



Thomas Yung

User Experience Designer, Researcher

I help bring ideas to life using research methods, evidence-based processes, an experimentation mindset, and a creator/maker skillset.

Case Studies



1

Mayo Clinic Next Generation Intranet 2021

Reimagining the next generation Intranet that is personalized, customized, and work from anywhere.

2

Mayo Toastmasters Website Redesign 2021

In need of a refresh, the Mayo Clinic Hi-Nooners Toastmasters website was redesigned to be modern and responsive.

3

Mayo Clinic Persona Trading Cards 2020

A mini-version of Mayo Clinic's employee personas created for the first annual Mayo Clinic Intranet Conference.

Next Generation Intranet

User Research Study



March 2021

My Roles

User Researcher
Research Coordinator

Problem

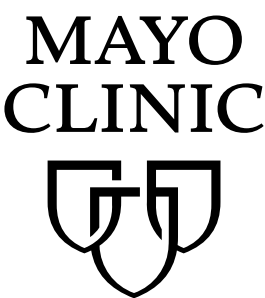
The Intranet home page had no major update in over 5 years. Based on NNg's UX Usability Study (2019) for Mayo Clinic, there were many opportunities identified for improvement.

Objectives

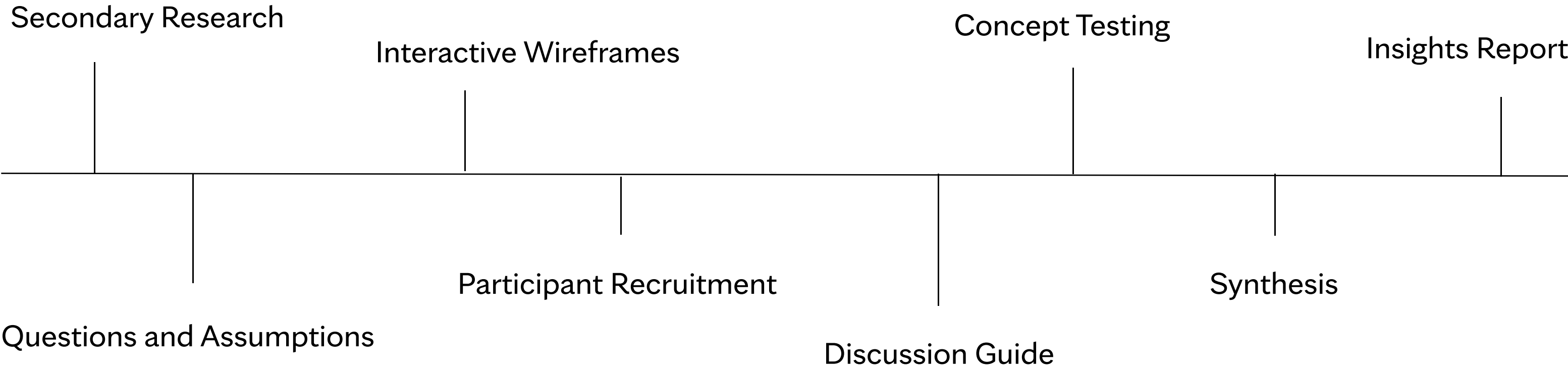
Understand users needs and attitudes towards personalization and customization. Bring forward recommendations for project funding.

Next Generation Intranet

User Research Study



UX Approach



Next Generation Intranet

User Research Study



Research Planning

What We Know

Exploratory surveys and heatmaps conducted.

Top Tasks: Search, Timecard, IT Connect, HR Connect

Users want easier access to Microsoft 365 tools and restricted applications.

What We Wonder

Attitudes about personalization and customization? features?

