



Service + User Experience Design

Work Cases by Amanda R Sandora

HELLO!

I am Amanda Sandora.

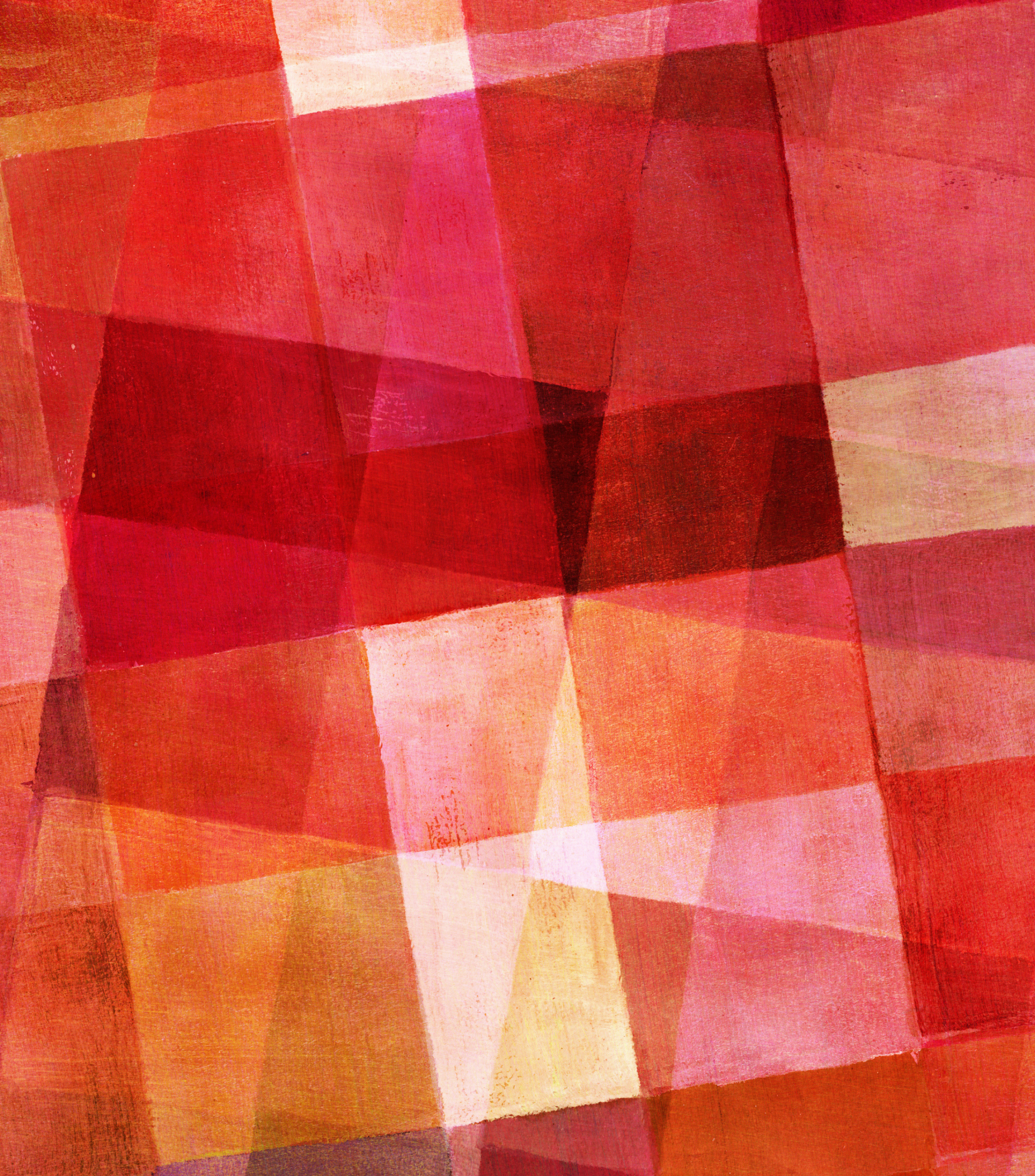
I'm a mixed methods researcher + human experience specialist based in Madison, WI.

I am a storyteller and an artist, and I love cycling, dancing, reading, and exploring everything.

I have professional work experience in media design, higher education, local bike shops/ small businesses, Autism behavioral treatment, and corporate software development.

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EDUCATION

- **Graduate certificate in User Experience (UX) Design** — UW-Madison iSchool, 1-year online program
 - Completed August 2021
 - Cumulative GPA: 4.0
- **Bachelor's of Psychology** — Marian University, minor in Criminal Justice
 - ➡ Cumulative GPA: 3.8103
- **Associate's of Applied Sciences in Graphic Communications** — Moraine Park Technical College
 - ➡ Cumulative GPA: 3.940

