



Phillip
Everson

Portfolio

2021

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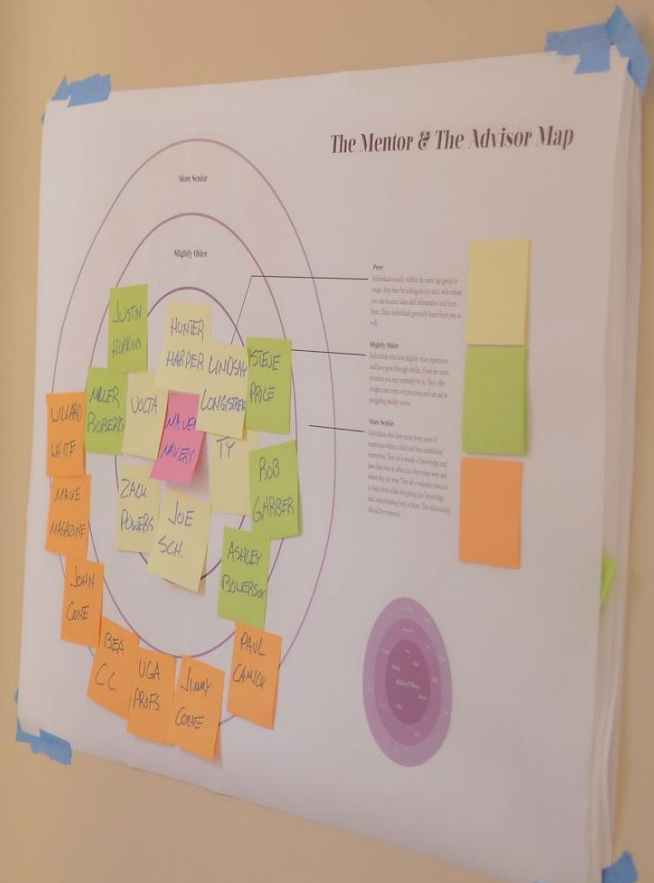


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About Me





Phillip Everson

I am a business, design, and UX professional specializing in research, strategy, and innovation with leadership and mentorship experience.

I apply the design process to business and innovation to produce value.

I have a background in technology, entrepreneurship, and management.

Education

Master of Art in Design Management

Bachelor of Science in Business Administration and Management

SCAD

The University for Creative Careers

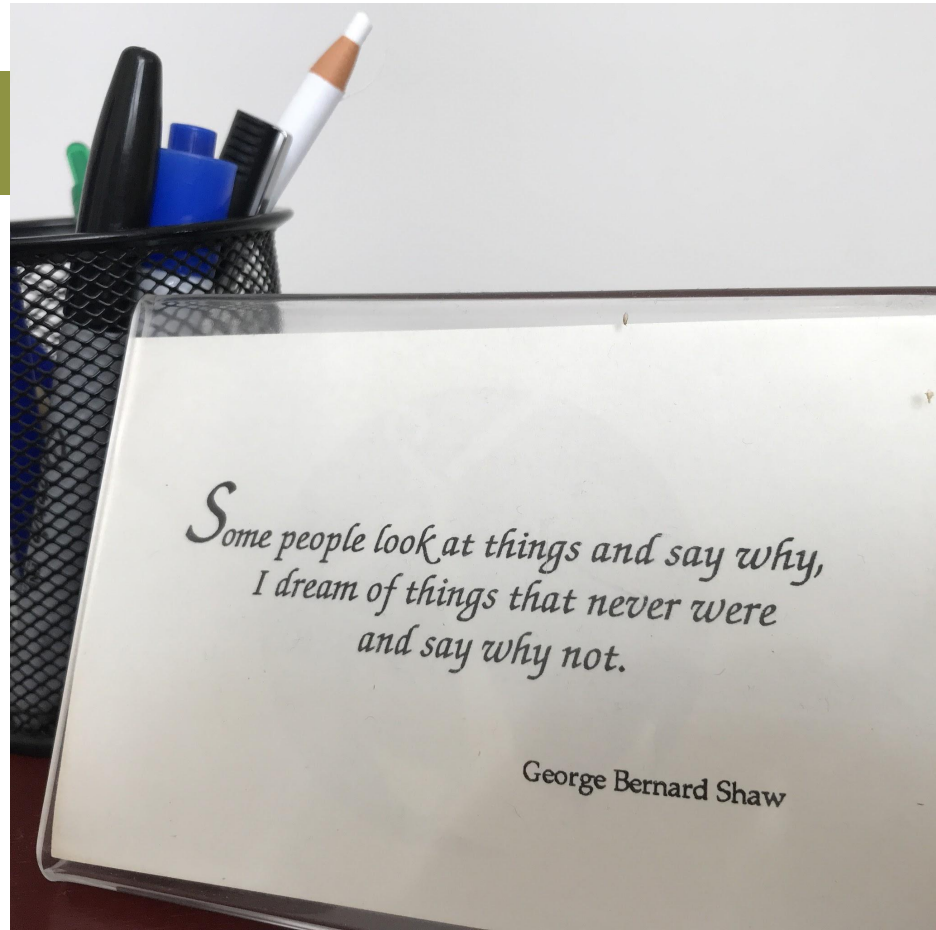


My Value

I strive every day to align the front stage (what the customer sees) and backstage (the support processes) to deliver the optimal customer experience—constantly balancing customer needs and business objectives.

Using human-centered approaches, I provide actionable insights to plan, build, or improve your idea, product, or business.

I ensure your product, service, or experience is something that is desirable, viable, and feasible.



Leader and Mentor

- Capacity Planning
- Team Building
- Project Roadmapping
- UX/Design Evangelism
- Talks and Presentations
- Project Management

