

SHARMA YELVERTON
Product Design
Portfolio



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HELLO

MY NAME IS

SHARMA

AND I DO

User Centered

DESIGN

SOME PEOPLE I'VE WORKED WITH



**SPRINGER
NATURE**

**BBC
CHILDREN
IN NEED**

nationalgrid



Sainsbury's



TH_NK



**WINCOR
NIXDORF**

dentsu

HAVAS



realise

bitzesty^{oi}

seren



SPRINGER NATURE

Case Study:
Springer Nature
Article Processing
Platform (Snapp)

THE CLIENT:

Springer Nature is a large publisher of scientific journals. They are currently building their own platform to manage the editorial and peer review process of scientific research, so as to move away from legacy competitor owned systems and take control of their user experience.

THE BRIEF:

Support the design and development of a new article processing system that is fast, simple and convenient to use. This should enable Springer Nature's extensive and diverse portfolio of journals to improve their operational efficiency and provide a positive user experience for customers (the submitting authors).

Aims: Improve customer satisfaction and reduce turnaround time from submission to publication.

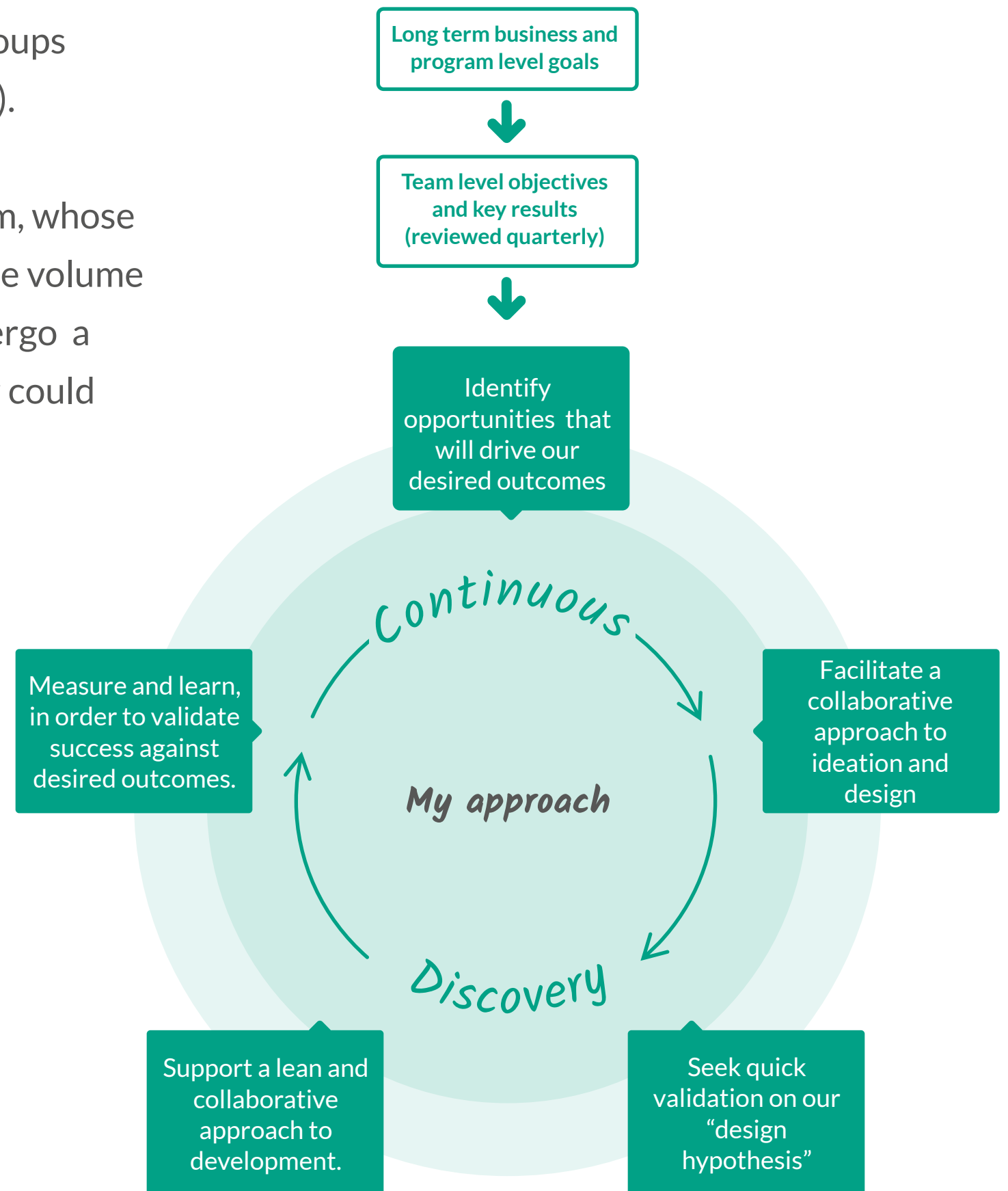
About Snapp: <https://www.springernature.com/gp/snapp>

There were several product teams within the Snapp program each focused on supporting the experience for one of the user groups involved in the process (authors, editors, peer reviewers etc).

I worked predominantly with the “Editorial Experience” team, whose aim was to provide a platform for editors to manage the large volume of submissions to their journal. Each submission had to undergo a rigorous editorial and peer review process before the editor could reach a publication decision.

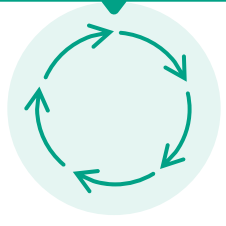
My role in the team

- Supported and informed the product strategy, prioritisation and objective setting.
- Gathered and processed user insight.
- Served as facilitator of the ideation and design process.
- Created refined UI design and functional specifications.
- Advocated for a culture of continuous learning and for the importance of validating success against measurable outcomes.
- Worked closely with developers to enable a lean and iterative approach to design and development.



IDENTIFYING OPPORTUNITIES THROUGH ANALYSIS OF USER INSIGHT

Identify opportunities



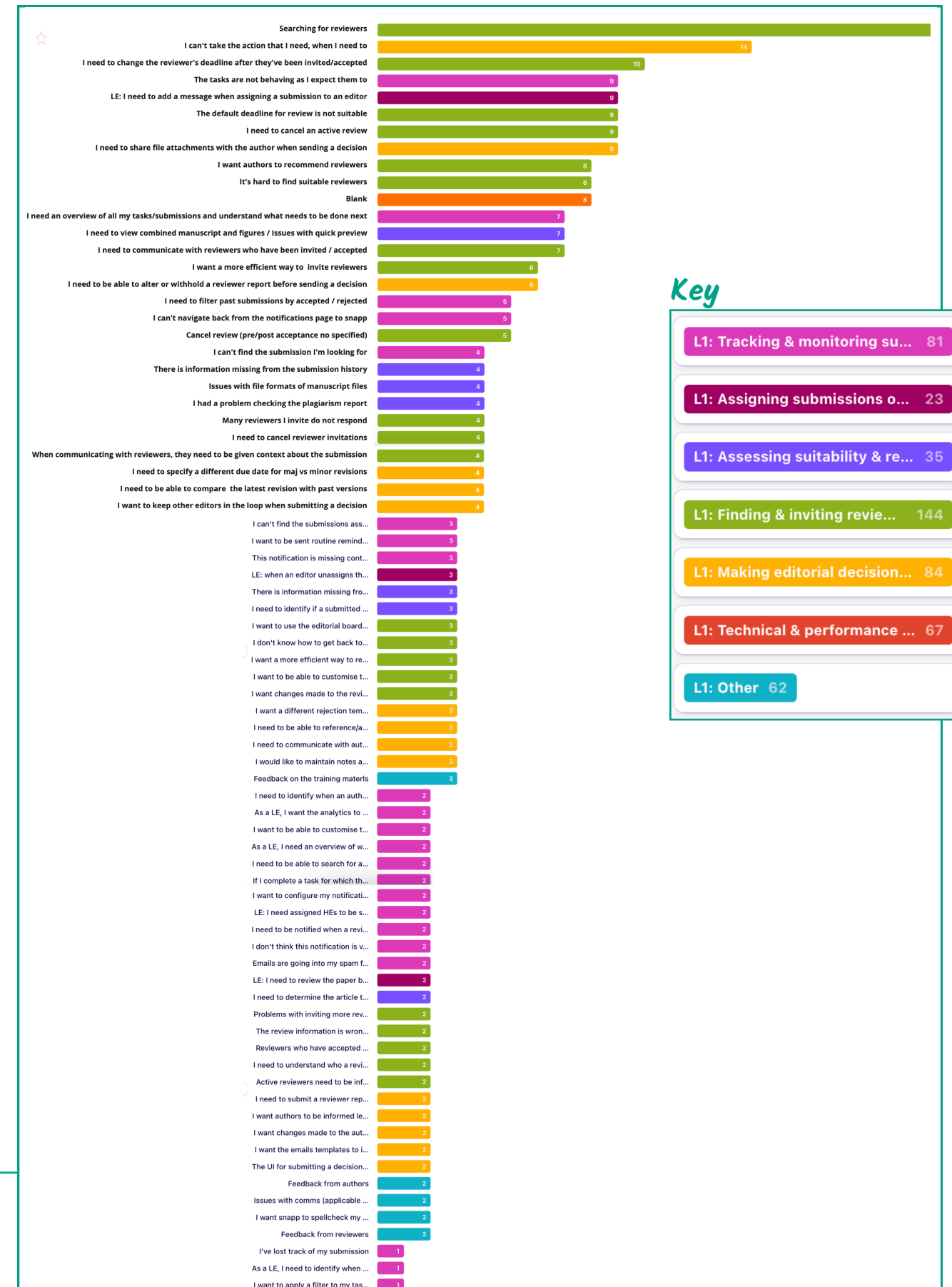
I employed several discovery methods to identify and prioritise user needs or problems that we believed would drive our desired outcomes if addressed.

