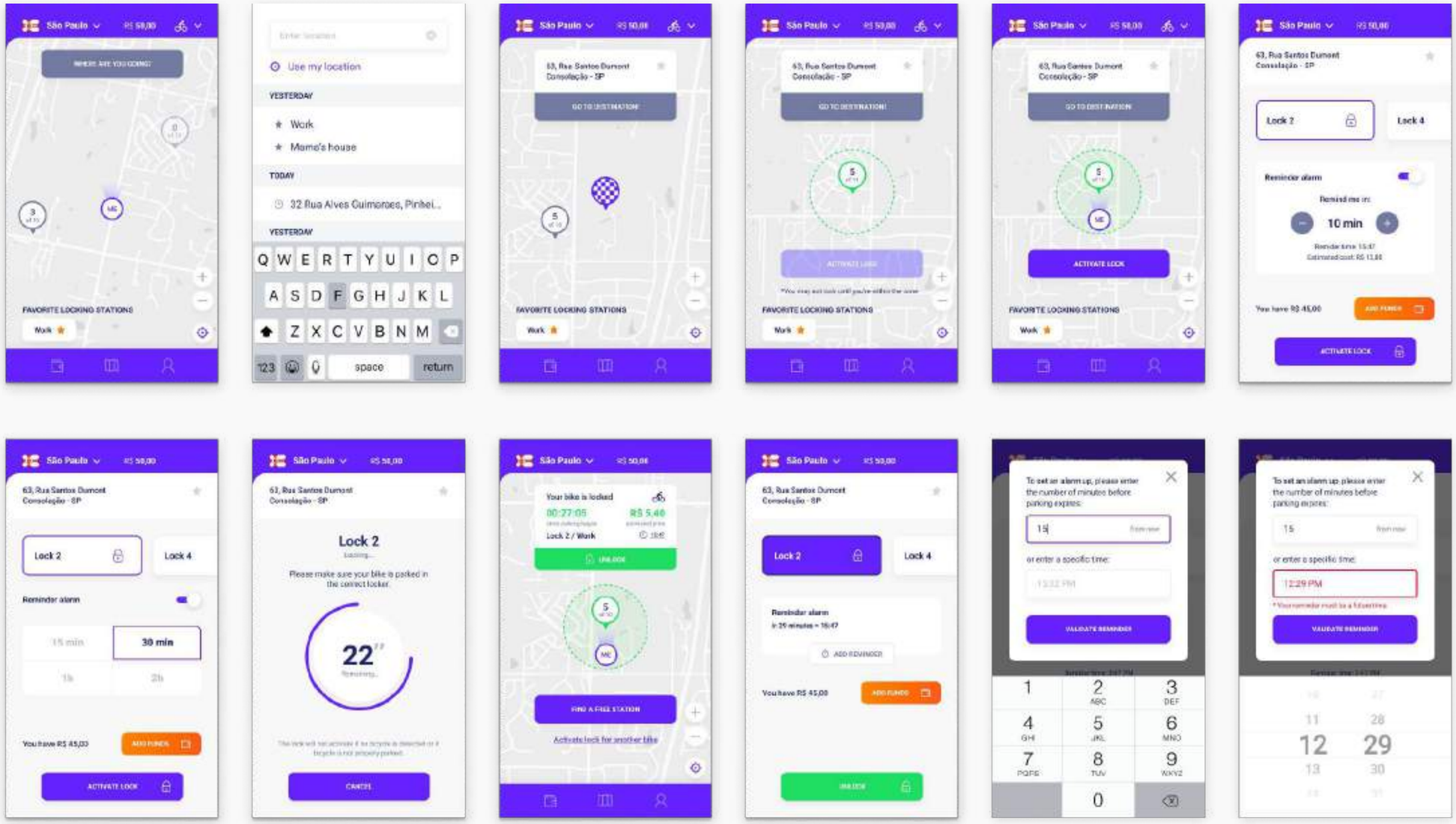
or
- **select 12:29**

(which is the same)

DIGIPARE

HOW CAN WE IMPROVE THE UX?

