Hello.

Tev

📍 Waldorf, Maryland (Open to Remote)

🌐 https://www.tevmcneil.com

✉ Tevstvr@gmail.com

Thank you for taking the time to review my portfolio presentation!

I am a UX designer focused on curating inclusive experiences. I am passionate for design and ensuring everybody can enjoy making memories through technology.

Figma   HTML   Adobe XD   CSS   Sketch

Javascript   Blender   Illustrator   Maze

My name is Tevin McNeil
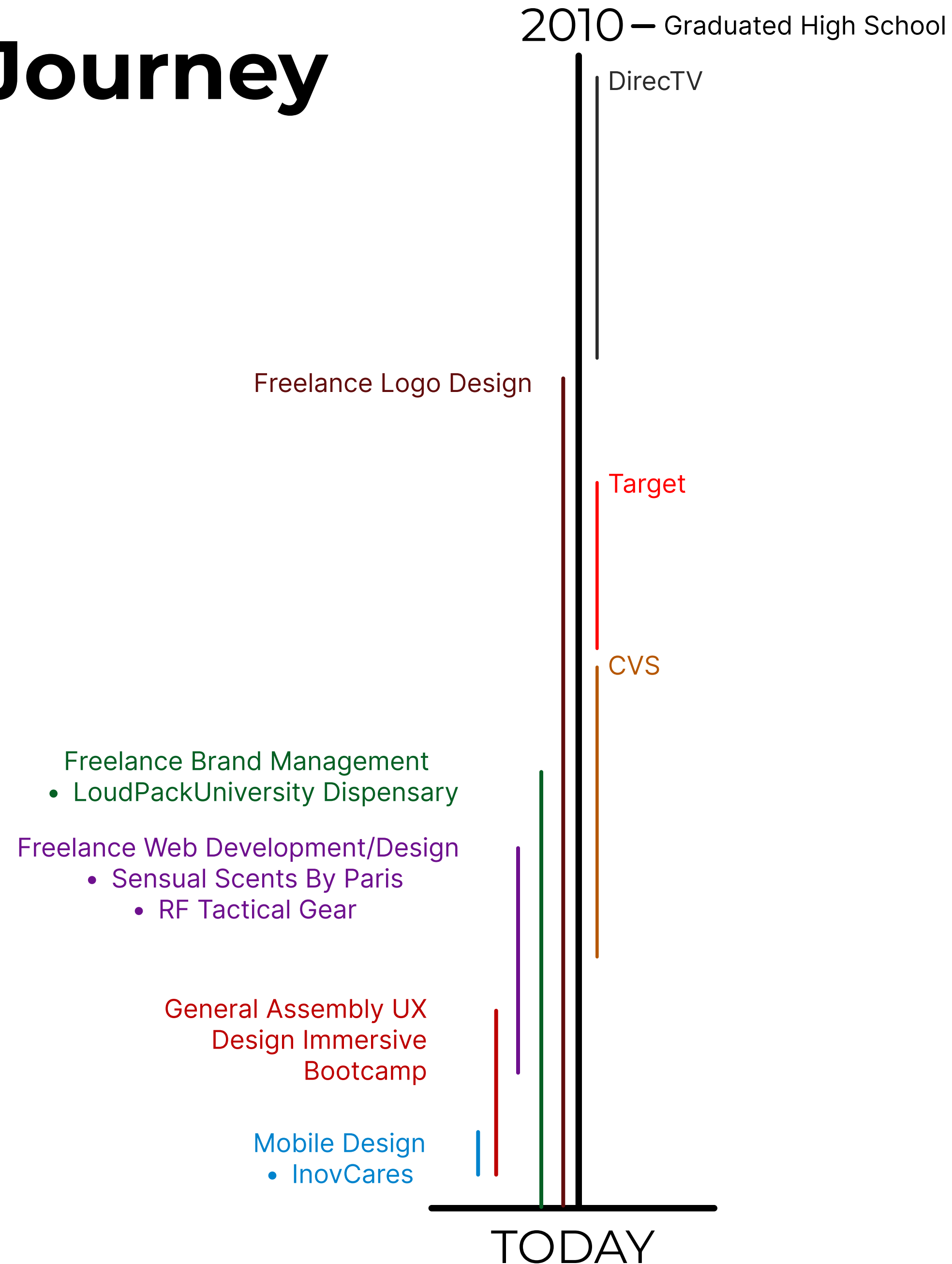# I am a Father, Brother, Son and Friend

Born in Alabama, I was raised in the military, traveling the globe.

Growing up, my focus was that of an athlete, but due to medical concerns, I learned to explore my creative talents. From being a tastemaker helping brands solidify their image, managing businesses from customer service to marketing operations, and now passionately honing my craft as a UX Designer, I am excited for you to learn more about me!

Let's find out how my journey went!

The Journey

2010 — Graduated High School

DirecTV

Freelance Logo Design

Target

CVS

Freelance Brand Management
• LoudPackUniversity Dispensary

Freelance Web Development/Design
• Sensual Scents By Paris
• RF Tactical Gear

General Assembly UX
Design Immersive
Bootcamp

Mobile Design
• InovCares

TODAY

8 years of history in Customer Service, 4 within a managerial position.

5 years of experience in graphic designs, and brand management.

3 years of experience in front-end development, and UX Research/Design

But Why UX?

My passion for life changed from Sports and Customer Service to a determination for technology when my son was born. Bryson is non-verbal autistic and uses technology to communicate and live his life. He has shown me more to the simple things in life, than I can recieve through my own eyes. I live to make the world better for him and in return, everyone else.
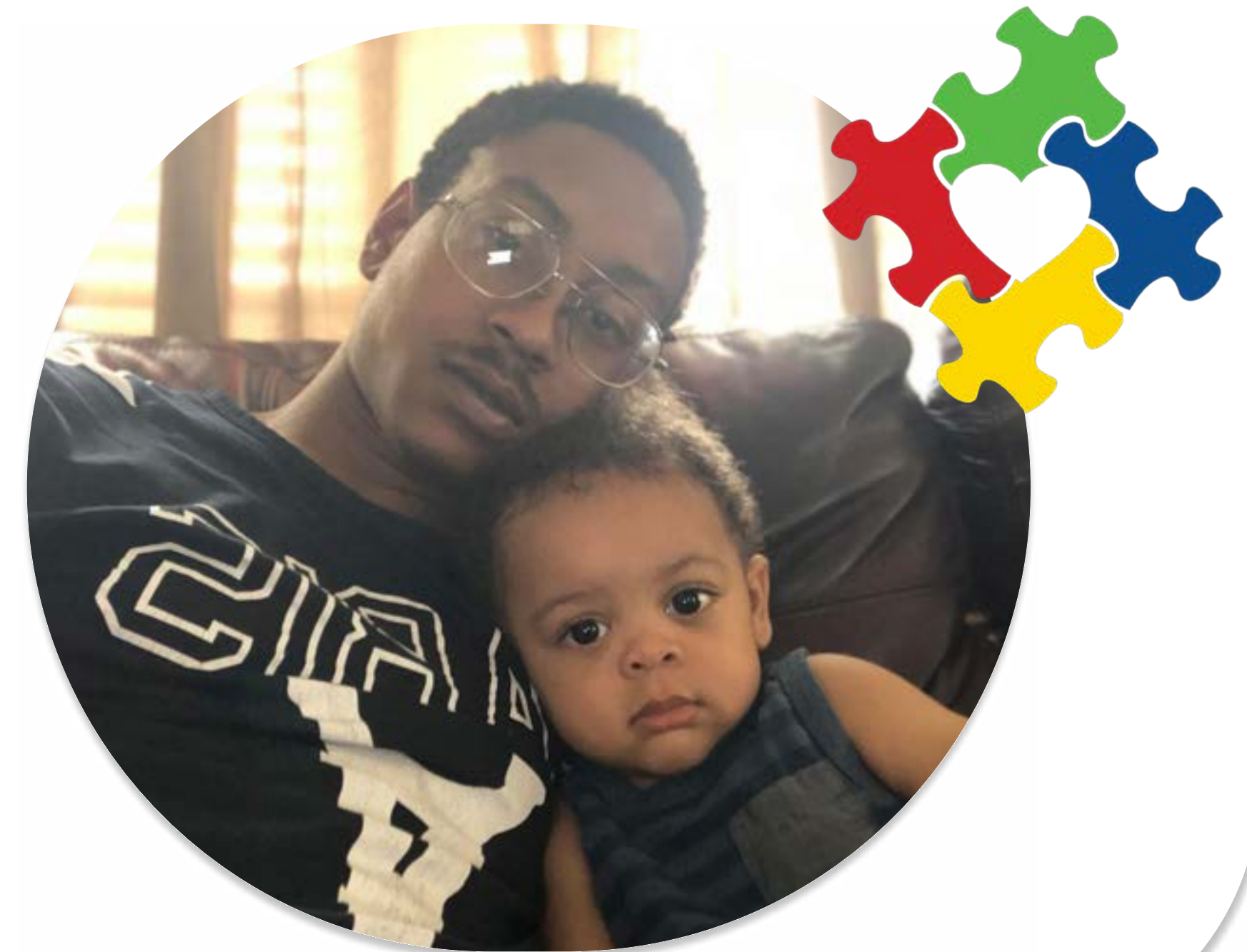
Beginning with freelance work, I formed my first contract with Sensual Scents by Paris and I learned how to develop a problem solving process that allowed me to create a digital footprint for the client.

However, as I began to grow my UX skills, I realized I needed to refine how I view the design process. I decided to enroll into the General Assembly User Experience Design Immersive bootcamp. Through the bootcamp I was lead designer on collaborative projects, and also did my own project as well. This led me to a design sprint contract with Inovcares Telehealth Platform lasting 1 month. Though I was offered an extension, I wanted to work with a company that would allow my creativity to flow.

Before we take a brief tour of some final designs, I have a question for you...

What makes a design good?