UX RESEARCH PHILOSOPHY

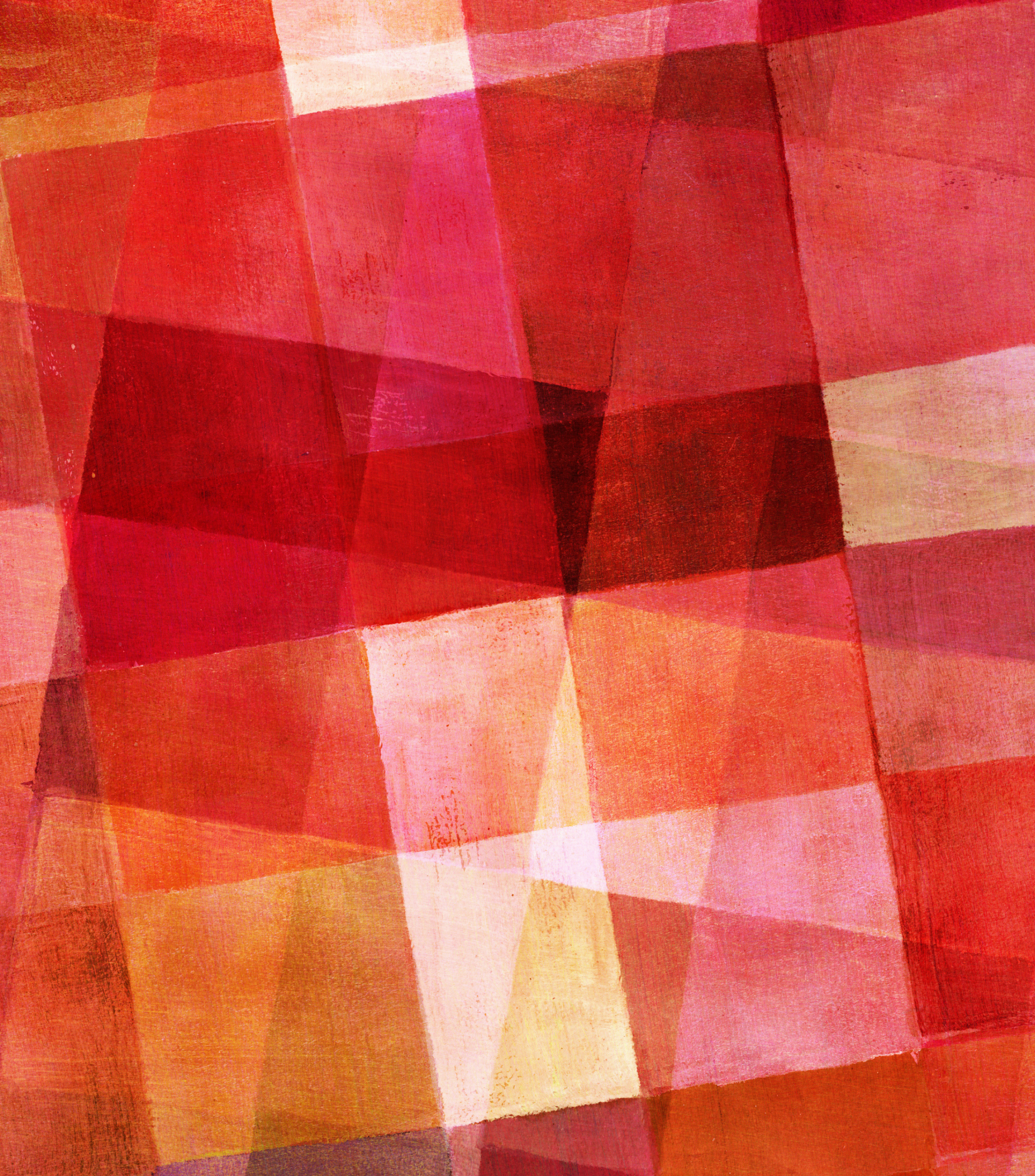
My work focuses on using user experience (UX) design, content strategy, several types of quantitative and qualitative research methods, and UX writing to help businesses and individuals improve their brands, websites, products, and/or services.

Thinking strategically about the problems I try to solve, I research, ask A LOT of questions, and then do more research to understand the problem as clearly as possible. I lead with intense curiosity and empathy, and I love working closely with users to understand their unique needs and goals.

Let's figure out how to create the best possible experiences for all humans!



**EXPERIENCE DESIGN
BACKGROUND**

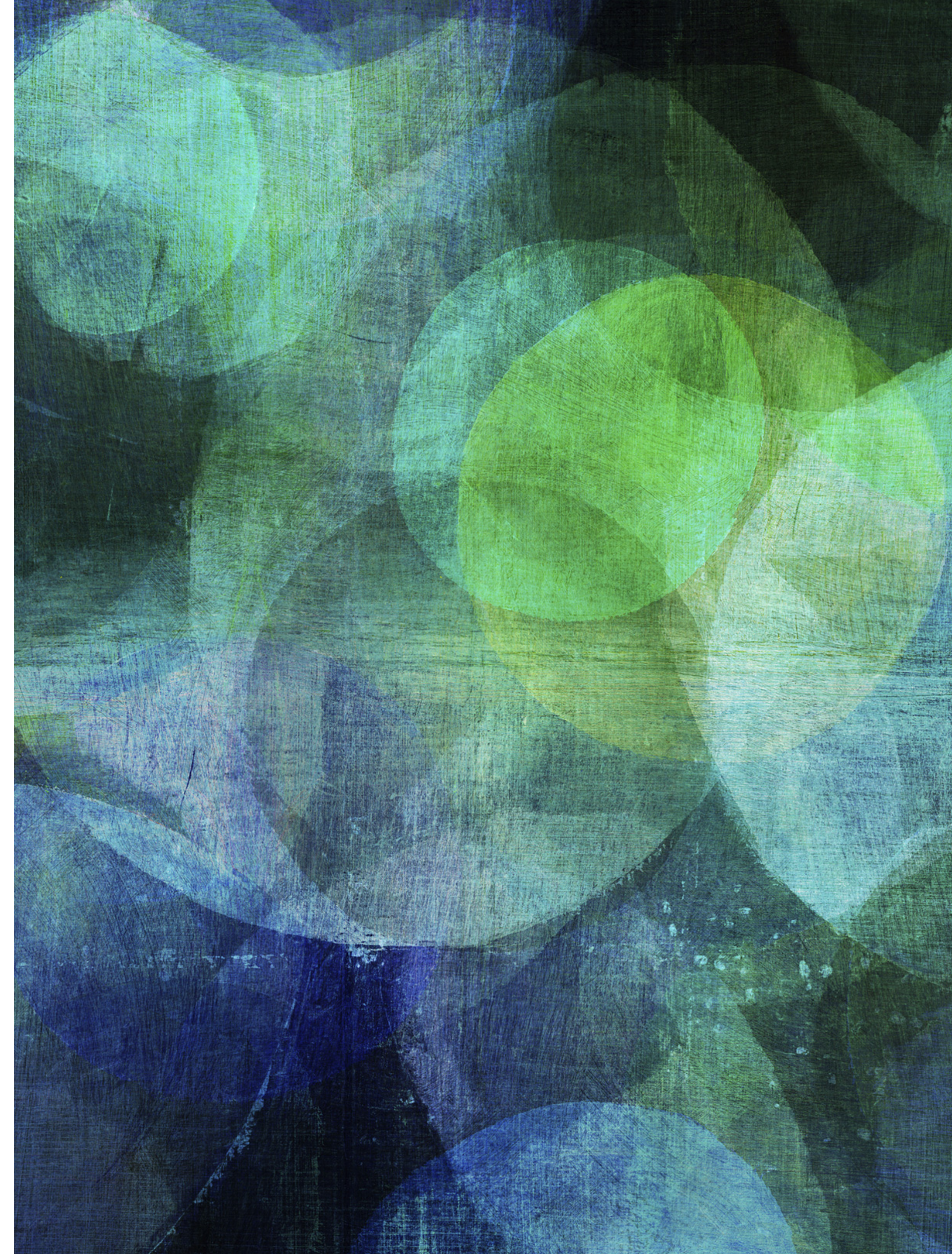


EXPERIENCE ROLES

- **HHAeXchange (HHAX)** — corporate home healthcare software development “start-up” company based in New York, with contractors + development teams all over the world
 - ➡ User Experience Researcher (UXR)
 - ➡ Operationalized and led HHAX’s new research on technology for caregivers, visiting nurses, home healthcare agencies, and insurance providers
- **The Cargo Bike Shop (TCBS)** — local bike shop with two locations in Madison, WI, and St Paul, MN, specializing in children’s bikes, cargo eBikes, and adaptive cycles
 - ➡ Customer Experience (CX) Specialist + Adaptive Cycling Specialist