2 - EXAMPLE OF UI CONCEPT | SPECIFIC FEATURE



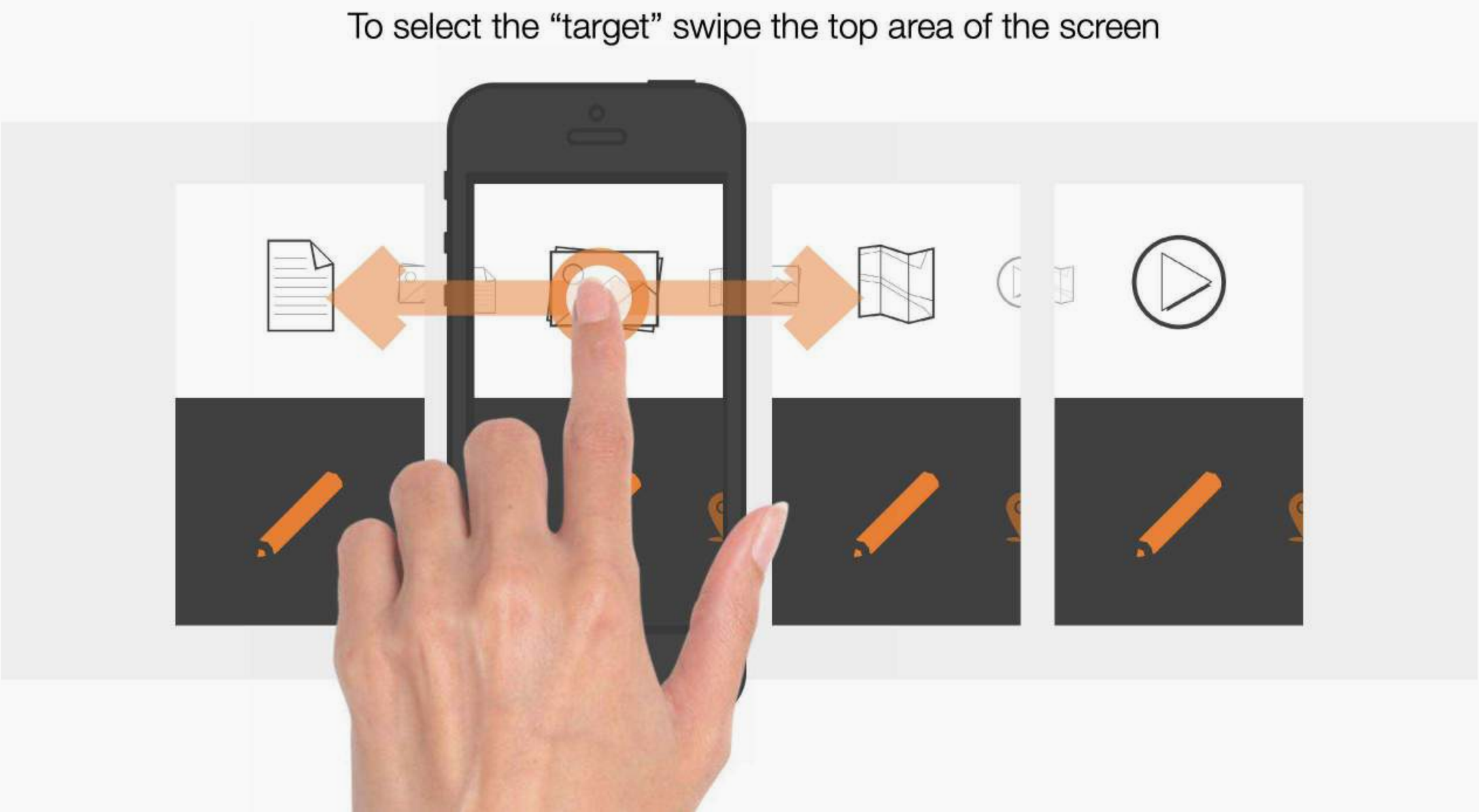
WIKIPEDIA CONCEPT UX & INTERACTION | 2015

HOW TO CREATE A GENUINE SEARCH EXPERIENCE?

WIKIPEDIA CONCEPT

HOW TO DEFINE THE FUTURE OF SEARCH?

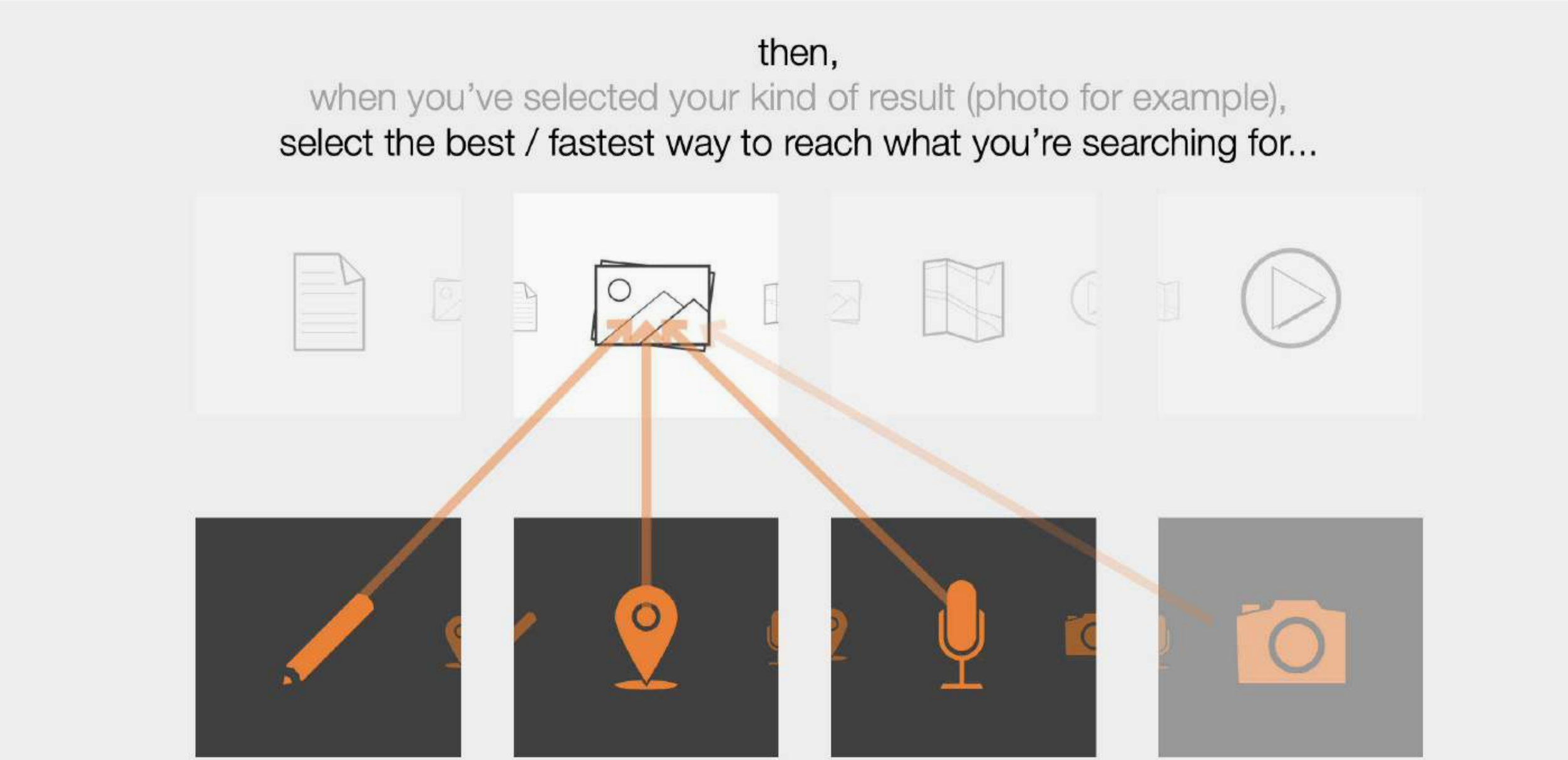
1 - WHAT ARE YOU LOOKING FOR?