Request Type							Capacity											
Name	Description	Objectives	Current UX Status	Strategic Pillar	Requester / On	Type (Print, Project or Pro)	September	October	November	December	January	February	March	April	May	June	July	August
Project Quartz - Phase 1	Working to improve the scholastic ecosystem, mobile responsiveness, and class ring configurator.	General UX improvements to HS.HI.com. Reducing clicks to access ring configurator. Improving portfolio search/select UX.	Ongoing	Operational Excellence	Jeff Shuler	Project	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Project Quartz - Phase 2	Working to improve the scholastic ecosystem, mobile responsiveness, and class ring configurator.	General UX improvements to HS.HI.com. Add class reclassers to current UX. Design reclasser configurator based on current design.	Ongoing	Growth	Jeff Shuler	Project	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Diploma Ordering	Improve process to order diplomas	Map current Diploma Order Form. Align with current stakeholders. Create mock up to improve current form UX. Generate recommendations for a new Diploma Ordering Process.	Ongoing	Operational Excellence	Ryle Brown	Project	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Virtual Grad Fair	Create a virtual grad fair experience	Map the current grad fair experience. Identify critical user needs. Create mockups, identify and evaluate potential solutions. Provide feedback and recommendations. Support development.	Ongoing	Innovation	Brian Fleming	Program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Yearbook Connect	Create a way for yearbook adviser to request pictures and comments from students and parents.	Design usability testing plan. Create participant homework and testing script. Conduct user testing. Identify issues and painpoints in critical flows for SP, Advisors, Parents, and Students. Report findings and recommend changes to improve UX.	Ongoing	Growth	Balaji Vaidhu	Program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SmartShare	Create a easy to use QR code manager.	Support continued development. Plan for continued user-oriented improvements. Conduct user testing. Report findings and recommend ongoing changes.	Ongoing	Innovation	Jeff Shuler	Program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
USNA	Create a website to sell commemorative products created from the recovered copper from the USNA Chapel Dome.	Support ongoing product and website development.	Ongoing	Growth	Jeff Shuler	Program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
College Rings	Improve College Ring ordering experience	UX	Upcoming	Growth	Jeff Shuler	Program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
College Commencement App	UX	UX	Upcoming	Operational Excellence	Michael Quedada	Program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Yearbook Order Center	Update the Yearbook Ordering website	Conduct a usability test on prototype. Improve HOC experience.	Upcoming	Operational Excellence	Jeff Shuler	Program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Project Quartz - Phase 3	UX	UX	Upcoming	Innovation	Andrew Chocketto	Program	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Scholastic Frames	Create a quick order scholastic frames email campaign	Design and launch email campaign for 2020 scholastic graduates.	z Complete	Innovation			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
College Bookstores	UX Audit	Conduct an audit of college bookstore products and UX.	z Complete	Growth			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
T21	Create comprehensive scholastic training platform	Project Manage and support development and launch.	z Complete	Operational Excellence			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
HJ Sales App	Create an app that gives sales partners access to customer accounts.	Conduct UX Audit and report findings.	z Complete	Operational Excellence			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Jostens and Balfour	Competitive UX Research	Review competitors website and experience. Report findings and recommendations.	z Complete	Operational Excellence			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals							170%	280%	250%	180%	110%	110%	60%	210%	180%	140%	80%	50%



Research and UX Evangelist



I Believe

...that no two businesses are created equal or have the exact same needs.

...that you should always be learning.

...that design should be simple, effective, and beautiful.

...that you can't business model your way out of a bad service.

...in communication, communication, and communication.

...that technology should bend to good design.

...that you should never sacrifice at the expense of your customer.



Methods and Approaches



Design Thinking

a human-centered approach to solve complex problems

Lean Innovation

a strategic approach to innovation

Jobs to Be Done

a rigorous method to identify user needs

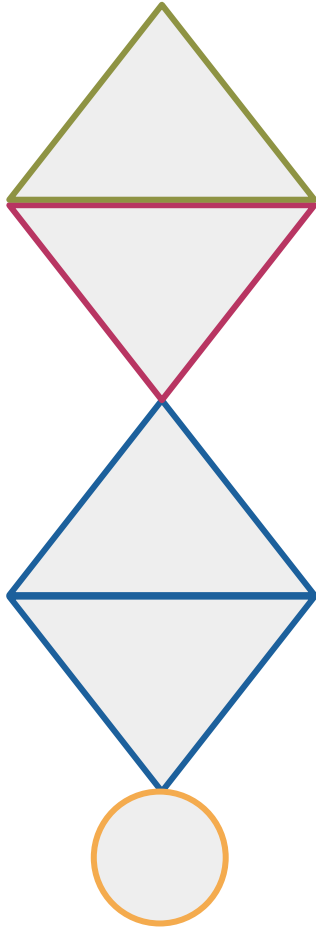
Service Design

a holistic, systemic approach to creating experiences



Process





1. Discover

2. Define

3. Design

4. Implementation

Discover

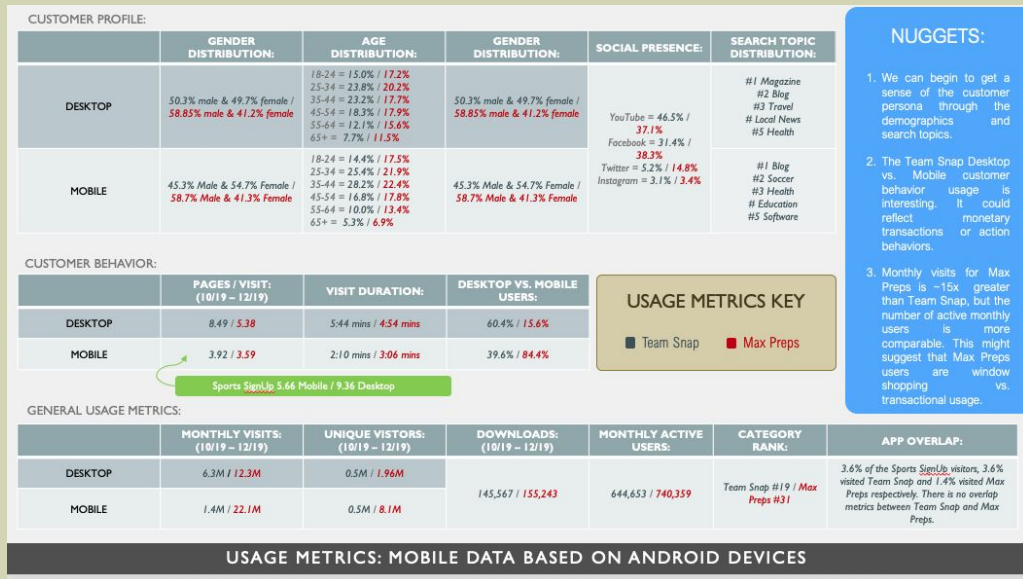
The Discover phase uses a mixed-method research approach—utilizing both qualitative and quantitative data to inform and generate insights.

I use qualitative methods like Contextual Inquiry, Co-creation, and JTBD to gain a deep understanding of the needs of your customers and stakeholders. This enables me to derive meaningful insights based on real-life situations.



