James Hall

User Experience Architect

Recent work samples

Wireframe Samples

The UX team currently uses MS Visio to create wireframes. Below are recent examples that I have created. Wireframes are typically paired with use cases created by the Business Analyst team and are presented, discussed and approved as a complete set of deliverables. The process for creating wireframes is transparent and collaborative. Business and technology partners are brought in to review and provide feedback on the wireframes as often as possible.

Allstate.

SERVICING ACCOUNTS   FORMS LIBRARY   PRODUCT INFO   SALES TOOLS   SUPPORT CENTER   Help Contact Us Log Out

■ Common Tasks
▶App On-Line: Connected
▶Order Marketing Material
▶Search for forms
▶Check status of sent faxes
▶Learn more about products
▶Locate Regional Support

■ News
5/17/2010
Legacy UL/SL Series
5/4/2010
Forms Update
4/24/2010
Oppenheimer Strategic Bond Fund Update

Did you know?
You can now receive email alerts on policy activity

View All News and Updates

■ Welcome Testing

■ Business Opportunities

Type:	Number:	Last Activity Date:
Annual Review	28	7/14/10
Life Insurance Referrals	5	--

■ Alerts and Notifications

alerts-notifications

⊠ Update Alerting Preferences

■ Policies

Sum of Estimated Policy Cash Values: $2,159,357,939.22 *

Pending	Inforce			
Received:	Policy Number:	Policy Owner:	Product:	Last Activity Date:
! 8/15/10	01N823917	Doe, Jim	UL	7/14/10
! 8/9/10	01N345821	Smith, Julie	UL	7/14/10
8/2/10	01N281940	Smith, Julie	Term	n/a
8/2/10	01N281940	Smith, Julie	Term	n/a
! 8/2/10	01N281940	Smith, Julie	Term	n/a

View all Pending Polcies

Find Inforce Policies

Name: Policy Number:
[   ]   [   ]   [Go]

■ Company View

Your Forms

Your Products

Your Thoughts

Your Help

Notes

The Business Opportunities section will be displayed as a grid. Clicking on a business opportunity type will display the appropriate summary page.

Selecting 'my profile' will display the 'My Profile' page.

Selecting the 'Alerting Preferences' link below the Alert and Notifications section will display the 'My Profile' page opened to the 'Alerting Preferences' tab.

An indicator will be displayed on each pending policy that requires Agent action.

Selecting a link under the monthly release announcement will open the specific announcement content

1. Internal system – wireframe showing enhancements to the existing site

Logo

| Servicing Accounts | Forms Library | Product Info | Sales Tools | Support Center | Help | Contact Us | Log Out |

Banner

☒ Section Header

Common Tasks

Welcome Joe User

Sum of Estimated Policy Cash Values: $86,550,899.45

Policies

Pending Policies | Inforce Policies

Find a Policy
☐ find a policy

Selecting the 'advanced' link will display the Advanced/Search Reults' page.

Selecting the 'inforce' link will display the inforce policies page.

Selecting the 'pending' link will display the pending policies page.

Selecting 'go' will display the search results page.

2a. Internal system – modular wireframe showing new concept and interaction

4

1. **Default View – In location is selected**
   User is able to search by last name, trust # or policy #
   Selecting 'Go' performs the search and displays the results page
   Selecting 'Advanced Search' displays the Advanced Search page
   Selecting the hover help icon will display hover text (content ID HH1)

   Find a Policy

   ⦿ In location ○ Out of location ⑦

   | Content ID – 'L1' | | GO | advanced search
Advanced Policy Search |

2. **Out of location is selected**
   User is able to search by trust # or policy #
   Selecting 'Go' performs the search and displays the results page
   Selecting 'Advanced Search' displays the Advanced Search page
   Selecting the hover help icon will display hover text (content ID HH1)

   Find a Policy

   ○ In location ⦿ Out of location ⑦

   | Content ID – 'L2' | | GO | advanced search
Advanced Policy Search |

2b. Internal system – modular wireframe describing the interaction options

Logo

| Servicing Accounts | Forms Library | Product Info | Sales Tools | Support Center | Help | Contact Us | Log Out |

Banner

☒ Section Header

Advanced Policy Search

☐ advanced search

Policy Search Results

<Content ID – 'IP1'>

<Error ID – 'E1'> OR <Error ID – 'E2'>

☐ policies grid

Browse all policies: Pending | Inforce

User is able to enter/choose any advanced search data.