I draw extensively on ideas from the books 'Continuous Discovery Habits' by Teresa Tores, and 'Lean UX' by Jeff Gothelf & Josh Seiden, which have come to underpin a lot of my thinking in UX.

Discovery practices:

- Collecting and classifying large volumes of user feedback from various sources (online feedback form, customer support requests).
- Speaking regularly with users to understand their needs and their problems.
- Conducting targeted research initiatives (e.g. structured interviews, user testing, unmoderated diary studies)
- Combining user insight with system data, in collaboration with data analysts, to identify and determine measurable outcomes.

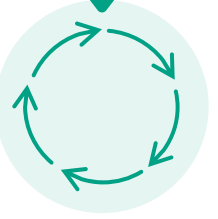
Example: Ranking of known user problems (using Dovetail)



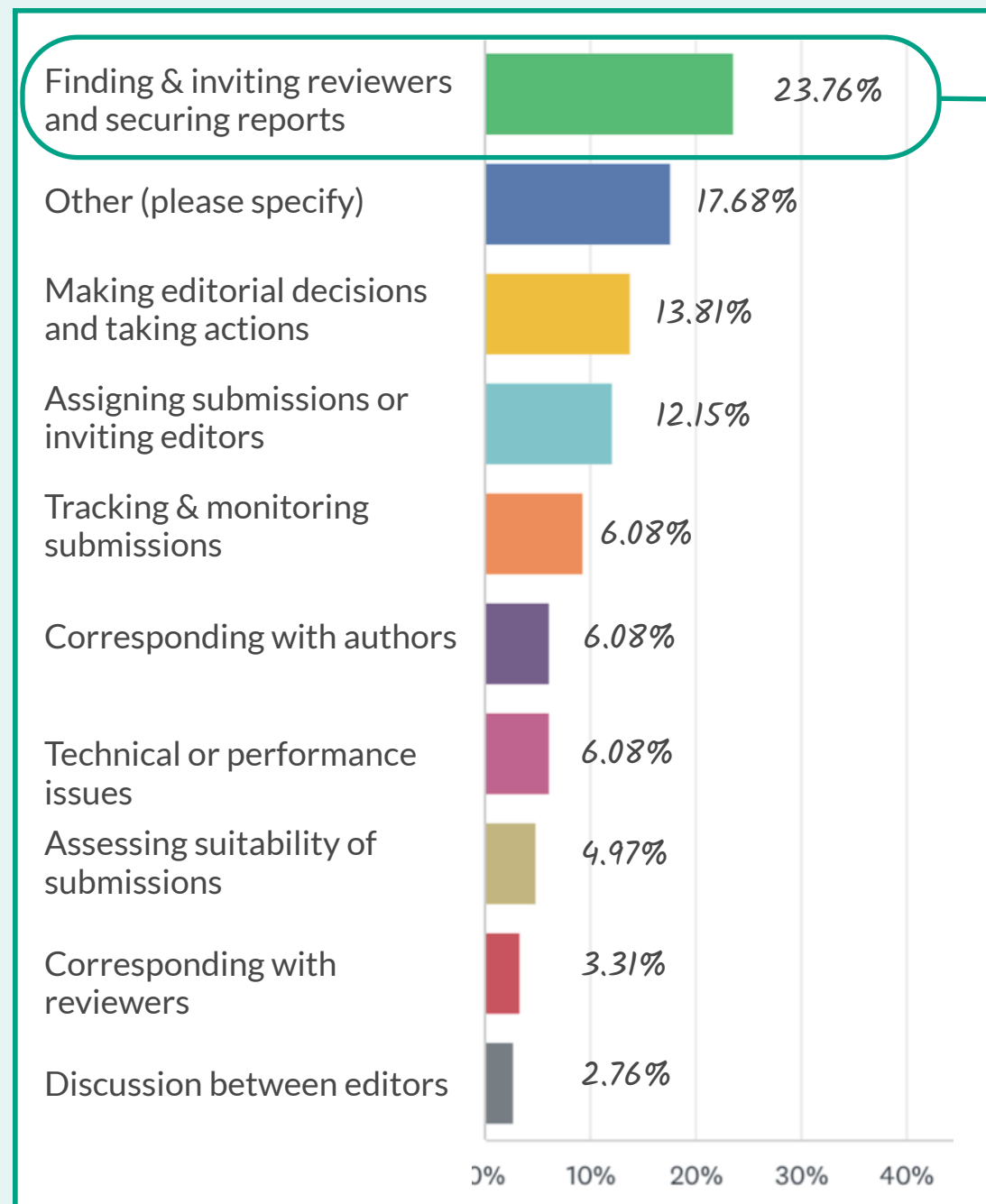
EXAMPLE: Analysis of user feedback

A significant portion of our user insight came from online feedback forms, which provided invaluable insight but was challenging to manage at scale. I invested considerable effort in analysing this manually to derive prioritised user needs that informed our product strategy. However, toward the end of my time there, we began exploring how AI could support this process. Since leaving, I have continued to follow the evolving landscape of AI and to explore how these tools can enhance and streamline the research and design process.

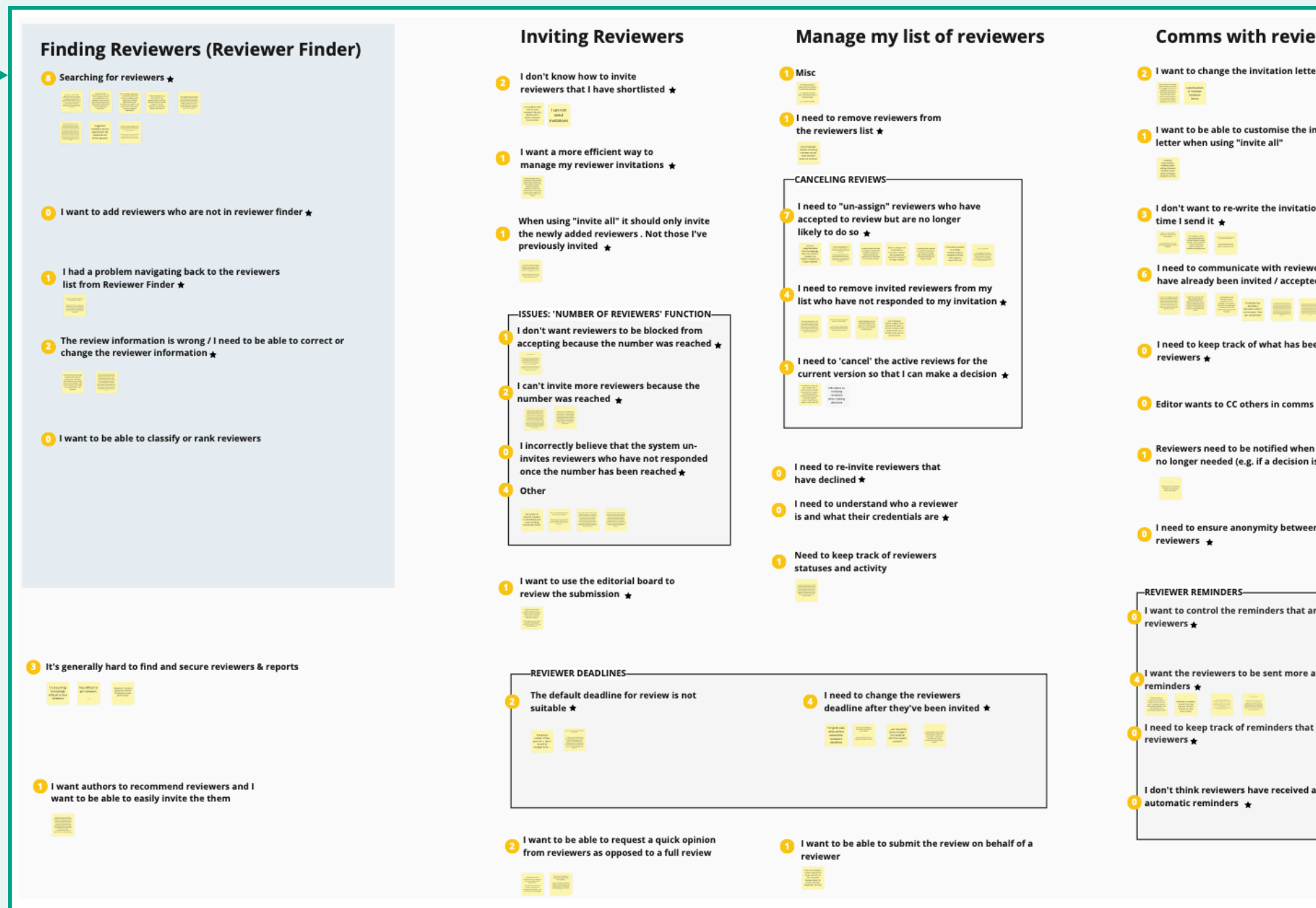
Identify opportunities



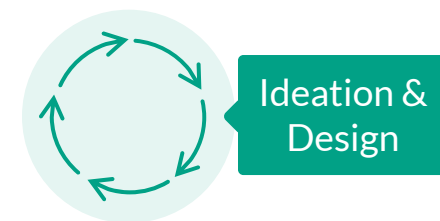
High level 'user selected' classification



Granular breakdown of "Finding & inviting reviewers and securing reports"



