





HUNTER WHITNEY & ASSOCIATES, INC.<sup>SM</sup> USER EXPERIENCE DESIGN & WRITING

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## Monterey Bay Aquarium



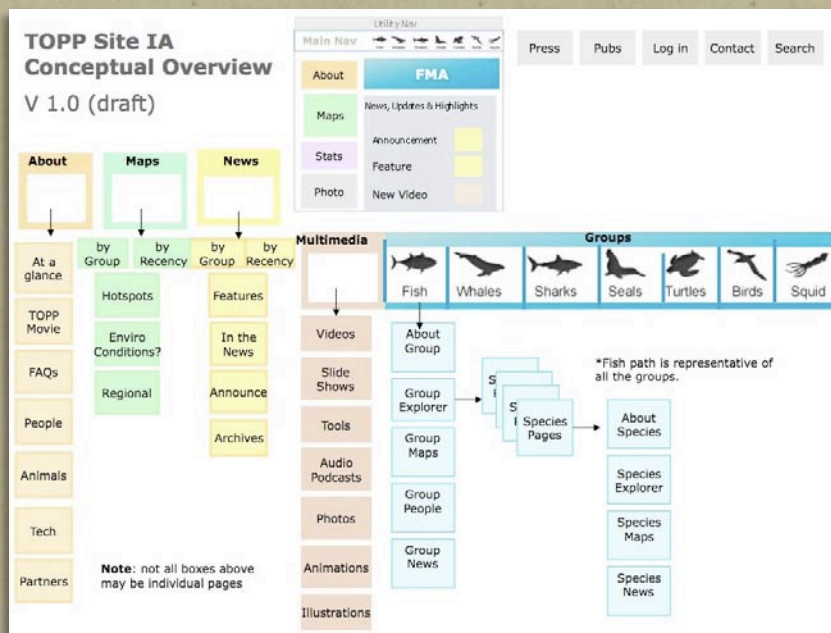
### A summary of my work from the Aquarium's Web Manager (2000-2006) Jane Cross:

"I employed Hunter to work us through many user interface challenges with amazing results during my tenure as manager of the Monterey Bay Aquarium's website from 2000-2006. He was excellent in achieving significant improvements in design, usability and web metrics in several key areas and contributing to an increase in web traffic and stay time and eventually to a Webby award winning site. He exceeded all our expectations. Hunter is gifted at accessing goals and audience, honing in on how to match the two, providing a fresh perspective on tricky problems and taking advantage of the strengths of the media... every organization would benefit from having the outside perspective Hunter provides."



## Monterey Bay Aquarium/TOPP

### TOPP Concept Sitemap



### TOPP Home Page



TOPP is a research effort associated with the Monterey Bay Aquarium. The program tags and tracks a range of marine creatures from birds, to fish, to mammals. One of the goals of the TOPP website was to show "near-real-time" tracking of these creatures and present that information on a dynamic, web-based map along with various related content.



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Aggregated data from: CDC (Centers for Disease Control), NCI (National Cancer Institute), NHS (Nurses' Health Study), HPFS (Health Professionals Follow-up Study).

Led team that won the Health 2.0 Developer Challenge: Enabling everyone to make better health choices by transforming massive data sets into more easily understood visual representations.

Health Professionals Follow-up Study (HPFS) and Nurses' Health Study (NHS). These studies do not show development of adenomas and CRC. We used these data to validate our model by creating simulations of the past using the models and comparing the results to the observed data. In a separate fashion, revising the models' calculations of risk factor effects, until they closely match the observed data.

...to replicate the distribution of risk factors across the population. For each simulation run, we used the observed trends by default, or one of our two scenarios: Optimistic but Realistic, or Healthy People 2010 Goals. The model's risk profile in determining the development of adenomas and CRC. Risks are modified upwards or downwards to reflect the relative importance of each risk factor for CRC.

Relative risks for adenomas and for CRC due to lifestyle risk factors are shown below, for each model. Values less than one signify decreased risk. In the SimCRC model risk factors can influence both adenoma incidence and progression to stage 1 CRC. In the MISCAN model risk factors only influence adenoma incidence.