Selecting 'Go' will display results directly below the search fields.

3a. Internal system – modular wireframe showing new concept and interaction

1. **Default View or when In location selected**
   Only applicable fields will be displayed
   Selecting 'Go' will perform the search and return results directly below the search fields
   Location radio button selections will only be available for the AFS channnel
   Selecting the hover help icon will display hover text (content ID HH1)
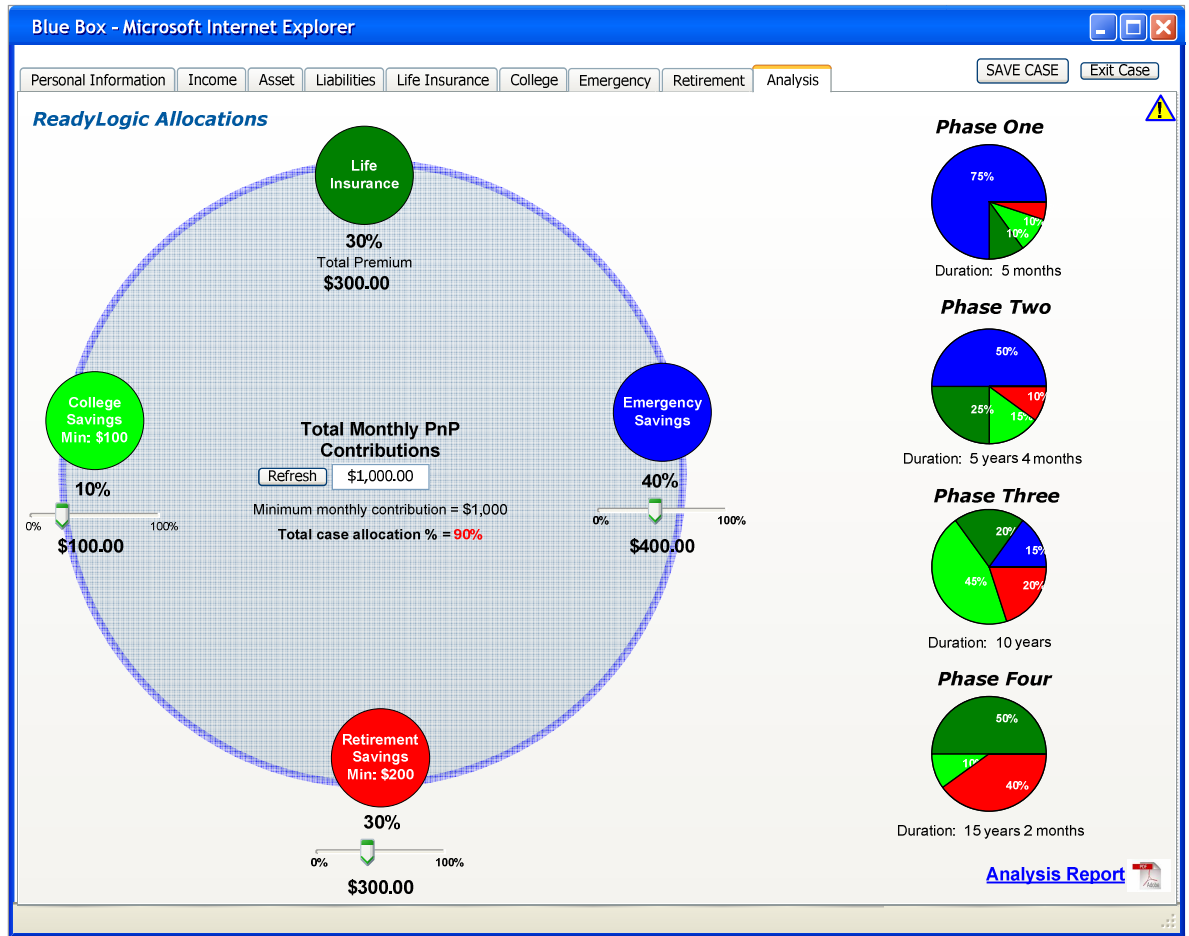
Advanced Policy Search