FACILITATE A COLLABORATIVE APPROACH TO IDEATION AND DESIGN

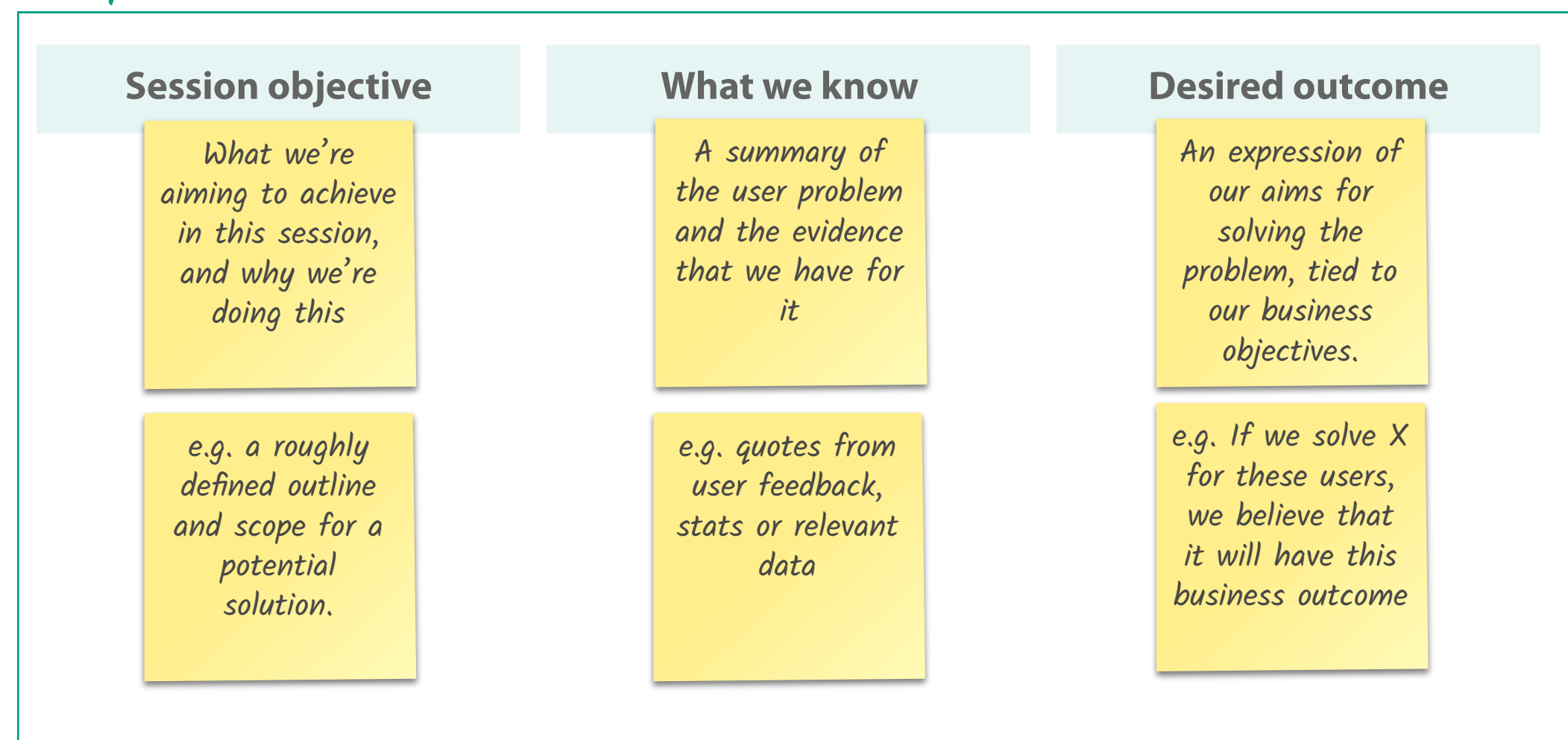


I'm a firm believer that product teams can achieve the best results by taking a cross-functional and collaborative approach to ideation and design. An essential aspect of a UX designer's role should be to facilitate the team through this process. Together we can achieve a design hypothesis that is more robust, that allows us to be more mindful of potential limitations early on, and that reduces the teams dependency on handover documentation between design and development.

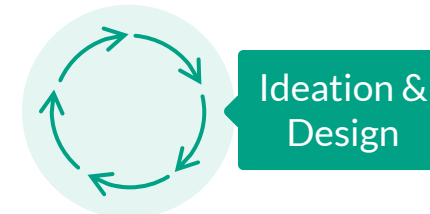
How I approach ideation & design with the team

Once we have decided to prioritise a particular problem or opportunity, I typically lead an ideation & design workshop with the team and stakeholders. There are numerous formats these can take depending on the goals, but I aim to provide as much context and insights as possible to guide and support the process.

Example: Format for ideation session introduction



EXAMPLE: Ideation session - Enable Editors to "uninvite" reviewers - Introduction



The following is an example from an ideation session that I ran with the team where we planned to introduce new functionality for editors to be able to "un-invite" (aka cancel) reviewers who had previously accepted to review a submission.

Session Introduction

SESSION OBJECTIVE

To identify and agree a solution of appropriate scope to enable editors to un-invite reviewers.

WHY WE ARE DOING THIS?

We have identified a number of problems relating to managing reviewers. This particular problem has been prioritised as it is one of the most frequently reported and causes a significant issues for users in this situation.

This insight comes from the following sources: CSAT feedback, feedback from onboarding, publishing and customer support teams, and Q3 editor interviews.

USER PROBLEM

Editors have expressed a need to be able to "un- invite reviewers" when a reviewer becomes "unresponsive" or has expressed that they are no longer available to review.

USER STORY

As a handling editor,

I need to be able to "un- invite" a reviewer who has accepted to review but is no longer going to complete a review,

So that I can maintain my list of active reviewers and more easily keep track of which reports I am still waiting for.

WHAT WE KNOW

Evidence of the user problem such as quotes from users, number of mentions of problem via customer support or user feedback form, any relevant data.

OUR HYPOTHESIS

We believe that enabling editors to "un- invite" accepted reviewers will lead to them securing sufficient reviewer reports sooner.

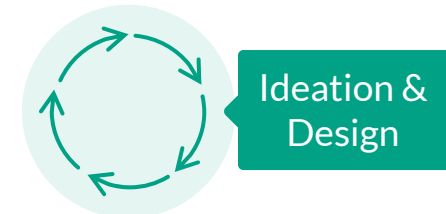
This relates directly to our current key results: "reduce turnaround times to secure sufficient reports"

We also believe that enabling editors to "un- invite" accepted reviewers will make the task of managing reviewers and securing reports easier for editors. It will allow them to maintain their list of active reviewers and more easily keep track of them.

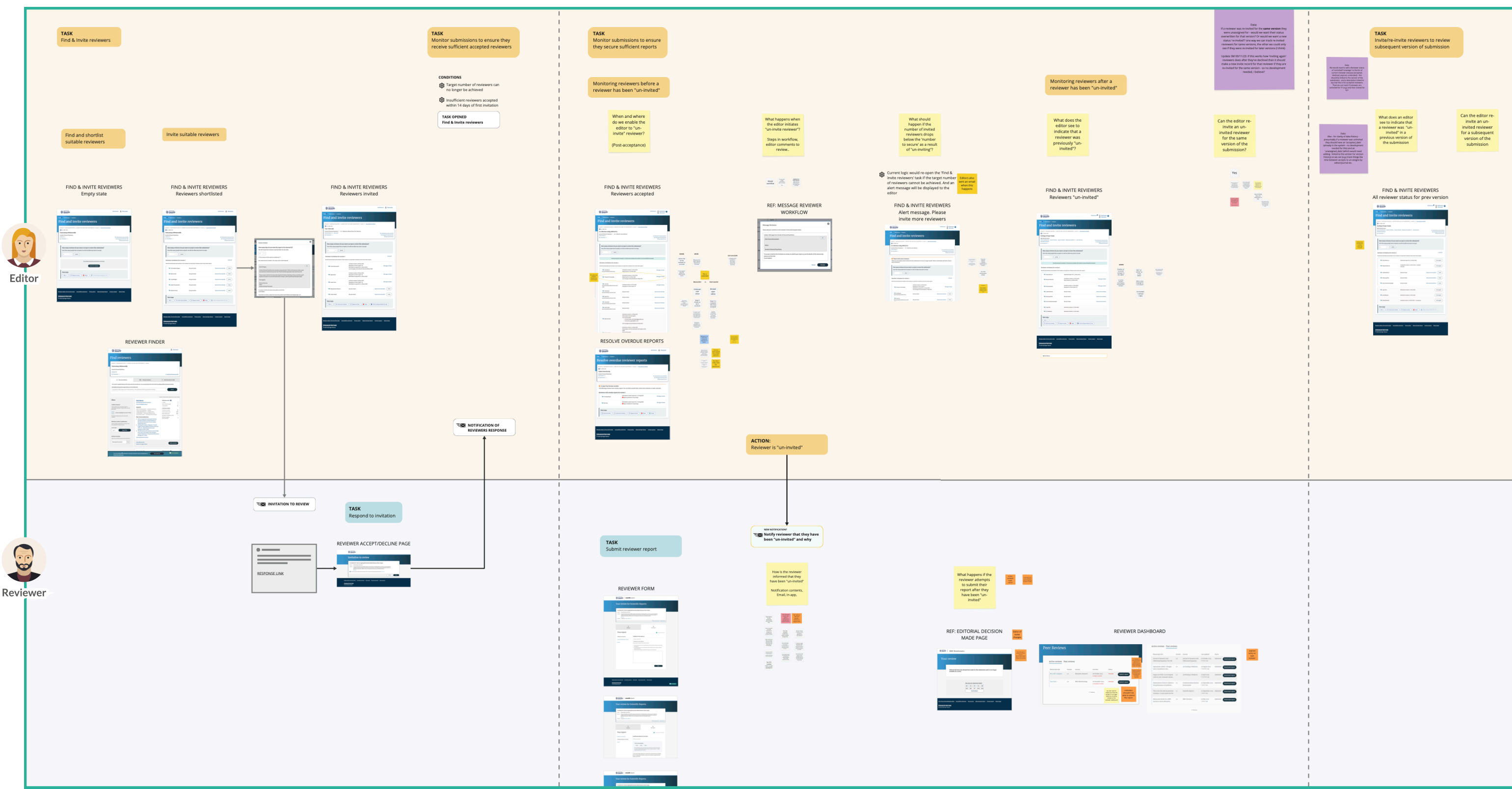
This relates to our other broad objective which is to improve customer satisfaction, and the program goal of making it "faster and easier"



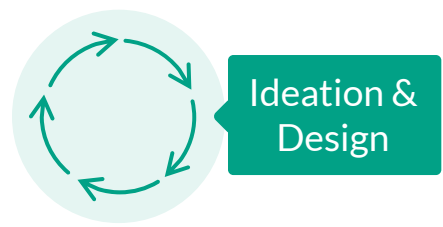
EXAMPLE: Ideation session - Enable Editors to "uninvite" reviewers - Ideation and Design



I conducted the main part of this workshop by walking the team through a pre-prepared user journey, with the aim of ensuring that all aspects of any potential solutions would be considered. I had identified a series of essential questions that needed to be discussed and any thoughts, ideas, concerns or decisions from these resulting discussions were captured on the board throughout the session.



