NICK FONAREV

UX PORTFOLIO

I am a **creative strategist** devoted to providing organizations with **actionable insights** into products they create, focusing on maximizing **clarity**, **efficiency** and **purpose**. I aim to create **meaningful experiences** that **align** organizational **values** with user's **expectations**, forging **lasting** symbiotic **relationships**. There is no challenge with a **positive purpose** that I will not accept.
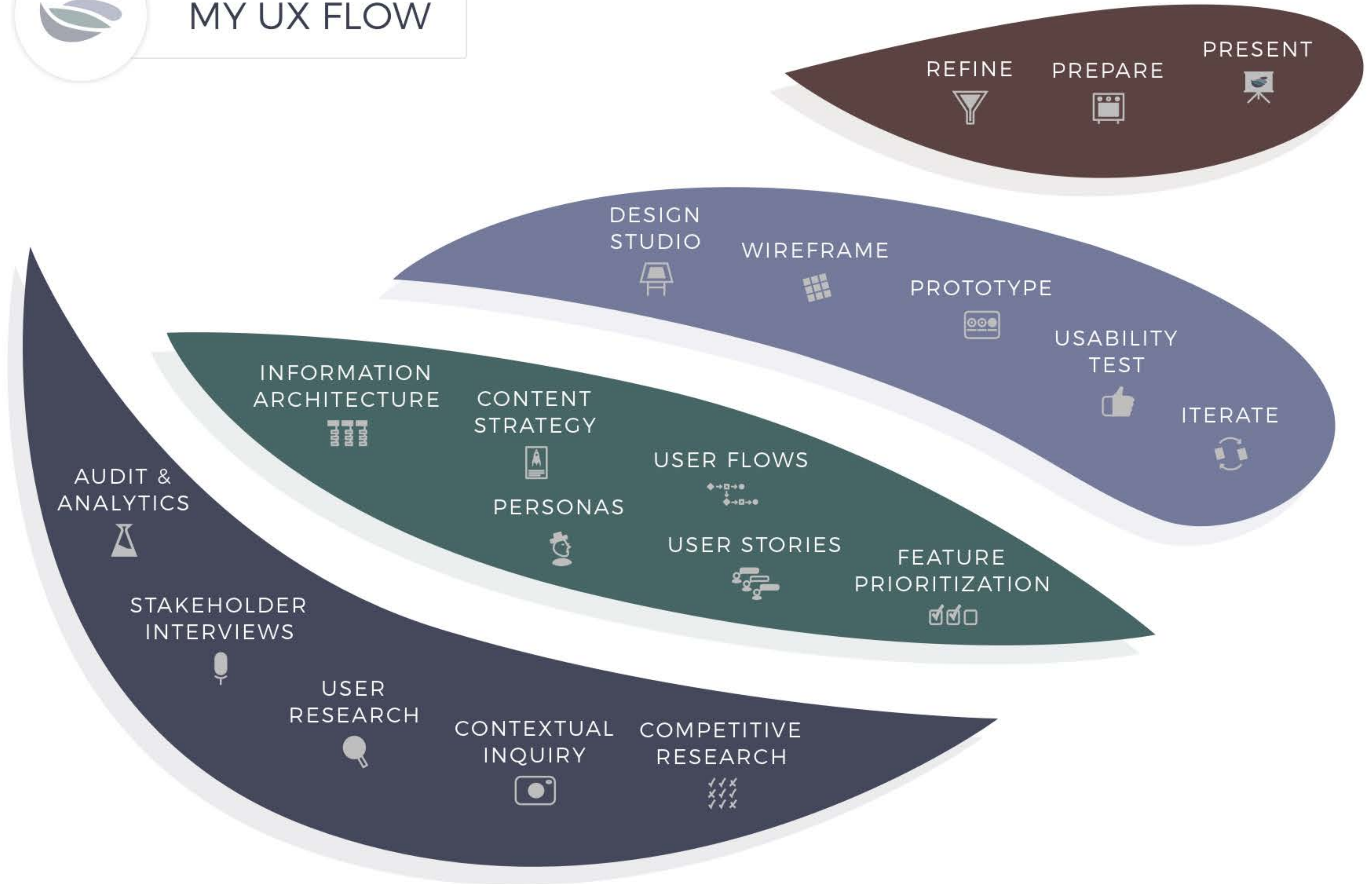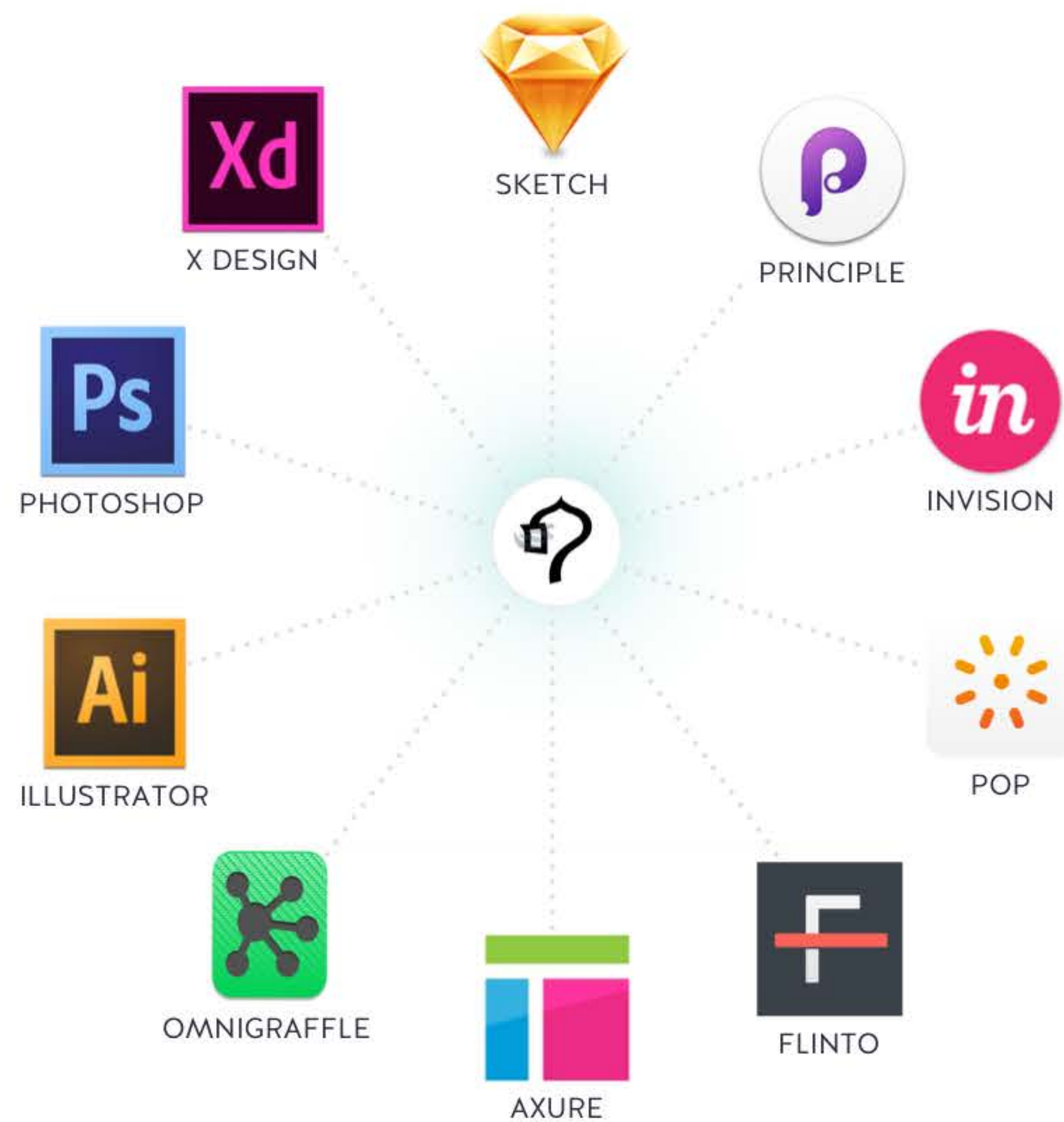
MY UX FLOW

SOLUTION

PROBLEM

REFINE   PREPARE   PRESENT

DESIGN STUDIO   WIREFRAME   PROTOTYPE   USABILITY TEST   ITERATE

INFORMATION ARCHITECTURE   CONTENT STRATEGY   USER FLOWS   PERSONAS   USER STORIES   FEATURE PRIORITIZATION

AUDIT & ANALYTICS   STAKEHOLDER INTERVIEWS   USER RESEARCH   CONTEXTUAL INQUIRY   COMPETITIVE RESEARCH

RESEARCH   SYNTHESIZE   DESIGN   DELIVER

MY UX TOOLS

A **power** user of **key design**, **prototyping** & **productivity** tools.

DESIGN & PROTOTYPING

X DESIGN
SKETCH
PRINCIPLE
PHOTOSHOP
INVISION
ILLUSTRATOR
POP
OMNIGRAFFLE
AXURE
FLINTO

PRODUCTIVITY

EVERNOTE
WUNDERLIST
SLACK
TRELLO

WEB TOOLS

UserTesting
Confluence
Treejack
DYNO MAPPER
Google Analytics
webtrends
OptimalSort

I have designed **experiences** for the **most visited** and **innovative** consumer and enterprise **websites** and **apps**.

FORTUNE 500

Corporations

Startups

Non-Profits

Leading Universities

MediaMath | T1
Ad Tech Platform

Enterprise Platform App

VHX
A Vimeo Company

Responsive Web Design

Pep Boys
A Connected Car Concept

iOS App Concept

AVENUELIVE
Your Musical Footprint

iOS & Android App

+ Other Sample UX Work

Responsive Websites & Apps

MediaMath | T1
Ad Tech Platform App

1 PROBLEM

MediaMath is a leading programmatic company in the ad tech industry, responsible for transacting some 8 billion impressions per day. Advertising organizations require campaign managers to produce "Tear Sheets" as proof the advertisements ran properly. The current process of generating Tear Sheets is a long and arduous one.

2 GOAL

BUSINESS
To introduce a competitive advantage over other demand-side ad-tech platforms and drive incremental revenue while freeing up time of internal and client resources.

USER
To increase quality of campaign reporting and save 2-3 hours spent each week on creating Tear Sheets.

BOTH
Redefine the industry practice of generating tear sheets and refocus individual resources on more strategic work.
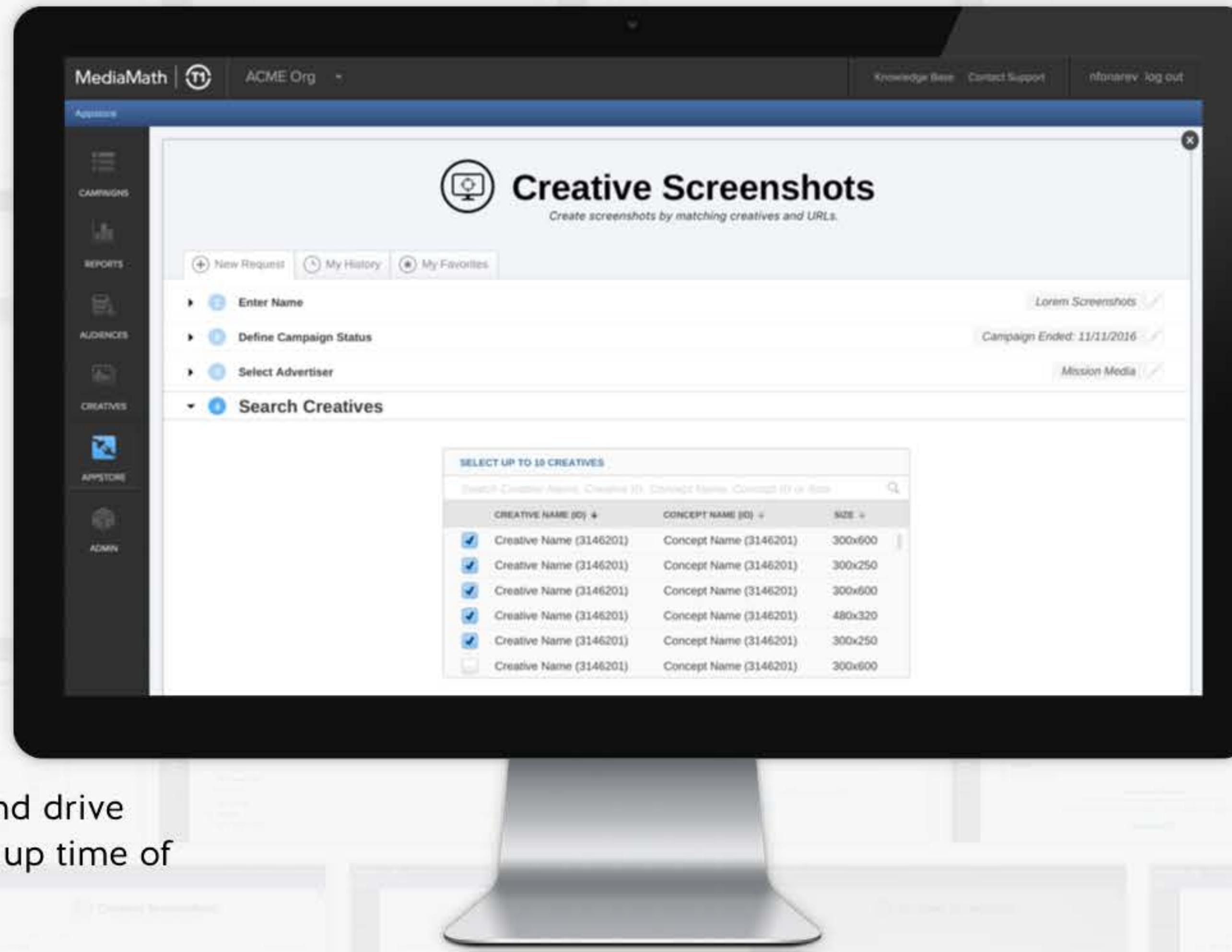
3 MY ROLE

Lead UX Designer I researched, designed, and validated the T1 platform app, while establishing UX standards in the Technology Solutions team, in a two-month timeframe.