<Content ID – 'IP4'>

◉ In location ◯ Out of location ⑦

<Content ID – 'IP2'>

Policy Status:	[▼]	Approximate Value
Policy Owner:	[ ]	From: [ ]
Policy Insured(s):	[ ]	To: [ ]
Policy Number:	[ ]	Product Type: [▼]
Issue Date(s)		Face Amount: [ ]
From:	[MM/DD/YYYY]	
To:	[MM/DD/YYYY]	

[Go]

2. **Out of location is selected**
   Only applicable fields will be displayed
   Selecting 'Go' will perform the search and return results directly below the search fields
   Location radio button selections will only be available for the AFS channnel
   Selecting the hover help icon will display hover text (content ID HH1

Advanced Policy Search

<Content ID – 'IP4'>

◯ In location ◉ Out of location ⑦

<Content ID – 'IP2'>

Policy/Trust Number: [   ]

[Go]

3b. Internal system – modular wireframe describing the interaction options

4a. Concept design wireframe
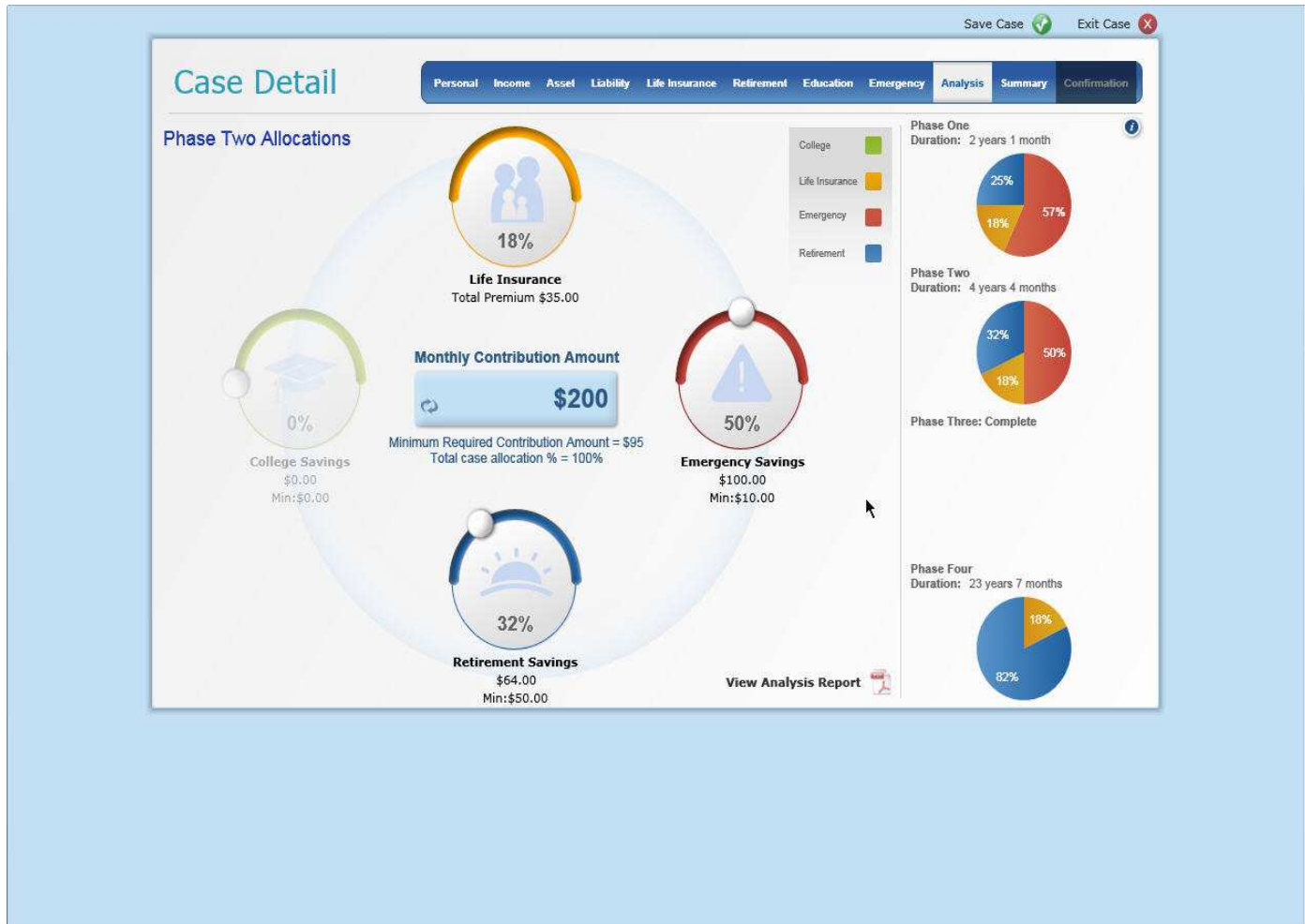
4b. Concept design final product