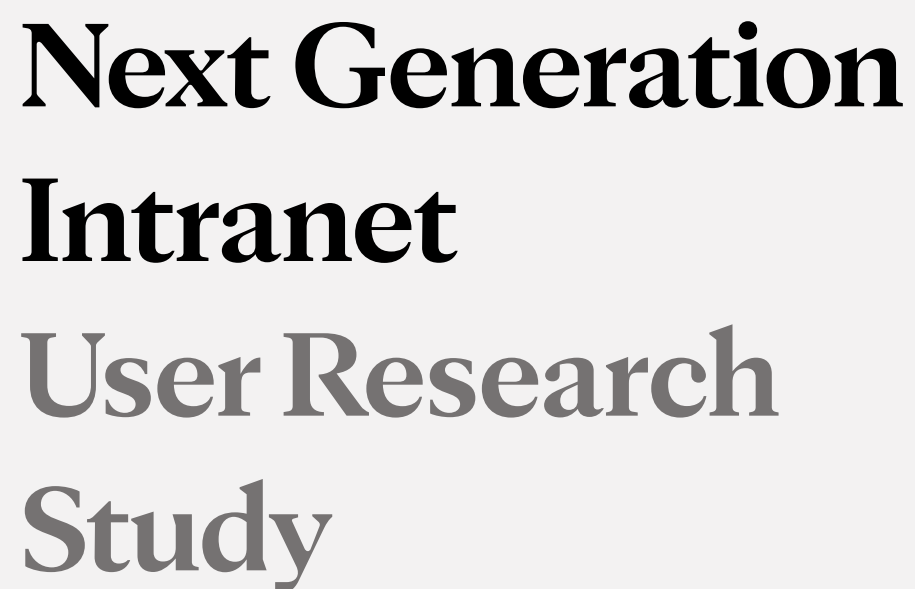
Things we can leave out of the front page? Add?

Is a mega menu a good solution? Other navigation strategies?

How We Will Learn

Interactive prototype.

Team of facilitators (4 in total) will conduct Moderated User Concept Testing using the interactive wireframe.



MAYO CLINIC

Rochester

36°

Partly Cloudy

H: 38° L: 30°

News Center

NEWS CENTER

MY FEED

TOP HEADLINES

Lorem ipsum dolor sit amet, consectetur adipiscing elit cupidatat non proident

Catch up on Past News | Share a Story Idea | Submit a News Article

Top Headlines

Facere nihil non ducimus.

Ut totam molestiae quia et illum delectus est architecto nobis.

Natus nemo ut amet nulla voluptas.

Eligendi architecto id provident earum dignissimos.

Velit pariatur aliquam.

Magnam id non omnis autem dolorem ut nesciunt.

More Headlines

Life, love & spirituality during 'year of suffering'

From pediatric cancer patient to medical advocate

Mayo Clinic Minute: Save lives; donate blood today

The falcon has landed...and laid a few eggs

You Matter program earns the highest recognition

News by Campus

The Most

My Day

MY DAY

CONVERSATIONS & CONTACTS

MY DIVISION

Sint ducimus et voluptas veritatis ut ullam distinctio voluptatem.

Eveniet omnis et maxime provident earum dignissimos quia et illum delectus.

Quis aut commodi aperiam delectus eos veritatis atque aut non labore.

Read more

Outlook Calendars

<

DECEMBER 2021

>

Mo Tu We Th Fr Sa Su

12

13

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23

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27

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31

MEETINGS/TALKS

ROTATION SCHEDULE

Wednesday

8:30am

2pm

Clinical Practice Committee

12/14/2021

Lecture

Thursday

11am

Lecture

12/15/2021

Tasks

Wednesday

7:30am

8am

10am

1pm

1:30pm

3:30pm

Prepare patient for anesthesia

Administer anesthesia

Bring patient out of sedation

Prepare patient for anesthesia

Administer anesthesia

Bring patient out of sedation

12/14/2021

Recent Documents

Rerum delectus distinctio.xls

Rerum delectus distinctio.one

Status Panel

Hospitals (Admissions: 255-2910)

RMC

SMC

ED

Blood Donor Program (284-4475)

Whole Blood

Plasma

Platelets

Shared Libraries

Ambulance Services

Media Support Services

Next Generation Intranet User Research Study



Participant Recruitment

Representative Users

Clinical vs Non-Clinical (50% split)

Technical expertise (low to high): MS Office, web publishing, WordPress, web search, and mobile/tablets

Call for Participation

Sent out **screeners** using list of users from Nursing (clinical) and Mayo Clinic Intranet

Conference attendees (Over **400** in total) using **Qualtrics**.

Analyzed **60** responses to our screener.

Select and Schedule

Selected **12** participants based on representative user criteria.

