

Hey! I'm Charmaine, a Senior Product Designer in Brisbane.

With over 12 years experience, my focus is my obsession; creating beautiful digital and product experiences that function with purpose and people love to use.

Outside of work I'm building pillow forts, soaking up the sun and creating memories with my little family.





Show-off exceptions.

Mostly modest, but sometimes not. These are my show-off exceptions made up of recent projects while showcasing some insight into my design process.

Fun fact

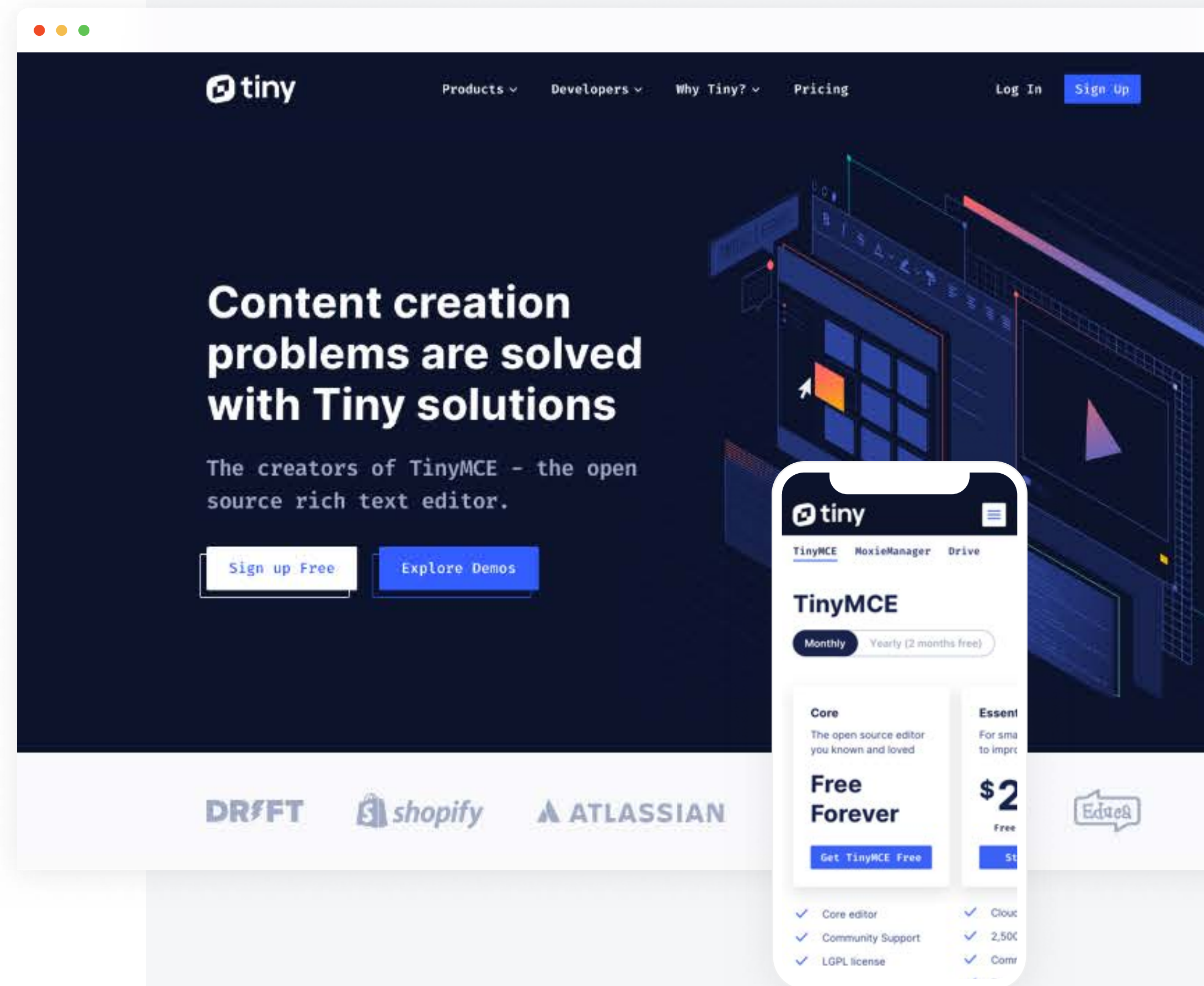
I designed the Wotif.com logo you know and see today in 2014, which Expedia later launched in early 2015.

Brand + Digital Experience Over-haul

Tiny | Design Lead | UI/UX Designer

LINKS

[Inside Look](#)

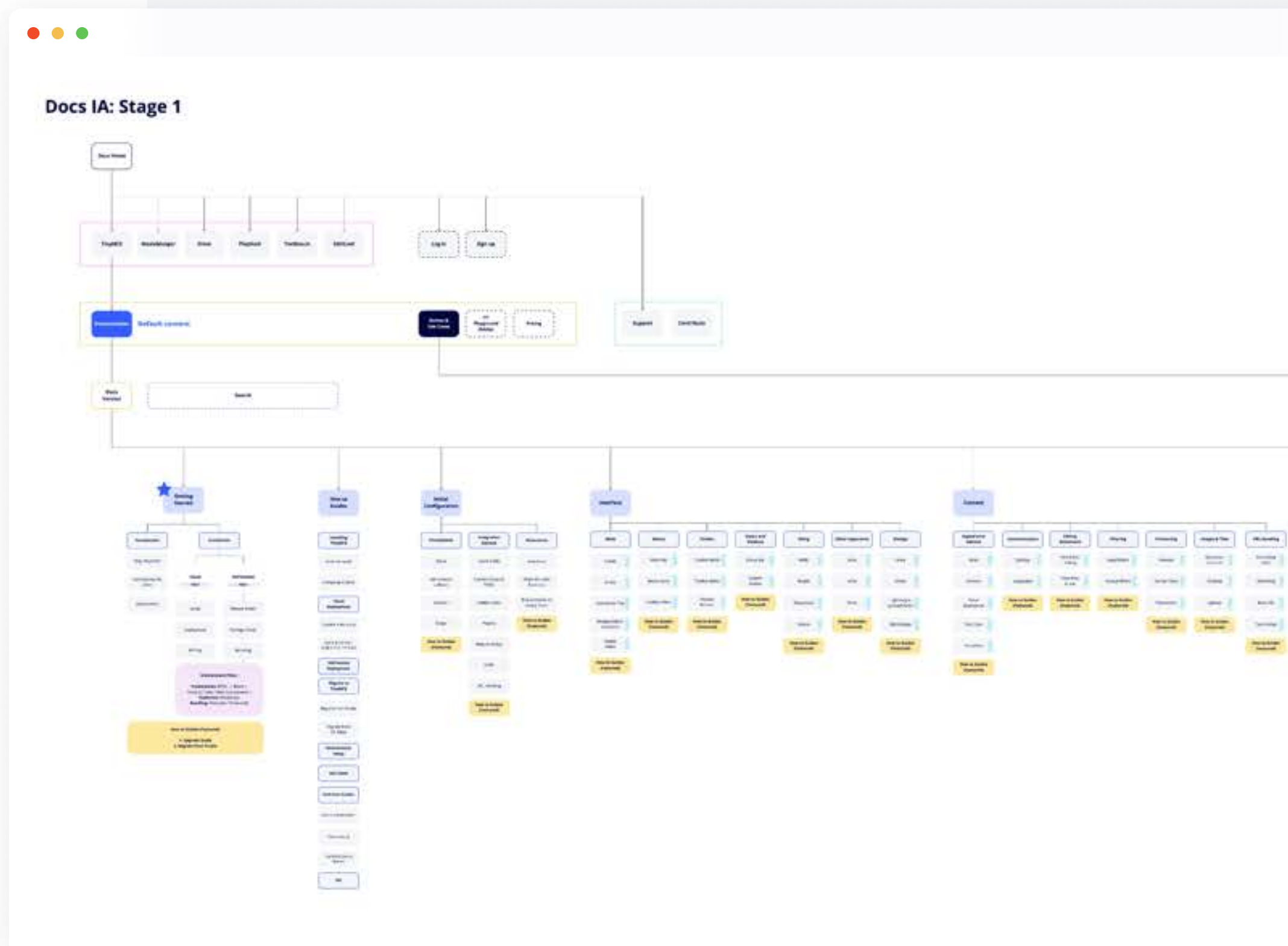


Docs Information Architecture

Tiny | Design Lead | Senior Product Designer

PROPOSAL IA

Stakeholder Presentation



Healthcare Cover Comparison Tool

Client | Bupa Health Insurance

The Bupa Experience Design Team through user research and testing established they were in need of a health care cover comparison tool. The tool needed to be integrated into the MyBupa interface for existing membership holders to view, compare and change their cover (if desired) at any time without having to speak to a Bupa consultant.