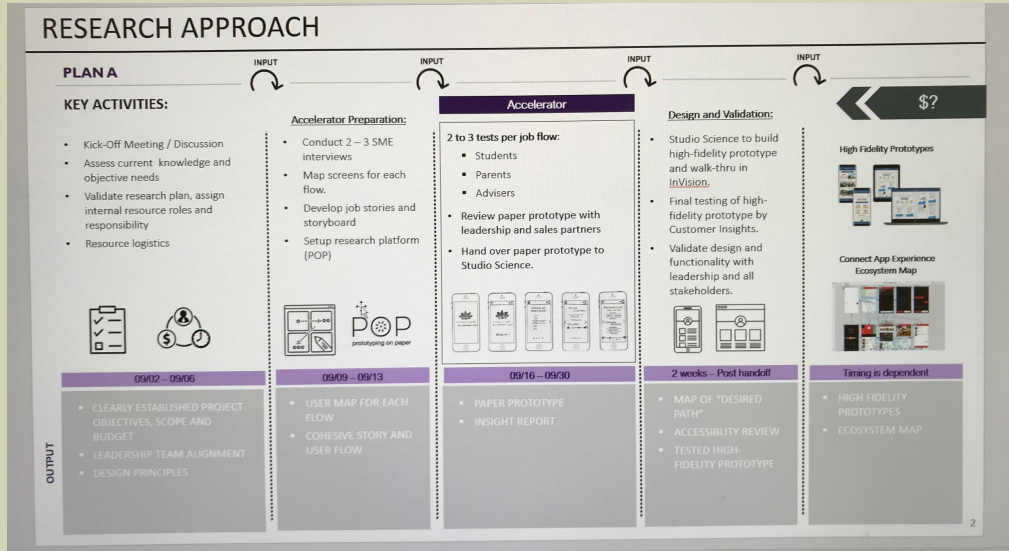
Types of Research

- Market Research
- Contextual Research
- Trend and Futures
- Competitor Research



qualtrics.SM XM

Research Planning



- Research Plans
- Recruiting
- Screening
- Tool Selection



Market and Competitor Research

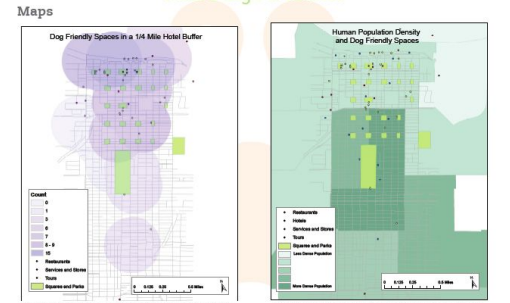
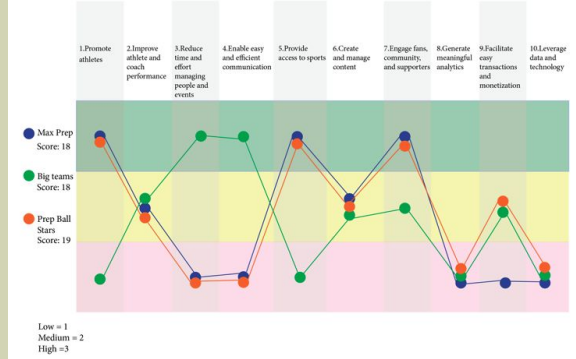
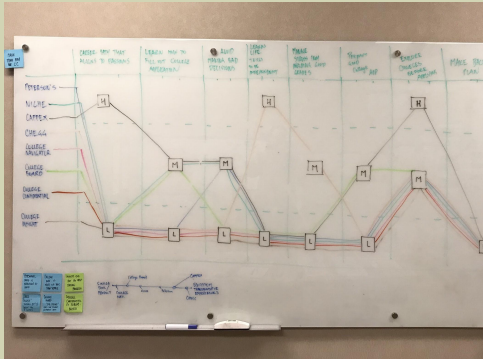
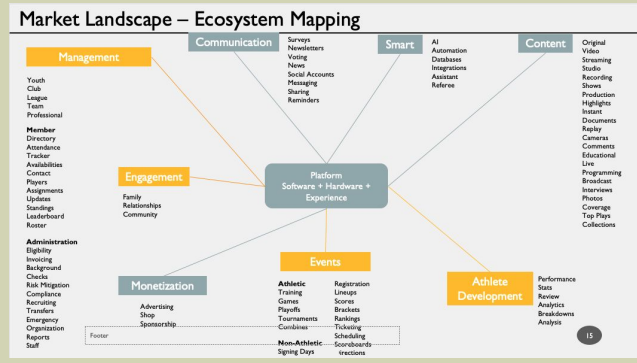
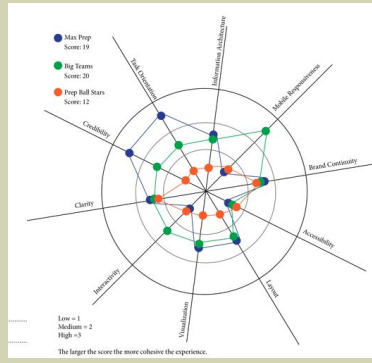
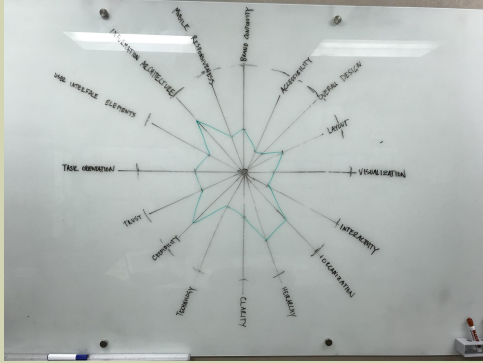
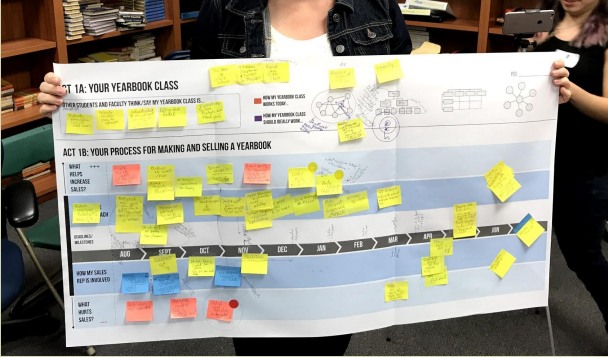


Figure 30. Dog Friendly Spaces and Buffer Zone. Author Image (Database in Appendix 1)

Figure 31. Dog Friendly Spaces and Population Density. Author Image (Database in Appendix 1)



Contextual Inquiry



ANNOUNCEMENT'S SPARK

Thinking about the most important friends and family that you sent or would send announcements to, what would the 3-6 personal messages to thank them for their support of your student throughout high school? Write your response to this question in the bubbles below.