Selected **2** participants as backup in case of no shows.

Next Generation Intranet User Research Study



Concept Testing

Discussion Guide

Created for all facilitators to use a set of **6** questions/areas to frame the discussion around.

Reminders for team to use follow-up and probing questions.

Moderated Studies

Each facilitator to use **Zoom** to record each session and upload to **DoveTail** for **transcription**.

I completed **5** interviews. Rest of the team completed **7**.

1 no show, and **3** rescheduled.

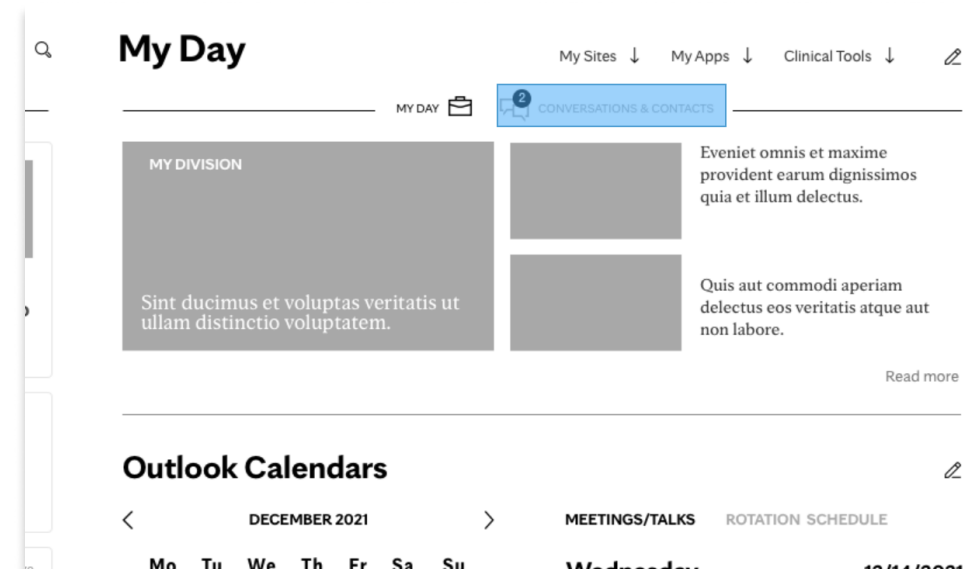
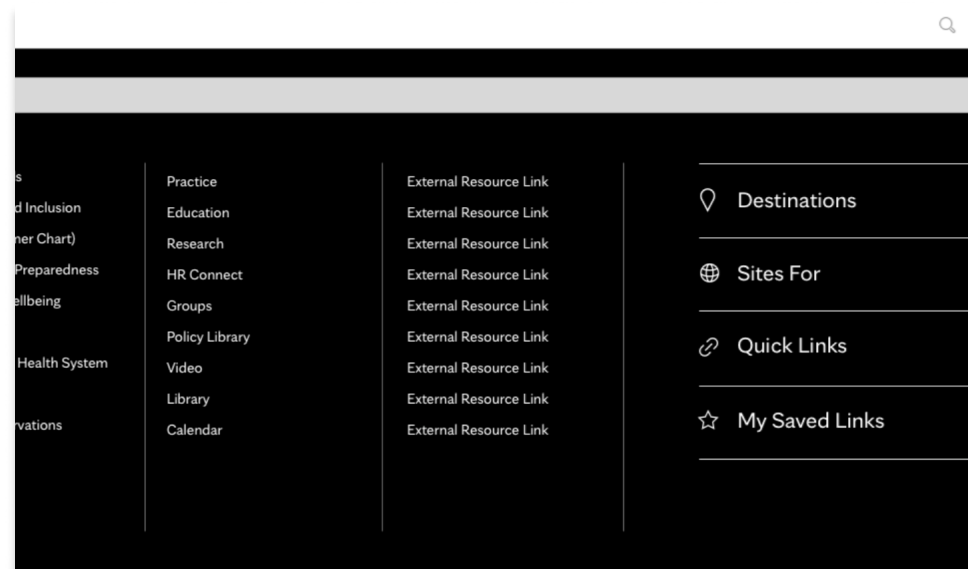
Analysis and Synthesis

Agreed upon **coding/tagging** criteria beforehand.

