



UI & UX Portfolio

Sean Egan

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A UX/UI designer with a focus on putting the user first.



I'm Sean Egan, a passionate designer with more than 10 years of experience in the creative industry.

With a background in UX design, UI design, digital design and graphic design, I'm a multidisciplinary designer with a passion for crafting engaging user experiences.

I am proficient at applying design research and strategy to solve complex problems and have experience leading projects from discovery right through to delivery.

My Values

Over the last decade working in the creative industry I have worked with a wide range businesses and have learned so much about my design values and process. Here are a few key values that you can expect from me:



Integrity

I believe integrity is the most important of my values, in life and in business. I'm an honest, reliable and trustworthy person and I'm passionate about what I do.



Curiosity

As a UI/UX designer I'm always curious about the user and I understand the importance of asking the right questions to solve the right problems. The design industry as a whole is constantly changing and evolving so this curiosity also comes in useful for learning new tools, concepts and technologies.



Organisation

Organisation is key to any projects, but I also enjoy learning about new methods of productivity and organisation and how they might be incorporated into my life. Currently my entire life is organised on Notion, I'd be lost without it!

Tools I Use



Sketch



Invision



Figma

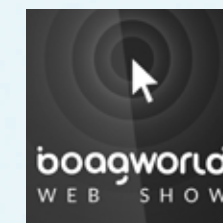
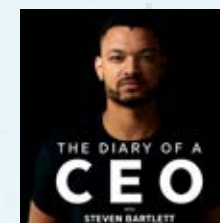


Adobe Suite



Notion

What I'm listening to



Experience

June 2018 – Present

Webmaster — UI & UX Design

Dundalk Institute of Technology

In my current role I am responsible for the overall development and implementation of the website strategy for the Institute. Placing users at the heart of everything I do, my current role includes everything from UX design, to UI design, to content design, to project management and stakeholder engagement, constantly challenging existing processes and identifying new opportunities along the way.

August 2017 – May 2018

Interim Creative Director

Bank of Ireland for OLIVER Ireland

In my role of Interim Creative Director at OLIVER Ireland for Bank of Ireland, I was responsible for the entire creative output of the team. I led the team of designers and copywriters to meet the objectives of the client through fresh, interesting and exciting creative for a wide range of marketing campaigns

September 2014 – July 2017

Graphic & Digital Designer

Bank of Ireland for OLIVER Ireland

In my role of Graphic & Digital Designer at OLIVER, I was involved in the ideation, design and production of a wide range of marketing campaigns across both digital and print channels.

September 2013 – September 2014

Designer & Content Manager

Pigsback.com

At Pigsback.com, I worked as both a digital designer and content manager which included creating imagery for the Pigsback.com family of websites and working with partners to optimise the imagery for specific campaigns. As content manager, I launched and promoted new offers, dispatched marketing emails, tracked sales performance and looked for opportunities to target deals at specific customers.

July 2011 – September 2013

Web Team

Lidl Ireland

Located within the marketing team at Lidl and was responsible for developing and managing content across all of their websites. I created online assets, produced digital display ads and liaised with the print department to effectively translate print materials for online use.

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Dundalk Institute of Technology

Designing a Virtual Open Day microsite to attract new students.

Project:	DkIT Virtual Open Day
Duration:	2 Months
My Role:	UX Research Competitor Analysis, UX Design, UI Design, Development, Testing

The Problem

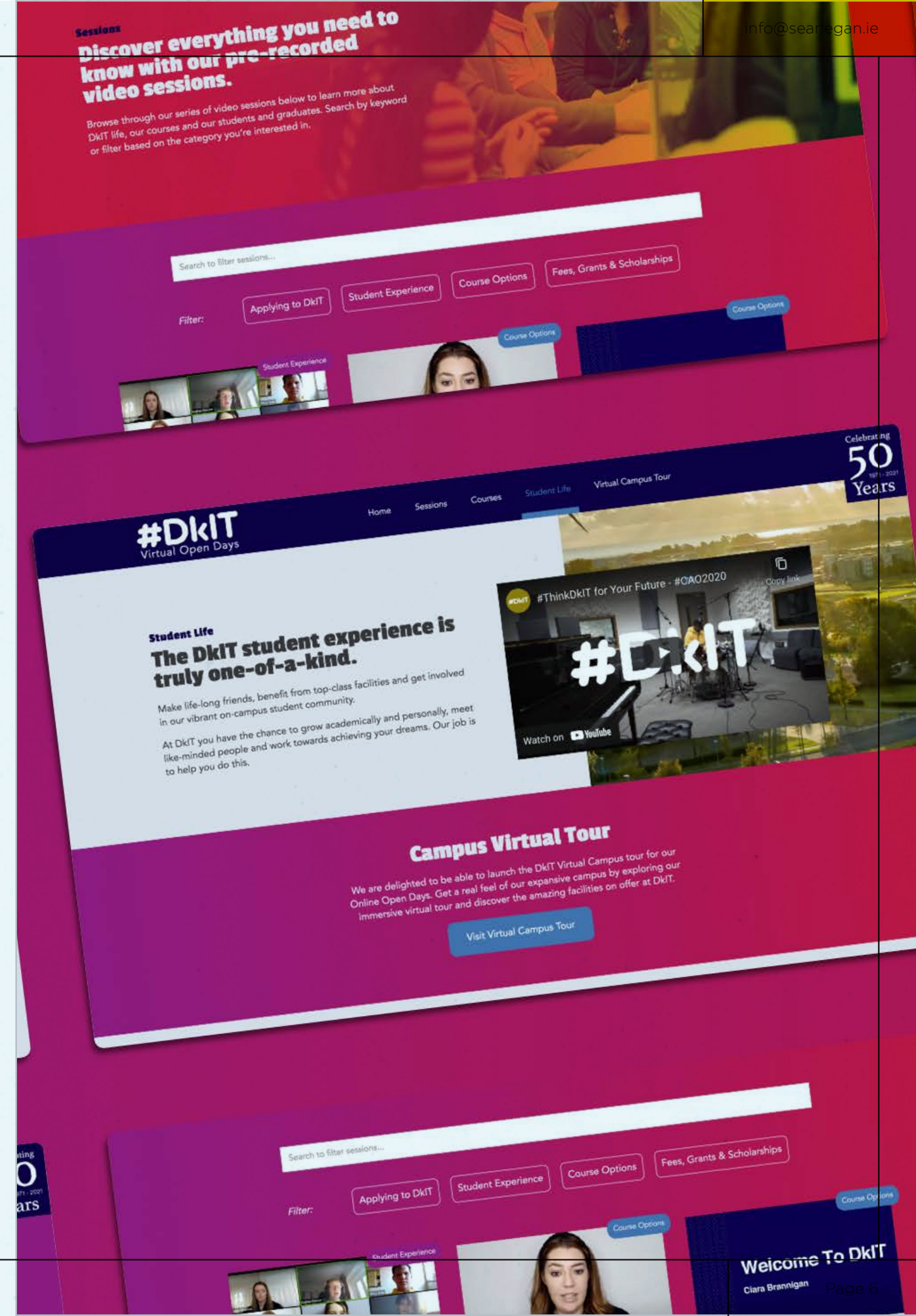
Due to the COVID-19 pandemic, Dundalk Institute of Technology (DkIT) were no longer able to hold their on-campus Open Day and so we had to move it online and create a fully digital experience.

Open Days are a key date in DkIT's calendar and are traditionally one of the most effective ways to attract and engage prospective students.

I led this project right the way from content architecture and initial sketches to design and development.

The Goal

- Build a web experience to attract students
- Allow users to easily engage with the Institute
- Develop an experience that felt as close to a real event as possible.



Competitor Analysis

I carried out a competitor analysis to find out how other competitor Universities and Institute were approaching the problem of moving their open days fully online.

I looked at a range of content types that we could display on the platform and what would have the most impact to keep our users engaged.

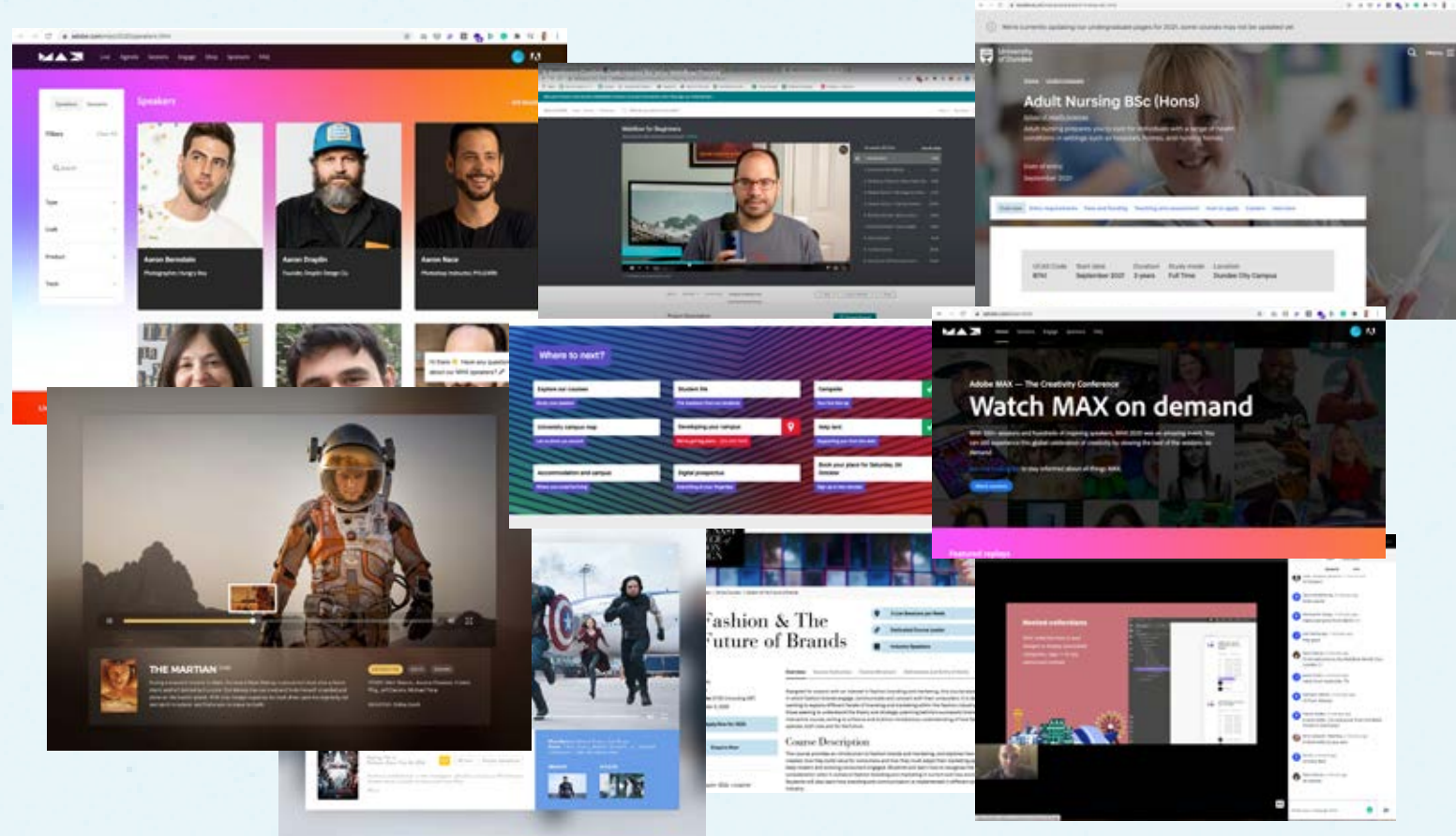
User Surveys

Having done an original short-notice open day in early 2020 we were able to survey attendees about the experience and what we could improve for this iteration.

I organised the qualitative feedback into an affinity diagram to allow us better understand the improvements and it allowed us to prioritise the key developments.

Pain points:

- Not very interactive
- Not much current students
- It looked like a series of videos
- Difficult to access
- Didn't feel like an event



Content online is good - again having a leaving cert in the house give me greater insight.

I have seen that most other colleges have gone with a static event. This was much more interactive and gave a sense of community which we are proud of in DkIT.

Maybe a little more info mentioned such as PDF leaflets but otherwise very good

Maybe a little detail on the virtual tours.

Perhaps more current student involvement on the programme panels alongside academic staff.

