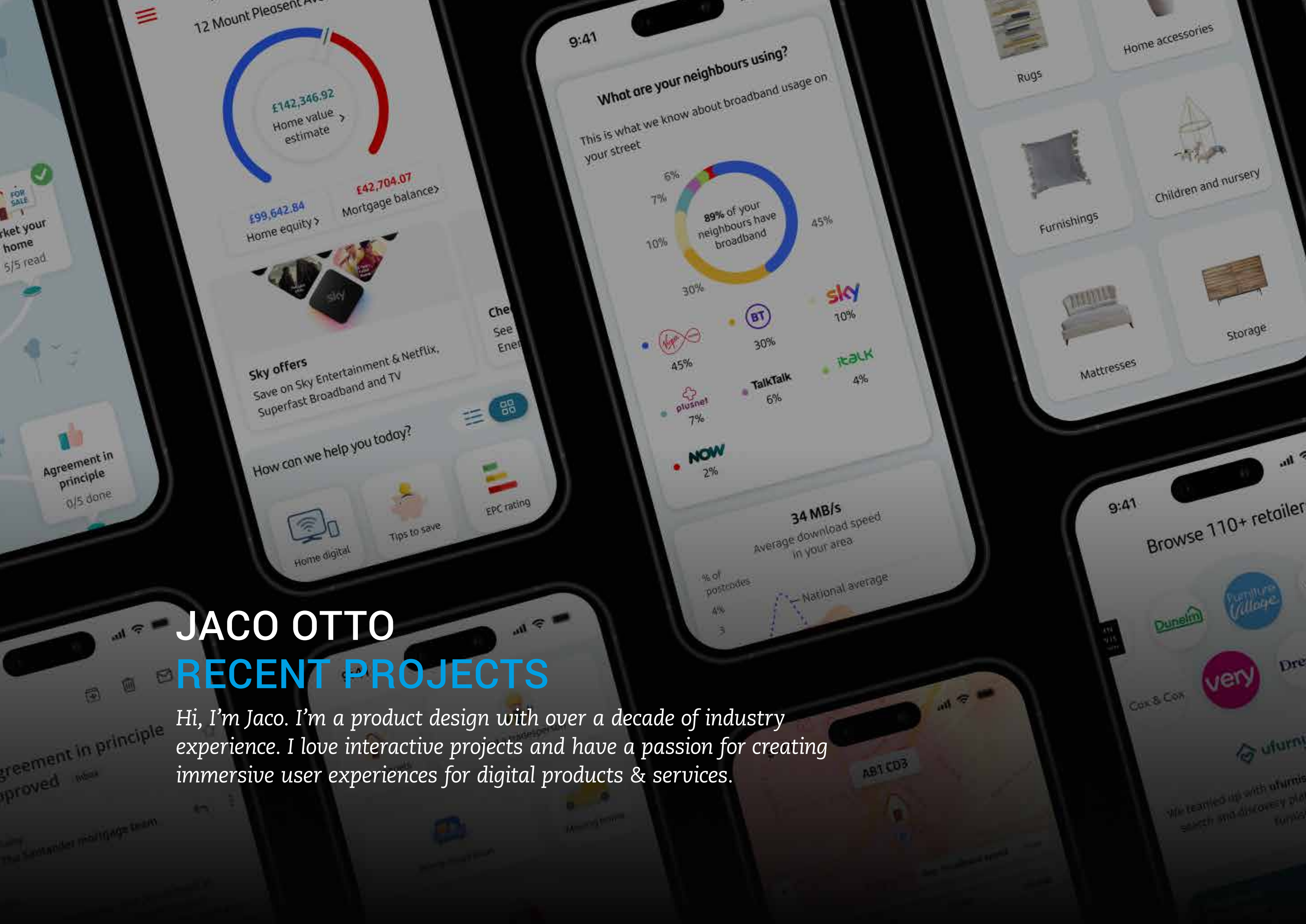


# JACO OTTO

## RECENT PROJECTS

*Hi, I'm Jaco. I'm a product design with over a decade of industry experience. I love interactive projects and have a passion for creating immersive user experiences for digital products & services.*



# Santander

Project: My Home Manager

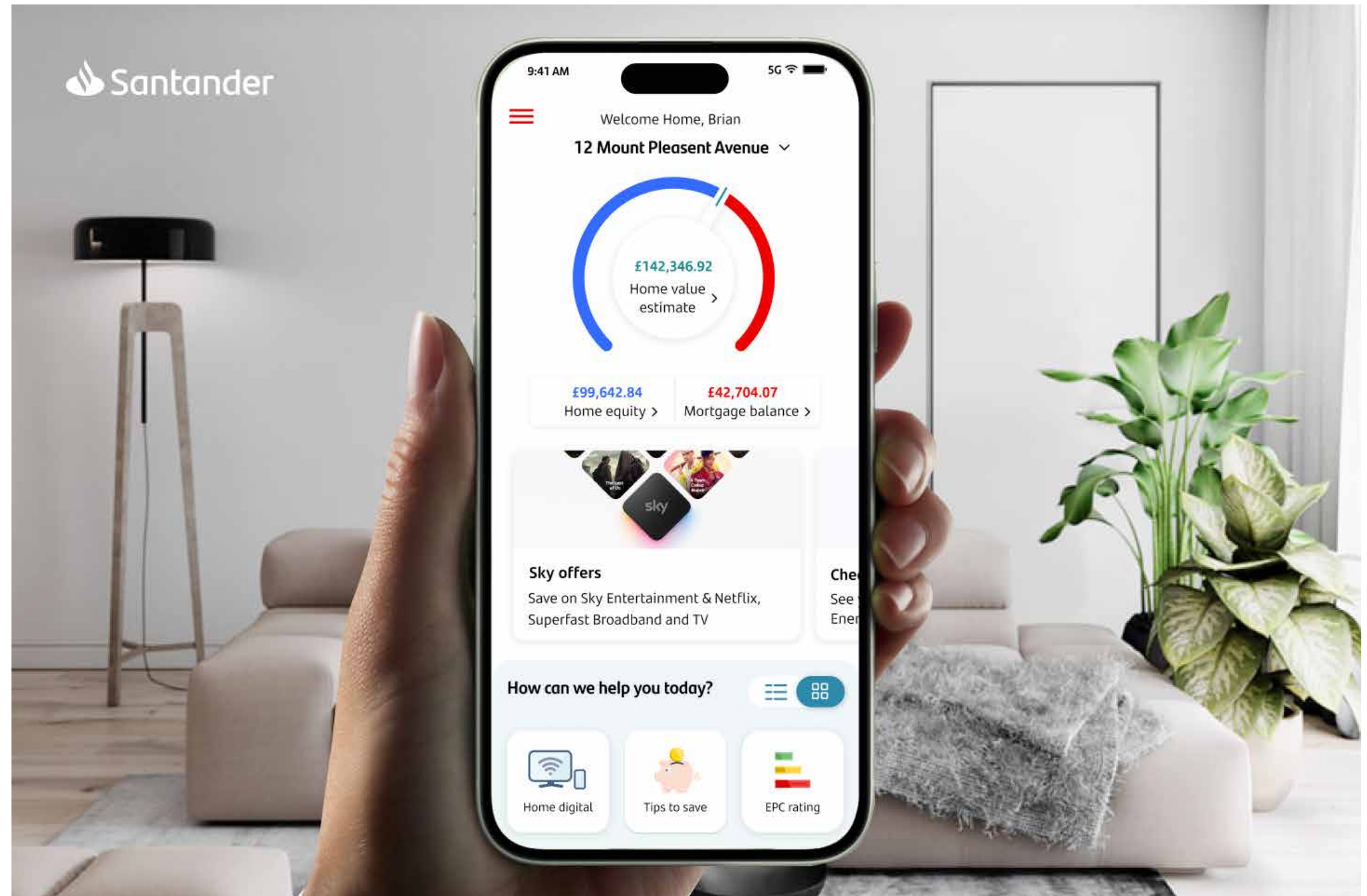
## Project details:

My Home Manager is a new product created initially for Santander mortgage customers, which was expanded to all Santander customers in the UK. Parts are also reused in mortgage application journeys for new customers.

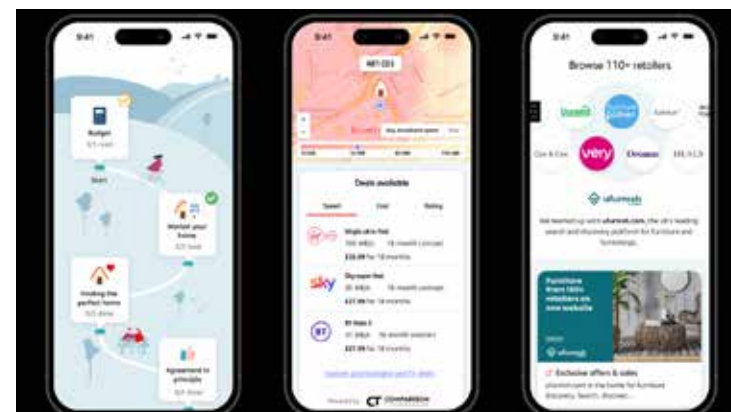
I joined the project early on and worked on a lot of early concepts, workshops, research and testing to final designs for build as well as optimising live journeys based on analytics.

## Projects ranged from:

- a journey to book local tradespeople to fix home issues
- home expenses. Analysis and tips on how to save money,
- Broadband, TV and mobile deals and price comparisons
- Home improvement tips
- Interior design tips and products.