Ex. They are an inspiration - and my student is pursuing their dream/passion.

Ex. They have been prepared for independence.

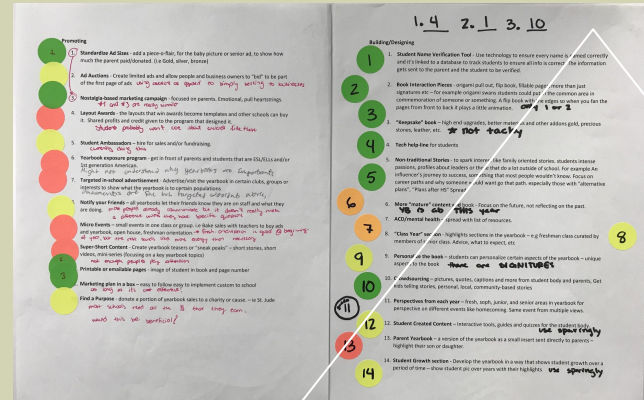
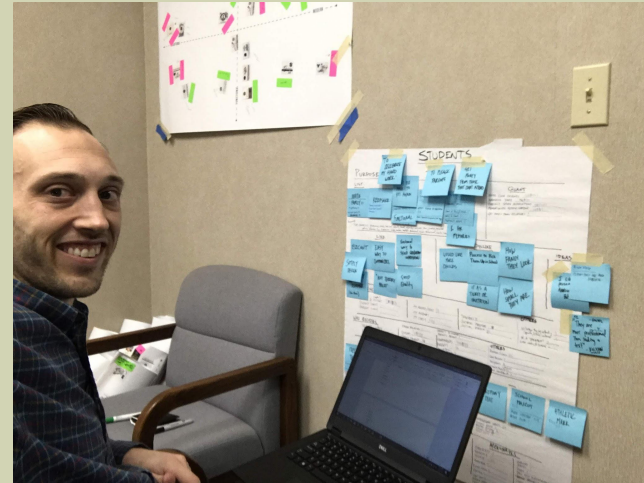
Message I want to communicate to friends and family...

Ex. They helped them build their identity as a Jefferson High School Patriot.

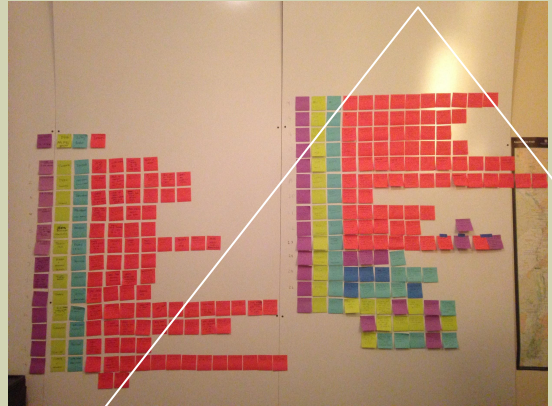
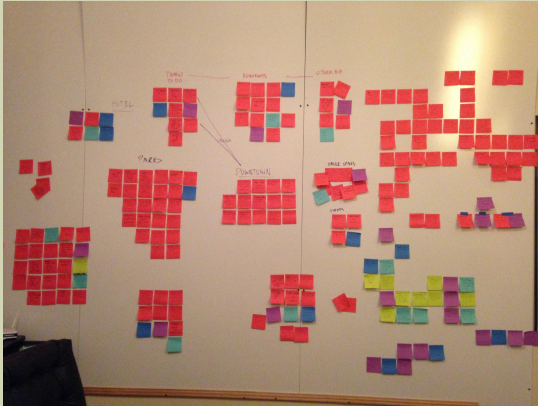
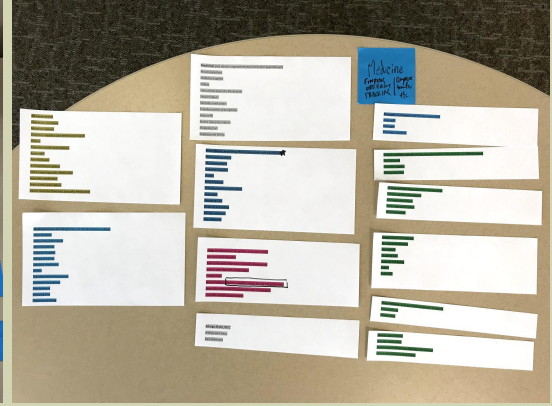
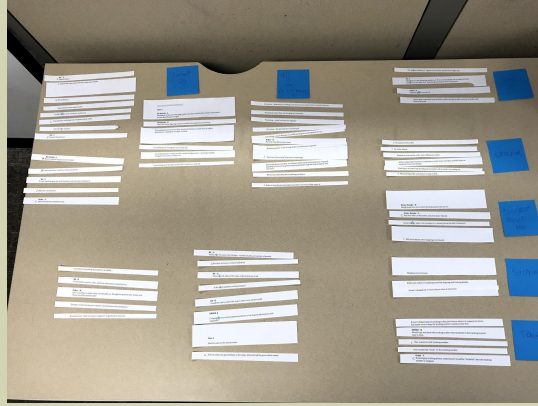
Ex. The REAL FRIENDSHIPS they made in high school will last forever.