Solves a problem? ✓

Built for Everyone? ✓

Easy to Understand? ✓

Now that we have agreed on what good design is, we can take a quick tour of how I answered those questions... then I'll dive into my most recent project so you can understand my design approach
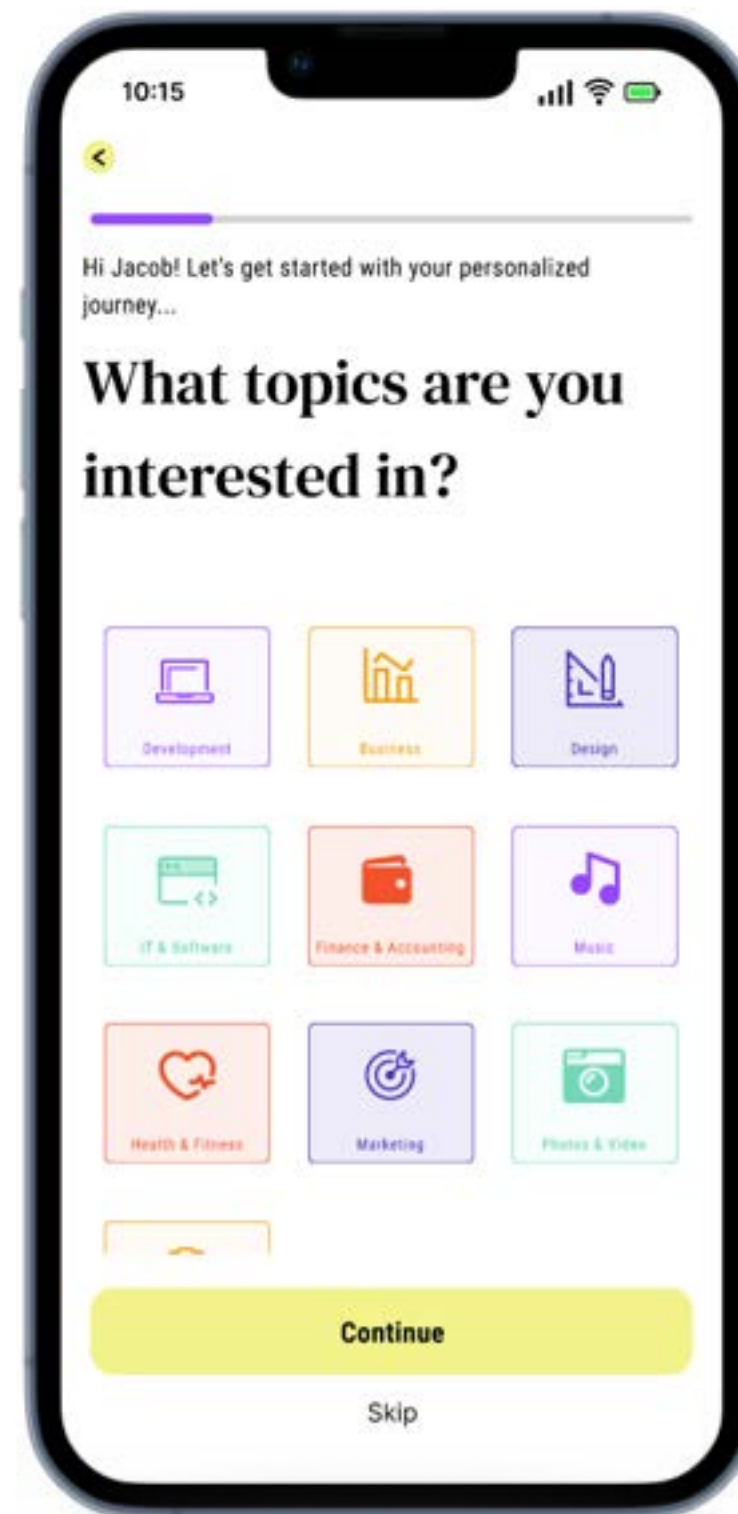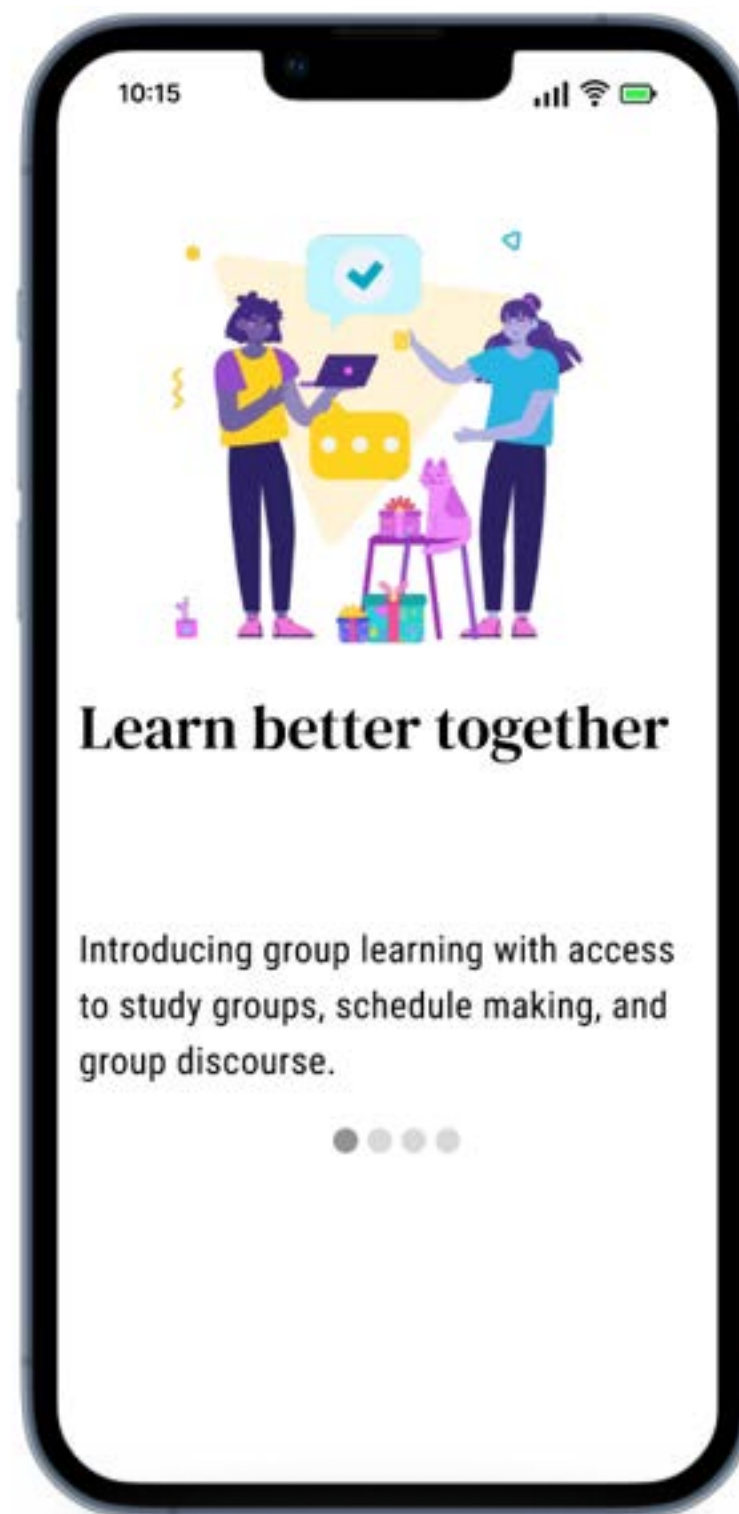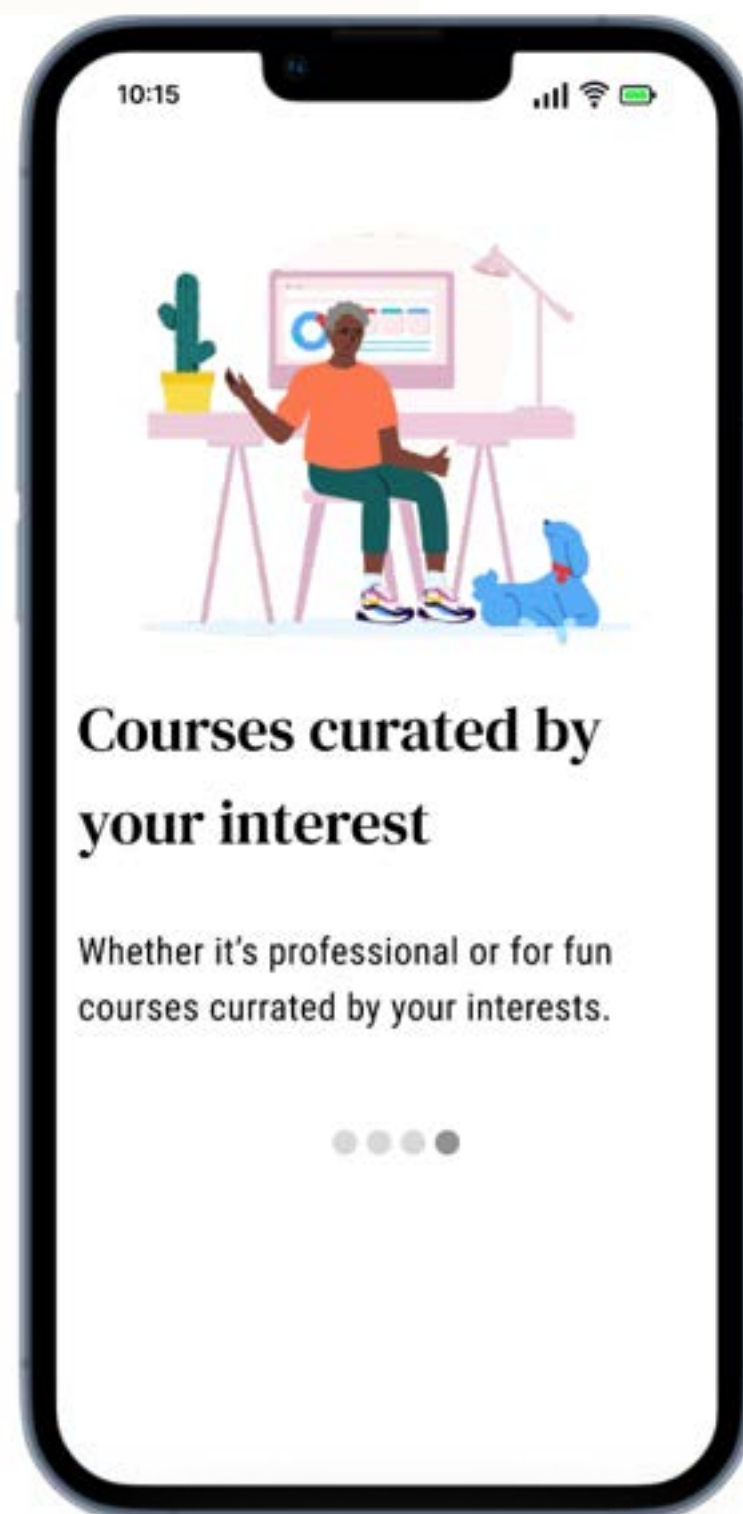
SENSUAL SCENTS BY PARIS *NDA

Increased user retention by 35%

Increased overall sales by 65% with full responsive website

Set-up store operations (marketing, analytics, inventory) before passing to client

UDEMY ONBOARDING CONCEPT

Led a Design Team of 5 designers within the General Assembly UX program in designing 2 new experiences for Udemy.
1. Group Learning
2. Onboarding Concept

Directly contributed in researching and designing onboarding process for users to have a personalized learning experience
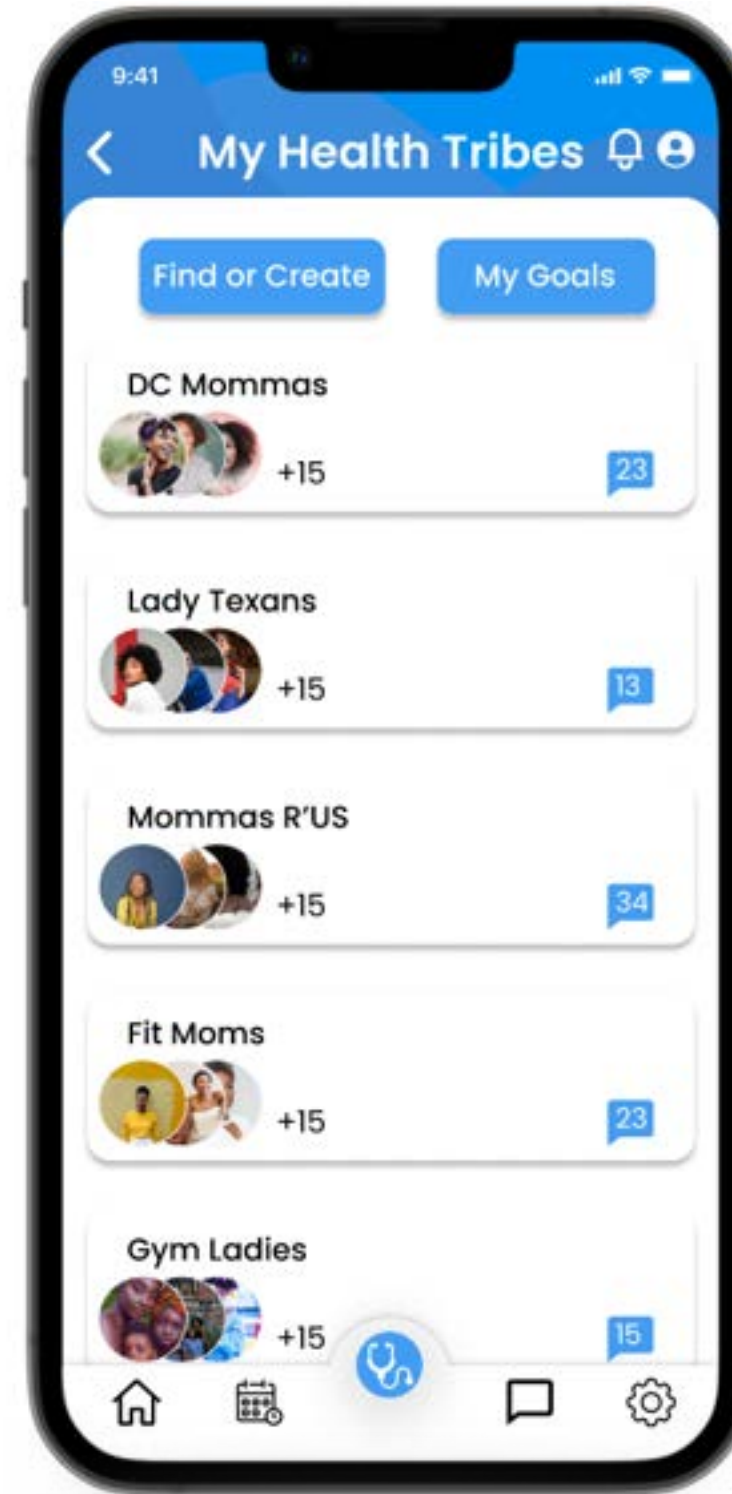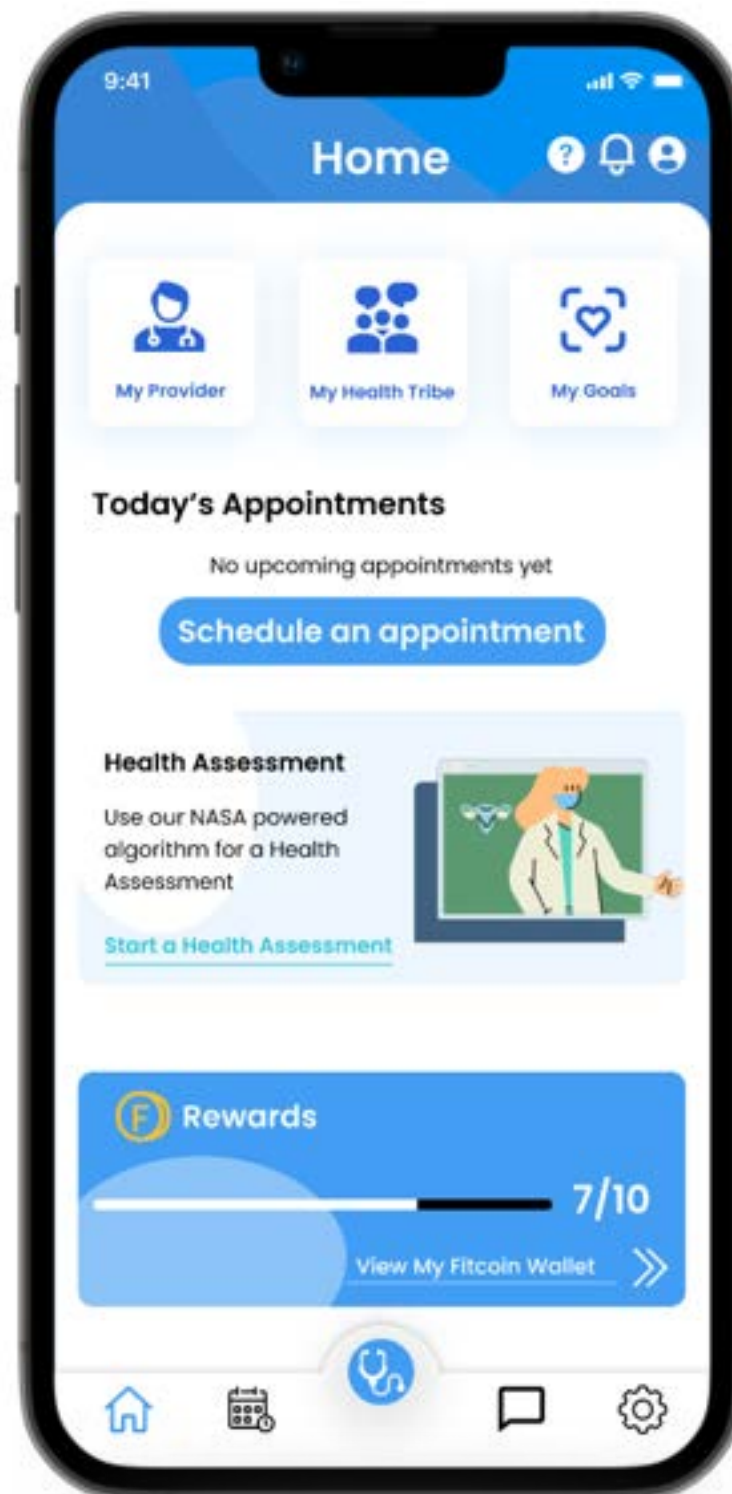
CAPITOL HILL BOOKS DESKTOP CONCEPT