The end results included a step by step navigation to assess the customers needs before comparing their current cover with Bupa's recommendations.

MY ROLE

UX Consultant

DESIGNED AT

Paper Meets Pixel

TRADE TOOLS

Paper + Pen

Adobe XD

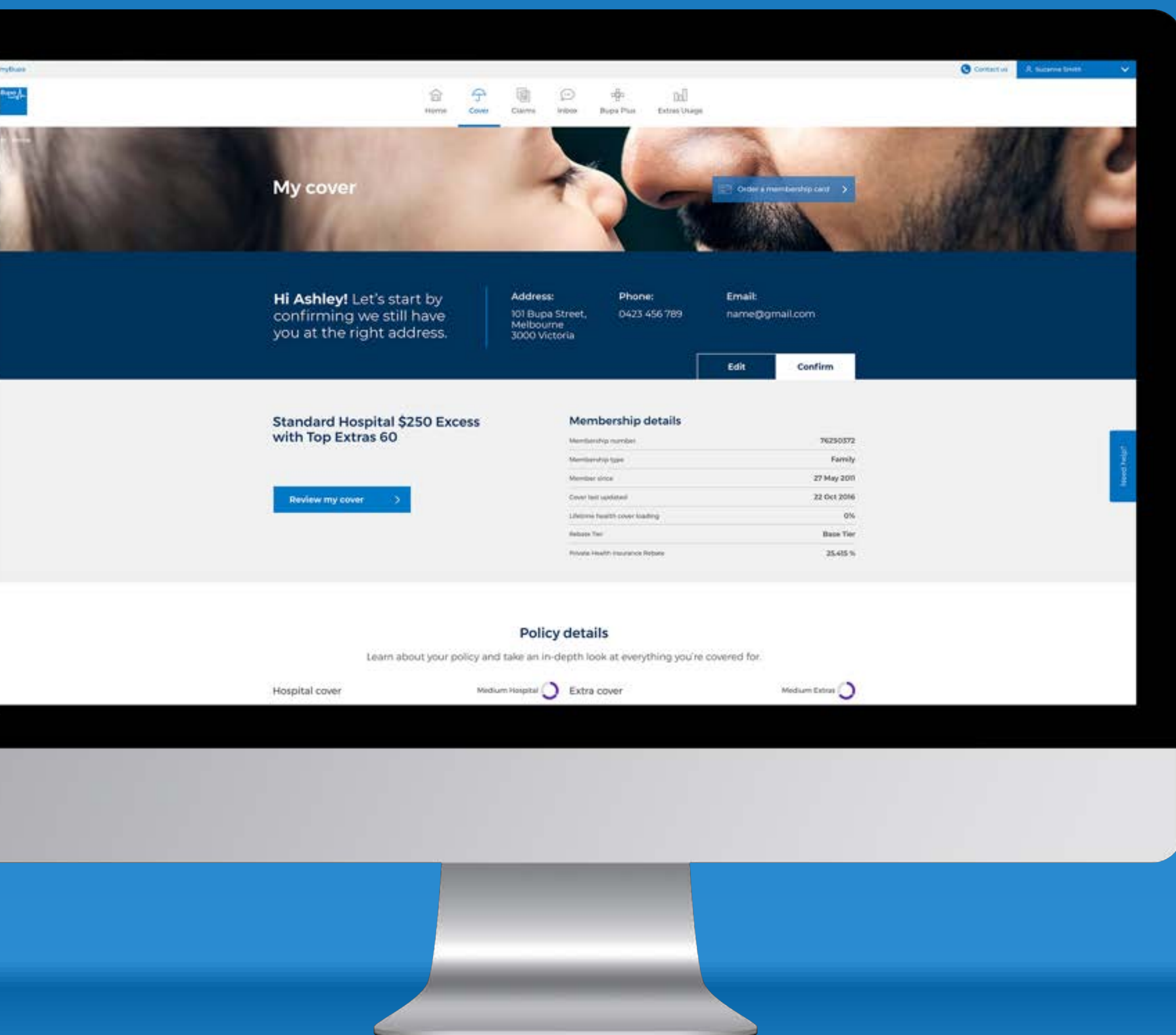
Adobe Illustrator





The image displays a sequence of six wireframes for a health insurance cover review tool, illustrating the design process from initial concept to a functional prototype.

- Wireframe 1:** A simple grid layout with six boxes, each containing a potential user goal or concern: "I would like to add or remove a person", "I would like to have a baby", "I want to increase my cover", "My Situation has Changed", "I would like to find the best cover for my needs", and "I need cover for something specific".
- Wireframe 2:** A more structured layout titled "Your Cover Review is almost done...". It includes a section for "Here is how your quote has changed:" with "From:" (\$25.25 per week) and "To:" (\$18.80 per week). Below this, it lists "Here's what's different in your cover, scroll down to show more." with three categories: "ONLY THE ESSENTIALS" (Health Cover Loading & Medicare), "DENTAL CHECK UPS", and "NO LONGER COVERED..." (Dental check-ups and more at \$1000 extra).
- Wireframe 3:** A layout titled "Before we continue...". It includes a section for "Add physiotherapy", "Add chiropractic", or "Don't add". Below this, it asks "Want to know what types of coverage members like you have?" and shows a donut chart representing the distribution of coverage types among members.
- Wireframe 4:** A layout titled "Your Current Cover:" and "Our Recommendations:". It includes a table with columns for "Your Current Cover:", "Our Recommendations:", and "Your Current Cover:". The table lists various cover types and their associated costs, with "Our Recommendations:" providing a comparison of different cover options.
- Wireframe 5:** A layout titled "Your Current Cover:" and "Our Recommendations:". It includes a table with columns for "Your Current Cover:", "Our Recommendations:", and "Your Current Cover:". The table lists various cover types and their associated costs, with "Our Recommendations:" providing a comparison of different cover options.
- Wireframe 6:** A final layout titled "Your Current Cover:" and "Our Recommendations:". It includes a table with columns for "Your Current Cover:", "Our Recommendations:", and "Your Current Cover:". The table lists various cover types and their associated costs, with "Our Recommendations:" providing a comparison of different cover options.



Develop

Getting creative and jumping into explore possible solutions for the brief included pen + paper and messy XD artboards.

