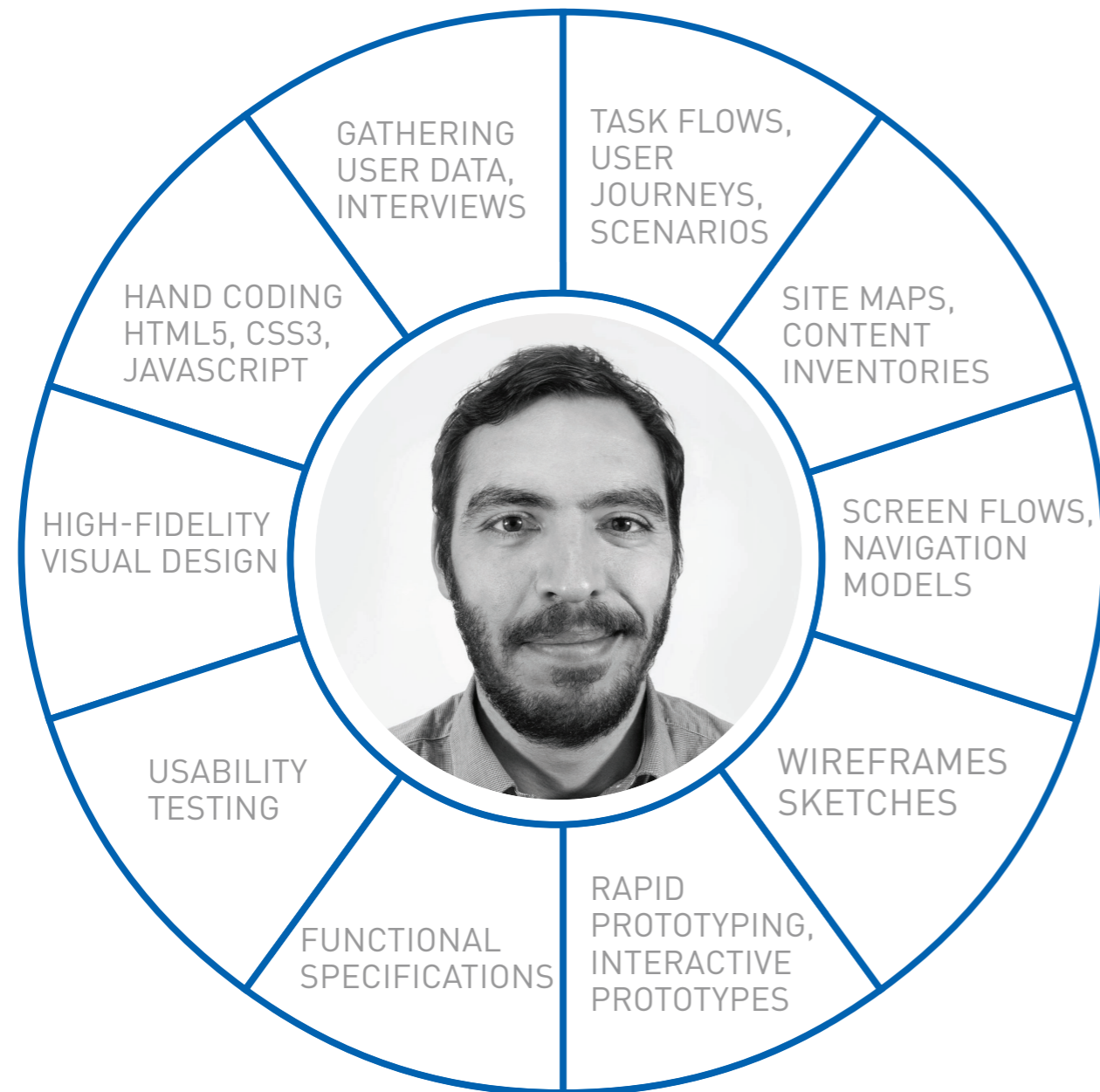
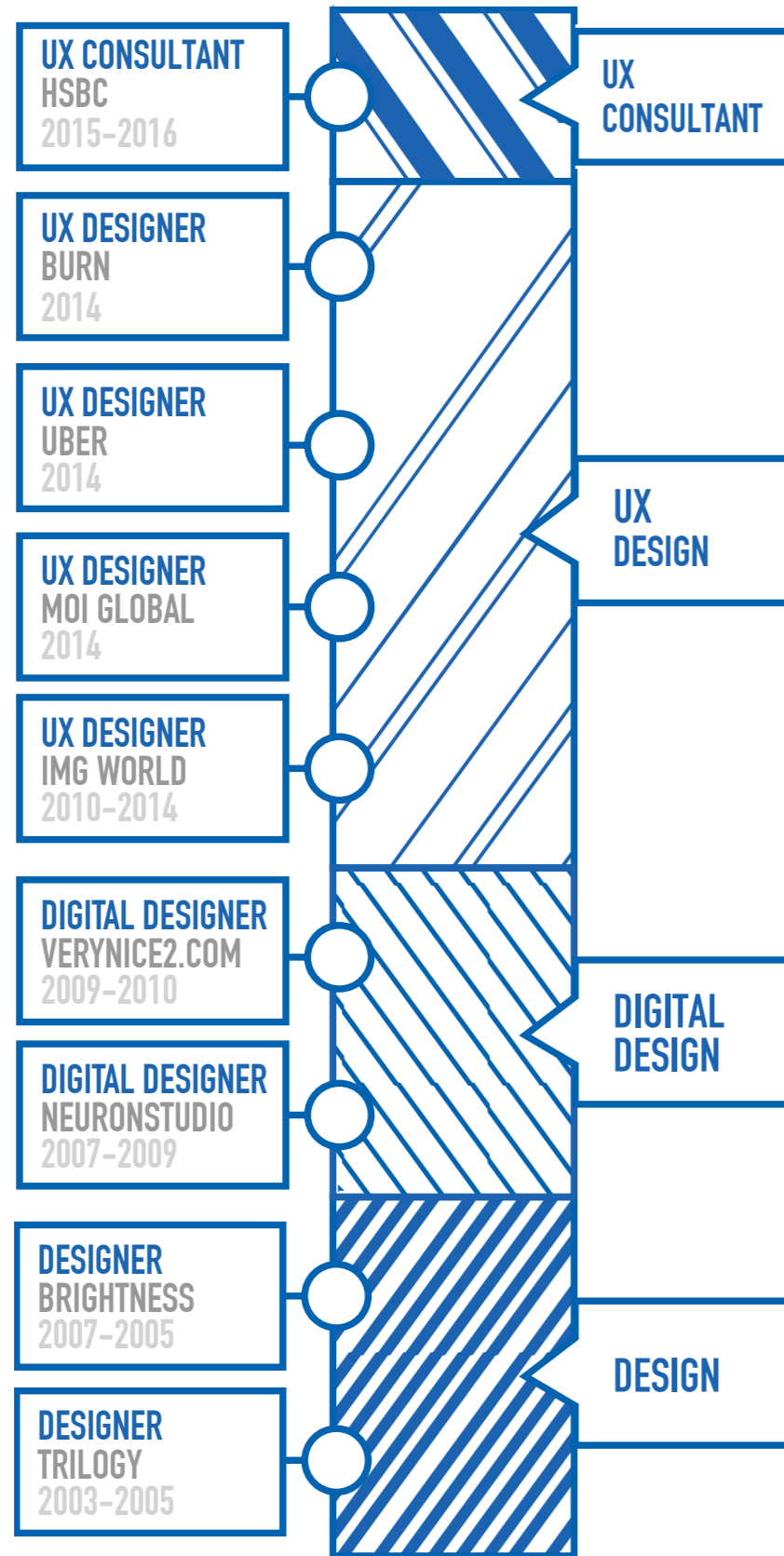


ANTON MIRCEA



SKILLS

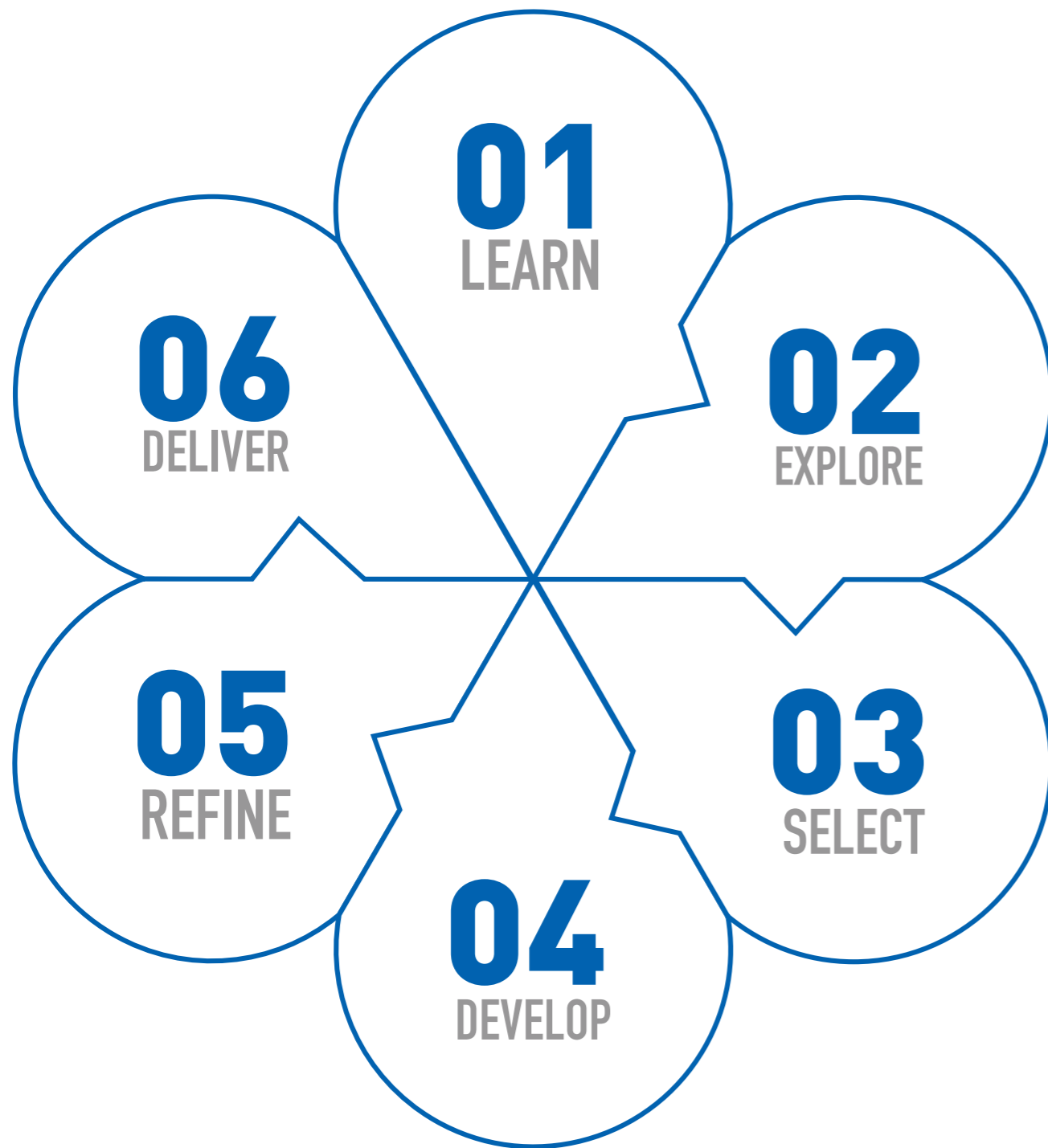
I have a multidisciplinary skill set that integrates creative knowledge with technical and business expertise. I master the best and most current design tools in the industry alongside having a strong understanding of and ability to perceive human nature and human behavior. I'm a critical thinker with an open mind, a communicator and a facilitator.



EXPERIENCE

I've successfully delivered and managed more than **50+** digital projects ranging from web & mobile apps, crm platforms, cms based corporate websites, and large ecommerce. All are at the highest standard of execution and represent some of the leading companies in the industry.





PROCESS

01 Learn. Gain knowledge of users, context, technologies, gather user data, research competitive products, conduct interviews and field studies. **02 Explore.** Build user profiles on gathered data, produce materials that will aid the outlining of the project, site maps, content inventories, screen flows, navigation models, task flows, user journeys, scenarios.

03 Select. Evaluate, test, and select wireframe concepts for prototype development. **04 Develop.** Create design specifications and evolve concept/wireframes into full design solution. **05 Refine.** Evaluate design with stakeholders to obtain feedback and conduct usability testing. **06 Deliver.** Complete design and produce deliverables.

01 HSBC

Corporate content website, online banking portal and banking mobile app for HSBC's digital transition

02 IMG GOLF

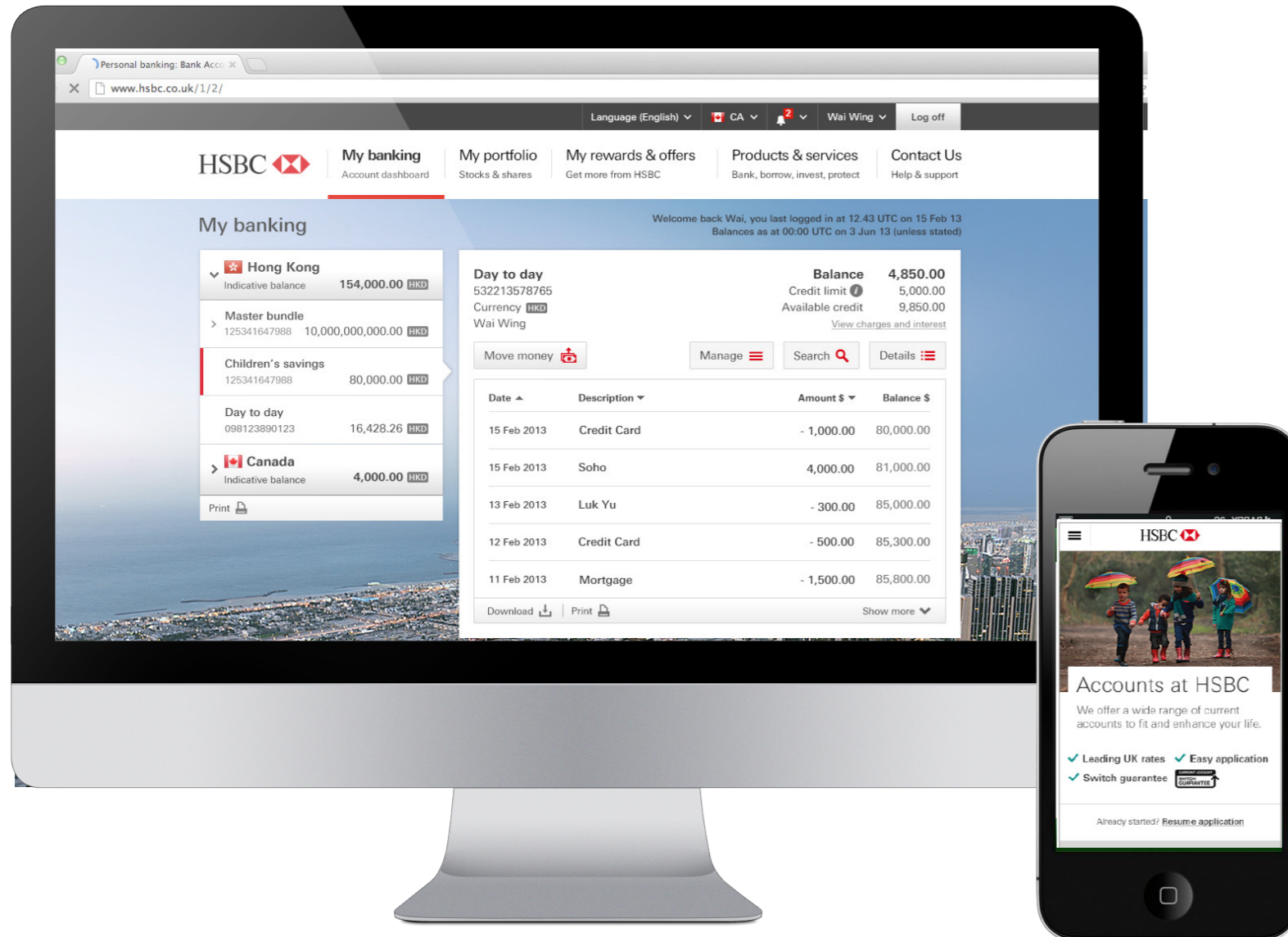
Corporate content website showcasing the business history as a market leader in the sport with 50 years of experience.

03 BT

IMG pitch for BT. Football interactive app for smartphones tablets and smart TVs

CASE STUDIES

There is quite a vast list of projects that I have worked on since i started my career. This is a selection of my best and most recent UX work that I have done. The projects are relevant for their industry and devices.



Date: March 2016

Platform: Desktop, mobile and tablet

CHALLENGE

Support HSBC in their digital transformation process with the best and most up-to-date UX practices, trends and research for all their digital assets

WHAT I DID

- > Setting goals and objectives
- > Stakeholder interviews
- > Establishing key audiences
- > Building personas
- > Creating scenarios
- > Creating user journeys and stories
- > Creating site maps
- > Content audit and inventory
- > Creating experience maps
- > Conducting UX research
- > Conducting competitive research
- > Low-fidelity prototypes
- > High fidelity prototypes
- > Creating wireframes
- > High-fidelity design
- > Usability testing

SETTING GOALS AND OBJECTIVES

SITE URL: hsbc.com, hsbc.co.uk, hsbc.com.hk, hsbc.com.au, hsbc.ru, hsbc.de, hsbc.ca, hsbc.com.ar, hsbc.co.nz, hsbc.com.qa, hsbc.fr
SITE OWNER: HSBC

WHAT'S ARE THE WEBSITES AND APPS ABOUT?

HSBC.com's are corporate websites for europe's largest bank and the world's seventh by total assets. HSBC digital portfolio is split between the public website that provides their clients with relevant information and the online banking platform, that offers banking solutions.

WHAT ARE THE GOALS OF THE WEBSITES AND APPS?