Risk Factor for CRC	SimCRC		MISCAN
	Relative Risk for Adenomas	Relative Risk for CRC	Relative Risk
Smoking (smoker yes/no)	1.60	1.64	1.48
Obesity (BMI 30+)	1.03	1.11	1.33
Physical activity (20+ MET-hrs/week)	0.94	0.87	0.73
High vegetable consumption (5+ servings/day)	1.00	0.99	0.99
Red meat (2+ servings/week as a main dish)	1.03	1.07	1.07
Multivitamin use	0.42	0.54	0.63
Aspirin/NSAID use (~2+ tablets/week)	0.31	0.38	0.63
HRT use (post-menopausal women only)	0.76	0.68	0.73

...the two models have other slight differences in the way risk factors are incorporated.

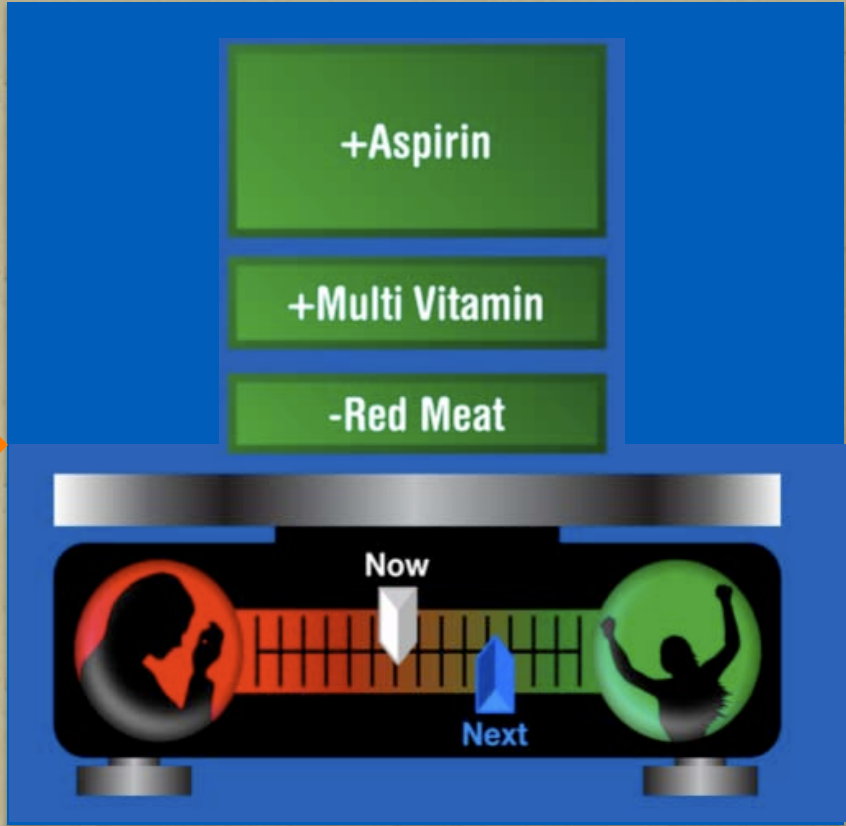
...the SimCRC model:

At birth, each simulated person is randomly assigned a vector of risk factor values. Risk values are assigned to reflect observed population changes in the calendar year.

Each year the risk factor values assigned to a simulated person are updated. For example, BMI is allowed to increase or decrease based on the observed population changes observed in national surveys. Correlations among risk factors are considered (e.g., smokers are more likely to be obese).

The risk profile of the simulated population with a particular risk factor in each year is determined by the percentage of the population with that risk factor (e.g., 20% of the population are smokers) -- age-adjusted to a 2000 standard population.

Each simulated person is assigned a risk factor profile. This risk profile is updated with age to reflect the changes in the population. The development of adenomas and CRC depends on the risk factor profile and the published odds ratios for each risk factor.





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## Transnational Crisis Project's Digital Gazette



**The Digital Gazette** is a venture of the Transnational Crisis Project, an independent, non-profit organization. The site is designed to respond to the need for common access to information and data about the basic structure of society and governance. It includes an integration GIS, Wiki, and a Library for reports.

I consulted on developing a user-centered design process for The Digital Gazette. This approach included creating user test scripts, participating in interviews, creating wireframes and discussing technical considerations on how to best build out the platform.