Spent about **20 hours** using **Dovetail** to highlight video clips, tagging, deriving sentiments/insights, and writing the insights report.

What We Learned

Next Generation Intranet | User Research Study



The mega-menu concept was polarizing

Participants liked the mega menu because it saves screen real estate. However, some did not like it because it is one extra click to access.

Personalization and customization

"I think the most exciting thing would be the fact that I could have the things that are relevant to me on the home page versus a bunch of static information."
~Participant 1

Finding people and search is a top task

Looking up "who" is something people do a lot (pager numbers, phone extensions, existing employee). Some used search as a shortcut to commonly used tools (e.g. help desk) instead of browsing or bookmarking it in their browser.

Next Generation Intranet

User Research Study



What We Learned (Continued)

Irrelevant Search Results

Many participants expressed their frustrations with the current search on the Intranet home page. The results are often not relevant, requiring further effort on their part to find what they need.

Users expect pages to be fast, mobile friendly

There is an expectation is that a personalized home page should be responsive and mobile-friendly in order for users to use it on the go.

Alerting users to new information

Multiple participants touched on the idea of getting alerts or notifications whenever something new is on the home page.

Next Generation Intranet

User Research Study



What We Learned (Continued)

Mail, tasks, calendar integration

For those that rely on the Intranet home page as a search tool to get things done, having the calendar/email/tasks in the same place reduces task switching, cognitive load, and improves efficiency.

Personalized versus static content

It may prove difficult when providing help to others, because everyone gets a different view.

F.O.M.O Fear of Missing Out

Some users expressed a perception that a personalized intranet might “get it wrong” and not display information that they needed.



Next Generation Intranet User Research Study

Report and Team Presentation



Next Gen Intranet Home Page Concepts (Iteration 1)

We tested the the new Next Gen Intranet Home Page concepts with 12 users during the week of March 15 - 19, 2021.
<https://mc-playground.invisionapp.com/share/6710H1LNPJBY>

These were the insights we gathered from all the data we collected...



People like mail, tasks, calendar integration

4 days ago



Search is too ambiguous (not noticeable, or not sure what it will search)

4 days ago



Personalized home pages can make it difficult to be on the same page with others

4 days ago



People would like to have more customization/personalization over News headlines

4 days ago



More focus for work unit related information

Yesterday



Need ability to keep a widget visible at all times

Yesterday



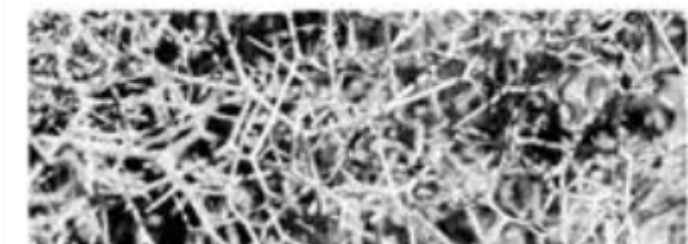
Notifications for alerting user to new information

4 days ago



People want control over their bookmarks and "quick links"

4 days ago



The My Feed concept was confused for Outlook Calendar Events, News, Recent Documents.

Next Generation Intranet

User Research Study



Retrospective and Next Steps

Retrospective

The thing we would do differently is to send out invites to participants starting mid-week, rather than on a Friday. There were 3 reschedules on the Monday slots because of this.

Next Steps

The Intranet team used what we learned to produce a formal set of official documents (SBAR and Project Charter). These are to be pitched to Leadership for project funding.

Stakeholder Interviews scheduled.

Mayo Toastmasters Website Redesign

August 2020 to April 2021



My Roles

Information Architect
Designer
Developer

Problem

The old website looked like it was created in the 90s, and much of the content was outdated and useless.

Objectives

Identify the top tasks for Toastmasters members and guests. Provide relevant and findable content in a modern and responsive layout.

Mayo Toastmasters

Website Redesign



UX Approach

Content Audit

Concepts and Wireframes

Marketing

Top Tasks Analysis

Web Design



Mayo Toastmasters Website Redesign

Old Website

Outdated, and not
mobile-friendly

Mayo Hi-Nooners (Club 4677)

Main Menu Members Only

- Meeting Agendas
- Club E-mail Addresses
- Edit Your Profile
- Website Support Docs
- Website Support Forums

Logins

- Member Login
- Login as site admin

Social Media Links



The Toastmasters Podcast

Listen to the latest show below or [click here to listen](#) to past shows.