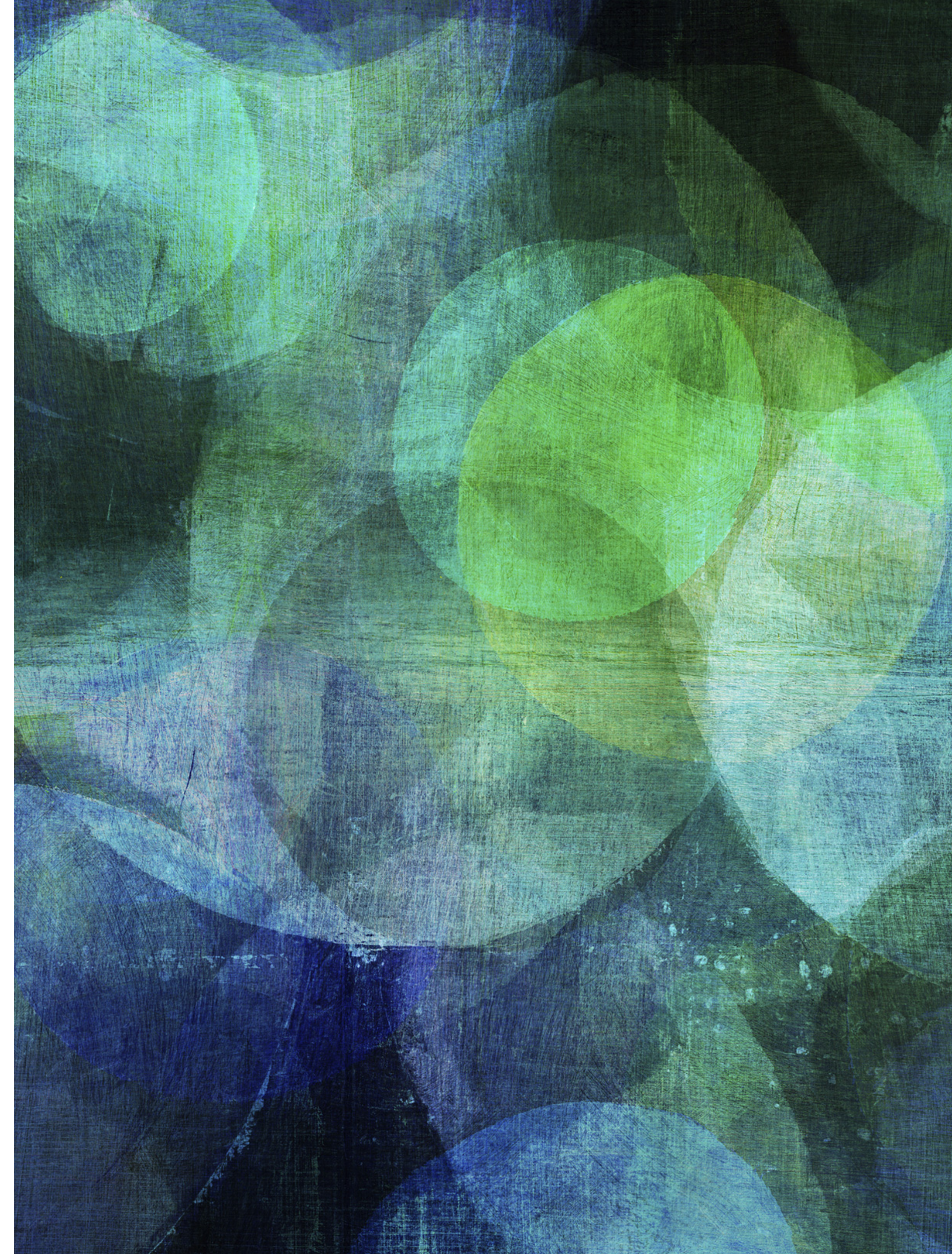
HHAX — UX

- First UXR on a remote team of 6 UX Designers based in four timezones in Europe + US
- Spent my first 10 months setting up projects, working with multiple departments to send out text surveys to current users, and recruiting participants for usability testing + interviews
- Most of HHAX's software was in the market and used for nearly 15 years when they first brought on the UX Team ... so we played A LOT of "catch up," and I spent several months in the 'Discover' phase of the design process



HHAX — UX

- Worked very closely with the designers on my UX team to update HHAX prototypes
- Although all of the research I conducted was confidential + owned by HHAX, I included a sample of one usability report at the end of this presentation. These slides show my:
 - Executive Summary
 - Research Study / Participant Demographics
 - Design Changes (done with UX Designer)
 - Insights + Next Steps



HHAX (cont'd)

Research methods conducted:

Competitive Analysis of top 5 HHA competitors using objective, independent research from Capterra

Qualitative and Quantitative Data Analysis

User Interviews

User Surveys

Usability Testing of three mobile caregiver applications and two web platforms for Agency Payers + Service Providers

(* I was also in the beginning phases of developing user personas and journey maps based on the research collected + testing conducted)