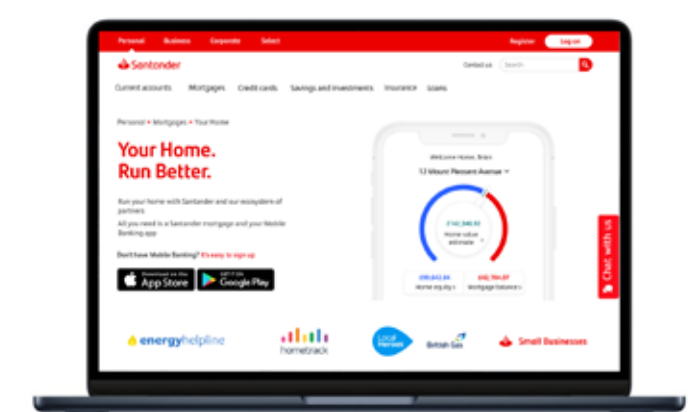
Created and maintained the design system for the project.



I worked on multiple journeys ranging from gamification to Ecommerce.



I ran multiple tests on Userzoom for as part of user research.



Besides the mobile app, I also worked on a responsive website to promote the service



# BT

Project: Optimisation of the BT TV and BT Sport storefronts.

## Project details:

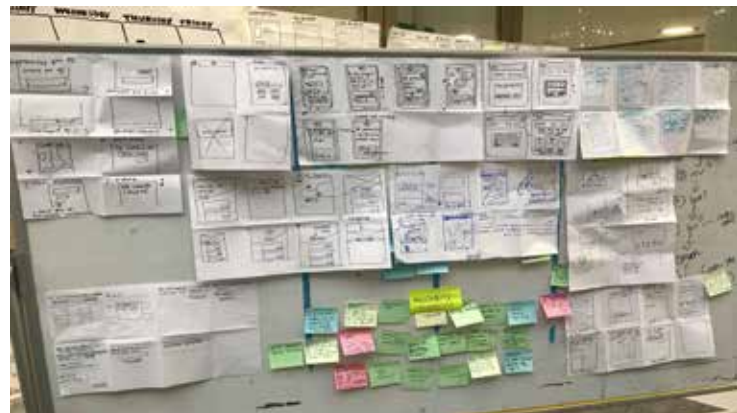
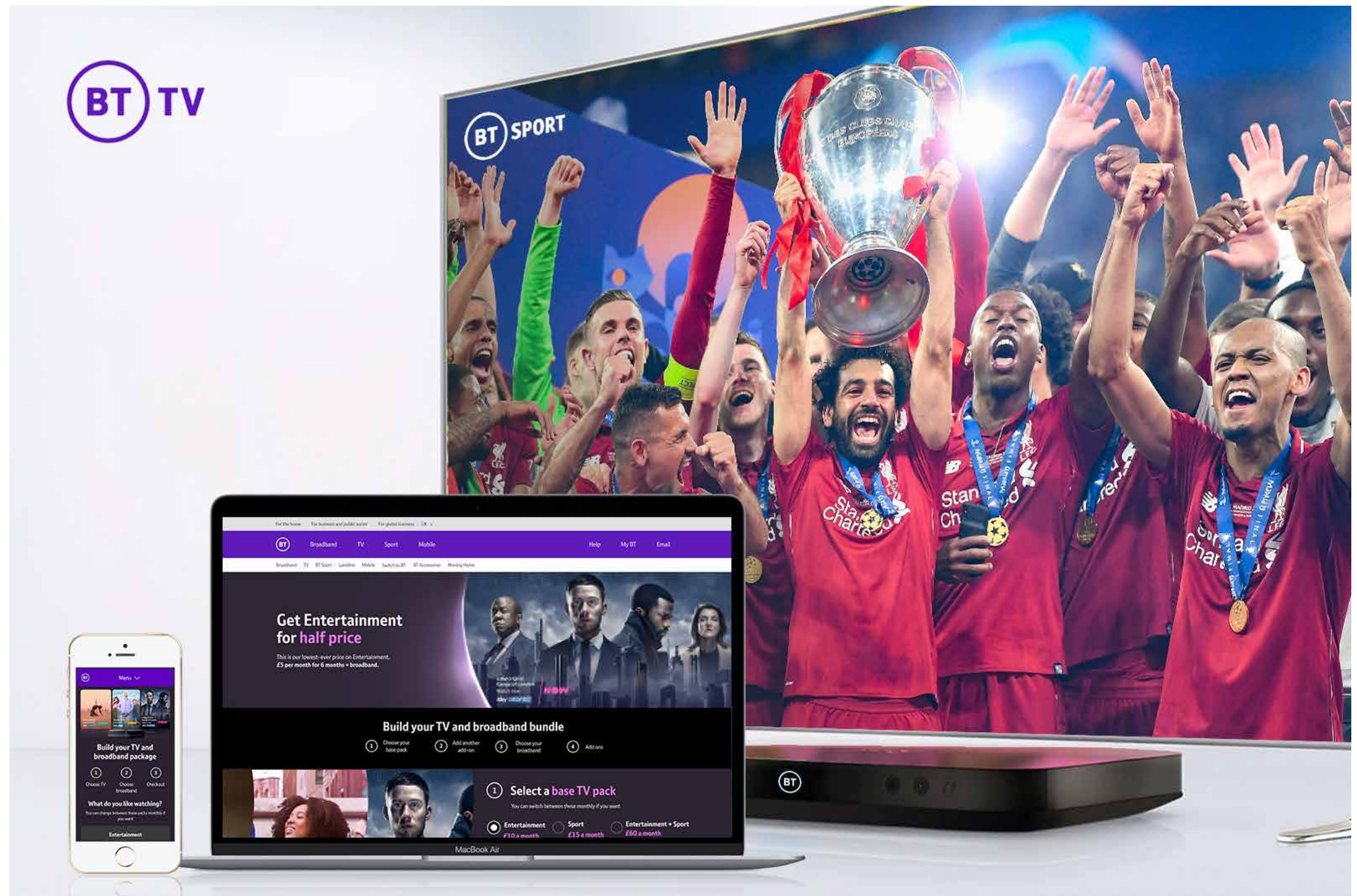
I worked in a product design role to run various tests on BT.com, specifically for BT TV, BT Sport and the BT Sport Box Office. The main aim was to increase conversion and to improve the overall user experience.

Two mayor projects were to look at better ways to present the newly launched BT TV proposition and another to improve sales on the BT Sport Box office.

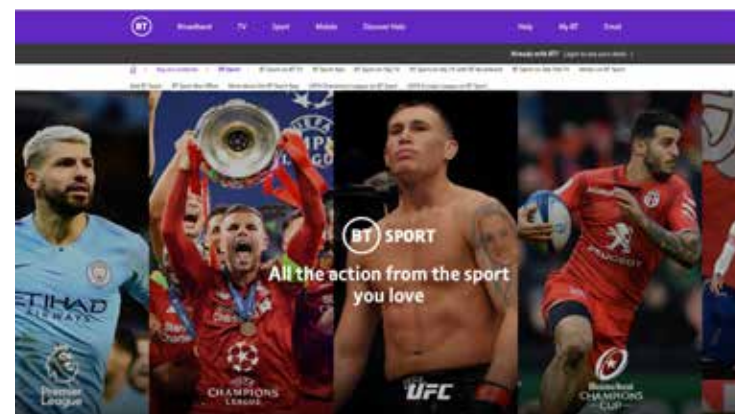
BT TV recently launched with a new flexible TV service, which started to include TV packages from Sky, a competitor. BT TV now includes NOW tv (Sky) entertainment and sport packages, BT broadband as well as various add on options such as Netflix and Amazon Prime Video. I worked on full journey re-designs and prototypes for testing various approaches to address customer pain points and to ideally make the proposition clearer and easier to understand with the aim to increase conversion. I also looked at ways to make sure the design is captivating and enticing.

Another project was to update the BT Sport Box Office part of the website where customers can buy tickets to view occasional big live sport events. There are multiple ways to buy and view these events, which caused quite a lot of confusion for users. For example you can buy the right to watch an event directly on the BT website, but then only watch the event directly on your Sky set top box. The checkout and payment journeys were quite old and overly complex, with a lot of unnecessary steps.

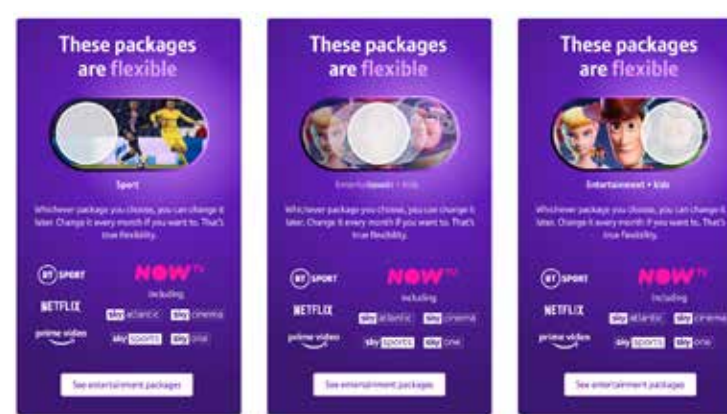
Other smaller projects ranged from A/B tests on the website as well as other various business-as-usual website updates.



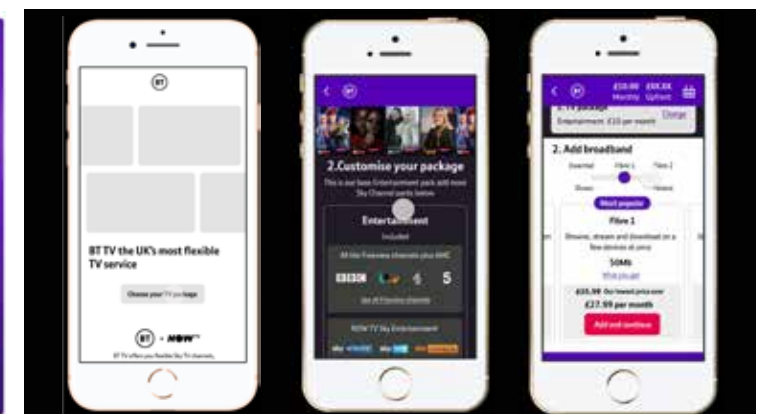
Ideation workshop to improve the user experience for the selling broadband.