Toastmasters Virtual Convention

President's Welcome

Congratulations for taking the first step on your journey to personal and professional growth.

The foundation of the Toastmasters experience is the education program, called "Pathways." Pathways, available online or in print, lets you choose where and how you want to learn.

Benefits of Pathways:

- Opportunity to develop many skills relevant to an evolving global marketplace
- Frequent recognition of educational achievements
- Online access to educational materials
- Engaging videos that model the skills you are learning

Please come and join us for a visit to see what we're all about. You can visit us as many times as you want!

-Stacy Johnson, Hi-Nooners President



Look at all those ribbons!



Fall 2016 Club Winners of the "Table Topics Contest," Vince Anani and Jenny Allen



Shelly Henry teaching the club to "Just Breathe" for her Your Body Speaks project from the Competent Communicator manual, December 2016



Courtney Klapperich giving an elucidating Visual Aid speech from the Competent Communicator Manual, November 2016



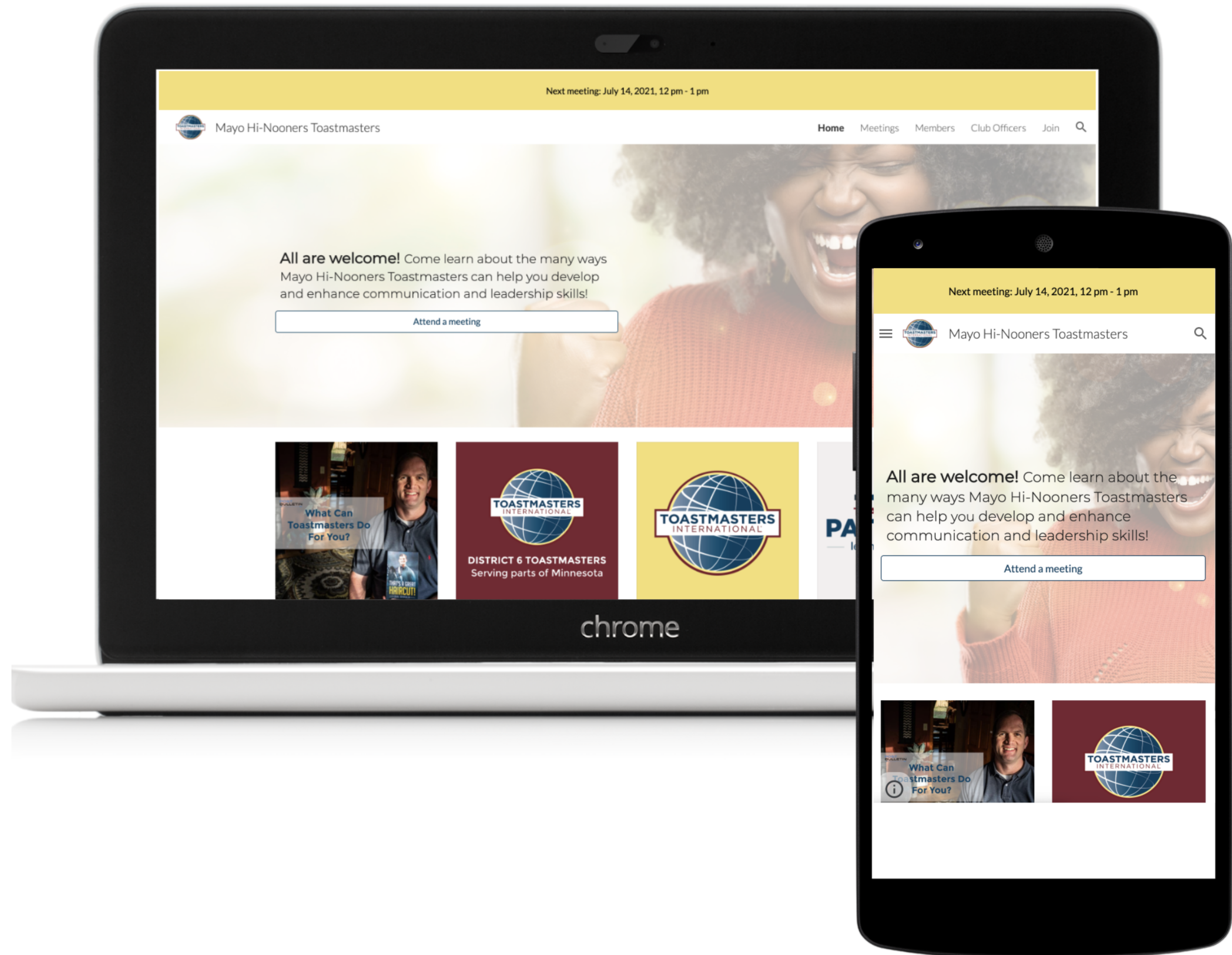
John Potter sharing a riveting Storytelling speech from an Advanced Manual, December 2016