4 UX METHODS

Stakeholder interviews; user research; design studio; feature prioritization; user flows; design & prototyping; usability testing (exploratory, validation, and comparison).

5 SOLUTION

An innovative enterprise tool that integrates T1 API data for advertising campaigns with creative assets, to produce "Tear Sheets", streamlining several hour-long process into a few minutes.

MediaMath | T1 ACME Org

Knowledge Base   Contact Support   nfonarev log out

Appstore

CAMPAIGNS
REPORTS
AUDIENCES
CREATIVES
APPSTORE
ADMIN

Creative Screenshots
Create screenshots by matching creatives and URLs.

New Request | My History | My Favorites

Enter Name — Lorem Screenshots

Define Campaign Status — Campaign Ended: 11/11/2016

Select Advertiser — Mission Media

Search Creatives

SELECT UP TO 10 CREATIVES

CREATIVE NAME (ID)	CONCEPT NAME (ID)	SIZE
Creative Name (3146201)	Concept Name (3146201)	300x600
Creative Name (3146201)	Concept Name (3146201)	300x250
Creative Name (3146201)	Concept Name (3146201)	300x600
Creative Name (3146201)	Concept Name (3146201)	480x320
Creative Name (3146201)	Concept Name (3146201)	300x250
Creative Name (3146201)	Concept Name (3146201)	300x600

USER RESEARCH

Tear Sheets - Feedback — TechSol ☆ ⅋ Team Visible

Purpose
- Confirm that something is live
- Include in post campaign/recap deck (highlights w/ screenshots + performance metrics)
- Proof that they've run – they need a tick on a form somewhere.
- Proof the correct creatives are running. Seeing it on the actual site, confirming running correctly and running issue and not being cutoff
- Used in end of campaign reports, include screenshots
- Wow factor – they want to see the billboard in times sq. Media planners are expected to share the same thing
- Their clients ask for them - for QBRs, put them into decks
- To confirm that placements are live
- Mostly used for proof of execution
- To see what creative looks like in a live environment, especially agency clients for post-campaign recap decks (to show the great work that they've done executing that campaign)
- 90% of the time, take the images and put it into their materials along with other partners. If there's a recap deck, generally uses the same ones again

Importance
- Most clients don't need these
- Media Agency is required to provide proof as part of the contract, proof of purchase before an invoice
- Super typical if you're not programmatic, everybody does this which doesn't help us and makes us a subset of a total buy that is not inline with the rest
- If we stop, we'd push the work onto our clients and have a feature disparity with other platforms that would not engender more money onto the platform
- They might just file them away, or show them to leadership
- Sometimes in the IO there's a line item that says they are required
- Amnet asks other DSPs to do it. If we didn't, they might shift budget
- Part of the IO. Want them for new tags, new initiative
- A habit based - people doing it for 10+ years
- Marketing manager at Walmart doesn't need to see numbers, they just need to see it
- Creative agencies need to see it in a live environment
- Required by IO or agencies (70% of our business). Would upset them if we stopped
- Some might say it'd be a barrier, sometimes in IO's there is a contractual obligation - legal ramification
- Not every client needs it. Those that do need it for every single campaign launch

Frequency / Time
- 50 campaigns a month using bookmarklet
- Two screenshots per campaign, up to 100 per month
- Depends on how many MS clients at the time. SS tool that's in wiki, doesn't take long per a campaign. 3-4 screenshots. 10 mins max
- Give them one of each size per creative execution
- They only do it for Dell right now, spend 3 hours per week
- Expect them ASAP after launch, within 24 hours
- Require monthly based on IOs
- Require twice a week for AMNET
- For those who need it, 40 campaigns per week, every time a creative is rotated out
- We say we'll provide screenshots of live ads, within two business days
- Standard SLA set by agencies is within 2 days of campaign launch. Allstates of the world ask for 1 business day
- Takes an hour or two a week on a good week
- Use Sizmek for DCO - any time they have a creative rotation, they require us to do screenshots
- Every time they have a new offer, they require a screenshot. They don't require all sizes, but some do

Requirements
- Has to be contextually relevant article or site (and flagged if something negative)
- Stick to really PG stuff
- Has to provide the URL of the page
- Don't care about AdChoice logo - nice to have
- Homepage isn't good enough, need one level down (category page). Content is important; homepage sometimes has too many things."
- Video and mobile are definitely included, and in-app gets asked but not something they provide in an automated
- They've requested specific sites or verticals. Sometimes they want a specific size
- Not usually a specific set of sites, 'get it within the rough parameters'
- If within a targeted environment we need to deal with. GEO TARGETING

Current Process
- They go to site transparency, and pick through a list (they have a list of go-tos)
- Client requests screenshots. Run a site transparency report to find the top X sites that the campaign has been running on. Send a request to adops with the list of sites. Etc.
- A lot of them do it themselves, we teach them how and they do it themselves
- They don't have a way of doing it and assume we have a way. We go into paint, and they don't know why
- For mobile they use a chrome plugin to get the page, stick it in paint
- Goes to the org, then creative in T1. Find a keyword - maybe a concept, try to find creatives that have the same execution. Grab the ad tag code. Pick a website (he likes business insider.) Browse until they find one. Then use the bookmarklet. Doesn't use the PINT tool (wasn't rendering the website and the image.) Take a screenshot - just the whole screen. Put it into a powerpoint slide. Throw in the website name and the placement name
- Varies by client, sometimes just put into paint, save as screenshot and send as a zip. Would take 40 minutes
- For video/mobile Amnet needs us to do it for them
- Uses the bookmarklet, or just takes a screenshot and copy/paste
- Mobile, have to copy/paste - or load mobile version of the site

Competitor Products
- Brightroll plus, Sizmek have tear sheets – effectively like a flag, automated
- Sizmek has something similar but not so HD, and just spit it out. Screenshot tool, somehow take a screenshot and download those images
- Cadreon traders don't ask for it, so they must have something internally
- If you're ops, you're probably using Sizmek's solution and you don't care about T1 vs. Direct deals with pubs
- Don't think other DSP's offer this capability
- When worked on Google products, like DFA, there was a fake webpage which solved the mockup problem. Just that, an agency would use the tool housing campaigns within Google products

Painpoints
- It's a waste of time, and they don't focus on the campaigns and drive better results
- Other partners don't realize how hard it is
- Education problem between Agency and Advertiser
- Horribly manual task – if we had a tech that did it accurately, it's a strong reason to push them to the technology
- 'oh god'. If there are certain sizes, 300x600 take a long time to find. Takes 30-40minutes up to couple hours. Sometimes they rotate so it's hard to find, and context is important (e.g. no negative news)
- 160x600 and 300x600 are hard to find. Placements are not constant (dynamic ad sizes)
- Finding the inventory is a PAIN

Real vs Fake
- Agency team is aware the screenshots are mocked
- Viable if we mocked up major sites in every market
- Mock not ok. They expect the real site
- Depends on the client - self service clients generally know they're fake. Amnet, we're 100% honest. Performance clients no honesty - depended how savvy they are
- A few agencies need it no matter what
- Legal got involved. Came down to either watermark, or make a note that they are mockups. That was agreed upon for dell
- Video is totally fabricated
- Amnet's account managers take care of it - they use our screenshot tools to pretend the ads are for other DSPs. They love it!
- When at Yahoo and other places, always faked. At Microsoft, it was real.
- 98% of the time, we just give it to them and they interpret - savvy ones know it's fake
- Most clients know they're fake - they understand why it's hard to get a real/legit one. But since we've been doing it, why would we all of a sudden claim it's hard
- Some folks call them mockups. People still think we're publishers - even MSA and performance clients. Non-savvy clients tell them whatever they want to hear
- Adchoices logo does not pop up, but clients have never said anything about it

Desired Process
- In T1, when you preview a creative – you could preview it in real time, and a dropdown of 10 websites (custom list of sites that they upload and we try to get them)
- Native DSPs – in platform, preview what the creative would look like in real time. Give you a list of 10 sites, and 'preview on this site'
- If there was a way to go to a creative, click the cog, click in a URL and pop the ad in there already a time saver to them
- Need to do what we can do to automate and streamline
- Just put in a creative ID and a site URL and it just takes care of it for me. And make it client-facing
- Performance - just put in a distro and get an email
- If it could somehow take the URL from bid requests and actually marry the tool that was previously created. "I just need 6 screenshots" and uses log files to generate them on actual webpages. On a dream scenario I get up, an automated tool would drop in screenshots based on log level data
- The tool we use now - if there was the ability to save the web page, save the favorite 160x600. Add in video outstream

Monetization & Standalone Product
- If we charged people they'd use photoshop or pai[...]
- A tool like this on its [...] very difficult to say it'[...] them not spend – ad[...] bunch of reasons to re[...] the platform
- It would be very diffic[...] get people to pay for [...] something like this, w[...] seems like something [...] have anyway
- If we provided it very [...] make them, it would h[...] impact
- For performance clie[...] would have to be star[...] tool. If we had somethi[...] them, we'd push them [...] it
- If they had this, they [...] use our platform more
- They wouldn't pay for [...] tool. But if we made it [...] mediamath only, they [...] put more budget into [...]
- Clients are so cheap [...]
- They would definitely [...] interested
- Having a tool like this [...] working in MediaMat[...] assigning a number to [...] don't know - but wou[...] differentiator, which c[...] lend itself to more rev[...] opportunities

After **12 internal** and **external** client **interviews**, I sorted **raw data** into **11 affinities** and shared the **findings** via a **Trello board** with MediaMath's team.

DESIGN STUDIO

INSTRUCTIONS

10m **DIVERGE** Create 6-8 concept sketches illustrating how the user would interact with the UI to complete the objectives. Include just enough info to communicate design.

14m **PITCH** Present your concepts to the team. What goals do the concepts achieve? What problems do they solve?

49m **CRITIQUE** After each pitch, come up with 1-3 ways it solves the problem. Suggest 1-2 opportunities to improve the design.

10m **ITERATE/REFINE** Create one large version each; steal from others.

30m **CONVERGE** Discuss various designs; decide on best solution or create one.

113m

The **research illuminated** common **user goals**, based on which I created **objectives** for a **design studio**. I included **all 7** business & developer **stakeholders**, generating **30+ designs**.

DESIGN VARIATIONS
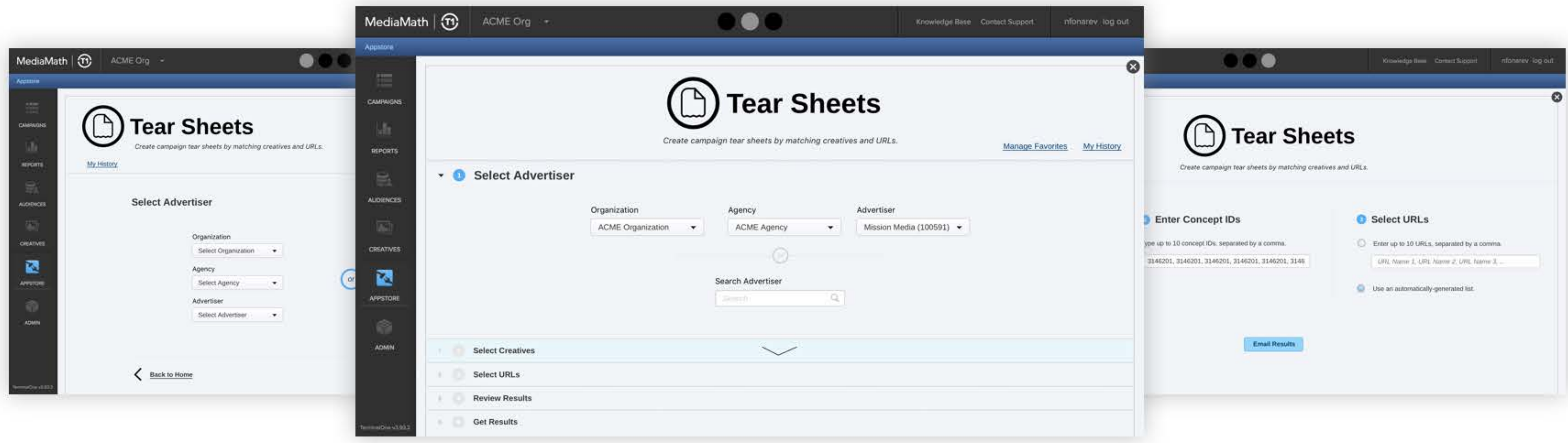
I designed **3 clickable prototypes** varying in **complexity**, **design**, **content**, and **functionality** across **14 parameters**. I **immediately tested** these internally.