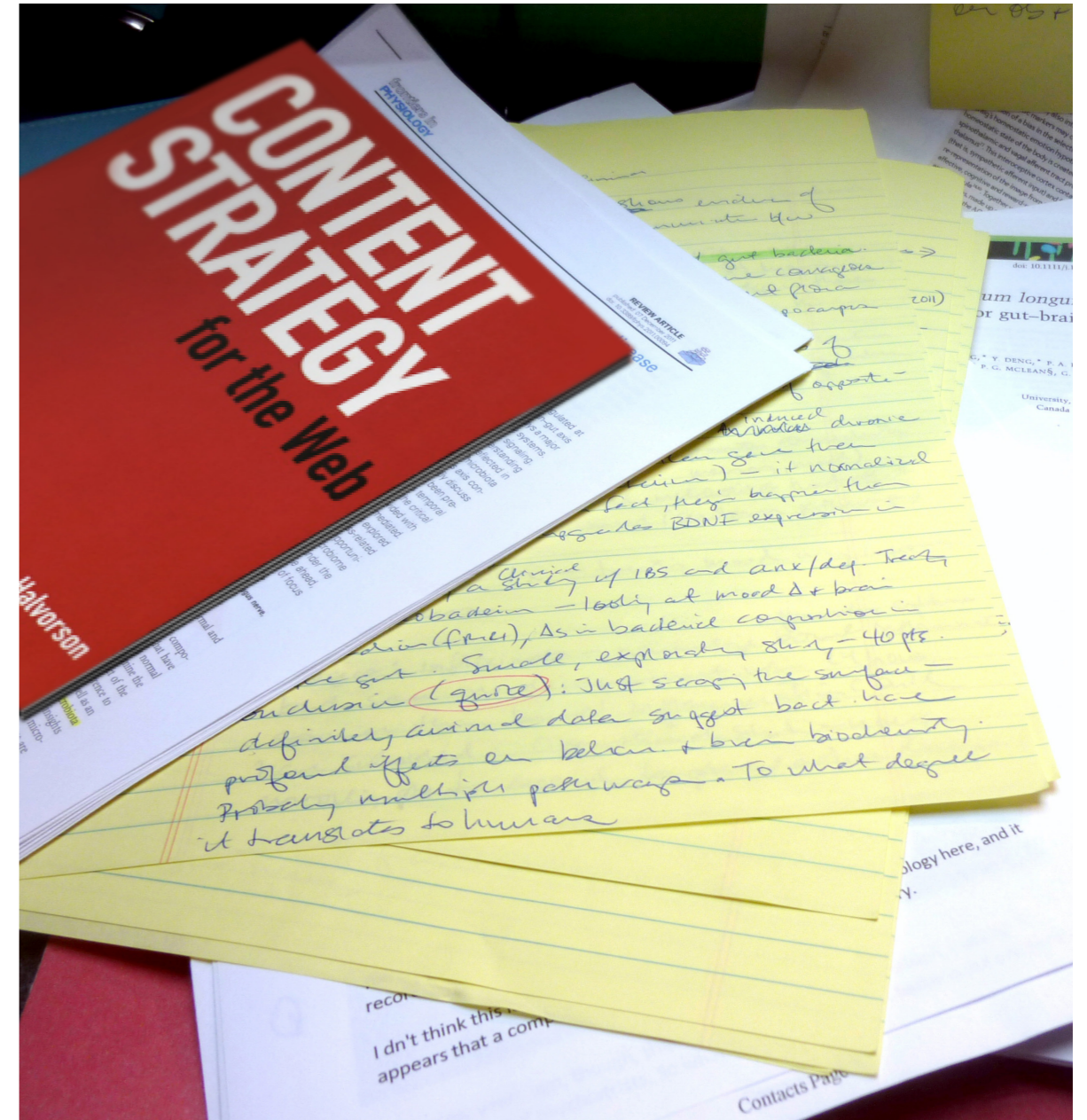
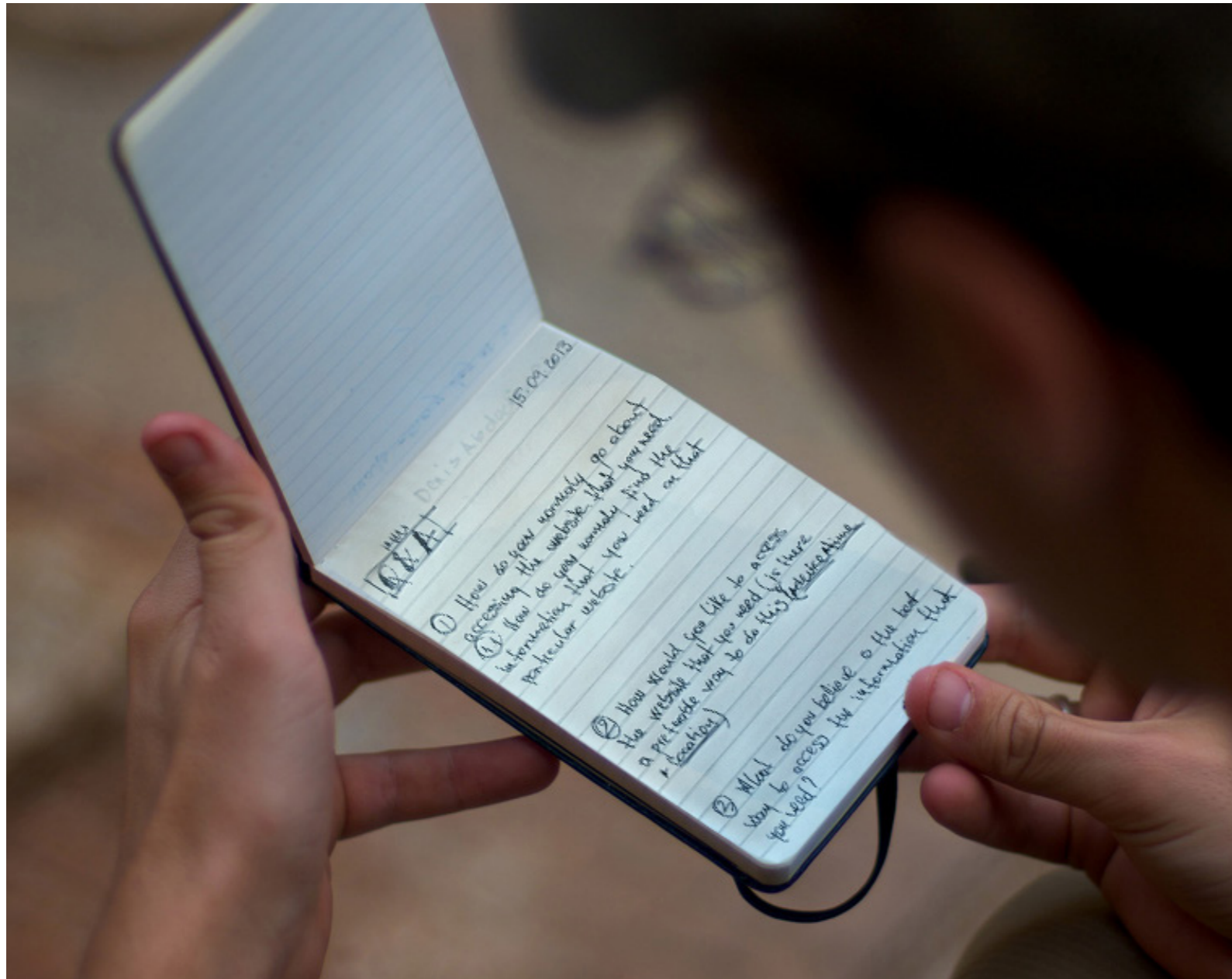
The goal of the websites and apps is to provide an integrated solution for the HSBC's digital transition applying latest trends, technologies and the optimal user experience.

WHO ARE THE USERS OF THE SITE:

Primary audience: Low, medium and high value customers.

Secondary audience: Non-Customers and ex-customers

CONDUCTING INTERVIEWS



ESTABLISHING KEY AUDIENCES

NON CUSTOMER | LOW VALUE CUSTOMER | MEDIUM VALUE CUSTOMER | HIGH VALUE CUSTOMER | EX CUSTOMER



NON CUSTOMER



LOW VALUE CUSTOMER



MEDIUM VALUE CUSTOMER



HIGH VALUE CUSTOMER



EX CUSTOMER



CUSTOMER OF OTHER BANKS



YOUNGER CONSUMERS



LIMITED INCOME



BUSINESS WITH ONE BANK



BUSINESS OVER SEVERAL BANKS



BUSINESS OVER SEVERAL BANKS



INACTIVE



CLOSED

01 BUILDING PERSONAS

NON CUSTOMER - YOUNGER CONSUMER

WHO ARE THEY?

- > No bank account
- > Age: 18 - 24
- > Gender: Male and female
- > Family: Single
- > Education: Studying, Degree

HOW DO THEY FIND INFORMATION?

- > On desktop/laptops - smartphones, mobile phone and email communication
- > finance websites, search engines, finance blogs, direct marketing

MAIN GOALS/WHAT DO THEY WANT?

- > To easily set up a bank account
- > Make money transfers with low fees
- > Be able to view their transactions and bank activity online

PAIN POINTS

- > Time consuming to open up a bank account
- > Can't afford to pay additional banking costs
- > Hard to integrate expenses with other apps

MOTIVATION

- > Be financially independent
- > Be up to date with latest account transactions
- > Be able to receive and make money transfers easily

02 BUILDING PERSONAS

NON CUSTOMER - YOUNGER CONSUMER

AUDIENCE NEEDS:

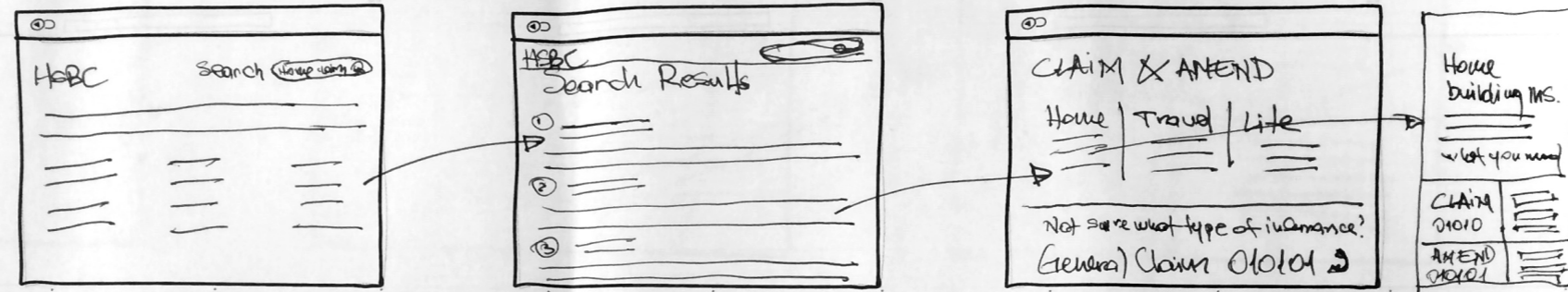
- › How can i find all my transactions?
- › How can i find transactions from last month?
- › Can I make a payment?
- › How long will the transfer take?
- › Can i get updates on my account?
- › Are there any news regarding personal banking?
- › How can i find the newest content ?
- › Do you offer any additional services? local office / contact details

SOLUTION (CONTENT & FUNCTIONALITY)

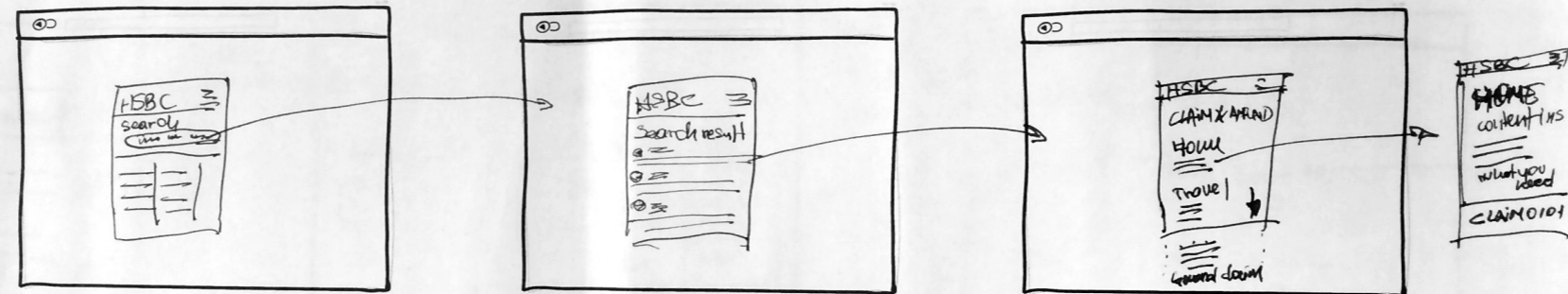
- › Interactive website design
- › Accessibility, UX, IA
- › Banking story
- › Subscribe option
- › News / media section – trends, new (blog?) Video content?
- › Contact details – network
- › Email newsletter
- › Video – inside the banking business (content analysis)
- › News feature with most popular banking solutions

CREATING SCENARIOS

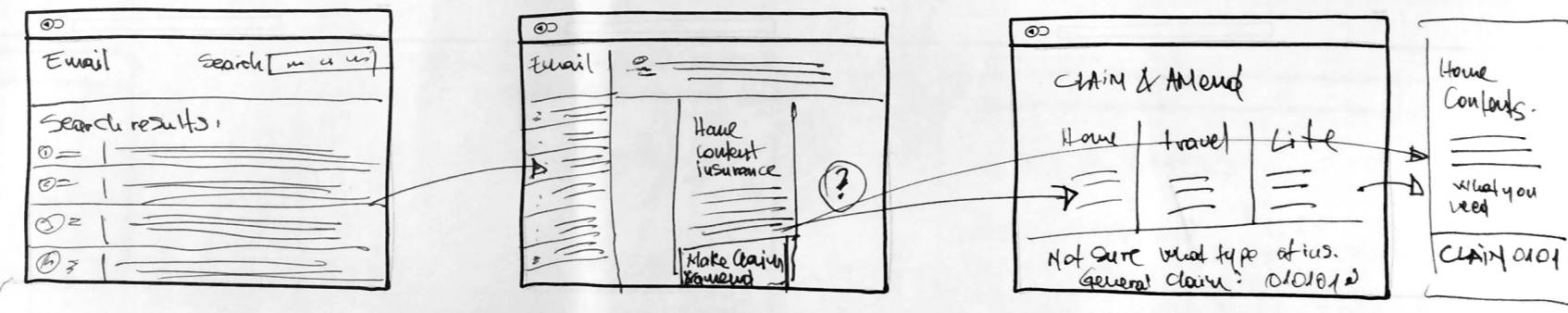
Mark Dunkley
 - Make claim (accidental damage to wall done by his dog)
 - Search for "home" and "claim" on HSBC website and find contact.



Louie Aubrey
 - Make claim (visiting friend damaged camera on the train, received call)
 - Search "home" "insurance" "claim" on HSBC mobile website



Robert Ellingworth
 - Make claim & amend (repair man damaged floor & chinese lamp)
 - Find contact details for claim in the email HSBC sent originally



CREATING USER JOURNEYS AND STORIES

HSBC GSP

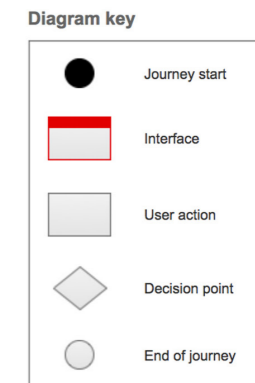
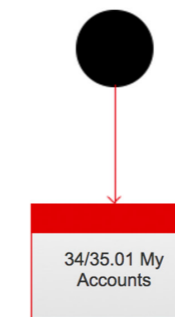
Landing Page Account Summary

Story: 34
 Version: 0.33
 Prepared on: 15 October 2015
 Based on BRD version: 3.4 (except where noted)
 Status: In progress

[Start the journey](#)

User journey overview

Click the boxes below to see the navigation routes in context.



Story summary

The Account Summary is the list of product accounts the user has across entities, and is used as navigation so they can view the full details of that product.

Related stories

- 35 - Account Overview
- 2 & 4 - Transaction History and Smart Search

Assets

Wireframes

[34/35.01 My Accounts](#)

Visual designs

- [01_Bundled-Accounts_day_to_day_default.jpg](#)
- [Bundled-Accounts-all-closed.jpg](#)
- [Bundled-Accounts-all-expanded.jpg](#)
- [Bundled-Accounts-max-limit-all-expanded.jpg](#)
- [01_Closed_Accounts_in_Entity.jpg](#)
- [01_NonGSP_Functionality.jpg](#)
- [01_Set_to_Gold.jpg](#)
- [01_Set_to_Loan.jpg](#)
- [01_SystemMaintenance_Message-tooltip.jpg](#)
- [01_SystemMaintenance_Message.jpg](#)
- [Time_Deposit_Print_Solution](#)

- [01_Print_Preview_Standard](#)
- [01_Print_Summary_Standard](#)
- [02_Print_Preview_Details](#)
- [02_Print_Summary_Details](#)
- [03_Print_Preview_Filters](#)
- [03_Print_Summary_Filters](#)
- [04_Print_Preview_Legal_Disclaimer](#)
- [04_Print_Summary_Legal_Disclaimer](#)
- [05_Print_Preview_Date_Filters](#)
- [05_Print_Summary_Date_Filters](#)

Substories

No	Title	Description
5.1	Account Categorisation	As a Customer, I want to be able to view my accounts across multiple countries and categorised by in-country entity, so that I can quickly see the account summary information for each in-country entity.
5.2	Account Display Order by Product	As a Customer, I want to be able to view my accounts by product type, so that I can easily find the account I want to view
5.2.1	Account Display for Bundled and Similar Products	As a Customer, I want to be able to view my bundled accounts so that I can easily see my bundled accounts and the sub accounts I want to view.
5.3	Display of Dormant Accounts and Unclaimed Accounts	As a Customer, I want to view my dormant accounts and unclaimed accounts, so that I can see all of my account information
5.4 (BRD v3.4)	Account Summary Information	As a Customer, I want to be able to view my summary account information, so that I can find the relevant account information in the Account Summary
5.4 (BRD v3.4)	Display of linked entities with Closed	As a Business, I want to show a linked entity even if there are no accounts held within that entity, so that the

CREATING SITEMAPS

Global Site Map	HEADER						
Menu Definitions	Sample Screen shot highlighting top black navigation bar and main navigation bar						
v1.7 14 Aug 2014							
LEGENDS	POST-LOG ON: UTILITY NAVIGATION (BLACK BAR)						
	Language (selected language)	<Flag Icon Country Selector>	<Message count/icon>	Site search	<cust. name>	Log off	
First Level Nav Items	<available languages>	<Linked Country Flag + Name>	Message centre 15		Personal details 13 / 14	Link to bespoke log off page banner	
Dividers, not interactive			Notifications settings 11		Communication preferences 14	Features Satisfaction Survey	
Second Level Nav Items					Newsletter subscription 29		
					Login and security settings		
L&L	Link & Launch Item						
DM	Dashboard Module						
P	Premier Only Feature						
S	SaaS						
L	Local / not GSP						
N	Not on Mobile / Tablet						
*	Locally configurable term / spelling						
	Changed since last version						
	New for Hong Kong release						
		POST-LOG ON: MASTHEAD & DROPDOWN NAVIGATION					
	My banking	My portfolio	Rewards & offers	Products & services	Contact HSBC		
	Account dashboard	Stocks & shares	Get more from HSBC	Bank, borrow, invest, protect	Help & support		
	My accounts	Exchange Rates 100	Offers for you	Everyday banking	Contact HSBC	22	
		<entity links>	Premier privileges	Current accounts	Contact your Relationship Manager	19	
	Move Money		home&Away	Savings accounts	Make an appointment		
	New transaction			Savings Calculator 700	Multichannel Appointment Booking	25	
	My payees		HSBC Rewards	Term deposits	Request contact	22	
	Regular and future payments		PIB Rewards management	Credit cards 5	Find a branch or ATM	L	
	Bills 312		PWS rewards management	<other local product as applicable>			
	Auto Bill Pay 312		3rd party rewards management				
	Electronic Bill Payment and Presentation 312			Borrowing			
	Pay Multiple Beneficiaries 41/49			Mortgages			
				Loans			
				<Entity specific links relating to borrowing>			
	Global View			Investing			
	Add country to Global View 83			<Entity specific links relating to investing>			
	Remove country from Global View 83			Insurance			
	Global Transfers 313			<Entity specific links relating to insurance>			
				Travel			
	Account services			Order travel money			
	View and print statements			Travel insurance			
	Online or paper statements			Notify us of travel 32			
	Rename accounts			My travel notifications 32			
	Online banking limits						
	Online Access Settings 2R1/2R9						

A site map describes the different content pieces on the site and the relationship between them. It is an important step of the user centred process as it ensure content is in places users would expect to find it.