Mayo Toastmasters Website Redesign

New Website

Modern, and
mobile-friendly





Mayo Toastmasters Website Redesign

Content Inventory

There were 31 items or pages in the old website, of which 10 were outdated or had content that were no longer relevant.

Hi-Nooners Website Inventory

Default view ▾

Properties Filter

Page Name	URL	Notes	Status
Meetup.com	https://www.meetup.com		external
Home	https://hinooners.toastmasters.org		active
Directions	https://hinooners.toastmasters.org		active
Contact Us	dialog box		active
Meet Our Members	https://hinooners.toastmasters.org		active
President's Welcome	https://hinooners.toastmasters.org		active
The Competent Communicator Manual	https://hinooners.toastmasters.org	Not up-to-date. Should we remove this?	active
The Competent Leadership Manual	https://hinooners.toastmasters.org	Not up-to-date. Should we remove this?	active
Speaker and Role Assignments	https://hinooners.toastmasters.org		active
Meeting Agendas	https://hinooners.toastmasters.org	Is this being used? Should we remove this?	members
Quick Role Sign-Up	dialog box	Is this being used? Should we remove this?	members
Club Email Addresses	dialog box		members
Edit Your Profile	dialog box		members
Member Downloads	https://hinooners.toastmasters.org		members
New Member Message	https://hinooners.toastmasters.org	Does this even need to be a web page? Could this just be an email?	members
Roles of a Toastmasters Meeting	https://hinooners.toastmasters.org	Just links to PDFs.	members
Meeting Videos	https://hinooners.toastmasters.org	Embedded YouTube playlist. Who is the account owner?	members
Membership Management	dialog box	Could this just exist in a Google Sheet instead?	members
Email & Contact Forms	dialog box		members
Facebook	https://www.facebook.com	Who manages this?	public
LinkedIn	https://www.linkedin.com	Who manages this?	public
Yammer	https://www.yammer.com	Internal to Mayo employees	active
Visitors Package Cover Letter.docx	https://hinooners.toastmasters.org	For print use, or as an attachment in an email.	members
Toastmaster Speaker Evaluation Form	https://hinooners.toastmasters.org	Printed speaker evaluation cards for in-person meetings	members

Mayo Toastmasters

Website Redesign



Top Tasks Analysis

Methodology

Using the content inventory, I created a survey in Google Forms that asked participants to rank only their top 5 tasks out of the 21 tasks presented. They used a score of 5 for the most important, 4 for the next most important, then a 3, 2, and 1.

Responses

The survey was distributed to all current club Toastmaster members, as well as the Yammer groups within Mayo Clinic.

There were 9 responses, 8 from current members.

Analysis / Next Steps

The top tasks for users was:

- 1 - Upcoming meetings (schedules, speaker roles assignments)
- 2 - Club email addresses

The top tasks were used to identify the pages to prioritize for the redesign efforts.



Mayo Toastmasters Website Redesign

Figma Prototype

Showed the prototype to the club members to make sure the design aesthetic and proposed navigation and content were acceptable in order to proceed.