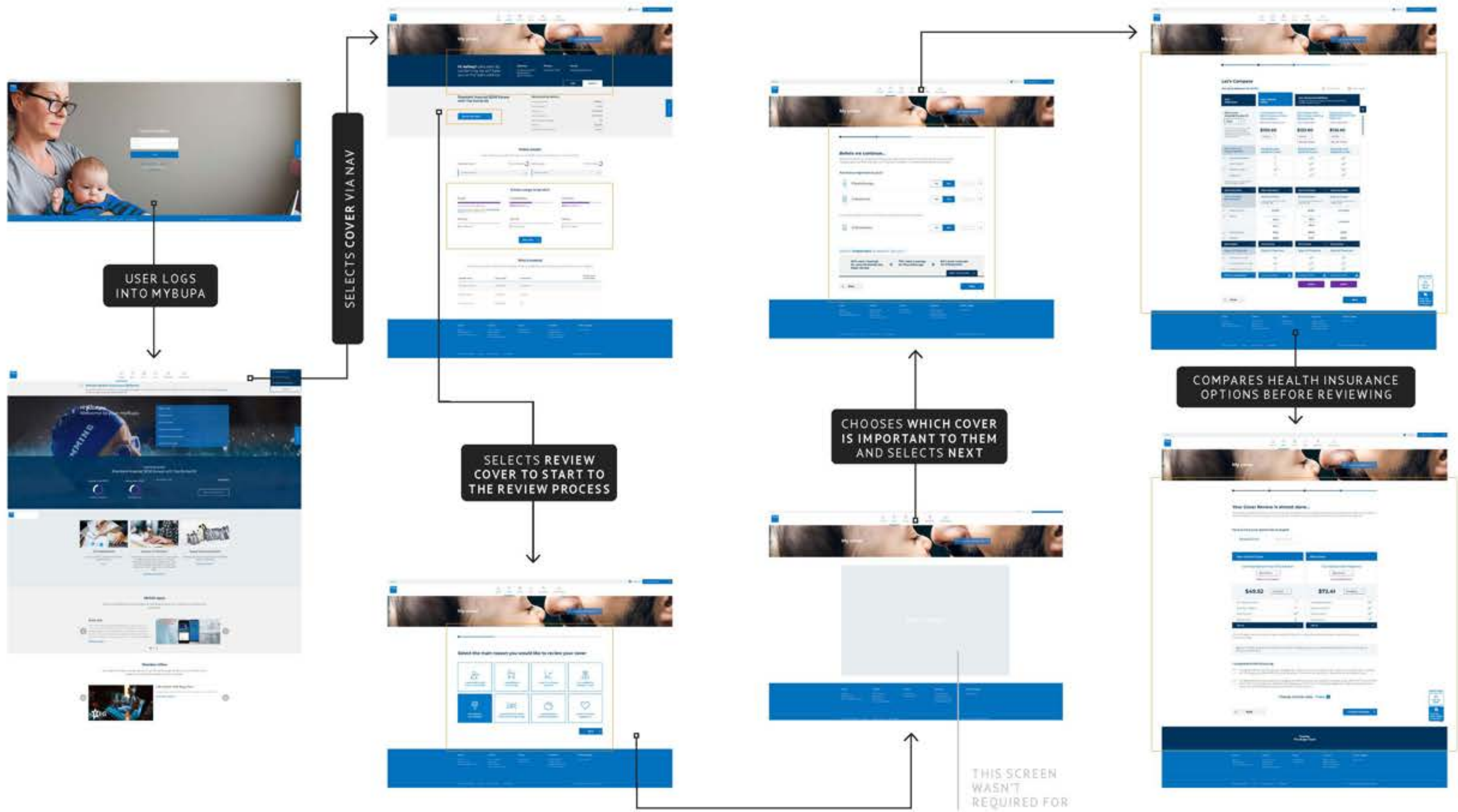
Here I'm working out which solutions are the best way of doing things. Is the solution meeting every requirement?

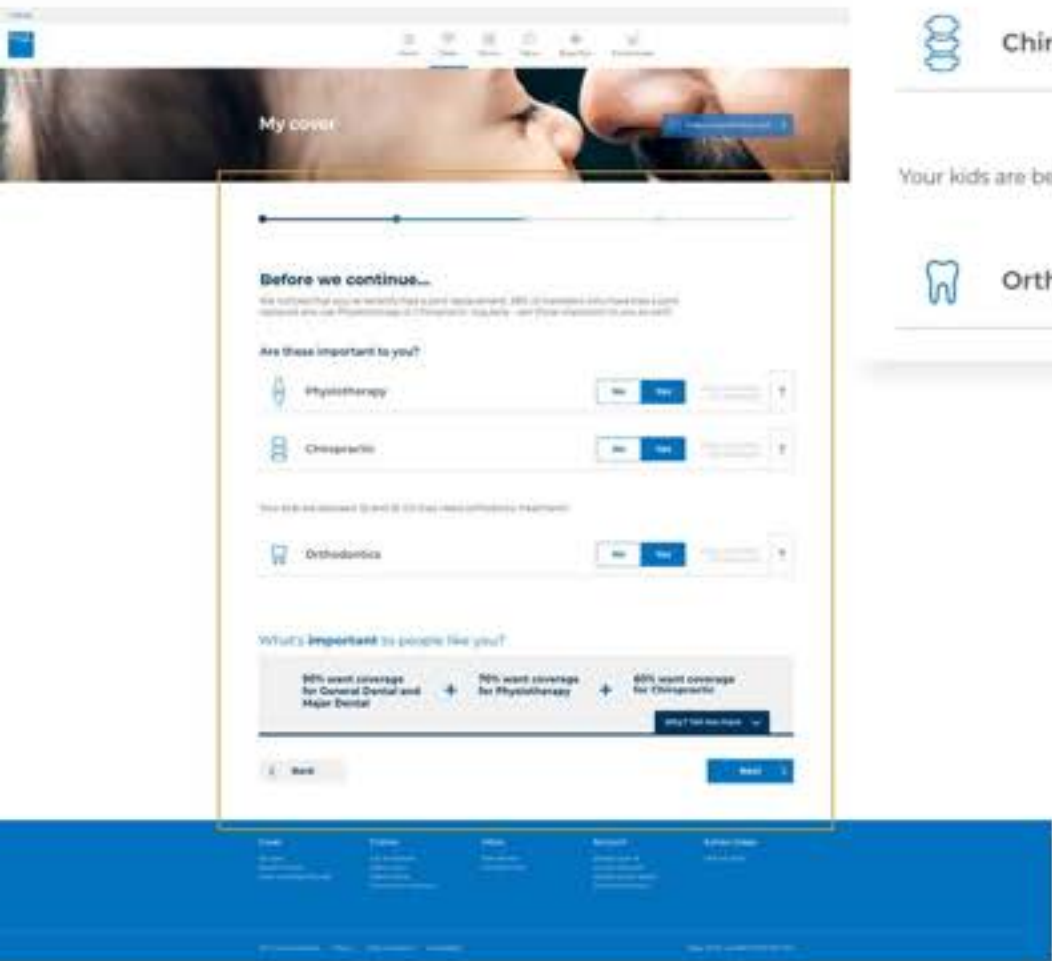
How complicated is it? Testing and experimenting myself and also with the Experience Design Team.

Deliver

Narrowing down the solutions a final design was executed. Once approved by the team they were then user tested and small adjustments where made before final handover.

The results were used for internal and user testing. The final design will be designed by Bupa's inhouse designers.





Are these important to you?



Physiotherapy

No

Yes

Why could this be important?

?



Chiropractic

No

Yes

Why could this be important?

?

Your kids are between 10 and 18. Do they need orthodontic treatment?



Orthodontics

No

Yes

Why could this be important?

?

What's **important** to people like you?

90% want coverage
for General Dental and
Major Dental

+

70% want coverage
for Physiotherapy

+

60% want coverage
for Chiropractic

Why? Tell me more



The Details

In the previous screen users were able to select what they'd like to be covered for using a card sort (not designed for this project).

User testing however, revealed that often what was important to the user or required based on their medical history wasn't always covered. This was generally due to their chosen level of cover or a misinterpretation of their own health needs. A simple toggle was chosen to emphasis their choice.

The Experience Design Team wanted to include a promotional area that showcased data on what other cover holders were covered for. Initially the team tested this as a step in the process, however testing found it confused users.

Through experimentation, a simple banner that when the CTA was selected would slide out to reveal more information.



Let's Compare

Your Quote Reference ID: QRM234

Headline

Select your Hospital Excess: (?)

\$500

(?) This is how much you will pay to when admitted to Hospital as a private patient, applies once per person, twice per membership

Headline

Lite Hospitals with \$500 Excess and Your Choice Extras

Bronze Plus Hospital Cover

\$100.60

Monthly

Headline

Top Hospital with \$500 Excess and Your Choice Extras

Gold Hospital Cover

\$120.60

Monthly

Headline

Top Hospital with \$500 Excess and Top Extras 60

Gold Hospital Cover

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Top Hospital with \$500 Excess and Top Extras 60

Gold Hospital Cover

\$135.60

Monthly

Let's Compare

Your Quote Reference ID: QRM234

Save Quote

Print Quote

Your Selections

Select your Hospital Excess: (?)