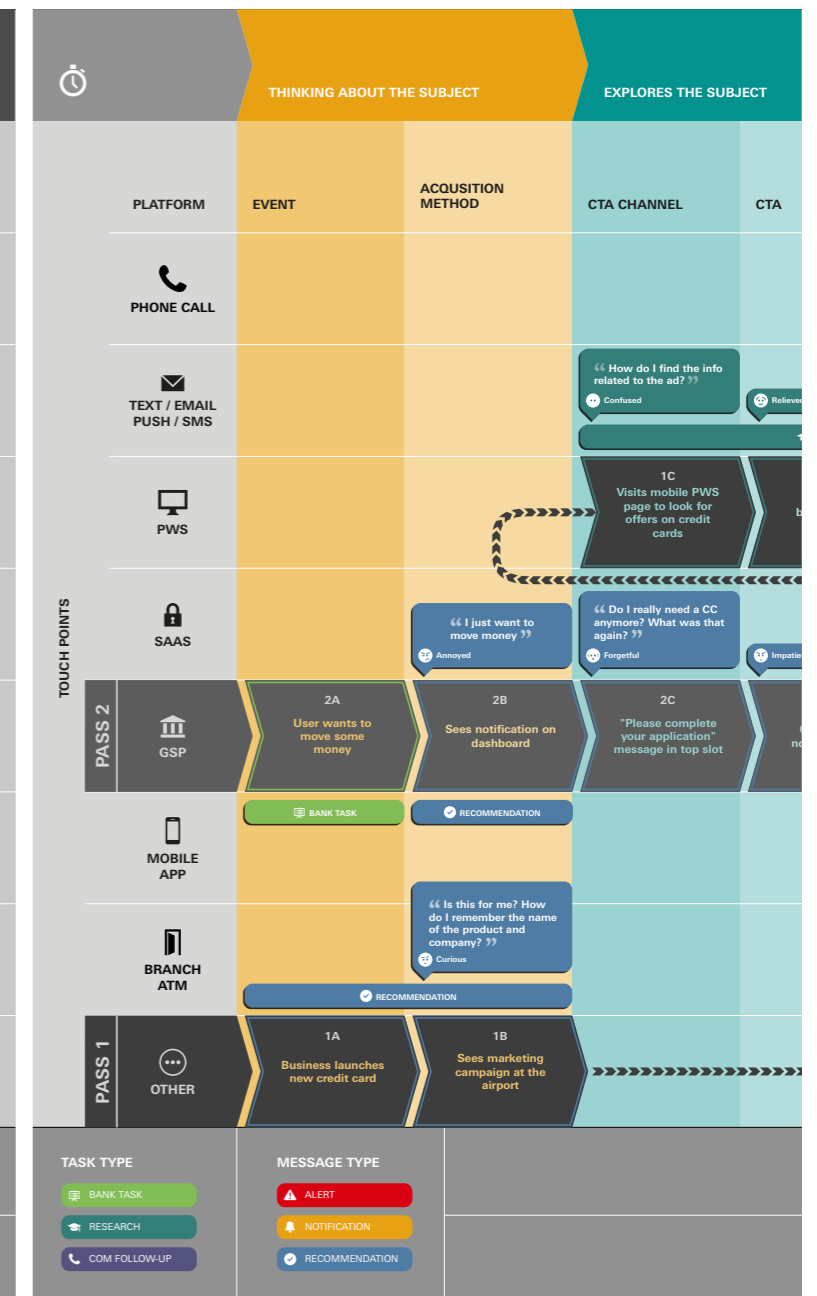
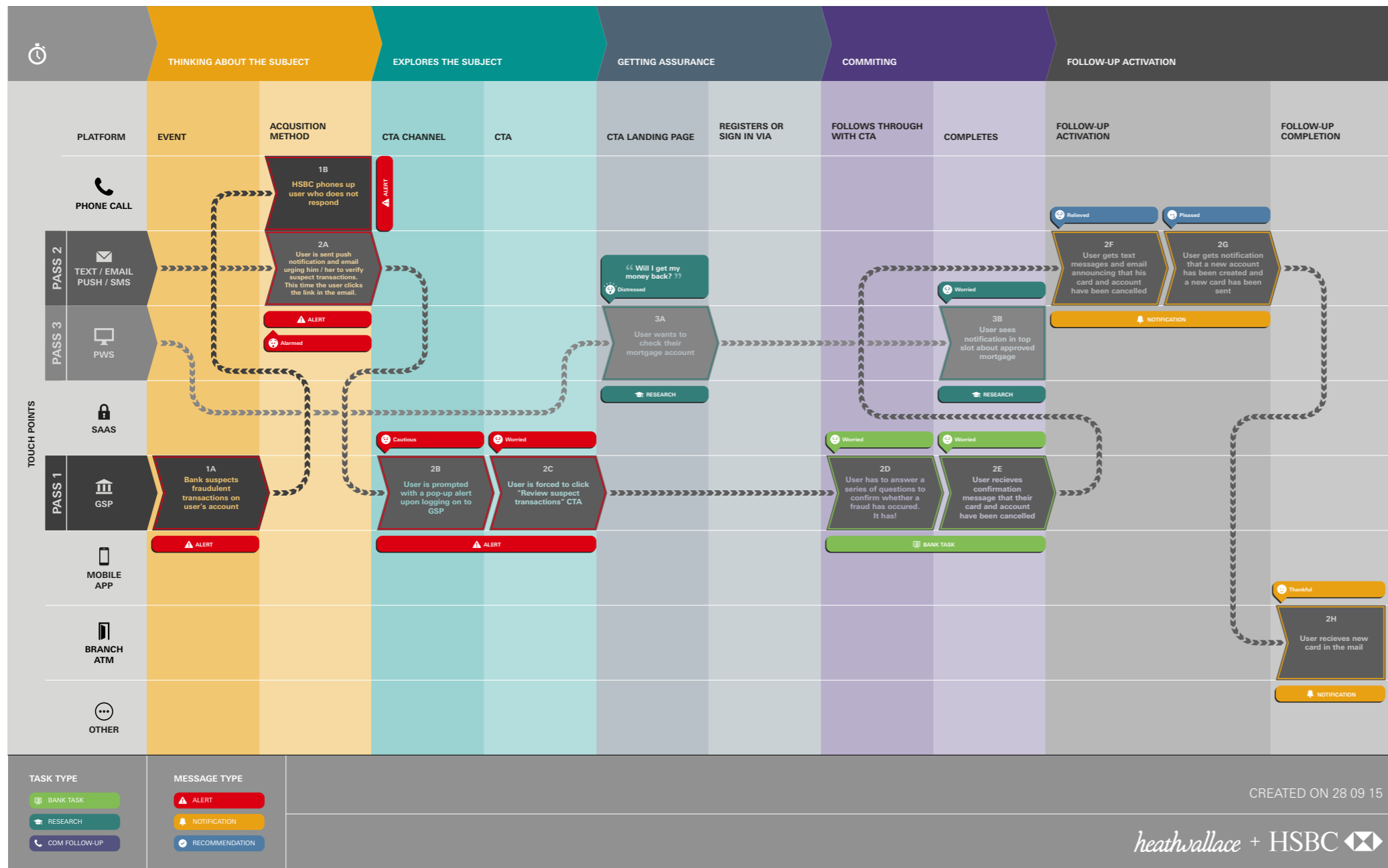
CONTENT AUDIT & INVENTORY

LIFE INSURANCE GLOBAL PRODUCT ANALYSIS									
Country	Products That They Would Need				Tool / Calculator	Quote Tool	Product #	CTA Type (In an order)	Notes
	Payment Type		Coverage Options						
	Lump Sum	Regular Income	Critical Illness	Over 50s					
Brazil									
Hong Kong	y	y	y	y	y	n	9	Call	Some products work like an investment product. There are 10 products on the left menu, 9 products on product listing page, and 7 products in coparison table. Confusing.
UK	y				y	n	1	Appointment	There isn't any menu item for life insurance on the doormat, instead there are two tiles for it.
Australia	y	y	y	y	n	y	1	Quote, Call, Appointment	Provided by Allianz.
USA	y	y	y		y	n	4	Appointment, Call	There are 2 more insurance in USA. Long-term Care Insuraunce for old people, and Disability Insurance
UAE	y	y	y	y	n	n	6	Call	Proided by Zurich. There are 2 products (SavingPlus, International Wealth Account) which are provided under insurance category. Actually, these products aren't an insurance product, instead they are investment products which provide the option to cover death. http://www.hsbc.ae/1/2/personal/protection/life-insurance/savingsplus for SavingPlus, and http://www.hsbc.ae/1/2/personal/protection/life-insurance/international-wealth-account for IWA
Malaysia	y	y	y		y	n	1 + 4	Call	Provided by Allianz.

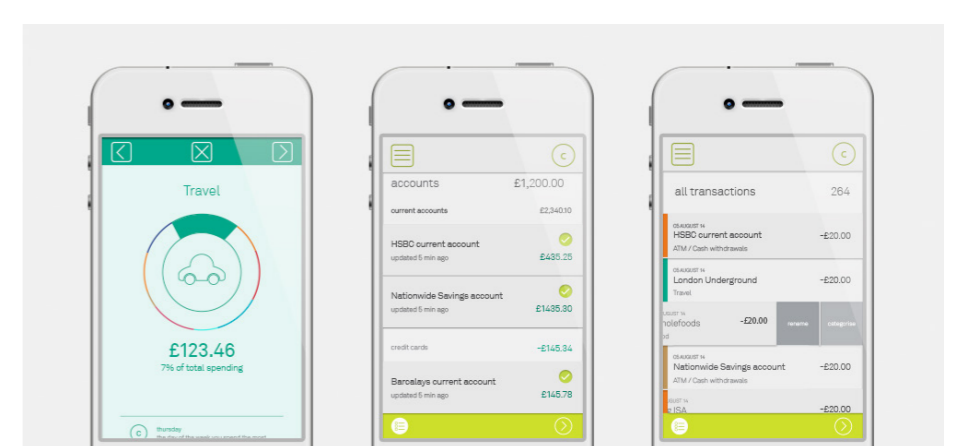
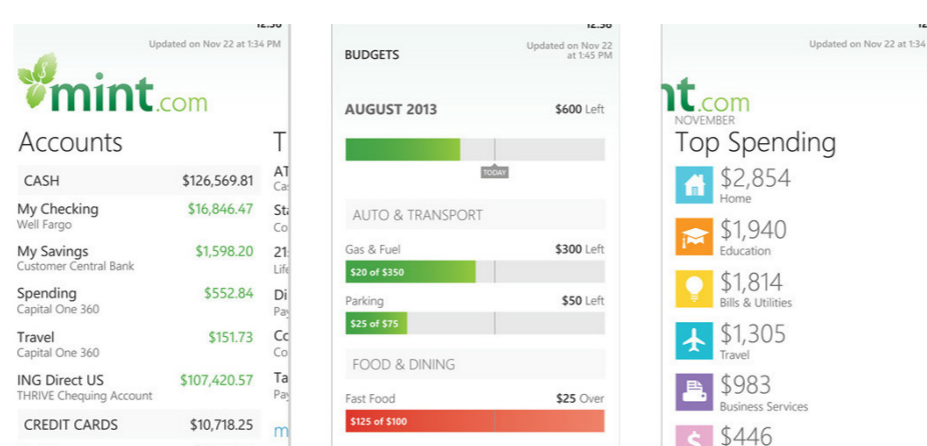
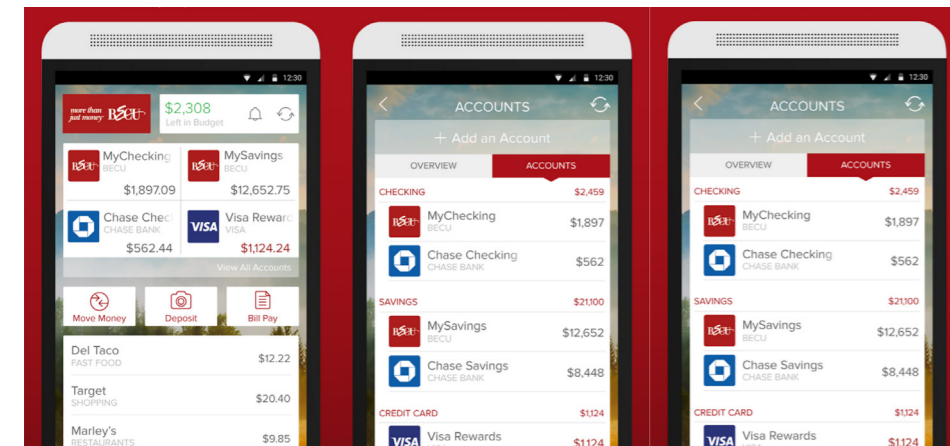
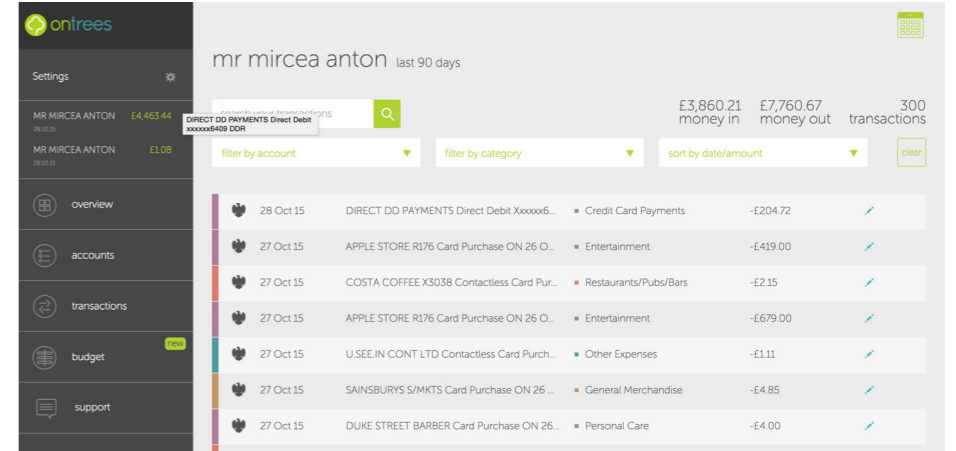
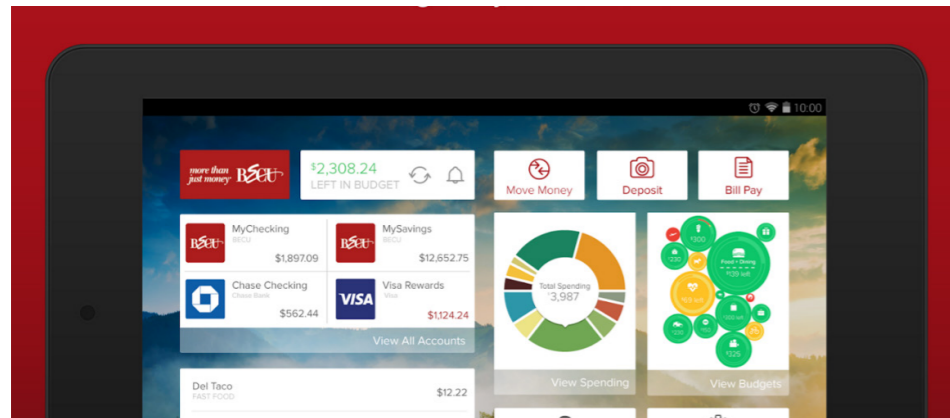
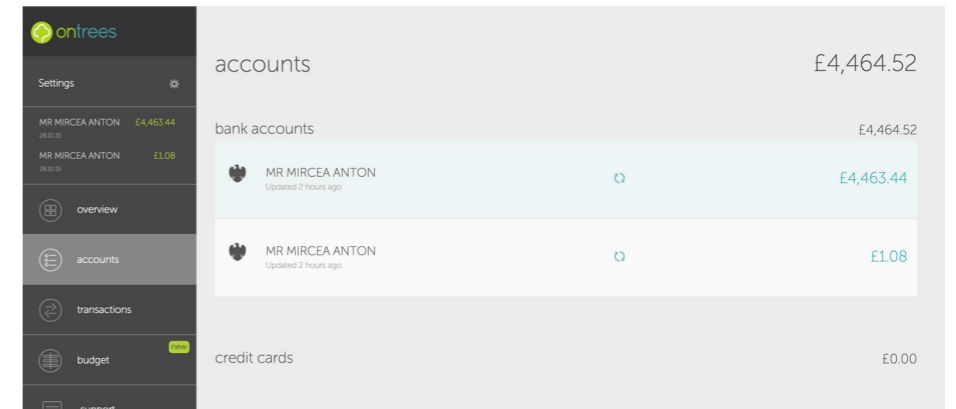
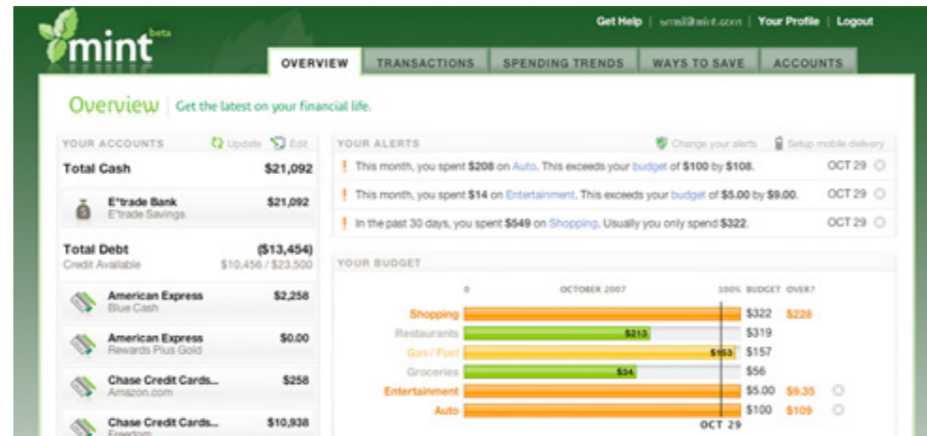
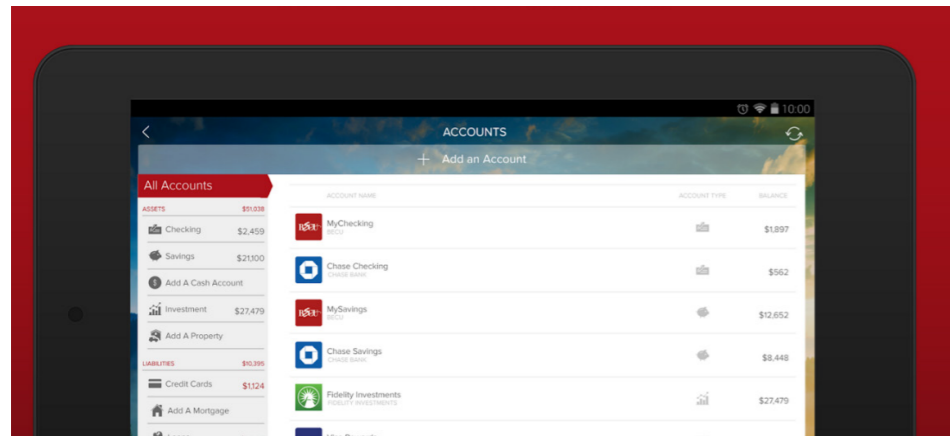
Personal and contact details (step 1)	Personal and contact details (step 1)	Personal (step 1)
Personal and contact details	Personal details	Personal and contact details
Title *	Title *	Title *
Surname *	Surname *	Full First name(s)
Forname *	Forname *	Surname
Date of birth *	Gender *	Gender *
Gender *	Date of birth *	Marital Status *
Marital Status *	Nationality/Citizenship *	Date of birth *
Number of dependents *	If you hold more than one nationality / Citizenship	Nationality/Citizenship *
Country of residence *	In which country are you resident for tax purposes	Do you hold more than one nationality / Citizenships? *
Nationality/Citizenship *	If you are resident for tax purposes in more than one country, plase select	In which country are you resident for tax purpose *
If you hold more than one nationality / Citizenship	Where would you like your account based?*	Are you resident for tax purposes in more than one country? *
Country of residence for tax purposes		Employment Status
If you are resident for tax purposes in more than one country		Number of dependants
Current address	Home address Details	Contact details
Postcode *	Postcode *	Postcode *

A content inventory is the process and the result of cataloging the entire contents of a website. An allied practice, a content audit is the process of evaluating that content. A content inventory and a content audit are closely related concepts, and they are often conducted in tandem.