An animated banner A/B test to better promote BT Sport



A test to better inform the user about the unique selling points of BT TV



Examples of prototypes in different fidelity to test various journeys to increase sales



# Sky

**Project:** Customer bill & payments on Sky Q and Sky Plus

**Project details:**

Sky is a premium content provider in the UK. Besides TV and video-on-demand services they also offer a broad range of other products and services for example mobile handsets, data plans, telephone lines, hardware etc.

The project's aim was to bring a detailed customer bill directly to the customer's TV (on both the latest and legacy set top box), which they can easily view, understand and navigate with a remote control. Eliminating the need to call Sky for help in understanding charges.

It's a mayor redesign of the basic bill that was on the TV before.

I took over the project from a previous designer. The project was half-way designed but needed a lot of work to get finalised and delivered.

I wireframed, designed (and redesigned) and got involved with the developers to build multiple prototypes on TV which went for multiple user testing sessions.

Based on the customer feedback we decided to use a fullscreen bill, instead of allowing the customer to watch video in a mini tv whilst looking at their bill. A lot of decisions were based on user feedback during the testing sessions as well as business decisions, for example to reduce bill "shock".

I worked on wireframes, information architecture, page layouts, the visual design of icons, and various states for the bill. I also worked on animation to make it easy for the user to understand how to navigate around the bill.

This project was a mayor team effort, due to complexity there were a lot of business and legal issues to take into considerations.



User Testing of 2 prototypes for Sky Q



The Account Overview section



The bill overview screen



The bill details screen



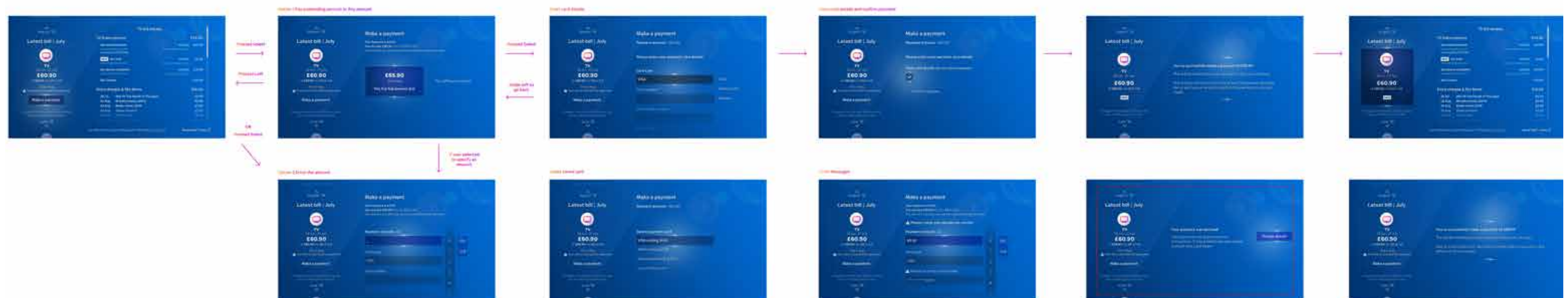
# Sky

A couple of examples of high level user flow diagrams.

## Billing MVP High Level Overview



## Payments (20 Nov 2018)



# Sky

**Project:** Mobile shop on Sky Q and Sky Plus

**Project details:**

Sky Mobile is Sky's mobile division selling various mobile phones, data plans and accessories on the web. The sales mainly happen on the website and at physical shops. Sky wanted to bring the experience directly to the Sky TV service.

I owned the project from start to end. I worked with the product owner and the existing Sky Mobile team to bring the Sky Mobile shop to the TV.

There was already an existing Sky Shop on the TV service, selling remote controls and other low cost items. Mobile handsets and data plans are high cost commitments and required a lot of legal and compliance considerations. For example we needed a dual-step security check. User flows and designs also had to be approved by Apple in order to sell any Apple products on the set top box.

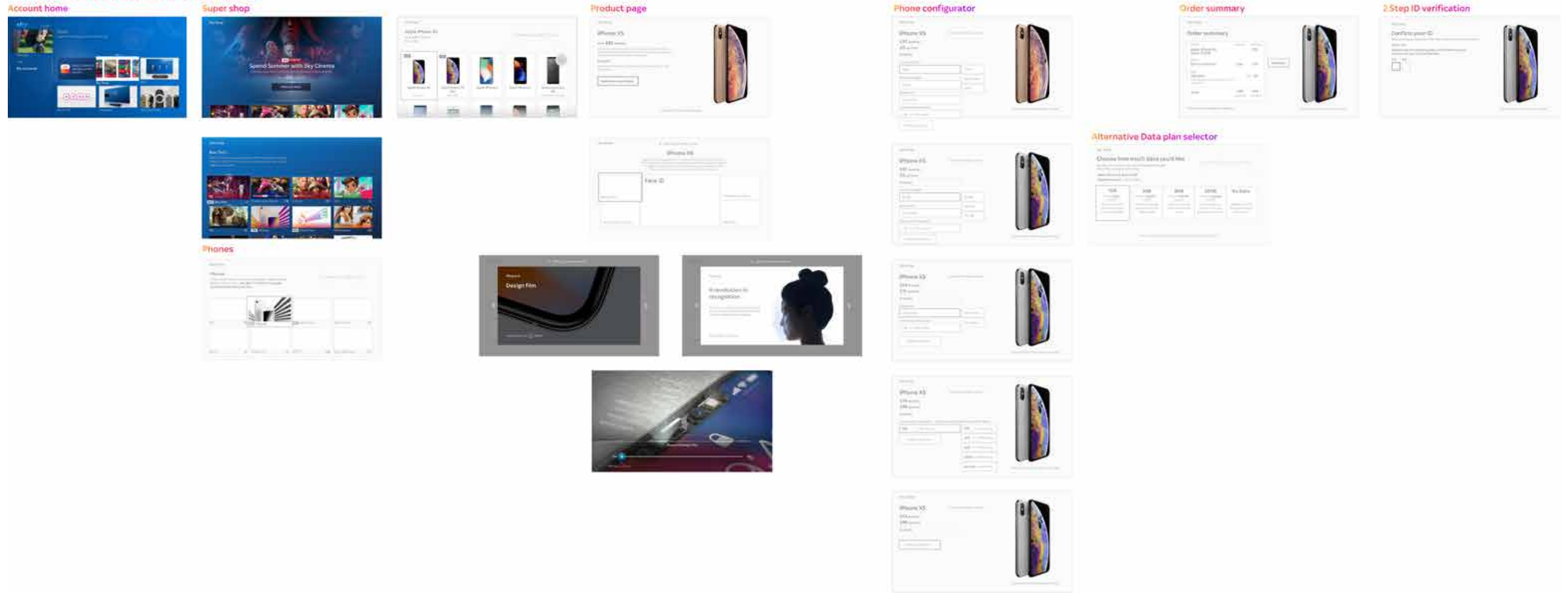
I wireframed and prototyped all the screens in Invision. I also worked on a Principle animation showing the full happy path user journey.

Based on customer insights, users liked the idea of browsing and shopping on a big TV screen. The shopping experience is a lot easier since Sky already knows a lot of information about existing TV customers.





## Mobile shop journey (MVP) 1/2



## Data plans



# Channel 4

Project: Responsive website, Smart TV, iPhone, iPad and Google Home

## Project details:

I worked closely with the internal design and product team on various Channel 4, All 4, design projects. The projects were aimed at improving and extending the functionality of the All 4 website and native apps (mobile, tablet and TV). The VOD market is highly competitive and it's vital to ensure the best possible user experience, whilst keeping up with Netflix and other competitors.

On most projects I worked on everything ranging from wireframes, interactive prototypes, pixel-perfect screen designs as well as animations and transitions. I also participated in various workshops and user testing sessions.

I also worked on the visual rebrand and updating the All 4 design system.

Projects ranged from:

- A Google home voice app
- A redesign of main sections across platforms to improve discovery, for example introducing tags.
- A redesign of the iOS apps, iPhone and iPad
- The website had a rebrand and alot of pages needed to be redesigned to be responsive.
- I worked on new functionality and visual design for the Smart TV app. I also managed to build TV prototypes in Framer for user testing.