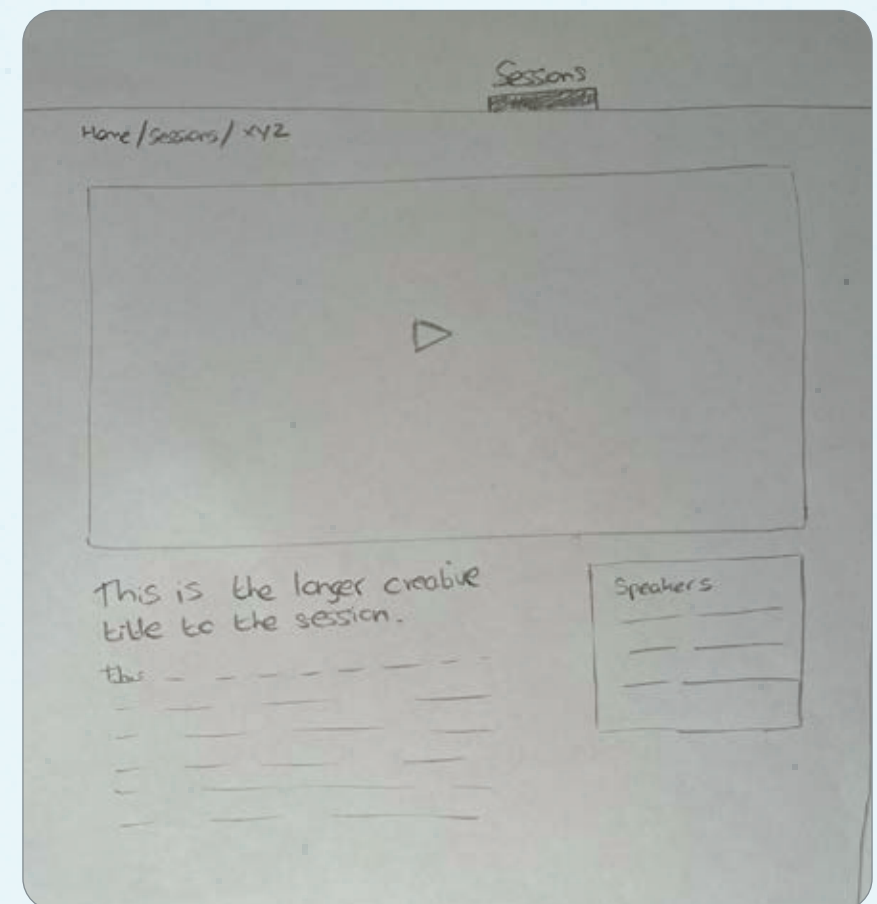
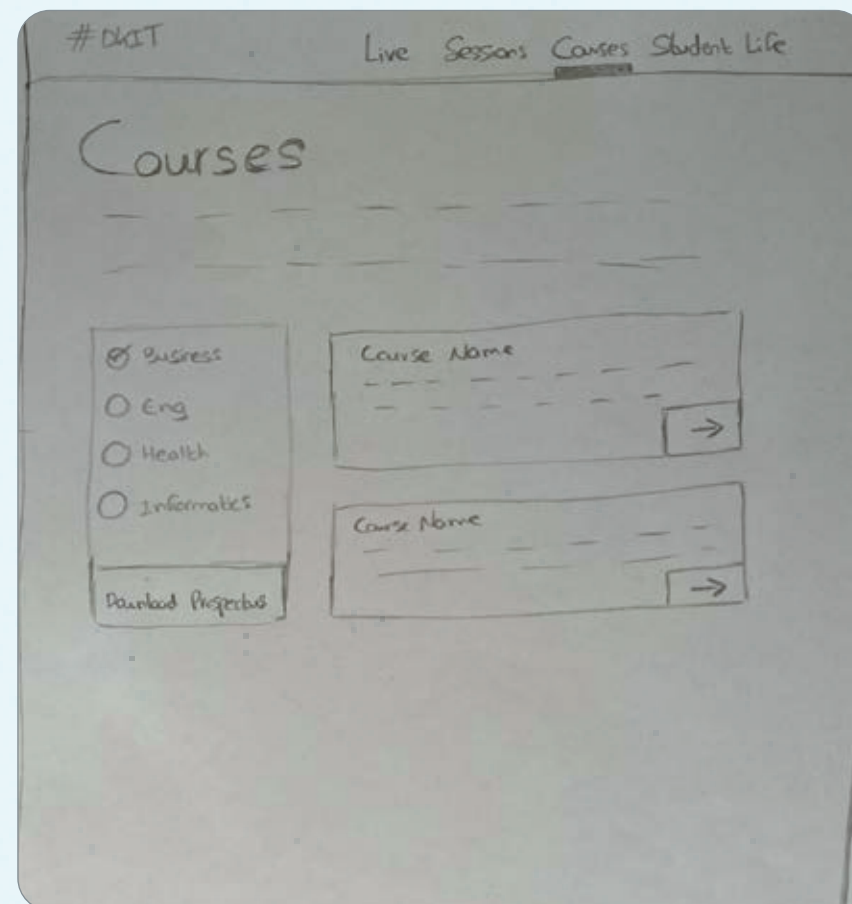
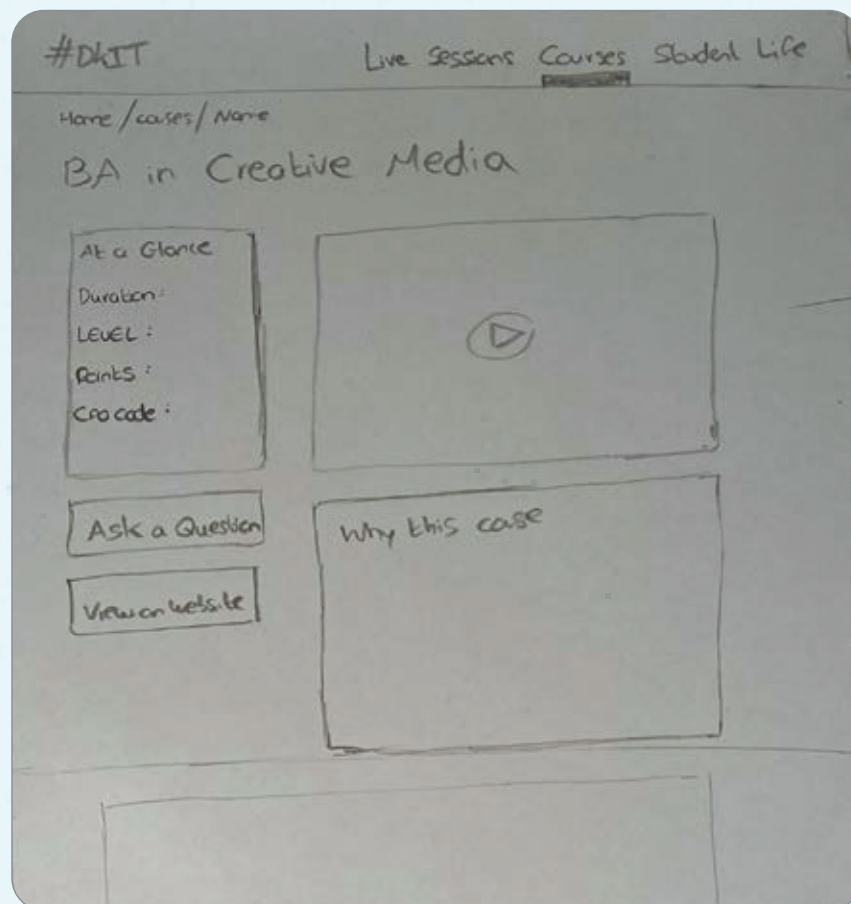
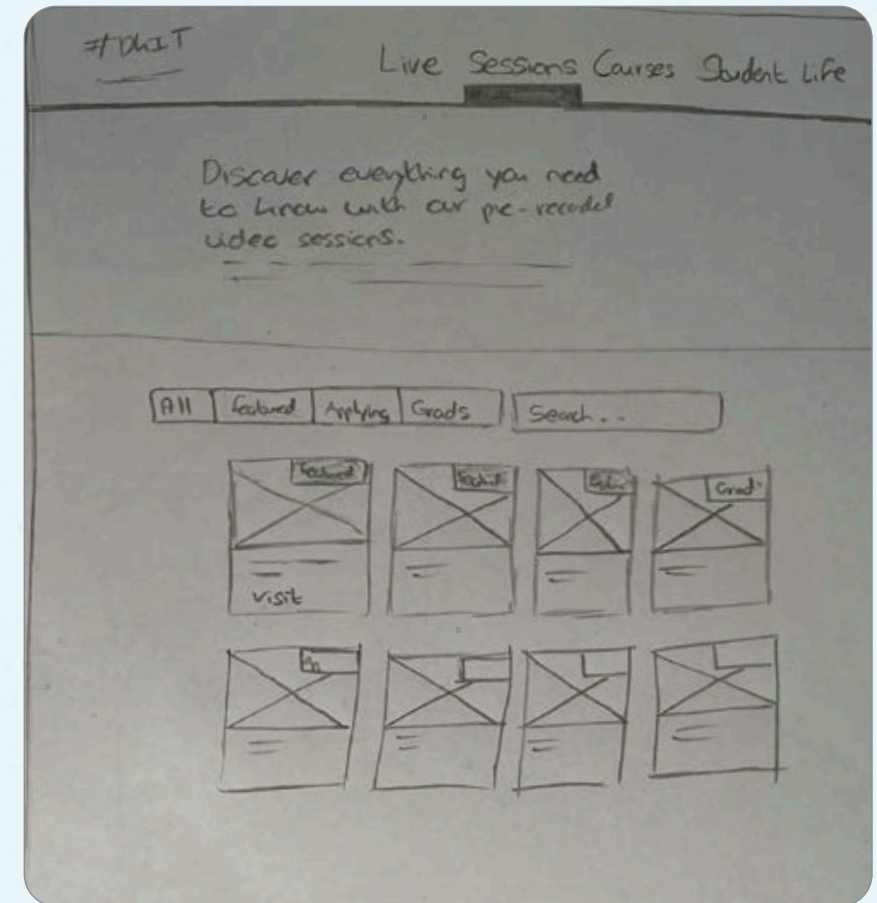
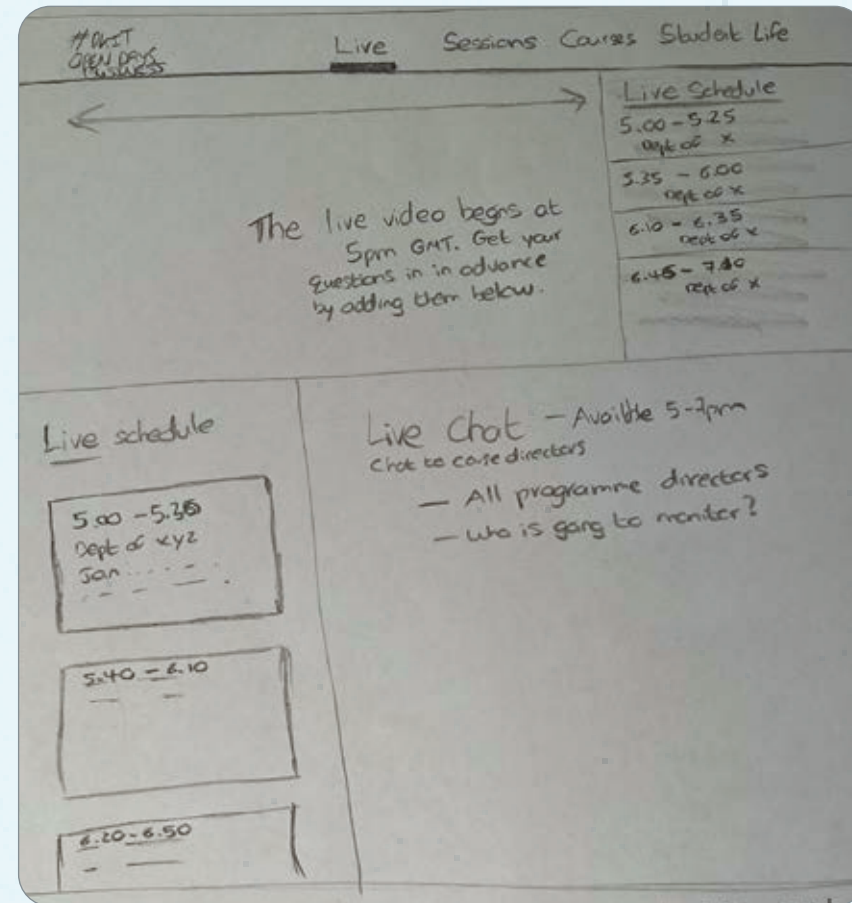


Ideation + Initial Sketching

After completing the competitor analysis I began to sketch out low fidelity wireframes to start conversations and engagement from the wider Marketing and Communications team.

These sketches allowed me to get all my ideas out on paper and easily iterate on.

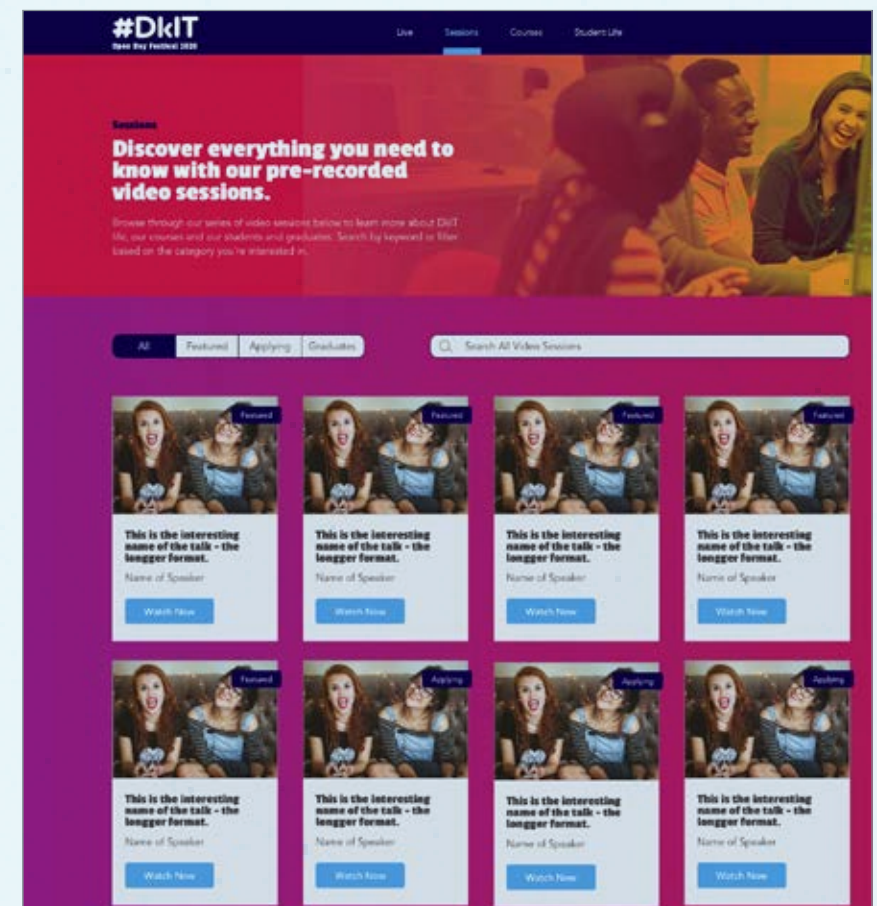
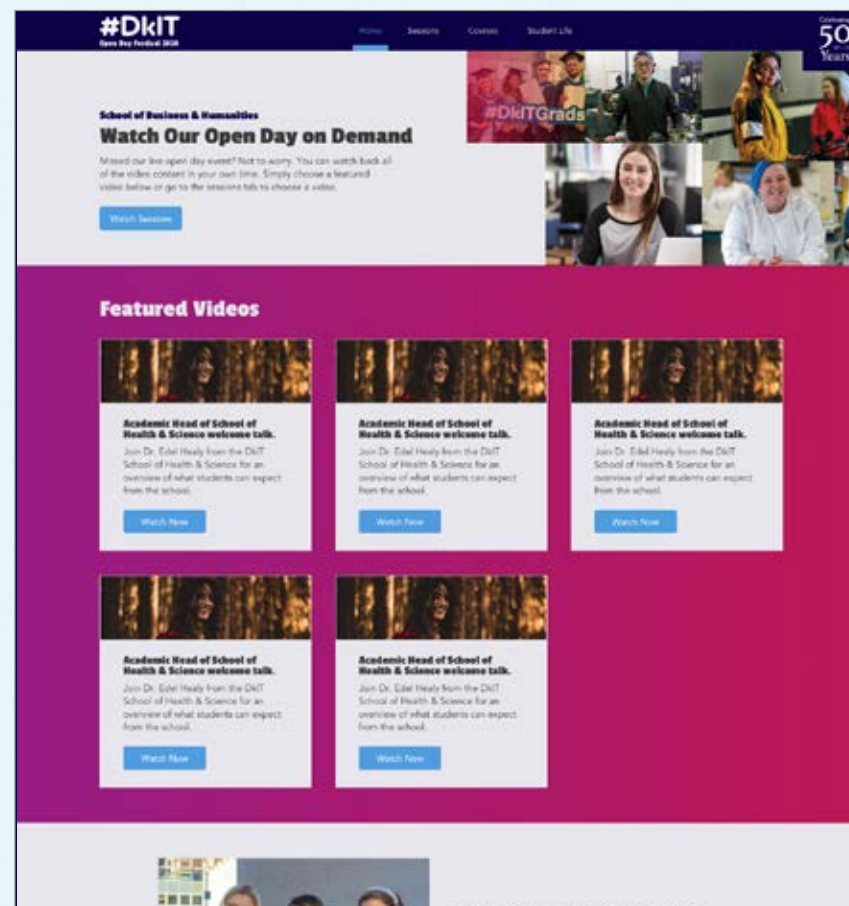
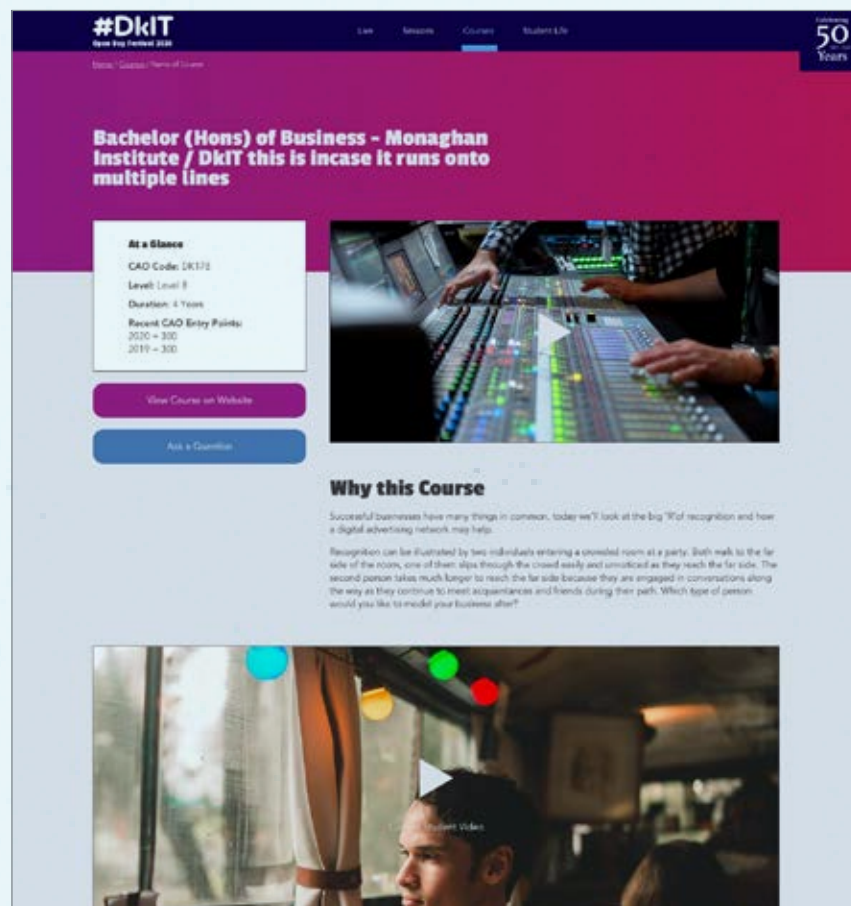
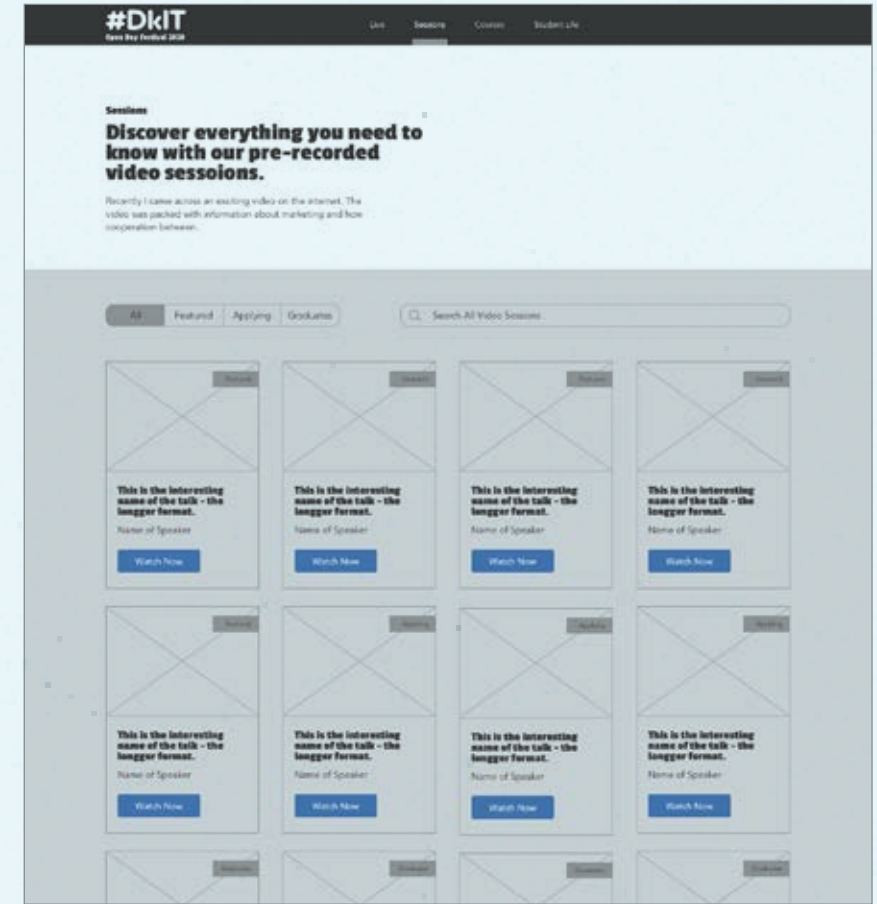
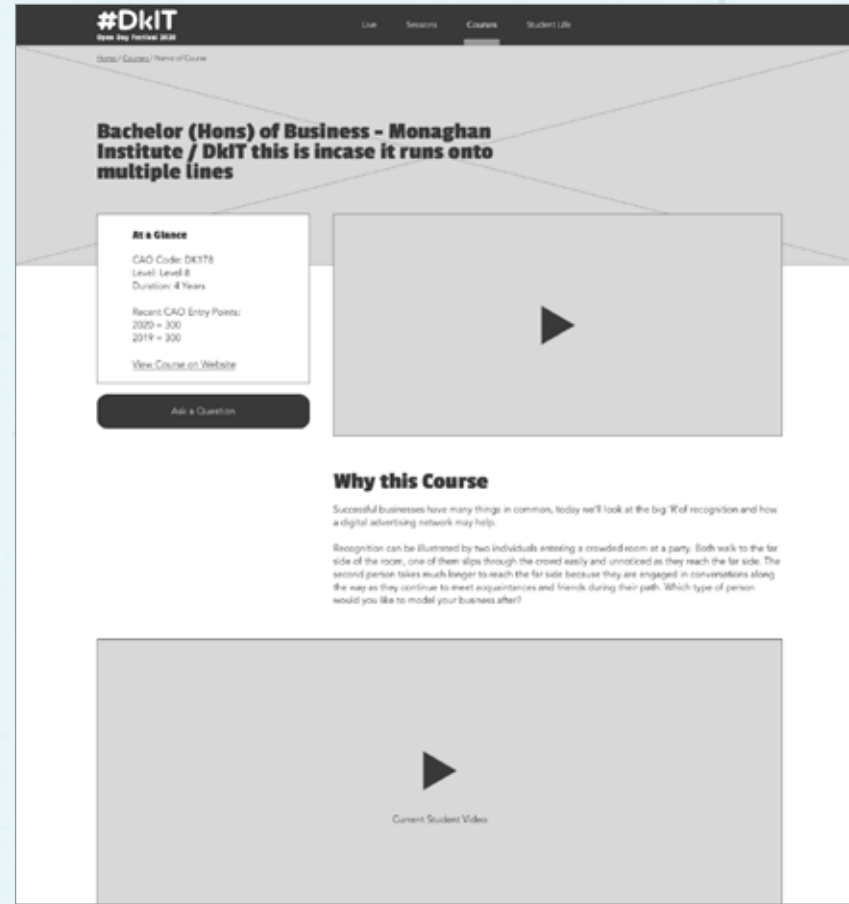
Based on the user feedback it was vitally important that this had an event feel so we developed a 'main stage/live' section where we would stream live content and chat for users.