CREATING EXPERIENCE MAPS



COMPETITIVE PRODUCT RESEARCH



Competitive analysis is used to evaluate how a given product's competition stacks up against usability standards and overall user experience, it also helps understand how the major competition in your space is handling usability

CONDUCTING RESEARCH

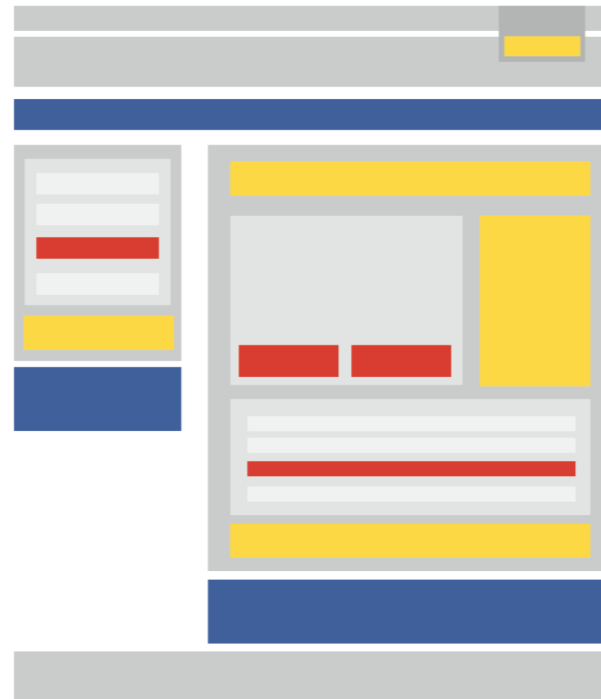
Proposed model: MIRPEDP

We are proposing to classify and measure the message impact relative to the position of established design patterns

High impact

- Inside established Design pattern component
- Inside established design pattern
- Outside established design pattern








Low impact



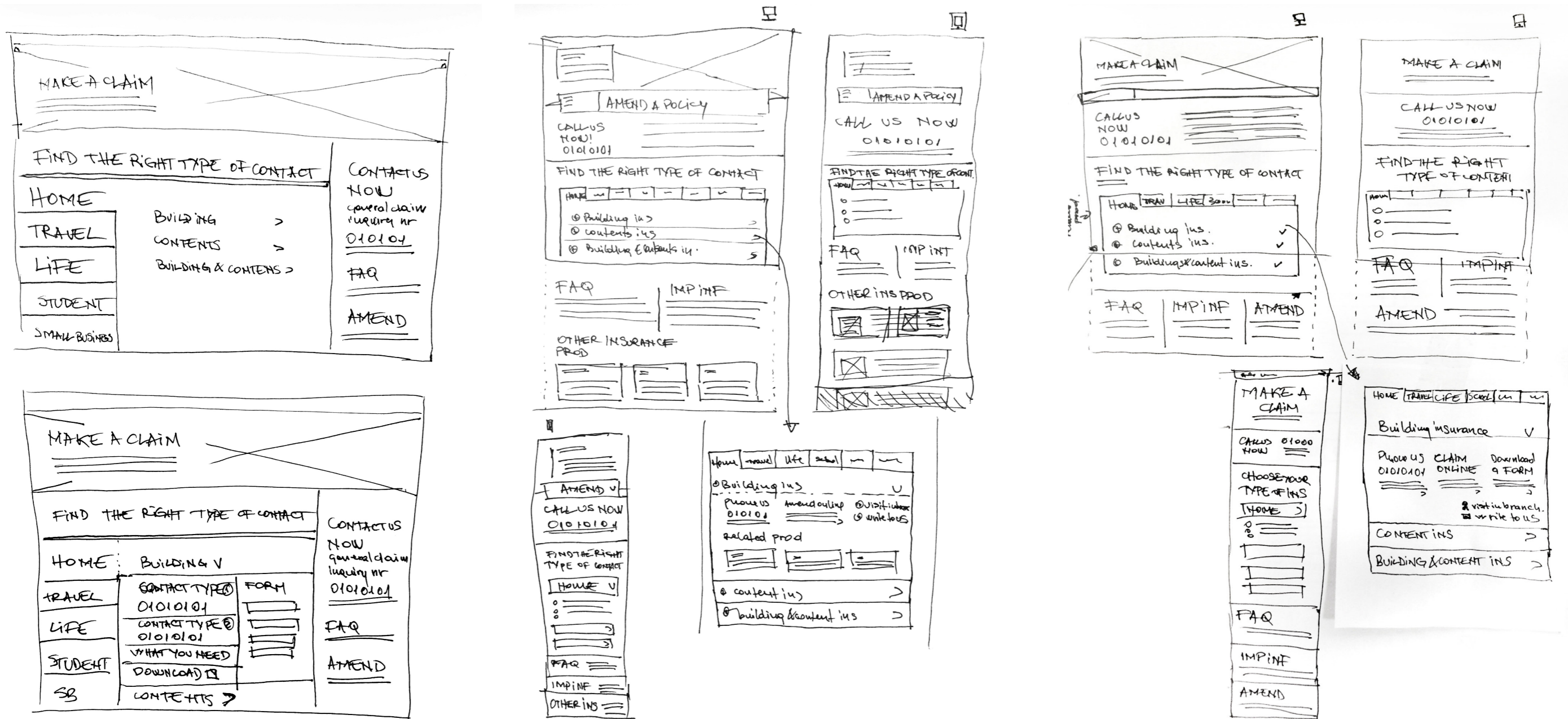
Putting it all together

When looking at the slot allocation of VAM messages we need to look at how does the type of message and placement impact the UX?

Below you can see a model of how we can classify these elements, quantify and compare their impact.

Messages by priority	Message relevance			F Shape			MIRPEDP			User Journey		
	Personal	Contextual	No relevance	High Focus	Medium Focus	Low Focus	High Impact	Medium Impact	Low Impact	High frequency	Medium frequency	Low Frequency
	■	■	■	■	■	■	■	■	■	■	■	■
												
												
												
												
												
												
												

LOW-FIDELITY PROTOTYPES



A prototype that is sketchy and incomplete, that has some characteristics of the target product but is otherwise simple, usually in order to quickly produce the prototype and test broad concepts.

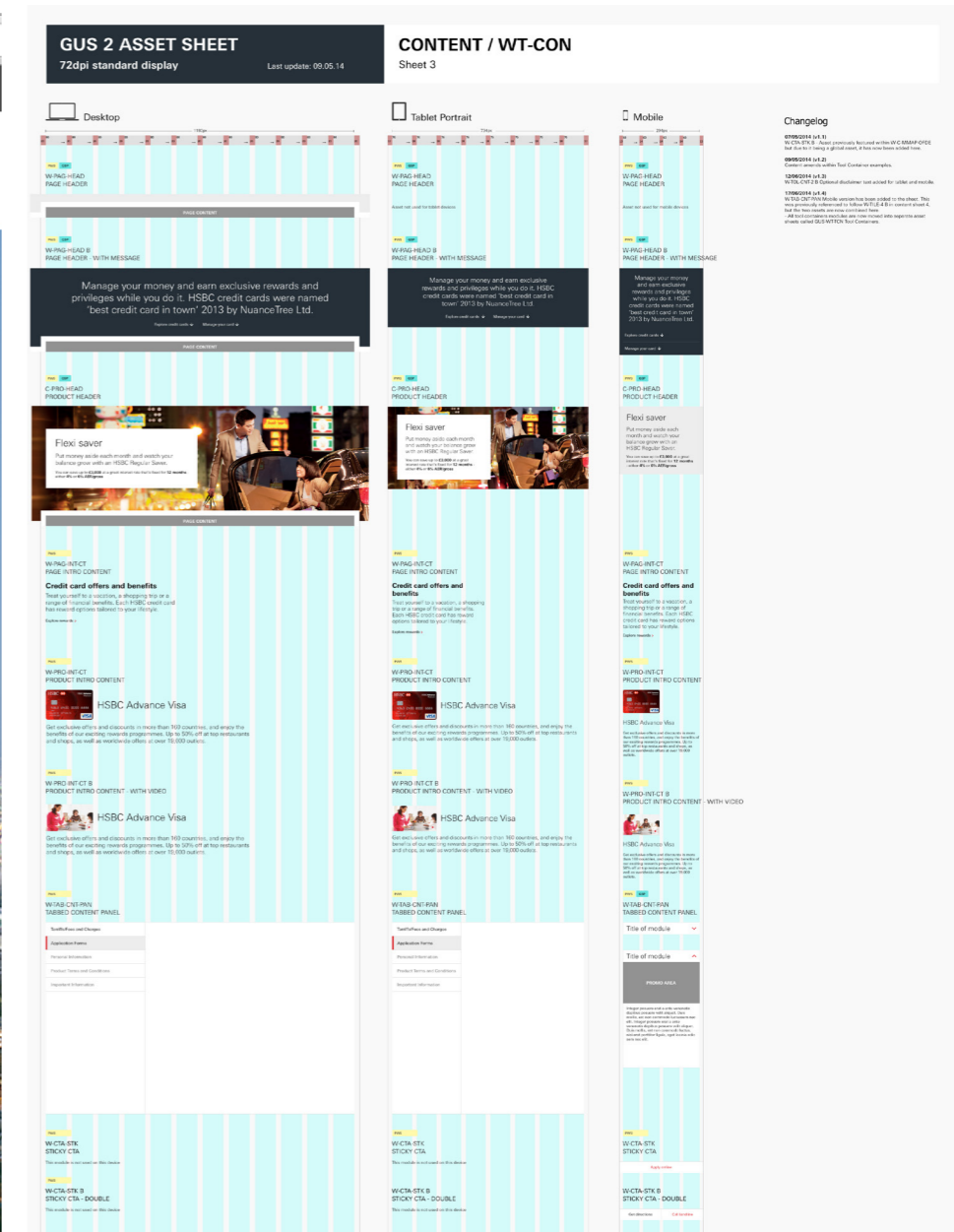
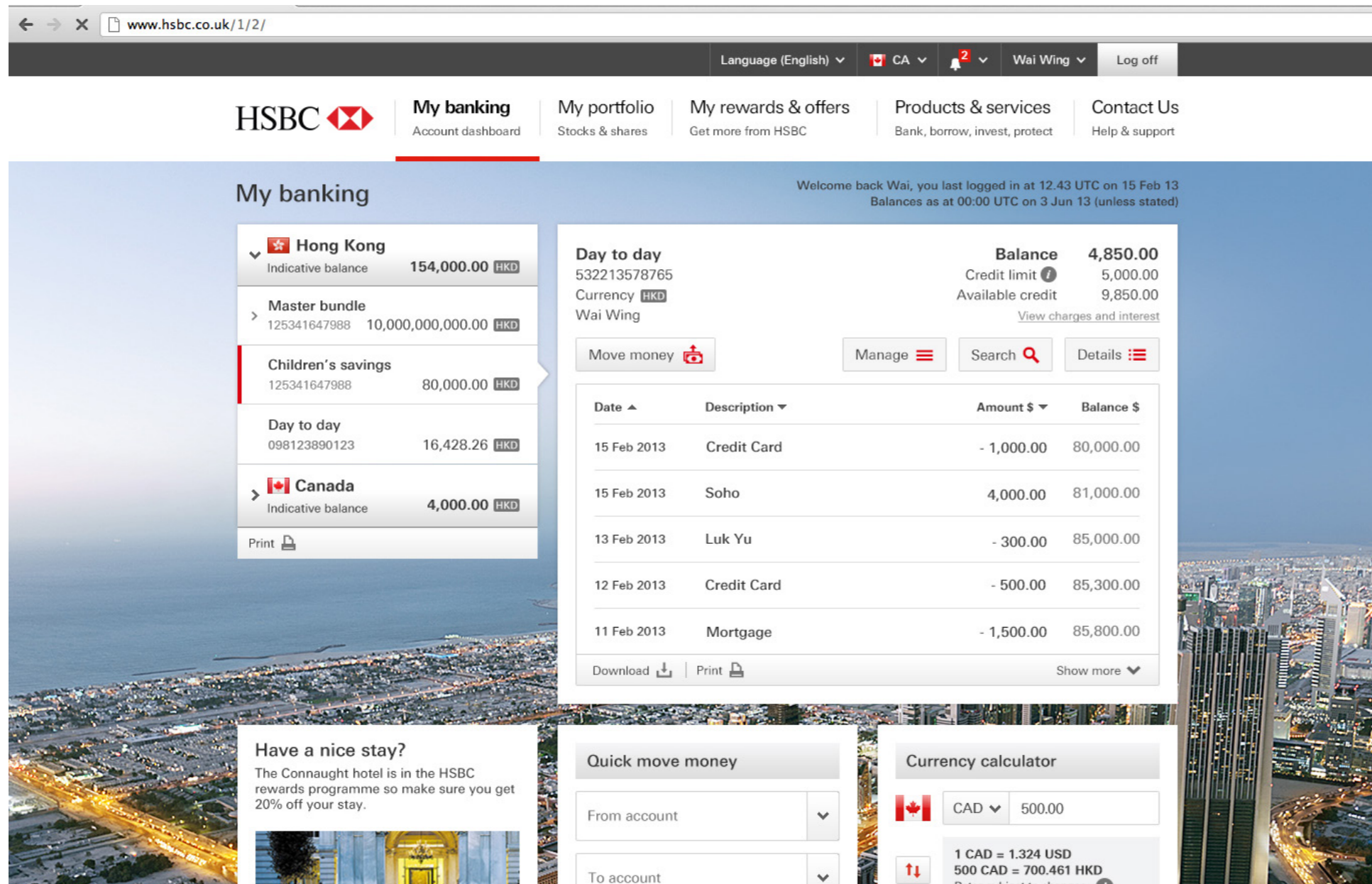
14 HSBC

CREATING WIREFRAMES

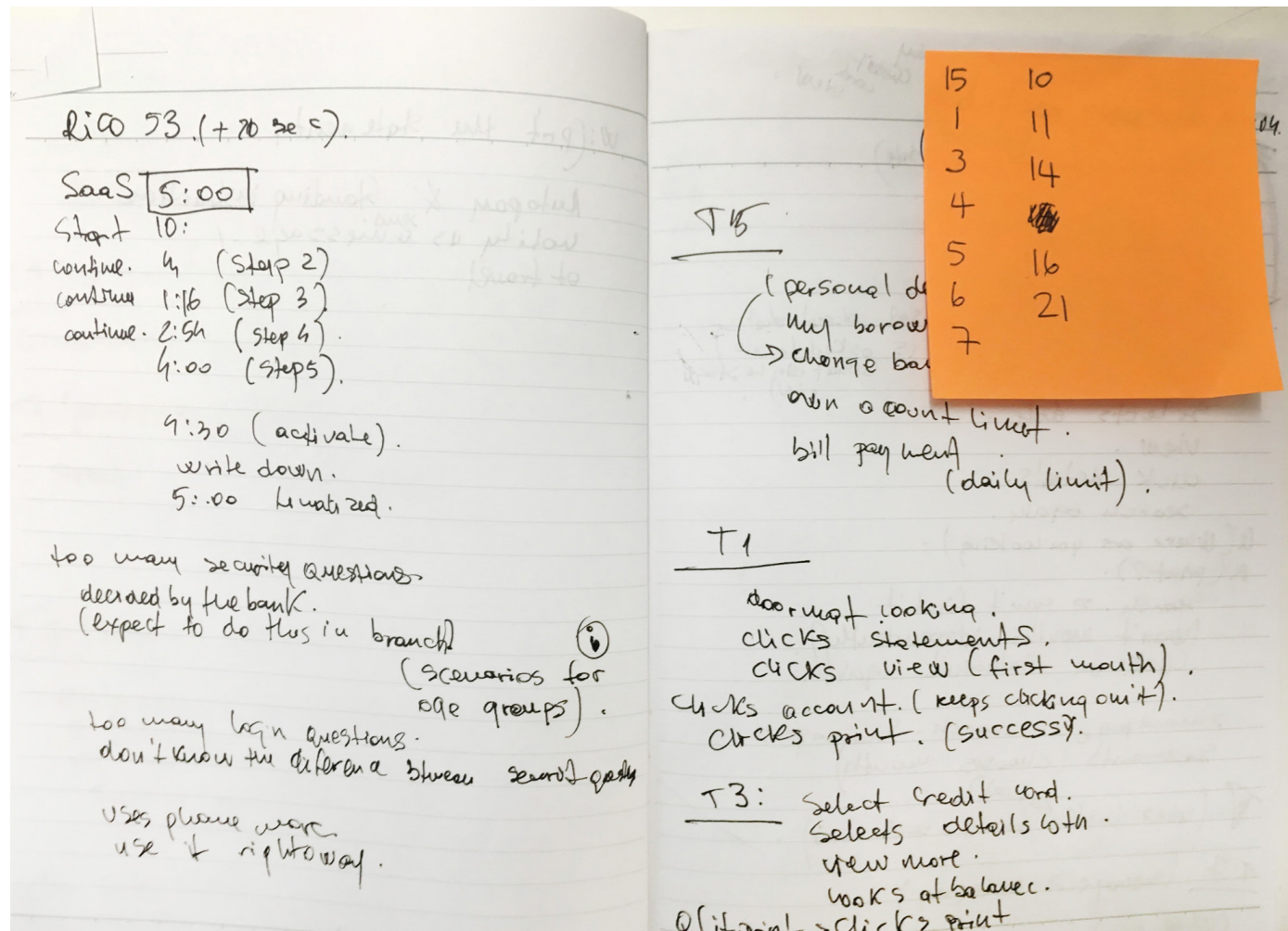


A wireframe specifically focuses on space allocation and prioritization of content, functionalities available, and intended behaviors, it allows you to determine the information hierarchy of the design while making it easier to plan out the content and user experience.