CO-DESIGN WITH USERS



In some situations it can be valuable to involve users directly in the design process. It is important to caveat that the output of this will not represent the final design solution as many more considerations need to be taken into account, however such a session can be a valuable means to inform a final solution.

How I approach co-design with users

In the following example I took the users through a series of scenarios, which they would typically experience in their editorial role. In each scenario, I would have them express what content or information they needed in order to complete their task, and describe how or where they might expect to see this. During this process I would sketch what they described on a whiteboard for them to see and input further.



Example questions:

What information do you need to see in order to complete this task?

In what way does this information enable you to complete the task?

Would you be able to complete the task without it?

How or where might this be shown on the page?

What steps do you need to take in order to complete the task?

EXAMPLE: Co-design of reviewer invitation management

We were designing a part of the system that would allow editors to manage their reviewer invitations for a given submission. The activity of finding, inviting and securing suitable reviewers was well known to be the most time consuming stage in a submission's lifecycle. As such it presented a great opportunity for optimisation.

Format:

I lead a group of 5 editors from different journals through a series of typical scenarios relating to reviewer management. Each scenario presented new situations that would necessitate adding additional complexity to the page. The output of the discussion was sketched on the whiteboard or captured as post-it notes.

Scenario 1:

You are ready to invite the first batch of reviewers for this submission. You have shortlisted 10 potential candidates and you want to initially invite 4 of them.

Content to display:

- shortlisted reviewers
- invited reviewers

Example questions:

How or where might this be shown on the page?

What information about reviewers do you need to see in order to decide who to invite?

Scenario 2:

Some time has passed and several reviewers have responded to their invitations but you still don't have enough accepted reviewers. You want to cancel reviewers who have not responded at all, and invite more as necessary.

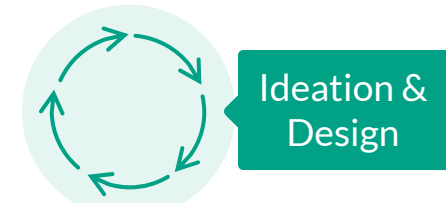
Content to display:

- declined reviewers
- reminders sent to reviewers
- Action: cancel invitation

Example questions:

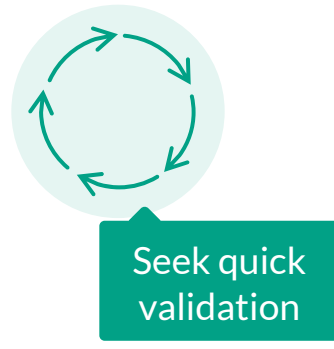
Where would you expect to see reviewers who have declined?

What information do you need to see in order to judge if you should cancel an invite?



WORKSHOP OUTPUT

SEEKING VALIDATION ON OUR DESIGN CONCEPTS



I believe that in order to pick the best method to validate your hypothesis or designs, you need to consider a number of factors, e.g. what it is that you need to validate, the complexity of the planned feature or change, project delivery timelines, your access to users etc. Sometimes it's worth making a prototype and conducting moderated user testing, sometimes it's faster and cheaper to build a feature directly and to measure the impact, sometimes simple discussions with users or stakeholders can be sufficient.

In the following example I conducted a round of moderated user testing as the feature would introduce significant change, and the evaluation of the planned feature could be clearly structured around a series of scenarios and tasks.

Example: User testing design concepts for the reviewer "auto-invite" mechanism. Raw notes for scenario 1.

The image displays five sequential screenshots of the SNAPP 'Find and invite reviewers' interface, heavily annotated with user feedback notes. The interface shows a search process for reviewers, a list of 'Invited' reviewers, and 'Next steps' for the user. The annotations are as follows:

- Screenshot 1:** 'Do they know how to search & shortlist?' points to the search bar and 'Shortlist (0)' section.
- Screenshot 2:** 'Do they know how to search & shortlist?' points to the search bar. 'Reviewer finder feedback' notes are visible at the bottom.
- Screenshot 3:** 'Do they understand what's going on?' points to the 'Invited (0)' section. 'Can they re-order their shortlist?' points to the 'Shortlist (5)' section. 'Do they notice & understand the automation?' points to the 'Automatically invite new reviewers from the shortlist' toggle.
- Screenshot 4:** 'Do they know how to invite?' points to the 'Invite selected reviewers' button. 'Do they notice & understand the automation?' points to the toggle.
- Screenshot 5:** 'Do they notice & understand the automation?' points to the toggle. 'Do they know how to invite?' points to the 'Invite selected reviewers' button.

The bottom row shows five smaller screenshots of the 'Invite reviewers' process:

- Initial dialog box with the question: 'Do you want to use the same email for all automatic reviewer invitations?'.
- Dialog box with the question: 'Set reviewer deadline: How many days would you like to give the reviewer to complete their review?'.
- Dialog box with the question: 'Review and confirm: You've selected to invite the following reviewers: Sue Rhodes, Francis Gordon'.
- Success message: 'You have successfully invited two reviewers.'.
- Final state of the 'Find and invite reviewers' page showing the updated 'Invited' list.

SHARING BACK OUR FINDINGS WITH THE TEAM

I believe that it is valuable, when possible, to have team members directly participate in some research activities, be it as observers, note takers or in some cases co-facilitators. It's also essential to share back a full summary of the findings to the full team so as to inform the next stages of design or development.



In the following example I was able to structure the share-back around our task based objectives. This gave us some clear criteria on which to base our redesign.

Example: Share-back of findings from reviewer "auto-invite" user testing

Did they notice that they can re-order the shortlist?

1 YES 4 NO

P1 - No
P2 - No
P3 - No
P4 - Yes
P5 - No
P6 - No

Once they've noticed it (or if prompted), do they understand how to re-order the shortlist?

3 YES 2 DOESN'T COME UP 1 NO

P1 - Unclear if he realises that he can reorder, but he clearly understands that the order determines which would be invited first.
P2 - Doesn't come up. But talks about the need to reorder.
P3 - Doesn't come up
P4 - Yes
P5 - Yes. Not confident, but she realises that it's drag and drop.
P6 - No, even when prompted she doesn't figure out how to do it.

When do they first notice the automation functionality?

P1 - Quickly - after shortlisting reviewers. From the copy in the empty state.
P2 - Quickly - after selecting the reviewers to invite.
P3 - Never.
P4 - Quickly - after shortlisting reviewers.
P5 - At the 'review and confirm' step.
P6 - Quickly - after shortlisting reviewers. From the copy in the empty state.

Once they notice the automation, do they understand what it will do?

4 YES 1 Yes, some confusion 1 Never realises

P1 - Yes
P2 - Not confident, but her subsequent assumption is correct. However expects it to happen immediately in real time.
P3 - Never realises there's automation.
P4 - Yes, although she's not confident in how the cadence will work.
P5 - Yes
P6 - Yes

Do they think the automation will be helpful to them?

4 YES 1 Never realises 1 NO

P1 - Yes, says 'will save time.'
P2 - She doesn't see this as a major benefit to her because she's very inclined to bulk invite. Perhaps it would be of minor convenience, if it required to manual action from her.
P3 - Never realises there's automation.
P4 - Yes she understands, but doesn't know what the cadence of auto-invite will be.
P5 - Yes, says 'will save time.'
P6 - Yes, says 'will save time.'

Do they understand what will happen after they've sent the invites?

2 YES 3 YES, NOT CONFIDENT 1 DOESN'T READ

P1 - Yes mostly. Although has questions about how the system knows when to stop inviting & whether the time to respond is different from the time to complete review.
P2 - Yes, although she thinks the 10 day auto cancel is determined by the reviewer deadline.
P3 - Doesn't read it
P4 - Yes
P5 - Yes, but not entirely confident.
P6 - Yes, but not entirely confident.

What opinions do they express about this?

P1 - The automation will be very helpful
P2 - Doesn't see the automation as helpful to her. I concerned about the auto cancel. Although also confused about how this works.
P3 - Doesn't read it
P4 - Generally appreciates the automation to save time and effort.
P5 - The automated process will save a lot of time. However concerned about the cadence and the impact of TATs
P6 - Not sure about the auto cancel. Request the possibility to have editors manually cancel in stead.

4 Automation will save time and effort
1 Didn't notice automation
1 Automation won't be very helpful

Did they notice the #reviewers component?

4 YES 2 NO

P1 - No
P2 - Yes
P3 - Yes
P4 - Yes
P5 - Yes
P6 - No. But highlights the need for it on screen where it doesn't show.

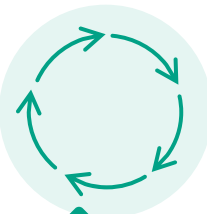
Did they understand how the #reviewers component works?

1 Yes
3 Yes, but assumes it's the same as old target#
2 Doesn't notice it

P1 - No, never noticed or mentioned
P2 - Assumes it works like the old target #.
P3 - Assumes it works like the old target #.
P4 - Yes she correctly understands that the automation will stop when this number is reached.
P5 - Assumes it works like the old target #.
P6 - Doesn't notice it. But highlights the need for it on screen where it doesn't show.