Prototype to High Fidelity Designs

Once we worked through a number of iterations of the sketches I created a prototype to help communicate the user journey and experience.

Once this prototype was signed off I designed the high fidelity designs, aiming to keep it modern, fresh and intriguing for our key youth demographic.



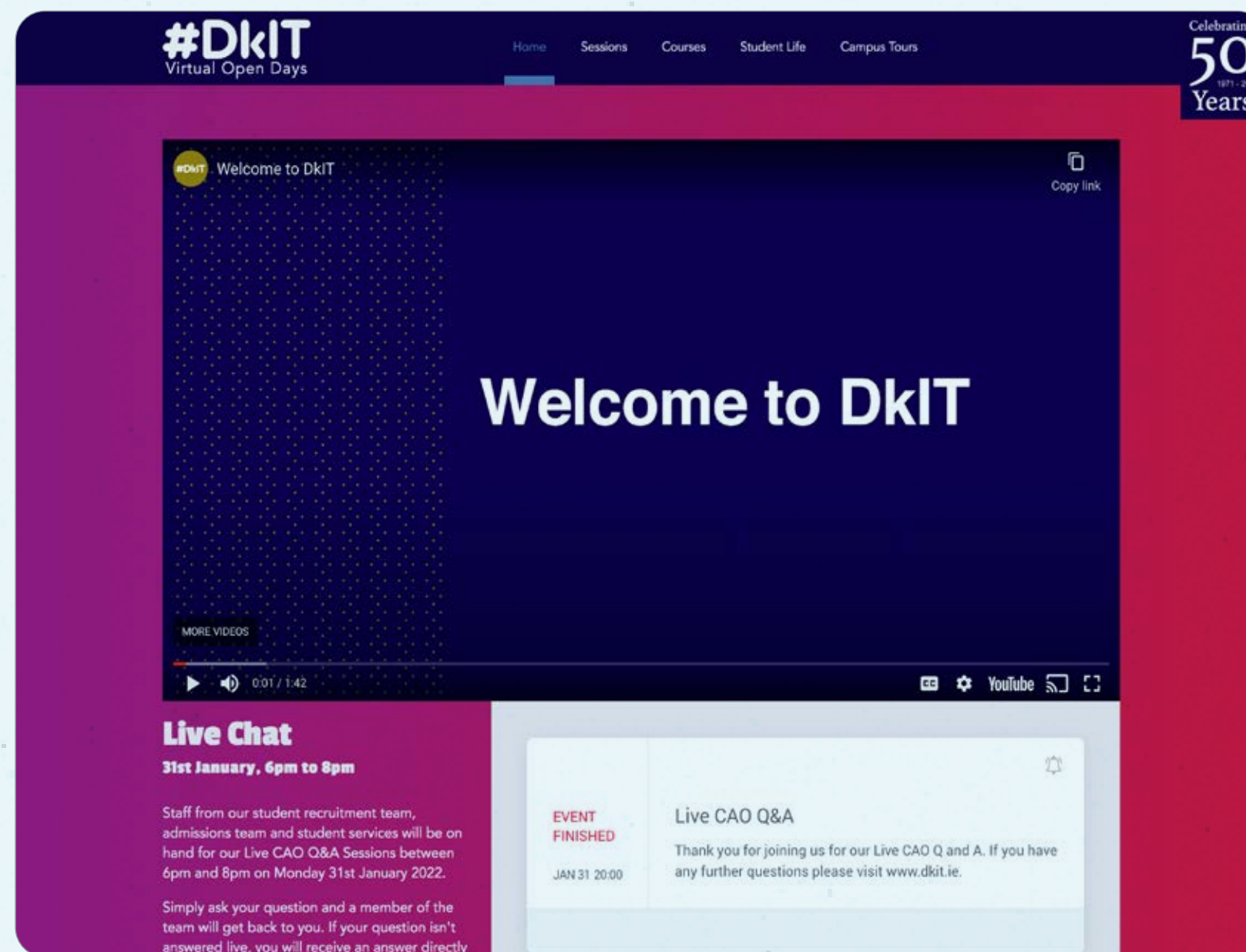
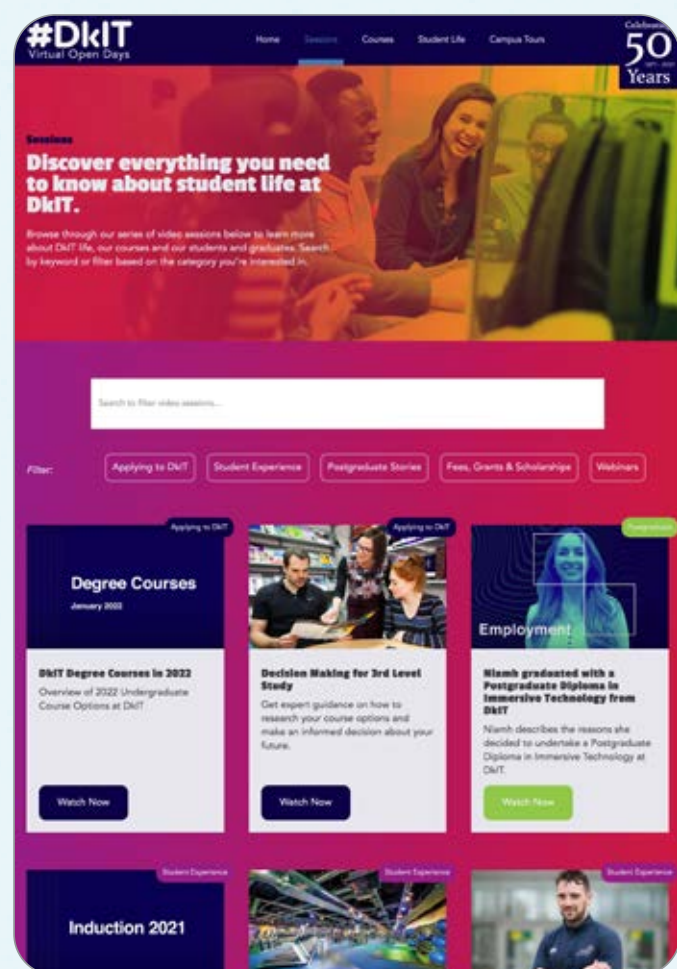
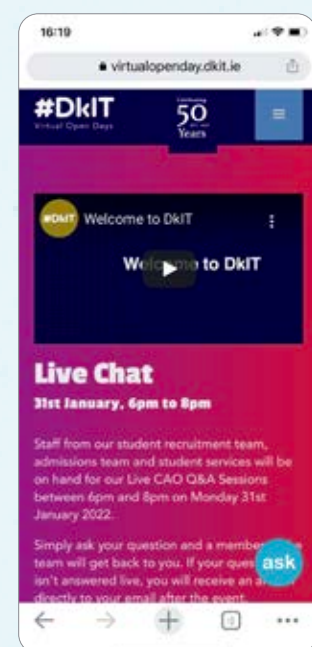
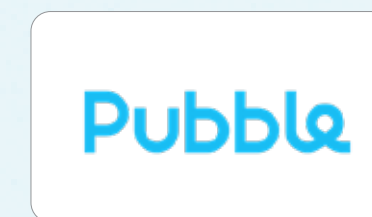
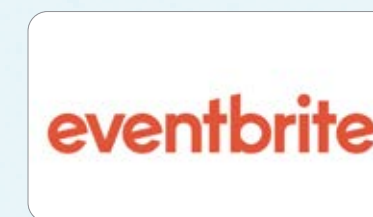
Development and Integrations

I developed the final fully responsive micro site using the Webflow builder and then published to a DkIT sub-domain.

We used the eventbrite platform to handle registrations and added custom emails to avoid sending users to Eventbrite first when the event started. We added a live chat widget and we hosted a Live YouTube stream which included a panel of current students.

Outcome

- 680 number of registrations for the event
- 160 registered on the day of the event
- 62% click rate on the email with access link
- 985 sessions on the day
- 94 questions asked, 66 live chat questions and 21 form submissions



UX Design Institute (college project)

Redesigning the flight booking process for an Airline.

Project:	FlyUX Booking Process Design
Duration:	8 Months
My Role:	Competitive Benchmarking, Usability Testing, Affinity Diagram, Customer Journey Mapping, Flow Diagram, Interactions Design, Prototyping, Wireframing

The Goal

To undertake the research, design and prototyping for a new airline, FlyUX.

Background

This project was completed as part of a Professional Diploma at the UX Design Institute.

There were a total of 16 projects designed to give us hands-on experience in all the key aspects of UX Design. Each project consisted of a single case study - researching, designing and prototyping a website for a new airline.



Competitive Benchmarking

For this part of the project I identified 4 major competitors (a mix of domestic and international competitors), Emirates, Ryanair, Aer Lingus and United Airlines, that I reviewed to learn more about:

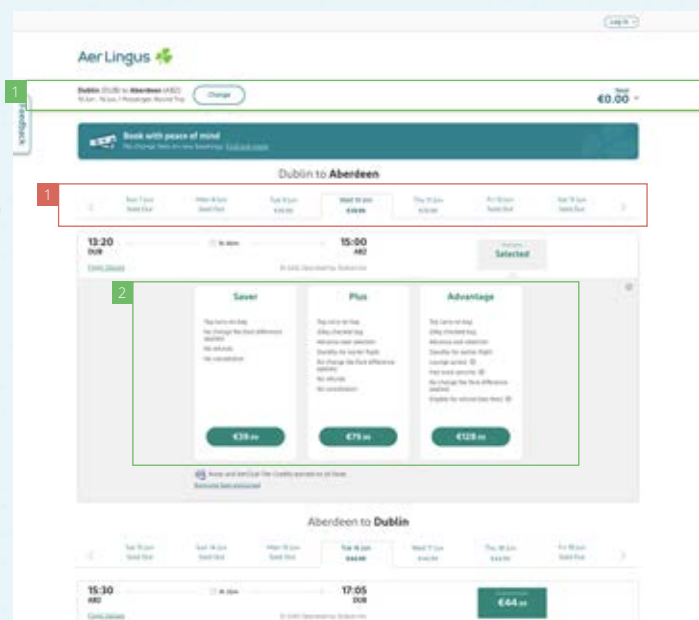
- How they are communicating their proposition on the homepage.
- How these best-in-class websites and apps solving the flight booking problem.
- What they're doing really well that we can emulate.
- What they're doing not-so-well that we can improve?
- What conventions have been established across the sector that we can take direction from.

All four airlines that were compared in this benchmarking document have very different target audiences, which was evident in each of their websites.

Overall, I found the best user experience was on the Aer Lingus website and I was able to book the flights with ease in a few short steps. The experience was enjoyable and very straightforward.

[Download the full report](#)

Aer Lingus - Search and Select



1. This whole section sticks to the top of the page, so always accessible no matter how far I scroll.
 - Very easy to change my search criteria, it doesn't navigate me away from the page.
 - Total price I have to pay is clear
2. Clear price options available for flight. It's good that there are no distractions at this stage is good because I'm still really only browsing flight options at this point.

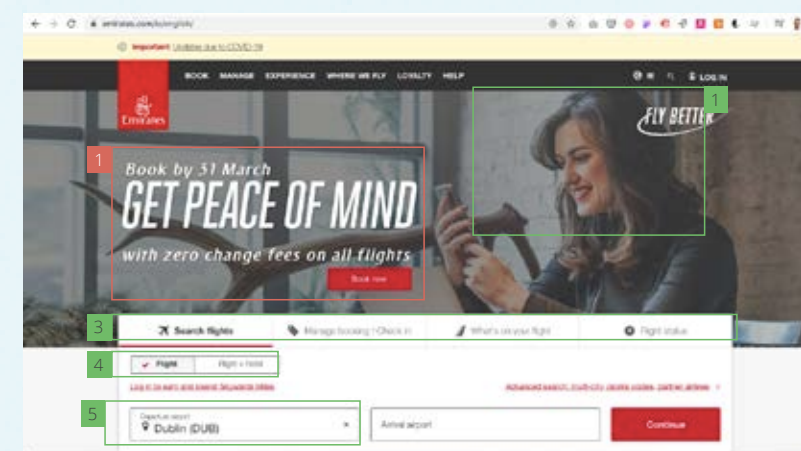
1. Light grey lines are too subtle for me to see which date the flights listed are for.

Competitor 1 — Emirates



"Emirates connects the world to, and through, our global hub in Dubai. We operate modern, efficient and comfortable aircraft, and our culturally diverse workforce delivers award-winning services to our customers across six continents every day."

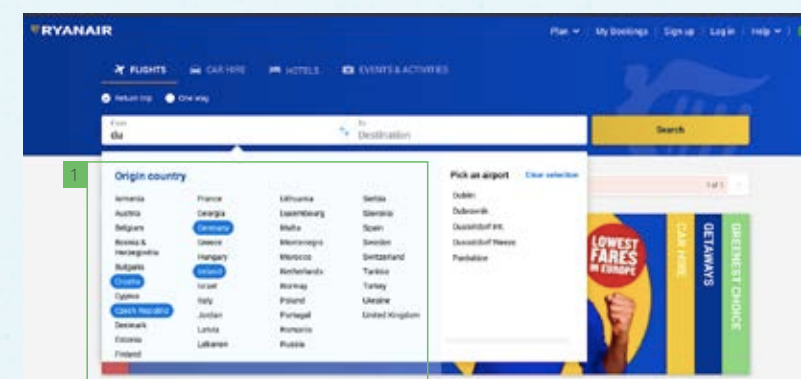
Emirates - Homepage Analysis (Above the Fold)



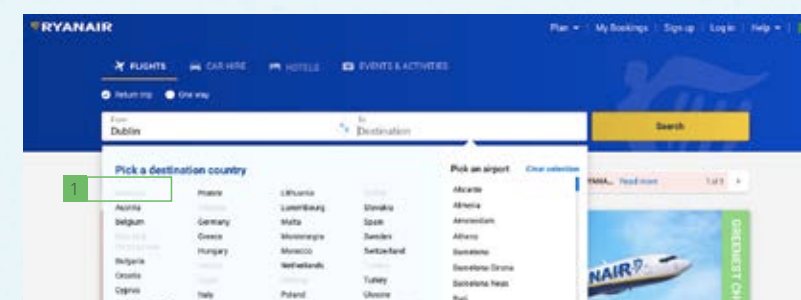
1. Their brand is strong. Image of the woman using phone portrays the idea of convenience and the deep tones used in the imagery reflect a mature and sophisticated brand.
2. The core functionality of emirates is above the fold and allows you to search for flights without having to scroll.
3. Good use of tabs to show the edge cases.
4. Easy toggle to switch search from flights only to flights with hotel
5. Automatically my location (in Ireland) and so it pre-filled the 'Departure Airport' with Dublin (DUB)

1. Too many call to actions. The call to action in the banner detracts from search one (continue).

Ryanair - Search and Select



1. Search is more focused on country of travel rather than airport. Focus is on picking country and then seeing the available airports.
2. Interesting way of search: When user starts to search for location (Example above: Dublin), as the user types the website highlights in blue the countries with airports whose names include those letters typed - (can be anywhere within the airport name)
3. Easy to search for flights to a particular country.