	"Comprehensive"	*"Balanced"*	*"Light"*
Style	Progress Bar	Accordion	One Page
Select URLs	Compile from four methods: (1) manual (URL input or upload CSV), (2) preselected (by region), (3) actual (from site transparency), (4) favorites	Select one of four methods: (1) manual (URL input), (2) suggested (commonly used), (3) favorites	Select one of two methods: (1) manual input, (2) preselected
Verify Match	Yes (Auto)	Yes (via CTA)	No
Date Select	Radio button: future, specific, range	Select range	Select one date
Review Page	Grid displaying successful hits; swap each category & URL; email CTA (can enter multiple); Download CTA	Only displays URLs and creatives with no matches; separate page for email (saved) & Download	No separate page, 'Email Results' CTA: confirmation modal reminds to save email to access previous
AdChoice	Yes (checkbox)	Auto	None

USABILITY TEST PREP

Test Plan

Tear Sheets T1 App

User Testing | TEST PLAN

PURPOSE

- The purpose of this exploratory usability test is to gather initial feedback from prospective users regarding a proposed Tear Sheets generation tool. Participants will be presented with three design variations varying in complexity and functionality and will be asked to 'think out loud' as they navigate the mockups.
- The test will help address some of these preliminary questions:
  - Does the product's basic functionality have value to the user? What do users conceive and think about using the product?
  - What are the must have features to be included in the MVP? Phase 2, ...?
  - How easily and successfully can users navigate the product? Test overall organization of the variations.
  - Do designs communicate the intended workflow? Allow the user to navigate from screen to screen and within a screen?
  - How easily do users make inferences about how to use this user interface, based on their previous experience with Tear Sheet generation, T1 and other T1 apps?
  - What type of prerequisite information does a person need to use the product?

QUESTIONS

- **Current Workflow:**
  - How do users currently generate tear sheets?
    - How many tear sheets in an average request?
    - How often do they use same site URLs when creating tear sheets? How much do they base their choice on site transparency or quboleb?
  - Have users needed to target specific dates or date ranges when generating screenshots? Or is it more binary – "Campaign just launched, I need tear sheets in the next 24-48 hours" vs "I need screenshots for a campaign that ended, and for whatever reason I never made them"

- **Functionality & Design Feedback:**
  - Which style is preferred among the three variations?
  - Is there a general preference to searching for advertiser name/id versus the standard drilldown?
  - Is there a preference for selecting creatives individually or in a group via concepts?
  - Does AdChoice logo add to authenticity of screenshots? Is it necessary? What's the default state on the page?
  - Is favoriting creatives desirable?
  - Is there a preference for selecting site URLs? Are any of them simply unnecessary? Rank: Manual, Auto, Pre-selected, Actual
  - How would they expect pre-selected to work? We've never really fleshed this out – only some light ideas around grouping by country, and ordering by most requested.

Session Script

Tear Sheets T1 App

User Testing | SESSION SCRIPT

Intro

The purpose of our session today is to review some designs for a new T1 app and get your opinions about it. As we review the designs together, we will be asking you a series of questions about what you see and how you expect things to work. Please feel free to ask any questions and offer any observations during the session. There are no wrong answers or stupid questions. This product is in a very preliminary stage and not all interactions have been considered - our goal at this stage is to understand high level preferences on features and functionality. Also please note that this product will be launched with the most essential features first and iterated over time. Your feedback will help us determine the initial product as well as functionality to consider in the future.

User Scenarios

We will show you three different variations of the app. For each variation you will be given a couple of scenarios. Please think out loud as you interact with the interface to complete the scenarios. We will also ask you specific questions as we go along and also at the end of the session.

Do you have any questions?

1st Variation

Let's begin with a hypothetical situation. You would like to understand just what it is that this app offers.
- Describe the screen. What do you see? What will this tool allow you to do?
- How often would you need to use something like this in a given month?

Scenarios - Var1
- **Part 1:** You are creating an end-of-campaign report for a campaign that ended last month and need to generate and email several tear sheets. You have no preference where on the web page the ads appear. You have a few site URLs in mind that you would like to use, but also want to include subpages of sites that your campaign has served impressions on. If a certain site URL you selected does not have matching ad real-estate for your creatives, please choose a different site URL.
- **Part 2:** You have to generate the same tear sheets you created last month but using different site URLs. Use the app to recall previous tear sheets and make the necessary adjustments.

Scenarios - Var 2
- **Part 1:** You need to generate several tear sheets for a campaign that just started. To show that it's live, you want the tear sheets to look as realistic as possible. There are particular creatives that you must use but you are OK with using any site URLs as long as the ads appear on the top of the page. Your campaign is targeting Canada and you'd like to show ads displayed on the main pages in that region.

I created a **test plan** outlining the **purpose**, **research questions**, **methods**, **scenarios**, **task lists**, **logistics**, and **data to be collected**, as well as a **session script** presented to the **participants**.

USABILITY TESTING

from Assessment Test Script, Scenario 3

Your post-campaign presentation is due in 20 minutes and you need to show your team tear sheets as "proof of execution" for a campaign that ended last month.

I moderated **8**, **hour**-long, **exploratory usability tests**, and **6**, **hour**-long, **assessment tests**, collecting both **quantitative** and **qualitative data** to inform findings. Sessions were **live shared** with stakeholders, **video recorded**, and **transcribed**.

PRESENT

After **synthesizing** the **testing data**, **I presented** the **user feedback**, key **findings** and proposed **MVP features** for **all stakeholders** to **weigh in on**.

You covered all major pain points, it's nice to see someone taking pain points and making them better. I'm gonna go tell everyone about this, it's so cool! This is like a huge step and will be a big time save!   — **MM Engagement Manager**

DELIVER

I **handed off** the final **designs** to the **developers** via **InVision Inspect** giving them **easy access** to **measurements**, **colors**, **typeface**, **design assets** and **css code**.

VHX
Homepage Redesign

VHX homepage targets businesses ("Sellers") searching for platforms to host and sell video. It is not a site for video consumers ("Buyers") to watch videos; this happens on the Seller's individual, VHX-powered sites. The problem consists of Buyers mistakenly visiting the site and signing up for Sellers accounts.

2 GOAL

BUSINESS

To reduce the number of Buyers signing up for Seller accounts and improve the experience of all visitors on the site.
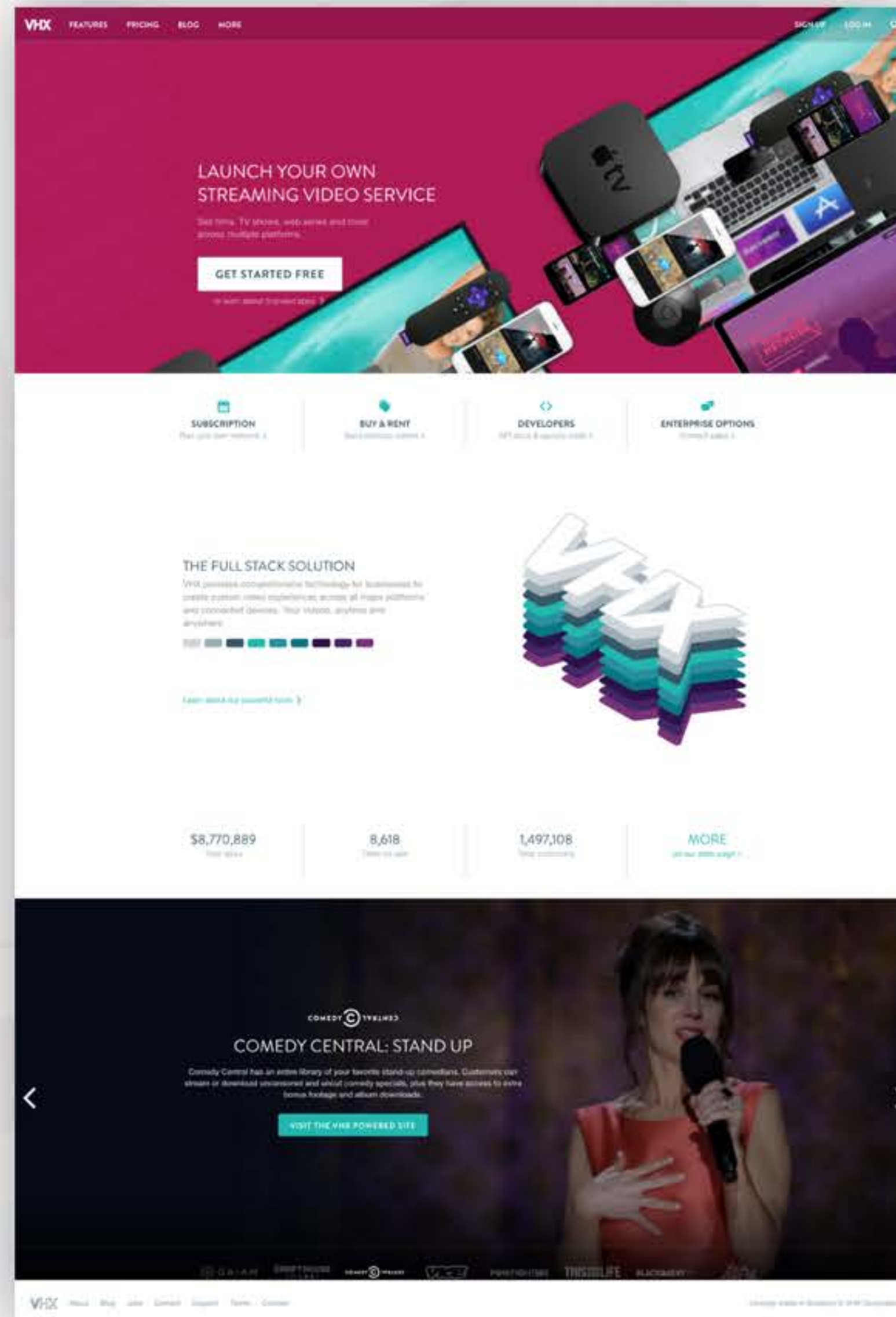
USER

Sellers: to be clear about the site's purpose and competitive offering.
Buyers: to understand the site is geared towards businesses and does not directly host content for consumption on vhx.com.

BOTH

To optimize site's communication and clarity of offering.

3 MY ROLE

Lead UX Designer in a team of three, I provided designs, strategy, direction, structure and vision to successfully execute the project in a three week timeline.

4 UX METHODS

Competitive Landscape and Market Analysis, User Research, Contextual Inquiry, Affinity Mapping, Wireframing, Multivariate Testing, Rapid Prototyping.

5 SOLUTION

A homepage redesign with a more direct, conversational tone, addressing target users in every section, while clarifying the company's offering and competitive value proposition.

COMPETITIVE ANALYSIS

	VHX	ENTERPRISE WHITE-LABEL			SELF-SERVE WHITE LABEL		APP STUDIOS	SELF-SERVE MOVIE STORES	
		OOYALA	Kaltura	brightcove	Uscreen	distrify	Zype	vimeo ON DEMAND	REELHOUSE
Website	vhx.tv	ooyala.com	kaltura.com	brightcove.com	uscreen.tv	distrify.com	zype.com	vimeo.com/ondemand/startselling	reelhouse.org
Homepage Tagline	Launch your own video streaming service Sell films, TV Shows, Web Series & Moreacross multiple platforms Get Started Free	Deliver Content That Connects The intelligent cloud based platform for your business Experience Ooyala	Powering Any Video Experience [VIDEO] Start Free Trial Contact Sales <1st banner>	Video Moves US Brightcove offers the most powerful cloud-based video solutions for driving awareness, engagement, and revenue.	Launch Your Own Streaming Video Website	We Sell Your Videos	Video Business Made Simple Turn your audience into your customers Request Demo [button]	Make more money from your videos by selling directly to fans. Watch video.	Watch films directly from their creators Upload, distribute, and discover great themes
Sub Tag Copy	· Subscription · Buy & Rent · Developers · Enterprise Options	· Scroll bar with logos of users (Univision; ESPN; Sky Sports; Foxtel; NBC Universal; RTL) <1st banner>	· Operators & Service Providers · Media Companies · Enterprises · Education & Ed Tech	· "VideoCloud" · "Lift" · "Zencoder" · "Gallery" · "Perform"	· Fully Customizable · White-Labeled · Point & Click Themes	· Experience our video player	· Trust across platforms · Turn fans into customers · Deep audience understanding	· Join Vimeo Pro for just $199/year to start selling. Try it risked free for 30 days.	· Sell or rent your movie · Offer bundles · Add extras and bonus videos · "Get Started"
Next Sections	· The Full Stack Solution · Company Stats · VHX Powered Sites examples	· Your end to end solution · Broadcasters & operators; Online Media; Enterprises & Brands · Advanced analytics; customer success; global scale · "Join the 500+ global companies	· Success Quotes & Case Studies · Learn More Sections: Webinars On-Demand; Selecting a video player; Kaltura cited as leader in 2015; Smart video monetization;	· Media Solutions · Marketing Solutions · Enterprise Solutions	· Perfect for... · One System Does it All · Features To Help you Build your Business · All In One VOD Service · "Very Successful Screen Customers	· Experience our player · Player & Payment; Sell Your Product; Global Reach · Ready to start selling? Request Access · Your Video Anywhere, Anytime	· An elegant platform for video business management · Powerful solutions for your video needs · The Zype platform · Meet with us at these upcoming events · Loved by customers · Stay in the loop	· Take home 90% of rev after transaction cost; Choose rent, buy, or subscription, and set your own price; Sell worldwide on tons of devices or choose distribution regions. · Join our community of talented creators	· Staff picks · Online distribution success stories · Themed video content sections: Surf & Snow; Adventure; Awareness; Sundance; · Watch wherever and whenever
Home Page									

Understanding the **competitive landscape** and **current offerings** helped me **identify** VHX's **competitive edge** and ways to showcase **key features** on its homepage.