WIKIPEDIA CONCEPT

HOW TO DEFINE THE FUTURE OF SEARCH?

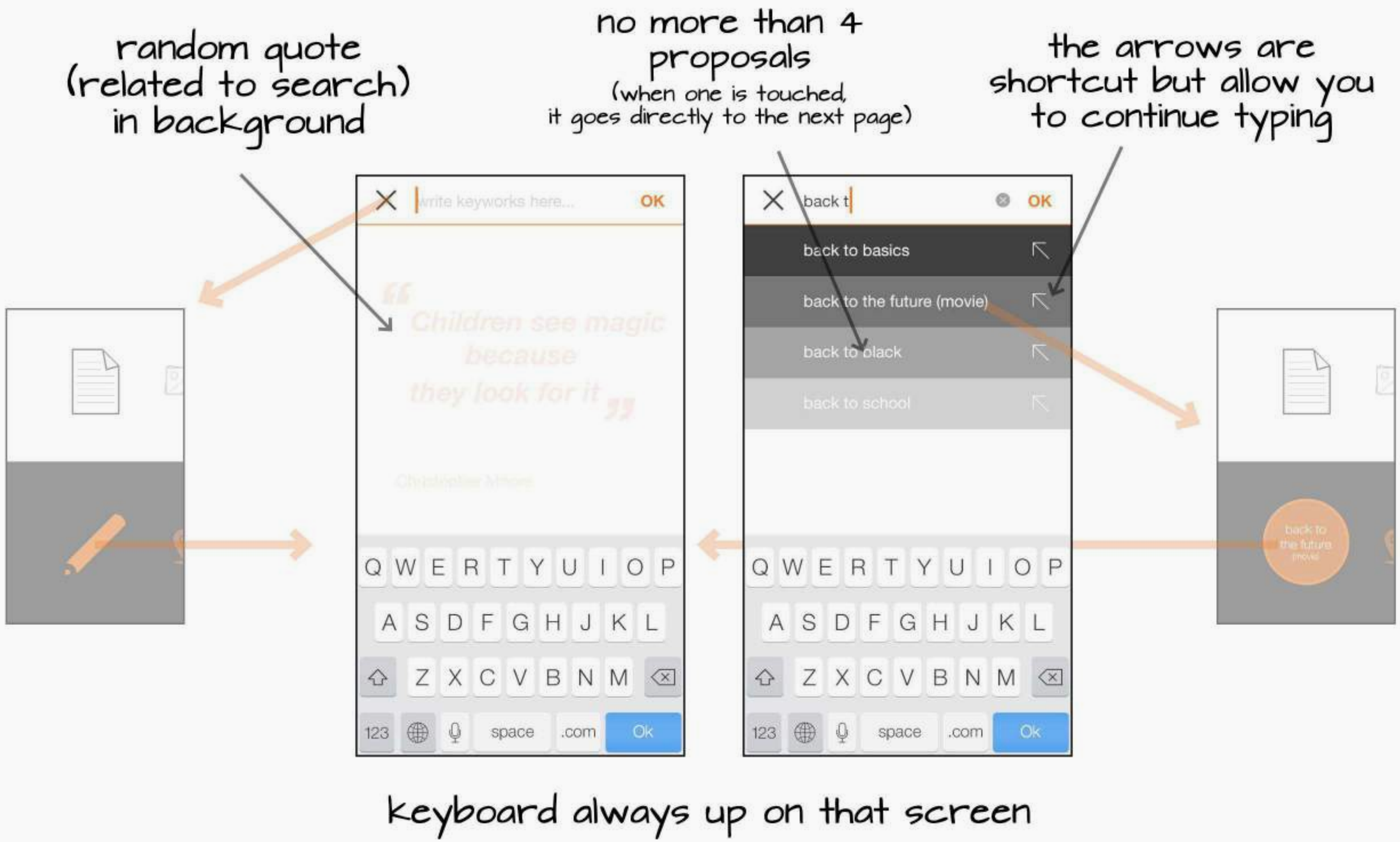
2 - HOW ARE YOU GONNA REACH IT?



WIKIPEDIA CONCEPT

HOW TO DEFINE THE FUTURE OF SEARCH?