## Transnational Crisis Project's Digital Gazette



### Recommendation from Matthew R. McNabb, Executive Director -- Transnational Crisis Project

"We engaged Hunter with an exceedingly complex problem: how do we create an interactive knowledge platform designed to appeal to everyone from marginally literate, low-bandwidth users in the third world to cabinet ministers in the world's most advanced, technically literate societies, and do so as a means to catalyze stability from crisis. The challenges were considerable and the timeframe ludicrously tight. Hunter has led our UX effort in the platform's development from dinner conversation to the Beta reality at which it now sits. We owe a great deal to him, his guidance, experience, and his insistence to push back at our continual assumptions with a resounding 'yeah, but what do your users think?' Would strongly recommend him and HWA."

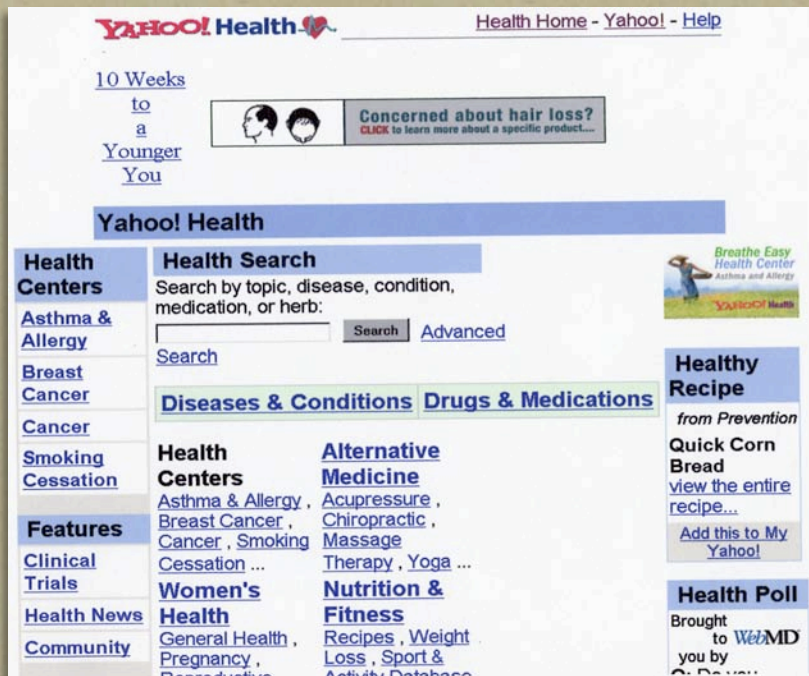


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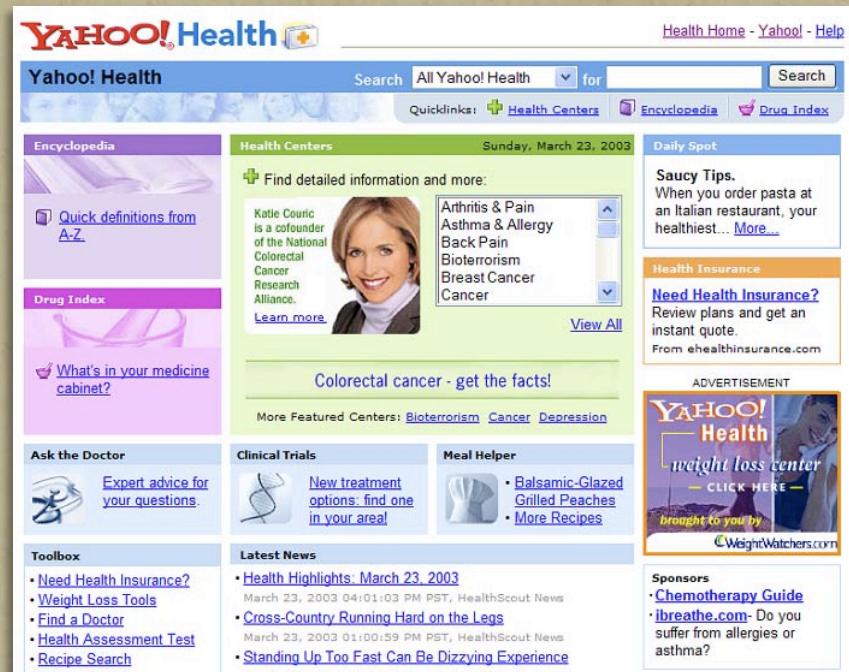
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## Yahoo! Health

### Home Page (Before)



### Home Page (After)



This was a full re-design of a Yahoo! property. My role was to evaluate all the usability issues, and re-design the site to make it a more useful and engaging destination.