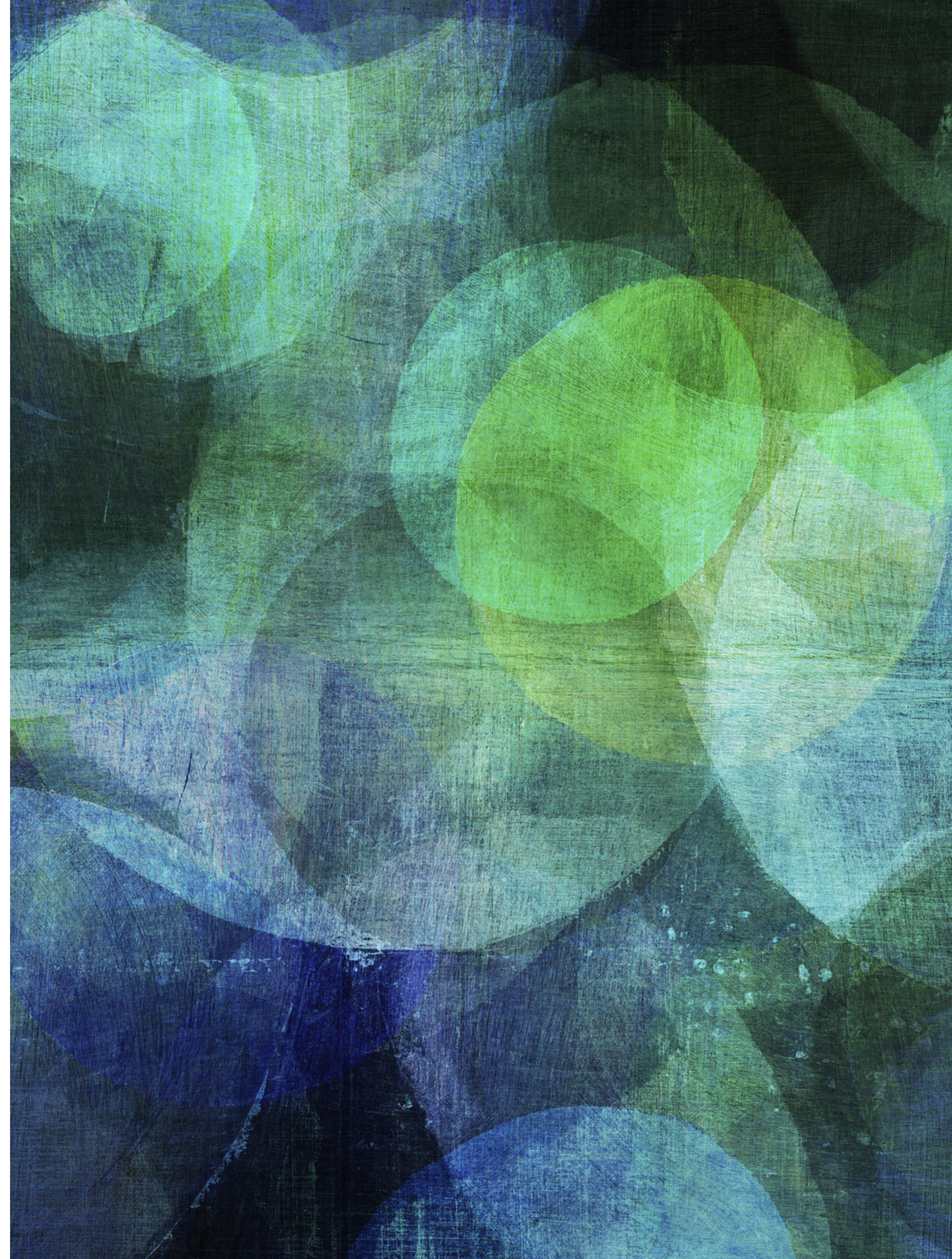
HHAX (cont'd)

Research tools used:

- **Dovetail** — Analyzing interviews, usability testing, and user survey feedback; video clips embedded in Keynote presentations
- **Google Suite** — Data collection and research planning documents
- **Keynote** — Presentations of research to PM's, web developers, and executives
- **Miro** — UX Team collaboration boards and
- **Numbers** — Shared spreadsheets for data collection of usability testing
- **Optimal Workshop** — Card sorting, surveys, and first-click testing (UXR tools)
- **Punchbowl** — For sending thank you's and gift cards to research participants
- **Qualtrics** — Usability testing guides + quantitative data analysis