3 - TEXT INPUT EXAMPLE

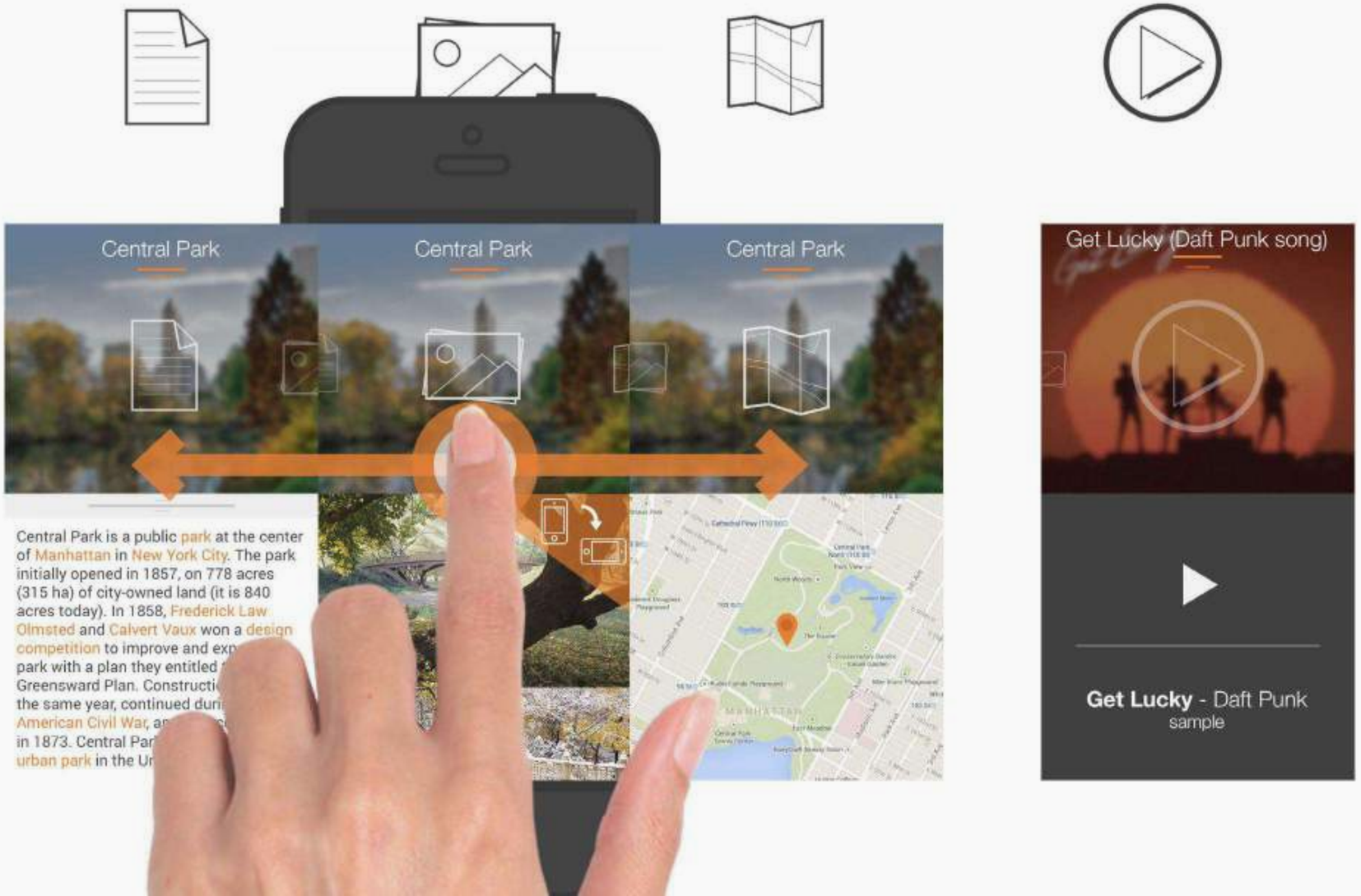


WIKIPEDIA CONCEPT

HOW TO DEFINE THE FUTURE OF SEARCH?

4 - BROWSING RESULTS

The user can swipe between the type of result (if the shape of the result exists)