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## Acer

### Home Page (Before)

Shop/Acer: On-Line Shopping Center Page 1 of 1

Home Page

Last update: October 26, 1998

**NOW SHOP ON-LINE AND SAVE!!**

Introducing Aspire by AcerModel 2191 w/ 15" Monitor  
Family-friendly Home PC Making It Easy For You!  
Includes:  
• AMD K6-2/333 Processor with 3DNow!™ technology  
• 64MB SDRAM  
• 4.3 GB Hard Drive  
• 32x CD-ROM  
**\$999.00!**

**Powerful Laptop, Great Pricing, Super Value**

Extensa 368D  
• Intel® Pentium® 233MMX  
• 32 MB SDRAM  
• 3.2 GB HDD  
• 20x CD-ROM  
• 12.1" DSTN Screen  
• Weighs only 6.4 lbs with battery  
**\$1299.00**

**Super Multimedia Machine!**

Aspire 1862S Mini-Tower w/ 15" Monitor  
Perfect for homework or Internet browsing!  
• AMD K6-2 300 MHz w/ 3DNow!  
• 64 MB SDRAM  
• 56K Fax/Modem  
• 5.1 GB Hard Drive  
• Many More Features....  
**All for Only: \$899.00!**

**FREE CD-RW blank disc**  
with the purchase of the award-winning Acer CD ReWriter 6206A

6X Read/2X Write, IDE/ATAPI Interface, 300ms access time  
New Lower Price! **\$279.00!**  
\*While supply lasts.

Navigation: Computer, The Desktop Collection, The Notebook Collection, The Factory Outlet, CD, Software, Values Memory, Communications Storage, PC Accessories, Fun & Learning, Custom, Memory Storage, Communications Power, Accessories, Index, Support, Ordering, Acer America Home Page

Footer: http://www.hunterwhitney.com/acer/index.htm 1/12/98

### Home Page (After)

aspire 7121 with 17" monitor and FREE printer!  
Features the Intel Pentium II processor 400MHz  
**NEW LOW PRICE! NOW \$1399!** [click here](#)

shop Acer Desktops Notebooks Bundles Accessories

**Acer power**  
Acer builds computers today that will not be out of date tomorrow

don't forget the Accessories

everything you need in a Bundle

power up a Notebook

buy a Desktop

ACT NOW! Save on this week's specials!

Preferred Shopping Program

- upgrade solutions
- acer outlet
- aspire owners
- service options
- view shopping cart
- help

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**Before:** The assemblage of words and numbers that Acer used to describe its products was mostly unintelligible to the customers it was attempting to reach.

**After:** The product lines were re-organized into simple, straightforward categories that made sense to the target audience. Sales figures rose dramatically post launch of the re-design (triple digit percent).



## Acer Site Re-design Customer Feedback

**ShopAcer**  
**Customer Exploratory**  
**Preliminary Telephone Interviews**  
**March 1999**  
*Prepared for:*  
Acer America

Leapfrog  
Marketing Research

Many of these consumers found the ShopAcer shopping experience to be extremely positive. They found the site to be well laid out, simple, and very user-friendly. They liked the "task" approach to presenting different computer models because they entered the computer purchasing process knowing what they were going to use their computers for (i.e., most for home usage).








Most of these respondents did look at other manufacturer's Web sites and a few looked at general shopping sites on the Internet. The ShopAcer site compared very favorably to other manufacturer's shopping Web sites, with respondents stating that it was as good as, if not better than, the other sites. Again, they cited ShopAcer's ease of use.

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## PERSONA SPECTRUM DOCUMENT