Redesigned the shopping experience for Washington DC Bookstore, Capitol Hill Books as a conceptual project for the General Assembly UX Program

As solo designer, I designed the layout to focus on ecommerce to improve sales rather than book information
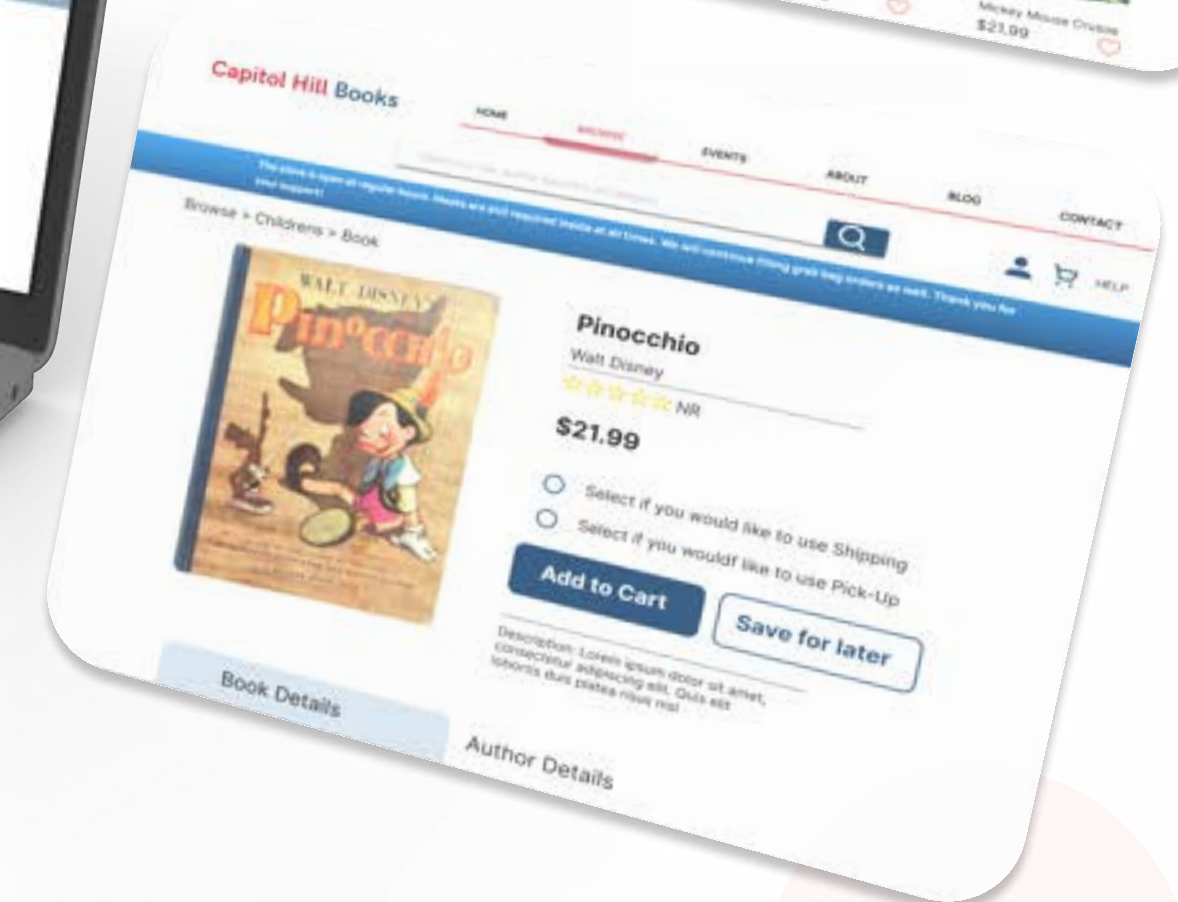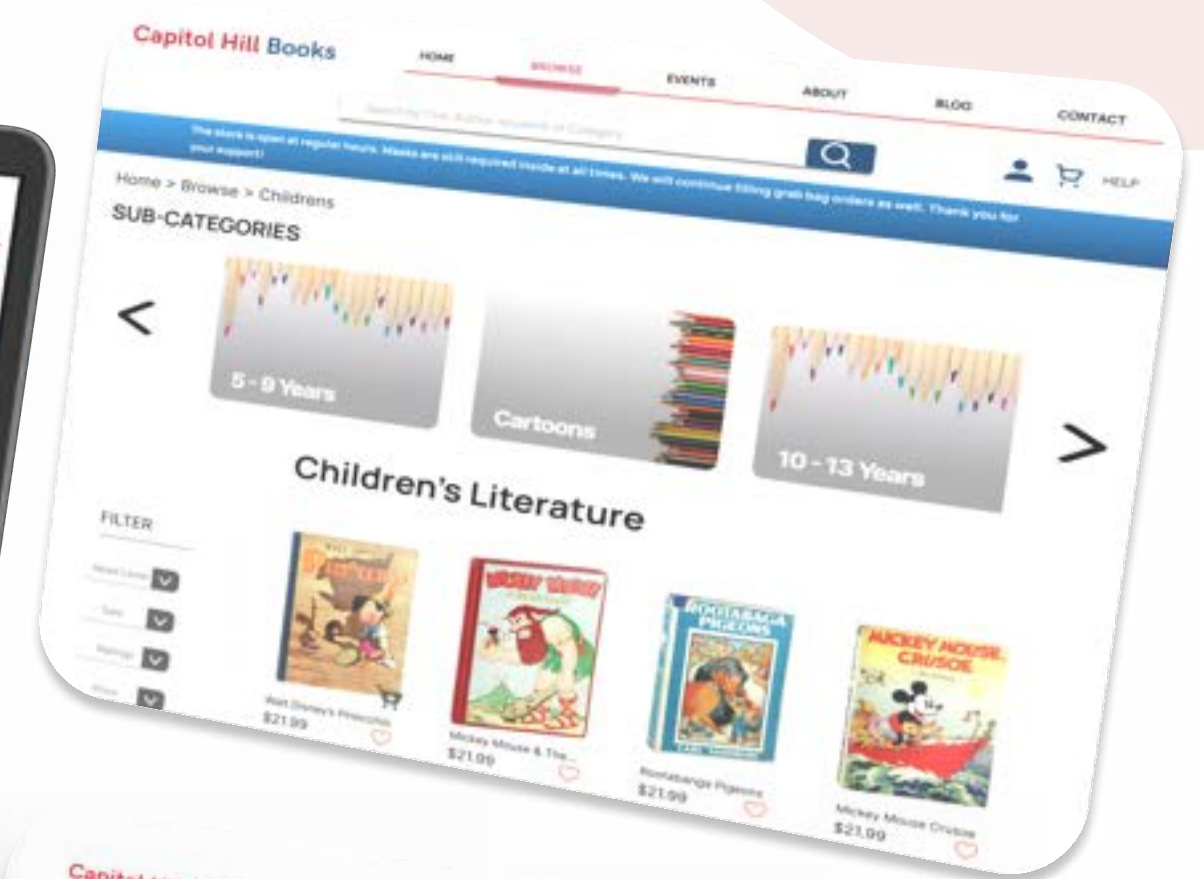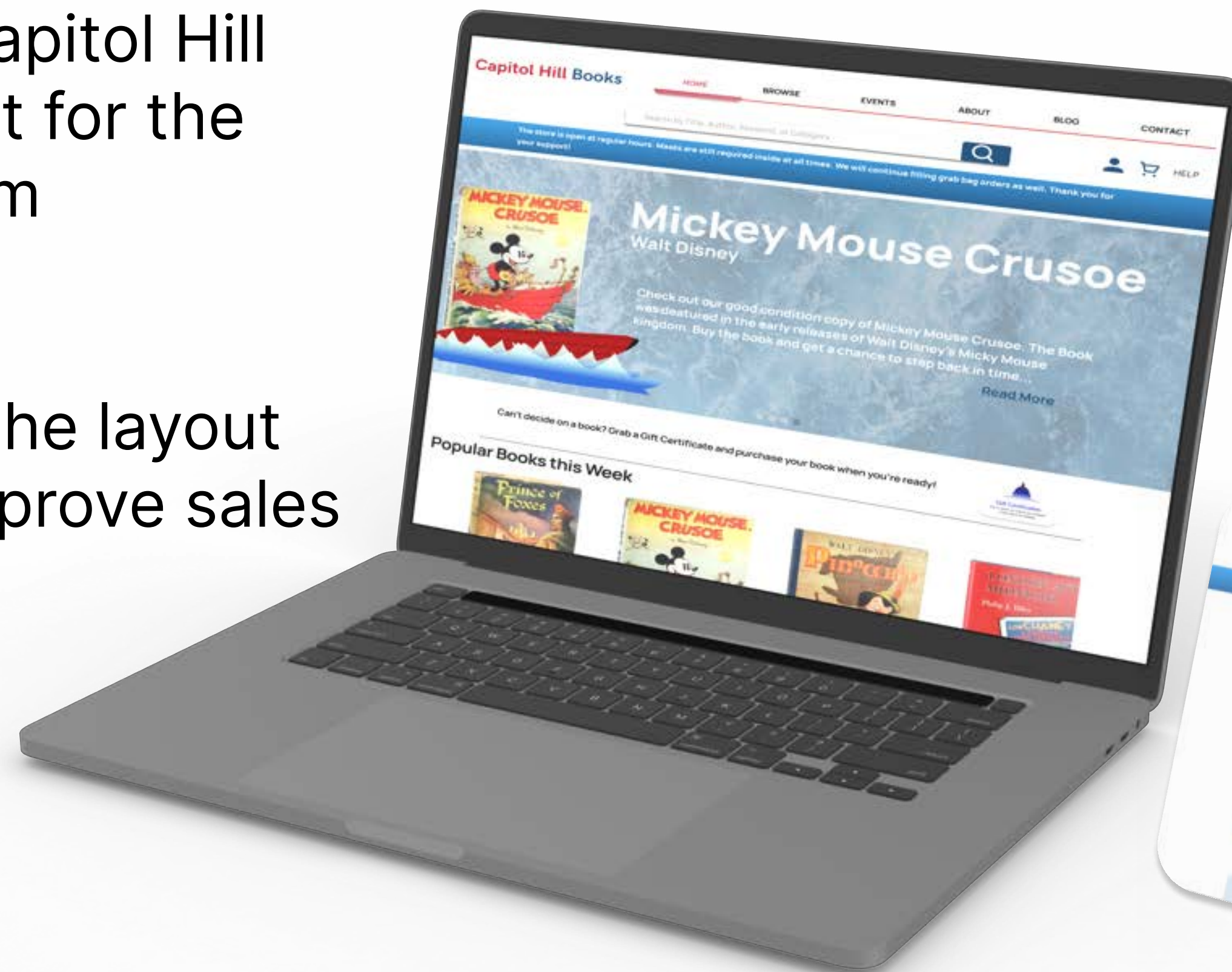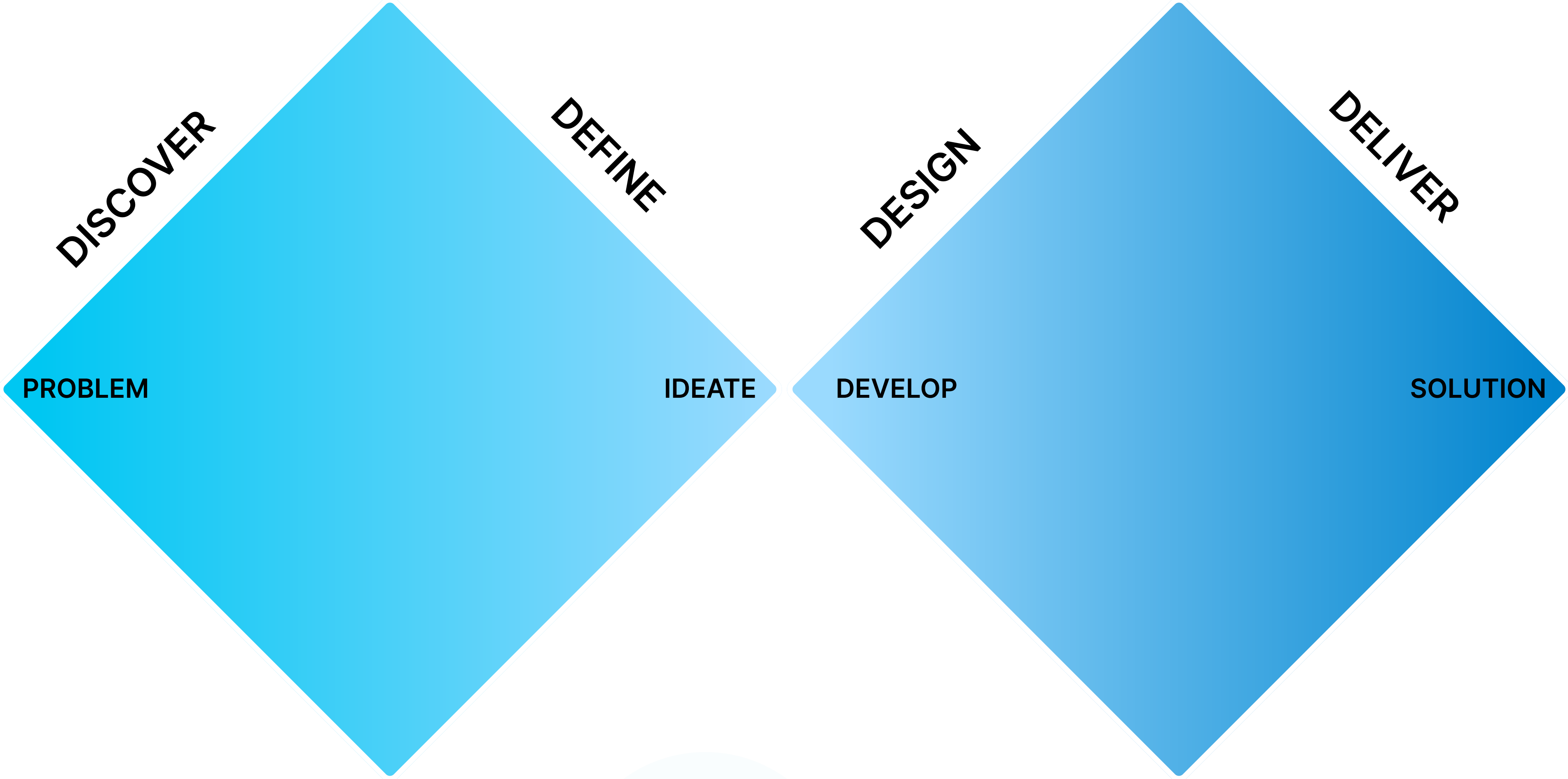
INOVCARES "TRIBE" COMMUNITY REDESIGN

Taking a deeper look into my project with Inovcares, where I served as lead designer will let you visualize my overall design process while leading a team of 3 Designers!