# Channel 4

Project: iPhone and iPad redesign

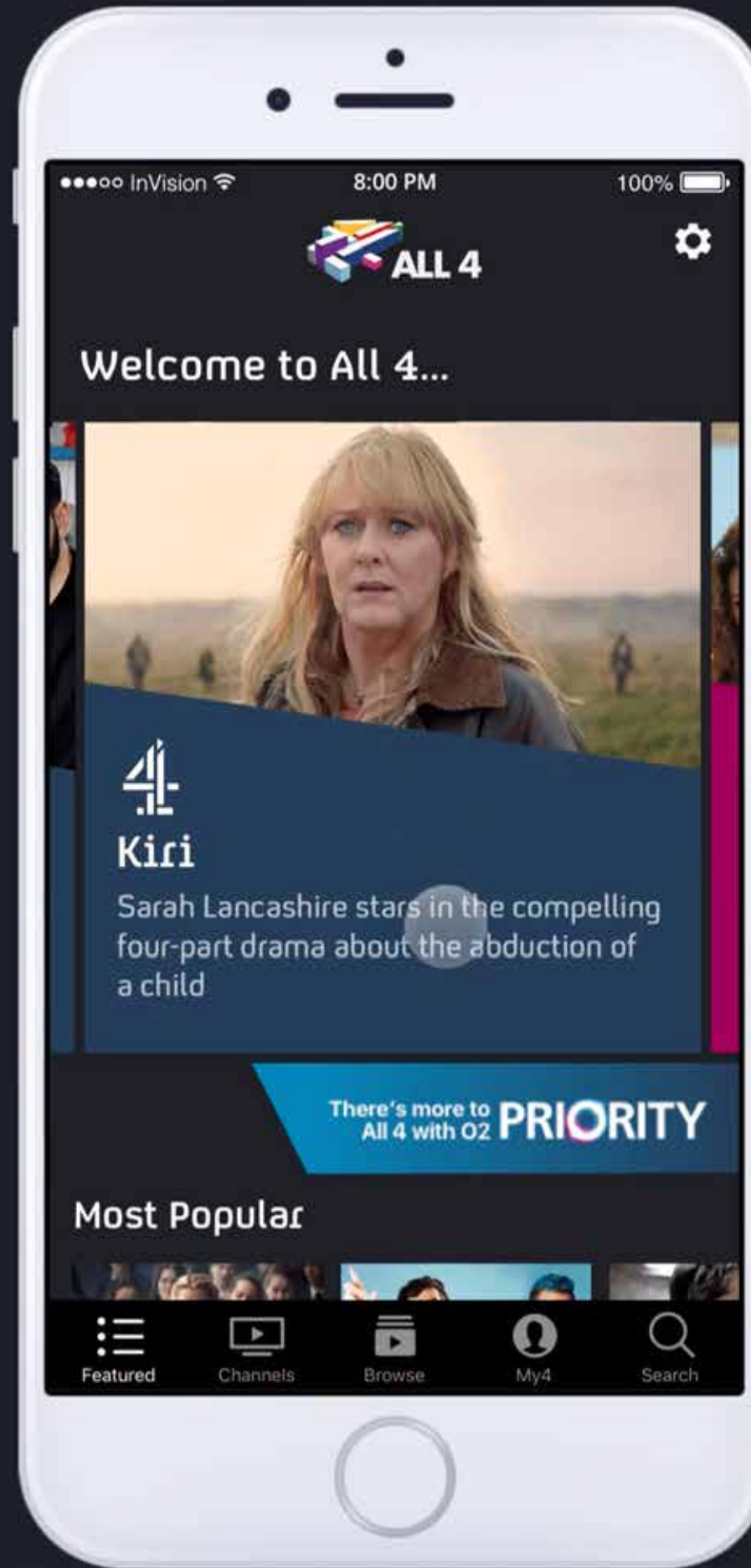
## Project details:

It was time to redesign the All 4 iOS apps.

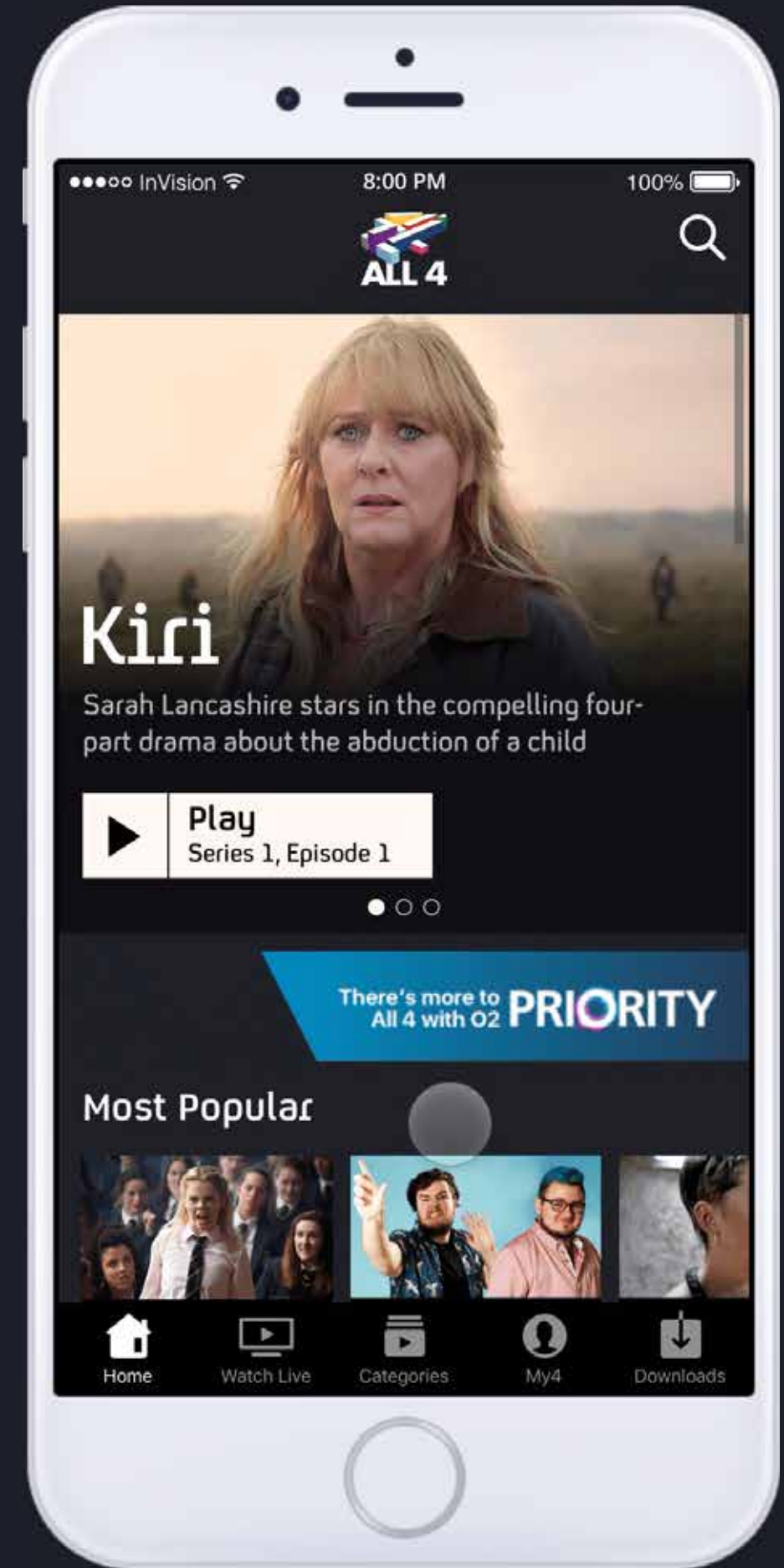
The goal was to rebuild the apps to use native iOS components on iPhone and iPad. The existing apps were quite dated and had a “ham-burger” menu. They were not following common iOS design patterns and weren’t intuitive for users. It was also hard for developers to update and introduce new features. The apps needed a complete redesign. A new visual language was also introduced on other platforms and needed to be applied to iOS.

I worked as part of a small team, we explored and wireframed various ideas. We decided to build 2 prototypes for iPhone and iPad with slightly different menu structures as well as many other differences.

We tested 2 variants for iPhone and 2 variants for iPad.