MAYO HI-NOONERS (CLUB 4677)



MENU

About the club

Club email addresses

Meetings

Schedules and assignments

Confirm meeting attendance

General meeting format

Meeting room directions

Watch recorded meetings

Members

Our club officers

Our members

Events and networking

Club dues

Pathways curriculum



Next Meeting

July 15, 2020
12 PM - 1 PM
[Online](#)

Schedule

July 2020

July Member Spotlight

Jason Koellner

Learn more
about
Toastmaster
meeting roles

TOASTMASTERS
PATHWAYS
— learning experience —

Meet your 2020
Club Officers

The information on this website is for the sole use of Toastmasters' members, for Toastmasters business only. It is not to be used for solicitation and distribution of non-Toastmasters material or information.



Mayo Toastmasters

Website Redesign



Web Design

Choosing the Platform

Reviewed WordPress, static site generators, and Google Sites.

Didn't want to train anyone in HTML/CSS.

Google Sites had the lowest learning curve for non-technical folks.

Create and Launch

Gathered relevant content.

Setup the top-level page navigation hierarchy.

Setup Google Analytics.

Setup new domain name and email distribution lists.

Post Launch

Created a website owners manual (for new webmasters to take over my role in the future).

Setup URL redirects from old site domain to new site domain.

Mayo Toastmasters

Website Redesign



Marketing, SEO, Next Steps

Google Ads

Membership has been on the decline due to the pandemic, so the club officers agreed to spend up to \$150 in Google Ads to help promote the club.

We spent **\$38**, had **15,552** impressions, **150** clicks, and generated **3** conversions.

Search Engine Optimization

Submitted the new website URL to:

- Toastmasters International
- Google
- Bing

Next Steps

I wished that Google Sites had the ability to embed custom code in the header. Many Search Engines and Ad platforms require this capability in order to function properly.

Would like to add a Feedback form to the website.

Mayo Clinic Intranet Conference

Persona Trading Cards



April 2020

My Roles

Designer
Print Shop Coordinator

Problem

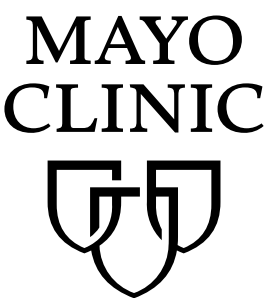
The Mayo Clinic Intranet Conference organizers wanted to promote the employee personas to a wider Mayo Clinic audience.

Objectives

Create a set of persona trading cards that could be given away to all conference attendees.

Mayo Clinic Intranet Conference

Persona Trading Cards



UX Approach

Secondary Research

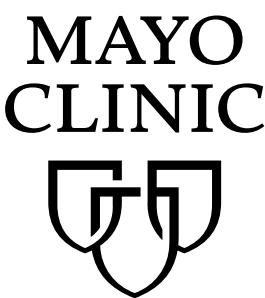
Create Designs in Sketch & InDesign

Research Mayo Clinic Employee Personas

Print Shop

The original inspiration





Mayo Clinic Persona Trading Cards



Mayo Clinic

Persona Trading Cards



Design Specifications

Research

Over **40** employee personas.

Each persona has over **30** data points.

Too many to convert and fit into the **small size constraints** of trading cards.

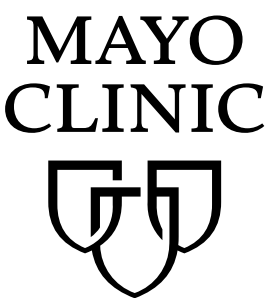
Top Personas

Identified the top **12** personas based on page views on the Employee Persona Intranet website.

Selection of persona content

Front of card: Picture, Name, Job Title, Personal quote, At a glance metrics (Age, Years at Mayo, Patient-facing), Biggest challenge