How will I approach the design process?

DISCOVER

DEFINE

DESIGN

DELIVER

PROBLEM

IDEATE

DEVELOP

SOLUTION

Leading in an Agile Environment

After communicating with Inovcares to understand the business goals they were trying to achieve, as lead designer, I chose to set a framework in place for my team to begin discovering the problem. Following an agile system using Asana, I listed expected deliverables so we could choose what was neccessary as we continued on.

Design Process

DISCOVERING THE PROBLEM
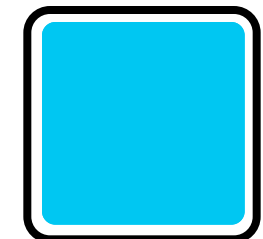
DEFINING OUR USER AND GOALS
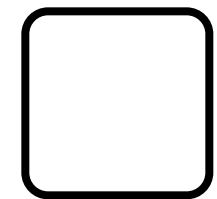
DESIGNING WITH RESULTS
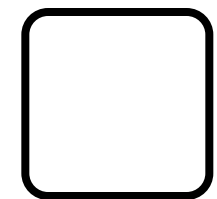
DELIVERING A PACKAGE TO DEVELOPMENT
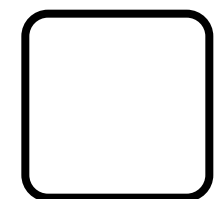
Shall we begin?

We knew that Inovcares wanted to increase their user engagement while also bringing in new users to the platform but we needed to understand the current state of the app before any solutions could be drawn. I assigned deliverables to be completed by the design team so we could begin spreading out our research to get more insight from multiple users. The deliverables I completed were:

User Interviews
- Interview the target audience and current users of the application to understand their insights with the current app and their journey through motherhood.

Competitive Analysis
- Gather insights from competitors within the telehealth community and how they engage with their users

Usability Testing
- Test the current app with a series of tasks to gauge SUS scores and current application usage

Let's talk to some current users

We interviewed 6 women (2 per designer), which represented our target audience. They shared with us their pregnancy journey, postpartum experience and challenges they faced, alongside their insights with the Inovcares Patient Application.

- Participants admit they seek more support outside of family and health practitioners
- Participants experience issues mentally and physically in pregnancy with nobody to turn too
- Participants wanted to engage with other mothers within the application

" I have three kids and I'm a SAHM, I love them so much, but I really need some other grownups to talk to to stay sane"

"I would have loved to have a support system outside of those I knew"

Checking the competition

Kaiser Permanente

Simple Practice

Nike Run Club

Apple Health

- Competitors with a telehealth platform focus on engagement and interactivity. From the patient side of the app, users want to feel connected to their providers and others who are in similar health situations.

- The overall Unique Value Proposition of telehealth related companies is to bridge the connection between the patient and the doctor, without a physical facility.

- Companies don't necessarily focus on a specific target audience.

- Gamification also promotes engagement with multiple apps and encourages users to come back time after time

What's the current state of community engagement?

UX KPIs

Task Completion
Proportion of users who successfully completed a task
25%

Number of errors
Total number of errors/ total number of users
1.25

Time on task
Time needed to complete a task succesfully
32 sec

Ease of use
Task difficulty from Very Easy Difficult (1) to Very Easy (5)
2.25

SUS score
usability performance in the aspects of effectiveness, and efficiency
40

How do I add more tribes?

How do I interact with members?

Can I change my tribe settings?

Discovering the Problem

What is the team trying to solve?

Problem Statement »
Users need a community in which they feel comfortable, welcomed, motivated and supported by others to achieve their health goals.

How Might We »
- HMW help InovCares increase user engagement and atract new users?
- HMW help mothers feel connected and supported by one another?
- HMW create a trustworthy environment in which a mom and her tribe members feel comfortable sharing their health goals?
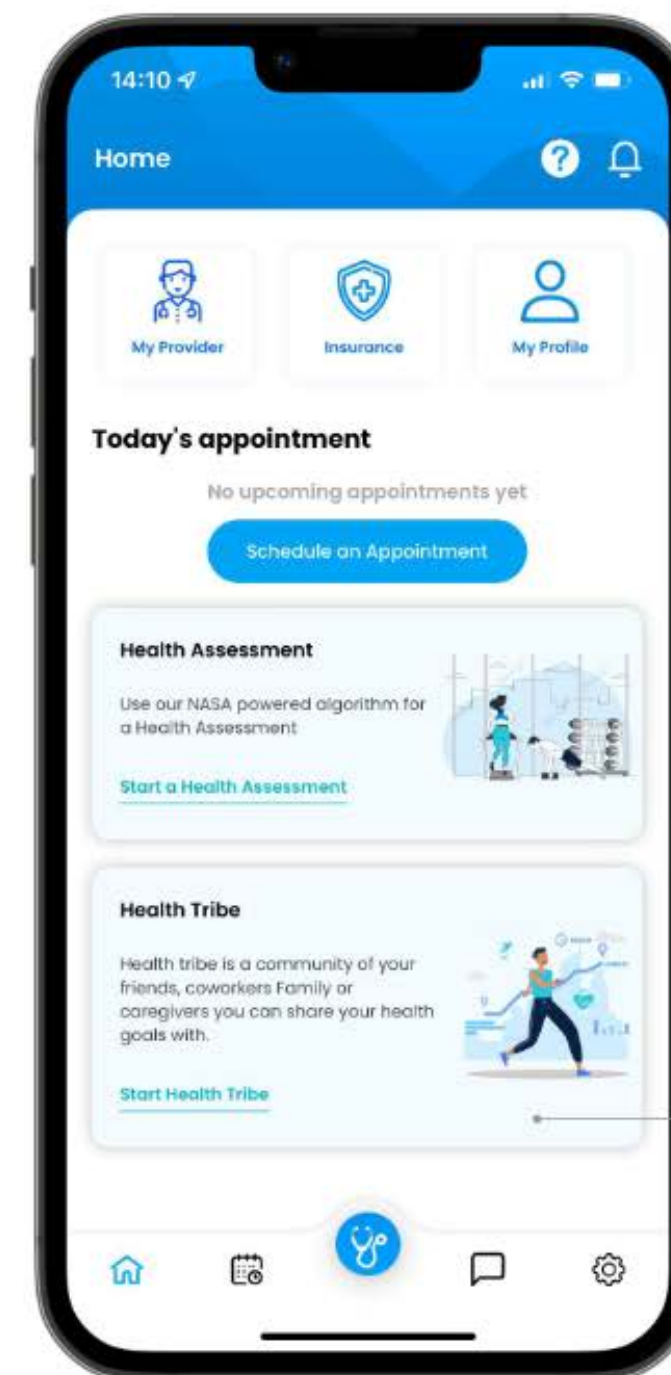
Health Tribe

Health tribe is a community of your friends, coworkers Family or caregivers you can share your health goals with.

Start Health Tribe

Design Process

DISCOVERING THE PROBLEM ☐

DEFINING OUR USER AND GOALS ☑
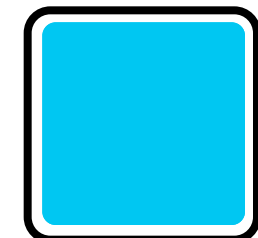
DESIGNING WITH RESULTS ☐
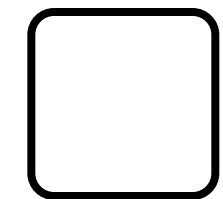
DELIVERING A PACKAGE TO DEVELOPMENT ☐
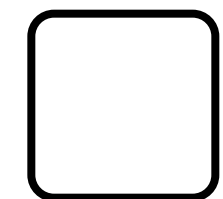
Aligning the Business and the User

After synthesizing our intial research, I organized a meeting so our team could define our target audience into a user persona. Our data led to Sharon Adams, a millenial first time mother seeking support in her pregnancy through Inovcares. I assigned deliverables to be completed by sep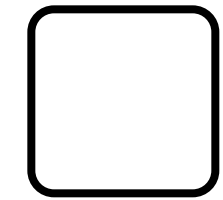erate members so that we could reconvene with our information to lay out the initial steps towards a solution. The deliverables I completed for the process were:

User Persona: Frustrations
- Map out the potential frustrations our key user is having to understand the problem to be solved

Retrospective Journey Map
- Create a journey into the current experience for users trying to seek interaction and engagement amongst other users.

Prospective Journey Map
- Create a journey into the potential experience users can have through interaction and engagement amongst other users.

Let's meet Sharon Adams

I want to connect with mothers through my journey

🎂 27

📍 Dallas, TX

🏠 with partner, pregnant

💼 Hair Stylist

Goals

- have a healthy pregnancy
- connect with other moms
- accountability on her journey to attain her health and activity goals

Frustrations

- Doesn't have a support group going through the same experience
- Worried about gaining weight and high blood sugar

Defining our user and goals

Sharon's current journey on Inovcares

1

Awareness

Phase 1: Now, What ?

Jennifer finds out she is pregnant. But as a woman of color living in an underprivileged situation, Where does she turn to?

She does not want to go through this journey alone and seeks help with other moms in her situation

She looks at facebook and sees a friend in a women of color mom group talking about an app they use. She messages her and learns about INOVcare patient app

2

Consideration

Phase 2: Download INOVcare

Jennifer downloads INOVcare app and creates a profile

She notices the health tribe section and is curious if her friend has a tribe

She messages her friend and gets invited into her friends tribe

3

Engagement

Phase 3: What else?

Jennifer sees that she is in the tribe group in the app, but doesnt know what to do next

She sees daily challenges and rewards to gain, but wanted a more engaging experience

Jennifer wanted to be able to track more of her stats with the group, have more challenges and share resources amongst her tribe

4

Closure

Phase 4: I'm done!

Jennifer enjoyed the tribe aspect of the app but after awhile, was not motivated to continue with the group activities

Jennifer eventually stopped using the app, unless she was contacting her Doctor

Actions

Emotions

I'm nervous about my journey, but excited!

I won't be alone with INOVcare

I'm getting bored on the app

I sometimes get on, but only when contacting my doctor

Satisfied
Dissatisfied

Defining our user and goals

Current Pain Points

I want to set goals with my tribe

I want to engage with other tribes

I want to talk with members in-app

Defining our user and goals

The Journey we want Sharon to have

1 Awareness

Phase 1: Opens INOVcares

Jennifer has started her first trimester and is nervous as a new mother

Jennifer wants to connect with mothers in similar situations so she is not alone in her pregnancy journey

Jennifer's mom based facebook group has told her to download INOVcares and join one of their tribes

"I'm nervous about my journey, but excited!" 🥹

2 Consideration

Phase 2: New Goals

Jennifer sets a tribe goal of running 3 miles this week for her group to complete.

Jennifer completes one of the goals set by INOVcares and earns Fitpoints

Jennifer completes one of her tribe goals before her tribemates and gets a Winner Badge for that goal

"I won this week! I'm setting a new goal" ☺️

3 Engagement

Phase 3: More Stats

Jennifer and her tribe have some of their health stats public so they can all help each other in monitoring their pregnancy journey

Jennifer can enter her health stats manually when she isn't using her Health App

Jennifer checker her tribe members stats to see how their journey is going

"I need to record my baby kicks!" 🙈

4 Protection

Phase 4: Group Scare?

While checking one of her tribe members stats, she noticed that member hadn't entered in how many kicks her baby did by a certain time

Jennifer messaged her tribe member in concern and worry

Jennifer's tribe member simply stated her phone died, but she had counted and was going to manually enter in the data when she got home

"Marsha hasn't recorded her baby kicks"

5 Closure

Phase 5: Everything is okay!

Jennifer's tribe mate expressed she was thankful for being able to have somebody holding her accountable on the journey

Jennifer is happy she was able to engage with other mothers and does not feel alone in her pregnancy journey

"Marsha is okay! Glad I checked." 😅

Satisfied
Dissatisfied

Defining our user and goals

Goals for Design

In-App Messaging

Custom Goals

Discourse with Health Professionals

Rewards & Gamification

Defining our user and goals
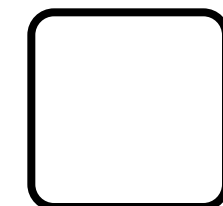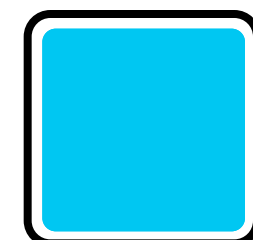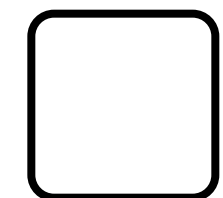
Design Process —

DISCOVERING THE PROBLEM ☐

DEFINING OUR USER AND GOALS ☐

DESIGNING WITH RESULTS ☑

DELIVERING A PACKAGE TO DEVELOPMENT ☐

Designing with a purpose

The next step was to organize a meeting so our team could begin sketching and iterating on our initial solutions. I split up seperate parts of the prospective journey map and delegated them amongst out design team to be redesigned based on the current state of the feature within the app. The deliverables I contributed for the process were:

Sketches
- I sketched out several interpretations of a redesigned tribe section. I gave myself a timebox of 1 hour for the process, as iterations could be made in Figma.

Low-Fiidelity Wireframes
- Using Figma, I settled on designs that I felt solved our user problems and turned them into low-fidelity wireframes to be presented with the design team.