Prototype 1



Prototype 2

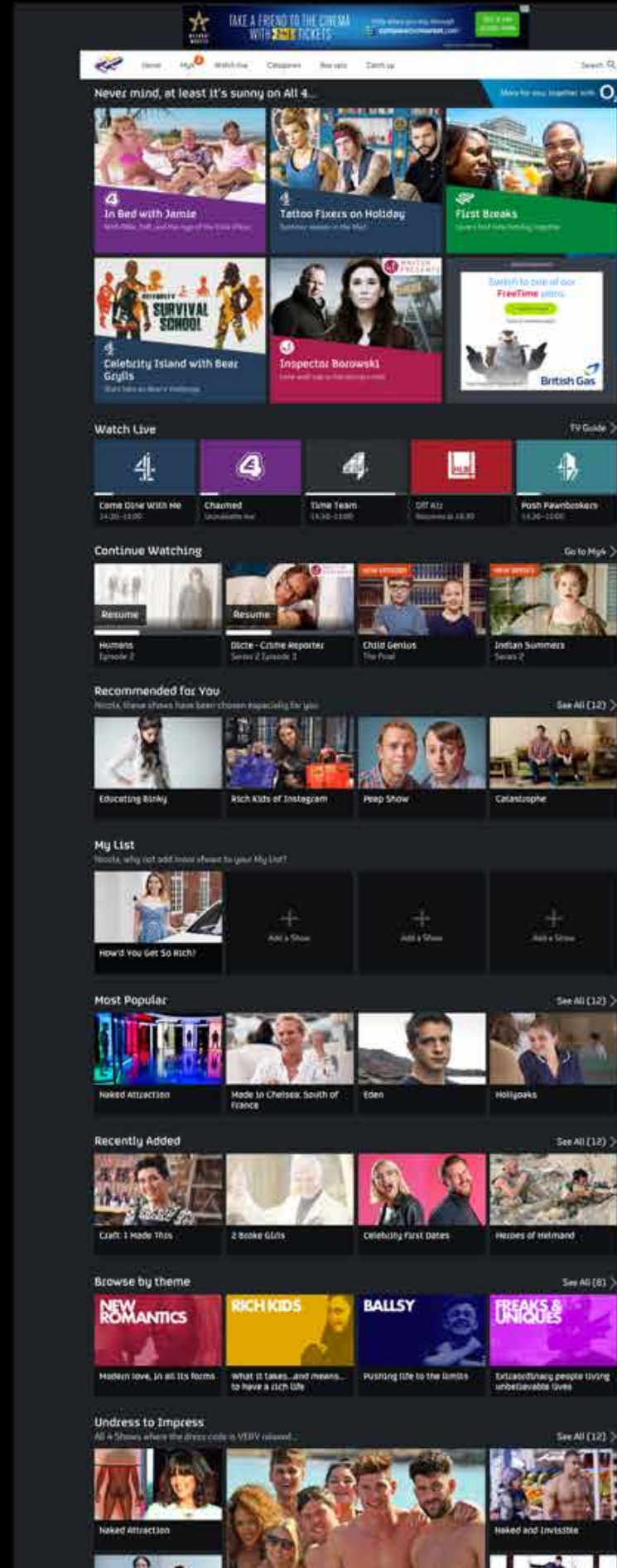


# Channel 4

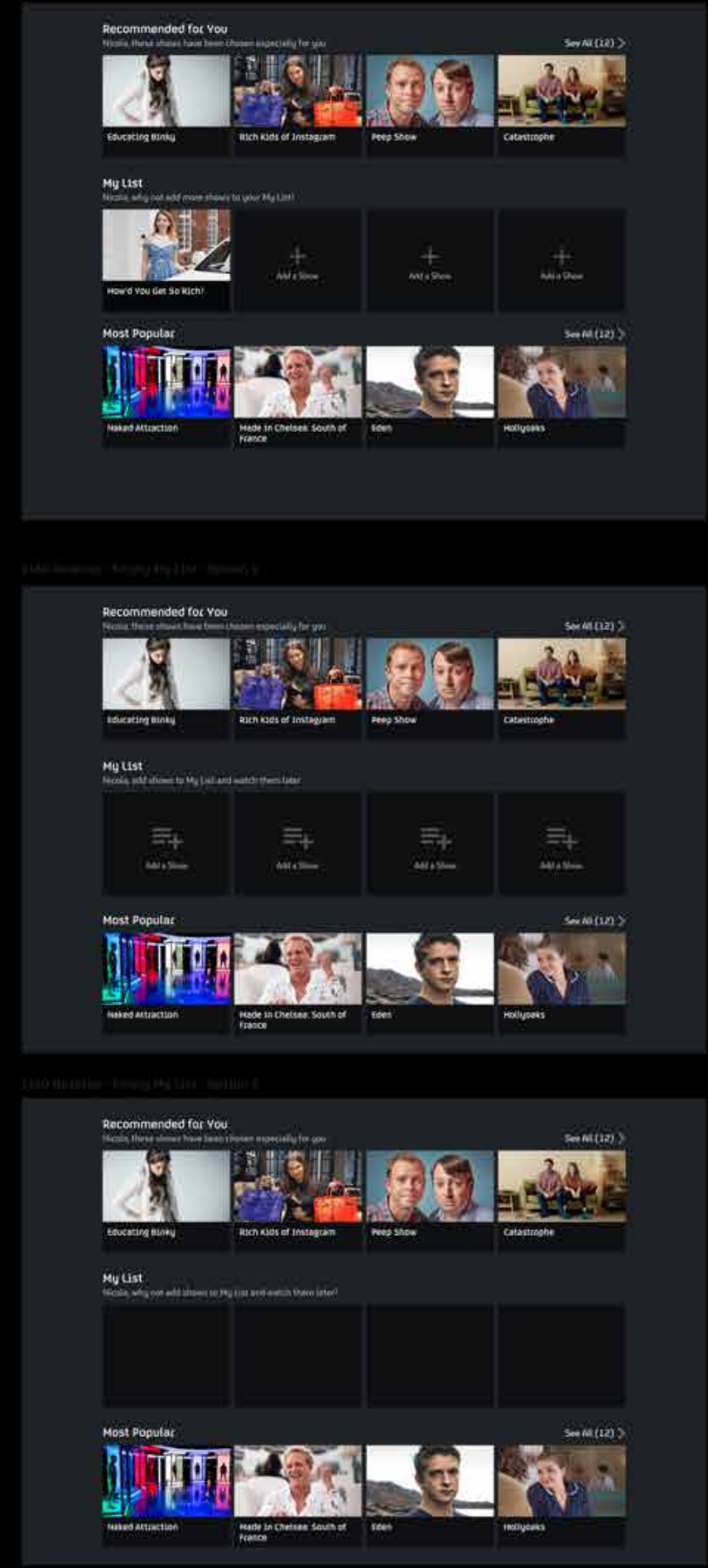
Project: All 4 responsive web re-design. An example of screens



1200 Desktop - 1200px wide (break at 1024px)



1300 Desktop - 1300px wide (break at 1024px)





# Channel 4

Project: Google home

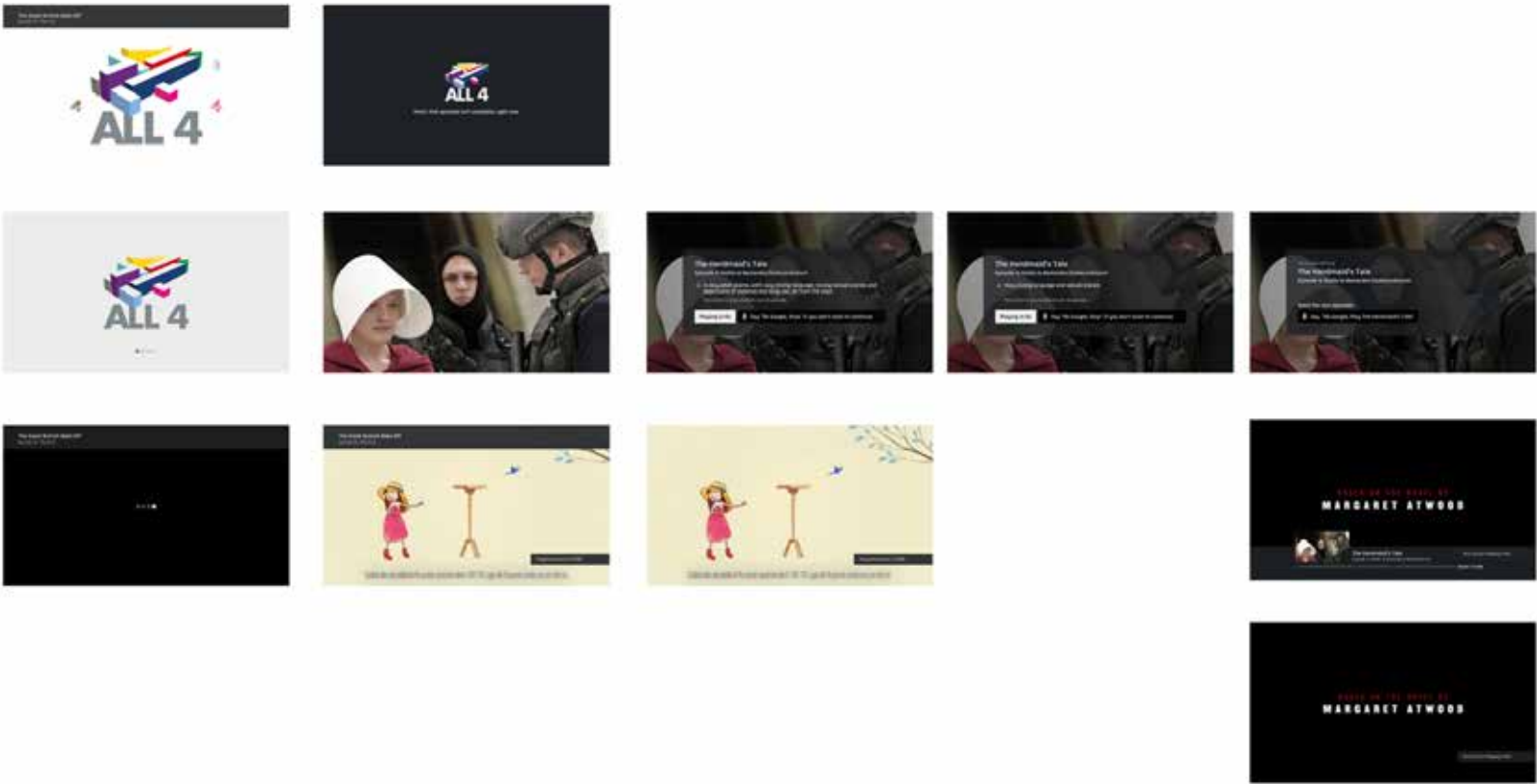
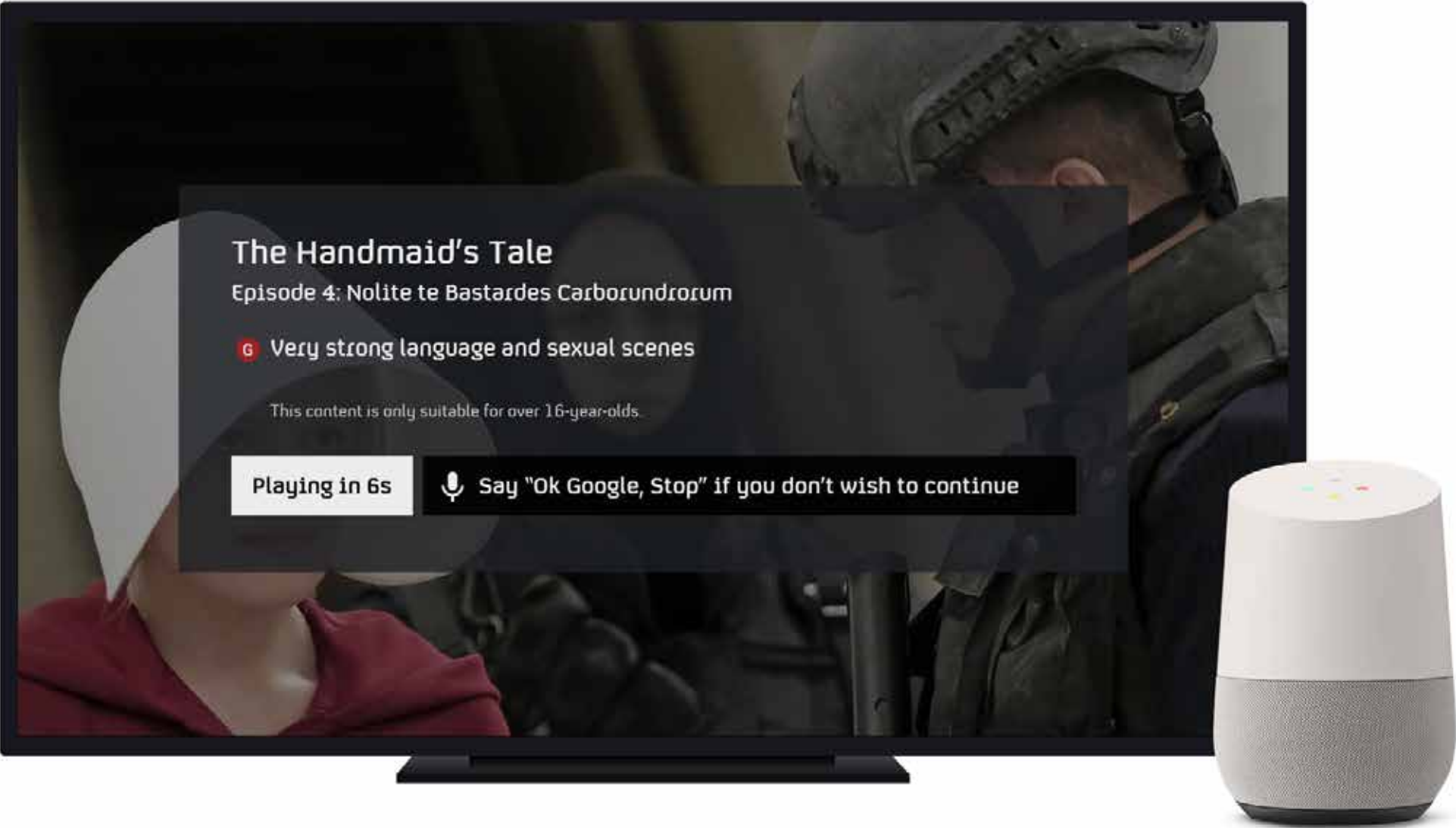
Project details:

I helped with updating the existing Google Chromecast app in order to be used with Google Home Voice commands. It was a small project, but really exciting to work on.

There were some challenges in terms of keeping a seamless magical experience, whilst displaying vital parental guidance information to the user regarding sensitive material. Also due to the the fact that Channel 4 makes money from ad-revenue, ads needed to be displayed.

I worked closely with the Product owner and Google to reach a final solution.

The solution was to introduce a countdown to display guidance information, the user only needs to say “Ok, Google, stop” if they don’t agree with the type of content. Before the ad starts to play a confirmation was required to let the user know that their request was successful, but this confirmation is not allowed to cover the advert in the background.





# Lebara Talk

Project: Messenger & free/low cost international calls app

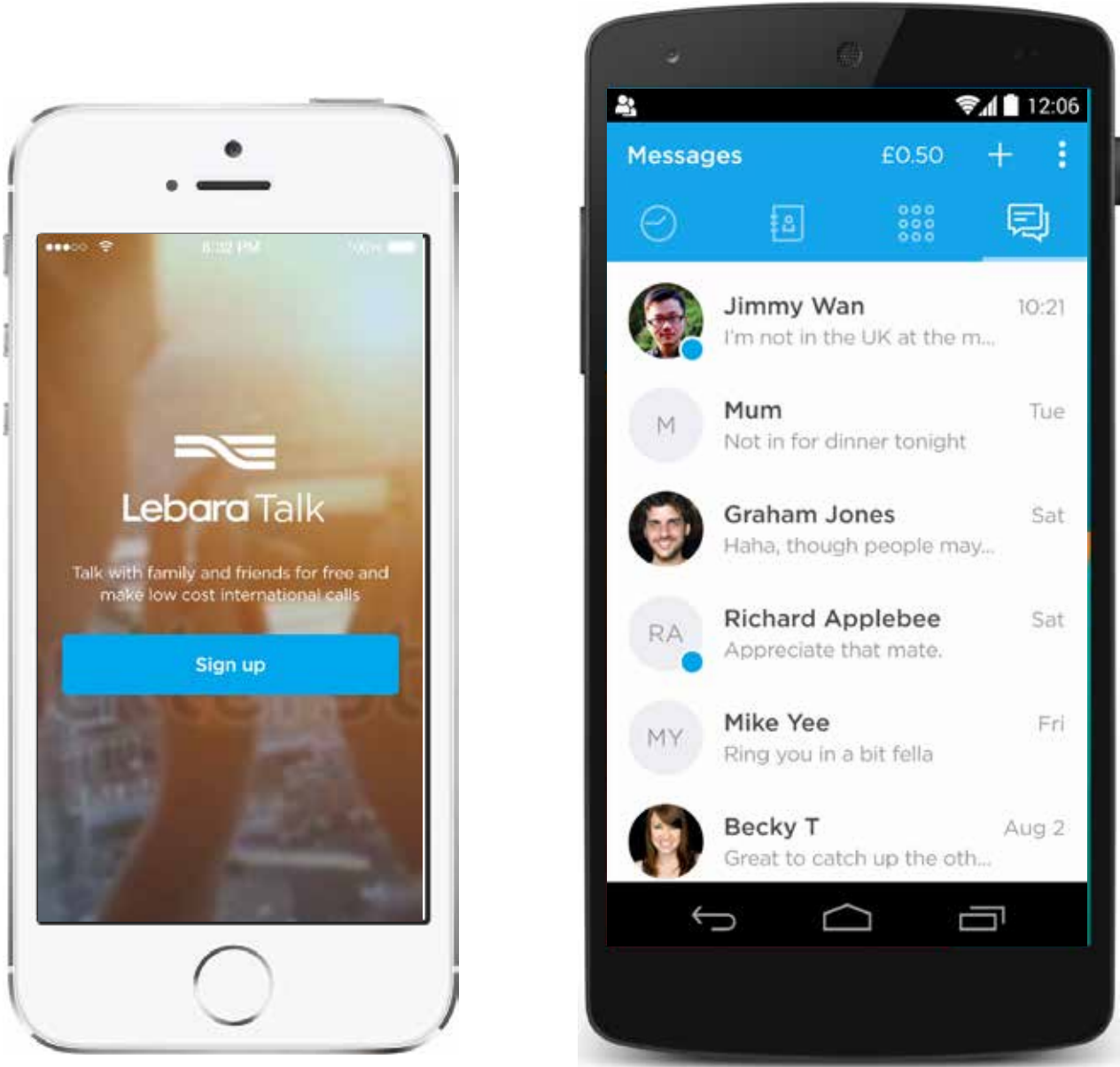
Project details:

Lebara is a low cost international calls company connecting migrant workers with their family and friends abroad.

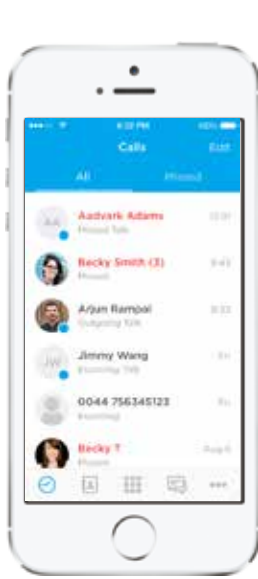
Taking their offline offering, of selling cheap international calling cards and providing cheap pay- as-you-go phones and contracts into the digital realm.

On this project I worked with a small team of designers to quickly design the full app in a short period. The client wanted to launch the product quickly and adapt the product based on real user feedback.

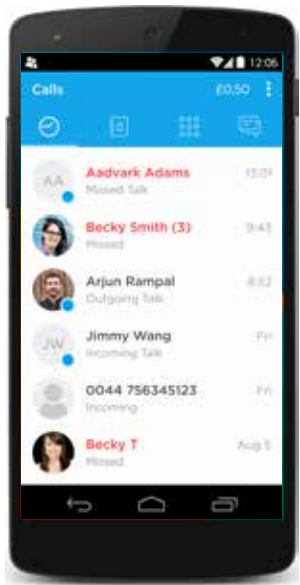
We had to work closely as a team and split sections of the app between members daily. It was a challenge, also the client didn't have strong brand guidelines. A particular challenge was that the app felt a bit minimalist. I explored ways of bringing the app alive with the use of video and animation.



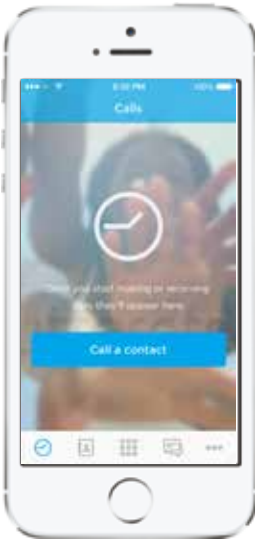
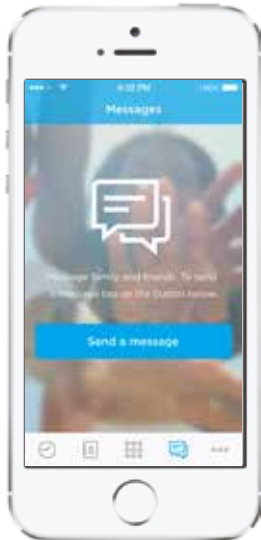
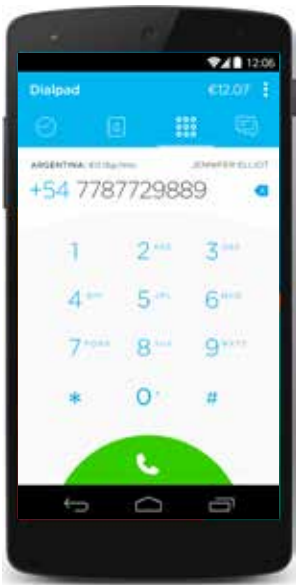
iOS and Android call and messenger app