CONTEXTUAL INQUIRY

Why do devices show different content?
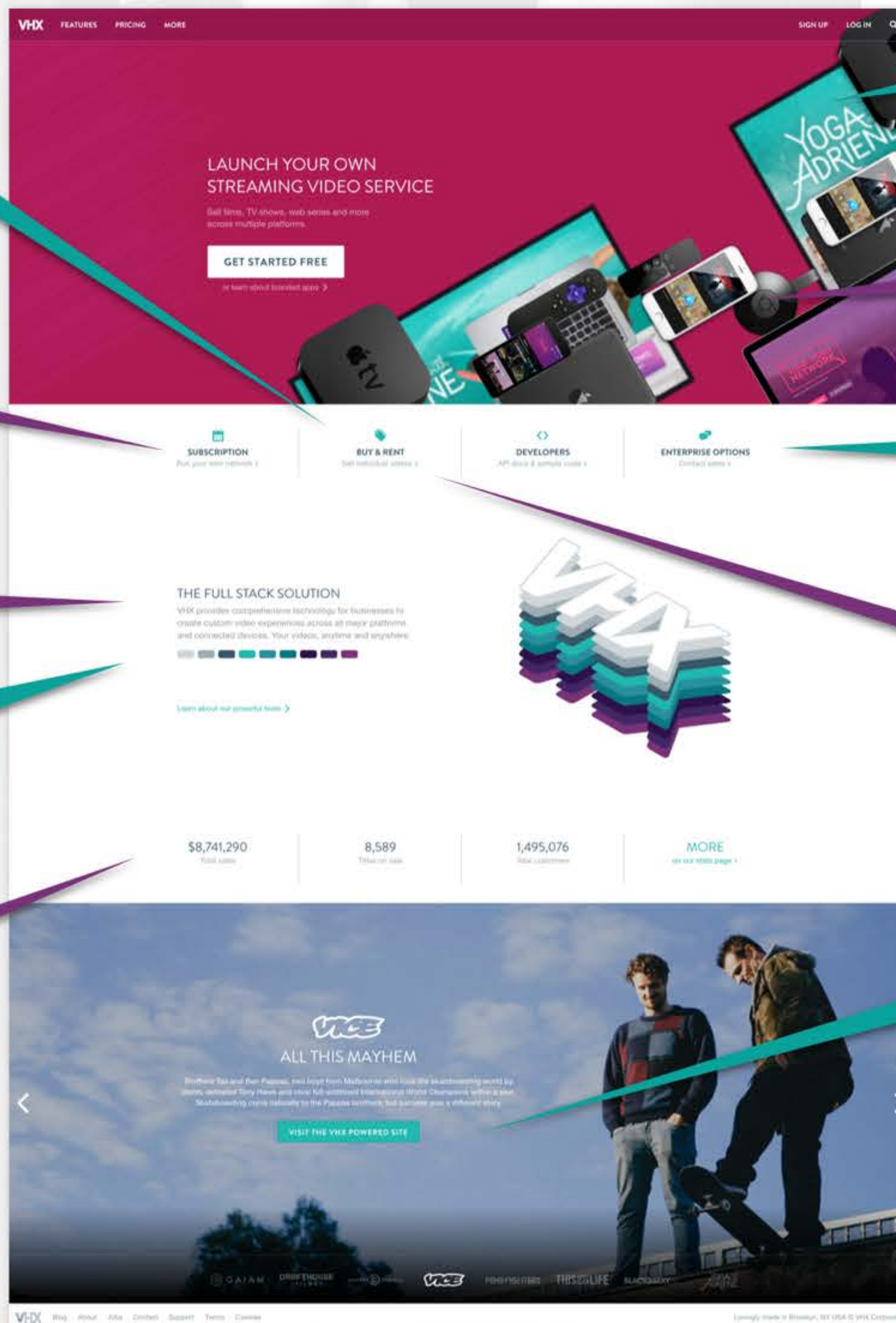
Does 'Buy & Rent' mean I can find my video here?

The floating devices are distracting and why are some screens blurry?

Do I need to subscribe to the service to sell my content?

"Developers" and "Enterprise Options" not consistent categories.

What does "Full Stack" mean? Language is more technical than my current experience.

What am I buying & renting? Selling is the main feature.

I thought this was part of design, looks too small to be a button.

"VHX Powered Site" finally clarifies they provide backend support.

Stats provide validation this is a legitimate business.

BUYERS

SELLERS

I **engaged** current **sellers** and potential **buyers** on the platform **early,** to **observe** them **interacting** with and **voicing** their experience on the site.

AFFINITY MAPPING

Notes from user **interviews** were **transcribed** to posteds and **sorted** by **color** to create **affinity maps**. **Findings** were sorted into **themes** and helped in **analyzing** key takeaways **holistically**.

DESIGN VARIATIONS

1 ORIGINAL — LAUNCH YOUR OWN STREAMING VIDEO SERVICE
Moving devices with varying graphics "hi-tech" but confusing to first-time visitors

2 IMAGE CONSISTENCY — LAUNCH YOUR OWN STREAMING VIDEO SERVICE
Consistent images were valued by all testers.

3 H1 COPY — SELL VIDEOS & RUN YOUR OWN VHX-POWERED SITE
Original banner header proved to be clearest.

4 SIZE H1; BUTTON COPY; + FIND VIDEO — LAUNCH YOUR OWN STREAMING VIDEO SERVICE
Larger title was preferred by all while take a tour was promising for 8/11 testers.

5 H1 CONTENT — RUN YOUR OWN STREAMING VIDEO SITE
Find video in navigation bar helped direct buyers to the search.

6 SIZE H1 +TAKE TOUR + FIND VIDEO — LAUNCH YOUR OWN STREAMING VIDEO SERVICE
Larger title, tour button, find video, consistent images, preferred features.

HOME BANNER

I designed **six variations per section** and **tested** them for **clarity, consistency**; **written content**; **sizing**; **new links** and **features**. I also **designed** a **new** section **"For Any Size Business"** to address the **fundamental confusion**.

TECH "FULL-STACK"

NEW: "FOR ANY BUSINESS"

"BUILD YOUR BUSINESS"

NATIVE "BUY" WIDGET

👍 MULTI-VARIATE TESTING

FINDINGS

- Original written copy in hero image clearest relative to competition
- Consistent scrolling images work best to signify white-label branding feature
- Adding "For Your Business" and reversing content hierarchy adds clarity
- Both sellers and potential buyers appreciate a tour link on the banner
- Confused buyers would benefit from "Find Video" link next to search
- Both sellers and buyers prefer addition of icons for stats banner
- Sellers and buyers find full stack confusing; but like all elements up front
- New "For Any Size Business" section nails the purpose of home page

Feedback from **buyers** and **sellers** was **consistent**, **validating** the **strategy** of directly **addressing** target users and **clarifying** the site's offering.

PRESENTATION

ON-SITE CLIENT PRESENATATION

Font +20%   LAUNCH YOUR OWN STREAMING VIDEO SERVICE

+ Button   TAKE A TOUR

+ BUILD YOUR BUSINESS ON VHX

+ Title, Section, & Icons

Move stats section below

FIND VIDEO   + New Link

Consistent images sliding one at a time

Reverse content hierarchy

Stack with Static "Web" design

+ Icons
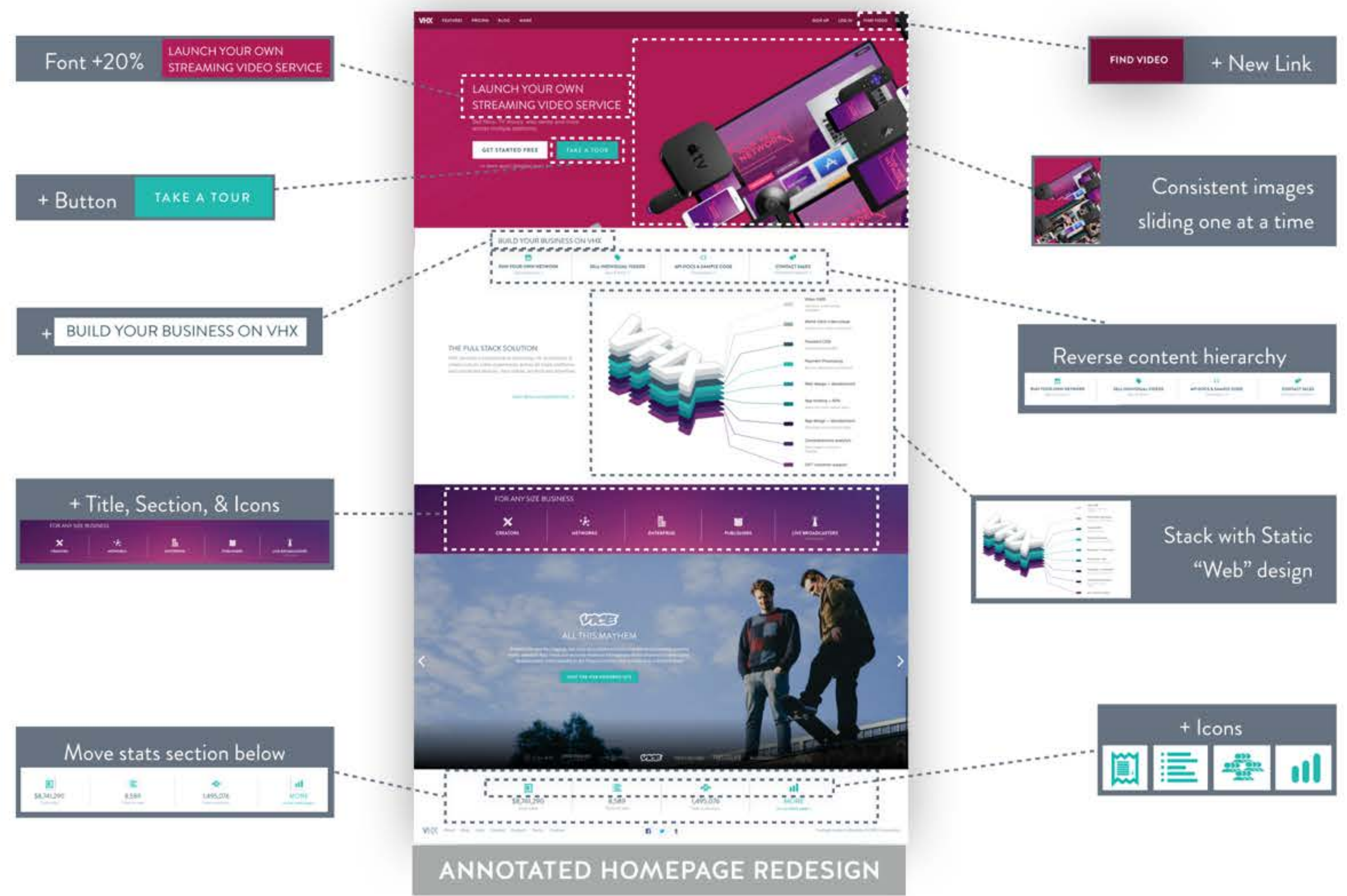
ANNOTATED HOMEPAGE REDESIGN

A week after **presenting** the **process** and **findings** to VHX **team**, the company has **implemented all** the recommended **changes** to their **homepage**.

www.vhx.com

Pep Boys
A connected car concept

1 PROBLEM

Many drivers lack technical knowledge about their cars, creating an information asymmetry between them and mechanics. This also leads to inefficient and harmful driving habits.

2 GOAL

BUSINESS

Leverage Pep Boys' brand and current technological offerings to offer a clear, intuitive, mobile assistant that promotes in-store service, repairs and sales.

USER

To empower drivers with information regarding service reminders, predictive repairs, and problem detection by answering: "What is wrong?" "What to do?" "Where to go?" and "What's the cost?"

BOTH

To expand Pep Boys' "trusted family mechanic" brand experience to driver's phones.

3 MY ROLE

Lead UX Designer in a team of three, I provided leadership, strategy, guidance, structure and vision for the three-week, educational project.

4 UX METHODS

Market and Competitive Research, Technology Research, User Research, Personas, User Stories, Job Stories, User Flows, App Map, Usability Testing, Wireframes, Rapid Prototyping, Iterations.

5 SOLUTION

'My Pep Boys', a conversational app accompanied by a plug-in telematics device providing full concierge service alerting users of problems, and offering the choice to schedule repairs, do own repairs, or learn more about the problem.

TECHNOLOGY RESEARCH

VEHICLE SYSTEM INTERFACE MODULE ("VSIM")

CONTROLLER NETWORK AREA
- Network of wires that connect ECU sensors together

ECLECTRONIC CONTROL UNIT
- Sensors located in mechanical, thermal, elec. devices
- Continuously & Non-Continuously Monitoring

ON-BOARD DIAGNOSTICS "OBD"
- Preventive tool used for diagnosing problems

'My Pep Boys' App

OBD SCANNER
- High cost
- Used by automotive technicians
- Diagnoses specific problems
- Continuous monitoring only

DATA LOGGERS
- Low cost
- Gathers basic relevant info
- Works only when car is on
- Generally continuous monitoring only

DASHBOARD
- Basic car data
- May receive information from installed telematics devices, if any
- Continuous monitoring only

TELEMATICS
- Low cost
- Plug into OBD
- Retrieve relevant info, diagnoses
- Works when car on/off
- Generally continuous monitoring only

Pep Boys TD

To provide unprecedented **convenience**, **safety**, and **piece of mind**, the **intuitive**, **user-centered app** would tap into the vehicle's diagnostic and monitoring system using an **OBD telematics device**.