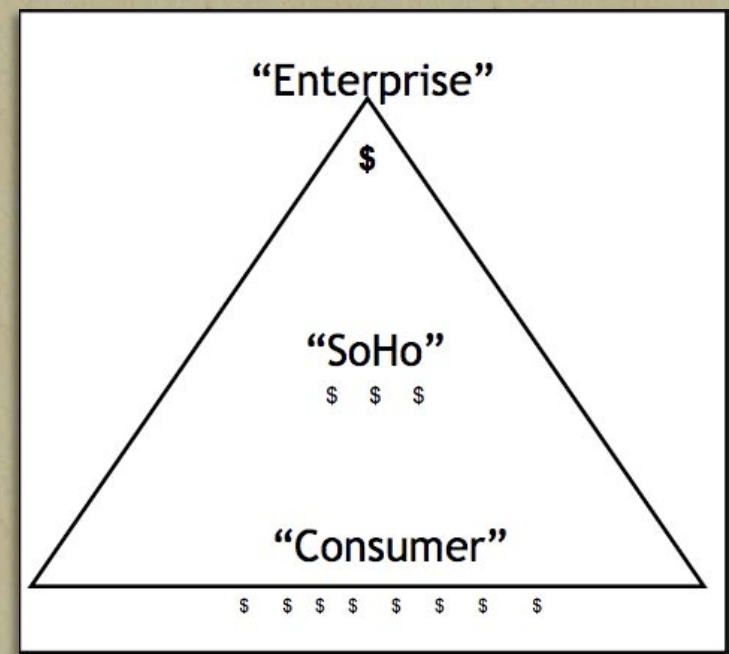
Julie Ross (33)	Zach Bergman (32)	Sharon Peretti (36)	Thomas Liu (52)	Gayle Polanski (56)	Libby Dalton (24)	Anne Hollander (28)
Architect, Richard Stone & Associates (10 employees)	Sales Consultant, DigiSound (115 employees)	Attorney, Minton-Brown (Commercial Real Estate Developers)	Director of Research, Plasmid Pharmaceuticals (25,000 employees)	Travel Agent, All Points Travel (5 employees)	Office Administrator, Portland Woodworks (73 people)	Travel Arranger, Sandwick & Bellforte (350 employees)
						
<b>Attributes</b> <ul style="list-style-type: none"> <li>Studied at the Boston Architectural Center — Bachelors &amp; Masters degrees</li> <li>Not a frequent flyer, but is now beginning to travel more often</li> <li>Thinks travel is exciting</li> <li>Drives new VW Jetta</li> <li>Has a siamese cat called Pei</li> <li>Lives with boyfriend, Rob, in 2-bedroom house in Cambridge, MA</li> </ul>	<b>Attributes</b> <ul style="list-style-type: none"> <li>Sells sound systems to radio stations, recording studios, etc.</li> <li>Born &amp; reared in New Jersey</li> <li>Good group of friends — plays baseball at weekends</li> <li>Major Raiders fan</li> <li>Drives a red Mustang convertible</li> <li>Likes to go home for Thanksgiving — would visit more often if he could</li> </ul>	<b>Attributes</b> <ul style="list-style-type: none"> <li>Leisure traveler</li> <li>Currently working 75 hours a week</li> <li>Office and home in New York — doesn't drive</li> <li>Rarely does business travel</li> <li>Not sure of the kind of holiday she wants — she just doesn't want to spend too much time planning it</li> </ul>	<b>Attributes</b> <ul style="list-style-type: none"> <li>Based in Ithica, NY</li> <li>Always travels business class</li> <li>Assistant does his travel arranging for him</li> <li>Travels to Washington DC and visits subsidiaries in Northern California</li> <li>Works long hours</li> <li>Golfs when he can</li> <li>Married with two kids — 10 and 12</li> </ul>	<b>Attributes</b> <ul style="list-style-type: none"> <li>Based in Florida</li> <li>Mix of leisure/ business clients</li> <li>People person — loves to travel and talk about travel</li> <li>Gets postcards and thank you notes from her clients</li> <li>Has a Shih Tzu dog</li> <li>Home full of souvenirs from past holidays</li> </ul>	<b>Attributes</b> <ul style="list-style-type: none"> <li>Does other admin tasks as well — not just travel</li> <li>Organizes travel for frequent fliers and also for people who only travel occasionally</li> <li>Hates making changes</li> <li>Highly creative, loves painting</li> <li>Likes to hang out in the park and listen to live music</li> </ul>	<b>Attributes</b> <ul style="list-style-type: none"> <li>Based in Wilmington, DE</li> <li>Highly organized - is implementing I procedures, and making employees fill out travel profiles</li> <li>One of two travel arrangers in office</li> <li>Liaises with travel agent/employees</li> <li>Likes to research and book hotels personally</li> <li>Recently married, no kids</li> </ul>
<b>Goals</b> <ul style="list-style-type: none"> <li>Be a great architect</li> <li>Broaden her horizons</li> <li>Maximize the benefit of her travel experience</li> <li>Travel without hassle</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Be top sales person for the year</li> <li>Be in control</li> <li>Make travel as comfortable and efficient as possible</li> <li>Know all the dirt — especially if he's going to a new place</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Not to lose herself in her work</li> <li>Restore her energy and enthusiasm</li> <li>Have fun</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Help to find a cure for cancer</li> <li>Provide a good life for himself and his family</li> <li>Keep focussed on the big picture and don't get bogged down in details</li> <li>Be comfortable</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Keep enjoying her job</li> <li>Build solid and rewarding relationships with her clients</li> <li>Set people up with the ideal vacation</li> <li>To go back to that small fishing village</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Have her own gallery opening some day</li> <li>Have the trips she schedules go smoothly</li> <li>Avoid hassle</li> <li>Not to have to work overtime</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Be respected</li> <li>Be the expert</li> <li>Have the trips she schedules go smoothly</li> <li>Find her own next travel destination</li> </ul>