Mid-Fidelity Prototype
- Test the current app with a series of tasks to gauge SUS scores and current application usage

Timebox Sketches to Low Fidelity Screens

Tribe Goals

Joined Tribe List
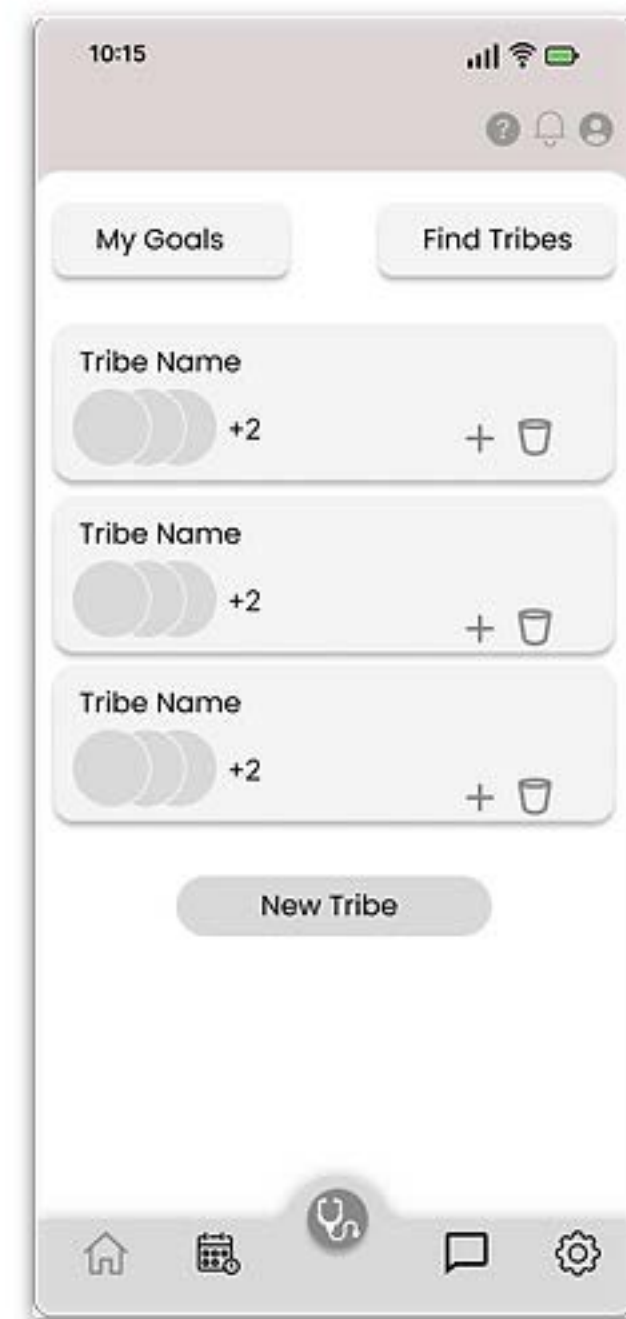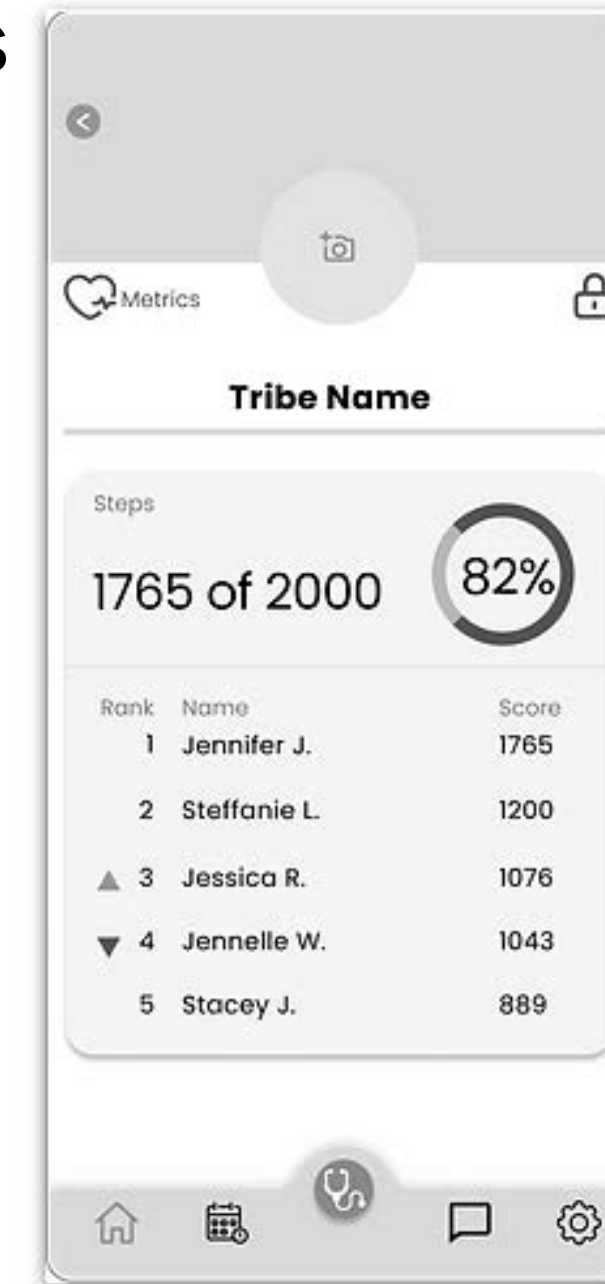
Personal Monitoring

Designing with results
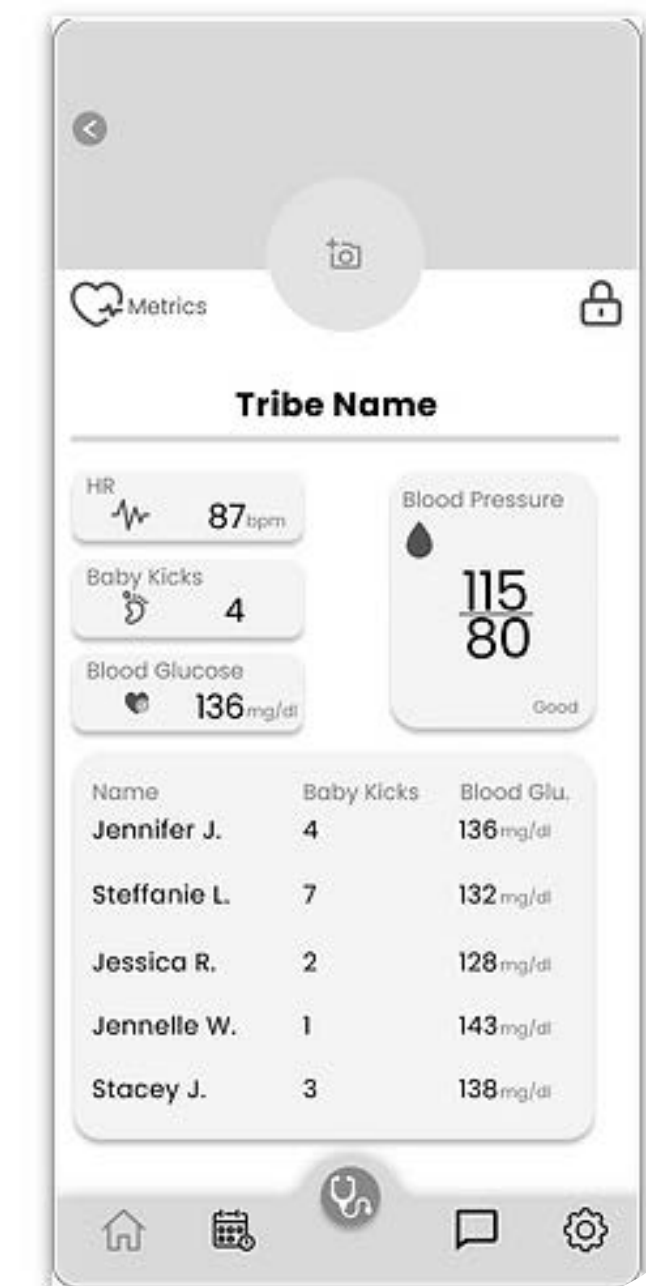
Group Decisions

As a team we met together and decided a design system to follow for our iconography, typography and components.

I specifically designed a components page within our team Figma files, along with an overall system we could use to organize the current, but inaccurate design system in use.