COMPETITIVE RESEARCH

Feature	Automatic	hum	Zubie	vinli	Tesla	car-net	openbay	Mechanic Advisor	AutoMD	Repair PAL
Car Diagnosis	●	●	●	●	●	●	●	●	○	○
Talk to Mechanic	○	●	○	○	○	○	●	●	○	○
Collision Alert	●	●	●	●	●	●	○	●	○	○
Improving Driving	●	○	●	●	○	○	○	●	○	○
Location Tracking	●	●	●	●	●	●	○	○	○	○
Maintenance Alert	○	●	●	●	●	●	○	○	○	●
Connect to S.Home	○	○	○	●	●	●	○	●	○	○
Speed Limit Monitor	○	○	●	●	●	●	○	●	○	○
Social Comparison	○	○	●	●	●	●	●	○	○	●
Low Battery Alert	○	○	●	●	●	●	○	●	○	○
Roadside Assistance	●	●	●	●	○	○	●	●	○	●
Trip Tracking	○	○	●	●	●	●	○	○	○	○
Trip Tagging	○	○	●	●	●	○	○	○	○	○
Motion Alert	○	○	●	●	●	●	○	○	○	○
Wifi Hotspot	●	○	○	●	●	●	○	●	○	○
Monitor Kids Driving	●	●	●	●	○	○	○	○	○	○
Low Fuel Warning	●	○	●	●	●	●	○	●	○	○
Schedule Service	○	○	○	○	○	○	●	○	●	○
Services Quotes	○	○	○	○	○	○	●	○	●	●
Recommended Shop	●	○	●	○	○	○	●	●	●	●

In conducting **research** I analyzed **features** and **user flows** focusing on **delightful** experiences offered by more **agile competitors**.

USER RESEARCH

Interview Questions

- Tell me about yourself.
- What do you like the most about driving?
- What do you like the least? What could be improved?

- Describe what you do to maintain your car? Is it easy/hard?
- What's the most frustrating or difficult thing about keeping your car working?
- How do you feel about your ability to understand car repairs?
- When do you decide to bring something in for repair? Why?
- How do you find a mechanic? How do you know which one you can trust?
- What have your experiences with mechanics been like? (good & bad)
- Can you talk about a bad experience?
- When the check engine light comes on, what do you do?
- When dealing with mechanics, have you felt like you understood what is wrong with the car and how much repairs should cost?
- Do you get your car serviced regularly? Why/Why not?
- Do you understand what the regular service is for?
- Do you use any mobile car or driving apps? Please describe.

INTERVIEW FINDINGS

- Some users want to understand problems, others defer to someone who's car knowledge they trust
- Clear communication and transparency about cost are key to fostering trust
- Lack of understanding of car issues creates anxiety and mistrust
- Clear explanations of problems also fosters confidence
- Drivers would like structured learning opportunities to learn about repairs
- Knowledge about cars is viewed as empowering

I sent out **surveys** and conducted **12 interviews** of **drivers** with various levels of knowledge about cars, and discovered **pleasures** and **pain points** that would **inform** three **personas.**

PERSONAS

User Story

Job Story

MARY

"Better Safe Than Sorry"

As a driver I want to find a mechanic who acknowledges my car knowledge so that we work together in finding a solution.

When I need to fix my car, I want clear explanations of how to perform repairs, so I can save myself time and money, and learn.

ABOUT

Mary is 31, graphic designer, lives in NYC and has owned several cars. She learned about fixing cars when living on a budget. She only trusts mechanics recommended through friends and forums.

Car Knowledge Trust Level Tech Empathy

PAIN POINTS

- Being limited by tools and technology to diagnose and fix more complex problems
- Mechanics who talk down to her because she's a woman
- Leaving car outside in the city

CAR MAINTENANCE & CARE

- Performs general maintenance and preventative repairs
- Diagnoses problems & decides if worth fixing
- Consults friends, forums and manuals for tips and insights into reapairs
- Can ballpark repair costs, otherwise consults forums

BEHAVIORS

- "Communication is key" when dealing with mechanics
- Confident in own abilities and prefers learning by doing
- Sticks with a mechanic once found a good one

JOYS

- Working on her own car
- The feeling of accomplishment when successfully diagnosing and fixing a car problem
- Mechanics who are transparent and upfront about problem and cost
- Weekend trips to the lake

CAR KNOWLEDGE

- Friend mechanics taught her to perform basic repairs and maintenance
- Constantly learning about new technology and tools
- Good at self-directed learning

HOW WE CAN SERVE

- Provide technical insights that expedite problem diagnosis and detection
- Communication that considers her understanding and ability to learn
- Be transparent about repair costs and time

After affinity mapping interview takeaways, **three personas** emerged: **Mary**, with **high knowledge** about cars and capable of basic repairs; **Bobbie**, with **low** car **knowledge**, and high mistrust; and **Jim**, who freely spends money on repairs seeking **quality service** that ensures **safety**.

As a driver I want to find a mechanic who will take care of my car issues so that I focus on things important to me.

As a driver, I want to do my own oil change so that I feel empowered.

JIM

"Let's Get it Done"

BOBBIE

"Work hard, get sleep"

When I'm driving my car and the check engine light comes on, I want to know what's wrong, so I can know what to do to be safe.

When my car needs repairs, I want to have the problems, and costs clearly explained to me so I can feel comfortable.
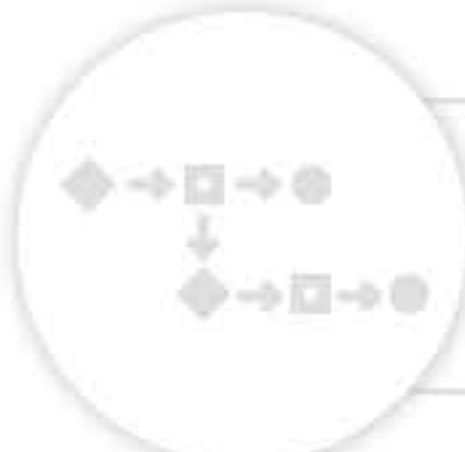
USER FLOWS & APP MAP
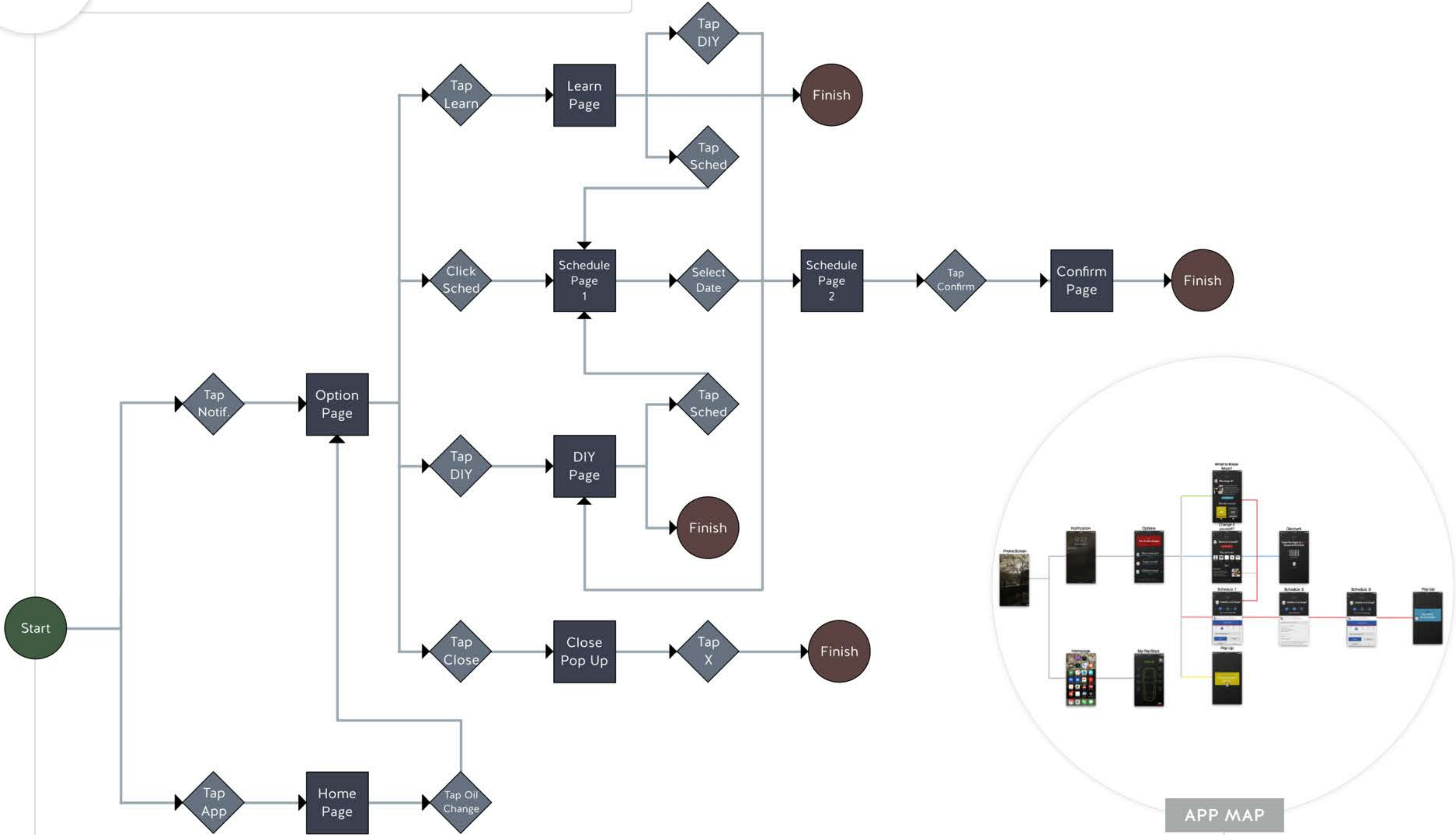
APP MAP

To best serve our personas I constructed **user flows** that **respond** to **varying** levels of car **knowledge** and **needs**. Later the **app map** was created, showing the 'continuous exploration' designs.

USABILITY TESTING

"The warning triangle is good, but I want to click on it"

"Cool the app works through notification"

"I like that it notifies you and you can act on it."

"Learn more explanation too technical"

"Happy I could put it off until later."

"Can car-wire change color to indicate threat?"

"I feel one with the car!"

"Sophisticated and clean app"

"The learn more explanation is too technical."

"Would be great to see concierge service"

"Love the Coupon page!"

"Some elements do not pop out enough"

Testing users early led to **educated decisions** throughout the **entire design** process.

DESIGN ITERATIONS
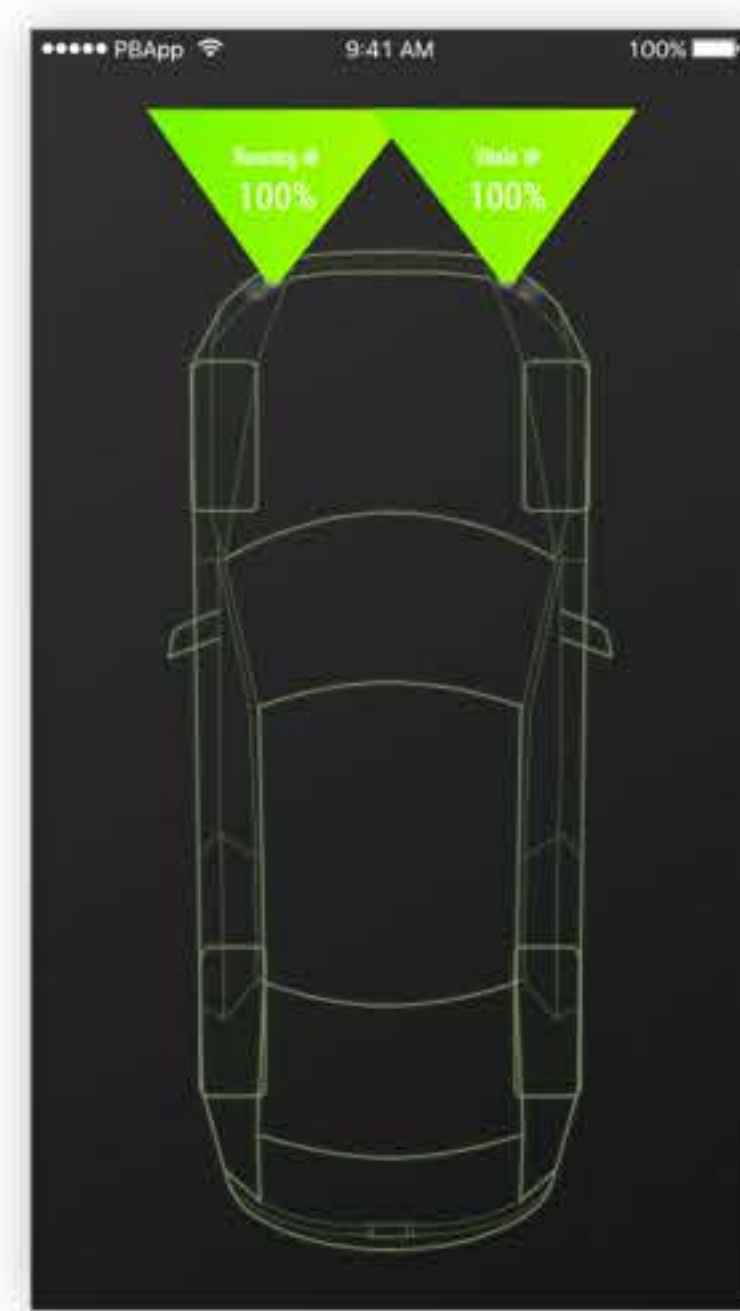
DESIGN STUDIO   INITIAL WIRE   ITERATION (LIGHT)   ITERATION (DARK)   FINAL DESIGN

Each **iteration** was **tested** by **9+** potential app **users** for **key heuristics**:
Usability, Accessibility, Clarity, Communication, Value & Delight.
Light & **Dark** themes were also **tested** and **users overwhelmingly** preferred **dark**.