1. Nice visual cue when destination locations are not available from that origin destination — they are grayed out unavailable for selection.
2. Once selected, the 'Destination' box becomes live and the dropdown appears — no need for user to click anything.

User Survey

The objective of this online user survey was to find out more about the goals of people that use airline websites and apps.

I wanted to gain more insight into peoples experiences using airline websites and see if there are any parts that we can improve on for our airline, Fly UX.

The survey was created on the Survey Monkey platform and distributed to friends, family and connections across Whatsapp, Twitter, LinkedIn and email.

seats at the beginning of my search to speed up purchasing my ticket. (Tip: Feels like your asking same question twice)

- None
- Should be upfront about taxes/ extra charges
- Can't think of any.
- This was in December so can't remember specifics. Sorry!
- No improvements necessary as I feel the flow is strong and easy to get through.
- Less pop ups and the chat bot does not work well
- I had to enter details they already knew about me as they had stated them in the email where i clicked the long
- When in the Aer Lingus app and try to check-in you have to re-input your reservation ref despite being logged into the app and have retrieved your flight info from your account
- Adding the ability to book experiences
- Date selector can be clunky at times, find this on a lot of sites.
- The app speed was way too slow and some of the options do not work as expected

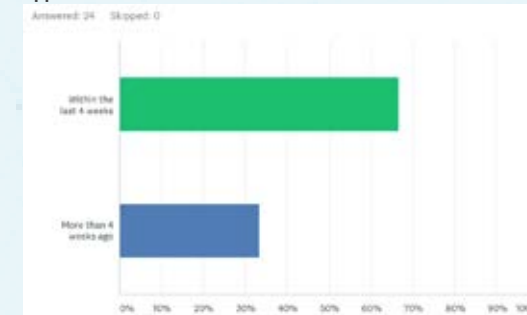
The aim was to get a minimum of 15 users to complete the online survey and analyse the qualitative and quantitative data received within this document.

In total 24 people completed the survey and provided very useful insights for the project.

Survey Results

Total responses	Completion rate	Typical time spent
24	100%	1m 52s
Link to Full Results: https://www.surveymonkey.com/stories/SM-ZSLMJZH9/SM-ZSLMJZH9/		

1. When was the last time you visited an airline website or app?



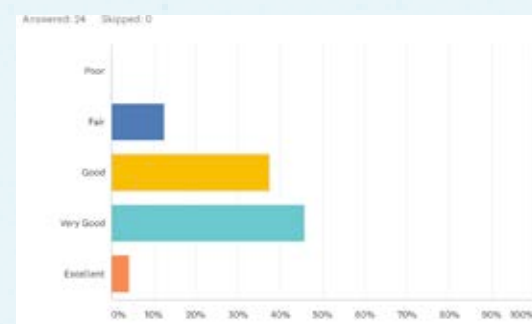
2. Which airline website/app did you visit?

- (total 24 answers)
- Aer Lingus = 42%
 - Ryanair = 25%
 - Others = 21% (KLM, Delta, Jeblue, AirCanada, Skyscanner)
 - Combinations = 12%
 - Combo 1: Ryanair + Aerlingus + Google.com/flights + Lufthansa
 - Combo 2: AerLingus + Ryanair
 - Combo 3: Skyscanner + Ryanair + Aerlingus

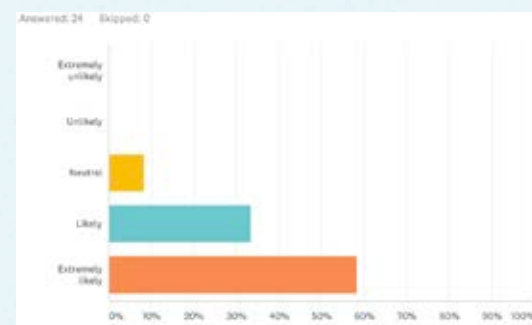
3. What were you trying to do that day?

- (total 24 answers)
- To get a refund.
 - book a flight
 - Prices. Book trip.
 - My friends had bought flights, so I went to buy the same ones.
 - Check flight availability
 - Researching flights for a trip late summer
 - Check in online
 - Looking for refunds
 - Redeem a voucher for a cancelled flight
 - organise business trip
 - Plan route of flights to newzealand and sydney
 - Browsing
 - I was invited to a show in london so I was checking the price of flights (Tip: it feels like your asking same question twice)
 - Book a flight
 - Travel regularly to UK for work
 - Book a flight to Italy, compare prices.
 - Booking a flight
 - Just browsing the flights
 - View cancellation policy
 - Cancelling flight
 - Flight changes
 - Book flights
 - Checking fare prices
 - Cancelled my bookongs

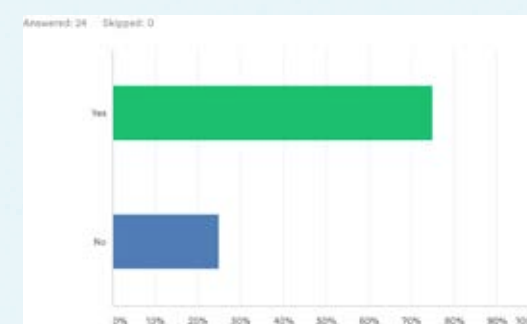
7. How would you rate their website?



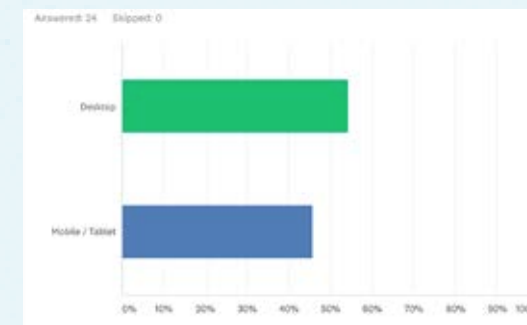
8. How likely are you to use that airlines website/app again?



4. Were you able to complete your task that day?



5. Did you complete your task on mobile or desktop?



6. What would you change about that website or app? What improvements would you make?

- (total 24 answers)
- Make sure you are guaranteed to get a reply within a certain timeframe. Customer care should be a lot better.
 - ability to see other day prices whilst choosing flight times on a particular day
 - Speed.
 - Can't really think of any, especially when comparing it to competitor sites that have useless add-ons which are hard to decline/get away from. Pretty seamless process, except for the random add-on option, that interrupts the process.
 - To be able to check more than one destination for availability
 - Looks like a desktop site reduced for mobile. Not a great user experience
 - Add a flight tracker to the app
 - More consumer information clearly visible
 - It was difficult to find the voucher area
 - I like how google give you price by date, you can choose flights when they are cheaper
 - Price was not the best which we learned midway through the trip
 - Nothing - except lower prices!
 - I would like to preset if I wanted to add extra bags or change my

Usability Tests

The usability test part of this project involved 2 separate aspects:

- Conducting 1 usability test with a user.
- Taking notes on other pre-recorded usability tests.

I kicked the usability test off by asking the participant some background questions to gain some insights into their context and asked them to carry out 2 tasks on 2 competitor websites.

The objective of these usability tests was to learn more about:

- Current user experience
- Goals
- Behaviours
- Pain points
- Mental models
- Contextual information

Download Note Taking Report

Participant 1



Occupation: Home-maker
Locations: Drimnagh, Dublin, Ireland
Devices: iPad and Phone (no laptop)
Apps: Ryanair, Aer Lingus, Games, Sports, Social Networks

Travel Background

Painting the contextual picture of the participants' airline usage.

- Travels for pleasure
- Travels 3 times per year
- Previous flights - Dubai, Benidorm, Lanzarote, Liverpool
- Books online directly from flight operator - Aer Lingus or Ryanair
- Doesn't use aggregator websites - SkyScanner etc

Previous time booking a flight:

- Booked for 14th June
- Day trip to Liverpool with Ryanair
- Group of 7 people
- Priority when looking for flights was (1) Price and (2) Time
- Did a face-to-face comparison on prices with relative. Sitting together so easy to compare.
- Mental Model: If they leave site and come back the prices will go up.

Participant 1 - Task 1

Website:	Travel to:	Fly Out:	Duration:	People:
Aer Lingus	Cork to Faro, Portugal	Sat 26th Oct (Flexible)	7 nights	2 Adults

Getting to Website

- P1 searches for airline website using Google.
- Selects top result, unaware this is an ad.

Homepage

- Enters preferred origin airport name when prompted by website.
- Uses navigation bar to go to 'Book Flights'.

Flight Search

- P1 Observations: Correct airport has shown up, options available for one-way/return, understands promo code functionality.
- P1 types destination airport name, then selects from list - reassured by being told it's in the Algarve.
- P1 selects dates on calendar — didn't type to ensure it's the right day.
- P1 struggled to find the 'Search Flights' button. P1 believed they should have seen it quicker, presumed it would be further down, colour blends in too much.

Flight Selection

- P1 Observations: Flights available day before and after date selected, given flight time and duration, and price. P1 is unclear that there are no other flights available on selected day. P1 believes there may be other flight times available on selected day that are not in view.
- P1 selects fares available to see what's available
- Mental Model: P1 believes "this is where they get you" when on fare options - 'Saver', 'Plus' and 'Advantage'.
- P1 understands what fare options mean. Doesn't understand Collect Avios or Tier Credits.
- Context to choosing 'Saver' option: Years ago used to bring big suitcase. Now purchases toiletries in supermarket abroad.
- P1 happy the available options are clear.
- P1 clicks outside the available options and the dropdown of fare options disappears.
- P1 is very confused looking around screen for where to book - From 18.35 to 21.02.
 - P1 frustration clicks on dates, flight times, airport name and flight details multiple times.
 - P1 Opens and closes flight options.
 - P1 explains that there should be something to actually book the flights.

P1 Task 1 Experience Review

- P1 talks through the process and then sees how to book outbound flight.
- For return flight P1 struggles to find where to book - For much less time - From 21:07 - 21:42.
 - P1 frustration clicks on dates and flight time.
 - P1 blames themselves for not remembering how they booked outbound flight.
- P1 then finds where to book return flight.
- P1 Observations (when prompted): P1 understands what 'Price Lock Flights' means. P1 believes it could be useful.

- Process was 'OK'
- Frustrated that there was no prompt to say choose / book seat 😞
- Very straightforward
- Search Flights button not prominent enough 😞
- Website remembered that P1 input Cork on home screen for searching 😊

Participant 1 - Task 2

Website:	Travel to:	Fly Out:	Duration:	People:
Eurowings	London (any) to Barcelona	Sat 26th (Flexible)	7 nights	2 people

Getting to Website

- P1 uses search bar to search 'eurowings'.
- Selects top result, unaware this is an ad.

Homepage

- P1 initially believes booking flights could be under 'Discover' tab. P1 then goes to 'Book' tab and selects 'Book Flights'.
- P1 didn't like being displayed options like car hire on 'Book' menu.

Flight Search

- P1 selects London (all airports) from list.
- P1 Types destination 'Barcelona' and clicks Search Flights. P1 likes the bright colour of 'Search for flight' button.
- P1 received error message from system because of missing information. P1 didn't know departure flight and return flight details were required at this stage. System didn't suggest they should input dates prior to using search button.
- P1 manually types date of travel. Has to mentally calculate month number.

- P1 Observations (when prompted): P1 was being led by website to manually type the dates - because of flashing active cursor on that area. (P1 doesn't appear to see the calendar available below.)
- Return flight, P1 again manually types in date of return flight.
- P1 notices people icons and guesses they are to be used for adding passengers.

Flight Selection

- P1 Observations:
 - Clear there are flights available on chosen day from two different airports.
 - Times clearly listed.
 - P1 notices there is a stopover on both options which is clear — "good to be shown this info at this stage".
 - Prices are also listed and clear.
- P1 selects chosen flights to see fare options.
- P1 uses browser back button to check about return flights which are listed on same page. P1 then scrolls down and fare selection is open on return flight.
- P1 unclear whether they are selecting fare for departure or return flight.

P1 Task 2 Experience Review

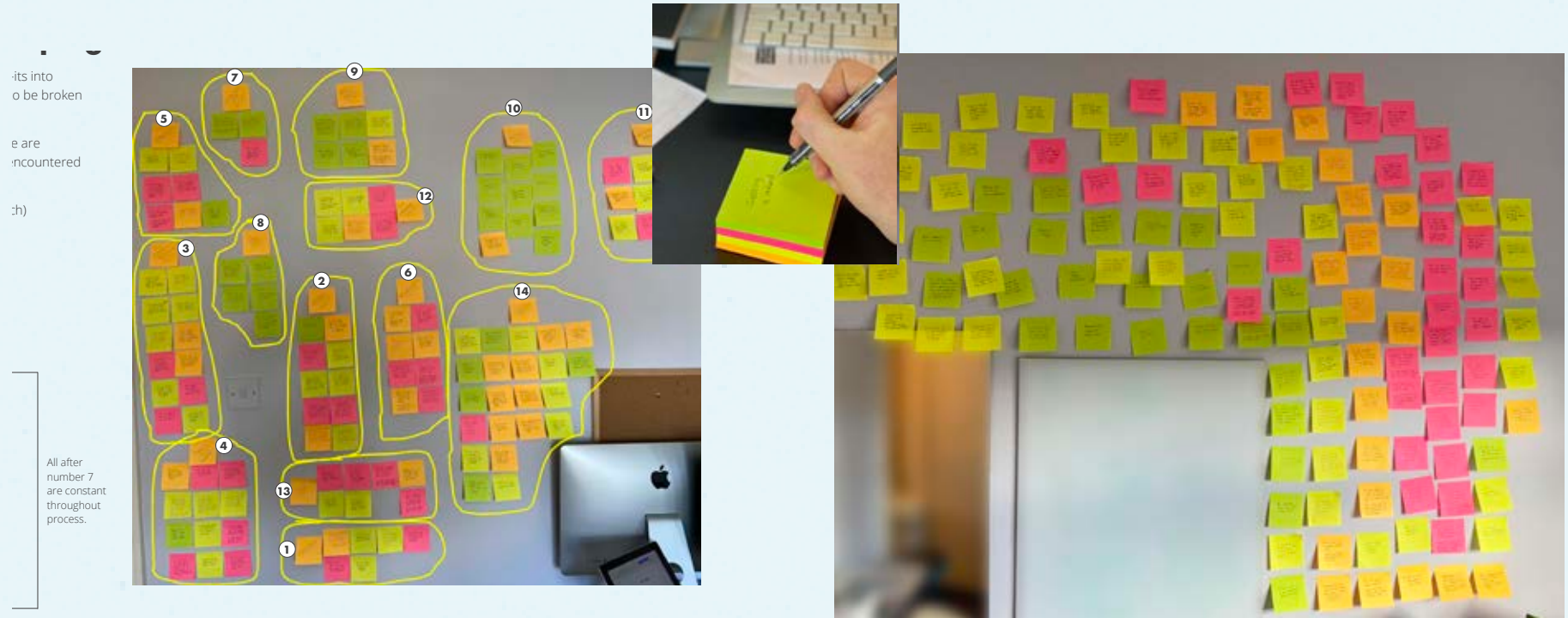
- First time using website but process wasn't too daunting.
- Prompts were very handy. Couldn't miss pop up warning 😊
- Prefers picking dates on calendar - but because website had it listed day/month/year P1 manually typed dates 😞
- P1 was put off by not having previously heard of website.
- Didn't like not being told chosen return flight was to different airport. P1 felt website should have told them before trying to progress to next page. 😞

Affinity Diagram

I gathered all of the material together to create an affinity diagram. This included:

Competitive Benchmarking Document — Emirates, Ryanair, Aer Lingus, United Airlines

- Online Survey — 24 responses
- 3 Usability Tests — 2 sample project videos, my own recorded session
- 3 User Interviews — These interviews took place before the above usability tests



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Customer Journey Map

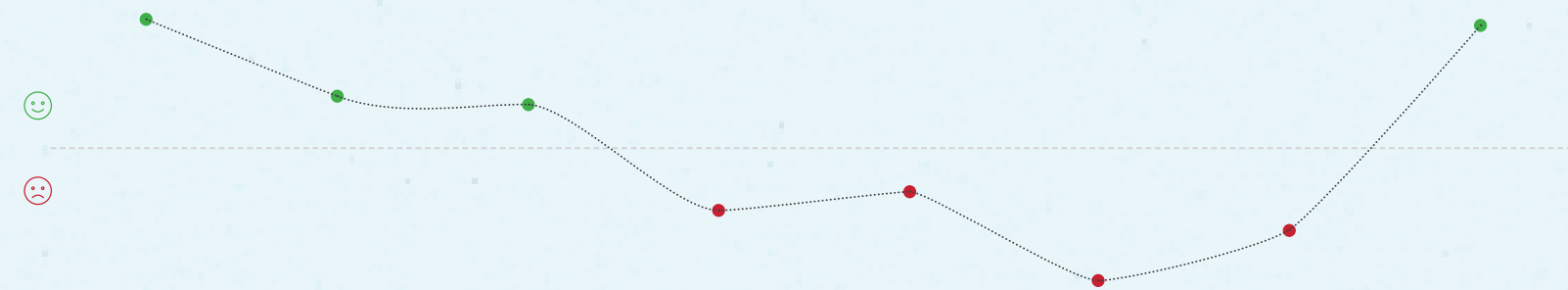
TI created a customer journey map to reveal a typical user journey through the flight booking process.