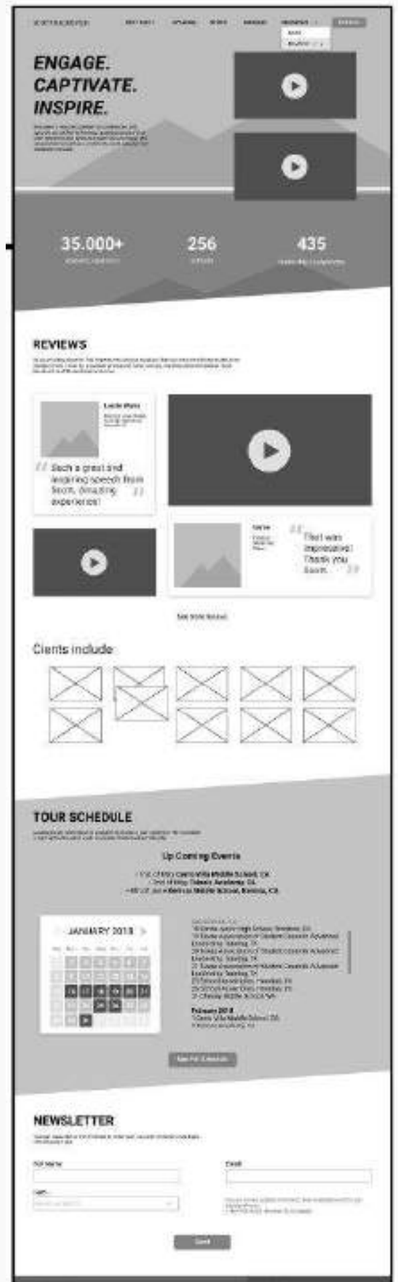
EXTRA
SKILLS & SHARE

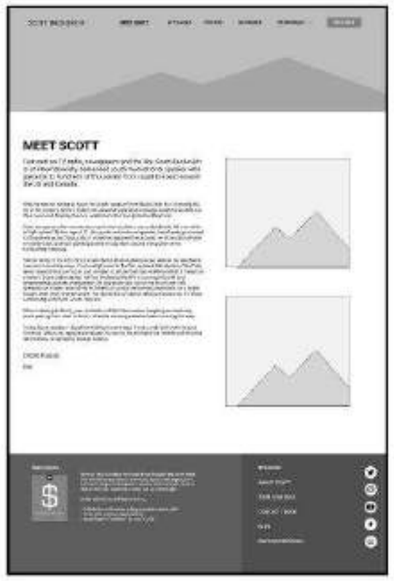
COMMUNICATION & UNDERSTANDING

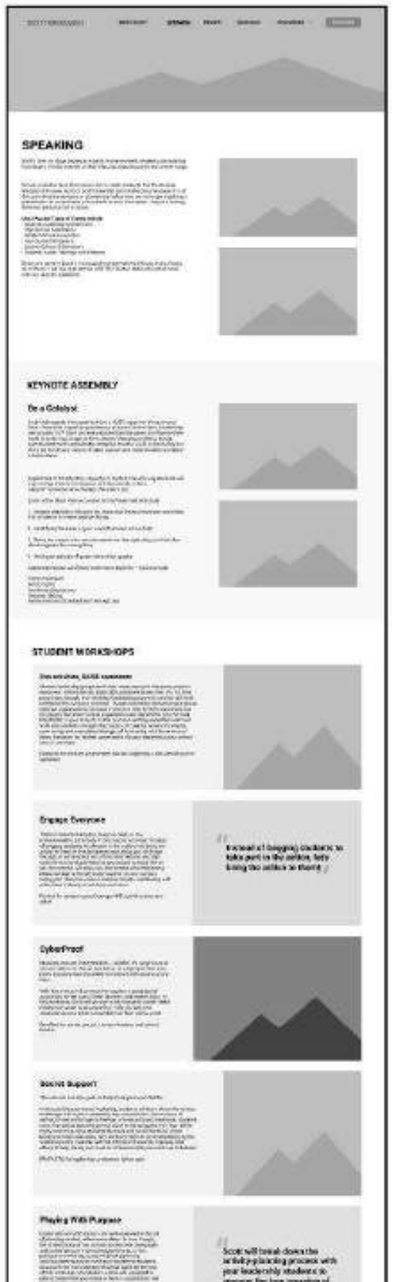
EXTRA

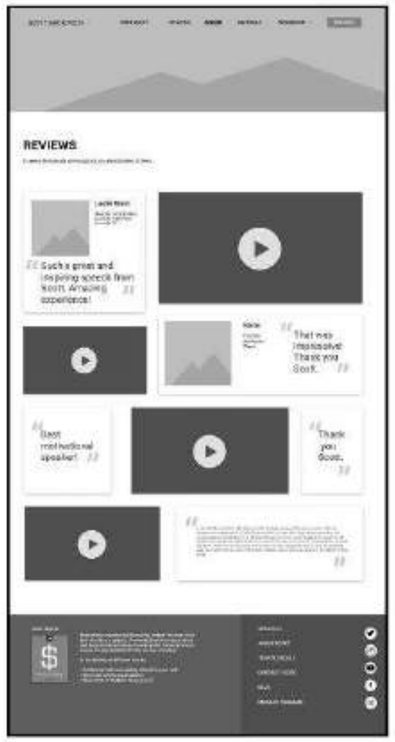
TOOLS TO SHARE WITH CLIENT