FINAL DESIGNS

CONVERESATIONAL UI
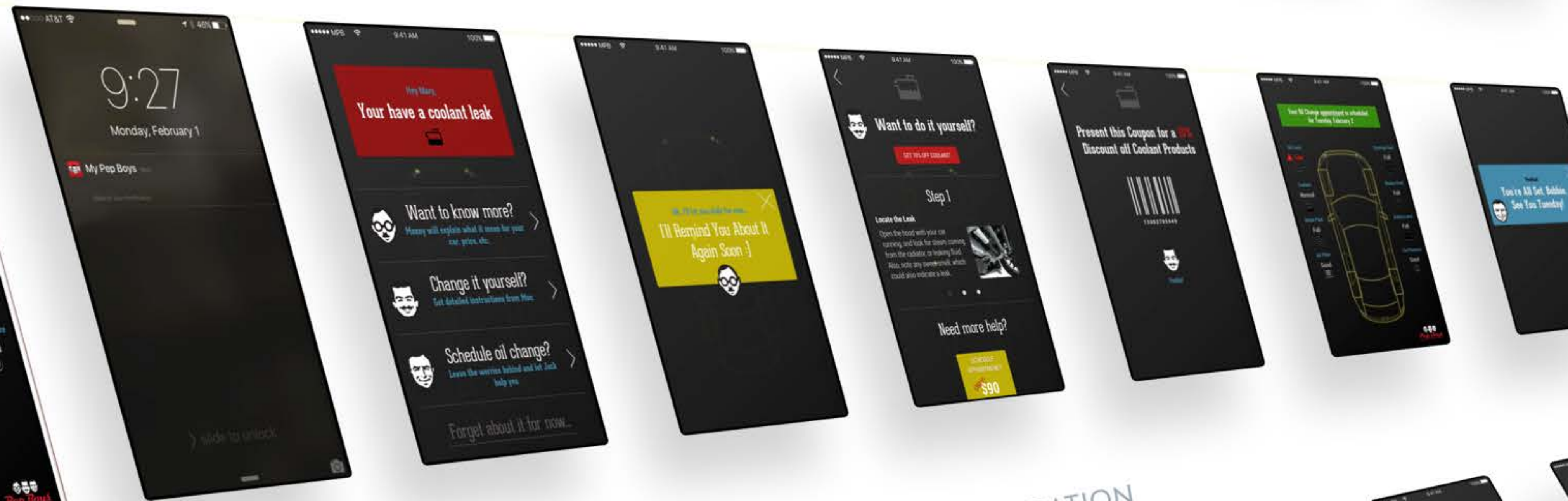
CONTINUOUS EXPLORATION

A **notifications-based** app concept built around **conversational UI** helps users gain **knowledge** and **stay safe** while building **brand loyalty** with Pep Boys.

AVENUELIVE
Your Musical Footprint.

1 PROBLEM

CEO of Live365, internet's original music broadcasting platform, tasked me with diversifying the company's product offering to mitigate the decrease in profits resulting from rising royalty rates and high customer churn.

2 GOAL

BUSINESS

To create a new product that leverages Live365's backend streaming platform, offers non royalty bearing musical content, and expands the company's user base to include younger demographics.

USER

For key players in the local music ecosystem to interact, promote, share, and monetize content using custom tools; meanwhile, giving music fans a new way to connect with their local music scene.

BOTH

Reexamine the relationship between tech and music communities by providing an ecosystem that supports mutually beneficial partnerships.

3 MY ROLE

Lead designer and **product owner** for Avenue Live, I provided designs, industry insights, strategy, leadership and vision during the project's two year existence.

4 UX METHODS

Market Research; Content Strategy; Feature Prioritization; User Stories; Wireframing, Usability Testing and Prototyping.

5 SOLUTION

iOS and Android mobile music and e-commerce app offering a new paradigm of music discovery and featuring voice-powered interactive radio streams programmed by artists, venues, event promoters, music blogs and college radio stations.

AVENUELIVE
ARTIST
BEATS ANTIQUE
SUPPORT STATION
CHANGE TRA
SEND TO
PO
ONG FOR LOLA" BY BEATS ANTIQUE
BACK

MARKET RESEARCH

STREAMING

MERCHANDISE

MUSIC STORES

TICKET VENDORS

CROWD FUNDING

LIVE STREAMING

SOCIAL MEDIA
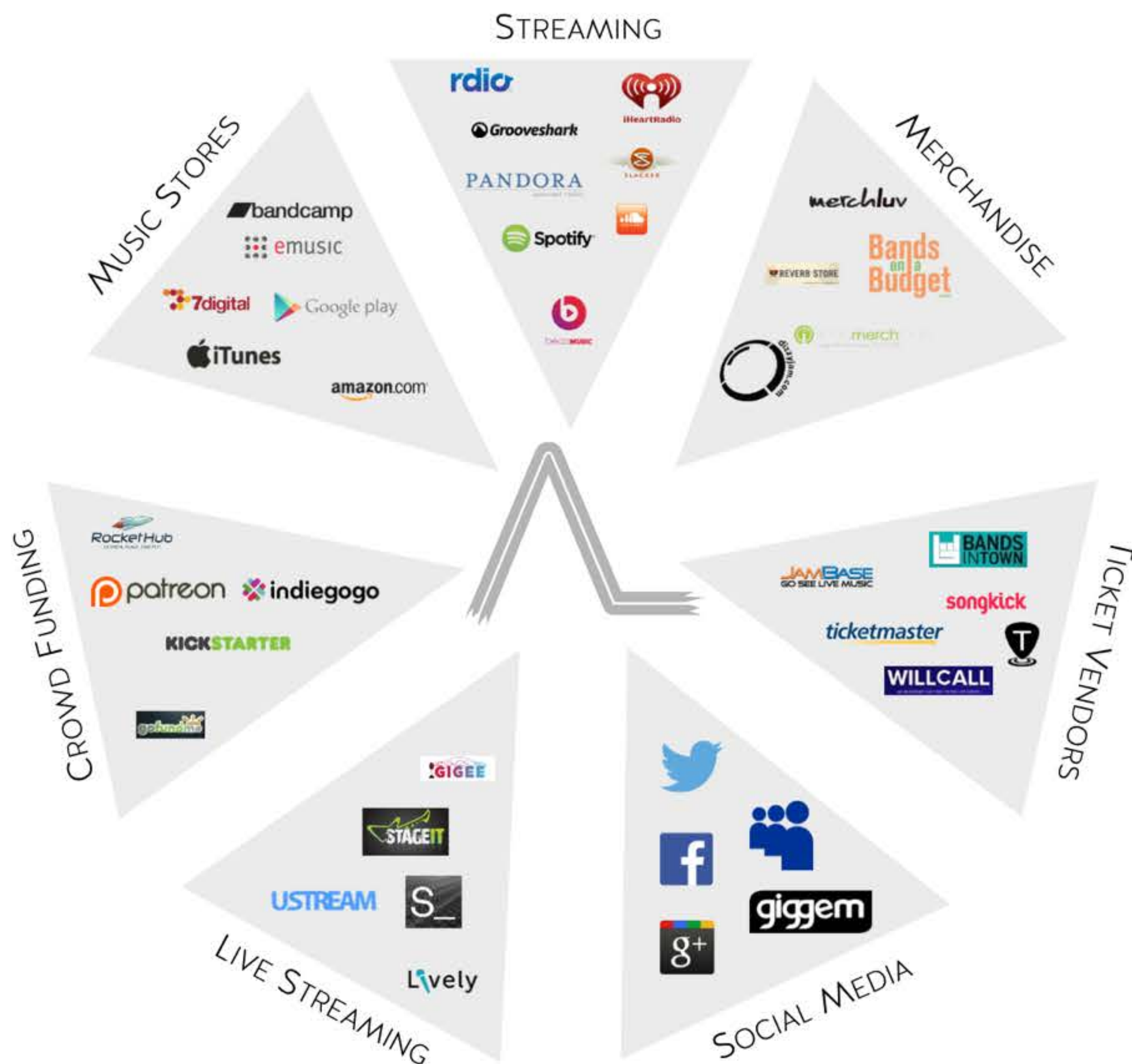
Industry Report

- The Music industry has gone through a decline, but is experiencing resurgence due to streaming services and is currently valued at $23 B
- Consumer habits are moving to streaming
  - Streaming is up 32% in 2013
  - 118 billion streams launched in 2013
- Subscription and access models are gaining traction
  - Up 40% in 2013; an increase from 20MM paid subscribers to 28MM
  - Average subscription price ranges from $10 to $15 for on-demand streaming
- Artist Channels (D2C) is a $1 B industry and on the rise
  - Direct to Consumer offerings give the provider the ability to set the terms, pricing, and distribution methods
  - Direct to consumer marketing can include digital downloads, streaming subscriptions, crowd funded offerings, experiences, live shows, live streaming, physical sales, and merchandise
  - Expected to grow 10% in 2014
- Premium Streaming Radio is currently a $1 BN industry and on the rise
  - Includes Premium Internet Radio subscriptions and Satellite Radio
  - Expected to grow 10% in 2014 (William Morris Endeavor)
- Consumers on average spend $48 per year on music
  - Includes digital downloads, streaming subscriptions, crowd funded offerings, experiences, live shows, live streaming, physical sales, merchandise
- The industry remains fragmented and the growing sectors, which include streaming and direct to consumer, are beginning to stifle because consumers are presented with too many segmented offerings
- The tools for the Artist and local music community to connect, interact, network and engage with fans are outdated

US Recorded Music Revenues
Total: $23bn
- Other 4%
- Digital Downloads 41%
- Physical Sales 34%
- Streaming 21%
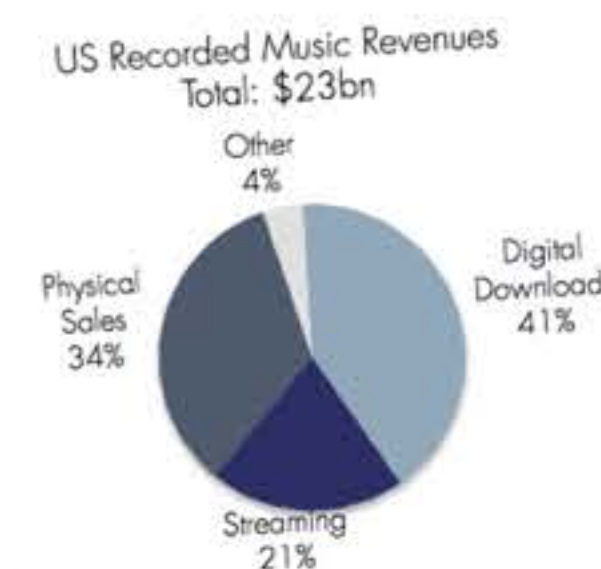
I conducted **extensive research** which showed the **music industry** in **pieces**, with opportunity to bring a **comprehensive experience** designed to **enhance** the **local** music scene **networks**.

CONTENT ACQUISITION STRATEGY

ARTISTS

INDIE   SIGNED

CONTENT MGMT
BandPage

MGMT & STRATEGY
CONSULTANTS

LABELS

INDIE DIGITAL DISTRIBUTORS
cdbaby   jamendo   IDC
tuneCORE

MAJOR DIGITAL DISTRIBUTORS
The Orchard   (I) INgrooves

DIGITAL MARKETPLACE
iTunes   amazonMP3   beatsMUSIC   Google play   Spotify

While majority of **content** would come from **artists directly**, to ensure the product **scales** after launch we formed tentative **partnerships** with digital **distributors**, **content managers**, **labels**, and artist **management** firms.

CONTENT FLOW STRATEGY

CONTENT
- ♪ Tracks
- Live Broadcasts
- 🎤 Shout Outs

E-COMMERCE
- $ Subscriptions
  Downloads
  Affiliate Revenue
  Tips
- Tickets
- 30 Events
- 👕 Merchandise

ARTISTS

EVENTS

BLOGS

COLLEGES

VENUES

FANS

FIG. 1
Integrated Scalable Content Provider-Distributor Network

Content Providers   Server instance   Stations   Content Consumers

101   107   111   114   120
102   112   117
103   113   118

Feedback 125

Integrated Content Provider-
Distribution Network

I designed the app to include **new, unique** ways **content**, **e-commerce** and **interactions, flow** throughout the **ecosystem**, providing **richer experiences** for fans and other key participants.

These flows served the basis of a **patent** I authored.

FEATURE 'SHOUT OUT' STORIES

VENUES

"We'll be streaming **artists** on our June **calendar** 📅 all month long! Purchase a **ticket** 🎫 through Avenue Live and receive a free drink at the show!"

ARTISTS

"Just **uploaded** ⬆ my latest EP! All track **downloads** ⬇ will be free for the next hour. Send a **tip** $ if you like what you hear!"

FANS

🎤 "You guys just played an amazing set at Bottom of the Hill! I just **purchased** 👕 one of your **shirts** on Avenue Live! Hope you come back to San Francisco soon!"

EVENTS

"We're excited to **announce** 🎤 that we've just added Mary Lambert to the **lineup**! 📅 Stay tuned for more **artists announcements** and hear how you can win **tickets** 🎫 to the Northern Lights Music Festival!"

BLOGS

"Just wrapped up our **interview** 🎤 with Kanye Wests producer, S1. Check it out tomorrow on Avenue Live, and until then, head to our **website** to watch his latest video."

COLLEGES

"The Tumbleweed Wanderers will be stopping by the station tomorrow to play us their latest **album**. We'll be **live streaming** 📡 the entire **session** through Avenue Live, so don't miss it! And please **subscribe** ♡ to **support** KZSC Radio!"