Analysis and Synthesis



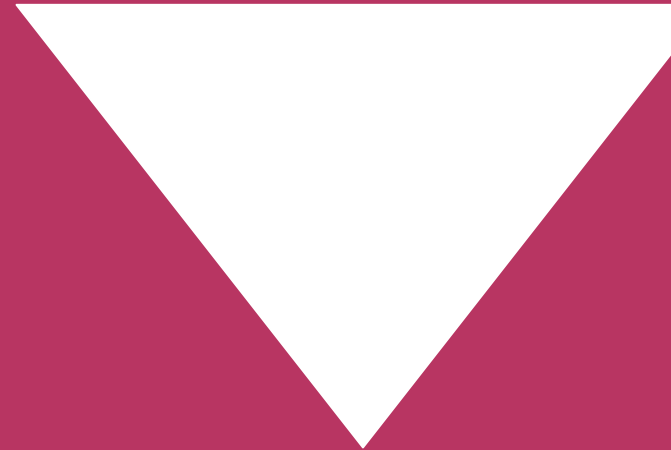
Affinitization



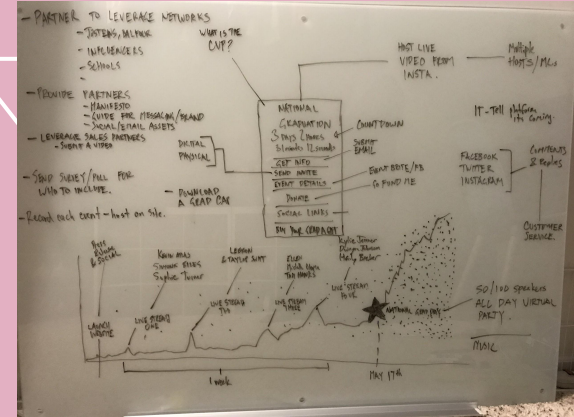
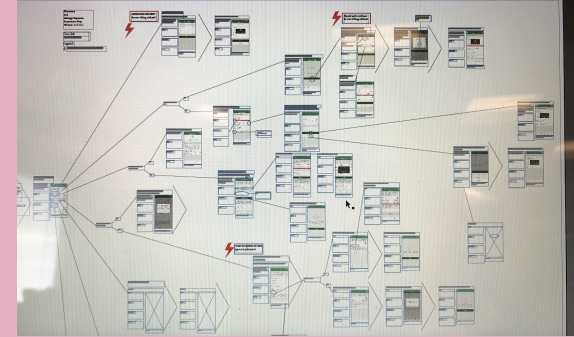
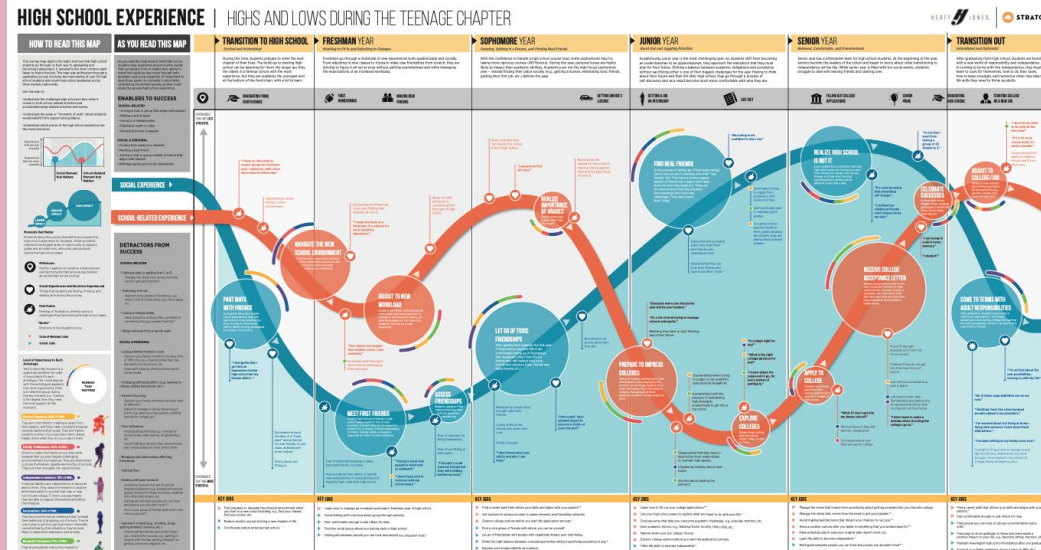
Define

During the Define phase, I synthesize the research from the Discover phase to uncover meaningful insights about your business.

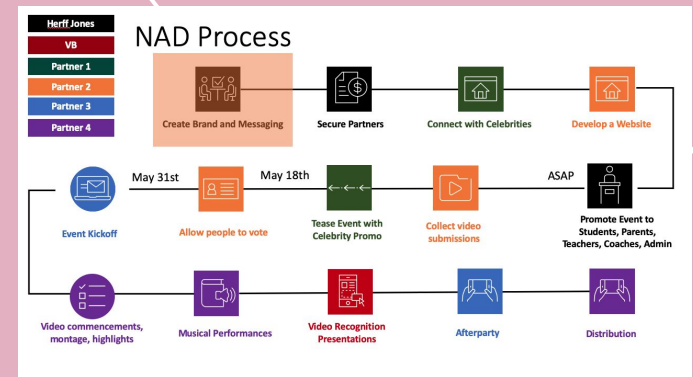
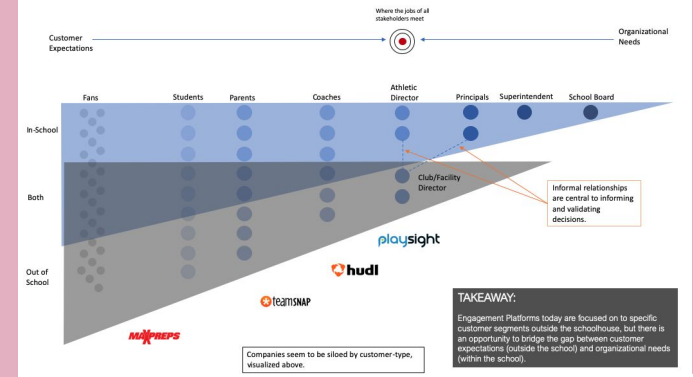
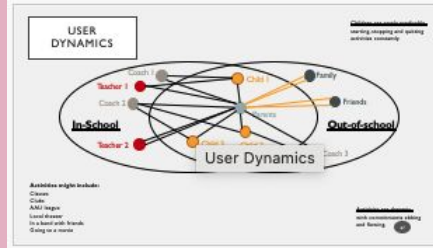
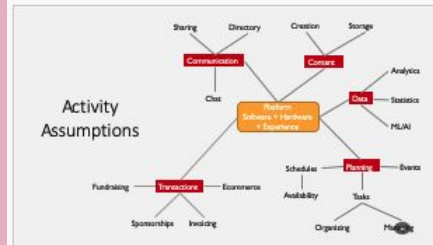
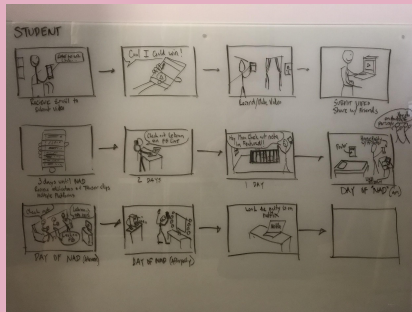
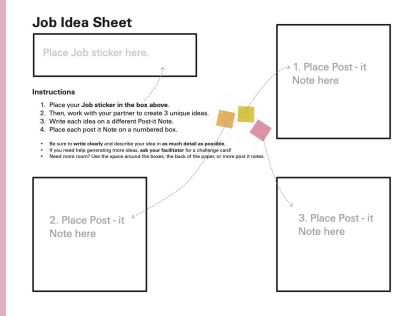
Insights are used to develop frameworks and generate ideas that are rooted in real customer behaviors and business goals—meaning, the insights are actionable and can be really implemented!