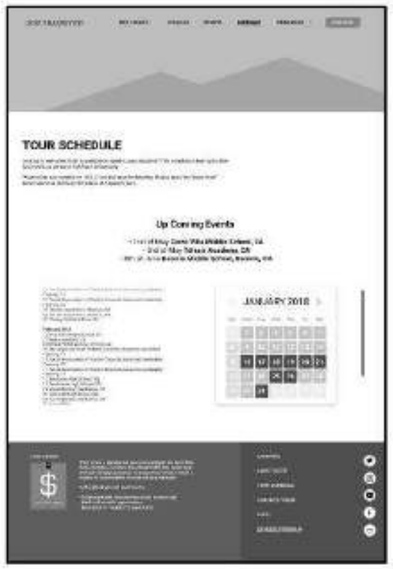
WIP OF WIREFRAMES | SCREENS







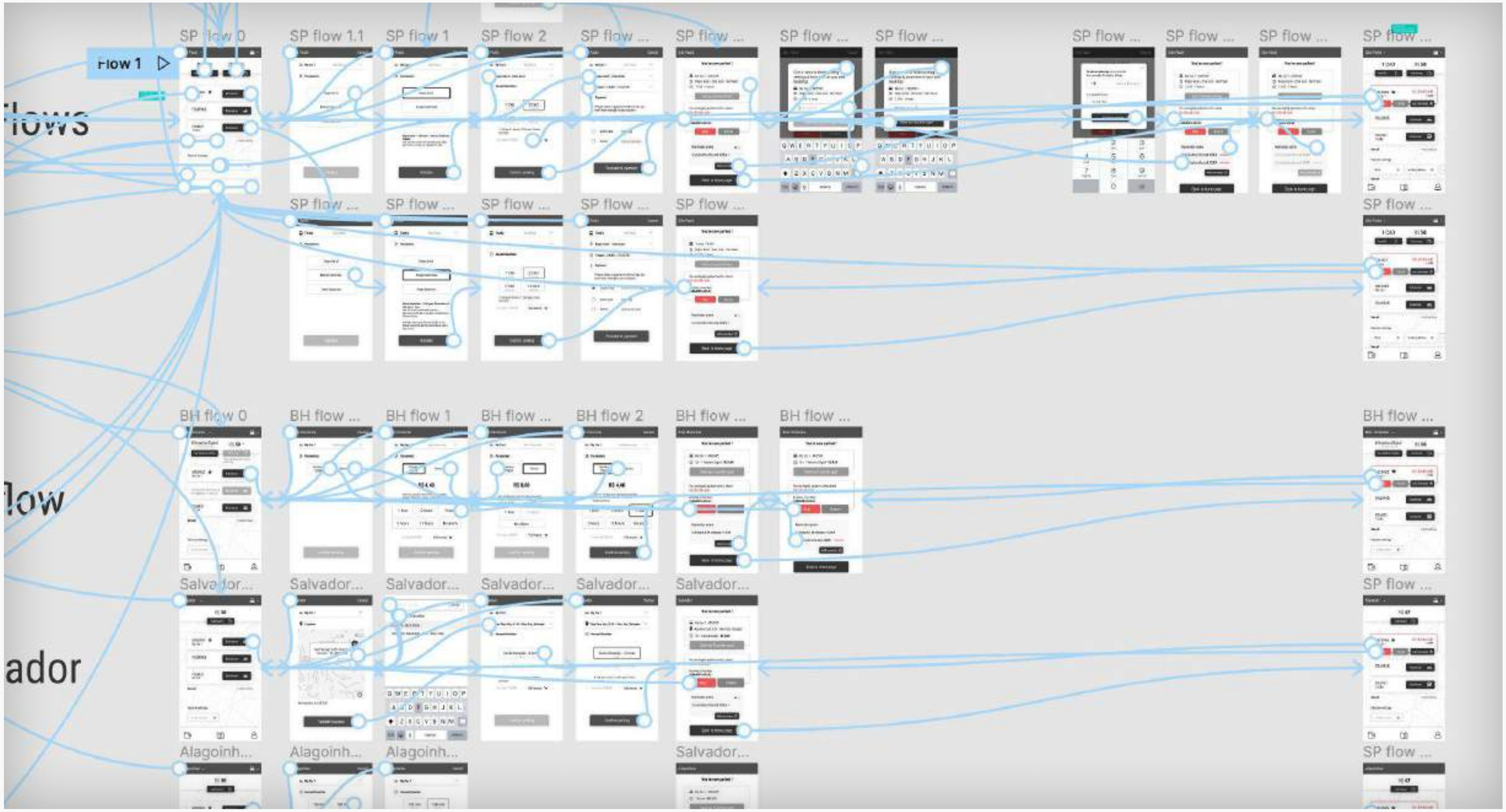




EXTRA

TOOLS TO SHARE WITH CLIENT

PROTOTYPING

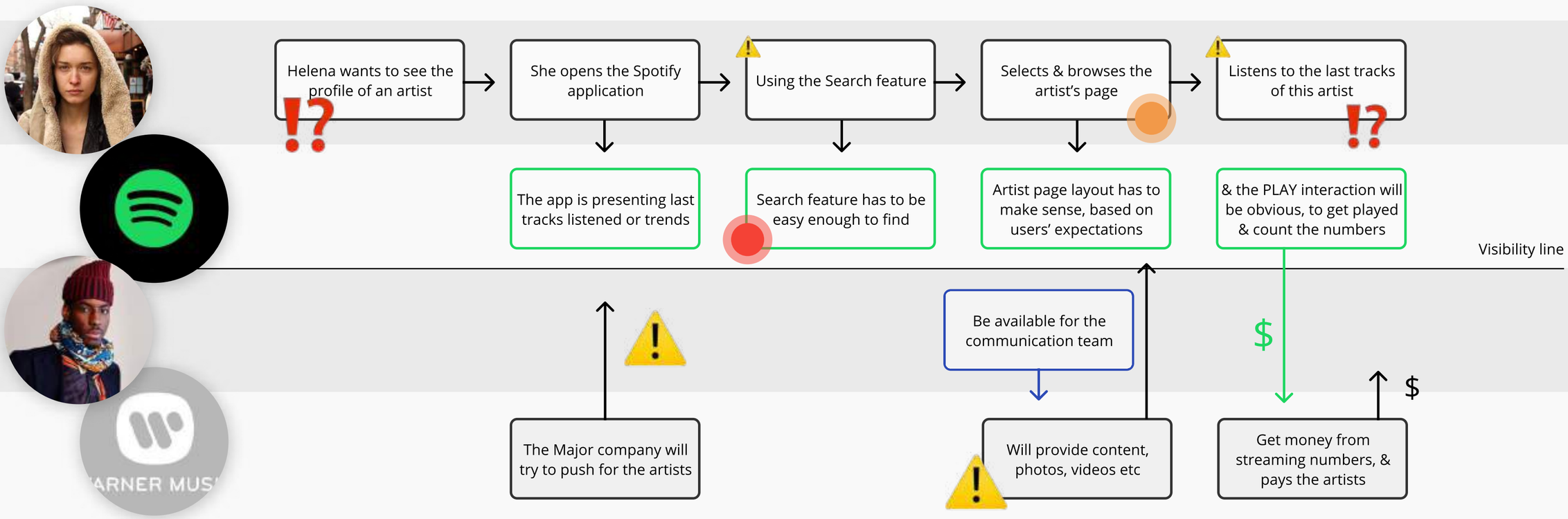


EXTRA