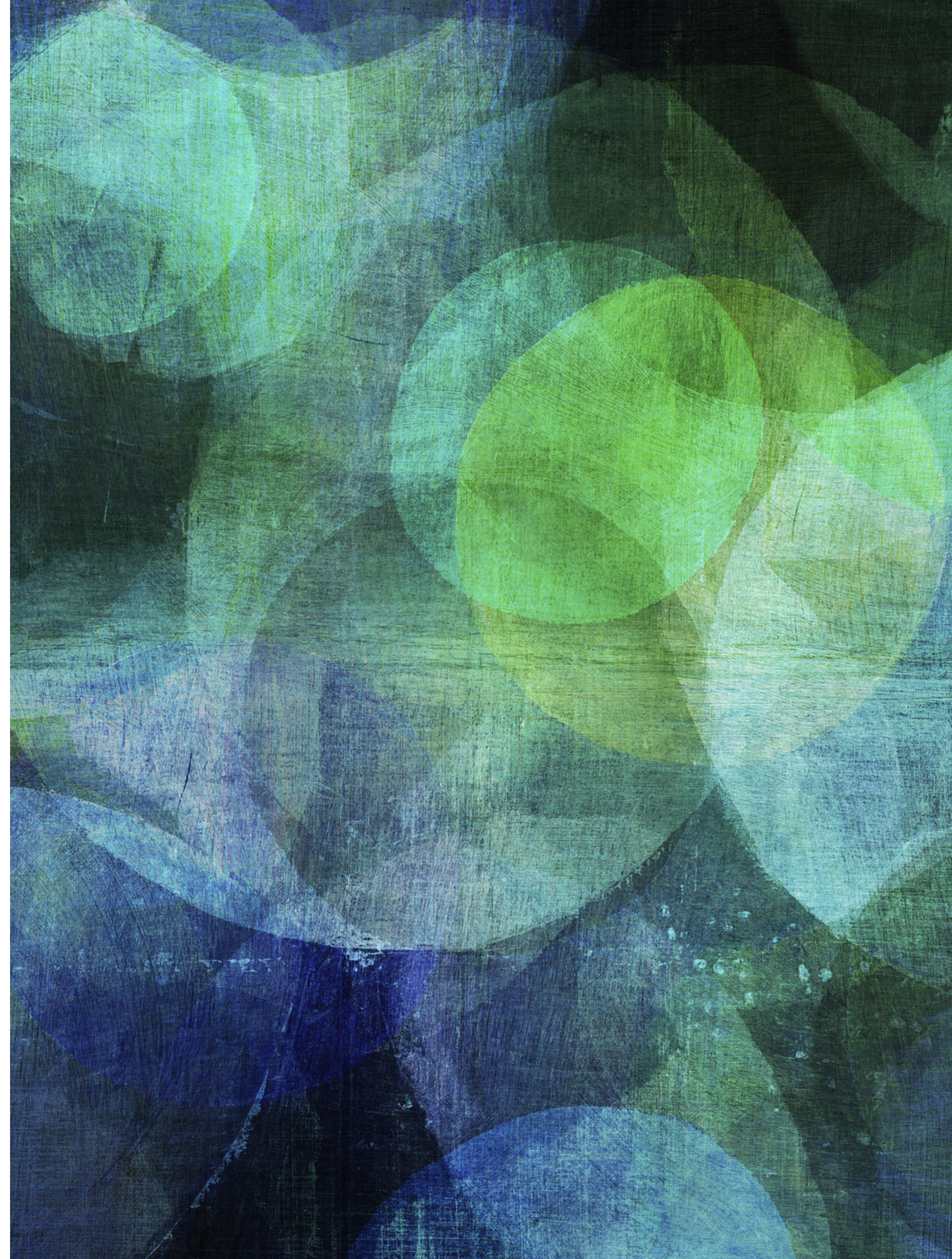
TCBS — CX

- In a customer-facing role at TCBS, I was primarily responsible for communicating with humans via in-person walk-ins, through the shop's 5 inboxes, incoming phone calls, and social media
- Answer customer + vendor questions, and serve as the primary point of contact; created message templates of frequently asked questions
- Write personalized sales quotes based on family or individual's specific mobility needs
- Led business efforts to increase access to adaptive bicycles for school districts, senior organizations, or families of a disabled person



TCBS — CX

- Created a system of tagging and assigning communications to different sales/service/adaptive cycling teams
- Developed informational handouts for customers to take with them, including websites, bike pricing, and shop details
- Created a pleasant and enjoyable experience for customers of all ages + abilities, and provided small toys and coloring activities for children who struggle to wait while adults talk



TCBS

Software + Tools regularly used:

- **Ascend** — Point of Sale (POS) system used for managing inventory, customer information, and purchases (terminal system)
- **Citrus Lime** — Cloud-based POS system used for managing inventory, customer information, and purchases across TCBS's two locations
- **Front** — Five Inboxes + Social Media messaging management platform
- **Google Calendar** — Scheduled meetings + appointments for St Paul customers to meet with TCBS's owner during regularly organized trips/visits to the second shop location; created calendar availability for customers to meet with me virtually about adaptive cycling options
- **Google Sheets** — Project management documents; tracking bike orders, builds, and timelines
- **Excel + Numbers** — Spreadsheets for inventory data management and updates to POS systems



USABILITY TESTING RESULTS

(Sample of 2022 HHAX report
presented to key stakeholders)

Executive Summary



Remote moderated user tests were conducted on the HHAeXchange Unified Mobile App-Self Direction (UMA-SD) prototype with 4 Direct Care Worker participants (from Pennsylvania and New York) between Aug 18 and Sep 9.

Participants were asked to complete two tasks using the Evvie native mobile app that they already use on their phone. The same 2 tasks, as well as 3 additional tasks for new features, were tested using the UMA-SD prototype.

For both Evvie and UMA-SD, all users completed the tasks successfully and within a satisfactory timeframe.

Net Promoter Scores (NPS) were 5.5 (Detractor) for Evvie app and 8 (Passive Promoter) for UMA-SD prototype.

System Usability Scores (SUS) for Evvie and UMA-SD were 80 and 77, respectively. There is no statistical difference between the two scores.

“

Yeah. I kind of really like this. I mean, I have everybody who works here in my phone, but this is cool.”

[re: Patient Details in UMA-SD]

Staff Manager (U4)



“It wasn’t so much easier as it was smoother design-wise and flow-wise. The way the two profiles can transition between each other was more fluid. ... If I complete a shift with a couple of patients at once, they both do the job, I just think this one is smoother and nicer.”

Caregiver (U2), re: UMA-SD prototype compared to Native Ewie app



Research Study



Objectives

- a. Determine users' ability to complete tasks using the Evvie native mobile app and UMA-SD prototype
- b. Identify the most common errors or inefficiencies users make
- c. Gather feedback on users' feelings and overall thoughts about the usability of the two apps

Methodology

- Moderated usability tests conducted via Zoom
- 60–90 minute testing sessions
- 2 scenario-based tasks completed in the Evvie native mobile app
- 5 scenario-based tasks completed in the UMA-SD prototype
- Post-task + post-test standardized questionnaires

Task Scenarios



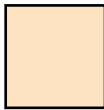
App	Task	Task Label	Task Description
Annkissam Native Evvie Mobile App	1	Login + Start Shift	You just arrived at the home of “Evvie Consumer” and his wife “Evvie Twosumer” – participants of Community Health Choices / Tempus – to help them with their daily care. Use the AK Evvie app downloaded on your phone to clock-in to the visit with these two patients.
	2	Record Shift Details + End Shift	You are nearing the end of your visit. For Evvie Consumer, add details to the required fields and record in the feedback that Consumer was happy and appreciated your visit. You are ending this visit at the YMCA. For Evvie Twosumer, add the required information and document that Evvie was not happy, or unhappy. You will also end this visit at the YMCA. Complete the visit.
HHAeXchange UMA-SD Prototype	1	Change language	You prefer to use Spanish. Without logging in, change the language from English to Spanish on this mobile app.
	2	Login + Start Shift	You just arrived at the home of Alexander Stephanopoulos and his wife, Jessica, participants of Community Health Choices / Tempus, to help them with their daily care (consecutive shifts). Use the app to clock-in to your visit with these two patients.
	3	Find emergency contact	Alexander asked you to call his friend, John, their emergency contact. Find John’s phone number in the mobile app.
	4	Record Shift Details + End Shift	You are now near or at the end of your visit. For Alexander, record that you completed Goal 1 and received feedback that he was happy and appreciated your visit. Document that you went grocery shopping and prescribed diet-assist tasks for him, and make up information for the other required fields. For Jessica, record that you completed Goal 3 and got feedback that she was not happy (or unhappy). Document that you made the bed, swept floors, and cleaned the refrigerator for her. Complete the visit.
	5	View + Edit Shift	Just as you were about to leave, Jessica asked you to empty the trash for them. You already clocked out of the visit, but now update the documentation to include this additional task that you completed for Jessica.