It identified the goals at each stage of the journey along with typical behaviours and pain points at each stage.

This map allowed me to identify possible problems that I could look to improve for the design of the FlyUX booking process.

[Download Customer Journey Map](#)

Customer Journey Map for FlyUX



	Time to Getaway	Initial Search	Search for a Flight	Flight & Fare Selection	Customer Details	Seat Selection & Optional Extras	Summary & Payment	Booking Confirmation
goals	Start to consider my goals, dates and possible locations.	Get an idea of rough costs and ideas of locations to travel.	Find specific flights to my preferred location, on my preferred dates.	Get the best flights possible based on my criteria - budget, dates, location.	Provide my personal details to progress booking.	Pick the seats I want and progress to booking confirmation.	Review the total cost of flights and complete my transaction	Get a confirmation that my payment went through successfully.
behaviour	<ul style="list-style-type: none"> Check how much I can afford. Consider what dates I could go. Think of where I'd like to go. Discuss with others if travelling as a party. 	<ul style="list-style-type: none"> Use aggregator websites to research. Search websites for where I'd like to go. Talk to friends about recommendations. 	<ul style="list-style-type: none"> Enter dates, numbers of passengers, to and from locations on website. Click 'Search Flights' button. 	<ul style="list-style-type: none"> Choose my preferred outbound and return flights. Choose what Fare Type I want. Check what the cost is with both flights selected. 	<ul style="list-style-type: none"> Complete the form displayed for all passengers. 	<ul style="list-style-type: none"> Select what seats I want (if included). Browse other offerings - insurance, hotels, cars etc. Look for button to continue to book. 	<ul style="list-style-type: none"> Look at the total price - does it match what I expected. Get my credit card and enter the details requested. 	<ul style="list-style-type: none"> Await notification of approval of payment. Check my email confirmation of booking.
pain points		<ul style="list-style-type: none"> Deciding on my location. 	<ul style="list-style-type: none"> Hard to see flight search area Have to scroll before I can search Wasn't clear how to search after entering my search details 	<ul style="list-style-type: none"> Unclear how to choose my Fare Type. Not sure whether I'm choosing outbound or return flights - not clear. The difference in fair types not clear. There are no flights on my chosen date, even though it allowed me select them. 	<ul style="list-style-type: none"> Having to login before I can progress, I always ignore this as long as I can. 	<ul style="list-style-type: none"> Too many additional extras being offered to me - insurance etc. Hard to understand what seats I'm allowed to book / whether I need to book. Not clear at all how I can move forward to payment. 	<ul style="list-style-type: none"> Surprised at the price now it's giving me the total cost - it was per passenger until this point. I wasn't expecting extra taxes added onto price. 	<ul style="list-style-type: none"> The wait for my confirmation email - although short feel like a long time.

“I like that it's identified my nearest airport for outbound flight.”

“If I leave website and come back later the prices will go up.”

“This is where they get you!”

“I'm disappointed the price is higher than I expected it to be!”

“I'm relieved and excitement to have flights booked.”

Flow Diagram

Next up I created a flow diagram to help define what the high level flow for booking flights on the new website would look like.

I looked to improve on any issues highlighted by the customer journey map at this stage.



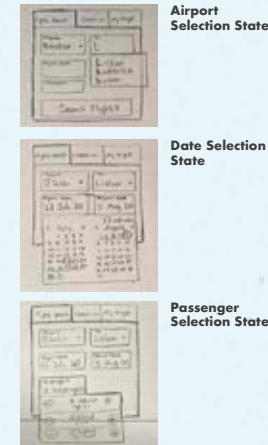
Interaction Design

The next stage of the process involved sketching possible solutions to some of the key parts of the booking process.

I was able to bring together all the issues and pain points that had been identified at all the previous stages.

I sketched many possible solutions and finalised them into the sketches found on this page.

Homepage



Stage 1 - Search Flights (pt1)

Search flights listing
View of all flights listed after search on homepage.



Search flights - flights and fare options chosen
View of when flights and fares are selected. User will have option to change flight by using the 'change flight' button under selected tick mark.

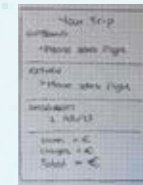
Stage 1 - Search Flights (pt2)



Search flights - display fare options
This component shows the dropdown of fare options for each flight when the 'View Fare Options' button is selected on the desired flight.

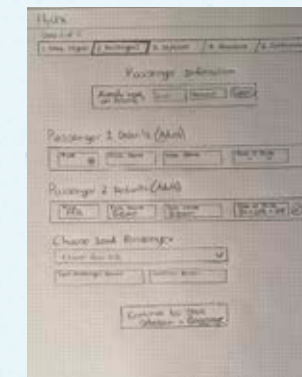


Trip Summary box - flights selected
To be displayed throughout the search flights step. To appear on right hand side of screen and follow user on scroll.



Trip Summary box - empty state
To be displayed throughout the search flights step. To appear on right hand side of screen and follow user on scroll. If user clicks 'Please select flight' text page will scroll to that area of page.

Stage 2 - Passengers



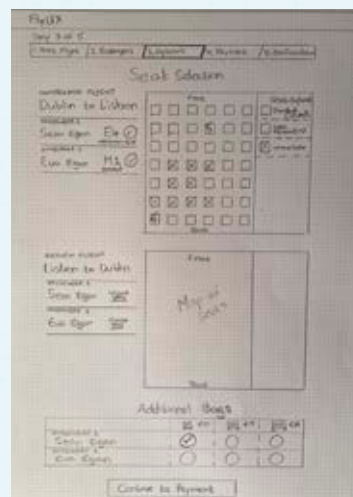
Title and Date of Birth Dropdown Selection
User chooses a title from list which then populates the field. The date of birth entry process runs goes as follows:

- Select Day — Select Month — Select Year

Passengers Information
In example above the second passengers details are completed, signified by tick mark.

Stage 3 - Options

User to choose seats and additional baggage if required.



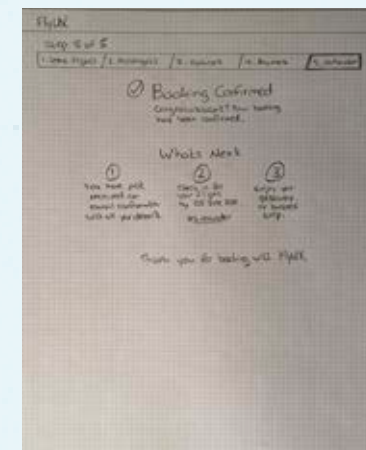
Stage 4 - Payment

Payment stage shows review of all items that have been selected and credit card payment area.



Stage 5 - Confirmation

Once the user completes the transaction they will land on this page. Informs them of the next steps and a reminder to check in for their flight.

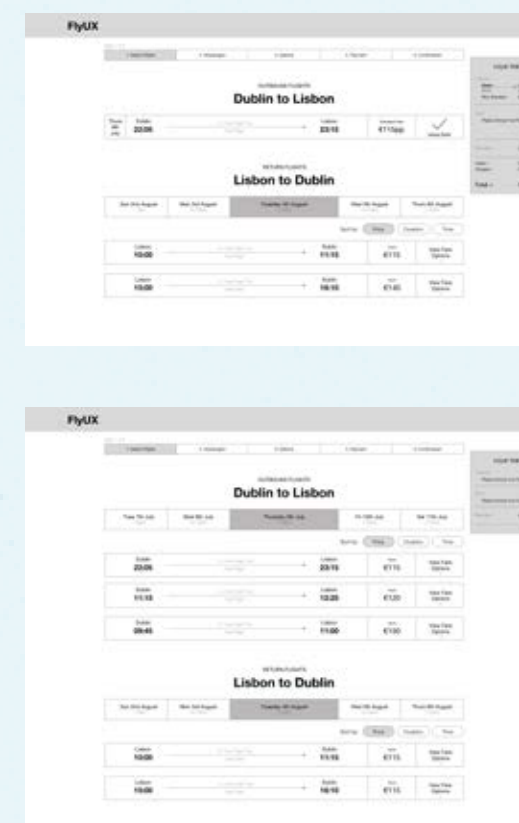
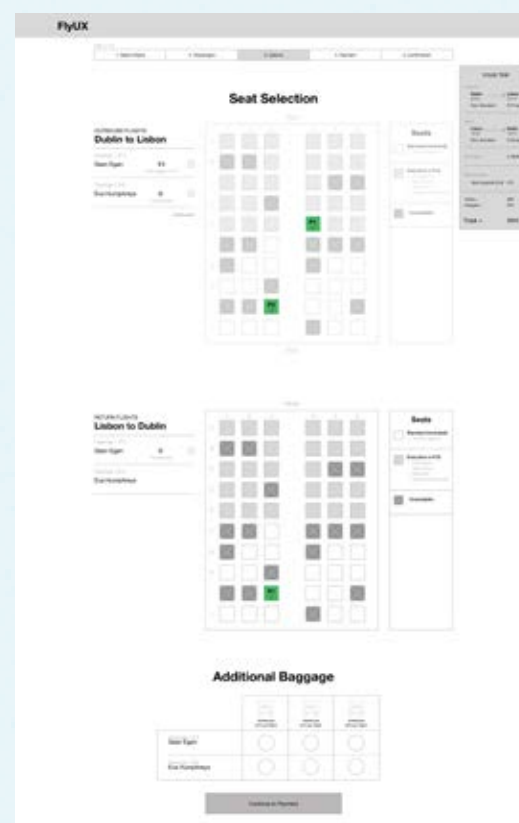
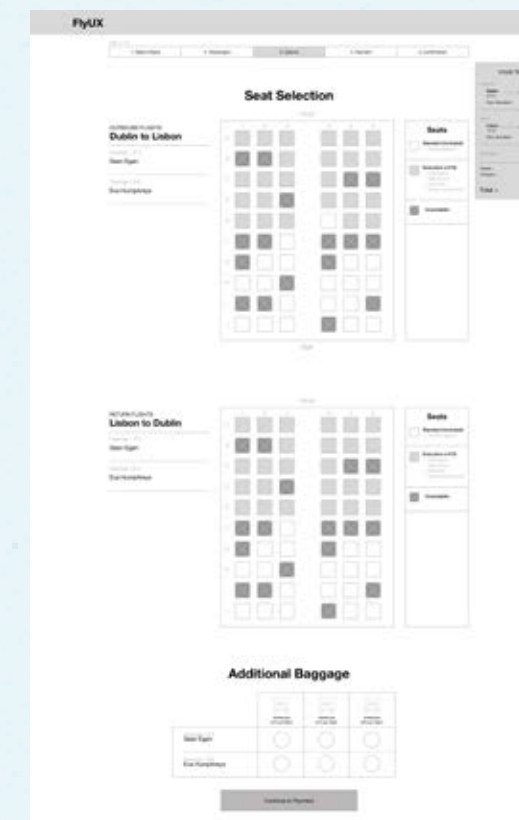
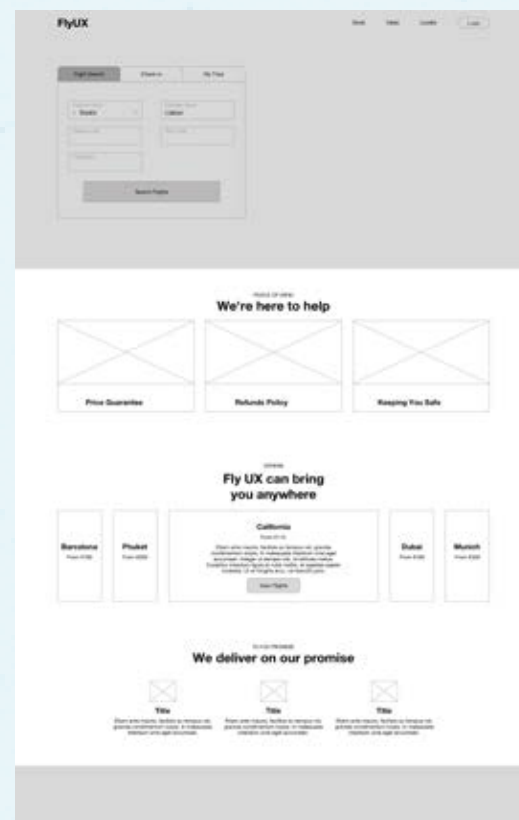


Building a Low Fidelity Prototype

I converted the interaction designs into low fidelity designs and a prototype that could be used to test the high level flow, screen layout, text and basic interactions.

I developed the prototype in Sketch and Invision and it included the process from homepage to confirmation screen.

[Watch Prototype Video](#)



Wireframing

The final stage of this project involved creating wireframes to include all relevant details for the developers.

[Download wireframe document](#)

Outcome

As this was a college project this is where the project stopped.

01. Landing Page
01.01 - Initial Screen State

- On click, user can switch between sections
- If clicked other data has been entered by 'Fly UX' then 'Fly UX' temporarily save data entered
- On click, user will be brought to main page for each of the menu options.
- On click, users will be brought through to the registration page - where they can sign in using email and password. Once done we have the option to logup with social
- On selection, user directed with all possible destinations from selected departure airport.
- On click, user will be brought to main page for each of the menu options.
- On click, users will be brought through to the registration page - where they can sign in using email and password. Once done we have the option to logup with social
- On selection, user directed with all possible destinations from selected departure airport.
- On click, users will be brought through to the registration page - where they can sign in using email and password. Once done we have the option to logup with social

01. Landing Page
01.02 - Desk Airport Selection

- On selection, highlight field with user selected from dropdown
- On selection, user directed with all possible destinations from selected departure airport.
- On click, user will be brought through to the registration page - where they can sign in using email and password. Once done we have the option to logup with social
- On selection, user directed with all possible destinations from selected departure airport.
- On click, user will be brought through to the registration page - where they can sign in using email and password. Once done we have the option to logup with social
- On selection, user directed with all possible destinations from selected departure airport.
- On click, user will be brought through to the registration page - where they can sign in using email and password. Once done we have the option to logup with social

01. Landing Page
01.03 - Departure Dates

- On selection, highlight field with user selected from dropdown
- On selection, user directed with all possible destinations from selected departure airport.
- On click, user will be brought through to the registration page - where they can sign in using email and password. Once done we have the option to logup with social
- On selection, user directed with all possible destinations from selected departure airport.
- On click, user will be brought through to the registration page - where they can sign in using email and password. Once done we have the option to logup with social
- On selection, user directed with all possible destinations from selected departure airport.
- On click, user will be brought through to the registration page - where they can sign in using email and password. Once done we have the option to logup with social

01. Landing Page
01.04 - Passengers

- On selection of field, highlights field and user options for selection
- On selection of field, highlights field and user options for selection
- On selection of field, highlights field and user options for selection
- On selection of field, highlights field and user options for selection
- On selection of field, highlights field and user options for selection
- On selection of field, highlights field and user options for selection
- On selection of field, highlights field and user options for selection

01. Landing Page
01.05 - Completion of Initial Flight Search

- On selection, user brought to Select Flights screen.

02. Select Flights
02.01 - Select Flights_initial results

- These info becomes active after a user completes that step and the user is able to select the correct step
- On selection, user directed with all possible destinations from selected departure airport.
- On selection, user directed with all possible destinations from selected departure airport.
- On selection, user directed with all possible destinations from selected departure airport.
- On selection, user directed with all possible destinations from selected departure airport.

Dundalk Institute of Technology

Redesgning the DkIT Staff Directory for internal and external audiences.

Project:	DkIT Staff Directory
Duration:	1 Year
My Role:	Strategy, Competitor Analysis, User Research, Affinity Diagram, UX Design, Project Management, Usability Testing, Launch Plan, Email Communications

Background

DkIT had an old staff directory that was located on the old website but left untouched as it's updating fell between many departments.

This project aims to address these management issues by automating as much of the management of these profiles as possible by integrating with the CoreHR system, which is the single best source of staff data within the Institute. Secondly, the new staff directory will integrate with the new DkIT website allowing for the dynamic display of staff and department details on various pages across the website.

I worked with an external development agency, MOR digital, on the development and implementation of this project.

Project Team

This was a large scale project for the organisation and involved many key stakeholders across the organisation. My role was lead this project and collaborate with internal HR and IT teams and work with our external development partner on this project.

Challenge

- Old directory was not updated
- No automation on old directory so it included old and retired members of staff
- It wasn't connected in any way to the website
- Style was outdated and basic

Goal

- Make it easy for users to update
- As much automation as possible for content
- Automatically add and remove staff as they join and leave DkIT



Welcome to the DkIT Staff Directory

Username *

Password *

Sign in

[Forgotten your username and password?](#)

Establishing Project Goals + Scope

Working as a project lead on this redesign, it was important to establish the overarching goals of the project and the KPI's.

Once these were established I worked with our design and development partners to ensure all decisions taken were informed by our KPI's.

Goal 1: Integration with HR System

Ensure staff profiles are automatically added and removed in accordance with date on the HR Management software, CoreHR.

Goal 2: Embeddable on Website

Staff profiles can be dynamically used across the website for department and staff listings.