Journey and Experience Maps



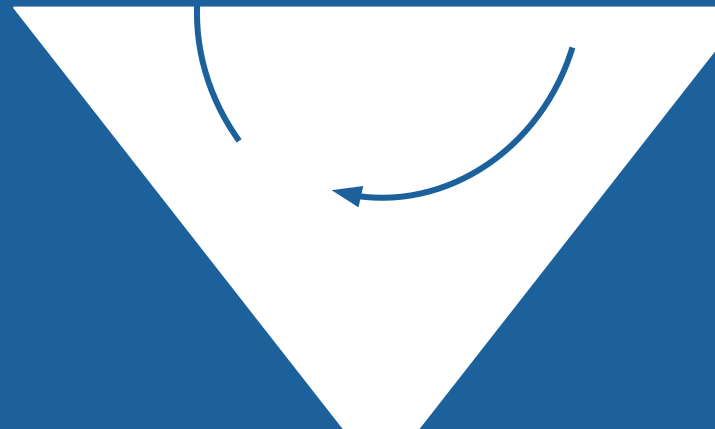
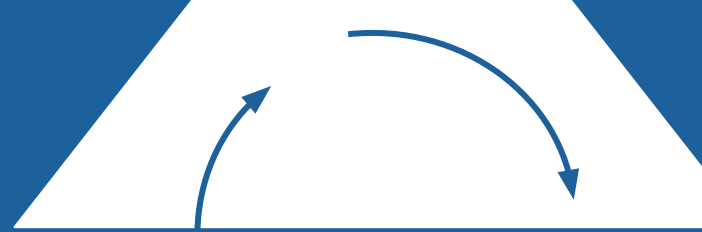
Storyboards and Frameworks



Design

Using the insights gleaned from the Define phase, ideas are generated during the Design phase to bring those insights to life and to ensure that concepts stay rooted in learnings.

You may be asking yourself, “What exactly is it that you’re designing?” Design outputs are highly dependent upon the insights I uncover.



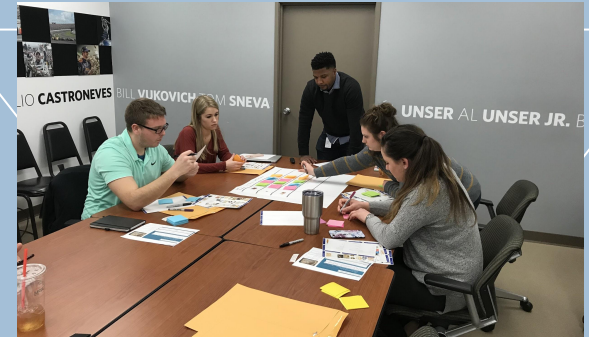
Workshop Design and Facilitation

- Small and Large Groups
- In-person and Remote

M U R A L

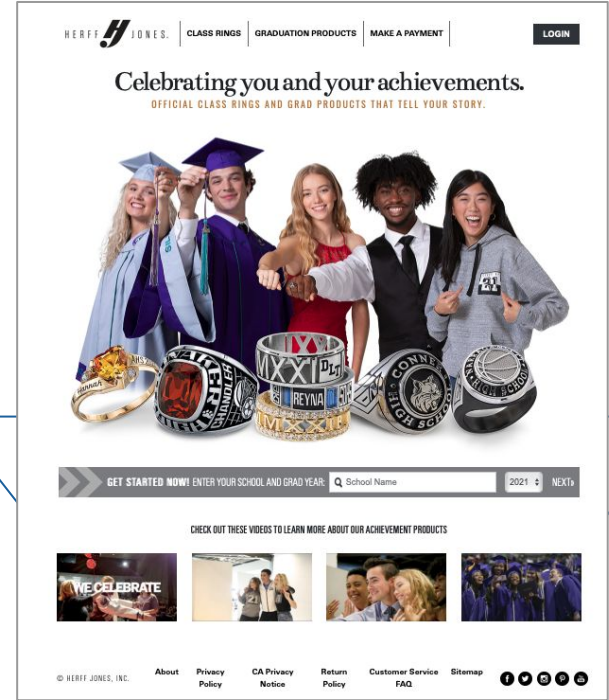
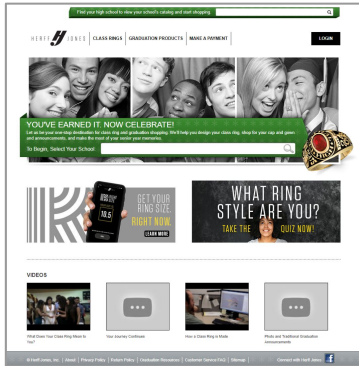


Workshop Design and Facilitation



Wireframes

- Low, medium, and high fidelity prototyping

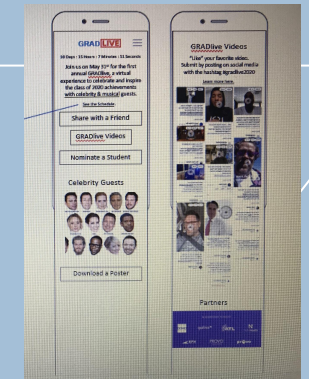
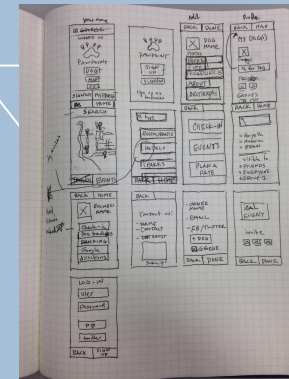
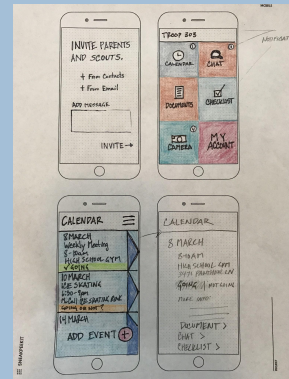
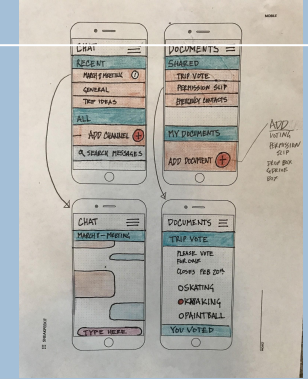
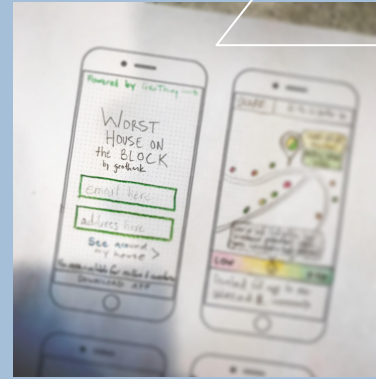
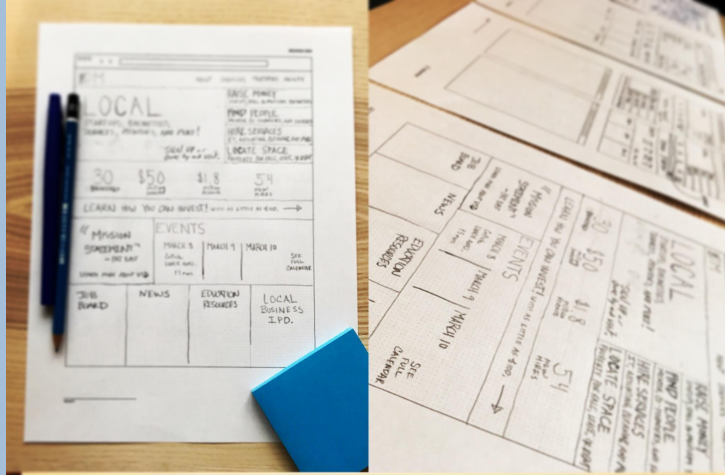