Participant Demographics



4
Total
Participants

Position	Location	Age
Caregiver	Pittsburgh, PA	46–55 years
Direct Care Worker	Allentown, PA	36–45 years
Staff Manager	Westport, NY	46–55 years
Caregiver	Franklin, PA	26–35 years

 Direct Care Worker



Design Changes

Scott Kuehnert, UX Designer

Prototype Updates



- 1. Sign Up changed from hollow button to a link with leading text above

Username

ha*****

Not you?

Password

Forgot password?

Log In

Sign Up

A Z

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Privacy Policy

Terms of Use

EULA

Email

ha*****

Not you?

Password

Forgot password?

Log In

Don't have an account?

Sign Up Here

A Z

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Privacy Policy

Terms of Use

EULA

Help

- 2. Updated “View/Change Agency” icon

HHAeXchange

Patients

Search by Name or Address

> Alexander Stephenopoulos

> John Peterson

> Jessica Jeffreys

> Adam Savage

> George Washington

Patients

Help

Menu

HHAeXchange

Consumers

Search by Name or Address

> Alexander Stephenopoulos

> John Peterson

> Jessica Jeffreys

> Adam Savage

> George Washington

Consumers

Help

Menu

Prototype Updates



3. Updated action buttons for shared-care self-directed shifts (including mapping back button to previous patient)

4. Updated ordering of fields for self-directed shifts

← Thomas Jefferson (1 of 2) ?

May 17, 2022 00:31

Patient Details 9:05 AM -

Shift Details Thomas Jefferson

All fields marked with an asterisk (*) are required.

Service Code *

Select Service Code Indirect Services

Start Location *

Home

End Location *

Home

Notes *

Goals

Select Goals

Consumer Enrollment ID *

Select Patient Enrollment ID

Consumer Response

Select Consumer Response

Activities of Daily Living (ADLs)

+ Add ADLs

Continue

← Thomas Jefferson (1 of 2) ?

Sep 23, 2022 02:36

Consumer Details 9:05 AM -

Shift Details Alexander Stephenopoulos

All fields marked with an asterisk (*) are required.

Service Code *

Select... Indirect Services

Consumer Enrollment ID *

Select...

Start Location *

Select...

End Location *

Select...

Activities of Daily Living (ADLs)

+ Add ADLs

Goals

All

Consumer Response

Select...

Notes *

Limit to 1000 characters

Continue to Next Patient

← Thomas Jefferson (1 of 2) ?

May 17, 2022 00:31

Patient Details 9:05 AM -

Shift Details Thomas Jefferson

All fields marked with an asterisk (*) are required.

Service Code *

Select Service Code Indirect Services

Start Location *

Home

End Location *

Home

Notes *

Goals

Select Goals

Consumer Enrollment ID *

Select Patient Enrollment ID

Consumer Response

Select Consumer Response

Activities of Daily Living (ADLs)

+ Add ADLs

Continue

← Thomas Jefferson (1 of 2) ?

Sep 23, 2022 02:36

Consumer Details 9:05 AM -

Shift Details Alexander Stephenopoulos

All fields marked with an asterisk (*) are required.

Service Code *

Select... Indirect Services

Consumer Enrollment ID *

Select...

Start Location *

Select...

End Location *

Select...

Activities of Daily Living (ADLs)

+ Add ADLs

Goals

All

Consumer Response

Select...

Notes *

Limit to 1000 characters

Continue to Next Patient

Prototype Updates



5. Added underline to links within modal headers and off-canvas panels to help communicate the affordance of tappability

← Thomas Jefferson (1 of 2) ?

May 17, 2022 00:31

Patient Details

Shift Details

Thomas Jefferson

All fields marked with an asterisk (*) are required.

Service Code *

Select Service Code ▼

☐ Indirect Services

Start Location *

Home ▼

End Location *

Home ▼

Notes *

← Thomas Jefferson (1 of 2) ?

Sep 23, 2022 02:36

Consumer Details

Shift Details

Alexander Stephenopoulos

All fields marked with an asterisk (*) are required.

Service Code *

Select... ▼

☐ Indirect Services

Consumer Enrollment ID *

Select... ▼

Start Location *

Select... ▼

End Location *

Select... ▼

Activities of Daily Living (ADLs)

+ Add ADLs

New Visit

Clock Out

11:00 AM - 12:00 PM

9:00 AM - 10:30 AM

11:00 AM - 12:00 PM

9:00 AM - 10:30 AM

Thomas Jefferson

DOB: 04/17/1948

Patient ID: 1234567 [XYZ-11111]

Admission ID: 87654321

Phone Numbers

(555) 555-4455 >

(555) 444-4321 >

(555) 333-3333 >

Addresses

123 Mechanic St. Freeport, NY 11520 >

One Court Square, 45th Floor, New York, NY 10006 >

42515 45th ST NE, New York NY 11520 >

Emergency Contacts

John Elderman (Friend)

← Alexander Stephenopoulos

Oct 06, 2022

Consumer Details

Shift Details

Alexander Stephenopoulos

All fields marked with an asterisk (*) are required.

Service Code *

Select...

Consumer Enrollment ID *

Select...

Start Location *

Select...

End Location *

Select...

Activities of Daily Living (ADLs)

+ Add ADLs

Phone Numbers

Primary Phone

(555) 555-4455 >

Secondary Phone

Addresses

Primary Address

123 Mechanic St. Freeport, NY 11520 >

Emergency Contacts

John Elderman (Friend)

(123) 456 - 7189 >

583 Temporary Rd. Freeport, NY 11520 >

24

Prototype Updates



6. Updated Timesheets design to include shift details, used different verbiage for action buttons, and include a link to access timesheets from the patients list

←

Alexander Stephenopoulos's Timesheet

10/01/2022 - 10/06/2022

Sun - 10/01/2022

Visit Time

01:15 AM

to

04:00 AM

+ ADLs

Visit Time

12:15 PM

to

03:30 PM

+ ADLs

Mon - 10/02/2022

Visit Time

01:15 AM

to

04:05 AM

+ ADLs

Visit Time

12:00 PM

to

03:30 PM

+ ADLs

Tues - 10/03/2022

Visit Time

Continue

←

Alexander Stephenopoulos's Timesheet

10/01/2022 - 10/06/2022

Sun - 10/01/2022

Visit Time

01:15 AM

to

04:00 AM

– Shift Details

All fields marked with an asterisk (*) are required.