📍 COLOR GUIDE

HEX # F5F5F5
RGB 245, 245, 245

HEX # FFFFFF
RGB 255, 255, 255

HEX # 0090F2
RGB 0, 144, 242

HEX # 17C622
RGB 23, 198, 34

HEX # 717171
RGB 113, 113, 113

HEX # EDF6FF
RGB 237, 246, 255

HEX # 0D5ADF
RGB 13, 90, 223

HEX #FF0000
RGB 255, 0, 0

📍 TYPOGRAPHY

Poppins, SemiBold - 24dp
Poppins, SemiBold - 21dp
Poppins, SemiBold - 16dp
Poppins, Medium - 16dp
Poppins, Regular - 16dp
Poppins, SemiBold - 14dp
Poppins, SemiBold - 14dp
Poppins, Light - 14dp
Poppins, Regular - 13dp
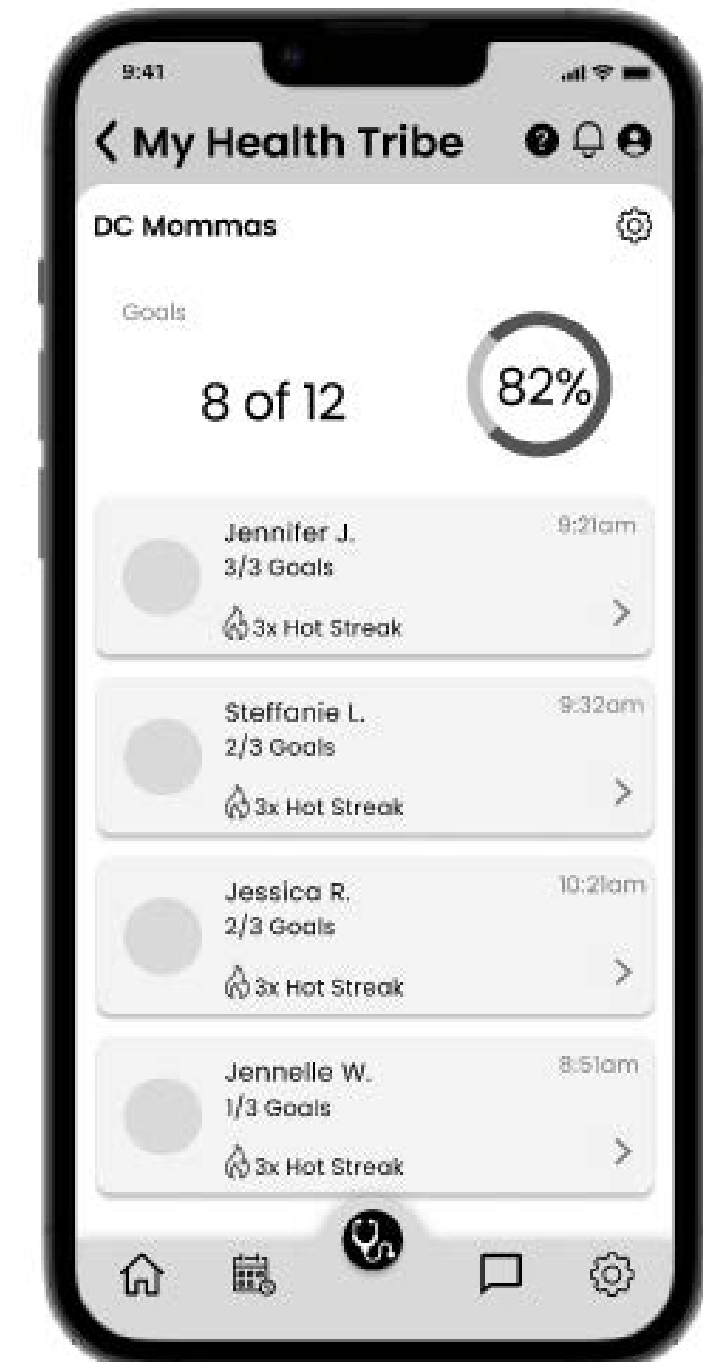
📍 ICONOGRAPHY
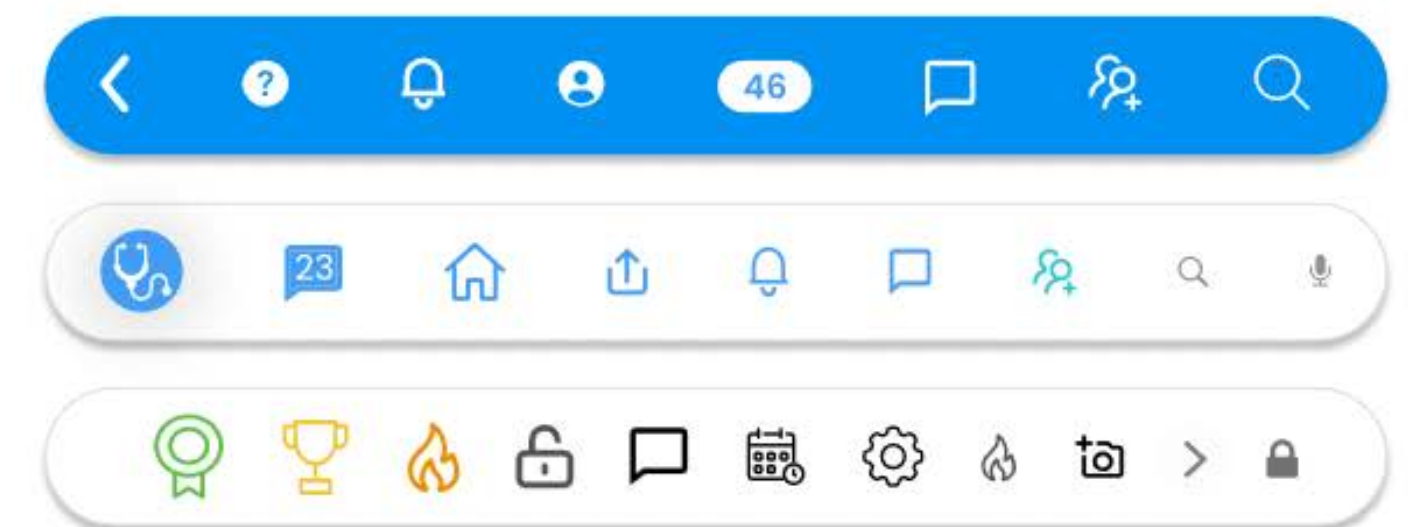
Aligning my designs with the group
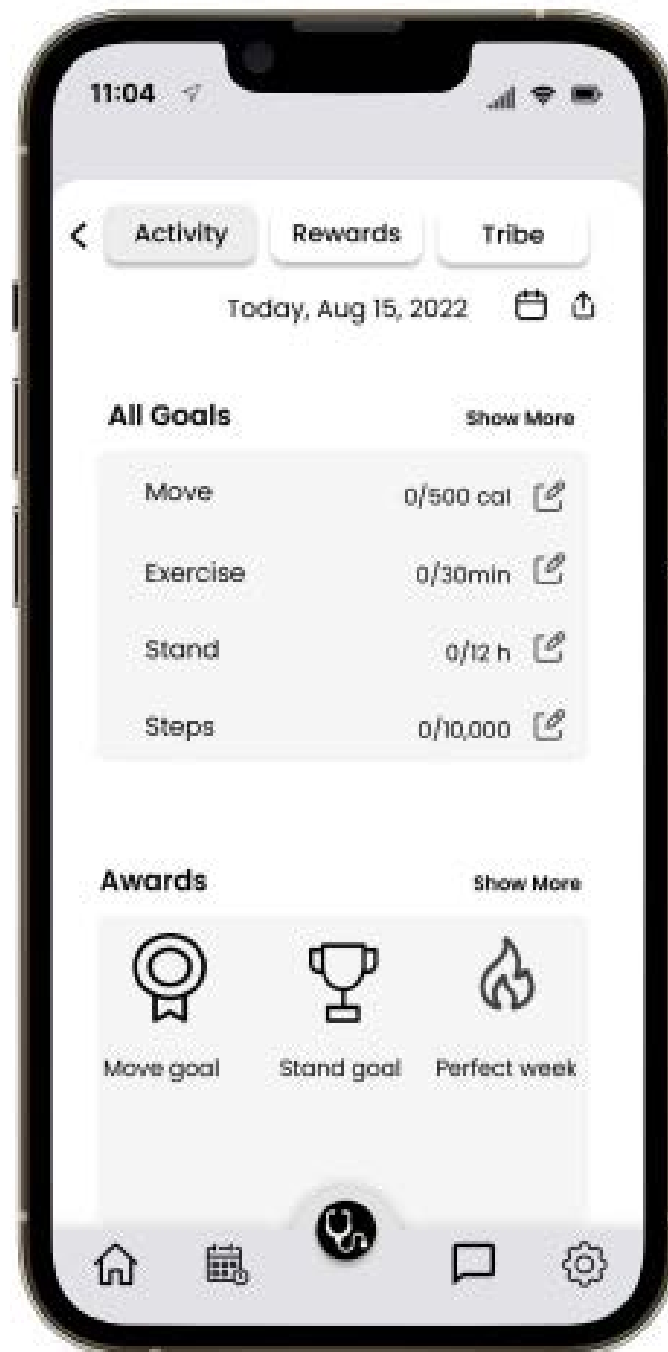
Personal Goals
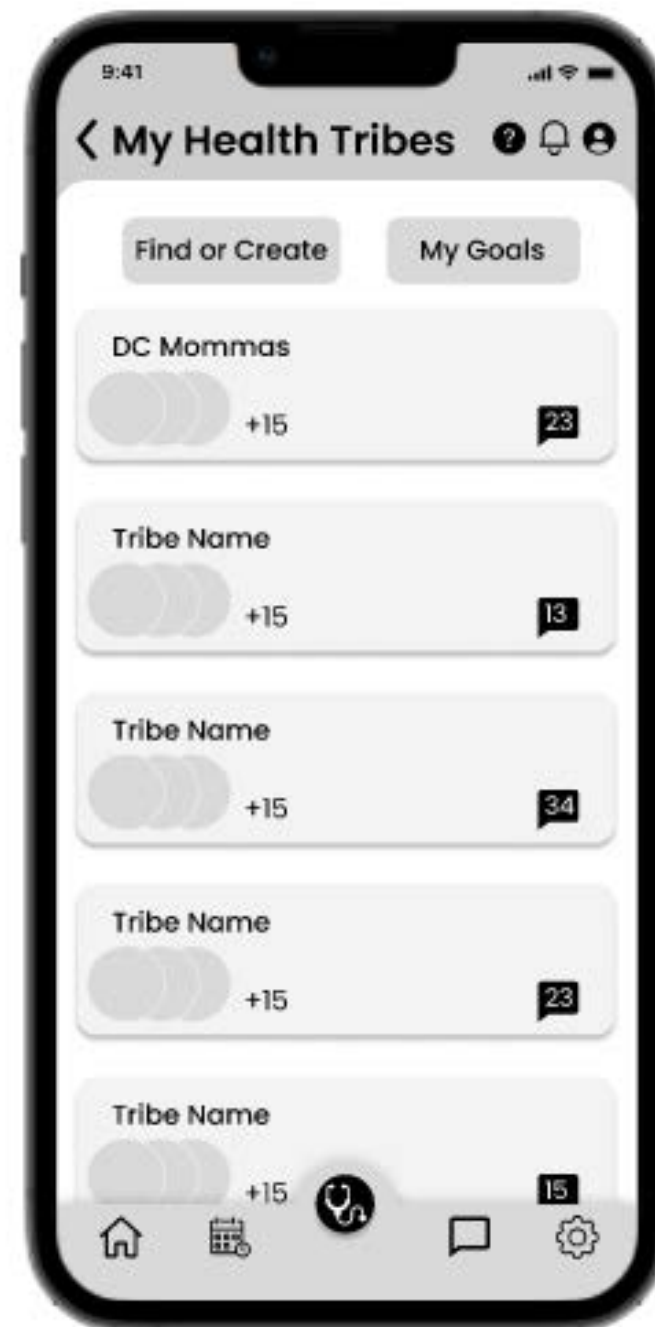
Joined Tribe List
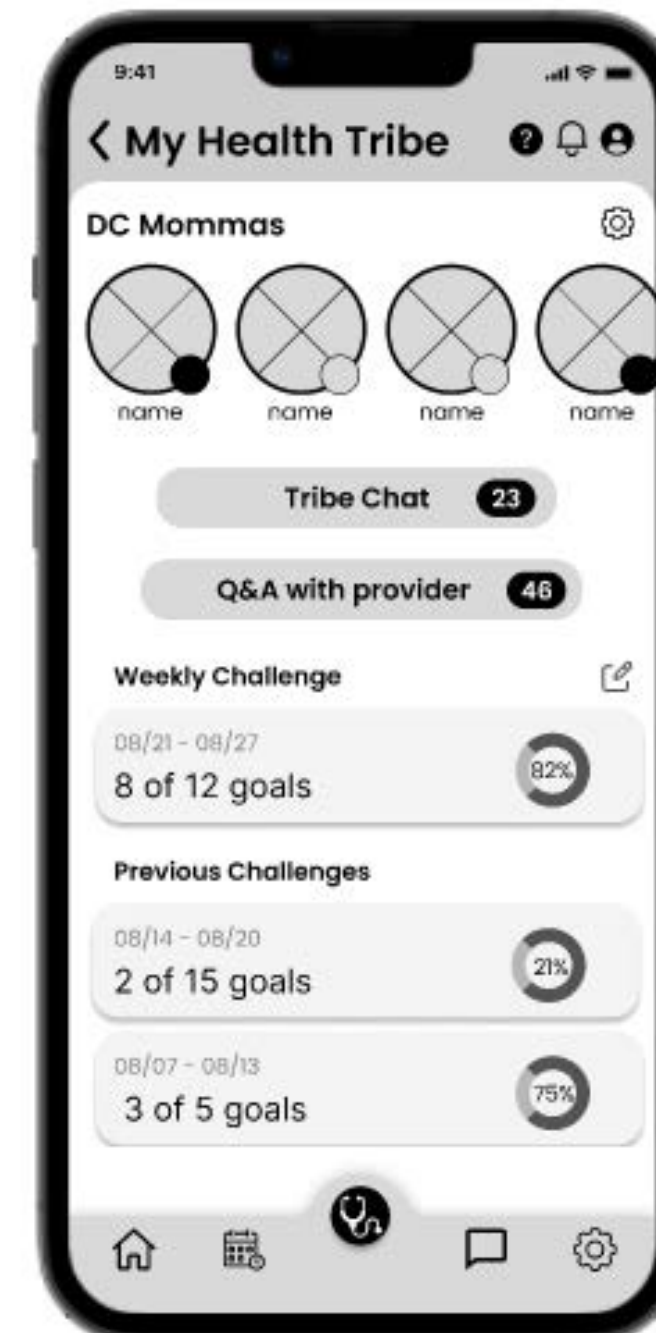
Tribe Page

Tribe Goals

Mid-Fidelity Testing

UX KPIs

Task Completion
Proportion of users who successfully completed a task
89%

Number of errors
Total number of errors/ total number of users
1

Time on task
Time needed to complete a task succesfully
27 sec

Ease of use
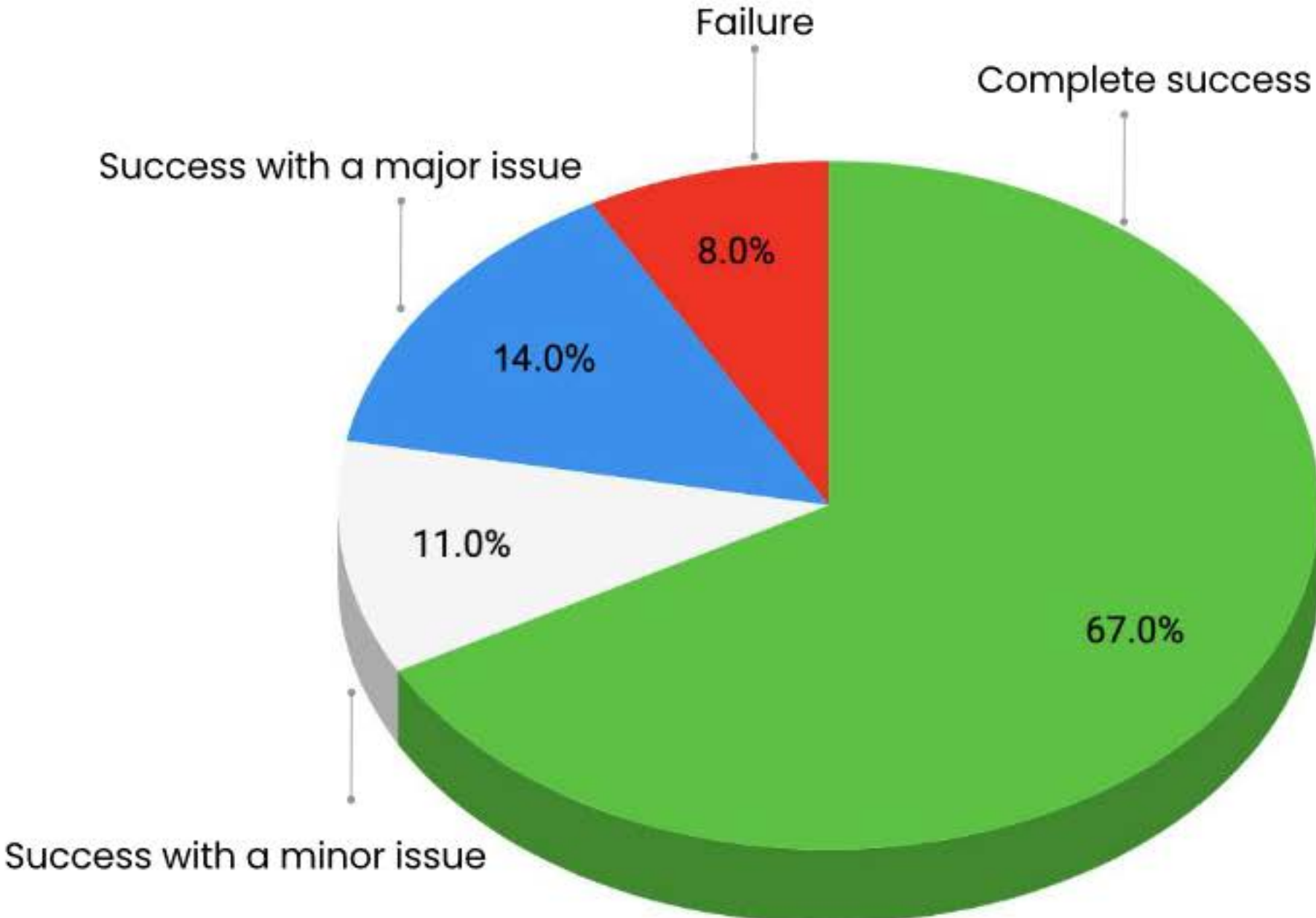Task difficulty from Very Easy Difficult (1) to Very Easy (5)
4.5

SUS score
usability performance in the aspects of effectiveness, and efficiency
77.9

LEVEL OF SUCCESS

Failure
Complete success
Success with a major issue
8.0%
14.0%
11.0%
67.0%
Success with a minor issue
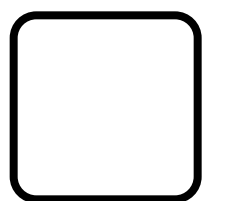
Maybe we can still deliver this?