Old

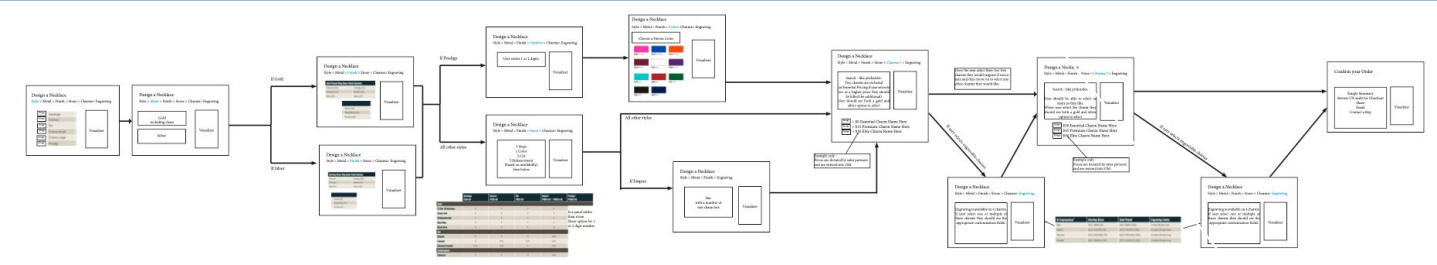
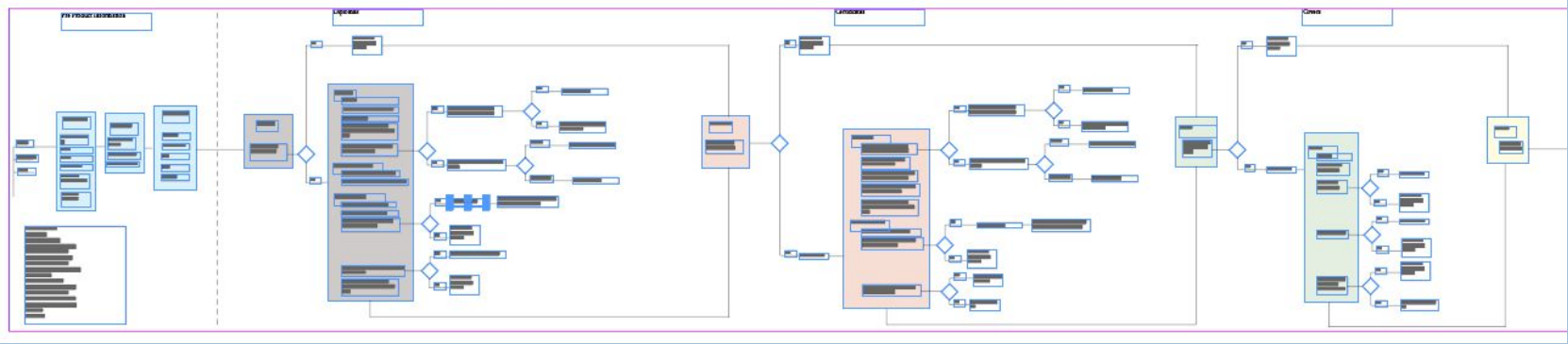


New

Wireframes



Mockups



Pitch Competitions, Design Sprints & Hackathons

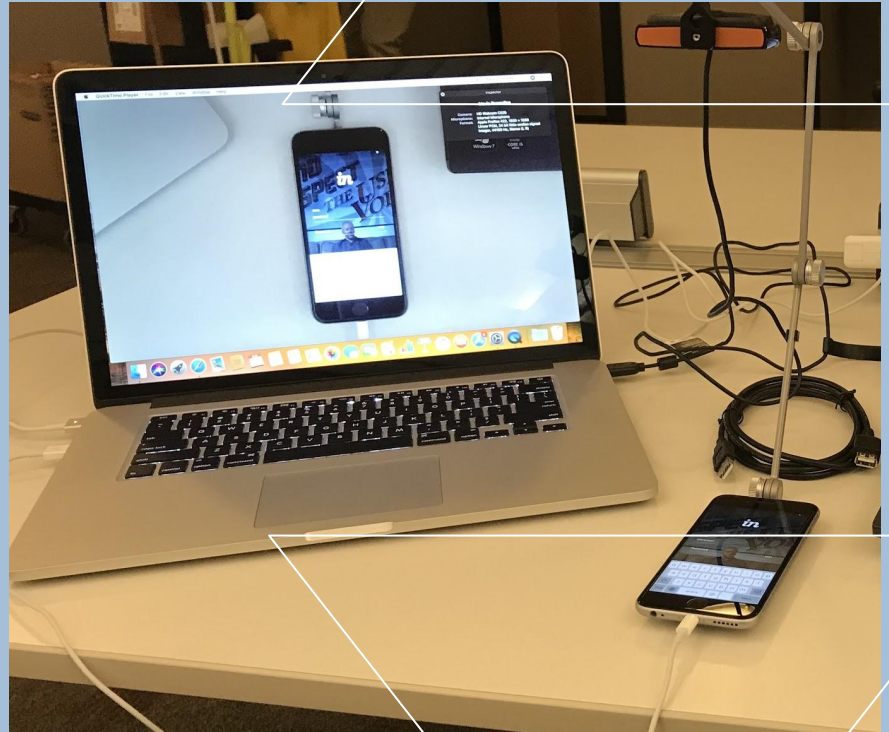


Usability Testing

- Task-based
- In-person and Remote
- Moderate and Unmoderated
- From Planning and Recruitment to Execution and Reporting