TOOLS TO SHARE WITH CLIENT

BLUEPRINT

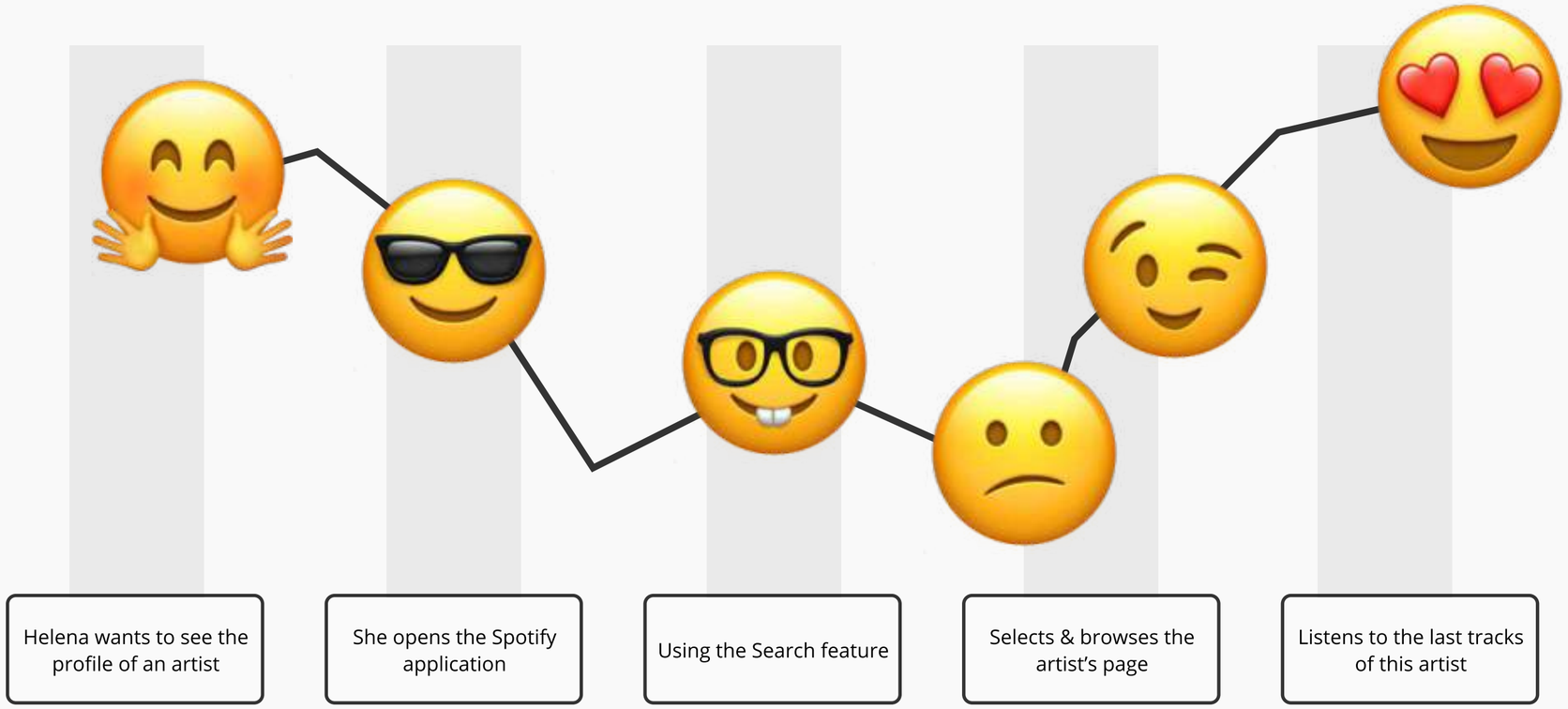
TOUCHPOINTS & FRICTION



EXTRA

TOOLS TO SHARE WITH CLIENT

EXPERIENCE MAP



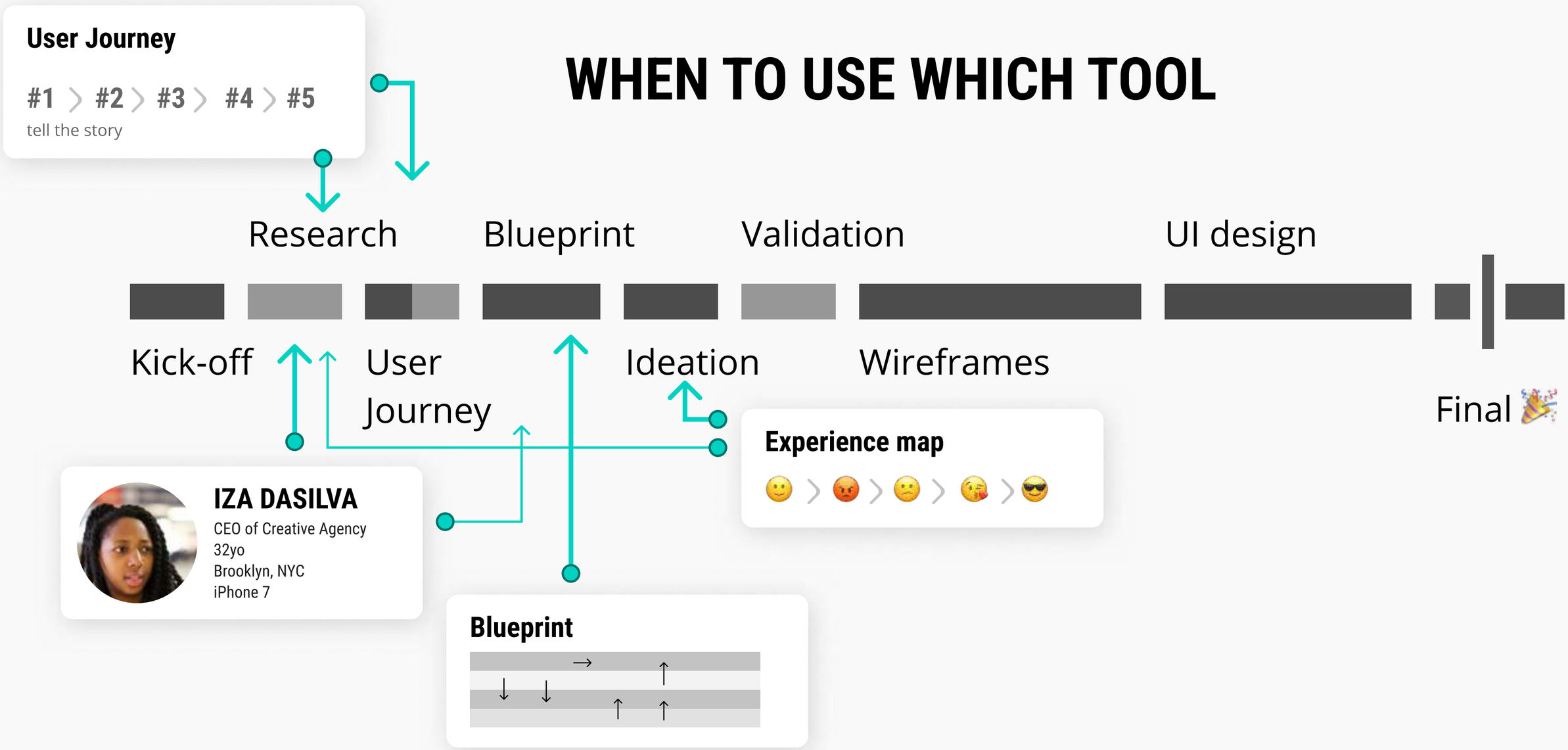
Evolution of feelings during the experience.