Desi ─

DISC

DEFINING OUR USER AND GOALS

DESIGNING WITH RESULTS

DELIVERING A PACKAGE TO DEVELOPMENT ☑ ❗
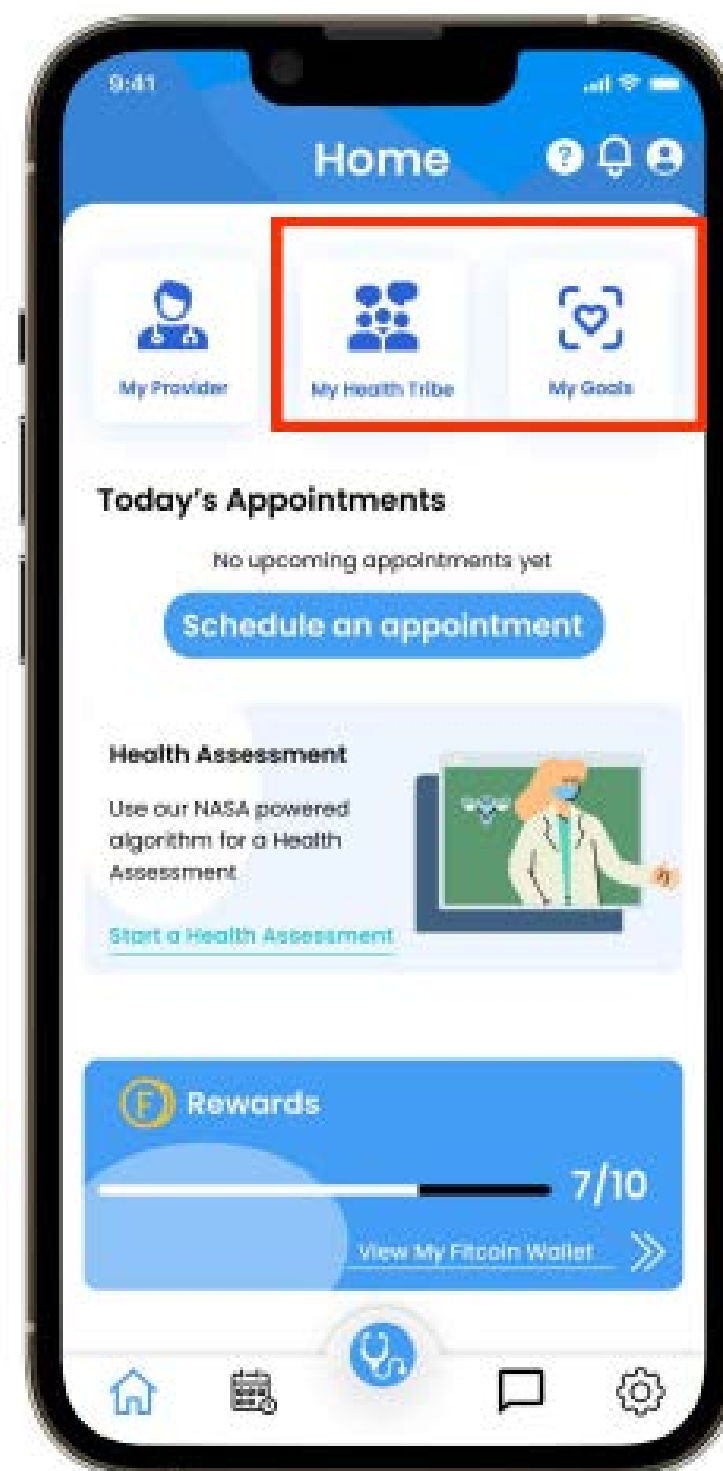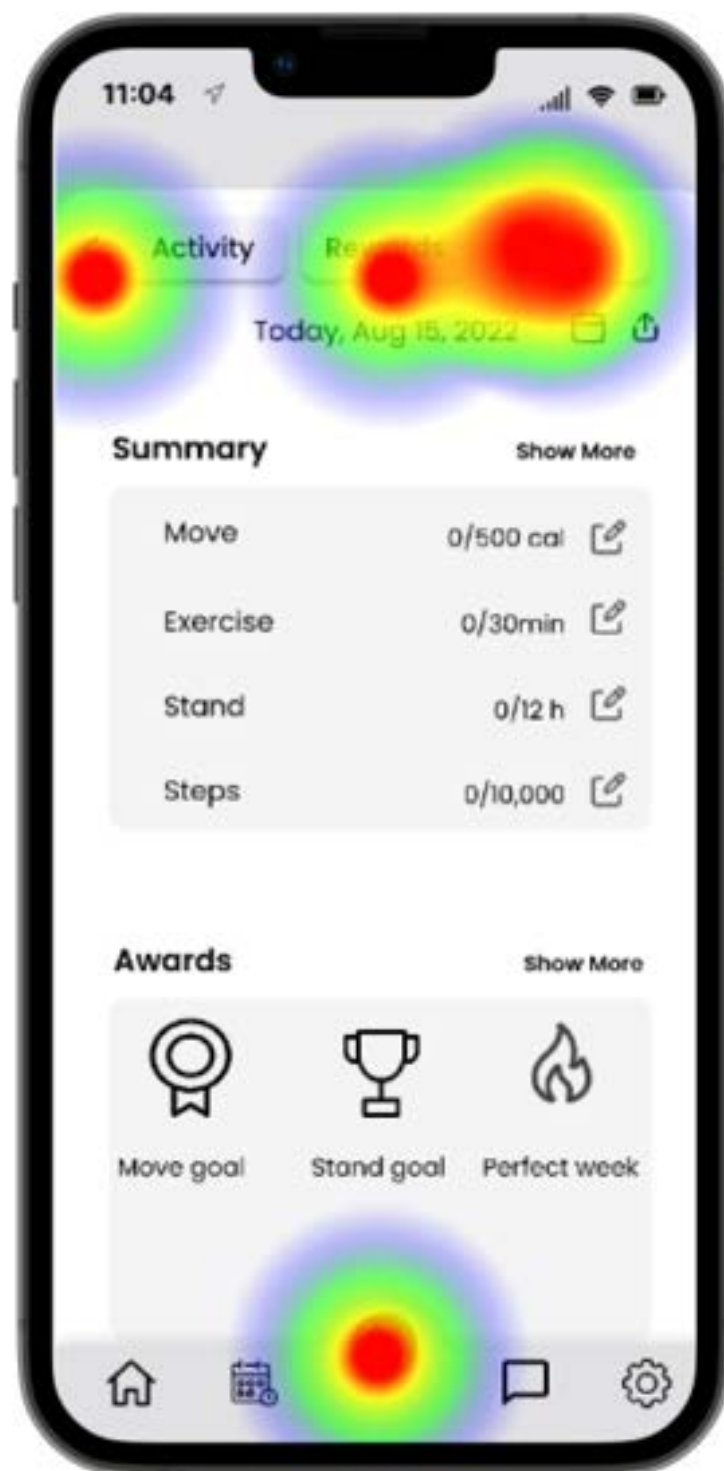
Last action has not been completed
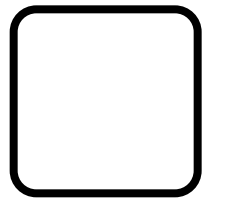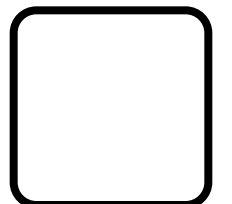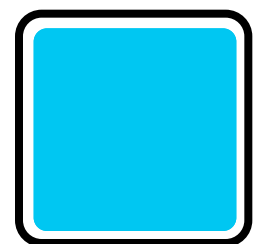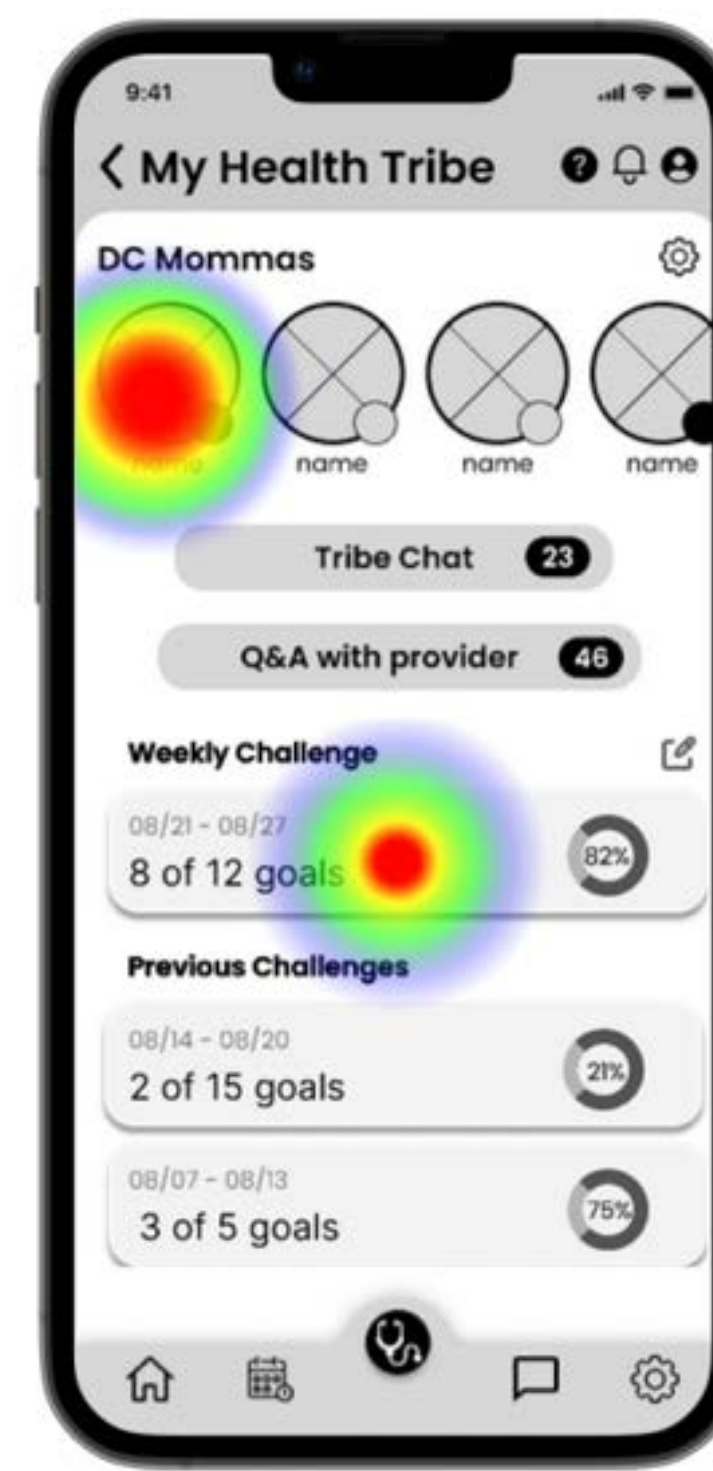
Back to the drawing board *...Again..*

As lead designer, I knew there were more improvements to be made before delivering a product to the business. I knew we could get a SUS score of 80 or more if we implement changes.
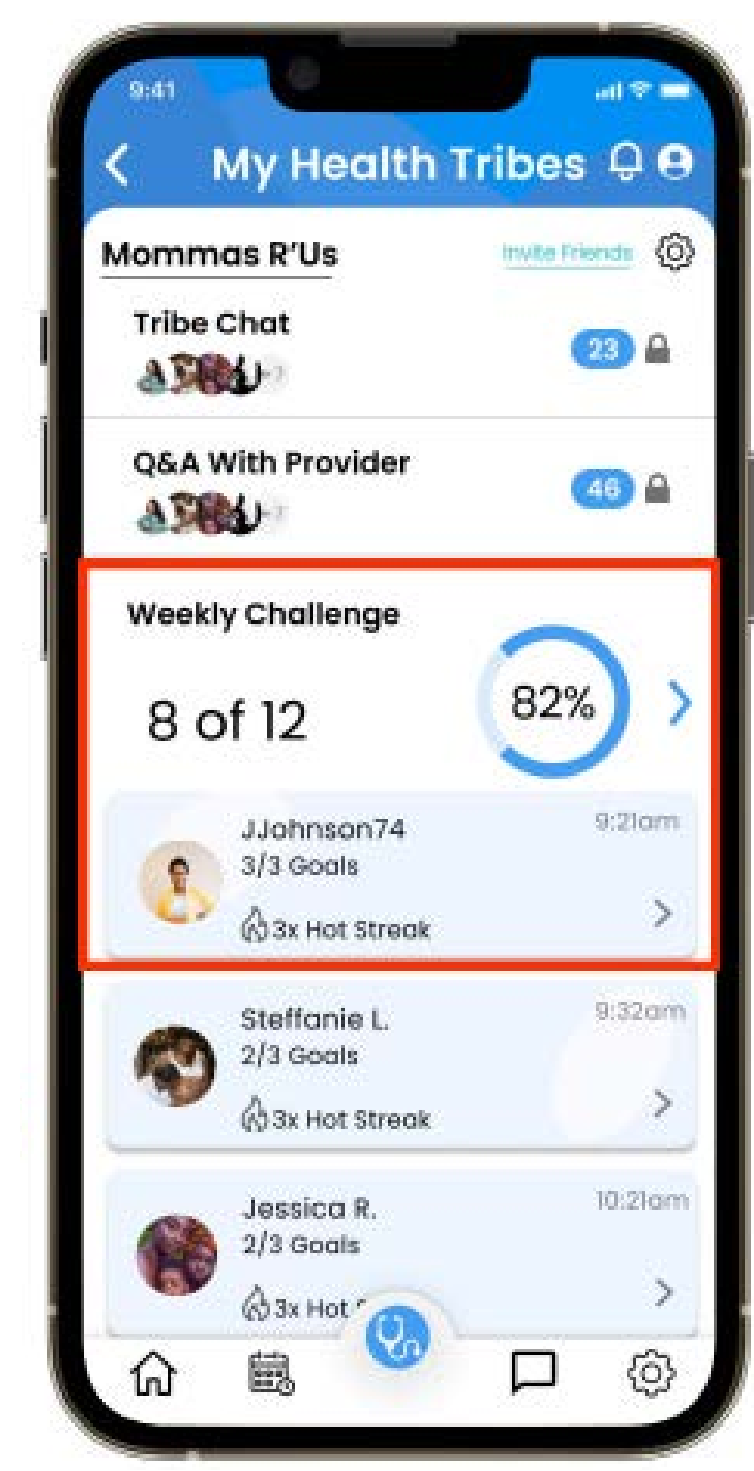
Iterating the designs towards High Fidelity Testing

Quick Access to Personal Goals and Tribes

Repositioned layout of how to access chat and changed layouts, card and sizing for group goals
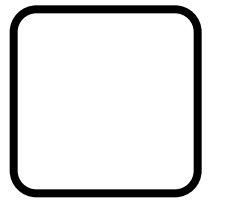
Designing with results

High-Fidelity Test Results?