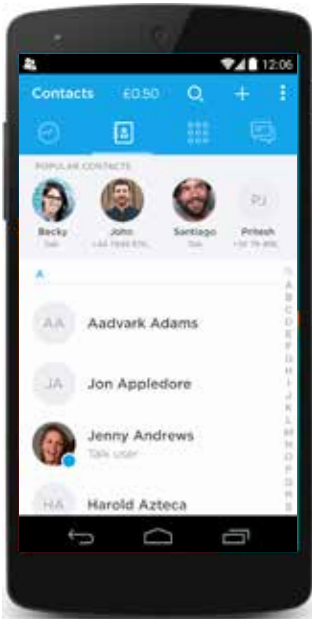
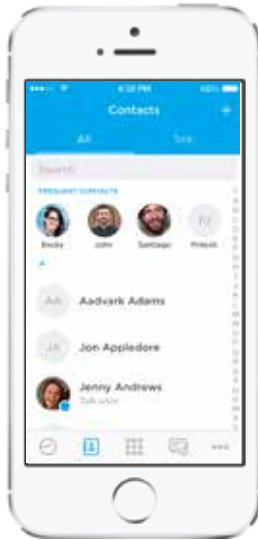
Recent call listings



Dialpad



Empty states were enhanced by using motion



Contacts section featuring recent contacts



# RBS Retail App

**Project:** An iPad app for opening bank accounts quickly

**Project details:**

This was a service design/digital transformation project for RBS/ NatWest. The iPad app is mainly for opening bank accounts in-branch and would be used by the personal banker to assist a new customer. The main objective was to make it as quick and easy as possible for a personal banker to open a bank account for a new customer. Historically it was a really time consuming process and was still done on a desktop computer. Newer banks did this a lot quicker.

This project faced many challenges, since it's essentially a service design project at a large UK bank.

Design decisions were heavily influenced by the operations model, stakeholder feedback, input from personal bankers, the legal department, staff training considerations and general infrastructure.

The initial app was rolled out as a trial and later enhanced to offer alot more services.

I worked with another UX designer on the project.



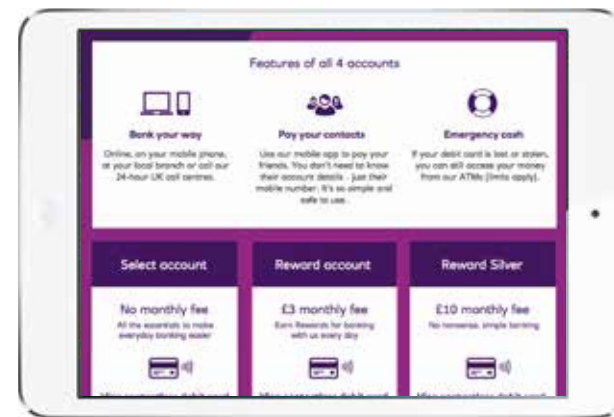
The ipad app was designed for personal bankers to help customers inside a bank branch.



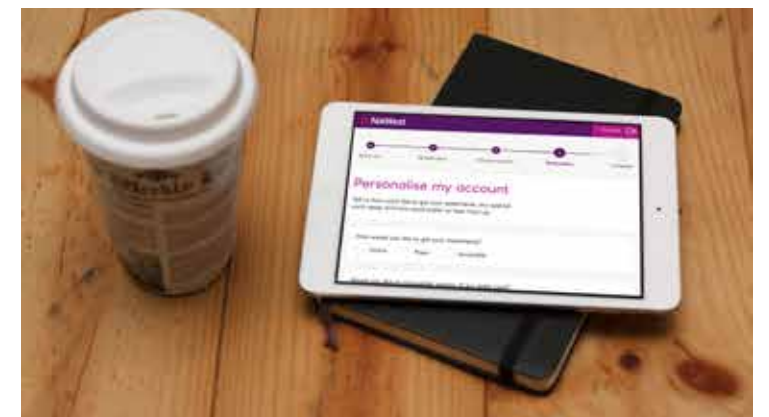
A personal banker assisting a customer



All the screens end-to-end were printed out and presented on the wall



Clear and transparent account information



A new customer experience



5K

Project: A couple of financial iPhone and iPad apps

Project details:

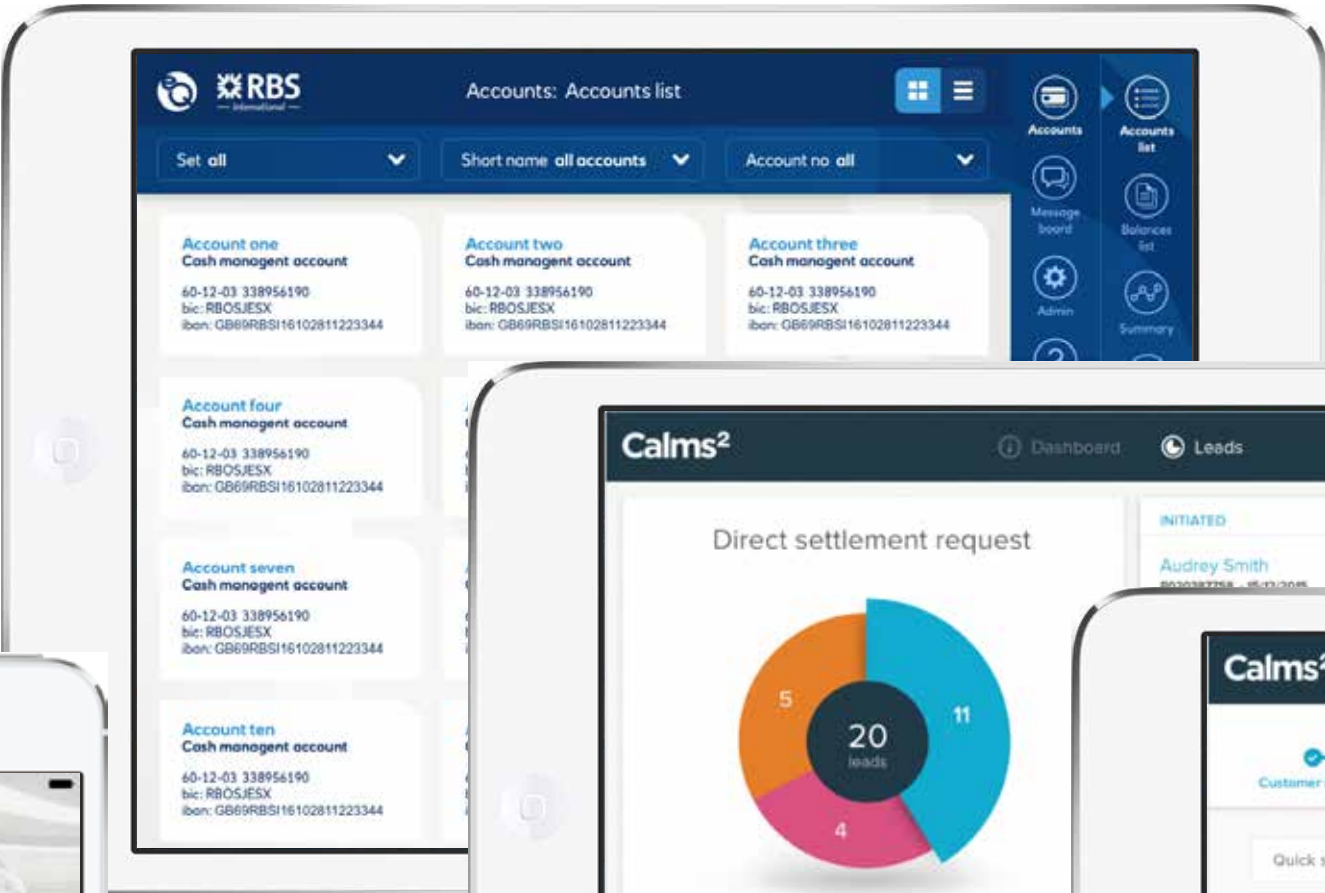
I worked in a mixed UX/UI design role in a small design agency on a couple of financial apps.

This was an agile development project. I worked on the visual design as well as structure of the apps.

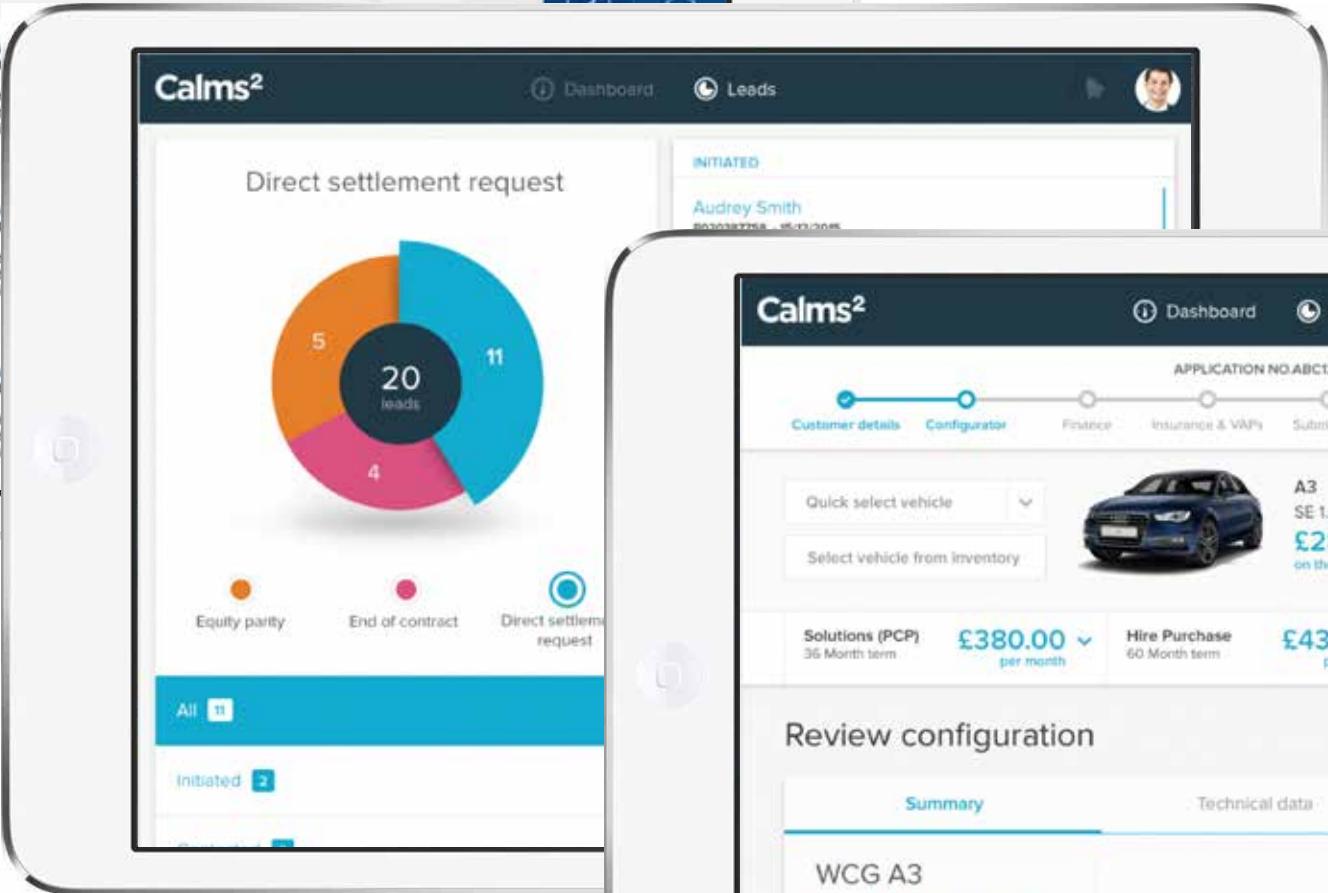
I also got a chance to work on the creation of a brand for the platform.