HIGH-FIDELITY DETAILED DESIGN

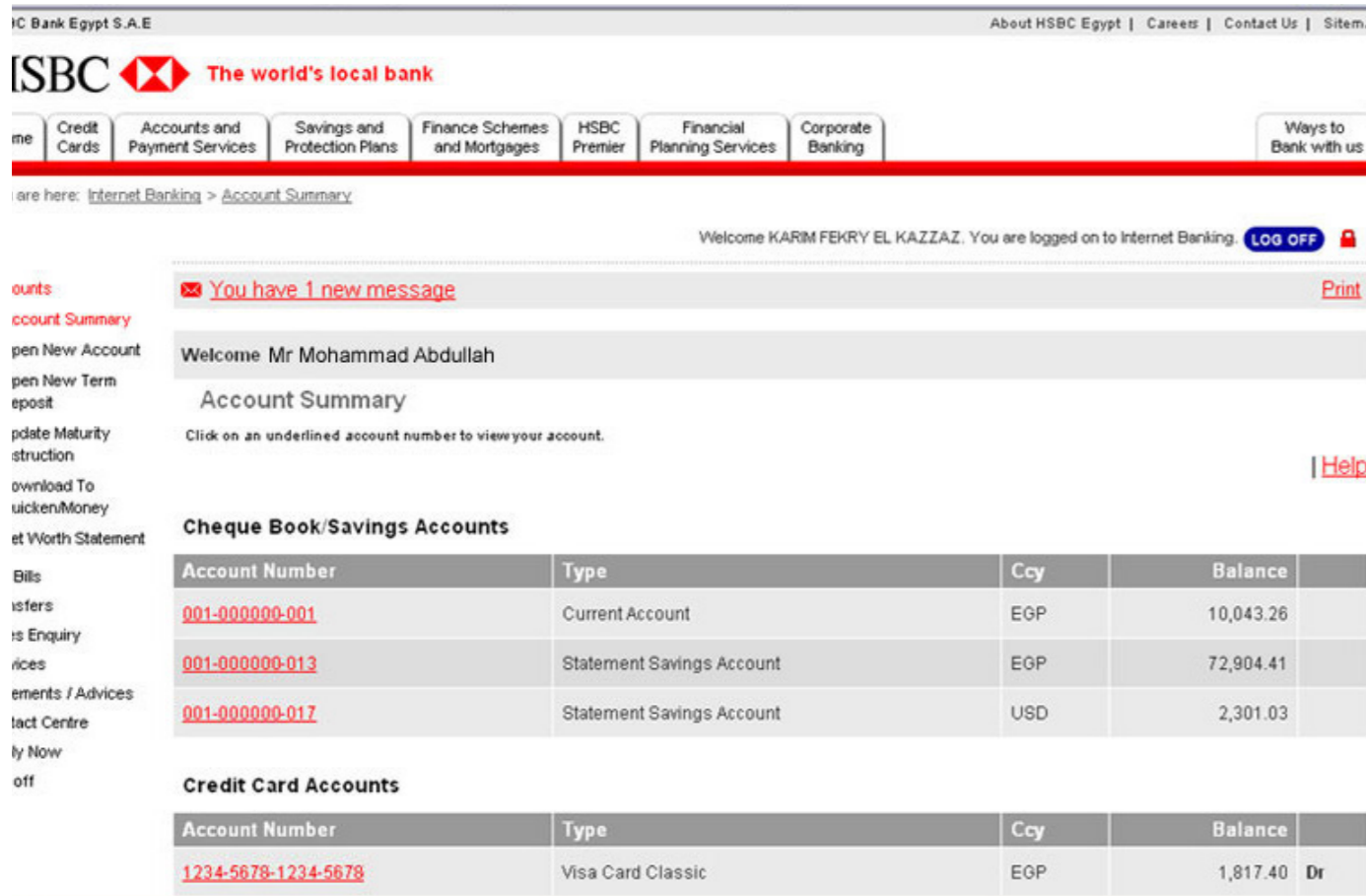


CONDUCTING USABILITY TESTS

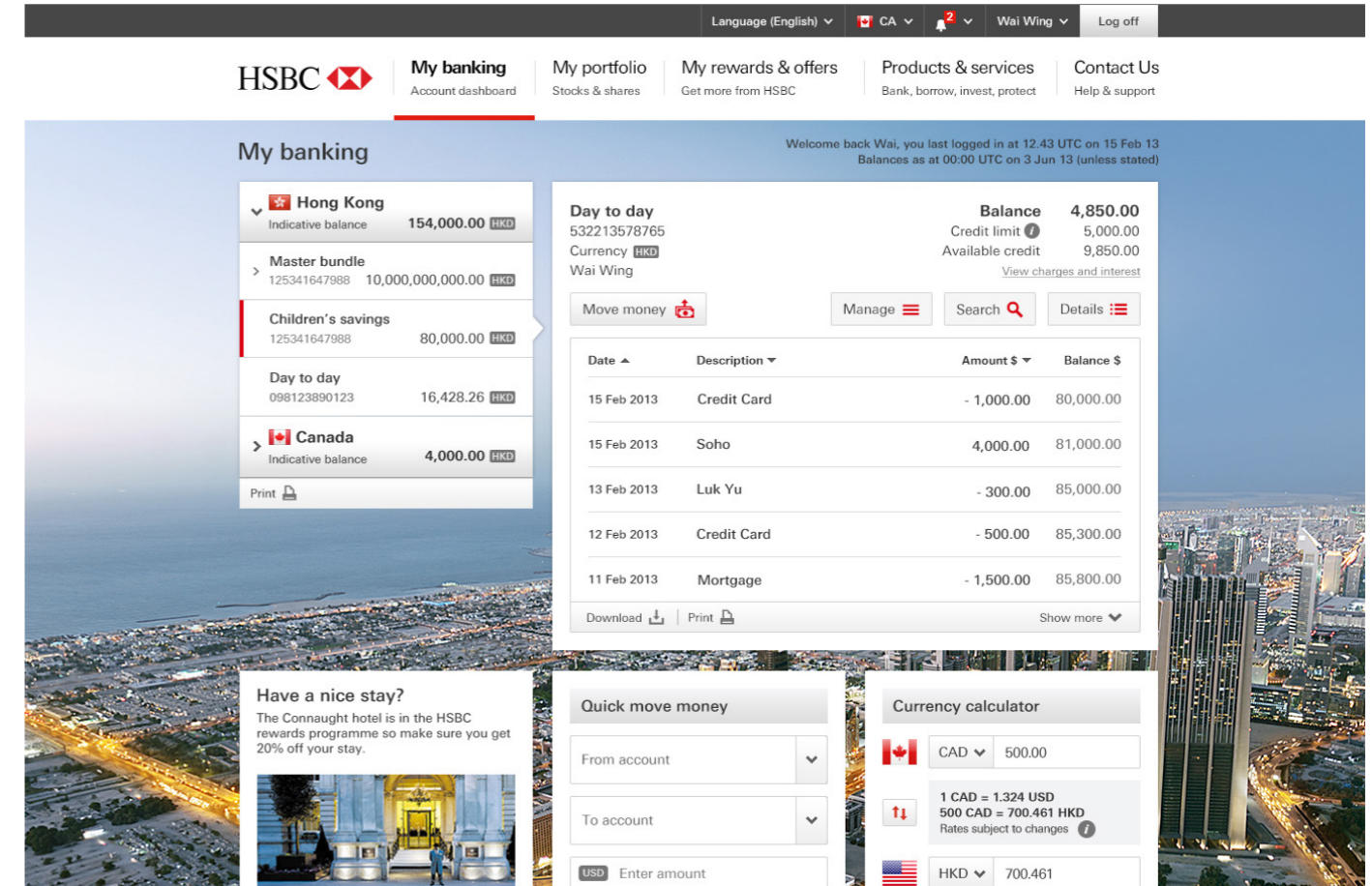


17 HSBC

PROJECT OUTCOME



Old online platform: March 2015



New online platform: December 2016

ACHIEVEMENTS

- › Improved overall accessibility and usability
- › Healthy & steady traffic growth since launch
- › Low overall bounce rate & healthy average time on site indicates good visitor retention

- › Responsive design success revealed in low mobile traffic bounce rate
- › Referrals, and social sharing validates content quality, trust and credibility.
- › 12.8% conversion rate on newsletter subscriptions
- › In page analytics and click tracking indicates successful navigation

IMG GOLF

Date: March 2014

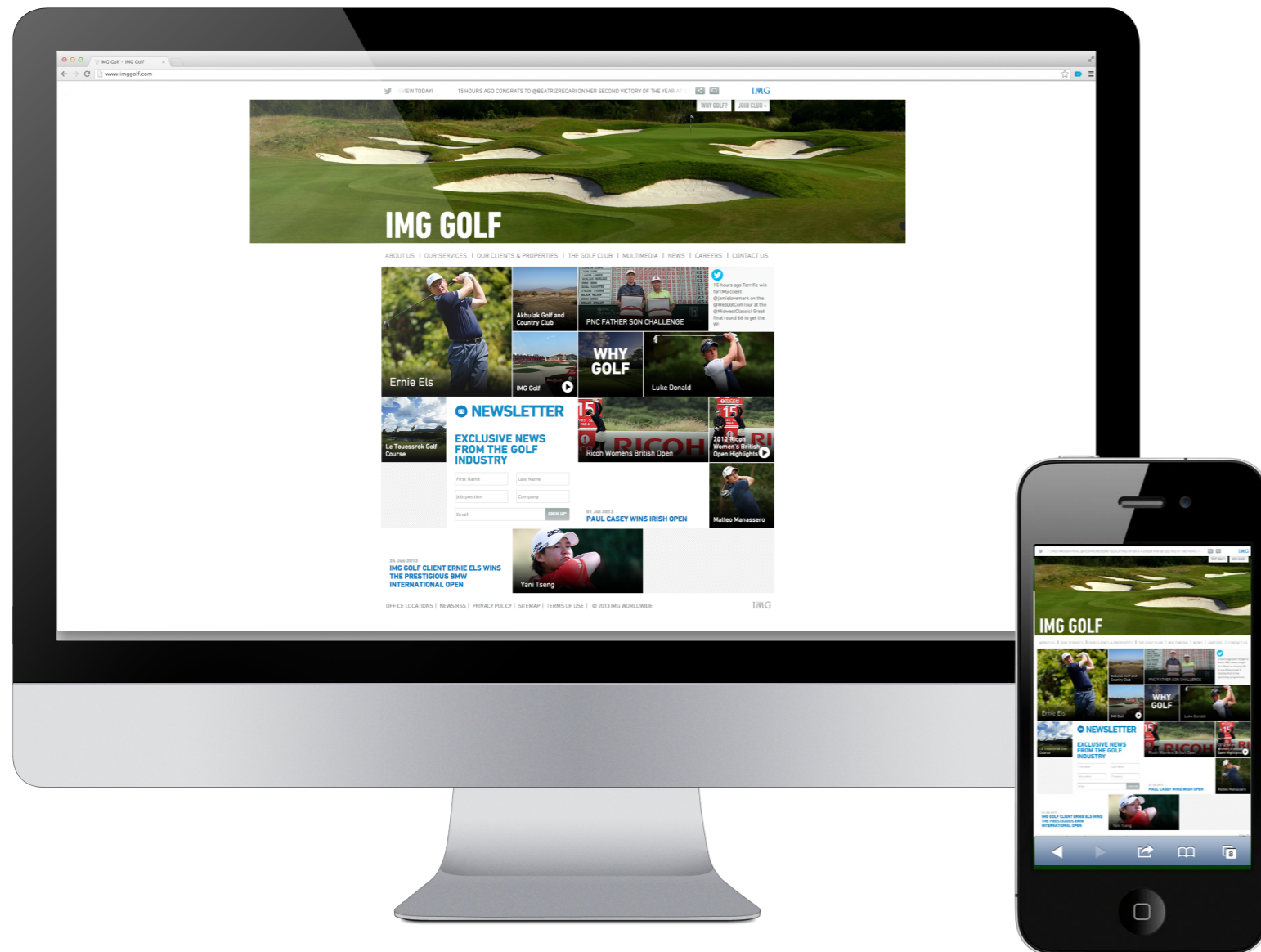
Platform: Desktop and mobile

CHALLENGE

Build a website that curates current, credible, trustworthy, reliable content, provide resources for users and generate business leads.

WHAT I DID

- › Setting goals and objectives
- › Stakeholder interviews
- › Establishing key audiences
- › Building personas
- › Creating scenarios
- › Creating site maps
- › Conducting competitive research
- › Low-fidelity prototypes
- › Creating wireframes
- › High-fidelity design & guidelines
- › Usability testing



01 IMG GOLF

SETTING GOALS AND OBJECTIVES

SITE URL: imggolf.com

SITE OWNER: IMG World

WHAT IS THE WEBSITE ABOUT?

imggolf.com is a corporate content website showcasing the business history as a market leader in the sport with 50 years of experience managing the top golf professionals, golf courses, premier golf events and personalities

WHAT ARE THE GOALS OF THE WEBSITE?

The Goal of the website is to provide current, credible, trustworthy, reliable content, provide resources for users and generate business leads.

WHO ARE THE USERS OF THE SITE

Primary audience: Broadcasters and Sponsors

Secondary audience: Event Managers and Sales Managers

25

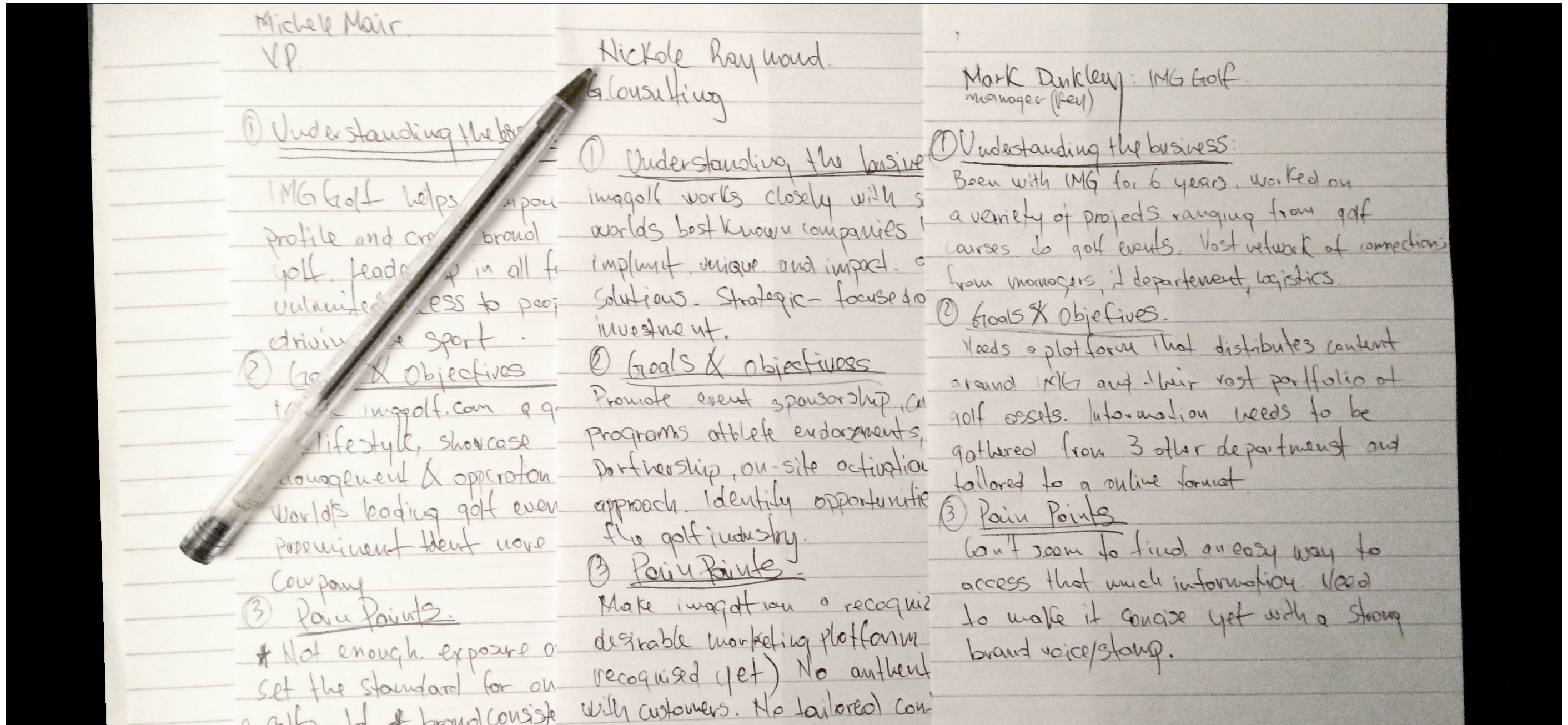
IMGGOLF.COM
CASE STUDY
PORTFOLIO 2017

Objectives are an important focusing lens for use throughout the project. They spring from the client company's overall business strategy, so the project objectives are in line with the strategic initiatives within the company

**ANTON
MIRCEA**

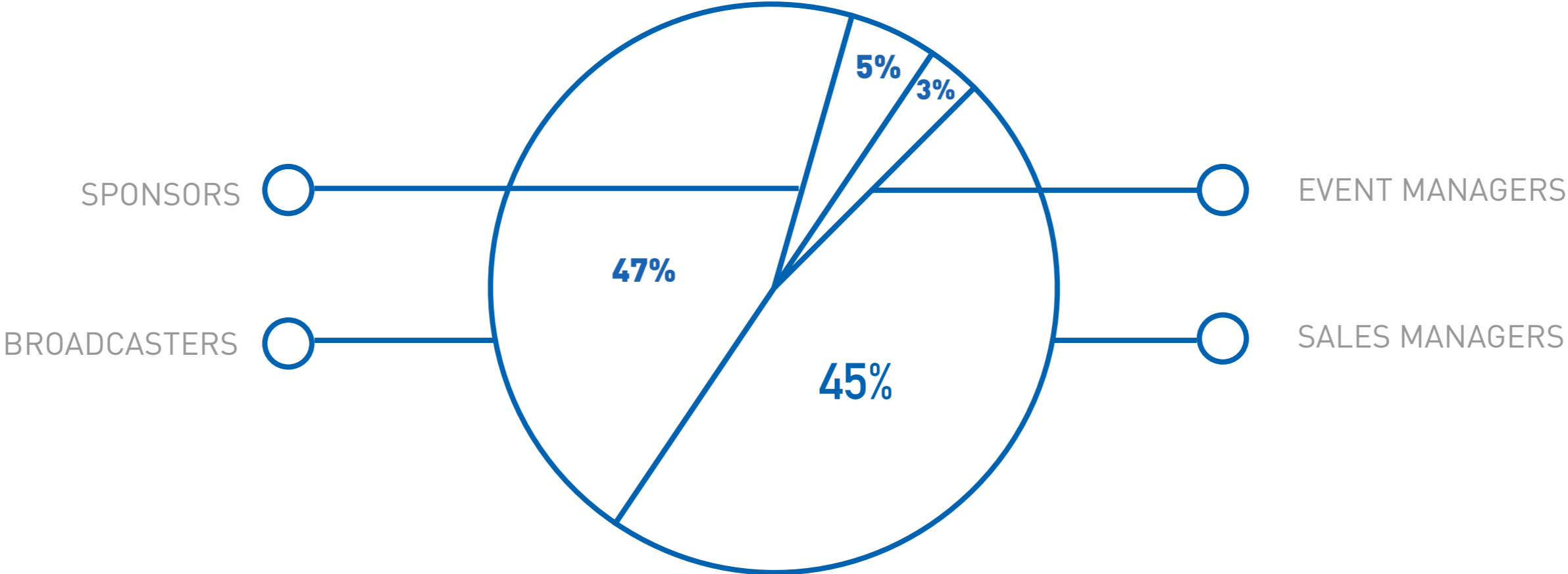
02 IMG GOLF

CONDUCTING INTERVIEWS



03 IMG GOLF

ESTABLISHING KEY AUDIENCES



Interviewing the stakeholders has helped me identify the right audience for the product and characteristics of study participants. As with every product or service, the best offering comes from carefully identifying the target audience, their needs and their wants.

04 IMG GOLF

01 BUILDING PERSONAS

BROADCASTER | INCLUDES CHANNEL MANAGER, EXECUTIVE BROADCASTING DIRECTOR

WHO ARE THEY?

- › Decision makers
- › Age: 35+
- › Gender: Mixed
- › Family: Married, children
- › Education: Strong media background, business orientated

HOW DO THEY FIND INFORMATION?

- › On desktop/laptops - smartphones, information and data focused - email primary communication
- › Forums for broadcasting trends - media magazines, media groups on social networks such as LinkedIn

MAIN GOALS/WHAT DO THEY WANT?

- › To find the right level of information quickly
- › Trending, impactful & cost efficient content
- › To be the first to know about media trends, news / latest in broadcasting world

PAIN POINTS

- › Finds it hard to find relevant content for his industry
- › The content found is not always up to date
- › Finds it hard to get the contacts for the right people
- › Hard to distinguish the level of quality of the content presented

MOTIVATION

- › Find new suitable content
- › Discover new trends in the industry
- › Access fresh & new content markets

05 IMG GOLF

02 BUILDING PERSONAS

BROADCASTER | INCLUDES CHANNEL MANAGER, EXECUTIVE BROADCASTING DIRECTOR

AUDIENCE NEEDS:

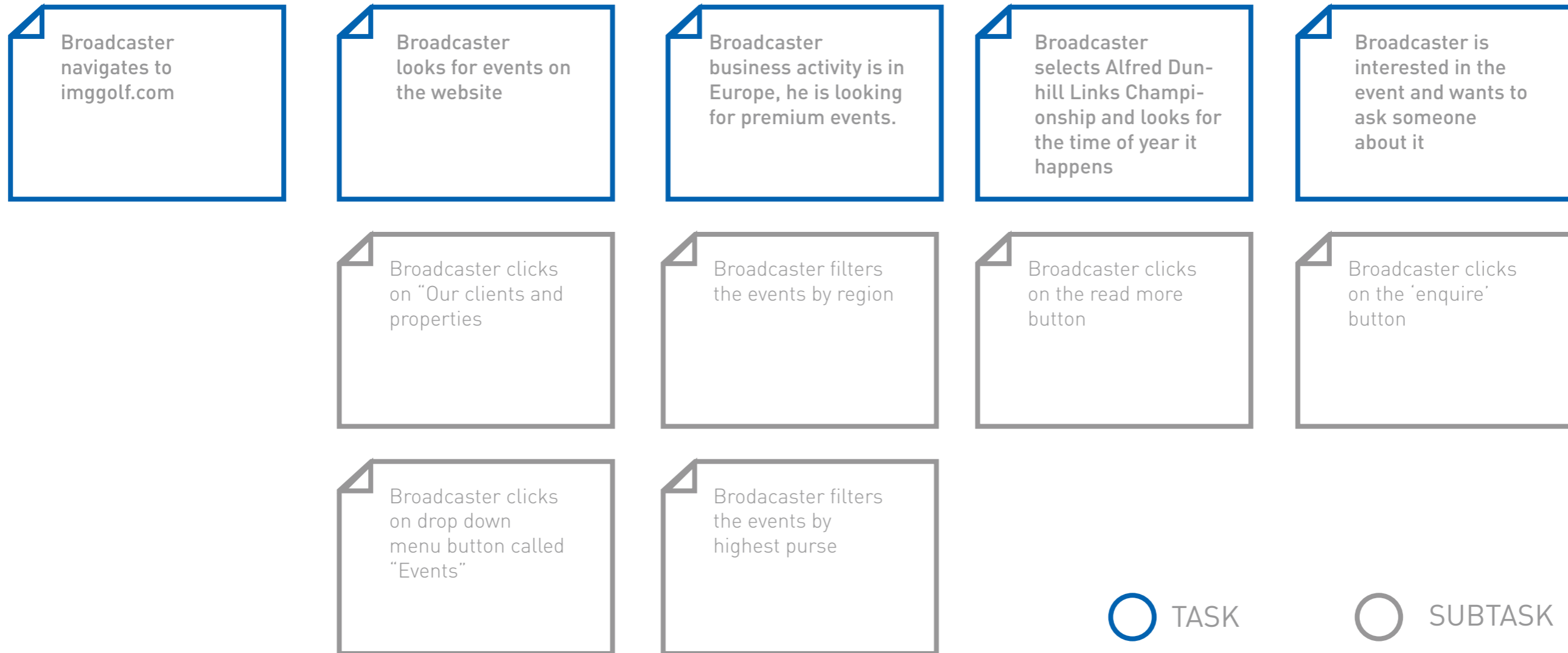
- › What is your best content about?
- › What is the audience for that content?
- › What is your latest tv content? - upcoming updates, trends?
- › What are the trends in your industry?
- › What can I buy – how much?
- › Exhibitions – when, where, who?
- › New content /
- › Who stars/presents your content?
- › What is your distribution platform?
- › Is this data up to date?
- › How do you produce your content?
- › How engaging is your content?
- › Where can I find details about your shows? Do you offer any additional services? – local office / contact details