Service Code *

Service Code 1

Indirect Services

Start Location *

Home

End Location *

Community

+ ADLs

Visit Time

12:15 PM

to

03:30 PM

+ Shift Details

+ ADLs

Save

Cancel

HHAexchange

Search by Name or Address

Q

Consumers

▼ Alexander Stephenopoulos

Consumer Details

View Timesheet

Enrollment ID

C10101

Start Shift

> John Peterson

> Jessica Jeffreys

> Adam Savage

> George Washington

Consumers

Help

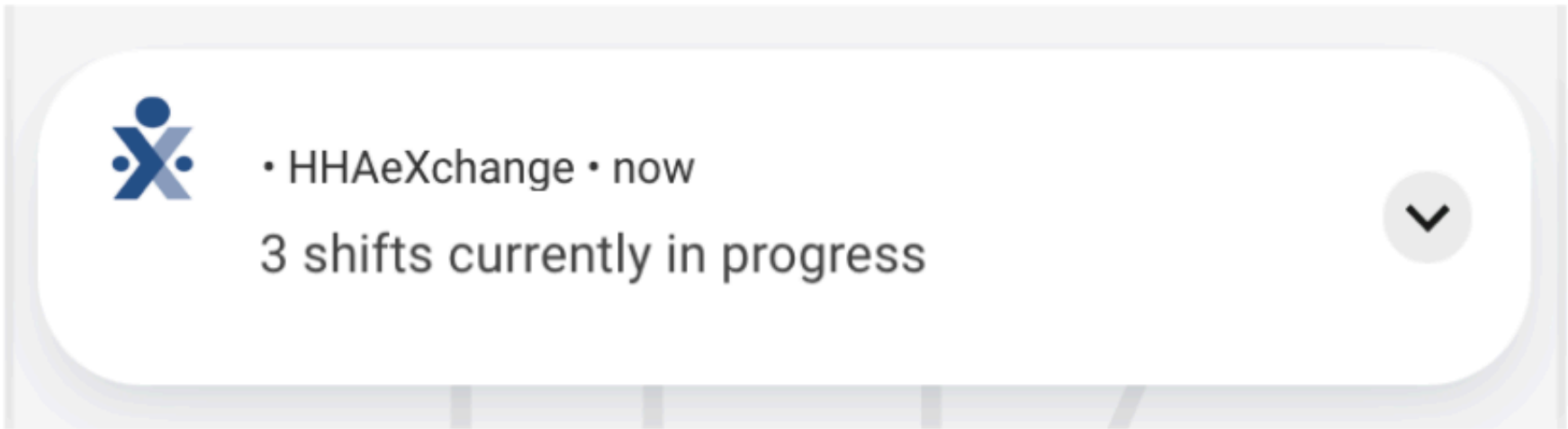
Menu

Note: excluded from MVP

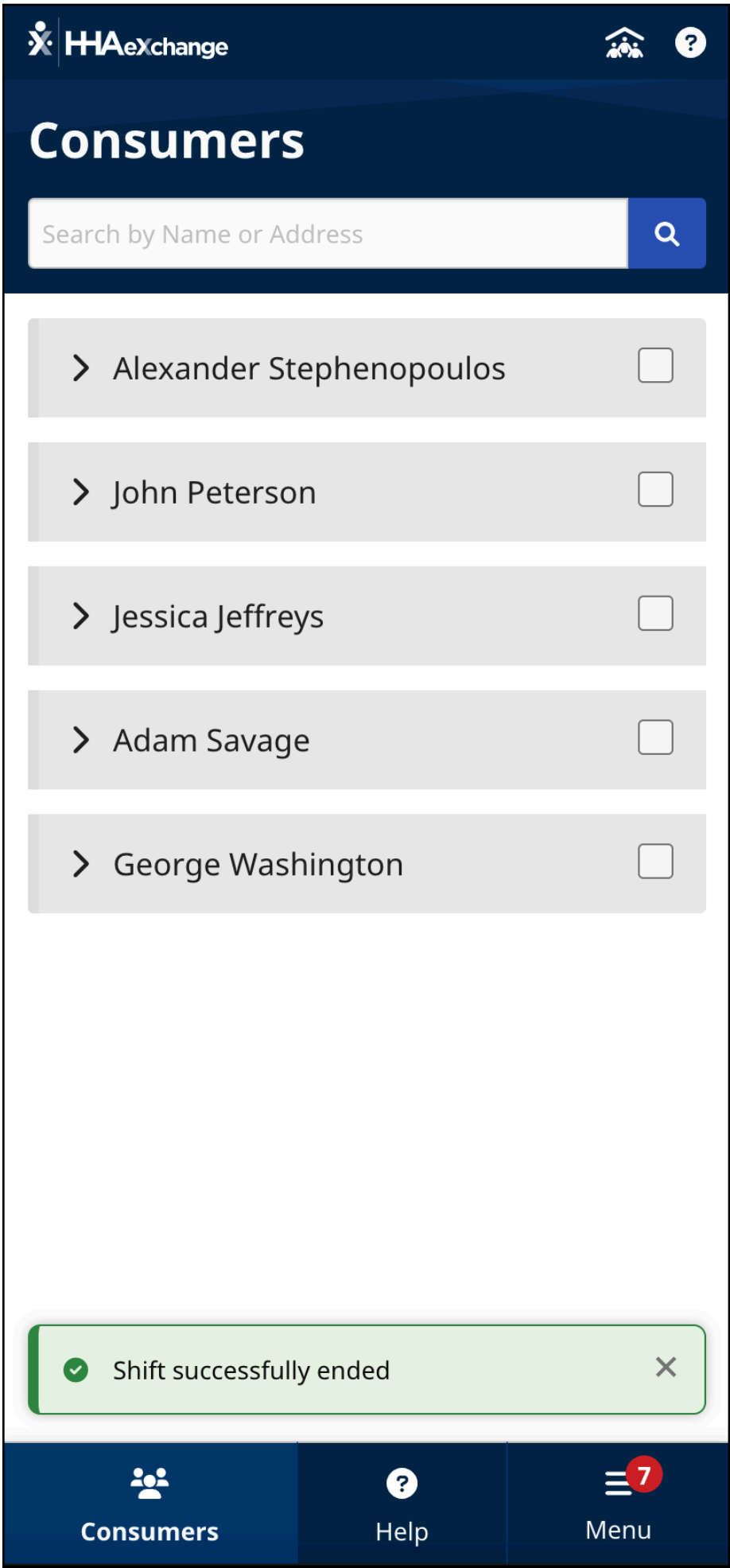
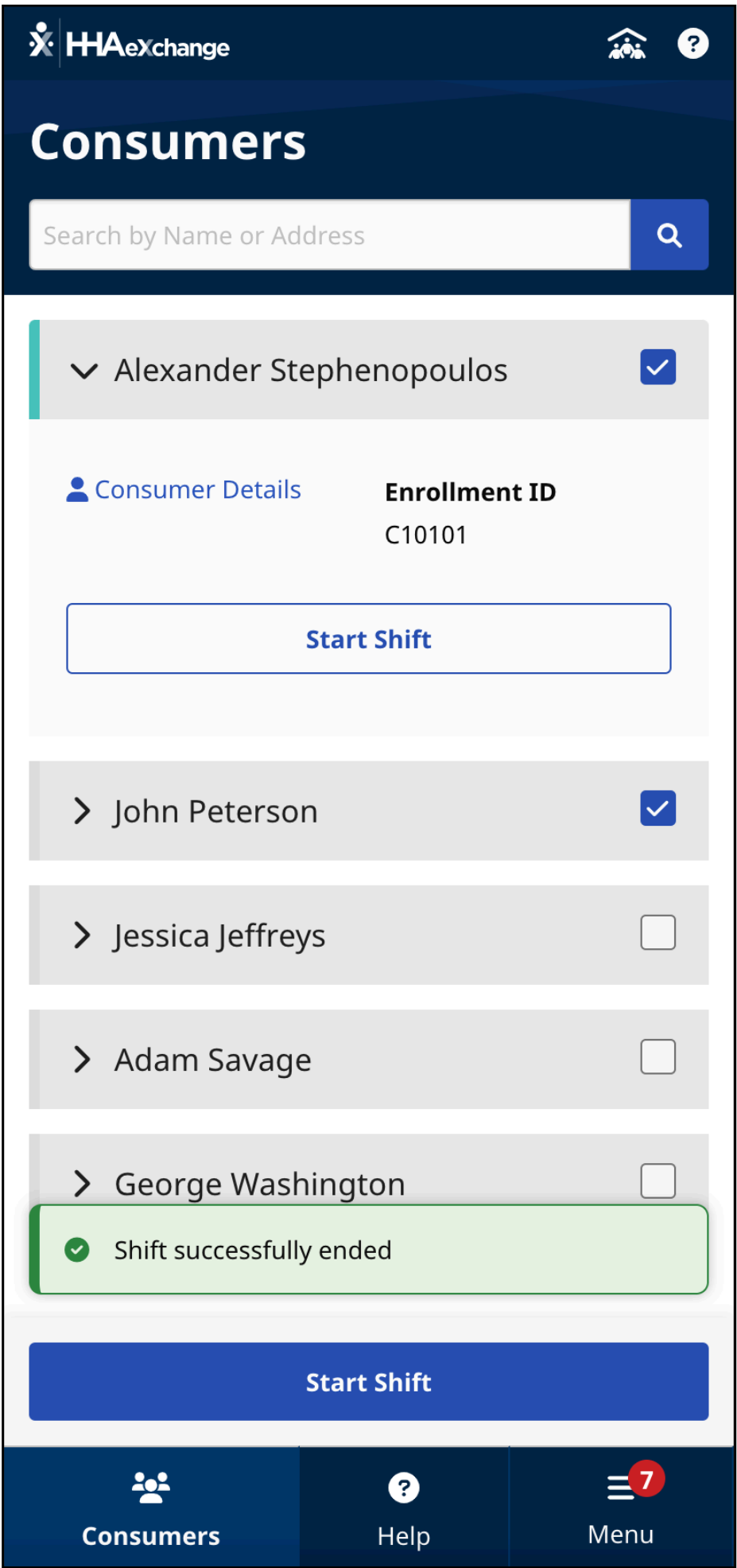
Prototype Updates