SUPPORTING DEVELOPMENT & DESIGN DOCUMENTATION

I believe that by establishing a collaborative approach to design, we can reduce dependency on documentation, and to be more flexible to unforeseen challenges further down the line.



Supporting development

After having defined the broad strokes of our design with the wider team, I typically work closely with UI design and front end development to produce a refined UI design that is compliant with our organisations design principals, accessible and intuitive for our users. I provide further specifications within our Jira tickets and always maintain an open dialogue with developers throughout the entire design and development process.

Example: Final UI designs for 'auto-invite' reviewers functionality

01 - Set parameters and start "auto-invite"

02 - Review details and confirm

03 - Automation running

Automation stopped - Success! reviewers secured.

Automation stopped - Problem! Insufficient reviewers

Automation stopped manually by user

Case Study:
Sainsbury's
Legacy Transformation

THE CLIENT:

Sainsbury's has an extensive digital infrastructure that underpins all aspects of their business operation. They are undergoing a legacy transformation initiative to retire old systems and replace them with cloud based micro service allowing for greater flexibility and reducing risk.

THE BRIEF:

To work with the agile teams to design new cloud based digital services for User Management and Pricing Management, replacing those capabilities currently provided by the obsolete system RMS (Retek Merchandising System).

Aims: Improve operational efficiency, reduce human error, increase system security and facilitate better decision making.

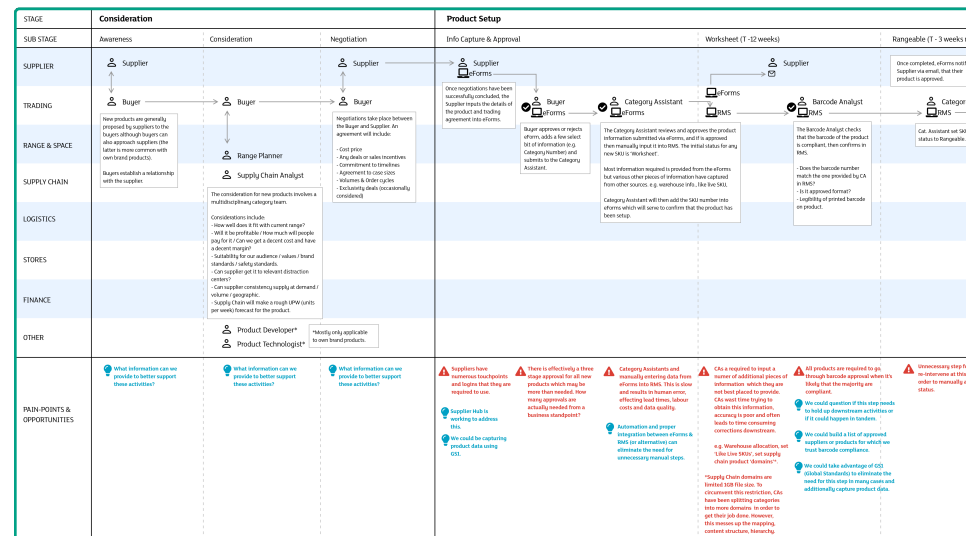
PHASE 1 - DISCOVER

MY ROLE: Senior UX Designer

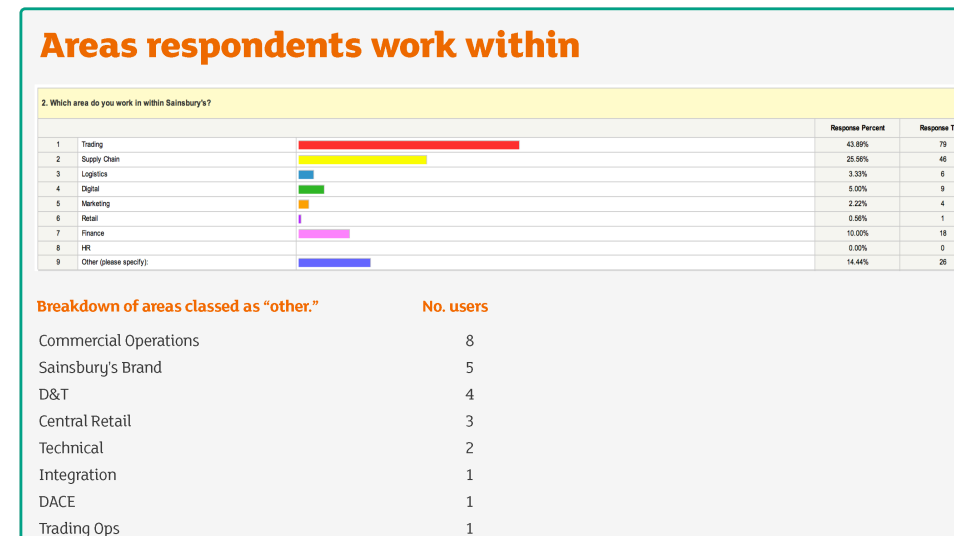
I supported the wider program through a number of discovery and diagnostic activities. The aim of this was to provide essential insight into the behaviour and needs of RMS (Retek Merchandising System) users, understand dependent downstream systems and bring together a common vision of the future.

WHAT WE DID:

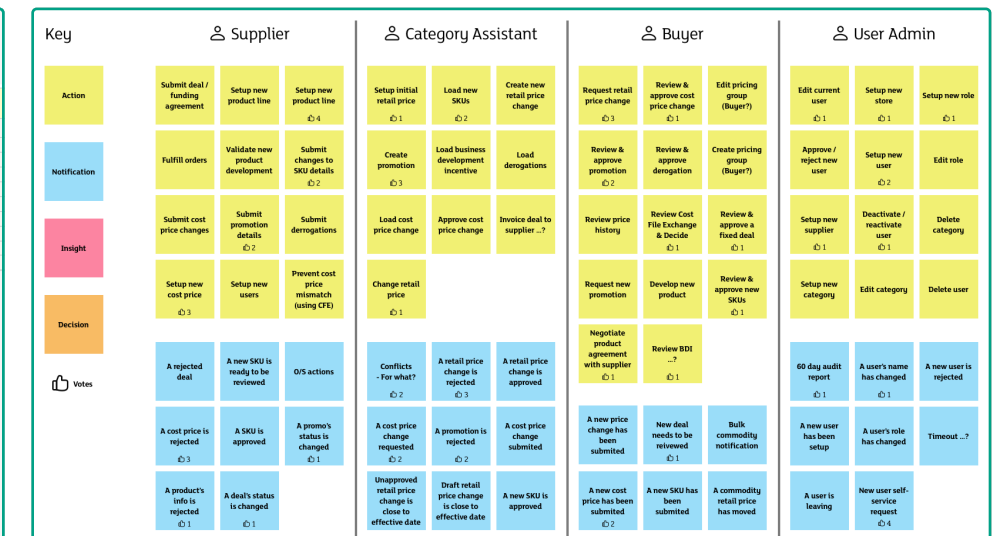
Product lifecycle blueprint to identify business processes, users, dependant downstream systems, painpoints and opportunities.



RMS user survey to determine who was using it, for what, and to establish a usability benchmark against which to measure future improvements.



Business and user needs discovery workshops with project stakeholders to understand project objectives and their understanding of user needs.



Personas outlining user groups by role, common tasks, painpoints, touchpoints and key contacts

NAME
Jane

JOB TITLE
Supplier, Account Manager

TEAM
Supplier

SME CONTACTS
Supplier Hub Team

Sainsbury's RMS Personas

ROLE & RESPONSIBILITIES

Holds a 'sales' role representing the supplier business which produces or supplies products to retail businesses. Is the point of contact for the Buyer. Has no direct interaction with RMS.

PAIN POINTS

- Navigate a bewildering array of Sainsbury's touchpoints all with individual logins
- Has to manually key in product information, cost change requests etc
- No way to monitor performance of product

TASKS

- Making and maintaining contact with retail businesses
- Selling the merits of their product/s
- Negotiating the supply of their product/s and deals
- Completing product information entry (eForms)
- Completing deals information entry (eForms)
- Completing cost information entry (eForms)
- Ongoing maintenance of product supply and monitoring (quality control, etc)
- ...ref: other activity supported by supplier portal...

TOUCHPOINTS

- Supplier Hub
- eForms
- Many more

KEY CONTACTS

- Buyer
- Category Manager

NAME
Richard

JOB TITLE
Supplier, Cheese Buyer

TEAM
Trading

SME CONTACTS
Adam Thomson, Trading Support

Sainsbury's RMS Personas

ROLE & RESPONSIBILITIES

Responsible for sourcing and introducing products within their category into Sainsbury's portfolio and for maintaining a relationship with suppliers.

PAIN POINTS

- Wastes time emailing CA to perform RMS data input
- No real time performance insight for product
- No centralised location for supplier contacts
- Time wasted in approvals checking basic formatting

TASKS

- Making and maintaining contact with suppliers
- Discovering and evaluating products
- Assessing supplier competencies (ability to supply reliably and at scale)
- Negotiating the supply of product/s and deals
- Completing product information entry (sales force eform)
- Ongoing maintenance of product supply (increase / decrease of frequency, discontinuation, etc)
- Approvals of new products, deals, cost changes submitted by supplier

TOUCHPOINTS

- eForms
- RMS
- Cost File Exchange
- Excel

KEY CONTACTS

- Supplier
- Category Assistant
- Category Manager

NAME
Stacey

JOB TITLE
Category Assistant, Dairy

TEAM
Supplier

SME CONTACTS
Adam Thomson, Trading Support

Sainsbury's RMS Personas

ROLE & RESPONSIBILITIES

Principle data entry and expert user of RMS. Inputs data from eforms into RMS. Performs maintenance tasks on information contained in RMS (price changes, etc)

PAIN POINTS

- Has to manually key in product information sent by supplier. Human error is common.
- RMS is extremely inefficient, poor UX
- RMS frequently crashes or is very slow
- Frequently has to chase others for specific information. Others would be better placed to input.