SOLUTION (CONTENT & FUNCTIONALITY)

- › Interactive website design
- › Accessibility, UX, IA – improvements
- › Product search/filter
- › News / media section – trends, exhibitions, new (blog?) Video – event show
- › Contact details – global network
- › Email newsletter
- › Video – inside the business (content analysis)
- › Golf feature with most popular players (success) Facts/Stats

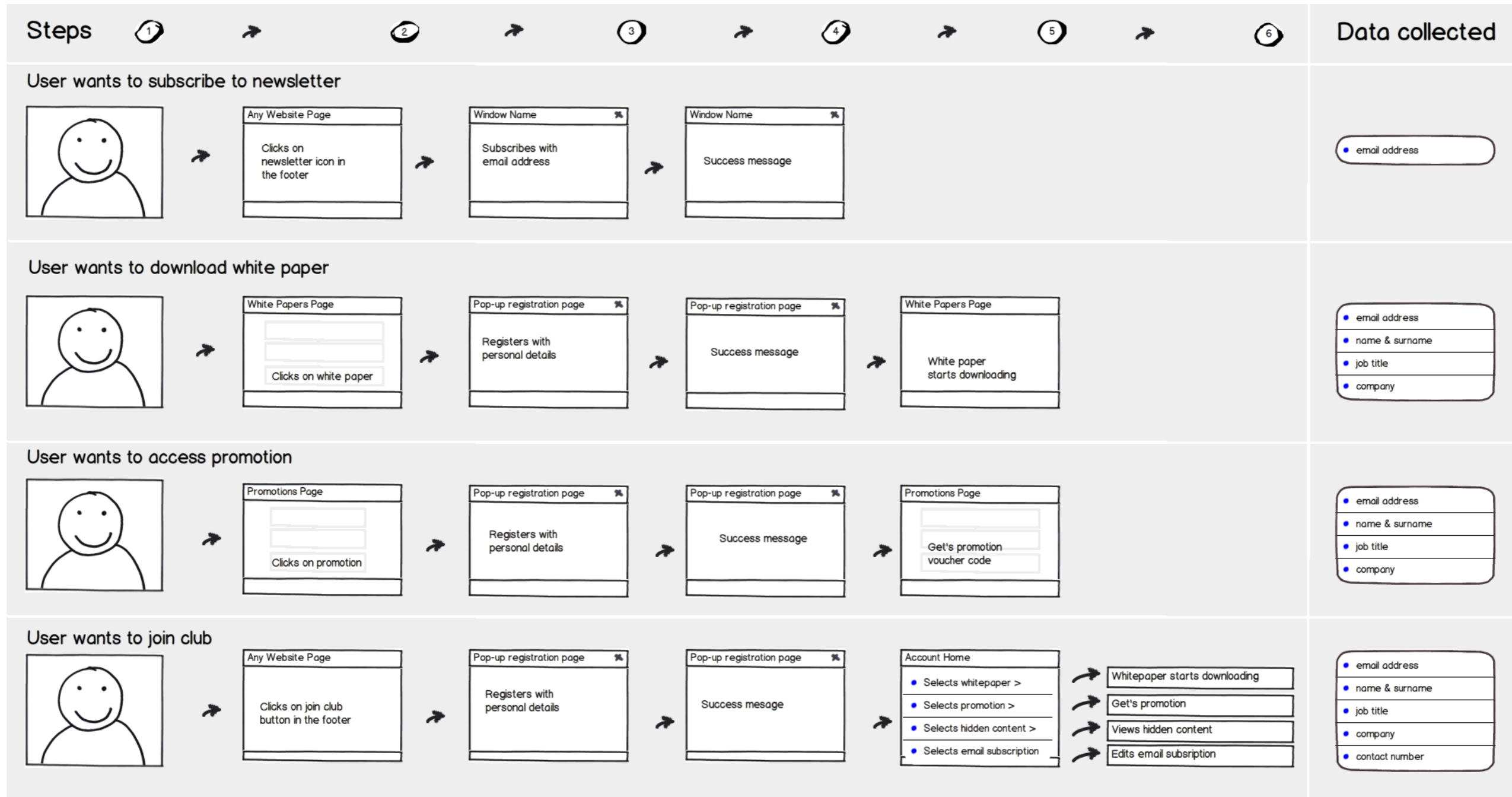
06 IMG GOLF CREATING SCENARIOS

BROADCASTER IS DOING RESEARCH AND WANTS TO FIND AN EVENT THAT MIGHT SUIT HIS CHANNELS PROFILE



07 IMG GOLF

USER JOURNEYS FOR DATA COLLECTION



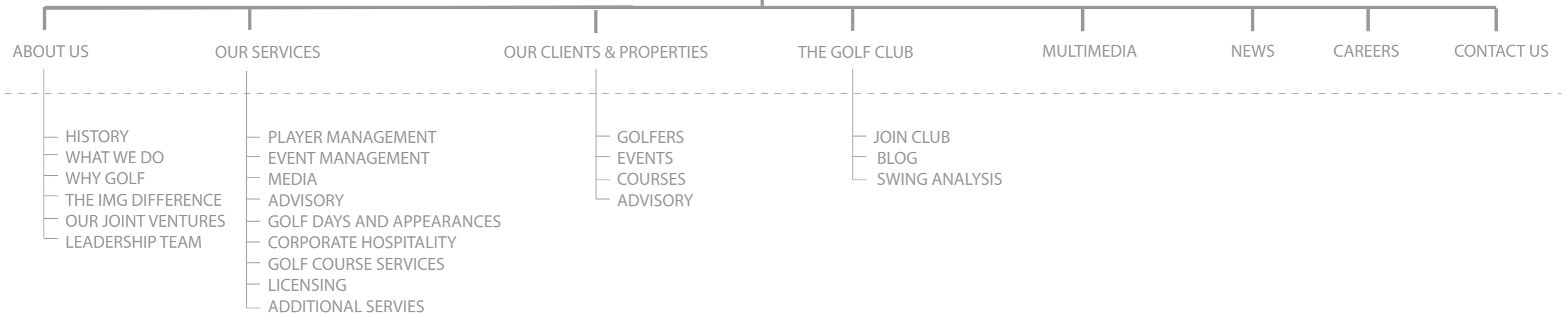
08 IMG GOLF CREATING SITEMAP

Header Navigation

WHY GOLF?

JOIN CLUB

Homepage



Footer

OFFICE LOCATIONS

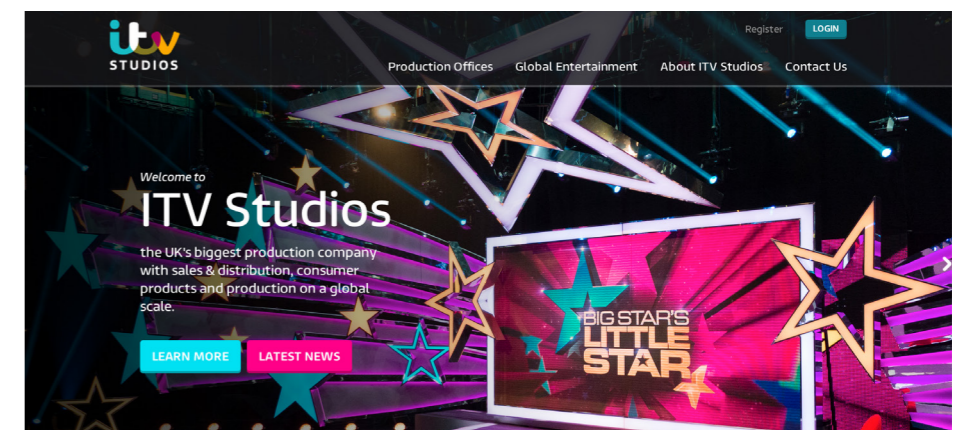
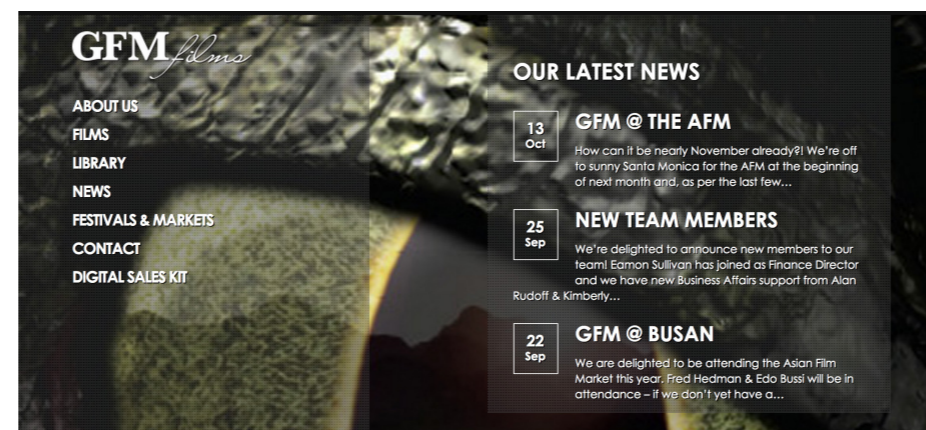
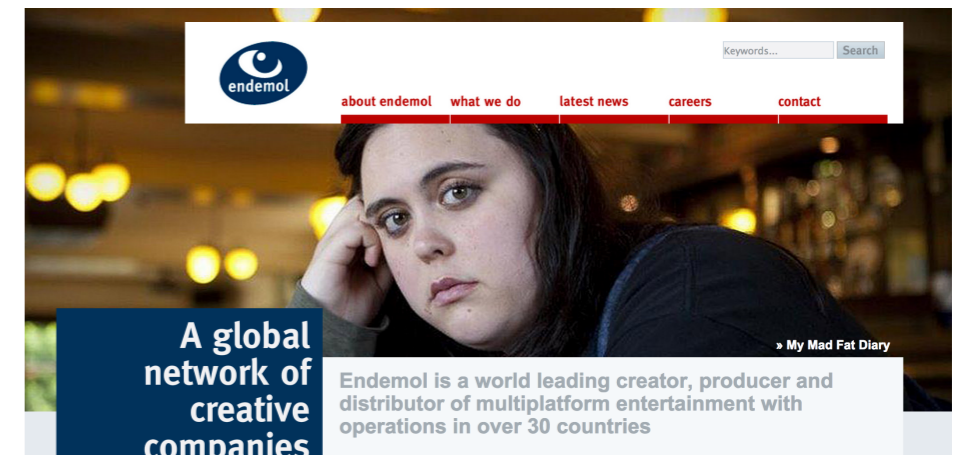
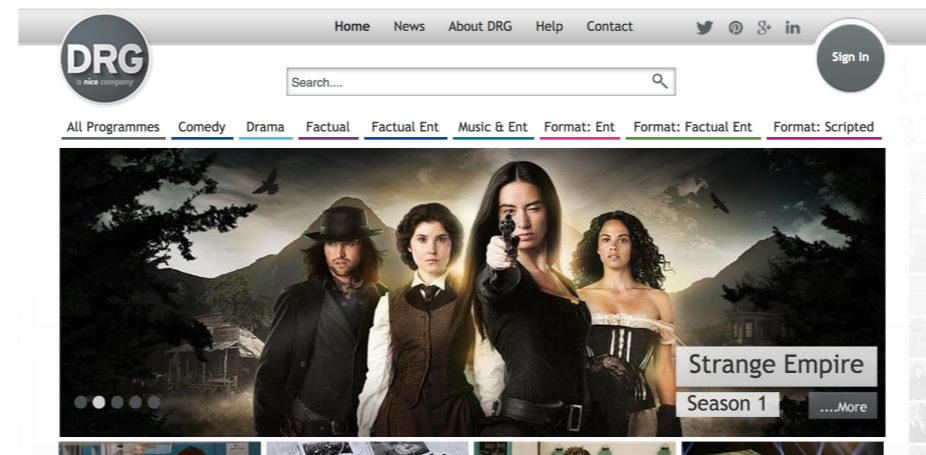
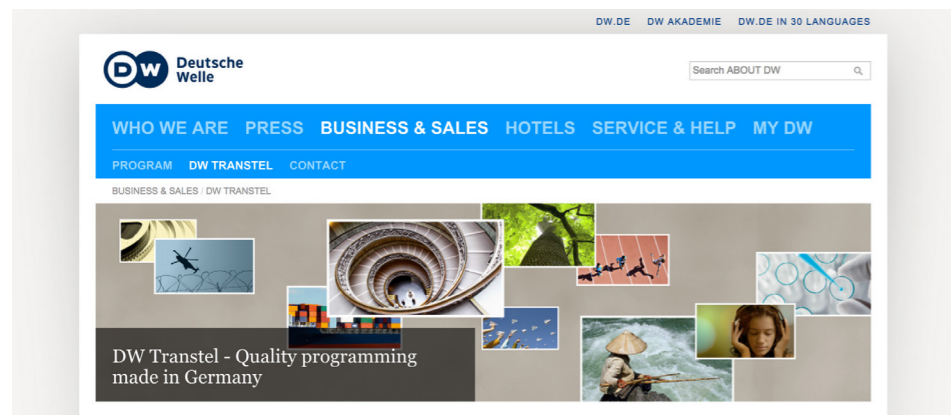
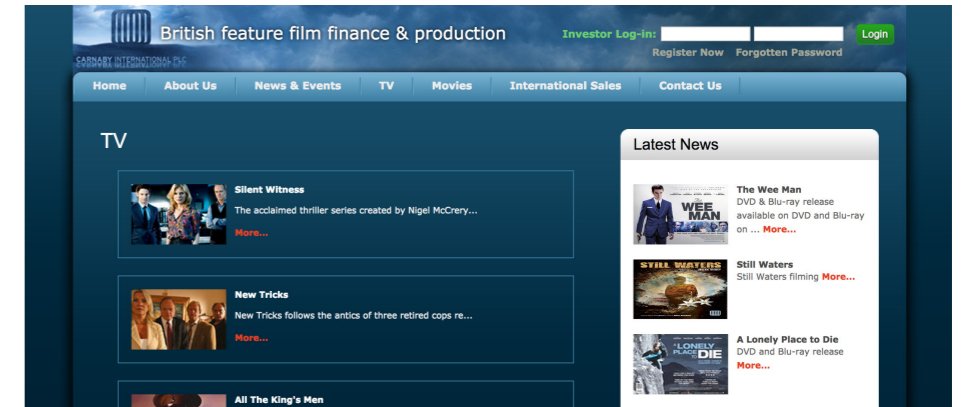
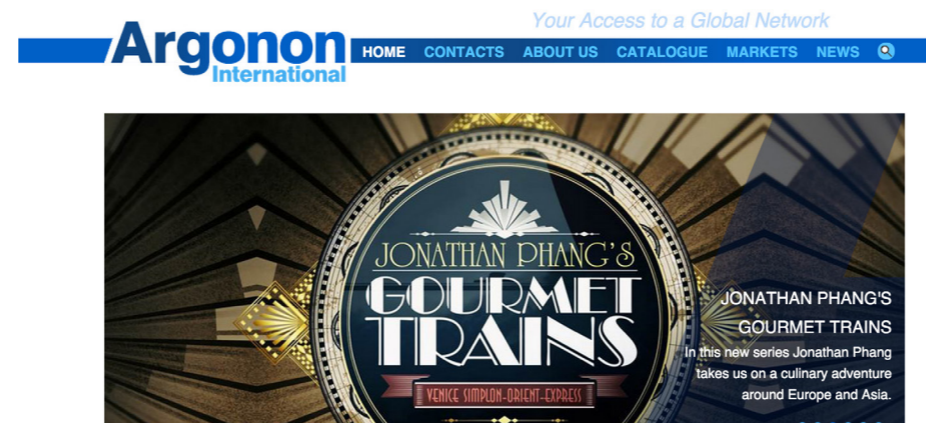
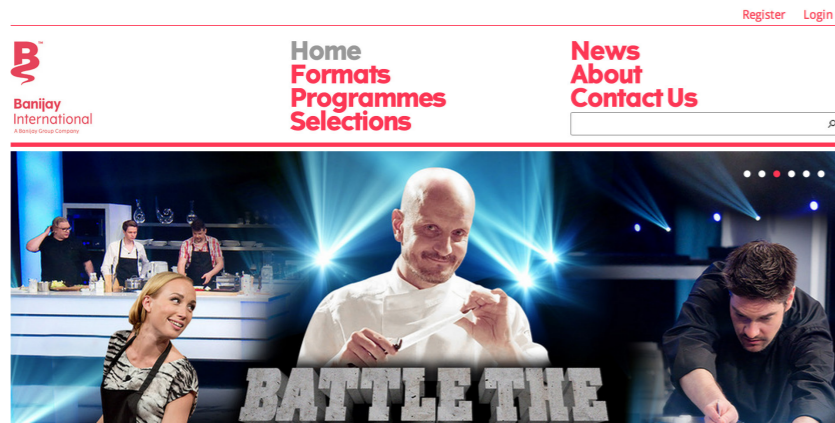
NEWS RSS