Personas are a powerful tool for a great user experience design. However, they are only as good as the quality of research going in to them and the skill and attention that is given to crafting them. I have been fortunate to have worked at Cooper Interaction Design which provided an excellent foundational training in how to develop and work with personas to strengthen the bones of the design.











# USER SEGMENTATION DOCUMENT

## Before



## After

Occasional Mailers	On-Demand Mailers	Professional Mailers
<ul style="list-style-type: none"><li>•Satisfied with status quo</li><li>•Not focused on mail</li><li>•Low volume</li><li>•Uses few services</li><li>•Seasonal needs</li><li>•Can plan ahead</li></ul>	<ul style="list-style-type: none"><li>•Not satisfied with status quo</li><li>•Not focused on mailing or shipping</li><li>•Moderate volume</li><li>•Uses many services</li><li>•Mailing needs inconsistent</li><li>•Cannot fully plan ahead</li></ul>	<ul style="list-style-type: none"><li>•Relatively satisfied with status quo</li><li>•Totally focused on mailing or shipping</li><li>•High volume</li><li>•Uses many services</li><li>•Mailing needs consistent</li><li>•Essential to plan ahead</li></ul>
 	    	

After conducting in-depth stakeholder interviews, user research and creating a set of personas and use cases, the way the client viewed its customers and revenue model became more precise and real-world.



## LSI Logic UI Spec Document

RAPIDWORX UI ENVIRONMENT SPEC

### Overview

#### What is RapidWorx?

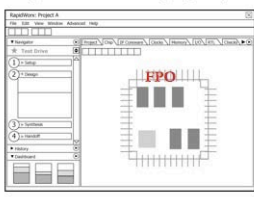
The vision for the integrated RapidWorx UI is to have all of the tools need interface.

RapidWorx UI Goals: To offer innovative ideas that will differentiate the products and simplify the user experience.

RapidWorx helps:

- Remove barriers to implementing RapidChip
- Increase the number of RapidChip designs per LSI design engine
- Improve the turnaround time, from engagement to handoff
- Provide a simpler, more seamless software experience
- RapidWorx Development Teams scale-up

The diagrams below show a structure for getting to that goal.



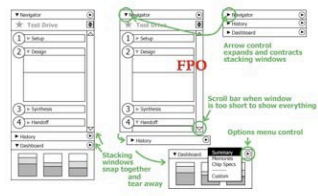
#### RapidWorx User Profiles

Understanding target user goals and tasks is key to creating an effective user interface.

User Profiles:

- A generic "User" can mean different things to different people. Referring to a specific user profile prevents miscommunication during the product design and development process.
- The idea is not to make a UI which tries to be everything to everyone. Rather, the goal is to understand, clarify, and prioritize the distinctions between user profiles to achieve an optimal balance and chance of success in the marketplace.
- Concrete user profiles help make the design and development more clear.

RAPIDWORX UI ENVIRONMENT SPEC



#### Guided Workflows

- A small set of pre-defined workflows for a small number of common chip design processes, such as Block Design and Integration. A project is, in part, defined by its particular workflow which (may) be designated by file extensions. For example - project\_a.rwb (for a RW Block project) vs. project\_b.rwi (for an Integration project).

The user experience rationale for having these workflows can be summarized this way:

- Users can know they have everything ready for Handoff.
- They understand each step taken to reach Handoff.
- Users can identify at what stage the process needs attention.
- They have access to all the tools they need in order to hand off a complete design.