EXTRA

TOOLS TO SHARE WITH CLIENT

UX TEACHING

WHEN TO USE WHICH TOOL

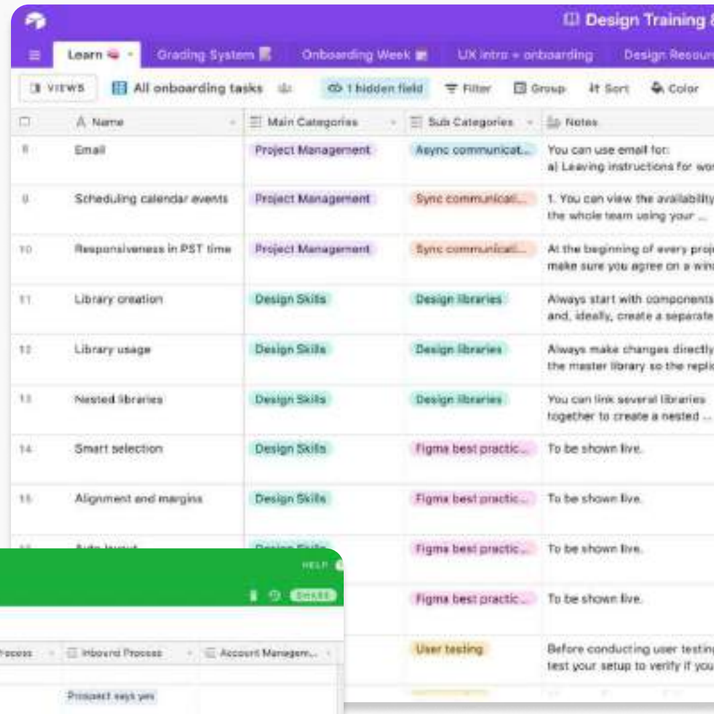


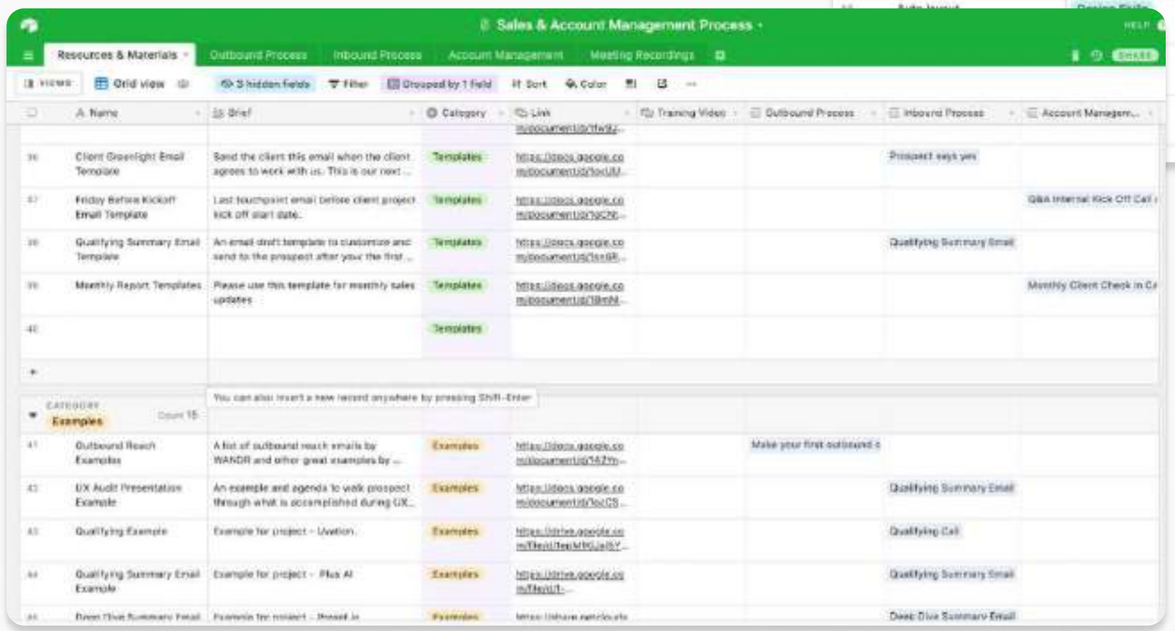
EXTRA

TOOLS TO SHARE WITH CLIENT

PLANNING & COMMUNICATION

AIRTABLE
NOTION
JIRA
+
SLACK
ZOOM
EMAIL
...





THANK YOU FOR YOUR TIME

INTERESTED? WE CAN TALK 🖖

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