\$500

(?) This is how much you will pay to when admitted to Hospital as a private patient, applies once per person, twice per membership

Your Current Cover

Lite Hospitals with \$500 Excess and Your Choice Extras

Bronze Plus Hospital Cover

\$100.60

Monthly

Our Recommendations

Based on what you've told us, these covers are most suitable for your needs

Top Hospital with \$500 Excess and Your Choice Extras

Gold Hospital Cover

\$120.60

Monthly

+ \$20 per month

Top Hospital with \$500 Excess and Top Extras 60

Gold Hospital Cover

\$135.60

Monthly

+ \$35 per month

Add comparison

More Extras

Special Features

✓ No Excess for Kids

✓ No Gap Dental for Kids

✓ Unemployment Cover

Product Documents:

Download PDF

More Extras

Special Features

✓

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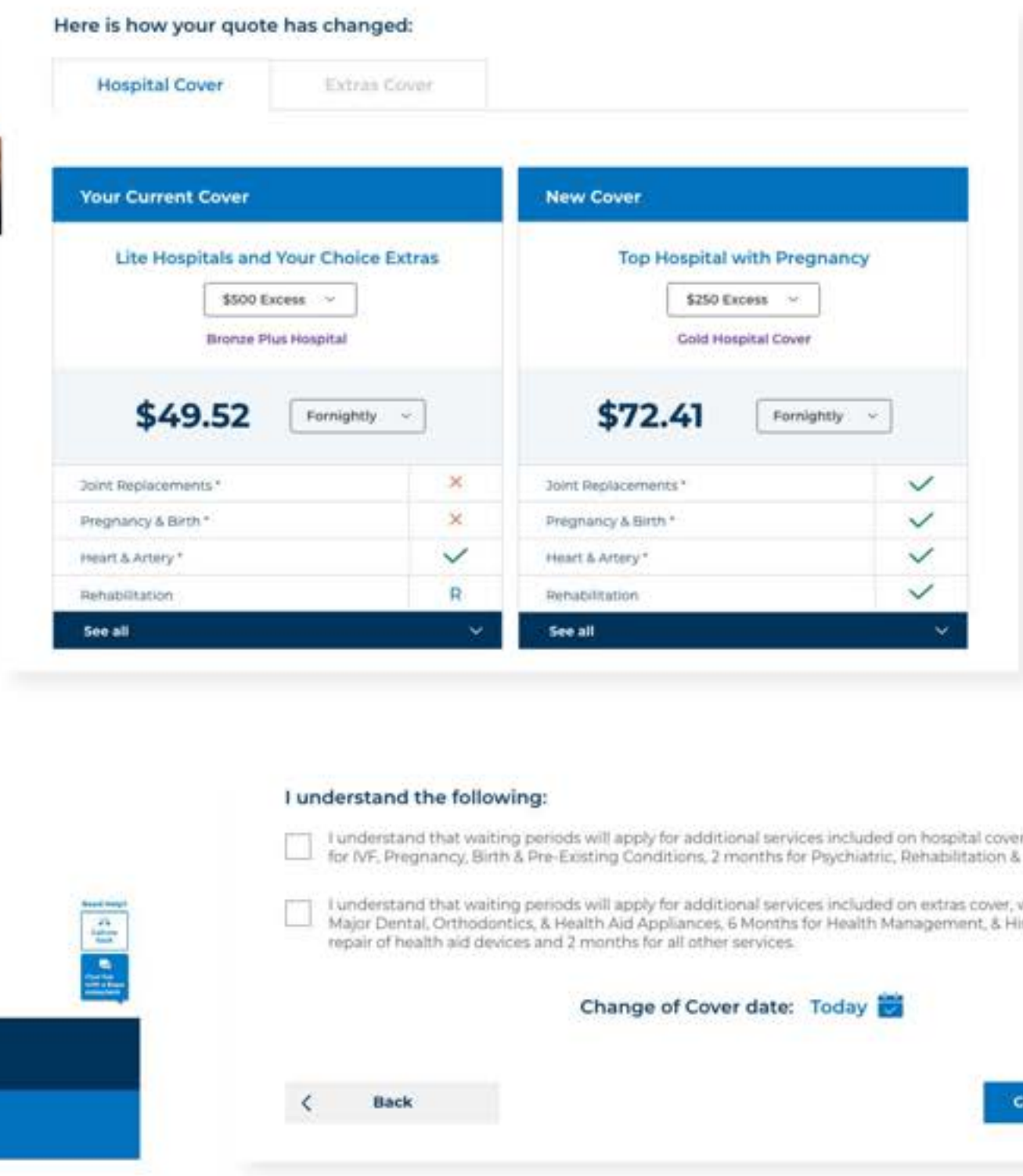
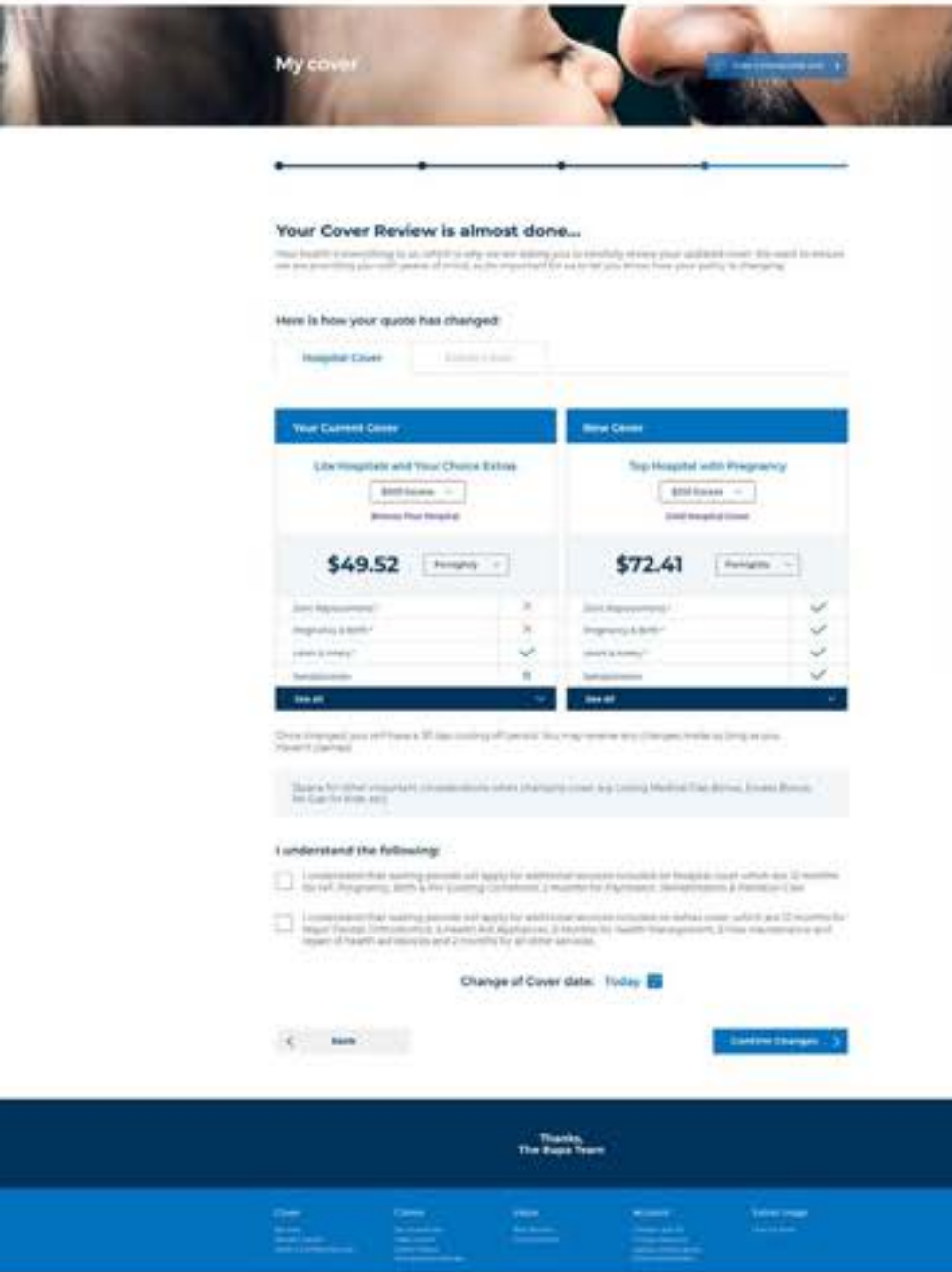
Compare

Along the top of the compare process a click-able progress bar showed the previous, current and future steps while also allowing the user to navigate between steps they had complete.