TASKS

- Manually copy information submitted via eForms into RMS e.g new products, deals
- Make changes to information with RMS as requested by buyers e.g. products, price changes, promotions
- Requests approval following the setup of new price changes or promotion

TOUCHPOINTS

- eForms
- RMS
- Email

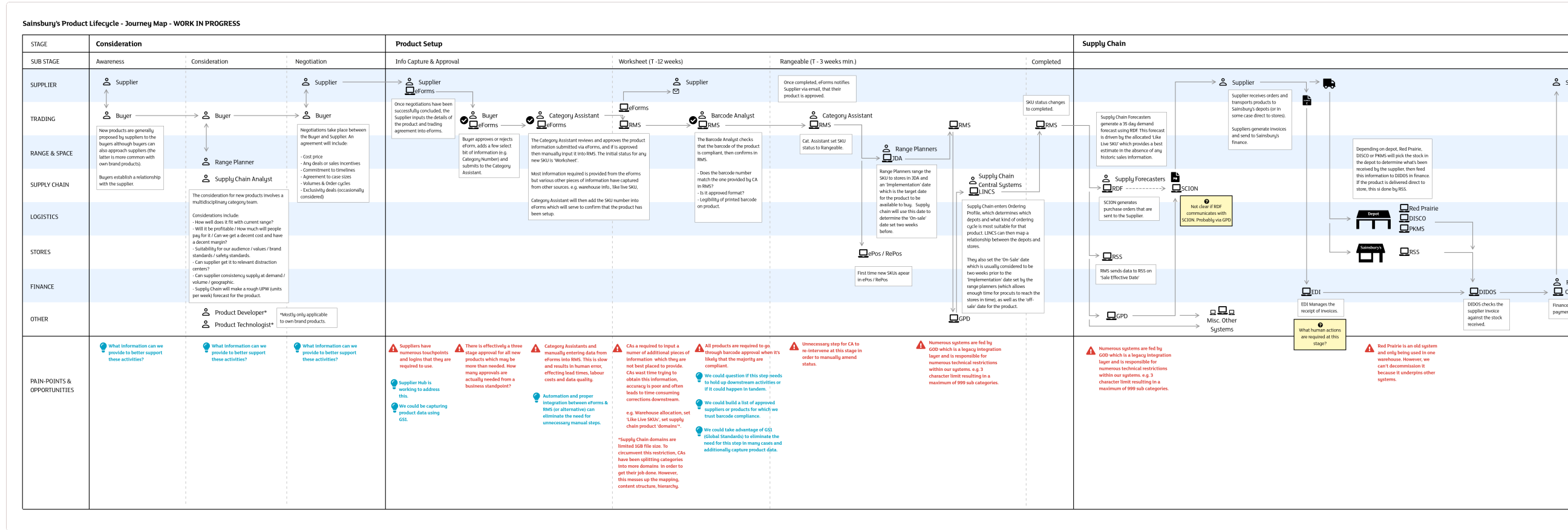
KEY CONTACTS

- Buyer
- Category Manager

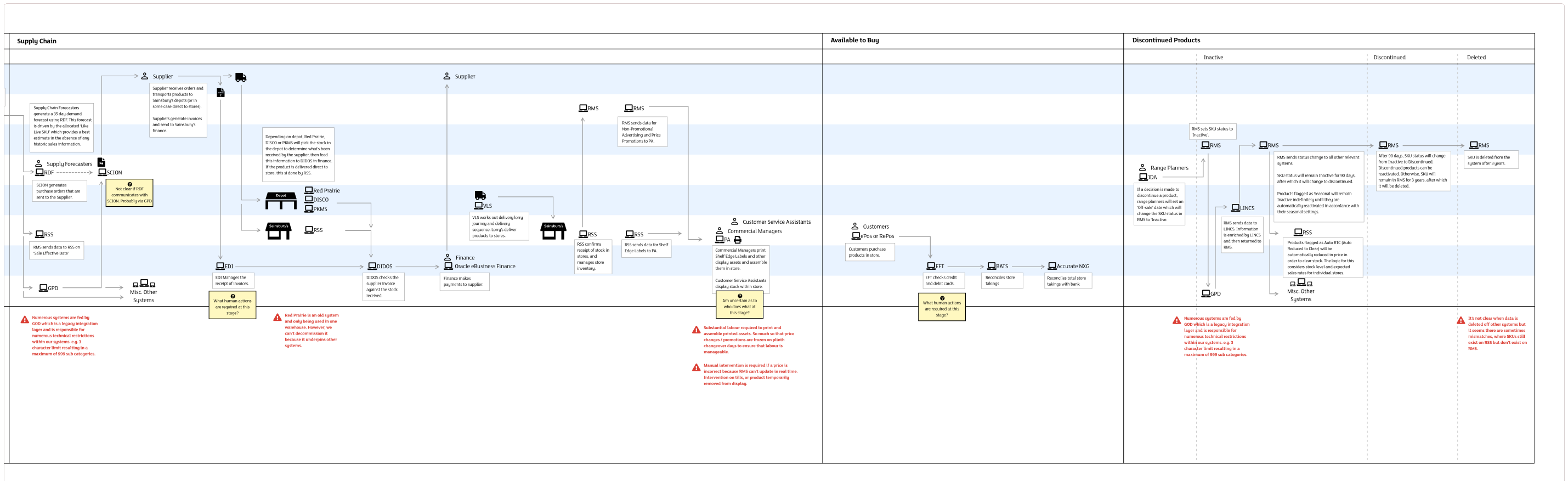


EXAMPLE: Product Lifecycle Blueprint

This document was built up over time and represents input from numerous different stakeholders and users.



cont.



EXAMPLE: User Needs Discovery Workshop

WORKSHOP APPROACH

01 - We started by asking each participant to identify key roles through dot-voting.

02 - Participants captured information for each category (see key) on post-it notes and grouped by user. We went through each category one at a time. The aim was to not only capture what users did but to uncover fundamentally why they were doing this.

03 - Post-its were sorted to remove duplicates, then each one was explained by their authors.

04 - Participants were given a limited number of dots to dot-vote for which post- its they thought were most essential.

In subsequent sessions we built on this information further, covering other users and mapping key processes in more detail.

Key	Supplier	Category Assistant	Buyer	User Admin
Action	Submit deal / funding agreement Setup new product line Setup new product line 4 dots	Setup initial retail price 1 dot Load new SKUs 2 dots Create new retail price change	Request retail price change 3 dots Review & approve cost price change 1 dot Edit pricing group (Buyer?)	Edit current user 1 dot Setup new store 1 dot Setup new role 1 dot
Notification	Fulfill orders Validate new product development Submit changes to SKU details 2 dots	Create promotion 3 dots Load business development incentive Load derogations	Review & approve promotion 2 dots Review & approve derogation Create pricing group (Buyer?)	Approve / reject new user Setup new user 2 dots Edit role
Insight	Submit cost price changes Submit promotion details 2 dots Submit derogations	Load cost price change Approve cost price change Invoice deal to supplier ...?	Review price history Review Cost File Exchange & Decide 1 dot Review & approve a fixed deal 1 dot	Setup new supplier 1 dot Deactivate / reactivate user 1 dot Delete category
Decision	Setup new cost price 3 dots Setup new users Prevent cost price mismatch (using CFE)	Change retail price 1 dot	Request new promotion Develop new product Review & approve new SKUs 1 dot	Setup new category Edit category Delete user
Votes	A rejected deal A new SKU is ready to be reviewed O/S actions	Conflicts - For what? 2 dots A retail price change is rejected 3 dots A retail price change is approved	Negotiate product agreement with supplier 1 dot Review BDI ...? 1 dot	60 day audit report 1 dot A user's name has changed 1 dot A new user is rejected
	A cost price is rejected 3 dots A SKU is approved A promo's status is changed 1 dot	A cost price change requested 2 dots A promotion is rejected 2 dots A cost price change submitted	A new price change has been submitted New deal needs to be reviewed 1 dot Bulk commodity notification	A new user has been setup A user's role has changed Timeout ...?
	A product's info is rejected 1 dot A deal's status is changed 1 dot	Unapproved retail price change is close to effective date Draft retail price change is close to effective date A new SKU is approved	A new cost price has been submitted 2 dots A new SKU has been submitted A commodity retail price has moved	A user is leaving New user self-service request 4 dots
	Promotions and sales performance Cost file mismatch report 2 dots SKU info 1 dot	SKUs status Number of live SKUs Number of weeks to live data for range review	Impact of cost price change Value Index 66% 1 dot Project promotion performance	Timeout time ...? User deletion data retention ...? User deactivation duration ...?
	SKU status 1 dot	Status of my inflight changes	Category performance Approval status Promotion sales performance	Decide to approve or reject new users
	Decide to promote a product Validate new product development	Approve / reject items	Price Book Competitor retail prices 1 dot Commodity retail prices	
			SKU completeness 1 dot Forecast impact of retail price change Sales performance against retail price change	
			PromComm	
			Decide to move a retail price Decide to tidy-up / reclass SKUs (Action?) Decide to put promoted SKU on secondary space	
			Decide to approve or reject Choose a promo mechanism	

PHASE 2 - Agile Product Development

In this phase I was divided across two product workstreams, User Management and Pricing Management, both of which aimed to employ Agile working practices to achieve their goals.

We did a certain amount of rapid concept work upfront and then proceeded to follow an iterative Lean UX approach during the subsequent sprint cycles. A high degree of cross-functional collaboration ensured that we were always taking the most efficient approach to continually deliver business value.