7. Added a banner notification when users navigate away from the application when a shift is in progress



8. De-selected consumers after shift has ended and collapsed accordion





Insights + Next Steps

Insights



Patient Details

A mobile app mockup for the 'Patient Details' screen. It features a dark blue header with a back arrow, the name 'Alexander Stephenopoulos', and a close button. Below the header, there are sections for 'Consumer Details' (DOB: 04/17/1948, Enrollment ID: C10101), 'Shift Details', and 'Phone Numbers' (Primary Phone: (555) 555-4455). A note at the bottom states 'All fields marked with * are required'.

Add ADL's

A mobile app mockup for the 'Add ADL's' screen. It includes a dropdown menu for 'End Location' with a red asterisk indicating it is required. Below this is a section for 'Activities of Daily Living (ADLs)' with a '+ Add ADLs' button. At the bottom, there is a 'Goals' dropdown menu set to 'All'.

- **Patient Details:** DCWs like the addition of Patient / Consumer Details in the UMA-SD prototype

- **Add ADLs:** New York DCWs need to prove why they are with a patient for 8 hours + they like the addition of 'Add ADLs' feature to shorten their typed notes

- **View/Edit Timesheet:** Although it is excluded from the MVP, DCWs really like the ability to edit their timesheet in the UMA-SD prototype

- **Authorized Hours:** Showing the number of approved hours each DCW can work each week would be a valuable addition to mitigate issues and confusion with timesheets, "unpaid hours," etc.

View/Edit Timesheet

A mobile app mockup for the 'View/Edit Timesheet' screen. It shows a dropdown menu for 'Alexander Stephenopoulos' with a close button. Below this are links for 'Consumer Details' and 'View Timesheet'. The 'Enrollment ID' is displayed as 'C10101'. At the bottom, there is a 'Start Shift' button.

Authorized Hours

A mobile app mockup for the 'Authorized Hours' screen. It features a dark blue header with a back arrow, the name 'Alexander Stephenopoulos's Timesheet', and a date range '10/01/2022 - 10/06/2022'. Below the header, there is a section for 'Sun - 10/01/2022' with a 'Visit Time' dropdown menu set to '01:15 AM' to '04:00 AM'.

Next Steps



- Continued usability testing of the UMA over the course of development + recruitment of caregiver participants
- Ongoing updates to the UMA prototype throughout testing in collaboration with UX Design + Dev teams
- Analysis of user research (Caregiver UX Satisfaction Survey) and development of caregiver personas

THANK YOU

*I appreciate you taking the time
to look through my work!*

Please reach out with any questions,
comments, or to schedule a time to discuss
my work in Experience and Service Design.

*Amanda Rieder Sandora
(920) 979-7696
arsandora24@gmail.com*