The 'Your Current Cover' section indicates the member/users cover level allowing easy review and comparison to Bupa's new recommendations.

The option to remove and add additional cover levels was included at this point to minimise back stepping for change of mind.

Features such as downloadable PDF's and options to print and save the quote allows the user to come back at a later date if needed.



Almost Done

Once a user has selected a new level of cover a snap shot of the current and new cover are shown side by side highlighting how the cover will change.

Here the user can except and change the cover as of a selected date and confirm changes.

Day Stay Experience Map

Client | Bupa Health Insurance

Bupa's Experience Design Team wanted to visually show a possible customer experience members might have for a day procedure. The team provided the customer actions, emotional journey, customer feelings, pain points, touch points and desired outcomes content to be included into the final A0 poster design.

Visually representing this experience called attention to the areas where Bupa's involvement was both done well and lacking. Additionally, revealing opportunities for Bupa to be more involved improving their members overall experience.

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TRADE TOOLS

Paper + Pen

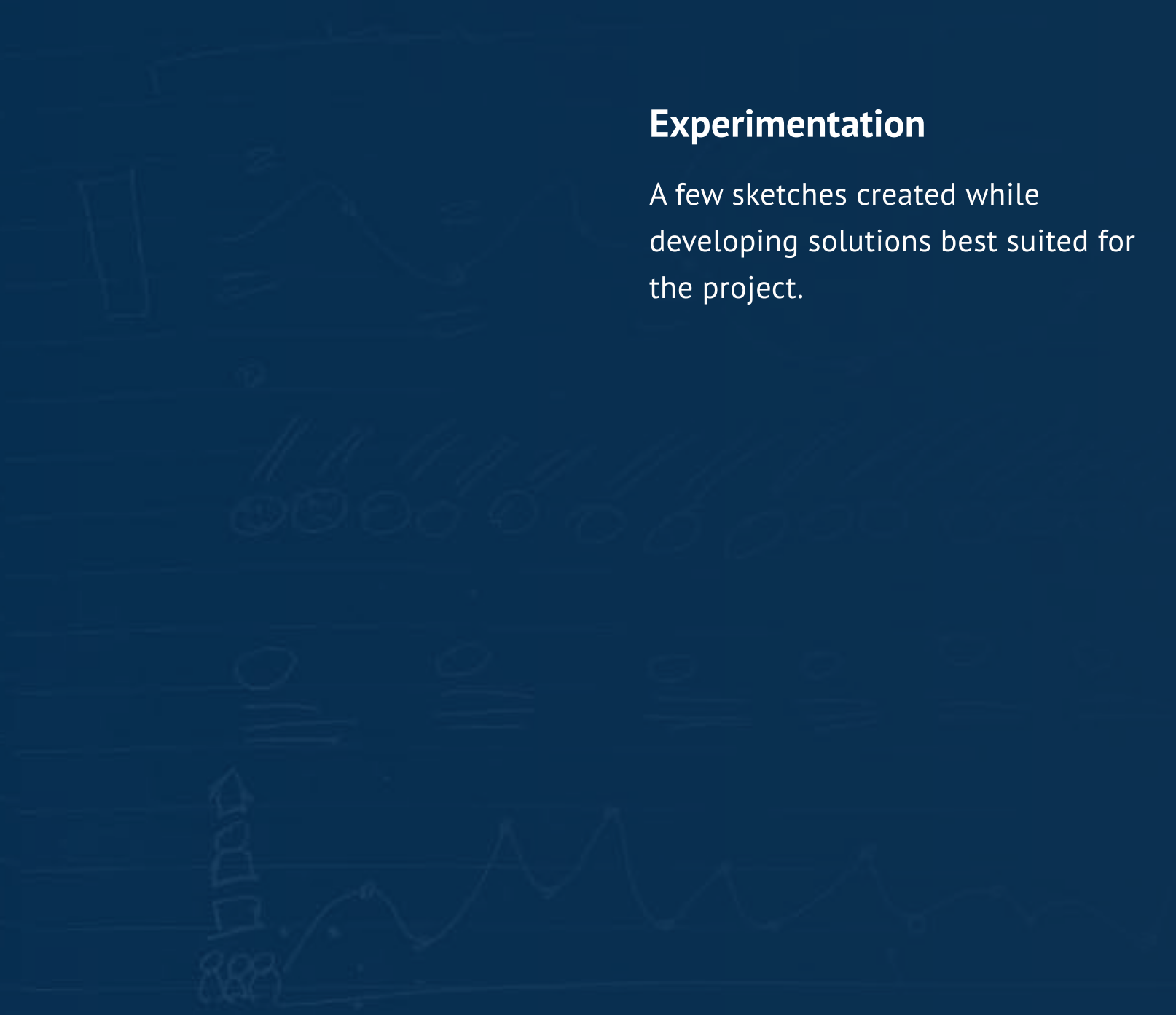
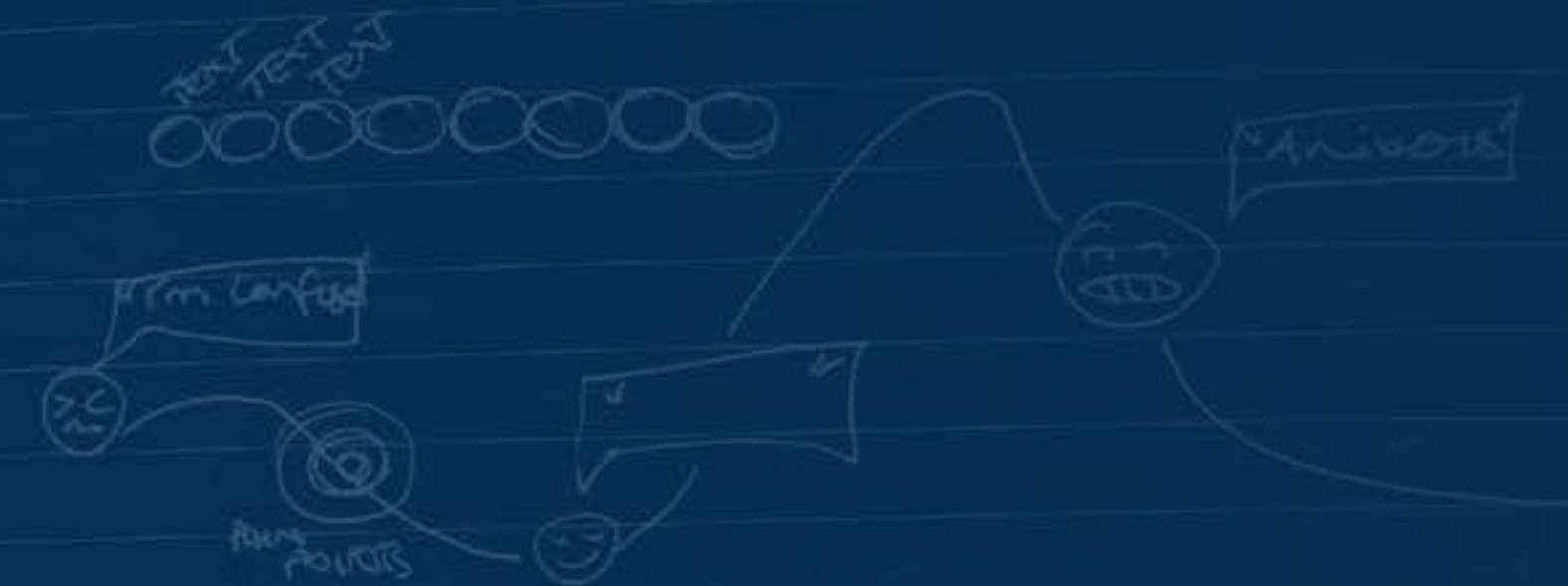
Adobe Illustrator



Pain Point  using led to show the clearly.