Goal 2: Knowledge for Existing Staff

All current staff are aware of the staff directory, understand how to access it, use it and update it.

Goal 4: New Staff Onboarding

All new staff are onboarded properly and understand how to maintain their profile.

Goal 5: Internal View Search

DkIT Staff can login and easily search for colleagues across the Institute. All staff will be accessible here.



Goal 6: Public View Search

External audiences can search for contacts within DkIT. This is optional for staff to be listed on this.

Competitor Audit + Review of Existing Directory

I conducted a competitor review to understand the staff directory features competitors were utilizing on their websites. In total I reviewed 13 other higher education staff profiling systems.

By conducting this review I was able to take an in-depth look at competitors and identify gaps in the market and opportunities to better the user's experiences for the DkIT Staff Directory.

	Where we are today	Where we want to get to
	We have a directory which is out of date and unmanaged, containing details of staff that no longer are in the Institute.	As much automation of information and users as possible, staff are removed or added in line with the CORE HR system.
	Outdated system on old website infrastructure and not linked into the new website.	Dynamically embedded across the website to areas like department / functional area team pages, course pages etc.
	It's just a listing, not easy to search or find staff.	It's easy to find staff, search for departments and for staff to update their profiles.
	Manual process for adding staff to this directory and no systems in place for removing old ones.	Staff will added/removed inline with CoreHR (via Active Directory)
	Existing directory is not used by staff within the institute and many are unaware it exists.	Existing staff understand what it is and update it often. New staff joining are made aware of it and how to manage it during onboarding.


DkIT Hub > Staff

Staff


A full list of institute staff by area.

Name	Phone
Website Administrator	+353 42 937 0200
Adebola Akande	+353 42 937 0200
Akiniolu Akande	+353 42 937 0200
Angelos Alamanos	+353 42 937 0200
Bushra Ali	+353-860525055
Alphie Mulligan	+353-429370200
Subhi Alwan	+353 42 937 0200
Mikkel Andersen	+353-09842319

LIT
Simple listing only - no individual profiles, just contact email given.




Sligo IT
Have a listing for Research staff only.
Each person has individual profile.
No presence on website, had to Google to find.



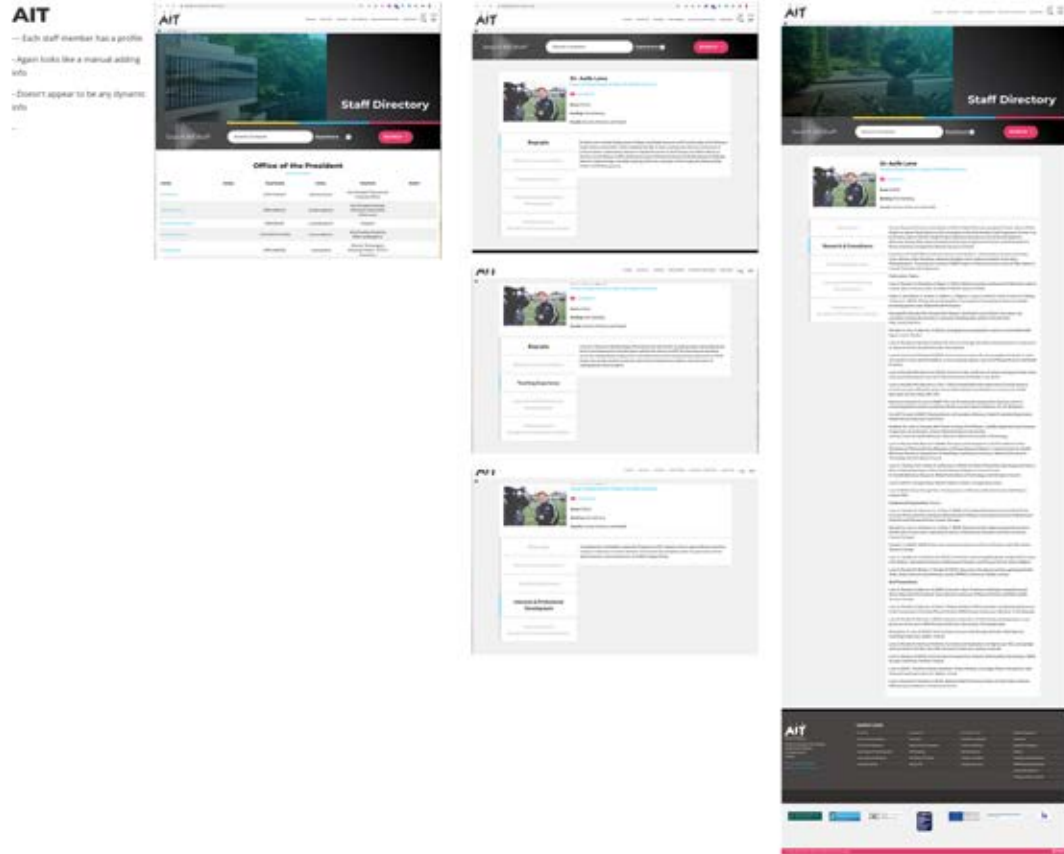
CIT / MTU
Have a listing but didn't return any results.



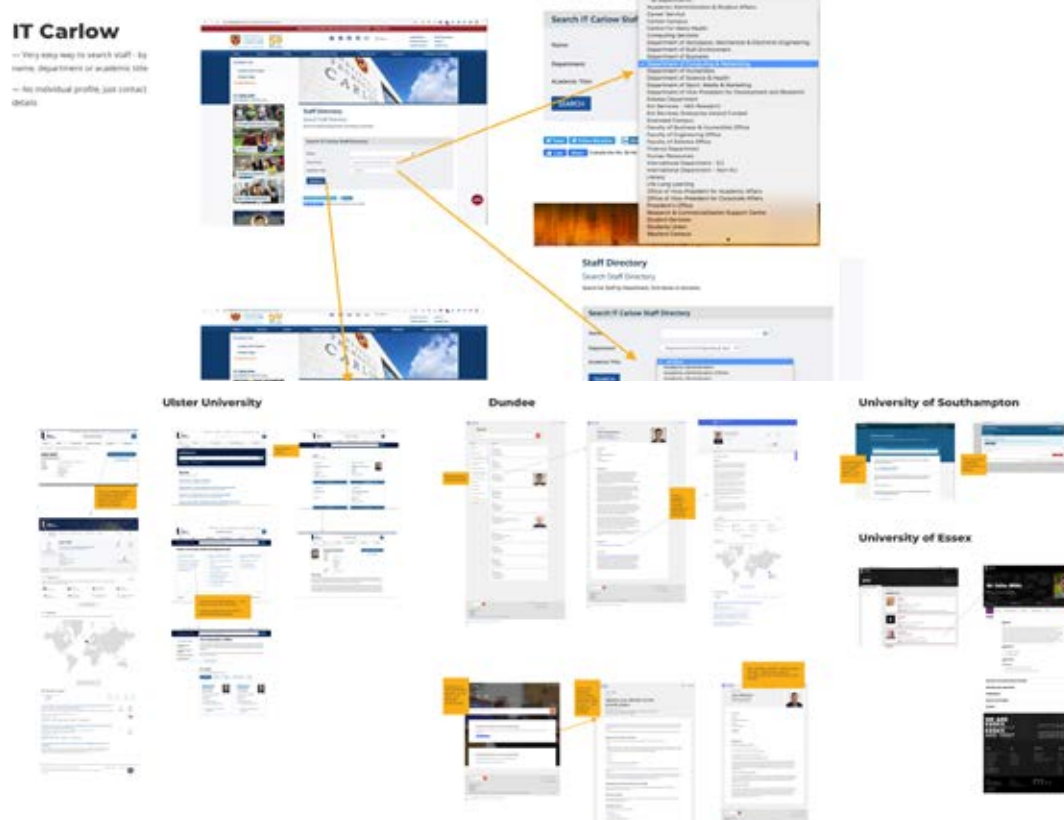
IADT
Great filtering options.
Clean layout, easy to scan.
Profile page for all staff including non-academic.
Profile icons to be manually entered, no links out to publications.
Titles on profile header based on whether populated with content.



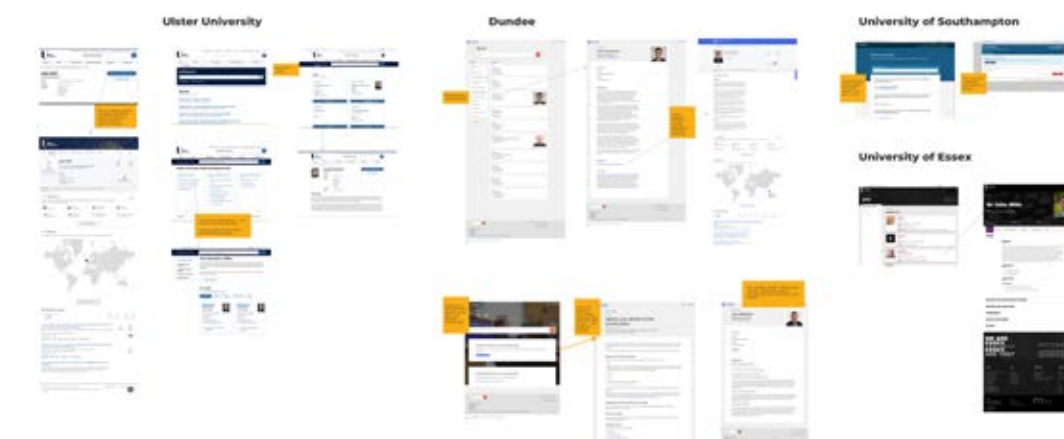
AIT
Each staff member has a profile.
Agent looks like a manual adding info.
Doesn't appear to be any dynamic info.



IT Carlow
Very easy way to search staff - by course, department or academic life.
No individual profiles, just contact details.



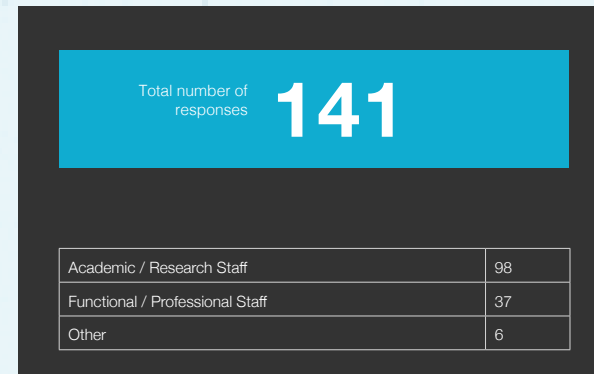
Ulster University
Dundee
University of Southampton
University of Essex



Survey Results

To further my understanding of the gaps the current website directory was leaving, I conducted a digital survey which collected 141 responses from all stakeholder within DkIT.

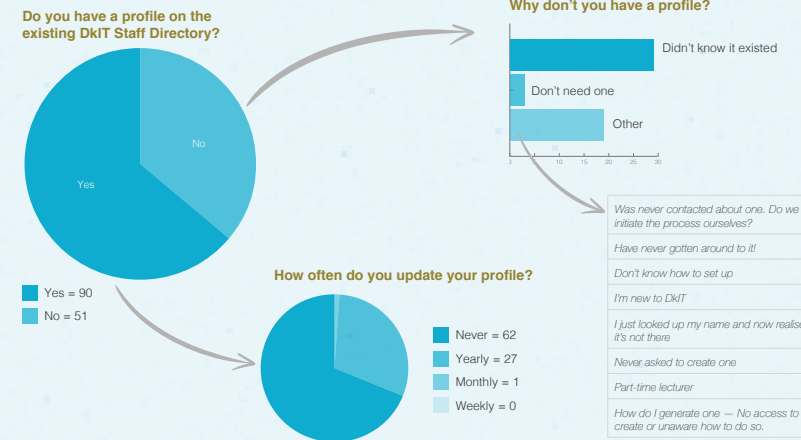
I wanted the staff directory to turn into a valuable resource for staff and to help build community within DkIT so all qualitative and quantitative feedback gave great insight into the pain points, motivations and context for users (staff).



All Staff Responses (141 Responses)

Academic / Research Specific (104 Responses)

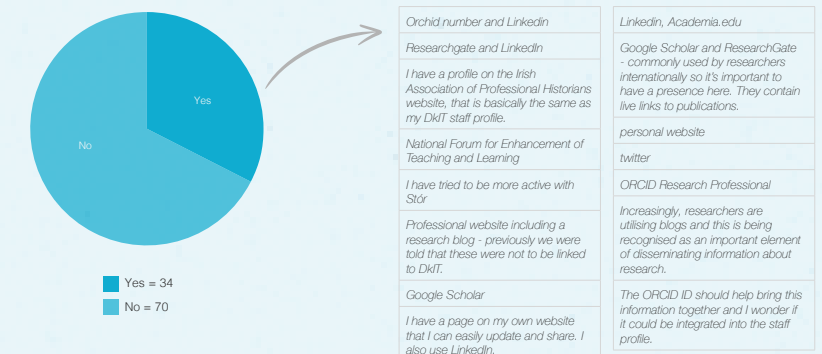
Existing Usage of Staff Directory



#DkIT

Page 3

Do you have another academic/research profile listing? (separate to DkIT staff profile)

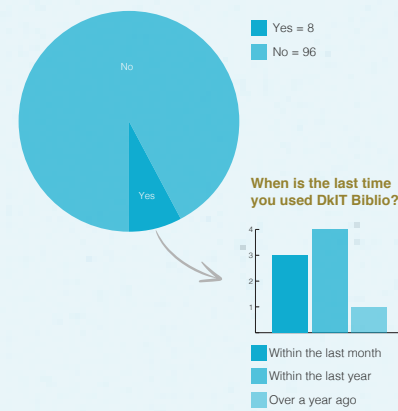


#DkIT

Page 4

Biblio

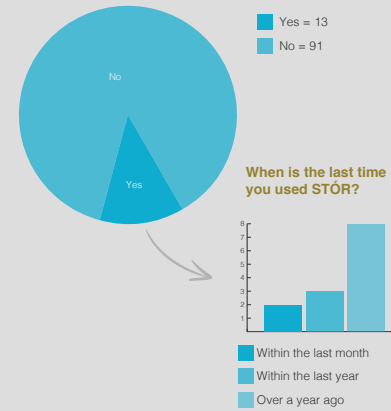
Do you currently use the DkIT Biblio? (available at www.dkit.ie/biblio)



#DkIT

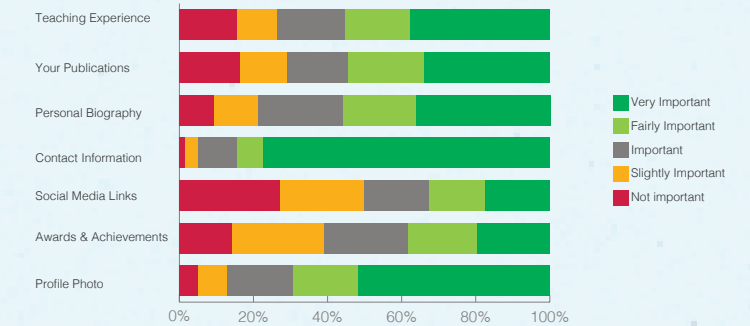
STÓR

Do you have a profile on STÓR, Dundalk Institute of Technology's Open Access (OA) Institutional Repository?



Academic / Research Specific (104 Responses)

How important do you feel the following categories are for your staff profile? (141 Responses)



#DkIT

Page 6

Affinity Diagram

I created an affinity diagram to help organise all of the unstructured data that was received from the user survey and competitor benchmarking exercises.

This allowed me to harness the power of this data and gain clarity on the current pain points and any opportunities that exist for the directory.

The process I followed:

- Stage 1: Review all research output
- Stage 2: Write down any point or notes or observations that would be relevant to improving the design of the staff directory. Place all post-its on the wall.
- Stage 3: Organise the post-its into groups that seem natural and make sense. These will be the key areas that we can focus on improving on the new staff directory.