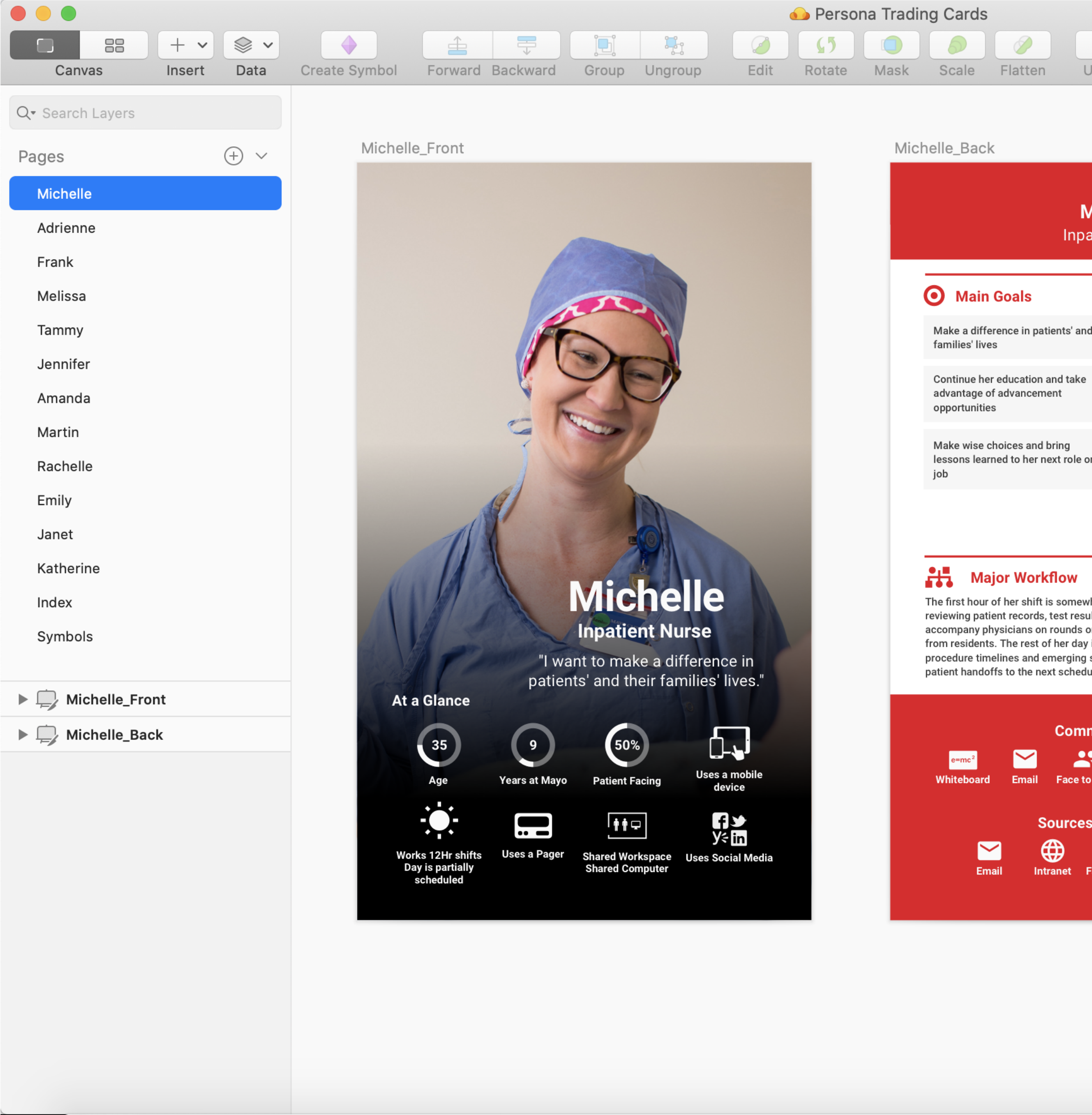
Back of card: Goals, Challenges, Motivators, Technology Preferences, Information Usage



Mayo Clinic Persona Trading Cards

Graphics Design

Using Sketch to design and layout the trading cards



Mayo Clinic

Persona Trading Cards



Conclusion

It's real

The Print Shop printed out **300** sets of 3"x5" cards or **3900** individual cards.

We handed it out as part of the conference attendees' **gift bag**.

Feedback

The conference surveys had very **positive** feedback, including the use of the cards to promote and understand the different **employee roles** at Mayo Clinic.

O'REILLY®



97 Things Every UX Practitioner Should Know



Collective
Wisdom
from the
Experts

Edited by
Dan Berlin

By the way...

Hey, I helped write a book!

Chapter titled:

“You don’t need a lot of money to recruit participants”



Thanks for making it this far

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<https://twitter.com/thomasyung>