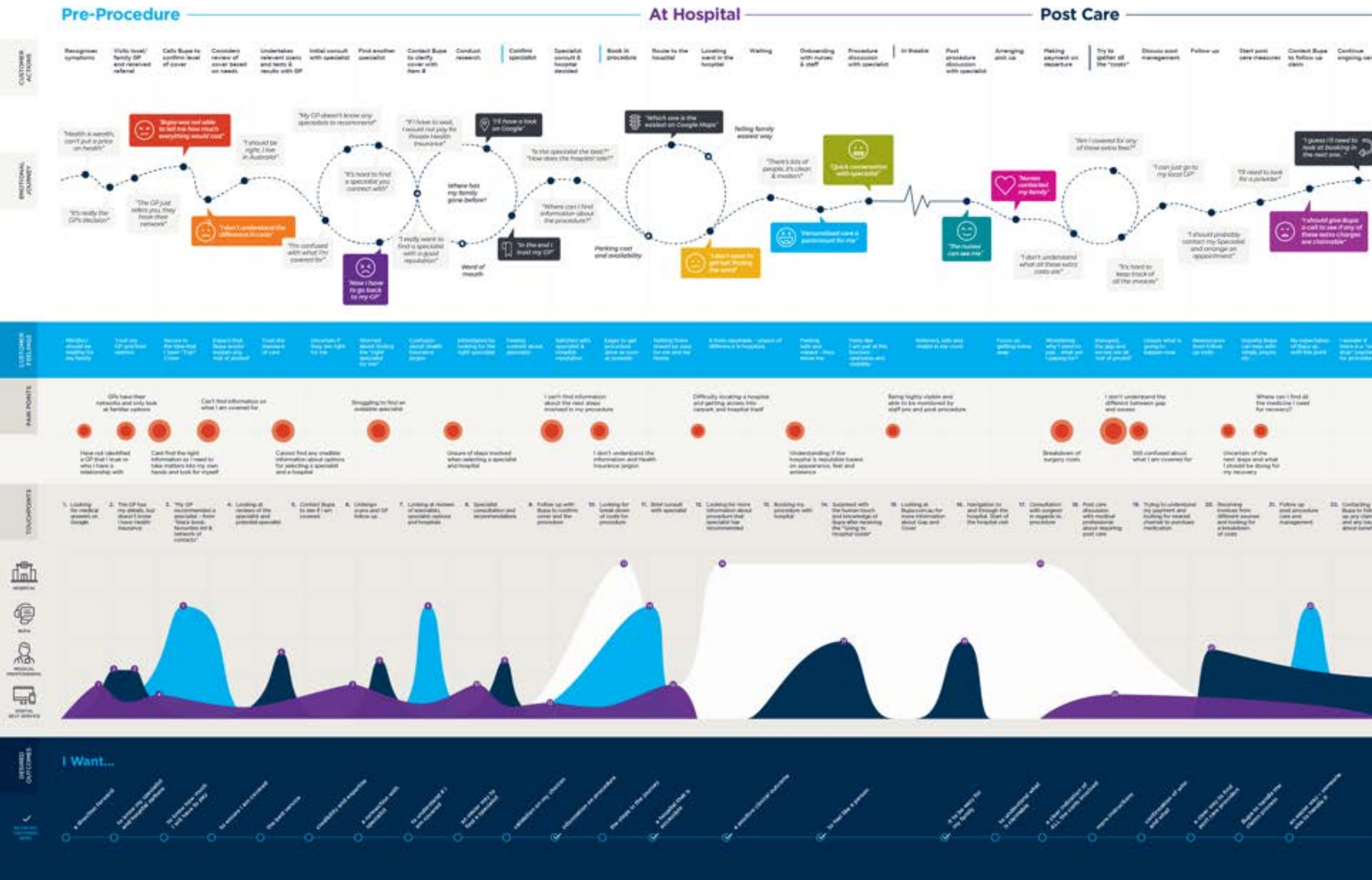
Touch Points



Experimentation

A few sketches created while developing solutions best suited for the project.

Example of a possible customer experience for a day procedure



The final design provided was to be printed in A0 format and showcased at a conference

POS Booking Platform

Client | Booking Boss

Booking Boss needed a fresh new interface to streamline bookings for their online booking POS platform. The platform allows distributors to sell tours, activities, classes and attractions direct to travellers in a streamline process while allowing for real time availability and pricing.

The redesign leveraged customer and company insights (supplied) to ensure the booking process was more efficient to use decreasing booking times while also incorporating new features their clients had requested through their user research.

MY ROLE

UI/UX Consultant

DESIGNED AT

Paper Meets Pixel

TRADE TOOLS

Paper + Pen

Adobe Photoshop

Adobe Illustrator







Discover

Company insights and customer feature requests started off the discovery process.

Define

Working closely with the CIO through conference calls and

Google Hangouts the brief and insights were deconstructed, evaluated and challenged.

Ideation + Exploration

Exploring possible solutions with pen + paper, narrowing solutions by referring to the insights and brief.

Here are a few of my process sketches.

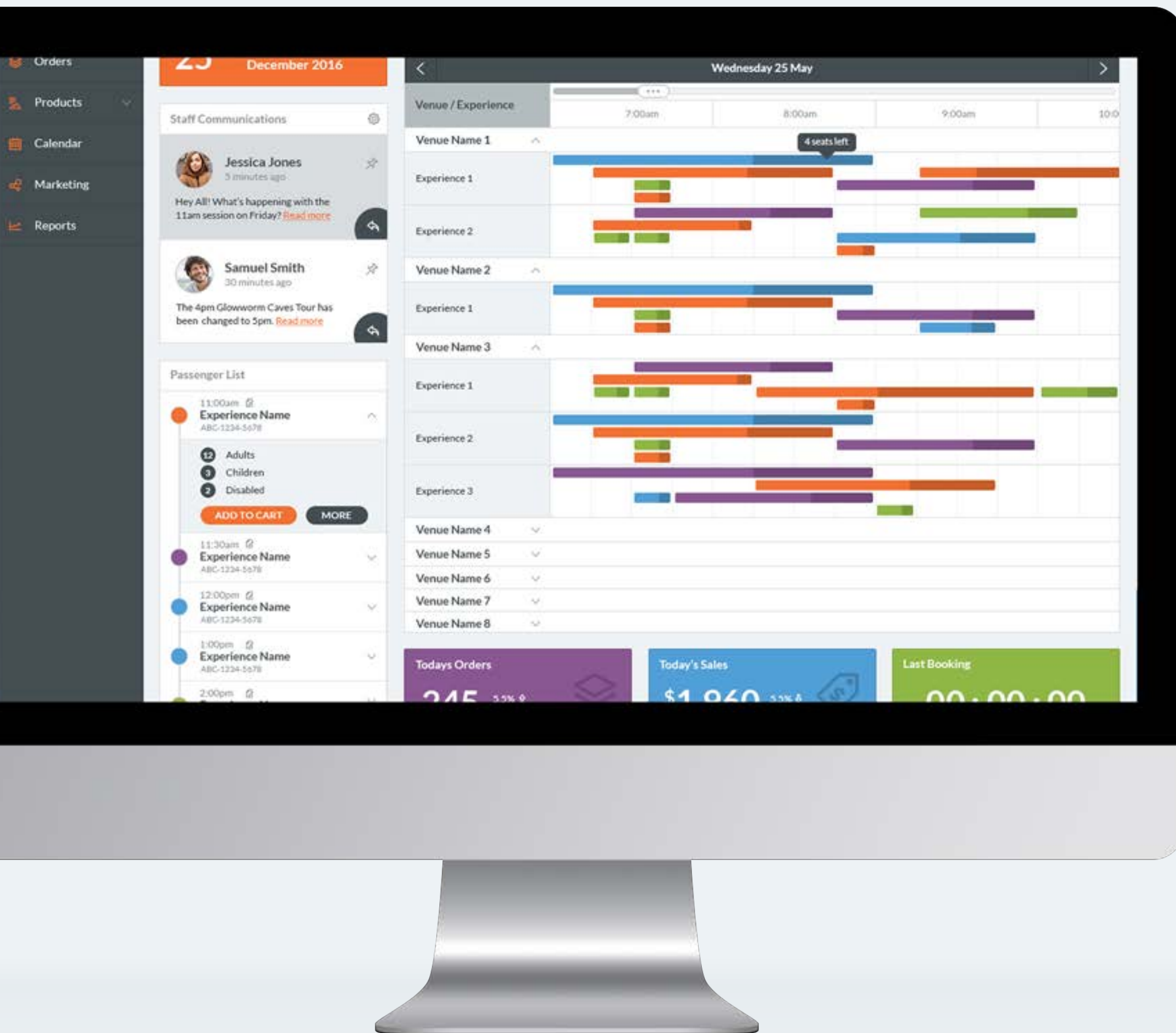




Wireframes

The narrowed down solutions were then executed into high-fidelity wireframes for approval and internal customer testing.