Contextual Design Methodology Samples

Our design process is rooted in the Contextual Design Methodology created by InContext. Below are pictures of a highly creative, highly collaborative project that I worked on as the lead User Experience Architect.
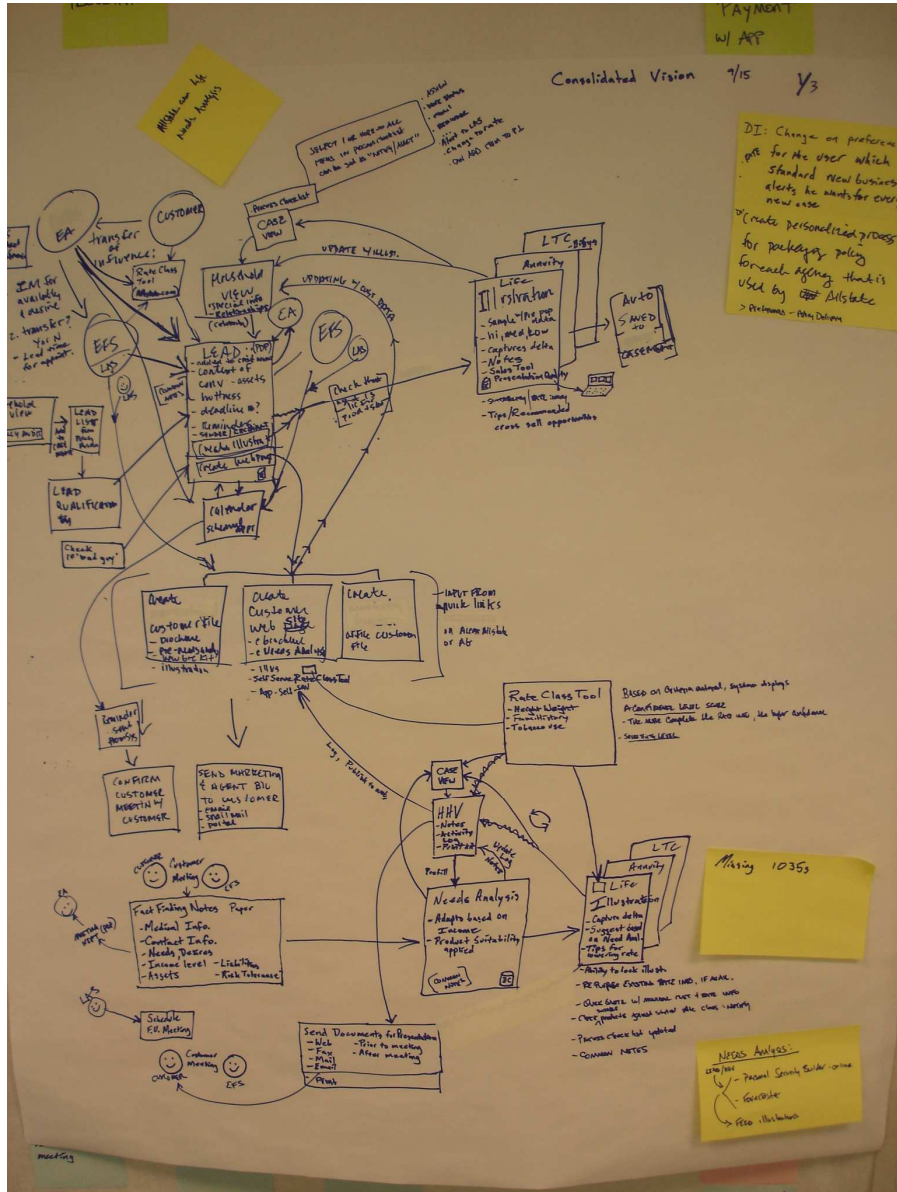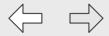
Consolidated Vision