PRIVACY POLICY

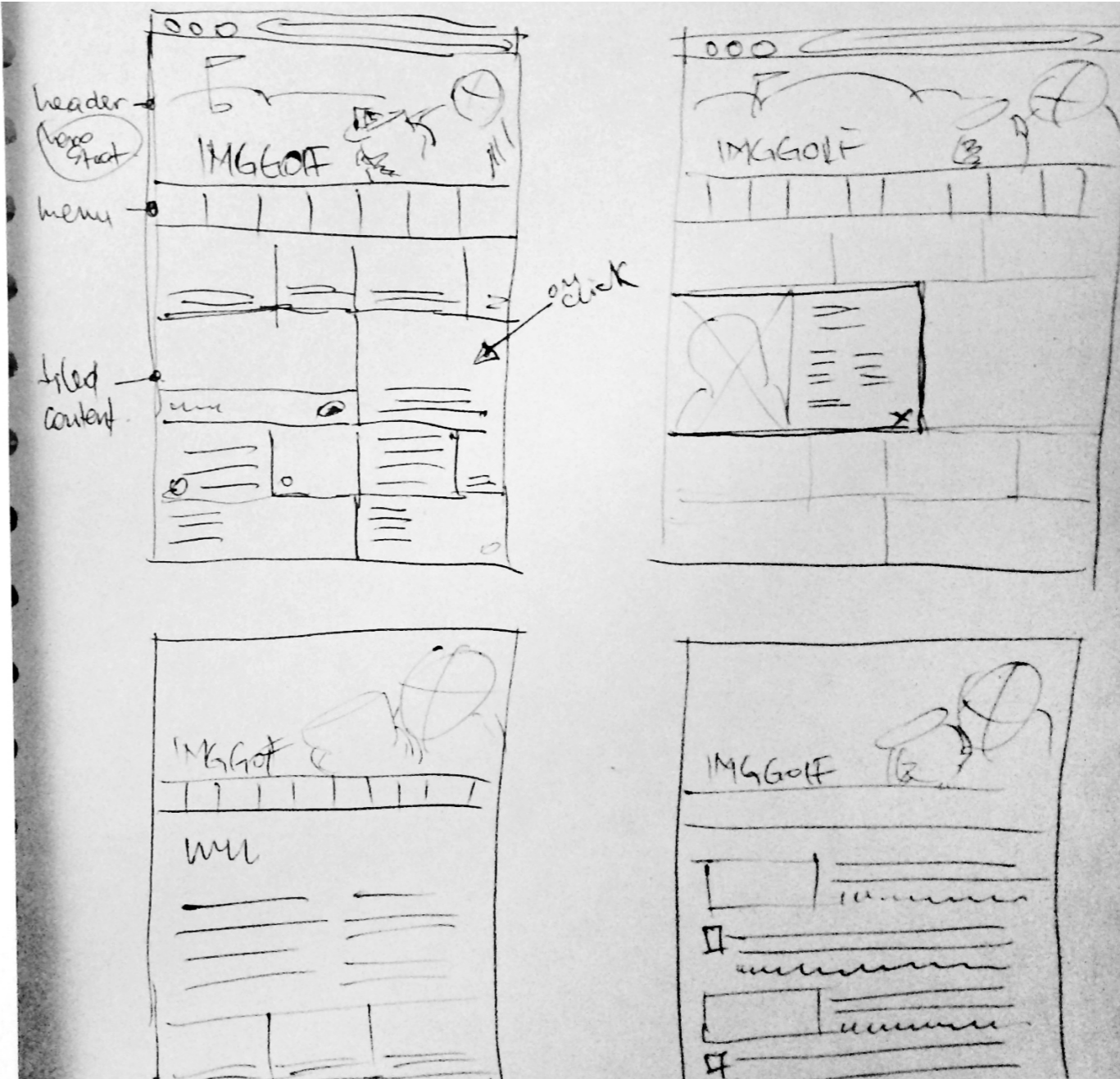
SITEMAP

TERMS OF USE

09 IMG GOLF COMPETITIVE PRODUCT RESEARCH

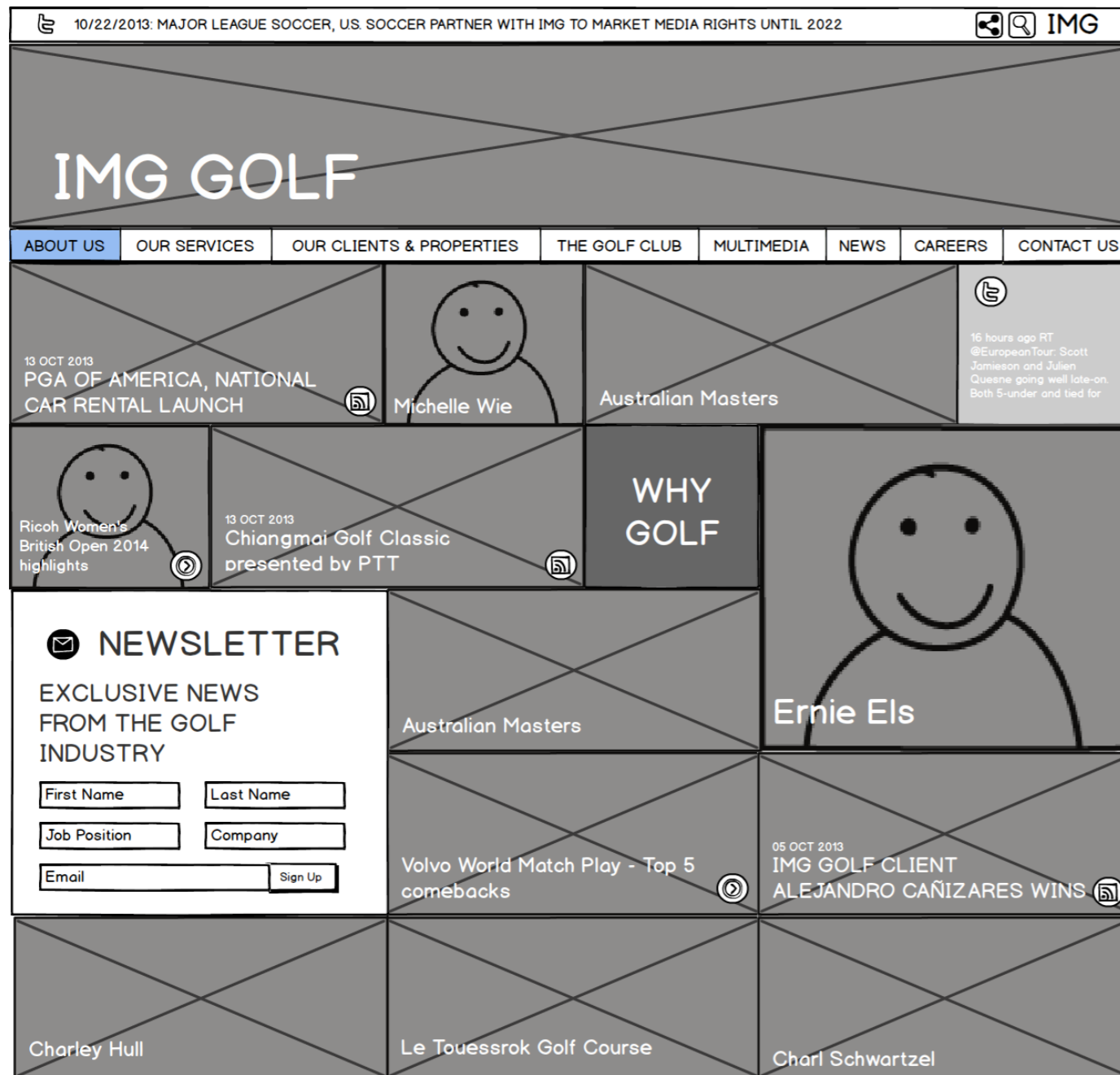


10 IMG GOLF LOW-FIDELITY PROTOTYPES



I use low-fidelity prototypes in order to have an early validation of the product saving time and making sure I'm not producing wasteful design work. I can easily and efficiently make changes while including users feedback based on their reactions.

11 IMG GOLF CREATING WIREFRAMES



OFFICE LOCATIONS | NEWS | RSS | PRIVACY POLICY | SITE MAP | TERMS OF USE | © 2014 IMG WORLDWIDE IMG

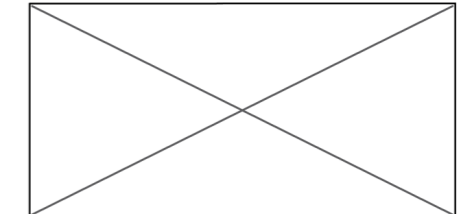


HISTORY

IMG was founded on a handshake between Mark McCormack and his good friend Arnold Palmer in 1960.

Mark McCormack undertook to manage and market Arnold and effectively laid the groundwork for the sports marketing as we know it today.

He recognised the commercial potential of sport beyond ticket sales and used IMG to drive this concept, beginning with the promotion of the "big three" in golf, legends Arnold Palmer, Gary Player and Jack Nicklaus. From this IMG rapidly expanded, evolving to the world's premier sports and lifestyle marketing and management company – with a portfolio of hundreds of

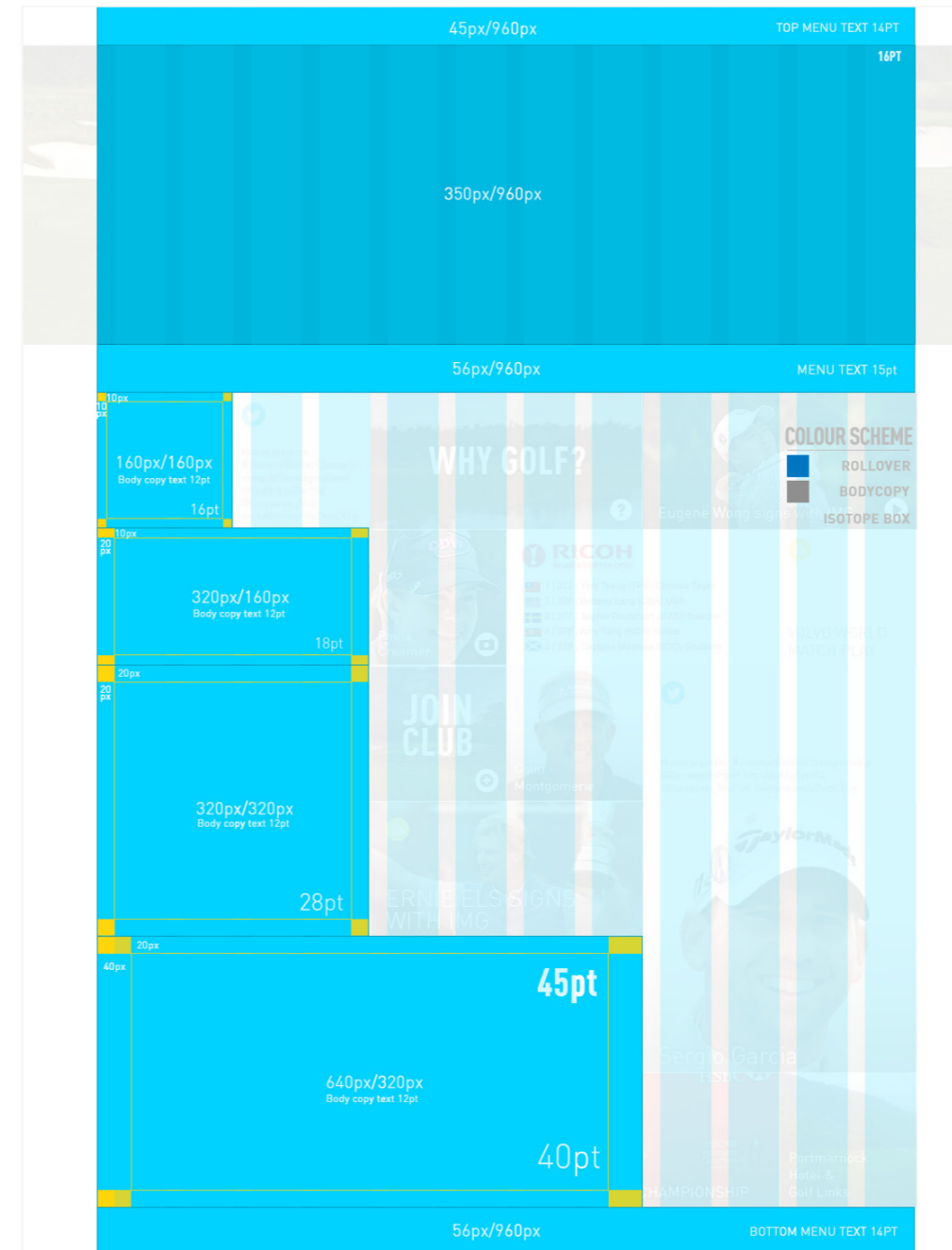
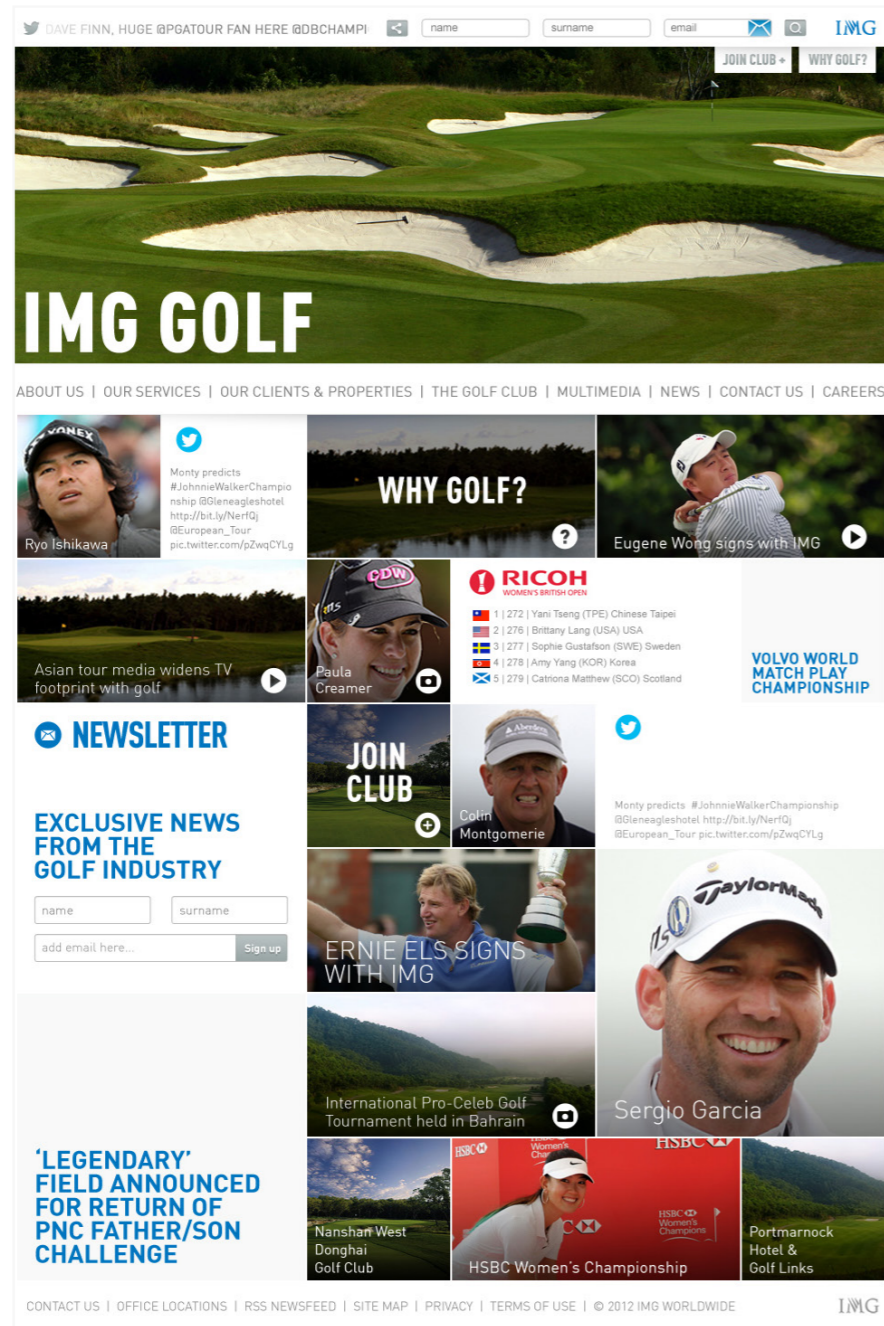


television properties, artists, musicians, writers, prestigious organisations and world-wide events. IMG Golf is continually striving to shape the sport and its industry. We persistently aim to carry on McCormack's legacy, leading the market in all avenues of sports, media and entertainment.

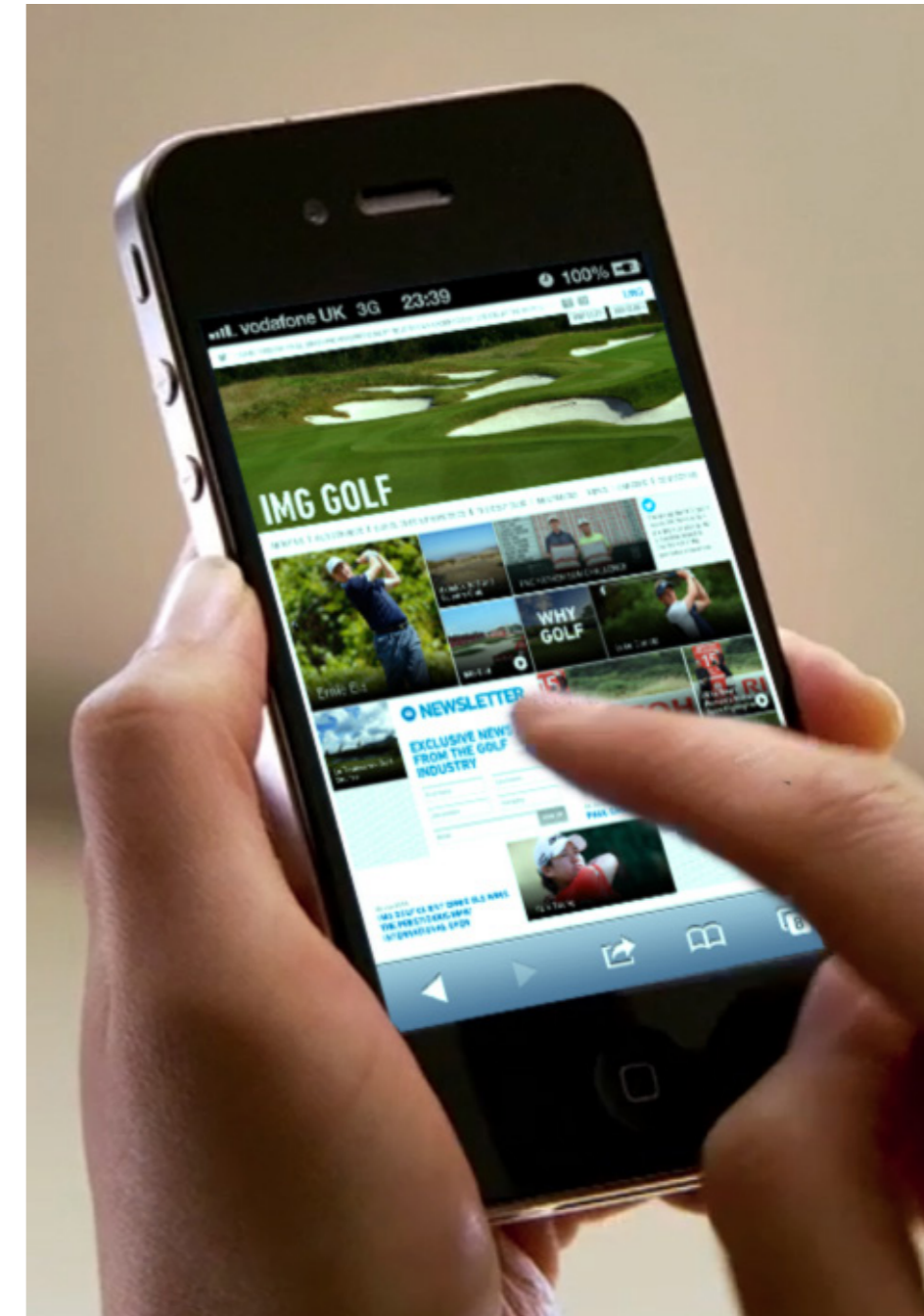


OFFICE LOCATIONS | NEWS | RSS | PRIVACY POLICY | SITE MAP | TERMS OF USE | © 2014 IMG WORLDWIDE IMG

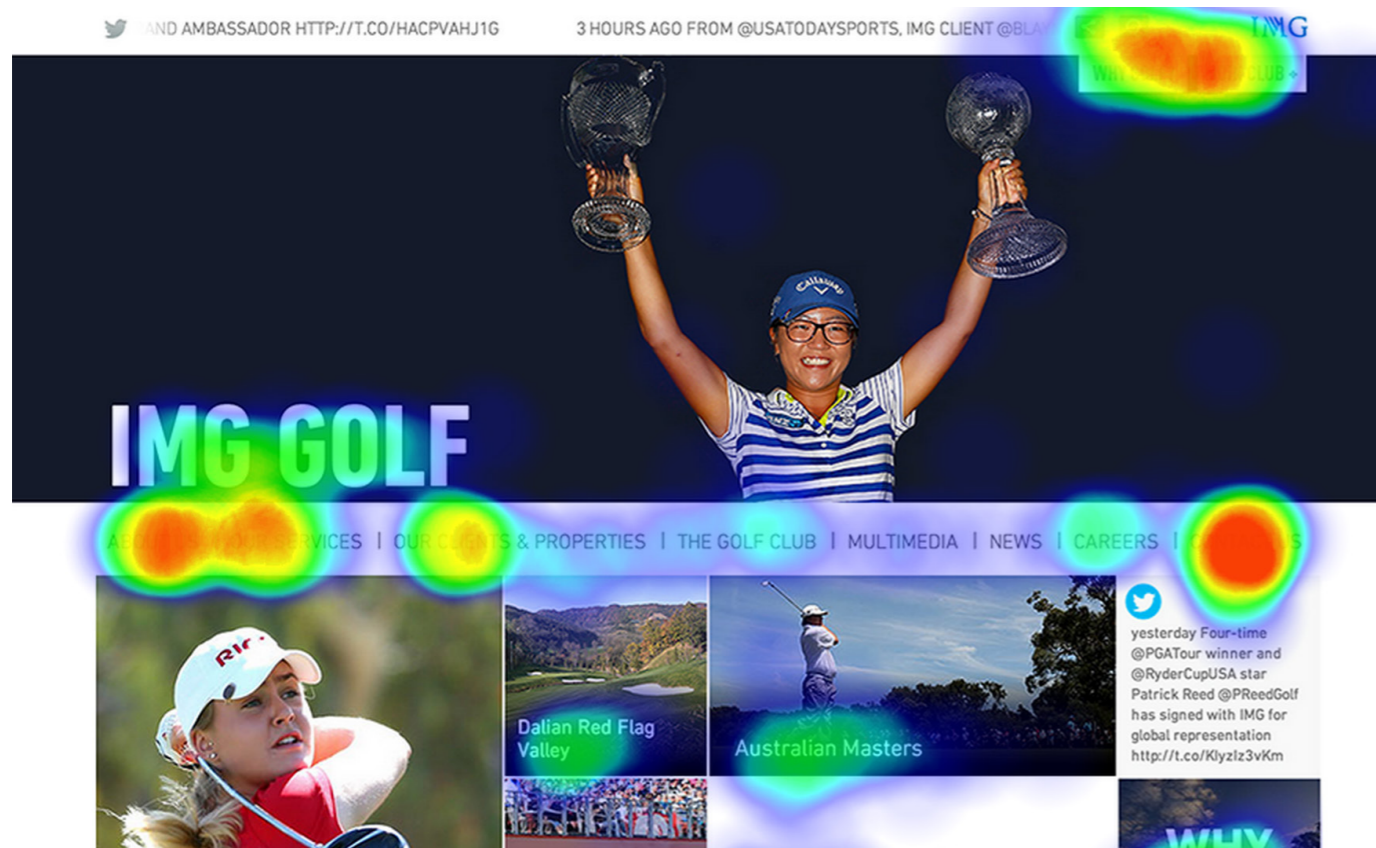
12 IMG GOLF HIGH-FIDELITY DETAILED DESIGN & GUIDELINES