Once approved the wireframes were taken through to high-fi designs.

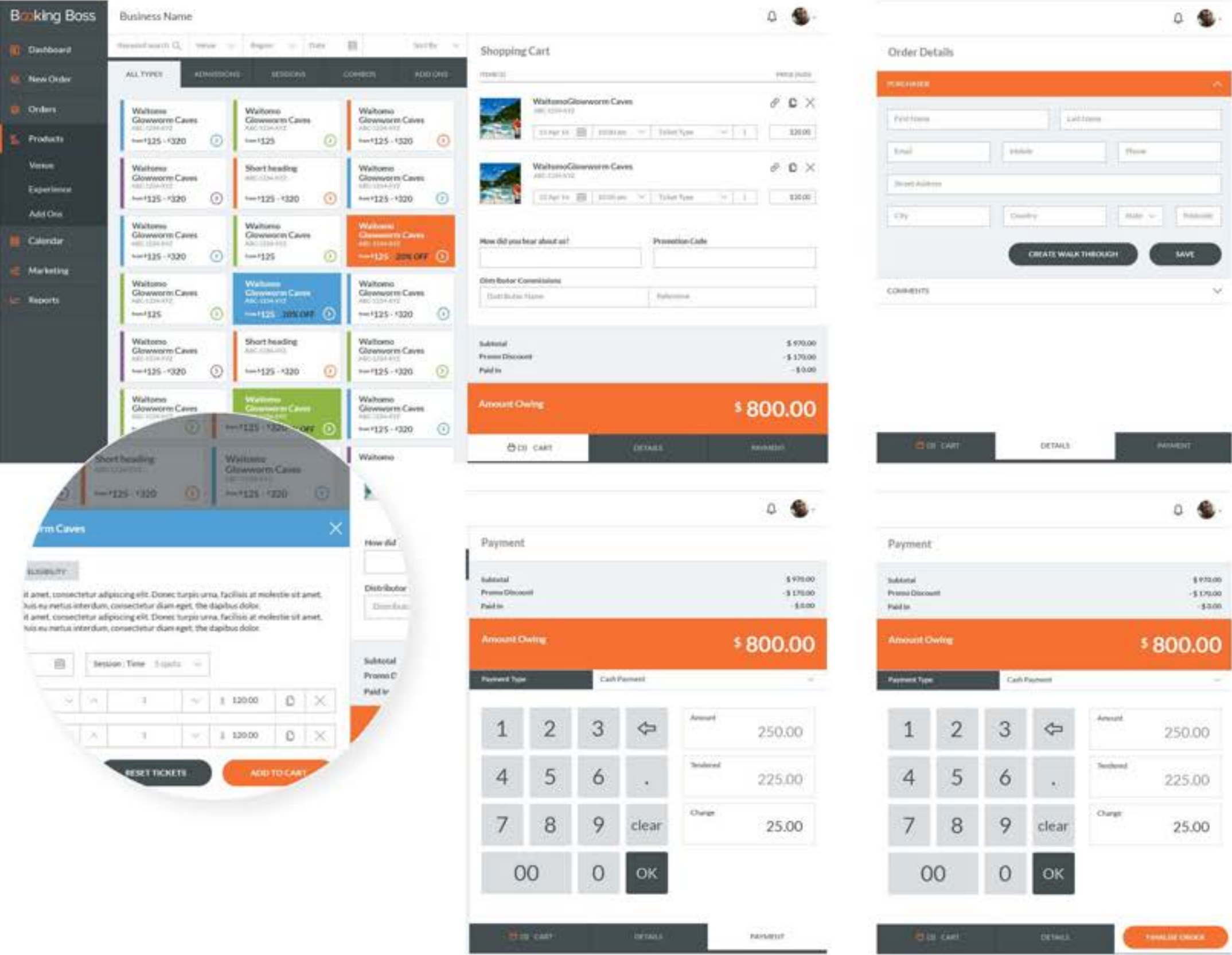


The Dashboard

The dashboard was designed to be a quick look area for the tour vendor or agent.

The bar graph approach broke down the booked and available seats using colour shades while the contrasting hues differentiated the types of experiences the vendor had running that day.

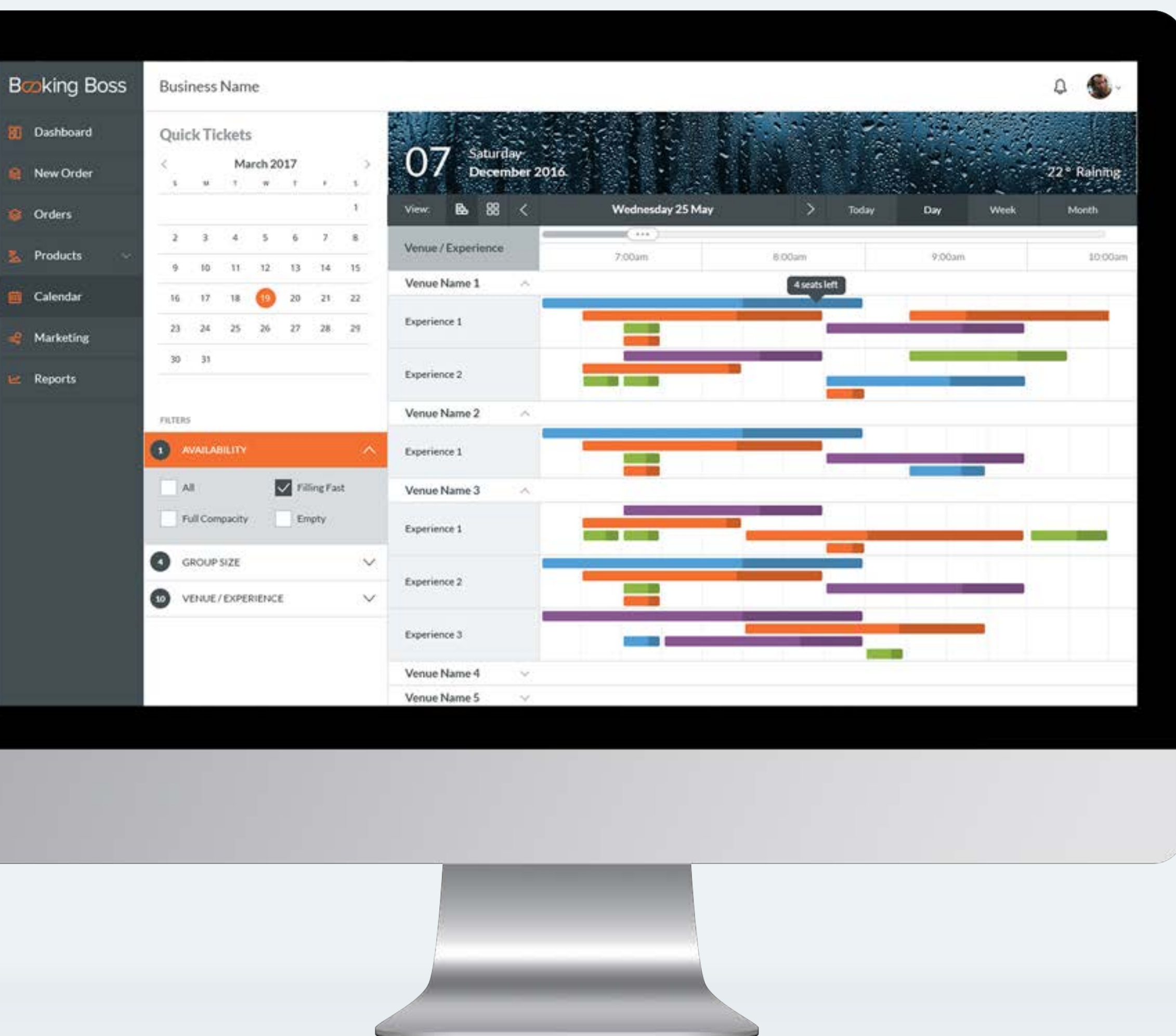
The dashboard also keeps staff up to date with the most recent staff communications.