2. Integrations



3. Findability & Searching



4. Ongoing Management



1. Categories + Tabs



5. Design Style



6. Training



7. Misc Notes



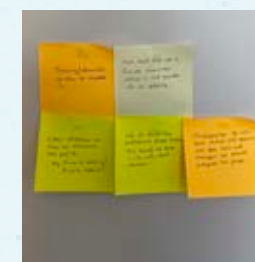
9. Pain Points with Old Directory & Other Platforms



5. Design Style



6. Training

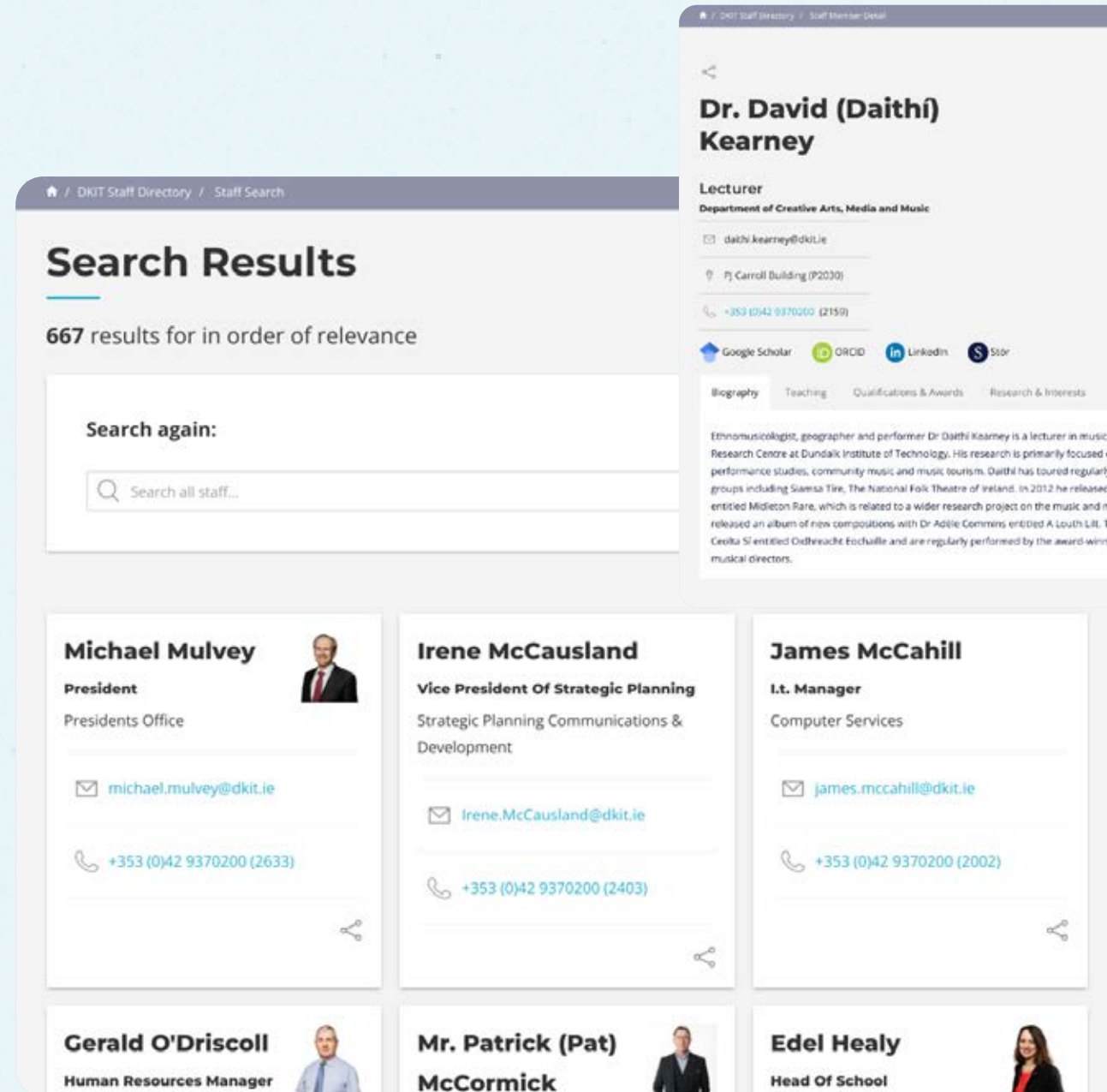
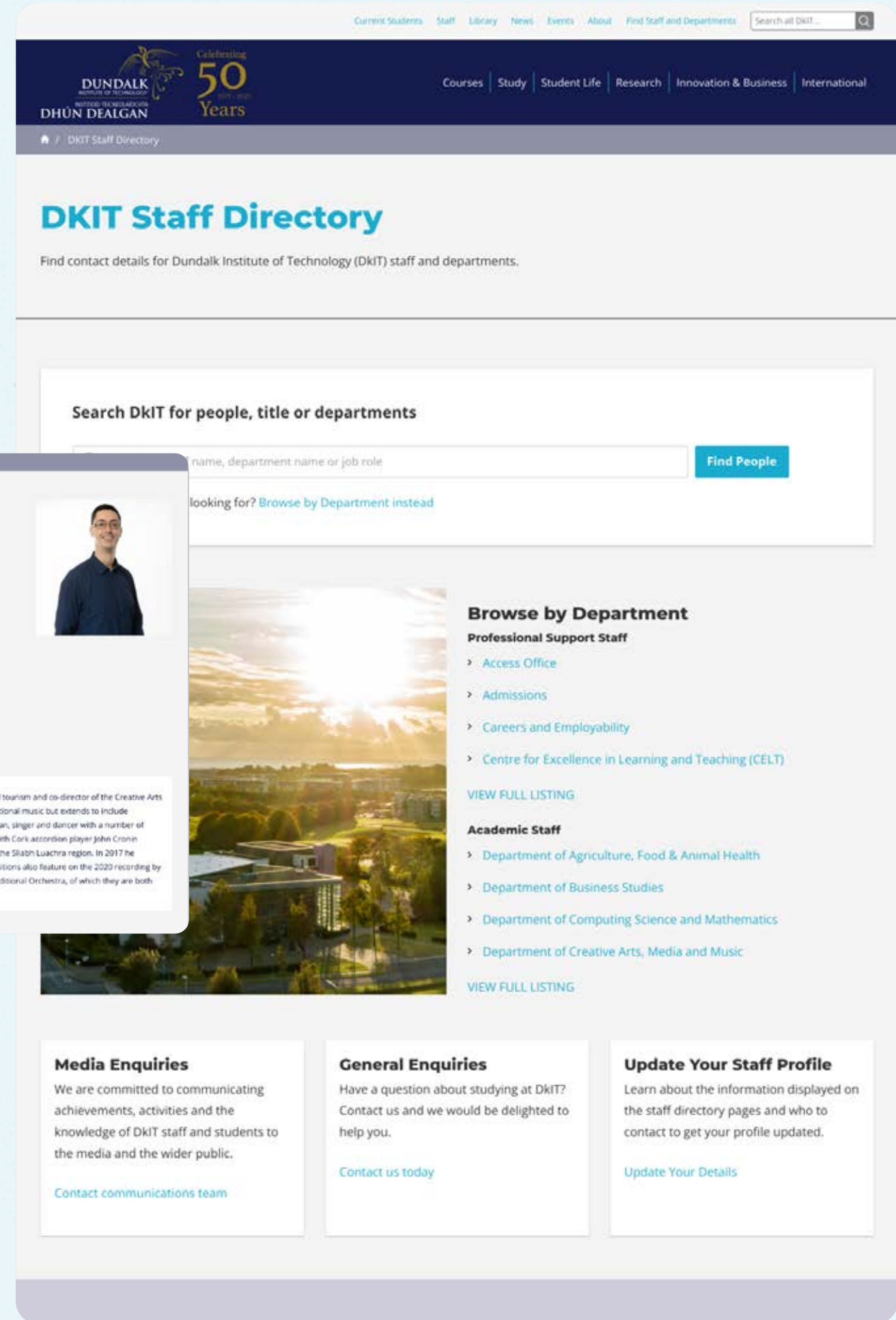


8. Privacy



Design + Development

My role on this project was focused on the research and ideation phases and project management with our partner agency being responsible for the design, development and integration of the new staff directory into the website.



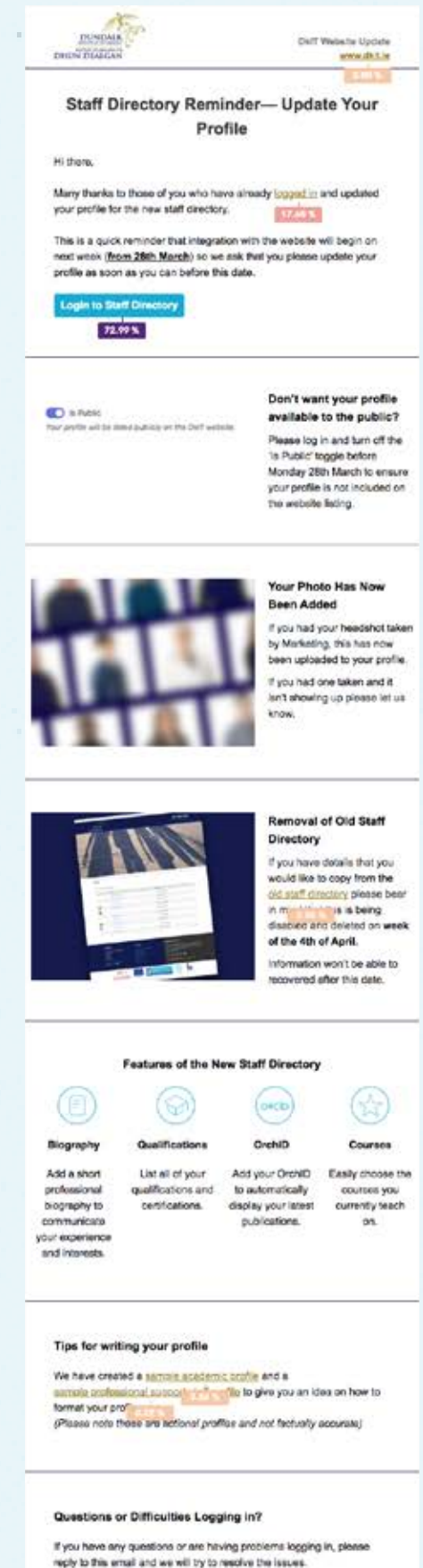
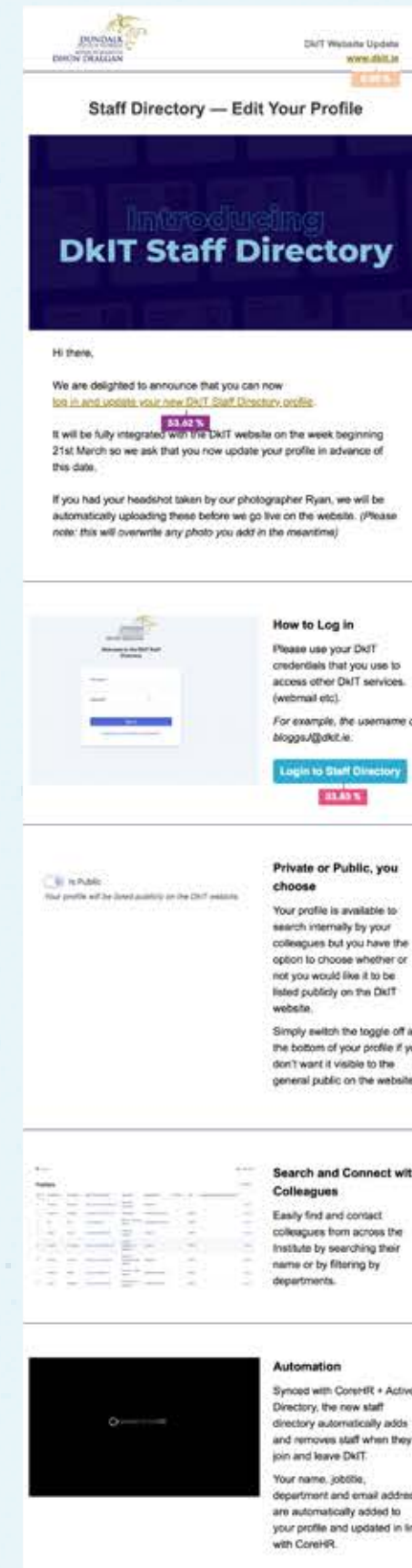
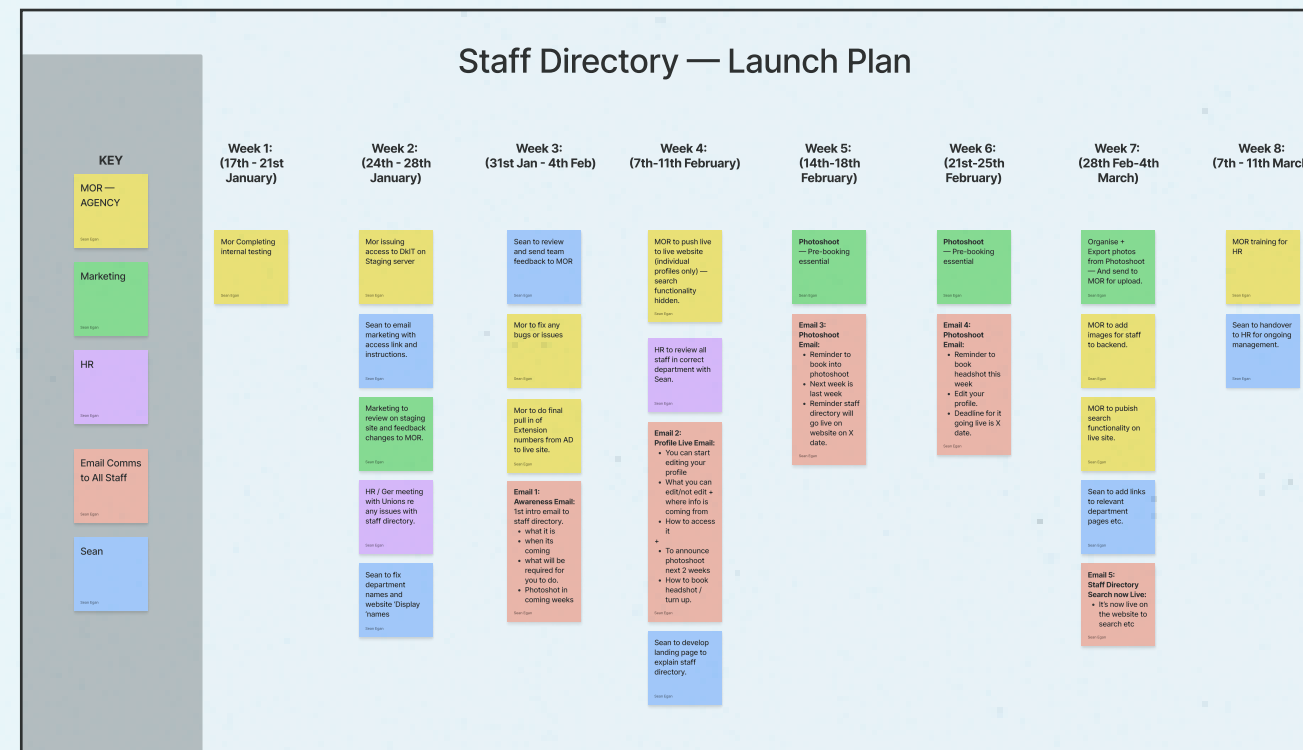
Launch Planning

To ensure this new product had the biggest impact and gained traction with staff, I planned a series of launch internal emails aimed at educating staff on the new directory and how to update it.

To help it gain exposure for our external audiences I also integrated into various areas across the site like student and staff portals, department and school pages and within the navigation structure.

Outcome

- 2.5k visits to the staff directory and profile pages within first 2 weeks
- Feedback from staff was excellent
- We now have a fully automated staff directory that will help staff engage with each other and our external audiences



Moneycare

Designing a new web experience for a local Mortgage broker.

Project:	Moneycare Web Design and Development
Duration:	5 Months
My Role:	Strategy, UX Design, UI Design, Copy writing, Illustration, Development

About Project

Moneycare is a mortgage broker based in Co. Monaghan, Ireland. They have been in business for over 20 years and were looking to overhaul their existing online presence.

Challenge

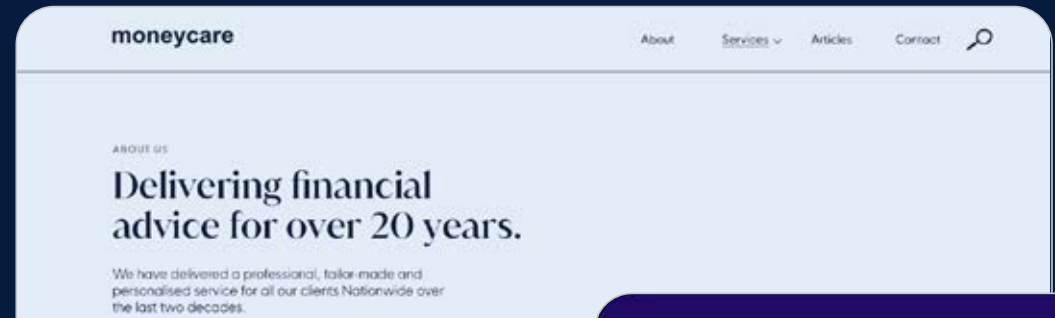
The team at moneycare wanted to be able to clearly group their offerings and communicate the advantages to mortgage brokers. They also wanted an easy to manage cms that they can easily add articles to. We kicked the project off with a strategy session to understand their reasons for starting the project and together we developed the KPI's for this project.

Pain Points

- Complicated customer journey map
- Navigation not easy to understand
- Hard to understand offering
- Lack of informative content

Project Goals

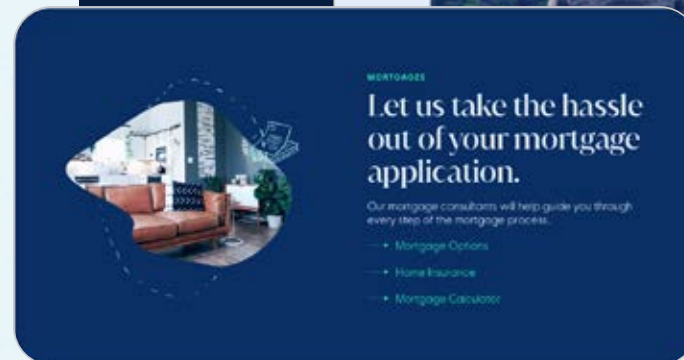
- Develop new content to explain products
- Communicate their USP's in a clearer way
- Create visually appealing website
- Fix usability issues of old website
- Lead generation - Increase email newsletter subscribers



PERSONAL TOUCH

We build long-standing relationships with our clients.