Affinity Wall

Sequence Diagram

Esurance Design Concept
With the purchase of Esurance, Allstate Financial is looking to understand where life insurance may be included into the existing flow. Below are the wireframes I created visually demonstrating this possible design concept.

esurance
an Allstate company

cars   drivers   your quote   additional info   payment   print id card

compare rates in minutes

speak to an agent
1-800-580-7750
Or we'll call you >

primary driver information - continued

Street address: _____
_____

City: _____

State: _____

Zip: _____

Primary residence _____

Phone number (optional) _____

Social security number _____

Do any drivers in your household have a PayPal account? _____

Education (highest level completed) _____

For an auto quote the system would add the life insurance info to the page.

When the check box is selected the life fields are active/ displayed.

Discounts

Claim-Free: None of the drivers in your household have had and accident or filed a claim (excluding comprehensive claims of up to $1,000) in the last 5 years, and at least one driver has 5 or more years of driving experience.   ☑
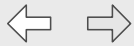
Life Insurance Option

Did you know that a term life insurance policy could cost as little as $11.45 per month? By answering a few simple health questions we can give you a quote for a 10 year term life policy.

☑ I would like to receive a life quote

Are you currently using or have you ever used tobacco products? _____

Are there additional drivers in your household?   ◯ Yes   ◯ No

[continue]

5

esurance

an Allstate company

cars   drivers   your quote   additional info   payment   print id card

compare rates in minutes

speak to an agent
1-800-580-7750
Or we'll call you >

your monthly esurance quote

for auto and life

☑ Auto – '09 Honda Civic LX $90.23

☑ Life - $100K 10yr Term $24.17

discounts   -$42.84

$71.46

($420.00 for 6 months)

payment info

your discounts

Bundle discount	-$16.35
Claim-Free	-$5.50
Multi-car	-$5.00
PayPal (10% discount)	-$5.00
Fast 5	-$2.33
Switch & Save	-$2.33
Total Discounts	**-$42.84**

The life quote info would be displayed along with the auto info.

The bundled discounts (if applicable) would be displayed with all the other discounts.

The user would be given the option to choose which of the application to proceed with.

Assumption is that the auto application would start first and then go directly into the life application.

Like what you see?   2 ways to buy

Call 1-800-580-7750

Our agents will review your quote(s):
No starting over, no phone tree

continue online