Booking Process

Through selecting an experience tile further information slides up from the base of the screen (image in circle). When an experience is added to cart the shopping cart panel appears to the right.

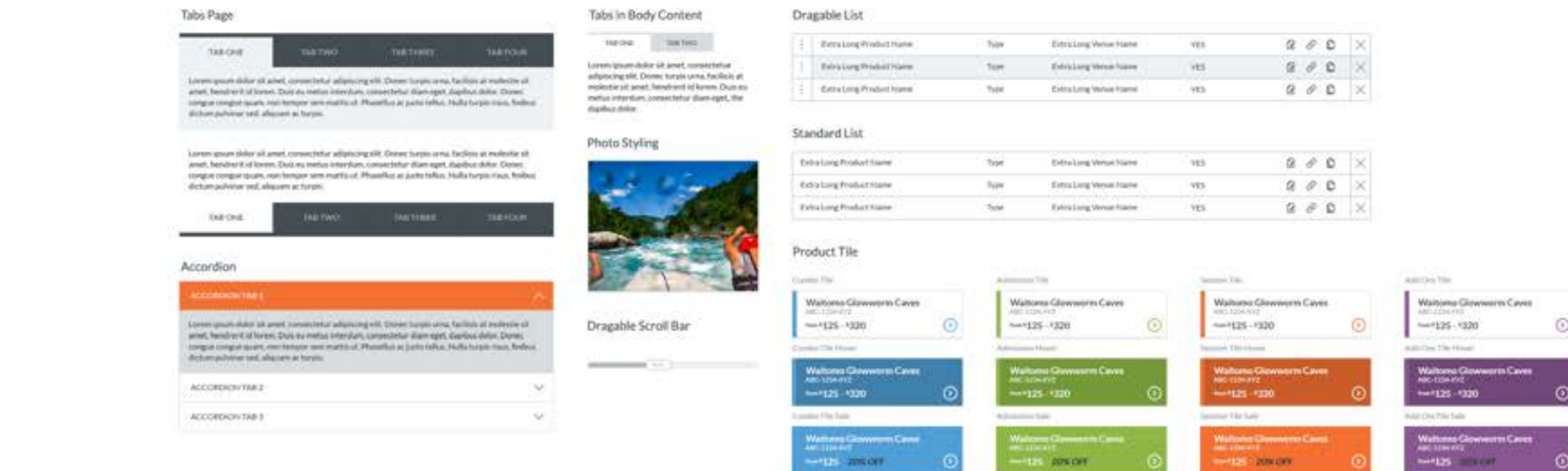
This panel stays open while the tiles scroll vertically.



Calendar

Through the calendar tab the tour agents can see up coming tours for each vendor, availability and also view live weather updates for their current location.

Due to the complexity of the project a UI kit was also designed to assist the developers with rolling out the build.



White Label Mobile Booking Experience

Client | Booking Boss

With Booking Boss specialising in the booking software and checkout processes they were approached by a well known entertainment and arcade company to create a mobile focused white label booking/checkout interface.

As a first pass for presentation, a set of 12 screens were created in 3x colour schemes based on wireframes provided.

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UX Consultant

DESIGNED AT

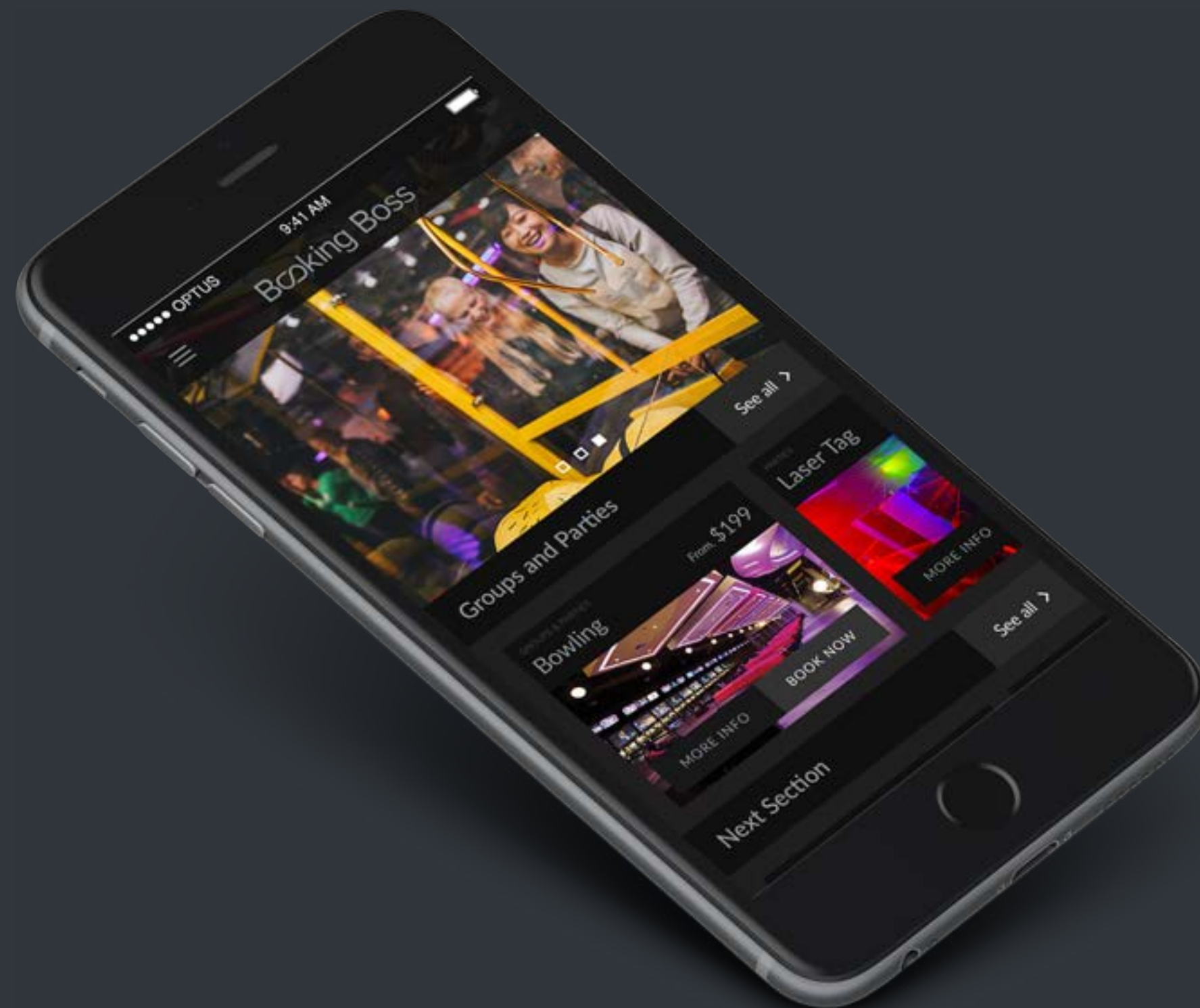
Paper Meets Pixel

TRADE TOOLS

Paper + Pen

Adobe Photoshop





Execution

With a tight deadline and basic wireframes, understanding the booking/checkout process was crucial to making sure the design process ran smoothly.

While the UX was provided challenges were made with some successful alterations made before implementing the design stage.

Shown to the left in the dark theme is the landing page where users can choose the type of booking they'd like to make (groups, parties, bowling, laser tag etc).



Additional Screens

A few screens from the checkout process shown in the dark theme.



UI Kit

Once the screens were finalised in the dark theme, a light and colour version were created to show how the design could be adapted to brands within the white label product.

Thank you!

Curious to hear more about my work and process? or want to get to know me a little better? Let's talk.

YOU CAN REACH ME HERE:

0423 315 645 | hello@papermeetspixel.com.au | [LinkedIn](#)