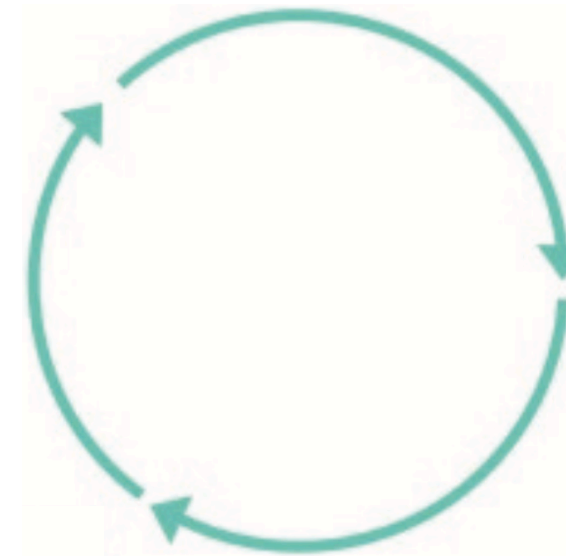
Upfront

- Analysis of current business process and legacy UI
- Initial design concepts
- User testing and feedback from stakeholders
- Supporting product owner in initial backlog creation

Sprint cycle

THINK

- Discovery and analysis of current process
- Prioritise stories in backlog
- Break stories down into smaller stories
- Analysis of user feedback from previous sprint



MAKE

- Process design
- UI design
- Discuss and refine solutions with dev team
- QA of built UI

CHECK

- Sprint demos
- Stakeholder feedback
- User testing

EXAMPLE: Pricing App Sample Screens

Sainsbury's Future Trading

New retail price change

Effective date
 Clearance price change

Select SKUs for price change

Select pricing groups for this price change
 Supermarkets Convenience

Price change SKUs

SKU	Description	Pricing groups	Current price	New price
× 1273	Radox Feel Awake for Men 2in1 Shower Gel 250ml	Supermarkets	£1.80	<input type="text" value="£2.24"/>
		Convenience	£1.85	<input type="text" value="£2.81"/>
× 1274	Radox Moisturise Shower Gel 250ml	Supermarkets	£1.80	<input type="text" value="£1.70"/>
		Convenience	£1.85	<input type="text" value="£1.75"/>
× 1276	Radox Antibacterial Soap Handwash, Moisturising 250ml	Supermarkets	£1.80	<input type="text" value="£1.70"/>
		Convenience	£1.85	<input type="text" value="£1.65"/>
× 1277	Radox Muscle Therapy Bubble Bath Soak, Feel Good Fragrance 500ml	Supermarkets	£1.80	<input type="text" value="£1.70"/>
		Convenience	£1.85	<input type="text" value="£1.65"/>

Sainsbury's Future Trading

New retail price change

Effective date
 Clearance price change

Select SKUs for price change

[Edit Pricing Groups](#)

Price change products

1273 - Radox Feel Awake for Men 2in1 Shower Gel 250ml ×

Current price
 Supermarkets £1.80
 Convenience £1.85

New price
 Supermarkets
 Convenience

1247 - Radox Moisturise Shower Gel 250ml ×

Current price
 Supermarkets £1.80
 Convenience £1.85

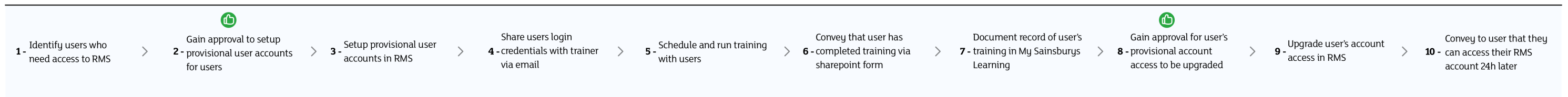
New price
 Supermarkets
 Convenience

1276 - Radox Antibacterial Soap Handwash ×

EXAMPLE: New User Onboarding Process - Before & After

We worked with stakeholders to implement an improved process for on boarding new users onto the system. It took a fair amount of work to reach a consensus on this. It was difficult to reach consensus as stakeholders were very used to doing things the way they always had, but in time we were able to build confidence and get buy-in.

Original as is - New user setup process



Proposed to be - New user setup process



IMPROVEMENTS:

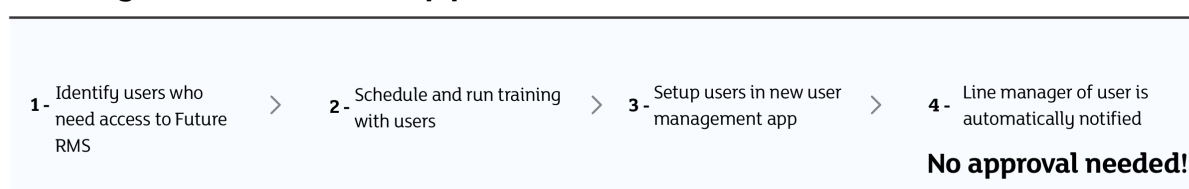
A training environment will enable users to be trained without the need for provisional account access.

If the trainer setup the users in the new app then there's no need to pass around information needlessly. It will be just as fast as filling out the sharepoint form that they currently use.

Approve is notified automatically when a new user is added. They can review and approve with a few simple steps. This puts in place a more robust audit trail as approvals are now in the system.

No need to manually tell users that they are setup. No need for users to wait 24h for their access privileges to come into effect.

Final agreed - New user setup process




EXAMPLE: User Management Sample Screens

Sainsbury's Future Food

Create a new user

Your new user



Ollie Kemp
Trading Support Analyst
Commercial Operations
Sainsbury's
Line manager: Mike Coupe

[Edit](#)

Select a role

Category assistant

Select product categories for this role

Type to find categories

All product categories

Category 01 X Category 02 X

Delete role X

Select a role

Please select a role

Select product categories for this role

Type to find categories

All product categories


[+ Add another role](#)

Cancel Save

Sainsbury's Future Food

Create a new user

Your new user



Ollie Kemp
Trading Support Analyst
Commercial Operations
Sainsbury's
Line manager: Mike Coupe

Select a role

Category assistant

Select product categories for this role

Type to find categories

Category 01 X

Category 02 X

All product categories

Select a role

Please select a role

Select product categories for this role

Type to find categories

All product categories



Other Highlights

Here are a few more highlights that I'd like to share with you.

UK National Grid

Website redesign

PROJECT OVERVIEW:

- Stakeholder discovery workshops
- User research, remote testing, web surveys & analytics
- Navigation, usability and content audit across 1000+ page site
- User needs analysis & audience segmentation
- Information architecture through card sorting workshops
- Iterative UI design in collaboration with stakeholders
- Extensive UI specification and asset library to support development of website and CMS

During my time at Realise I I lead a project to fully redesign National Grid's UK and Corporate websites, addressing the numerous usability and performance concerns.



The Ministry of Health & Labour, Saudi Arabia

Service Design & Digital Transformation with Seren



Ministry of Labor
Kingdom of Saudi Arabia



His Excellency, Adel Fakeih, Minister of Health & Labour, Saudi Arabia

During my time at Seren I worked on a number of projects across a large program of work for the Minister of Health and Labour in Saudi Arabia.

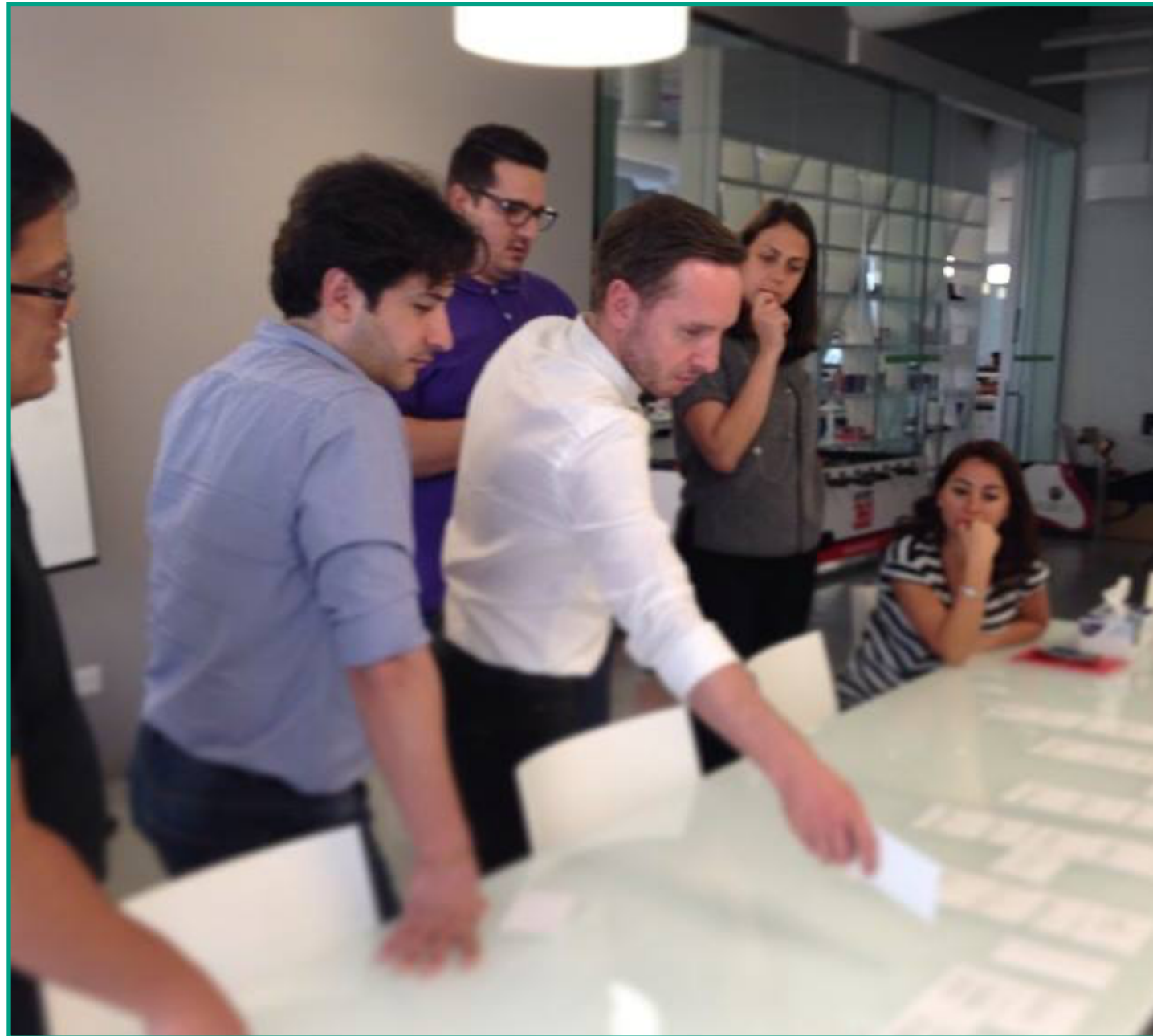
The objectives of the program were to bring about holistic and digital transformation of the minister's private office and support mechanisms for maximum productive efficiency; whilst taking a people-centric approach through stakeholder engagement to inform new policies and procedures.