13 IMG GOLF CONDUCTING USABILITY TESTS

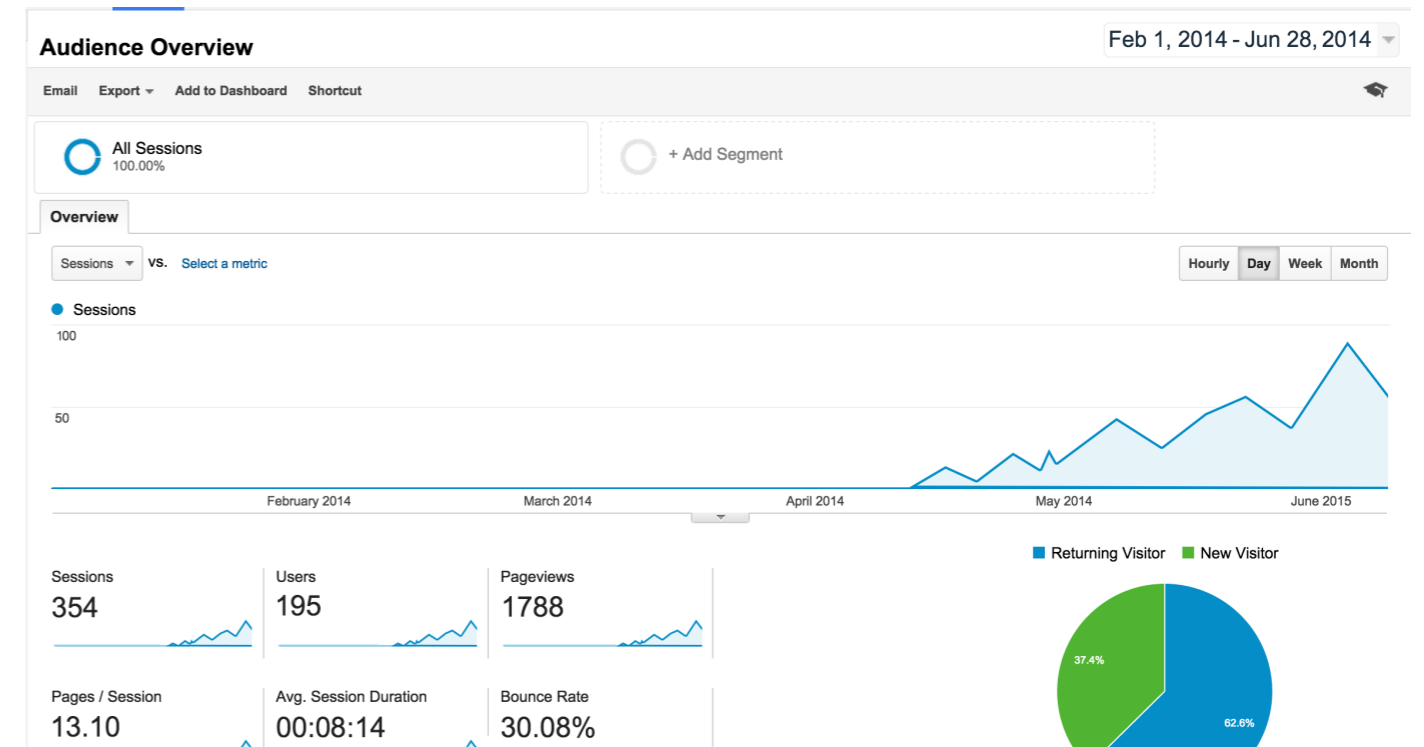


14 IMG GOLF PROJECT OUTCOME



ACHIEVEMENTS

- > Healthy & steady traffic growth since launch (over 1700 in the first 2 months)
- > Low overall bounce rate & healthy average time on site indicates good visitor retention
- > Responsive design success revealed in low mobile traffic bounce rate
- > Refferals, and social sharing validates content quality, trust and credibility.
- > 17.6% conversion rate on business leads based on newsletter subscriptions.
- > In page analytics and click tracking indicates successful navigation



Visitor Engagement

Feb 1, 2014 - Jun 28, 2014

Edit Email Export Add to Dashboard Shortcut

All Sessions 100.00% + Add Segment

Visitor Engagement Data

Sort Type: Default advanced

Session Duration	Landing Page	Session Duration	Sessions	Pageviews	Unique Pageviews	Bounce Rate	Goal 1 (Goal 1 Conversic Rate)
1. 3595 seconds	/	00:59:55 (5.63%)	1 (0.13%)	18 (0.83%)	4 (0.24%)	0.00%	0.00
2. 2234 seconds	/Our-Clients-Properties.aspx	00:37:14 (3.50%)	1 (0.13%)	34 (1.56%)	23 (1.38%)	0.00%	0.00
3. 2043 seconds	/Our-Clients/Golfers.aspx	00:34:03 (3.20%)	1 (0.13%)	3 (0.14%)	1 (0.06%)	0.00%	0.00
4. 1701 seconds	/Multimedia.aspx	00:28:21 (2.67%)	1 (0.13%)	2 (0.09%)	2 (0.12%)	0.00%	0.00
5. 1537 seconds	/	00:25:37 (2.41%)	1 (0.13%)	7 (0.32%)	7 (0.42%)	0.00%	0.00
6. 1478 seconds	/	00:24:38 (2.32%)	1 (0.13%)	41 (1.88%)	38 (2.28%)	0.00%	0.00



Date: March 2014

Platform: Desktop, mobile and smart TVs

CHALLENGE

Pitch a multiplatform football app concept to BT as a strategy for their existing content.

WHAT I DID

- > Setting goals and objectives
- > Stakeholder interviews
- > Establishing key audiences
- > Building personas
- > Creating scenarios
- > Conducting competitive research
- > Low-fidelity prototypes
- > Creating wireframes
- > High-fidelity design & guidelines

SETTING GOALS AND OBJECTIVES

APP NAME: BT Football

APP OWNER: IMG /BT

WHAT IS THE APP ABOUT?

The app is all about premium live football content, about capturing and improving the interaction generated by the sport and the football fans.

WHAT ARE THE GOALS OF THE APP

The Goal of the app is to provide a tool for all football fans, that allows them to get closer and interact better with their favourite content on all digital platforms available at the time

WHO ARE THE USERS OF THE SITE

Primary audience: Football fans

Secondary audience: Sport fans

ESTABLISHING KEY AUDIENCES

BASED ON SCOTT BYRNE-FRASER SPORT FAN RESEARCH AT BBC



GENERAL SPORT FAN



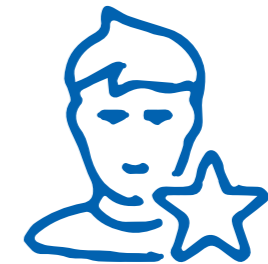
SPORTS OBSESSIVE



BANTER



INTELLIGENT COMMENT



MAIN EVENTER

BUILDING PERSONAS

FOOTBAL FAN

WHO ARE THEY?

- › **Average age:** 43
- › **Gender:** 85% male, 15% Female
- › **Marital:** 71% married 23% single 5% Divorced
- › **Social Class:** Upper Middle 42% Lower Middle 32% Skilled working 16% Working Class 9%
- › **Ethnicity:** 94% White

HOW DO THEY FIND INFORMATION?

- › On desktop/laptops - smartphones
- › Sport websites: BBC Sport, Sky Sport. Eurosport, ITV Sport, Forums for broadcasting trends
- › Social networks such as Facebook
- › Magazines & Newspapers - Guardian, Independent, Telegraph, Times

MAIN GOALS/WHAT DO THEY WANT?

- › To be able to “catch” the moment
- › Industry renowned commentaries and feedback
- › To be the first to know about the latest results
- ›

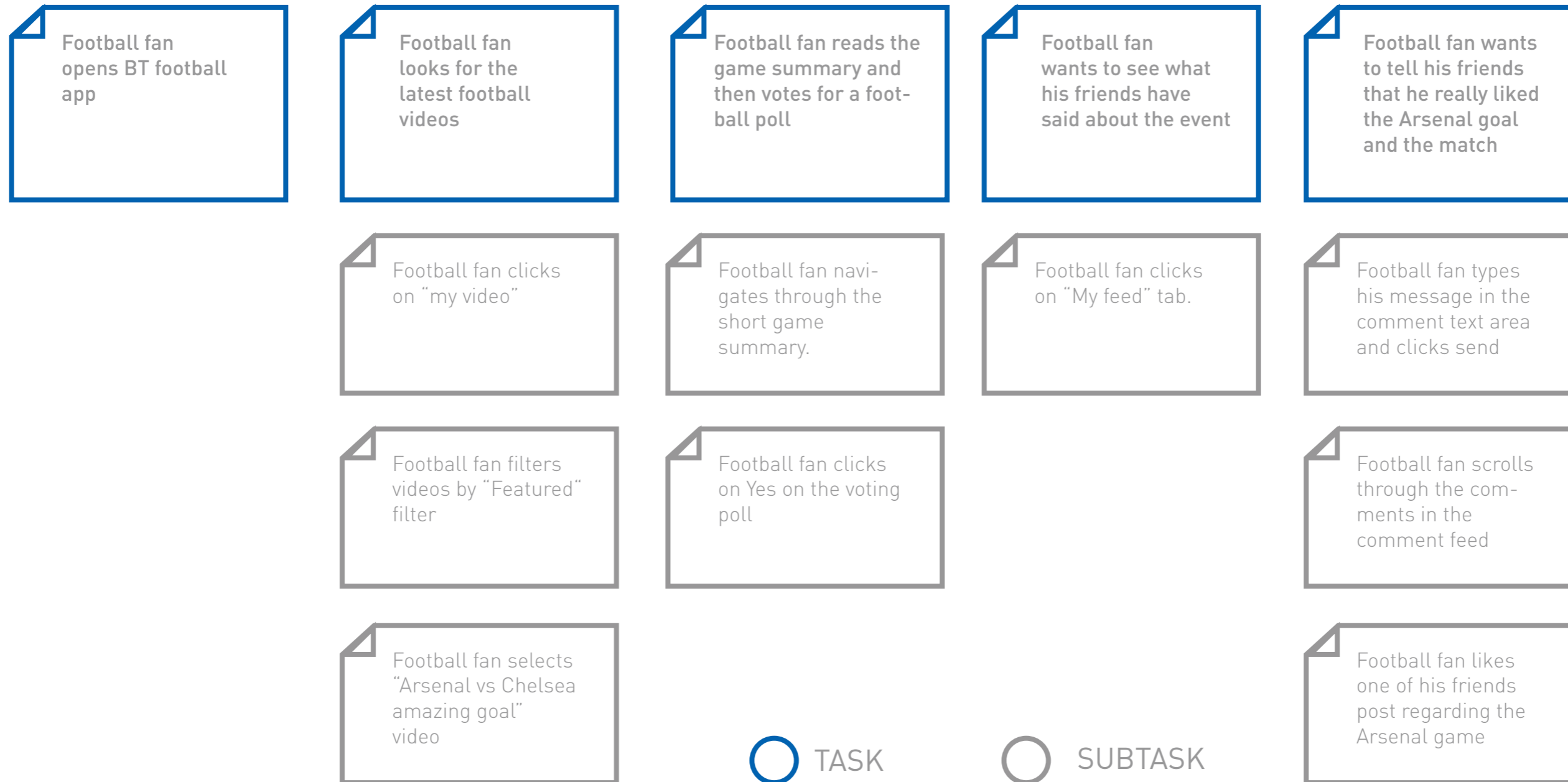
PAIN POINTS

- › Finds it hard to find quality content
- › The content found is not always up to date
- › Finds it hard to get share it with friends
- › Hard to distinguish the level of quality of the content presented

MOTIVATION

- › Find new high quality content
- › Discover new secrets & insights into the sport

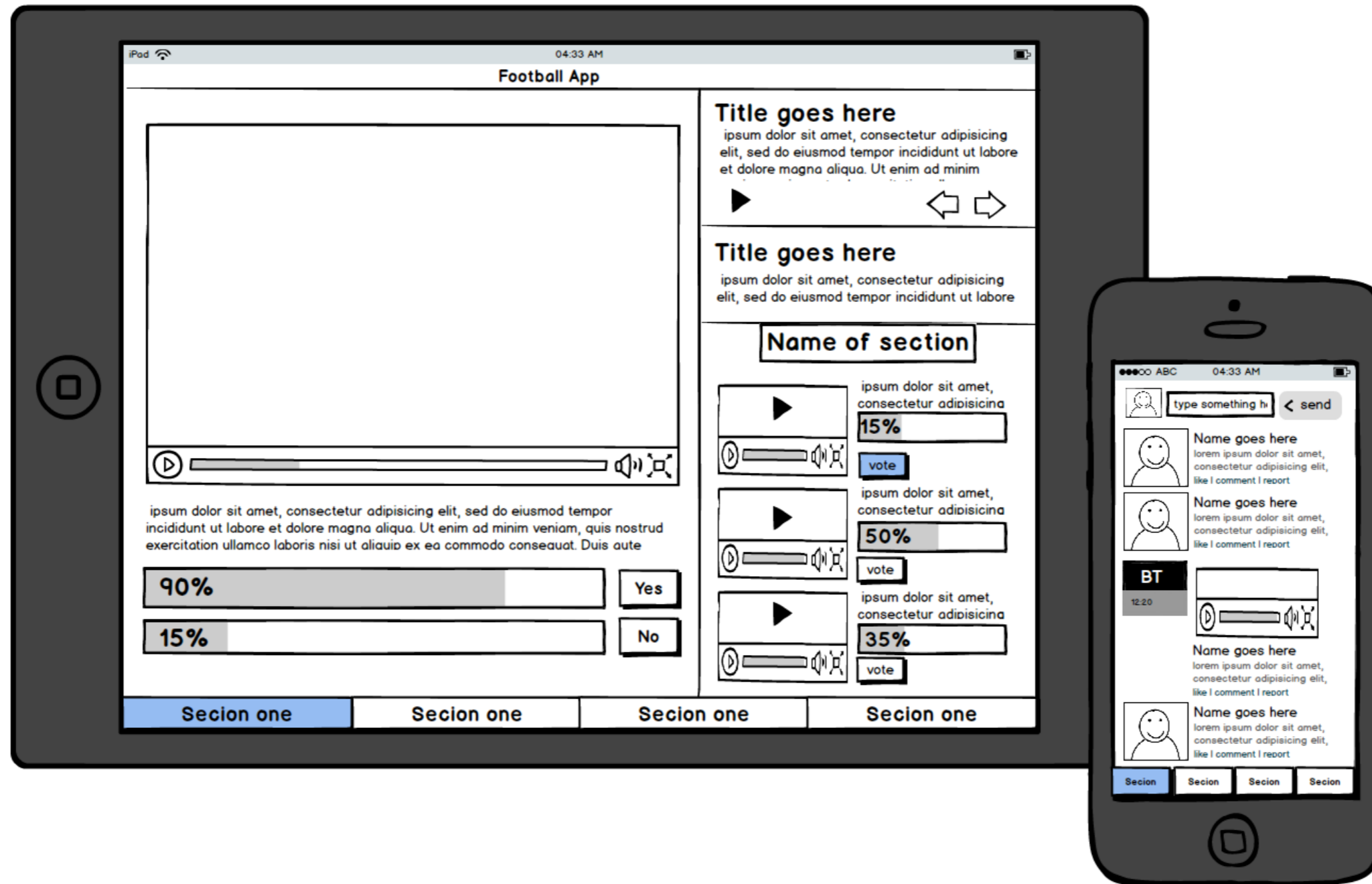
CREATING SCENARIOS



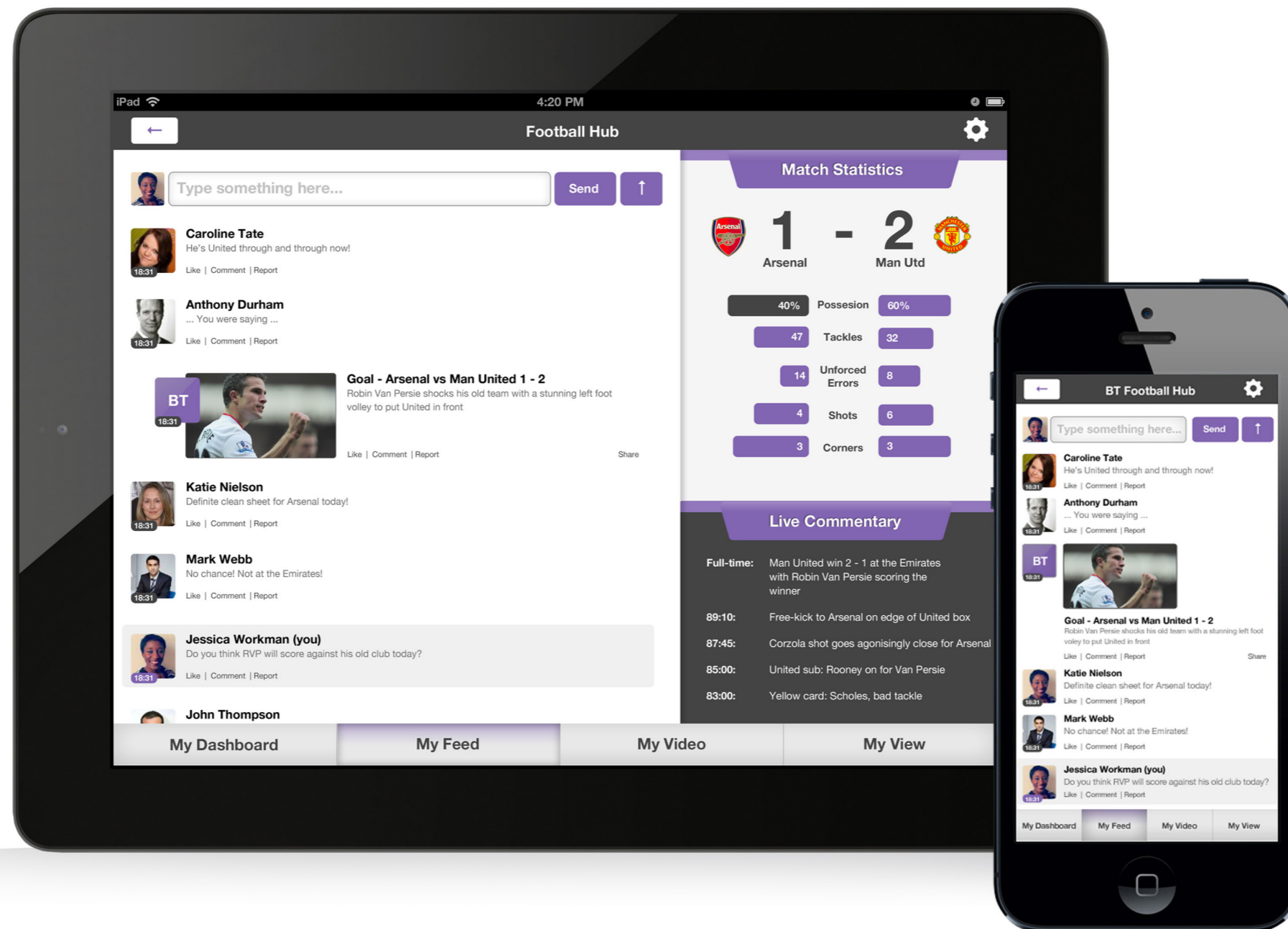
COMPETITIVE PRODUCT RESEARCH



CREATING WIREFRAMES



HIGH-FIDELITY DETAILED DESIGN



View more projects at antonmircea.com
+44 07867 409 151
contact@antonmircea.com
www.linkedin.com/in/mirceaanton

**THANK
YOU!**