Users **interact** across **channels** by sharing **tracks**, live **recordings**, and voice **"shout outs"**, creating **collective, engaging content** to keep users **returning** to the app **daily**.

USER STORIES

Please see detailed wireframes
on the following pages

EXISTING USERS

START

Splash & Intro Page

Avenue Live

If logged in...

If logged out...

Welcome — Avenue Live
Email
Password
Forgot Your Password?   Login
Login with Facebook >
New User Sign Up >

Existing User Login
Story-AL-01

Now Playing

CLAIM THE STATION

Signed up via FB

Verify FB Login

Not Signed up via FB

Error

Success

Success

END

Listener or Station Owner Home Screens

Review Profile (prepopulated)

Success! Your login info is verified. You have now claimed this station.
Log in

NEW USER REGISTRATION WORKFLOW

New User Sign Up

Sign up as a Fan/Listener
Sign up as a Station Owner
What Type?
Artist ▼ GO

Sign Up as a Station Owner

To verify you as a station owner...
Station Name:
Sign up to my Station's FB Account
Search for stations to claim

New Listener Sign Up Story-AL-01

Create Station via Facebook Story-AL-08

Search for Unclaimed Stations

Back
Search for Unclaimed Stations
Search Results:
Claim Station

Facebook Verification

Facebook
Login

User Profile (prepopulated)

Live365 Registration
Are you an Artist...? Yes
Login

Success Confirmation with "Continue" link to Admin Home Screen, & Send Welcome Email

---

As a user, I can claim an existing Station.

2 ways the user can claim a Station:

1. During registration a user can "Search for stations to claim" when they sign up as a Station Owner. Verification for claiming a Station will be done via Facebook.

2. While signed in as a listener, if the user finds an Unclaimed Station he wants to claim, the user can click on "Claim This Station".

Facebook - Station Verification Logic:
The process for claiming an Station relies entirely on using a user's existing Facebook profile for verification. Once logged in to Facebook we will be able to determine the user name and Facebook vanity url for the account. We can also use the Facebook vanity url as a field to determine if there is a match to the unclaimed Station name, as Facebook manually allocates vanity urls to artists and venues. For example, the vanity url for the band Weezer is www.facebook.com/weezer. If there is a match with the Facebook url then we will allow the user to claim an Station.

Note, for venues the vanity url can be in the additional form of http://www.facebook.com/pages/<VenueName>
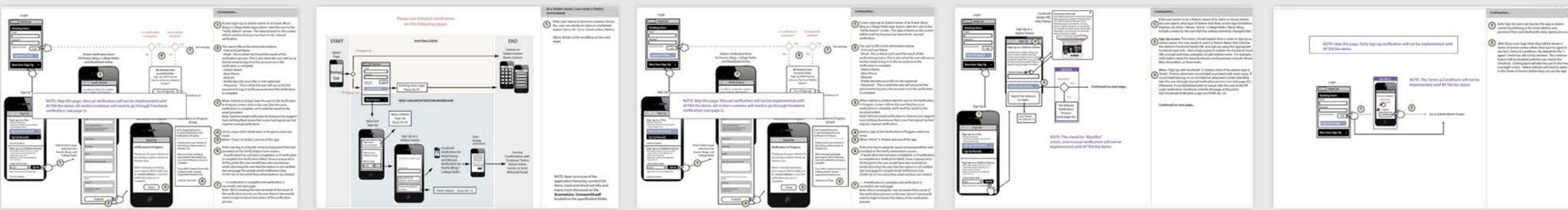
There must be an exact string match between the claimed station name and the facebook page name. Case (e.g. lower or upper) and spaces can be ignored.

Note, only Artist and Venue stations can be claimed through Avenue Live.

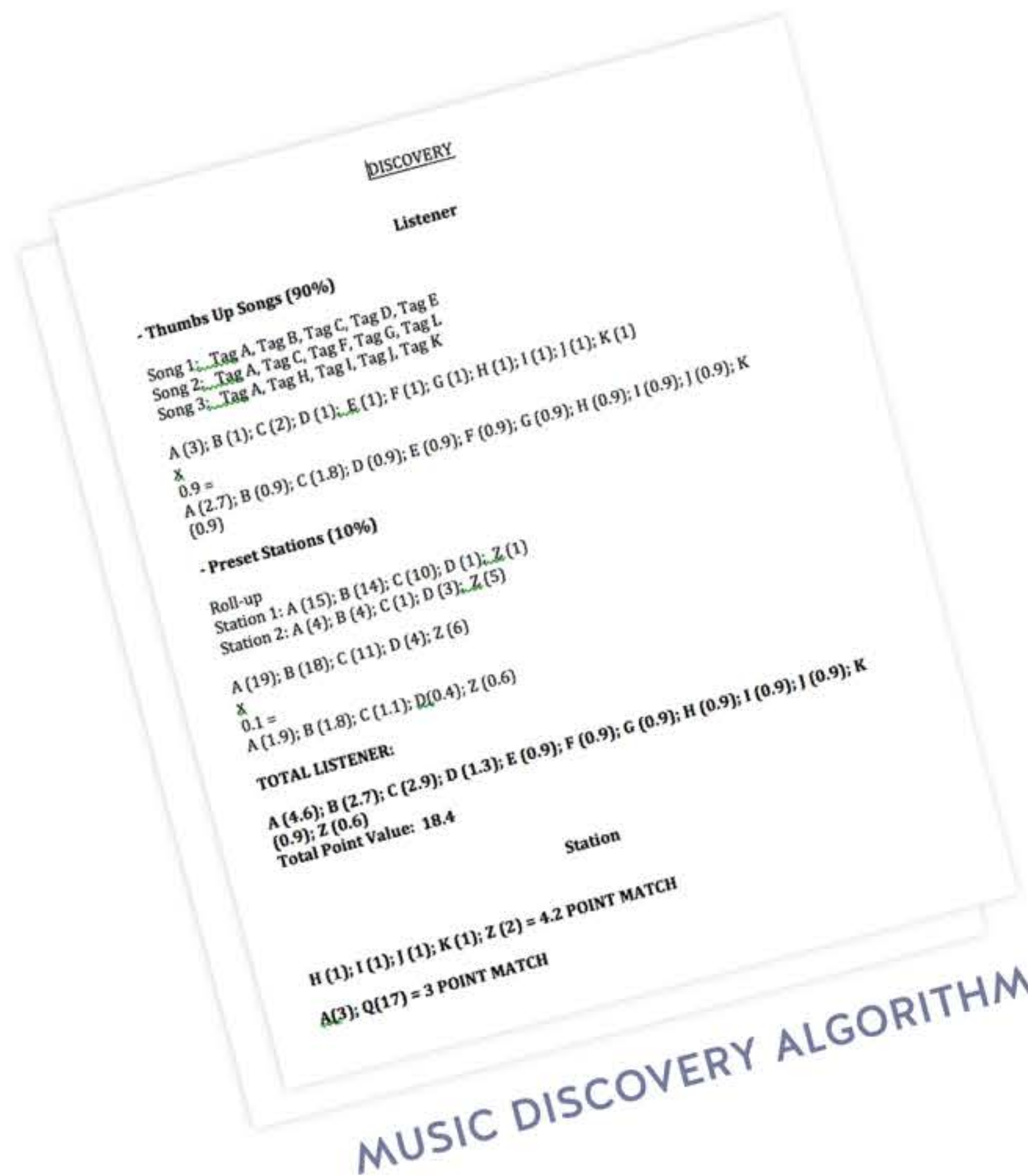(More details on the workflow on the following pages)

NOTE: Basic structure of the application hierarchy, content list items, track and shout out info and many more discussed on the AvenueLive_CommonUI.pdf located on the specification folder.

I **led** the **design team** to come up with detailed **user stories**, later handed off to **iOS** and **Android** developers.

$p = mv$

ALGORITHM

DISCOVERY

Listener

- Thumbs Up Songs (90%)

Song 1: Tag A, Tag B, Tag C, Tag D, Tag E
Song 2: Tag A, Tag C, Tag F, Tag G, Tag L
Song 3: Tag A, Tag H, Tag I, Tag J, Tag K

A (3); B (1); C (2); D (1); E (1); F (1); G (1); H (1); I (1); J (1); K (1)
x
0.9 =
A (2.7); B (0.9); C (1.8); D (0.9); E (0.9); F (0.9); G (0.9); H (0.9); I (0.9); J (0.9); K
(0.9)

- Preset Stations (10%)

Roll-up
Station 1: A (15); B (14); C (10); D (1); Z (1)
Station 2: A (4); B (4); C (1); D (3); Z (5)

A (19); B (18); C (11); D (4); Z (6)
x
0.1 =
A (1.9); B (1.8); C (1.1); D(0.4); Z (0.6)

TOTAL LISTENER:

A (4.6); B (2.7); C (2.9); D (1.3); E (0.9); F (0.9); G (0.9); H (0.9); I (0.9); J (0.9); K
(0.9); Z (0.6)
Total Point Value: 18.4