User Testing

 **userzoom**
THE UX INSIGHTS COMPANY



Implementation

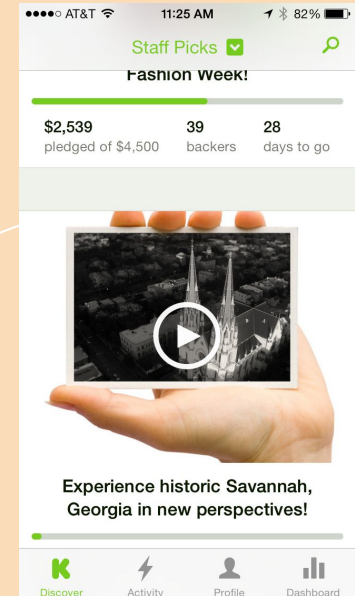
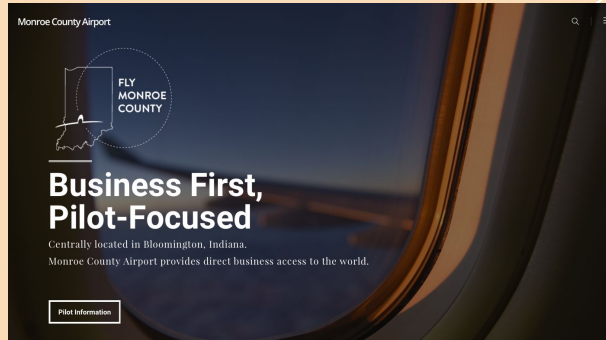
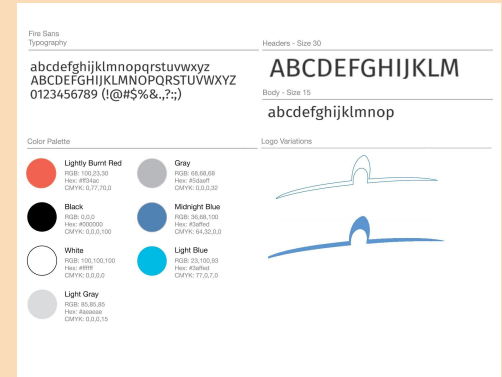
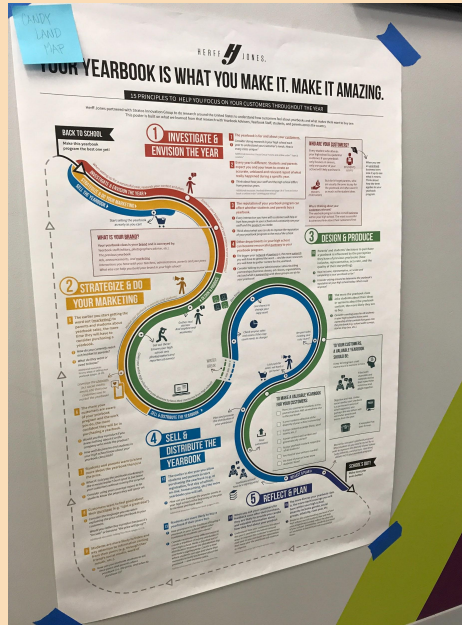
Once we've collaboratively chosen a design and direction, I help you bring your new offering to market through the Implementation phase.

Through planning and design management, I maintain control over the entire process to ensure the quality of your offering.



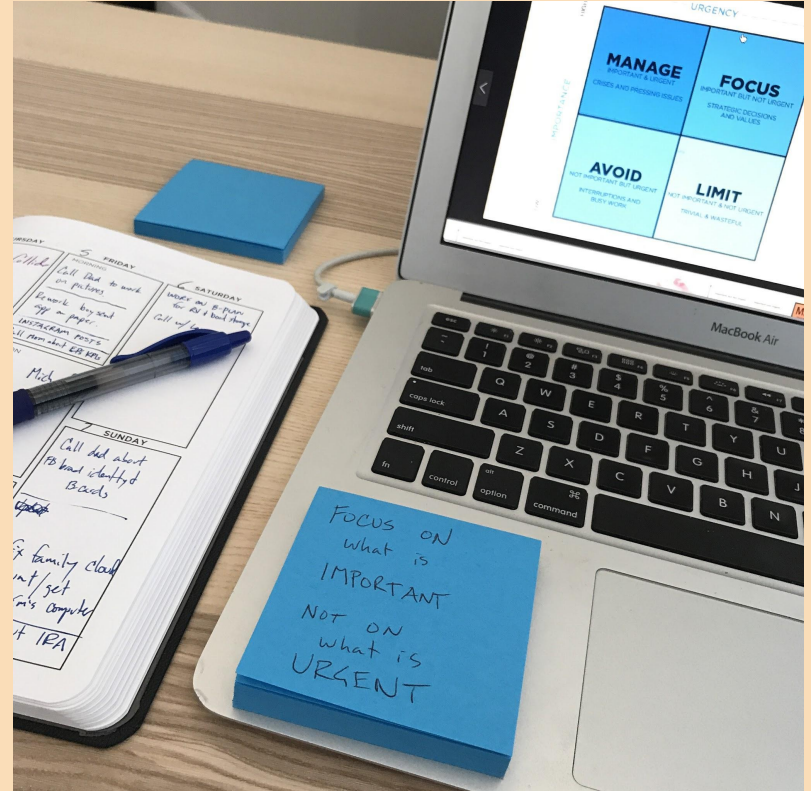
Deliverables

- New Products, Services, Experiences, and Businesses
- Service Blueprints
- Product Roadmap
- Journey Map
- Personas and Archetypes
- Experience, Systems, Ecosystem, Relationship, and Process Maps
- Wireframes, Mockups, and Prototypes
- Research Reports
- UX and Usability Audits
- Jobs To Be Done Analysis



Outcomes

- Happier, more loyal customers
- Better decisions
- Increased revenue
- More efficient operations
- Fewer mistakes and rework



**Thank
you!**

Visit my website for more
information, case studies,
synthesis examples,
downloadable frameworks,
and more.

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