KEY ACTIVITIES:

- Job Role Definitions
- Ethnographic Research
- Best Practice Desk Research • Policy & Procedure
- Change Management Planning
- Stakeholder Engagement
- Process Mapping
- UX Design of Digital Tools
- Service Blueprints

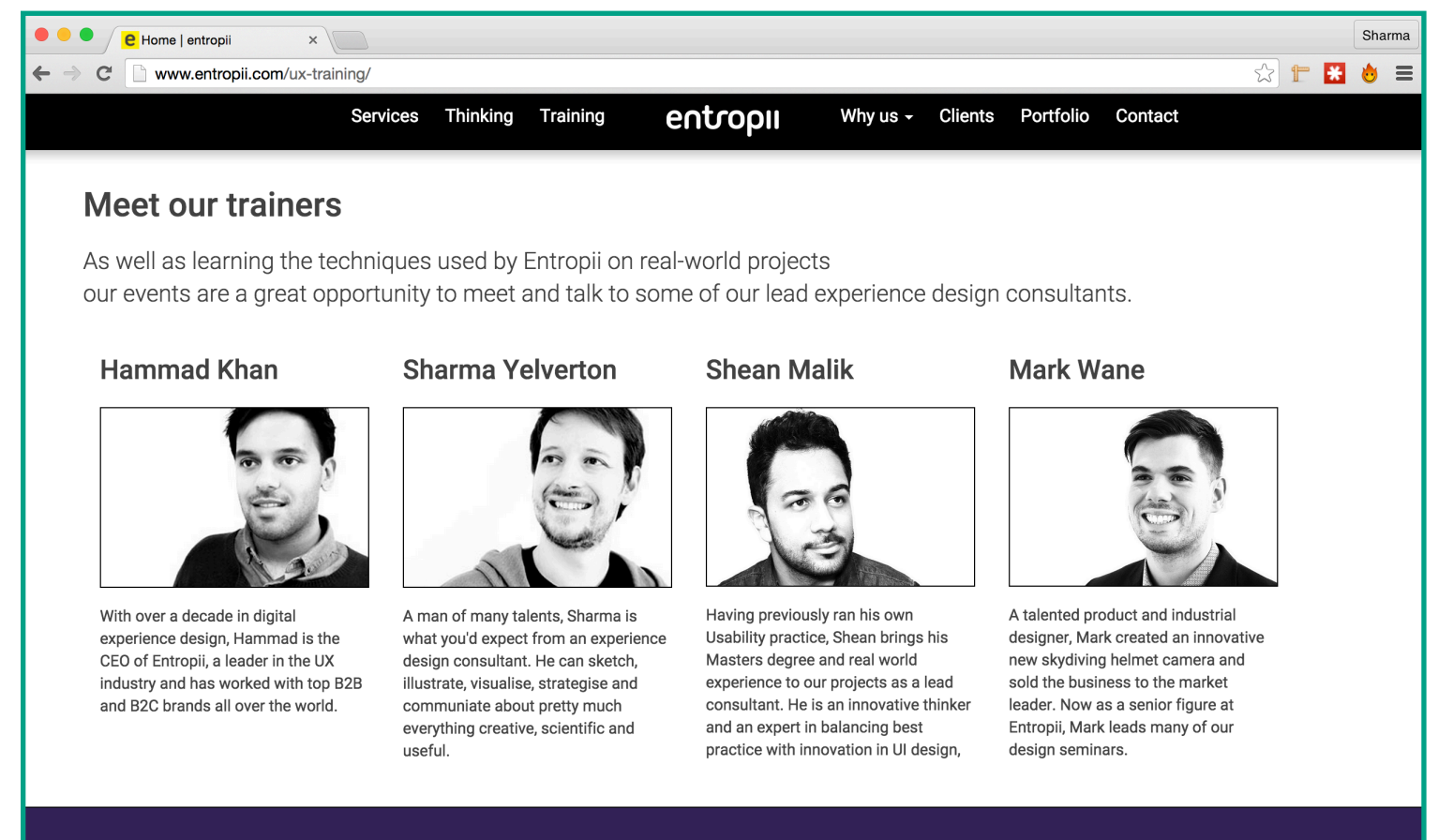
HAVAS DIGITAL (DUBAI)

Delivery of training on UCD methodologies



Card sorting exercises with Havas team.

During my time at Entropii, I had the opportunity to deliver several courses on UCD methodologies, including one for the team at Havas Middle East in Dubai.



Screenshot from our course training page on the entropii website.

QUEENS AWARD FOR ENTERPRISE

Application management tools for Admin and Assessors

During my time at BitZesty I had the opportunity to work on a complex administration system for the Queens Award for Enterprise.

KEY ACTIVITIES:

- Rapid Concept Design
- User Testing
- Stakeholder Management
- Technical Specifications



THE QUEEN'S AWARDS
FOR ENTERPRISE

Sample pages: Assessor's Applicant Management System

Company/Nominee	Reference	Status: All	Assessor 1	Assessor 2	Comments
Scotland Happy Hens Ltd	QA-0163/153	Missing SIC code	Not Assigned	Not Assigned	
Scotland Happy Hens Ltd	QA-0163/153	Assessors not assigned	Not Assigned	Not Assigned	
Scotland Happy Hens Ltd	QA-0163/153	Assessors not assigned	James Malgrove	Not Assigned	
Scotland Happy Hens Ltd	QA-0163/153	Assesment in Progress	James Malgrove	Amanda Swanson	
Scotland Happy Hens Ltd	QA-0163/153	Assesment in Progress	James Malgrove	Amanda Swanson	
Scotland Happy Hens Ltd	QA-0163/153	Reccomended - Pending Approval	James Malgrove	Amanda Swanson	
Scotland Happy Hens Ltd	QA-0163/153	Reserve - Pending Approval	James Malgrove	Amanda Swanson	
Scotland Happy Hens Ltd	QA-0163/153	Not Reccomended - Pending Approval	James Malgrove	Amanda Swanson	1
Scotland Happy Hens Ltd	QA-0163/153	Undecided - Pending Approval	James Malgrove	Amanda Swanson	2
Scotland Happy Hens Ltd	QA-0163/153	Reccomended - Approved	James Malgrove	Amanda Swanson	1
Scotland Happy Hens Ltd	QA-0163/153	Reserve - Approved	James Malgrove	Amanda Swanson	3 1
Scotland Happy Hens Ltd	QA-0163/153	Not Reccomended - Approved	James Malgrove	Amanda Swanson	1 2
Scotland Happy Hens Ltd	QA-0163/153	Not Eligible	James Malgrove	Amanda Swanson	1
Scotland Happy Hens Ltd	QA-0163/153	Withdrawn	James Malgrove	Amanda Swanson	1

back to overview

Wheels Galore Ltd.
QA0161/151-SD SIC 3672
Current Award Holder: Innovation - QA034/382

Review Application
Review Audit Certification

DOCUMENTS
wheels-galore-application.pdf
wheels-galore-compliance-outline.pdf
wg-audit-certification.pdf
Attach Document

Assessors
Rebecca Moore (r.moore@companyname.com)
Peter Langdon (p.langdon@companyname.com)
James Malgrove (j.malgrove@companyname.com)
Email All Users

Undecided - Pending Approval

FINANCIAL SUMMARY

	Year 1	Year 2	Year 3
Year end date	28.08.2012	28.08.2013	28.08.2014
Number of UK employees	100'000	100'000	100'000
Overseas sales accepted £	100'000	100'000	100'000
Total sales accepted £	100'000	100'000	100'000
Net profit £	100'000	100'000	100'000
Overseas sales net of imported costs £	100'000	100'000	100'000

% Growth overseas earnings

	Year 1	Year 2	Year 3
% Growth overseas earnings	0.00	0.00	0.00
% sales exported	100'000	100'000	100'000
Sector advantage	13	13	13

Overall growth £ [year 1 - 3] 100'000
Overall growth % [year 1 - 3] 100'000

CASE ASSESMENT
Primary Assesment Secondary Assesment Moderated Assesment

DRAFT NOTES (Internal Only)

APPRAISAL FORM
Nature of activities: ✔
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras euismod molestie felis id ornare. Maecenas mi est, blandit sed tincidunt ac, lobortis vel massa. Curabitur dignissim felis non dolor vestibulum pretium. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Impact/Acheivement: ⚠
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras euismod molestie felis id ornare. Maecenas mi est, blandit sed tincidunt ac, lobortis vel massa. Curabitur dignissim felis non dolor vestibulum pretium. Interdum et malesuada fames ac ante ipsum primis in faucibus.

THANK YOU

for

taking the time to
look at my work.



*If you would like to get in touch,
you can contact me at:*

07369 50208

hello@sharmayelverton.com