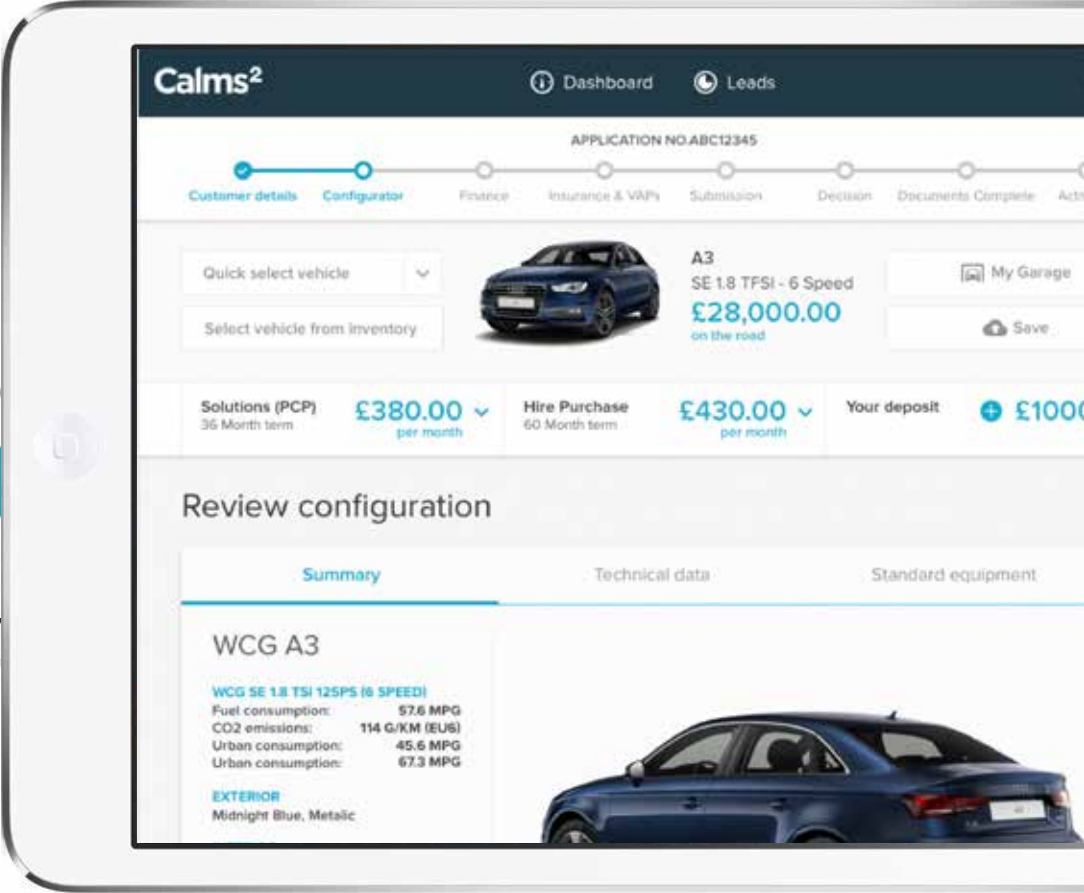
Car dealership financial app



RBS international banking app



Car dealership financial app dashboard



Car dealership financial app



# EQ logo concepts

Project details:  
This was a quick project for RBS to generate a logo for an international banking product.





# Piksel

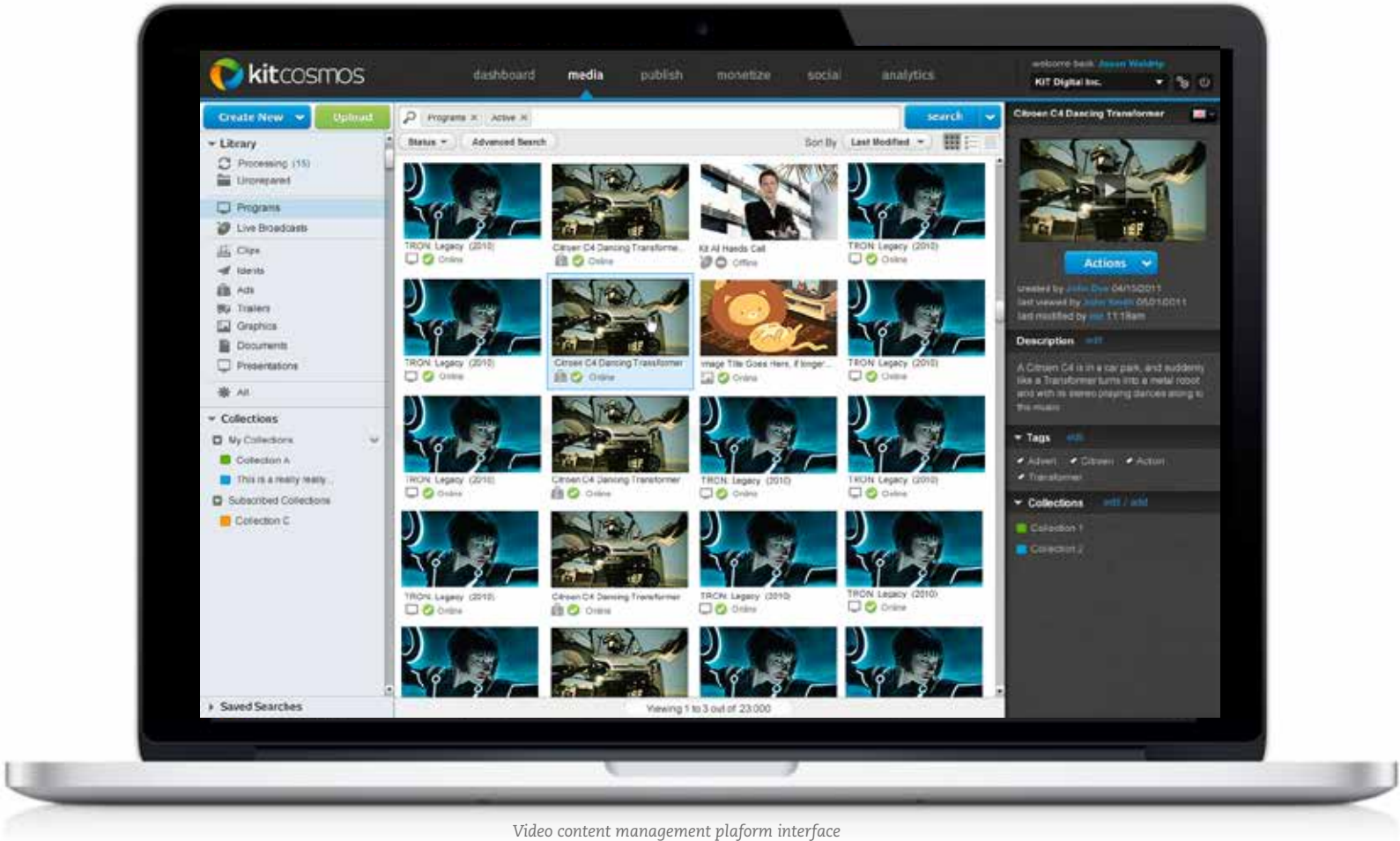
Project: VOD Management platform and web playout templates

Project details:

Even though this project is probably dated now, I’ve decided to include it to showcase my software design knowledge. I worked as a product designer for a number of years at a startup in London.

I wireframed and prototyped many software solutions for the Saas, software-as-a-service product. I also worked on various client video -centric websites.

During the time I learned alot about software interface design, styling different software components and how to work with an international remote team in agile. I wireframed alot of ideas to discuss with clients and developers. I used Axure RP to build prototypes used internally for meetings and by the remote team of developers. I also worked on the branding and creation of lots of intricate iconography for the platform.



Video content management plaiform interface



A screen from an interactive Axure RP prototype



Design for HBO in Europe



# THANKS!

*These were just a few projects I selected to showcase a broad range of skills.*

*jaco\_otto@yahoo.co.uk*