Station

H (1); I (1); J (1); K (1); Z (2) = 4.2 POINT MATCH

A(3); Q(17) = 3 POINT MATCH

MUSIC DISCOVERY ALGORITHM

My music **discovery algorithm** enabled learning of **user's tastes** based on **interaction** with **content** and other **users**.
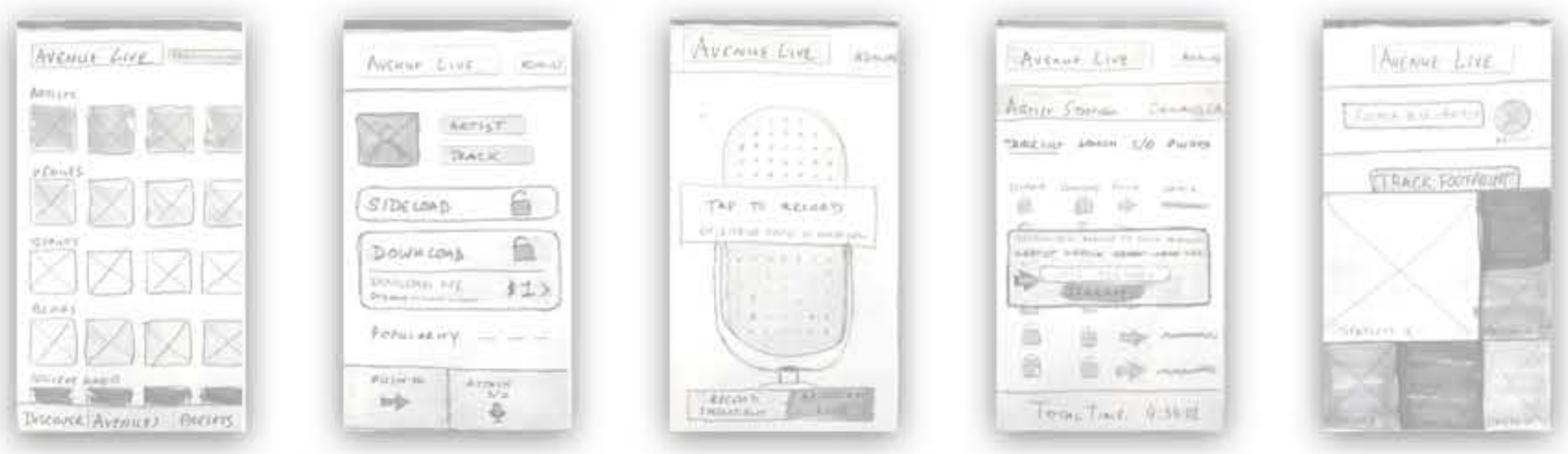
SCRIPT
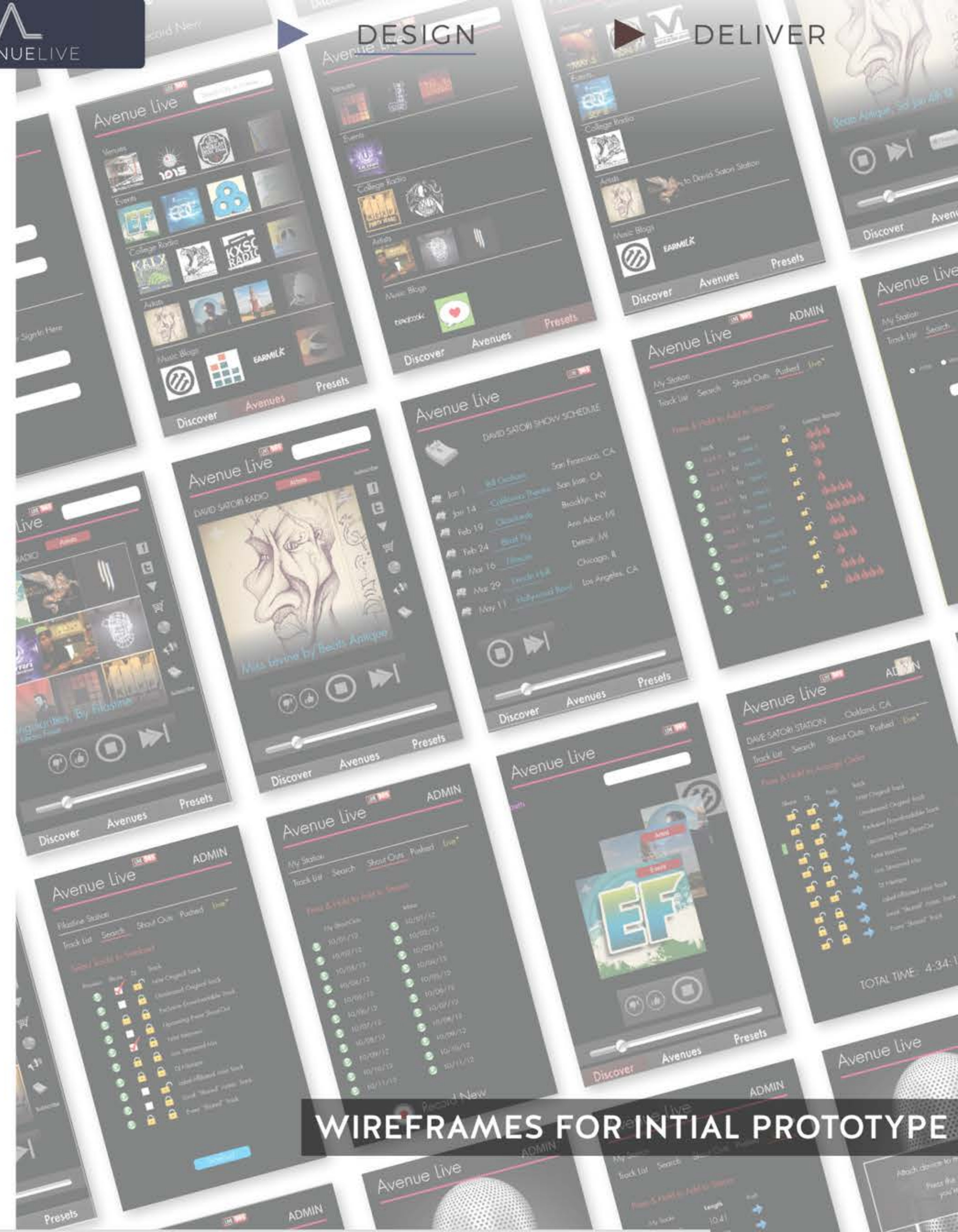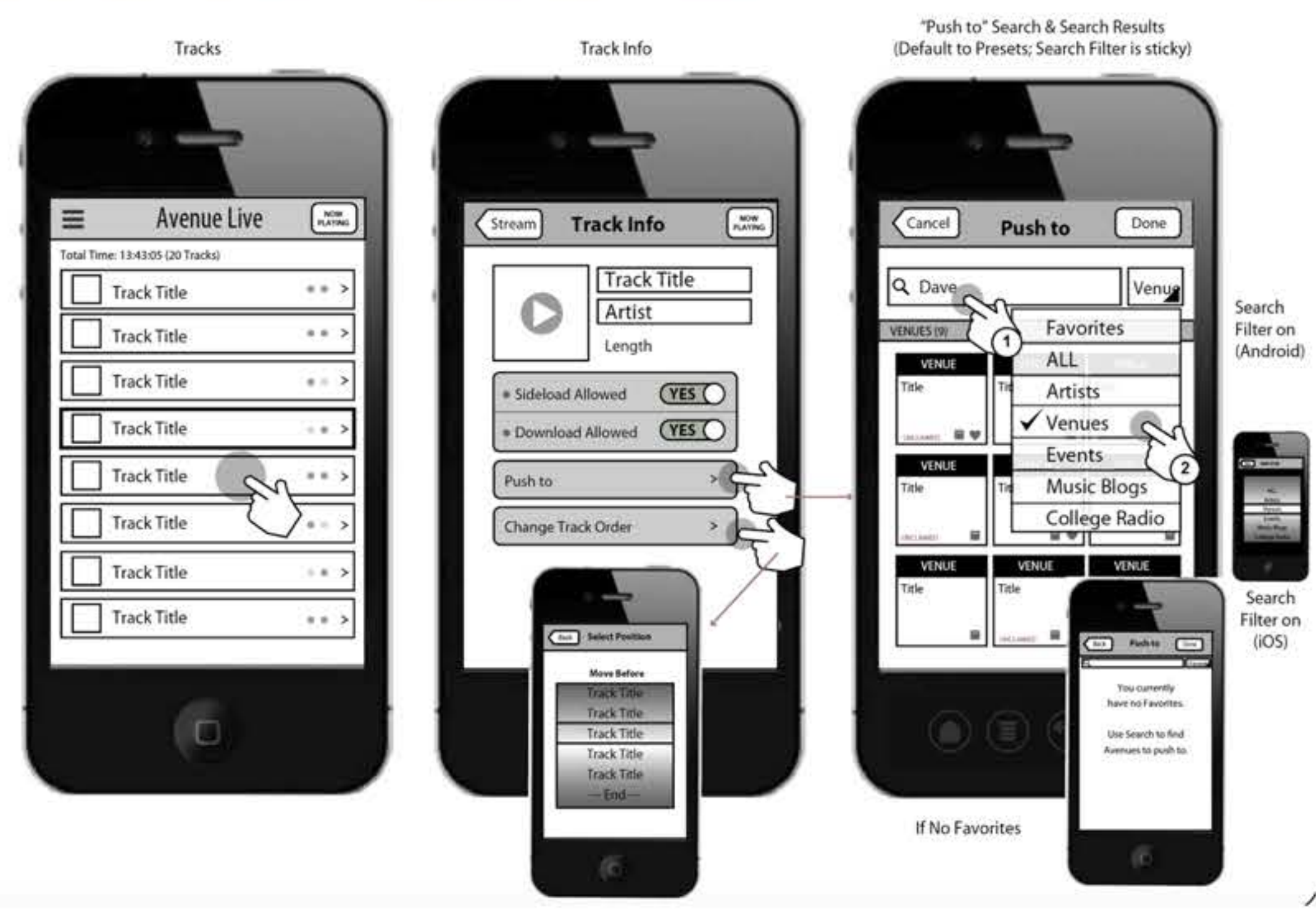

90 SEC INSTRUCTIONAL VIDEO

I also wrote the **script** and guided the **design** of a **90 second** instructional **video** used to **illustrate** the complex **ecosystem** to prospective users.

WIREFRAMES

SKETCHED WIREFRAMES

ANNOTATED WIREFRAMES

Tracks   Track Info   "Push to" Search & Search Results
(Default to Presets; Search Filter is sticky)

WIREFRAMES FOR INTIAL PROTOTYPE

I **designed** the hand-**sketched** and **digital wireframes**. After two **SXSWs, CMJ** and other **conferences,** the **prototype** was **user tested** and **iterated** countless times.

FINAL DESIGNS

NEW LISTENING EXPERIENCE

MUSIC DISCOVERY

FULL ADMIN CONTROL

MOBILE E-COMMERCE

INTEGRATED COMMUNICATION

I **led** the visual design team to produce the **final designs** which were used in the **coded prototype**.

Demoing the final prototype to a variety of artists and businesses, resulted in a **95% sign up rate**, with the team gaining **1,300+ Claimed Stations**.

ONBOARDING

"Avenue ... an engaging platform ... social media. Now we have an engaging platform ... give fans a sneak peek of new material, and it'll be a great way to actually hear what's going on around us, from creating mixtapes of venue bills, to searching for artist music by location...the usefulness of having this kind of technology on a mobile device is undeniable. It's one thing to see a poster of an upcoming gig - now we can create audio teasers of an event to a fan base! Genius.

"The other thing I love, is how avenue live is a way to connect artists to the industry in the way it counts - through our music. If anyone said radio was dying, it's certainly being reborn through this platform."

Hope you are all well. I'm super excited about this app and have been spreading the word. Do you guys have a lauch date yet? Please let us know if you need us for anything else promotional, we'd be happy to oblige!

Some "avenue love" from
Sylvana

"Avenue Live is the best new platform yet for bands and artists to be seen, heard, and stand out. Allowing artists to customize, maximize, and broadcast their unique audio presence to other artists, fans, and media, it will be a game-changer and the most valuable piece of mobile real-estate you can get your hands on. Welcome Avenue Live. We are ready for you!"

- Richard Barone
recording artist, performer, producer, and author

"Now is the time where paying for music, going to shows and reaching out to show your support as a fan couldn't be more crucial for up and coming artists. Avenue Live is just making it easier for artists and fans to connect aside from just streaming their music for free and having to hunt down all social media platforms in order to find out when a show is or personally reach out. I look forward to connecting with existing fans and making new ones via Avenue Live's one-stop-shop app!"

Amanda - Running In The Fog

Can't wait till my station is ready! Thanks for the support!

- DJ A-Tron

Avenue Live is a great one stop shop that enables us to connect our music to fans and allows us to create playlists for fans. It ties together the listening, the social base and ticketing to shows all in one place. It allows us and fans to connect to venues and discover new music the way it should be. Avenue Live is the future of music streaming and fan connection.
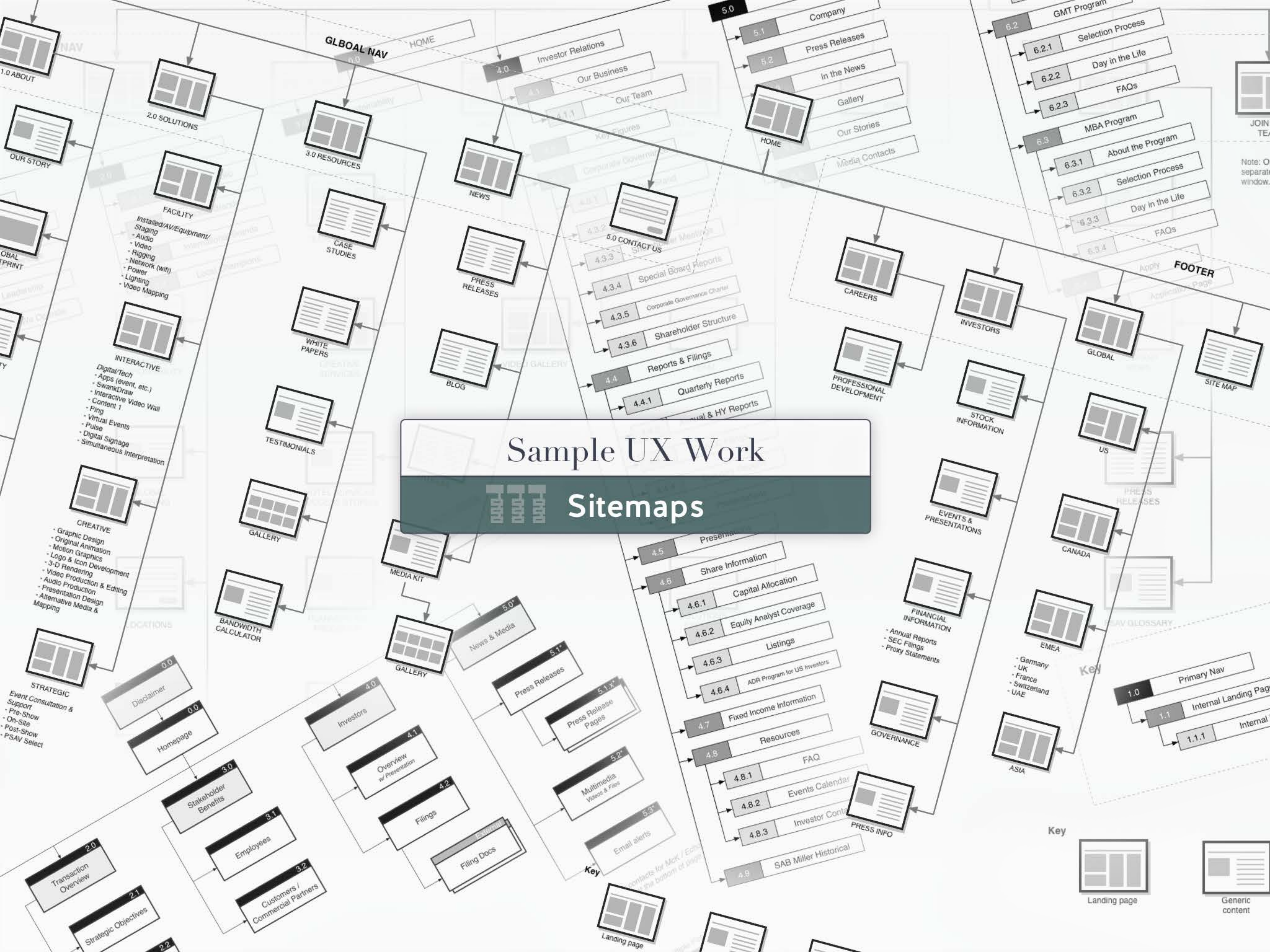
- Dan Hymson "Dusty"

Your platform looks awesome.
- Josh Kline – Agency Group

While Live365's **outdated platform** failed to provide reliable streaming necessary for launch, **indies**, major **labels**, **agencies**, **API partners** and players like **Samsung** all showed interest in **partnering** with the **product**.

Barry Manilow · Kenny Wayne Shepherd · Barclays Center · At&t Performing Arts Center · Country Jam USA · NoisePop · The Hype Machine · Spinning Platters · KSU · KSFS · The Colourist · Kris Allen · Staples Center · Nationwide Arena · Independent Music Awards · Yelp

Mary Lambert · Orgy · Nokia Theatre · Palms Casino and Resort · Northern Lights · Hollywood Land · Do 415 · The Bay Bridged · SCAD · WICB · Tori Amos · Plan B · Somerset Amphitheater · Monarch · Indie Entertainment Summit · Mono

S1 (Kanye West Prod.) · Widespread Panic · Verizon Wireless Amphitheater · The Fillmore Charlotte · Delta Blues Festival · The Invisible Orange · Toasted ... Collective · ...WXIN · WVAU · WERW · UW Whitewater · KZSC · Urbanology · Audioemit

CLAIMED STATIONS

Sample UX Work

Site/App Audit

Sample UX Work

Sitemaps

Sample UX Work

Wireframes

CONTACT ME

in/
nickfonarev
twitter@   @gmail.com

THANK YOU!