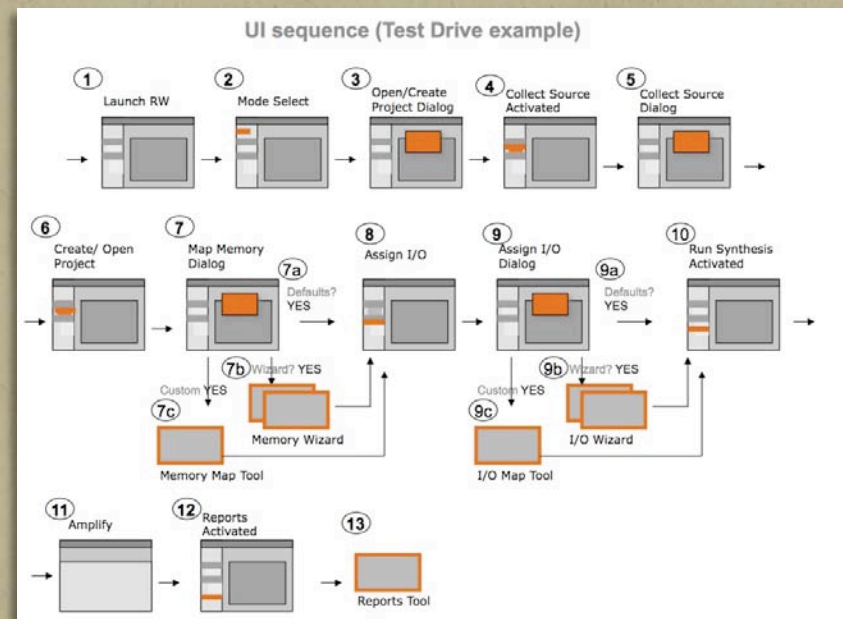
#### Types of Workflows

- Block Design:** In Block Design, the designer generates component instantiations for memories, IP and any required local clock factories. RTL is developed outside of RapidWorx. RapidWorx then allows the user to resolve any implementation problems and gain an idea of performance and density of the technology.
- Test Driver:** An existing block is taken through physical synthesis to evaluate the performance and density of the technology.
- Pipelineing:** In Pipelineing, any completed as well as dummy blocks can be used to explore and gain familiarity with the integration flow.
- Integration:** The block designs are integrated and the design is taken through the RapidWorx Integration Flow to achieve timing and area goals and is ultimately handed off to LSI Logic.

#### Stages

- For optimum efficiency in chip design, the Navigator requires an order to the design flow through four Stages. Each Stage must be completed before moving on to the next. Stages are described and specified in this section.

## Workflow



The client wanted to build a powerful desktop application to design computer chips. I worked with another UX colleague to evaluate and understand the work flows of the engineers that would be working with this application to design a powerful yet relatively simple interface.



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## AOL

**AOL NEWS Elections 2004 Presidential Race**

**Meet The Candidates**  
Slide pointer to view candidate facts.

**John Kerry**  
Top Office: U.S. Senator  
Birthday: Dec. 11, 1943  
Bottom Line: A vet of Vietnam and the Senate, Kerry may have the right experience to challenge Bush. Primary voters agree so far.

**You Said It:**  
Bush or Kerry?  
ANGUSTB Says: "Kerry is the right man. I hope he chooses Edwards as his running mate."

**AOL Member Exclusive**  
Download 10 Hit Movies for 99¢ or Less

**AOL NEWS Elections 2004 Primary Results**

**Virginia Primary: Feb. 10, 2004**  
Updated: Feb. 11, 9:14AM ET

	Percent of Vote	Total Votes
✓ Kerry	51%	203486
Edwards	26%	104782
Clark	9%	36461

**NEED A BETTER WIRELESS PLAN?**  
Special Offer [Go]  
[600 Whenever Minutes®](#)  
[Unlimited Night & Weekend Minutes](#)  
[National Long Distance](#)  
**FREE Motorola T722i**  
\* free after rebates

My challenge was to design, from scratch, the site for AOL's coverage of the 2004 presidential election. I wanted to instill a sense of fun along with the information through interaction design elements such as a set of interactive baseball cards featuring the presidential candidates from both parties. The result was a site that was simple and easy-to-use, while still being informative and engaging.



## UX Presentations - World Usability Day 2008, Washington, DC



I'm always interested in learning new things about the practice of UX and enjoy doing presentations on the various aspects of the topic. I was invited to participate in the 2008 World Usability Day conference in Washington, DC and gave two presentations – *Usability Perspectives from an Air Traffic Control Tower* and *User Friendly Wayfinding Systems*.



ASDE- X System