	Task completion (%)	Avg.number of errors	Time on task (sec)	Ease of use (1-hard, 5-easy)	SUS score
Original App	25	1.25	32.45	2.25	40
Mid-Fi Prototype	88.9	1	26.9	4.3	77.9
Hi-Fi Prototype	100	0.5	22.3	4.7	92.9

This can be delivered!

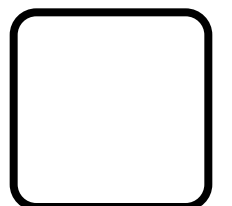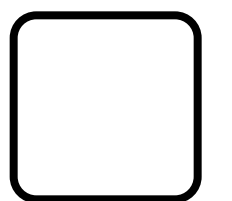**Designing with results**

Design Process —

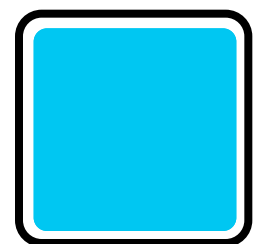DISCOVERING THE PROBLEM ☐

DEFINING OUR USER AND GOALS ☐
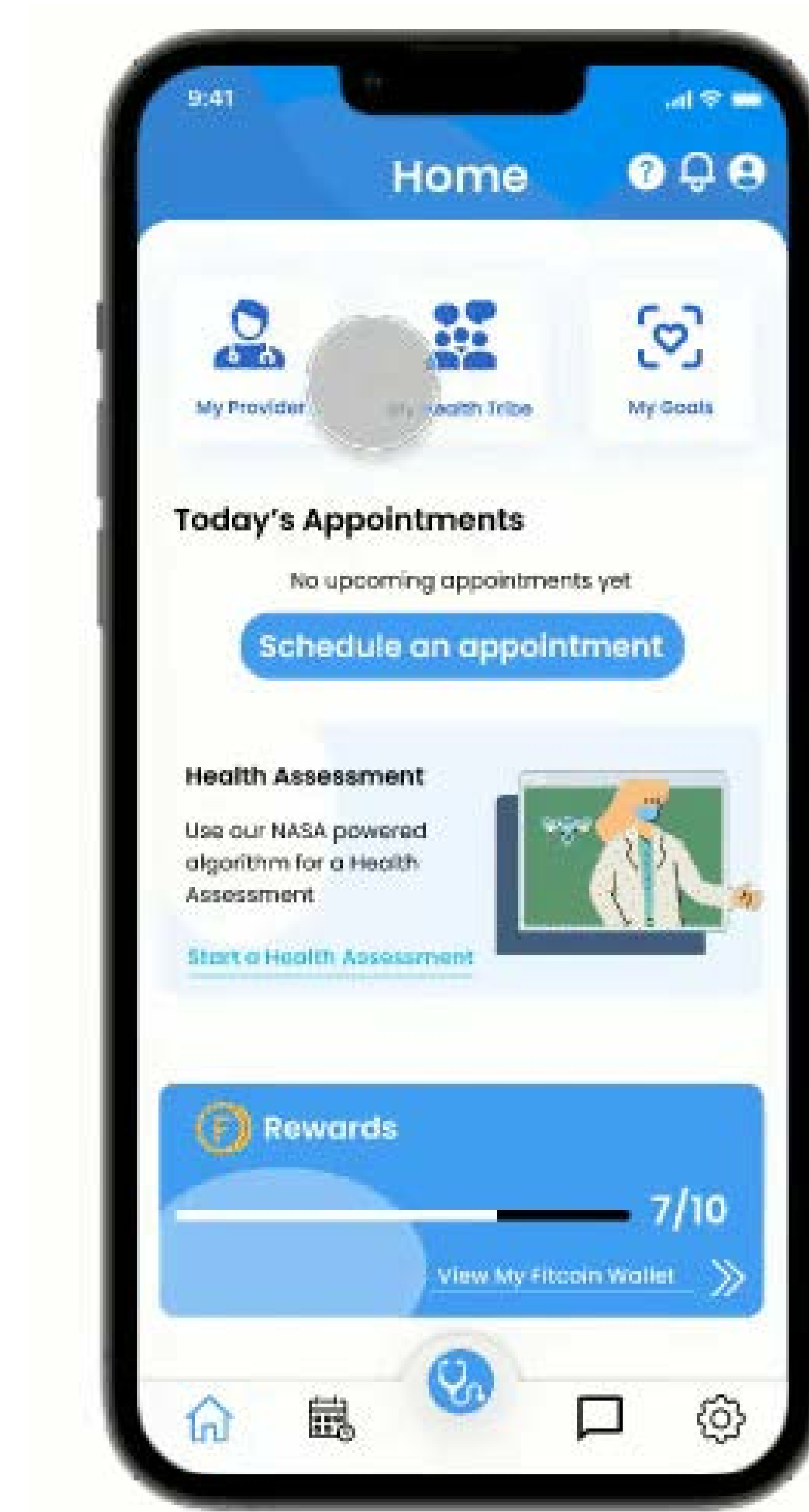
DESIGNING WITH RESULTS ☐

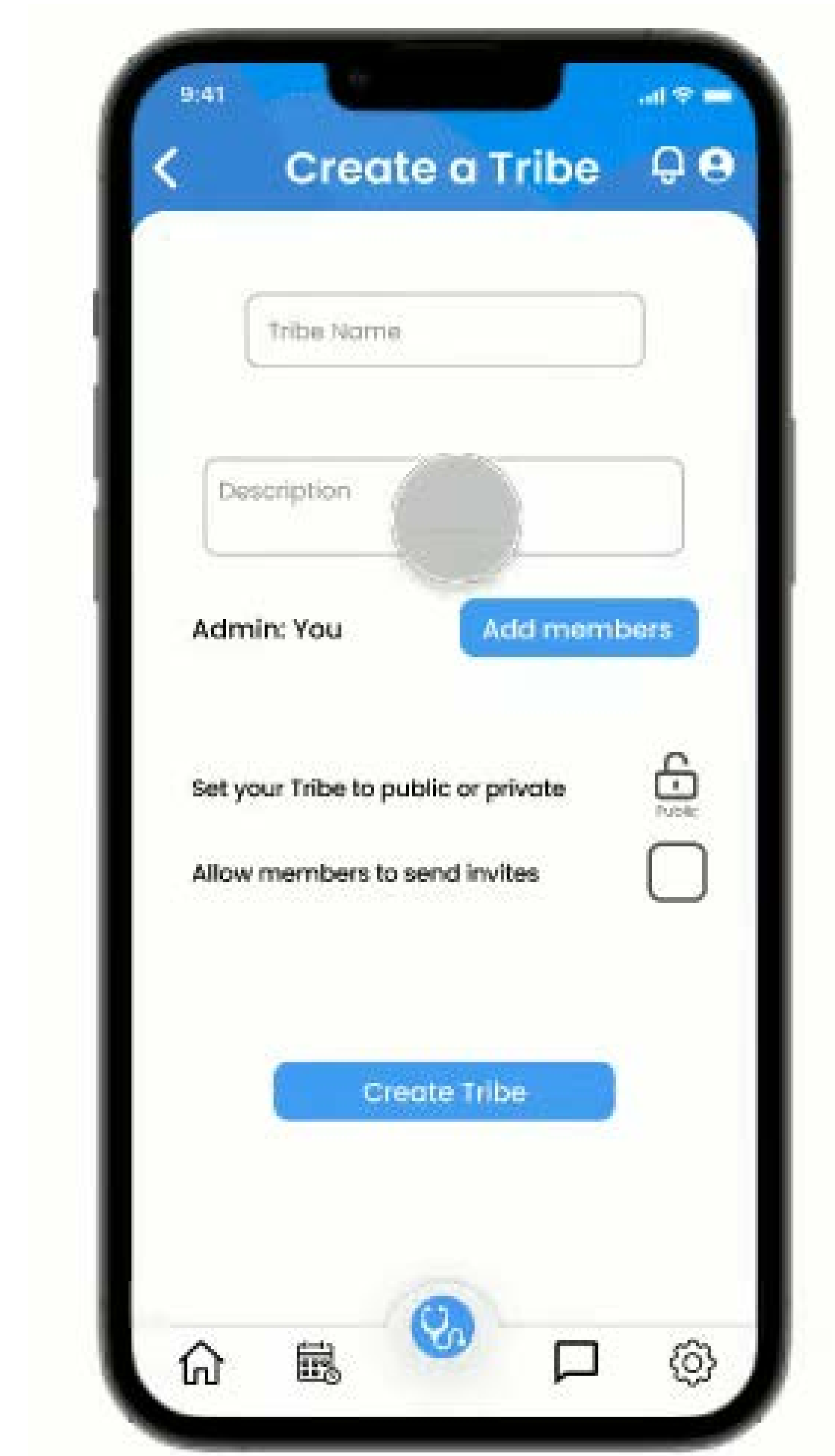## DELIVERING A PACKAGE TO DEVELOPMENT ■

Quick Access to Tribe groups
from Home Page

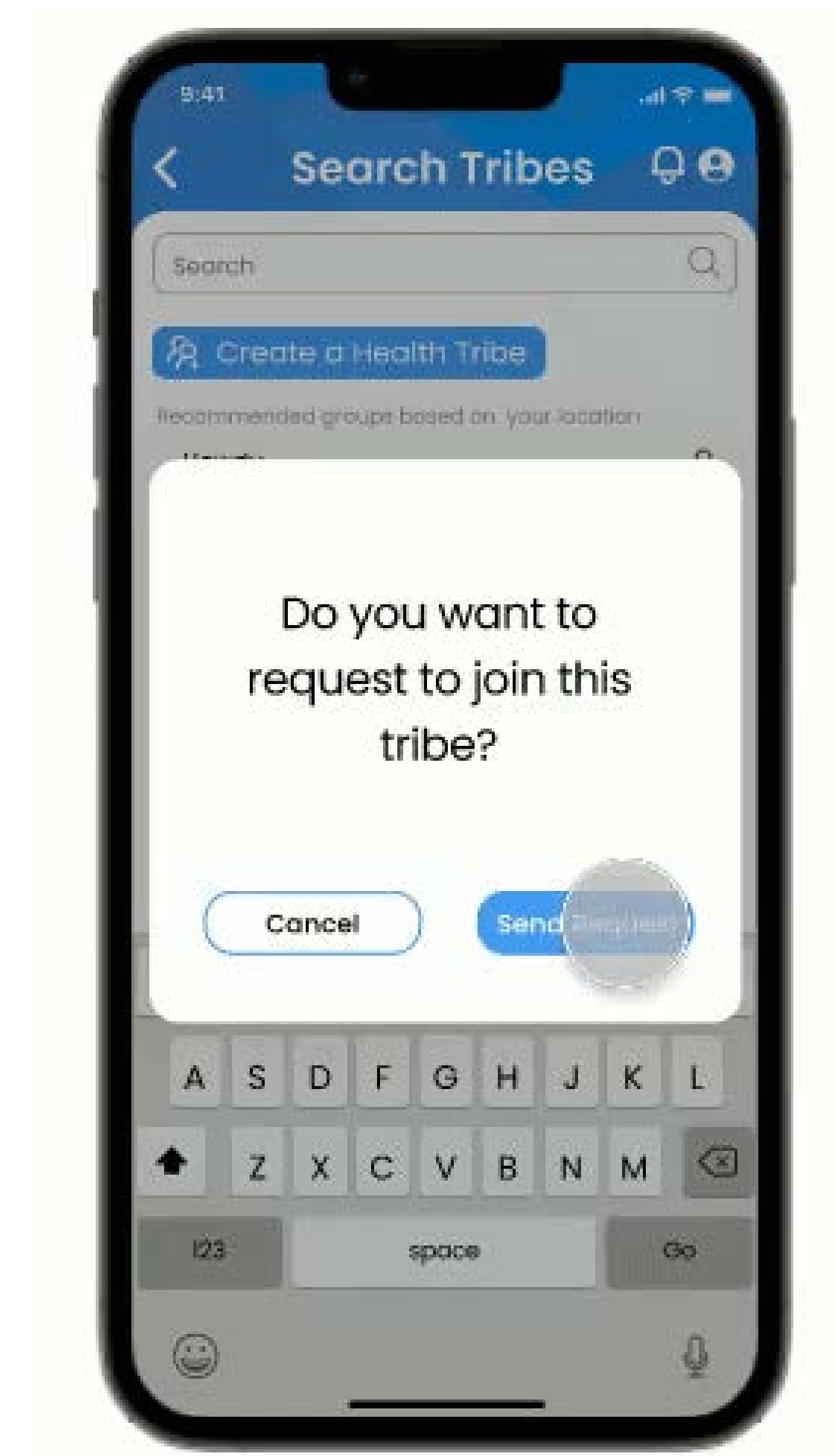Suggestive Search to easily find
Tribes

Ability to create multiple Tribes along with private and public settings

Designing with results

Send a request to join a tribe that may be private and join in tribe chat

Designing with results

View your public tribe goals and see how other members are doing

Designing with results

INOVCARES FINAL TAKEAWAYS

SUS score impoved from **40** on the original app to **92.9** with the redesign

Task Completion Rate improved from **25% to 100%**

Average Number of errors per user per task is down from **1.25 to 0.5**

Time on task is down from **33.45sec to 22.3sec**

Ease of uses core increased from **2.25 to 4.7 (out of 5)**

BUT.. WHAT'S NEXT FOR THE DESIGN PROCESS?

We can potentially explore how communicative features like Direct Messaging and the Q&A can be tied into InovCares social policies with admin control or, we could further add implementation to connect the rewards and tribe system allowing for an increased incentive for users to return to the app and remain healthy .

Lastly, we could expand more on the engagement goals by adding an educational section for women who may not feel comfortable talking or sharing health resources, as this was another major pain point for users.

The future is bright for mobile healthcare, and by empowering women to take control of their health through INOVcares, we can empower health for everyone.