We pride ourselves on our personal approach and we are always at the end of the phone for our clients. We will meet with you annually to review your circumstances and ensure you are getting the best product available. Becoming a moneycare client is just the beginning!



Based in Monaghan, we have helped over 4,500 people Nationwide.

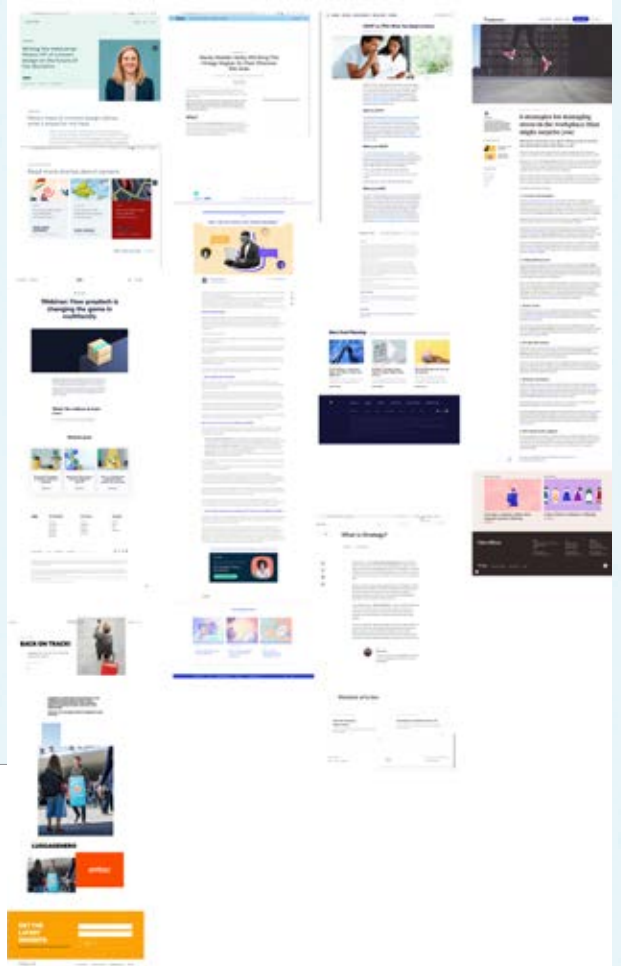


Research and Competitor Analysis

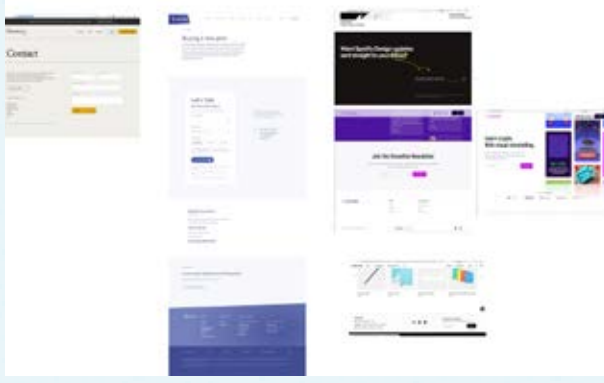
To help gain an understanding of their business, we held a kick-off meeting to discuss their business goals and website goals, analysing their current website.

I then carried out some competitor research to evaluate the competition and similar product website. I gathered this information together and grouped into heading which would ultimately help me communicate the design direction and style to the client.

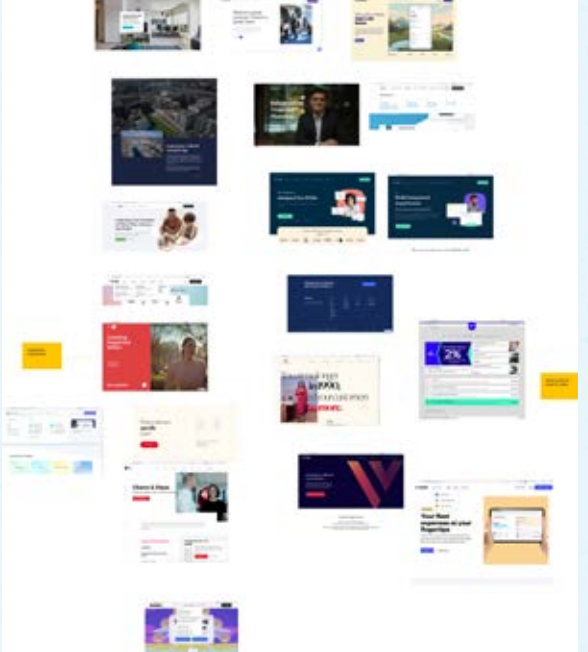
Blog - individual



Contact



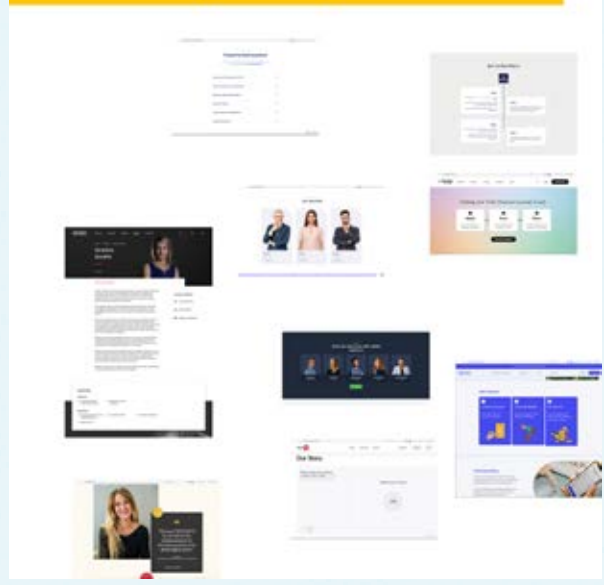
Hero + Nav



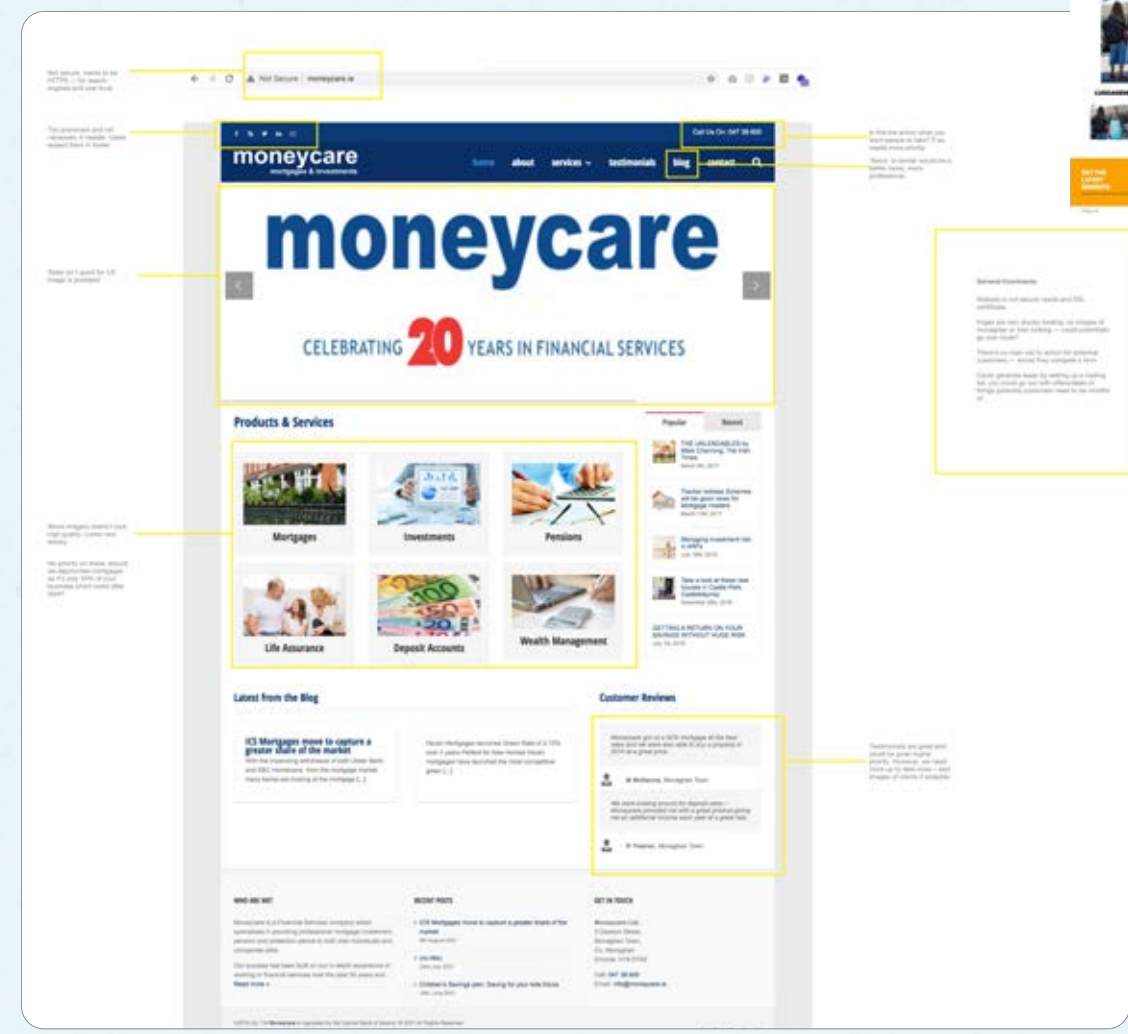
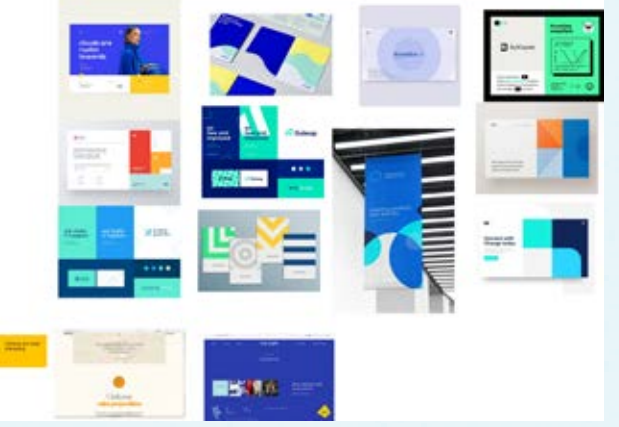
Typography



Process, People + other



Patterns / branding



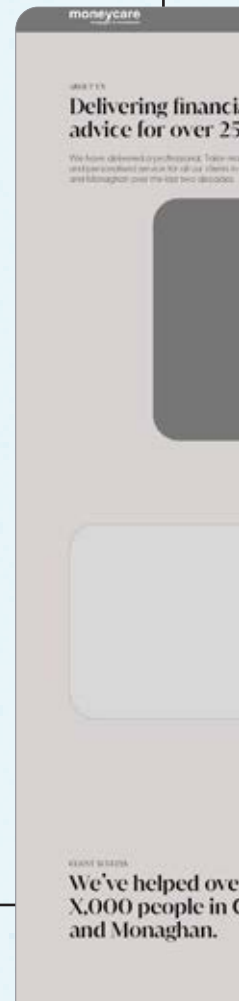
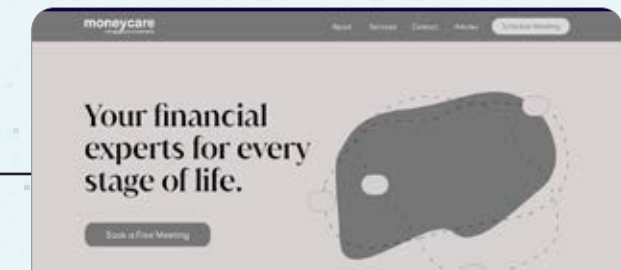
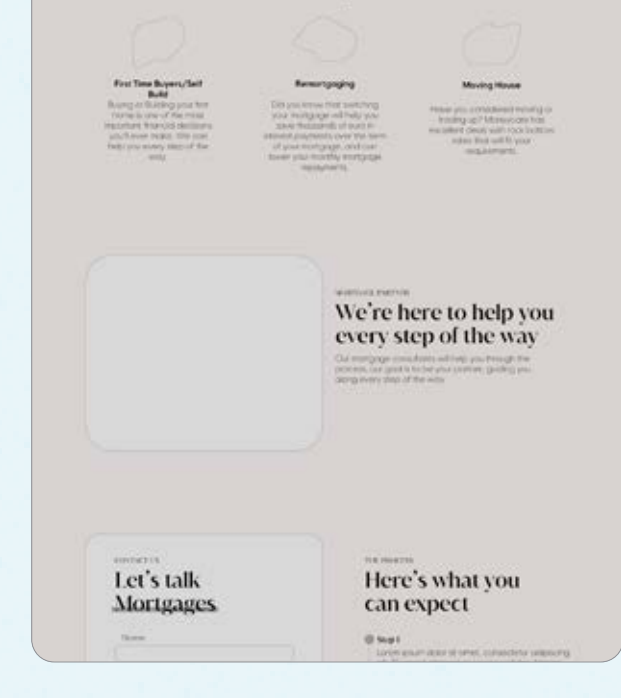
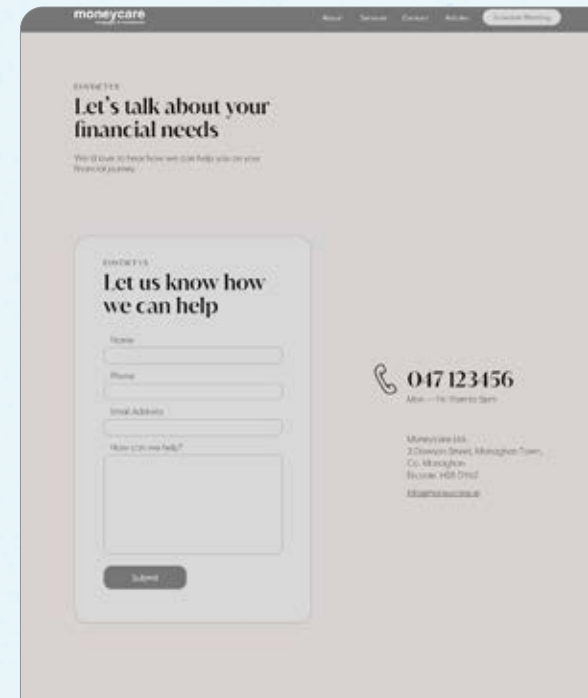
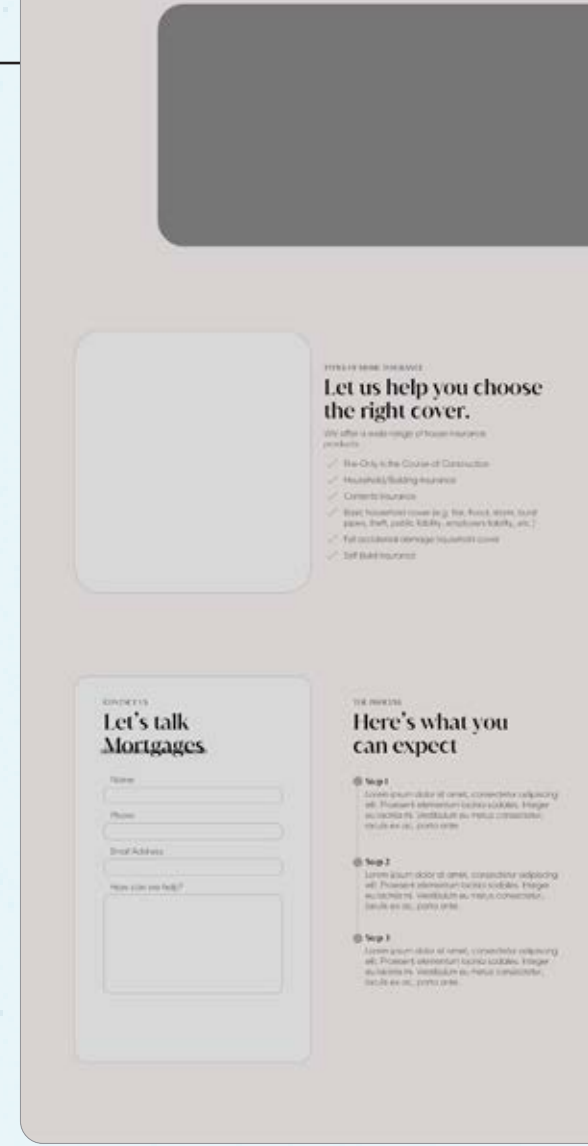
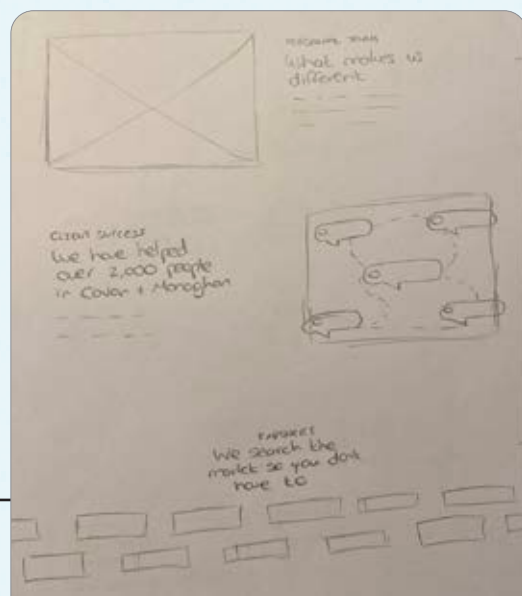
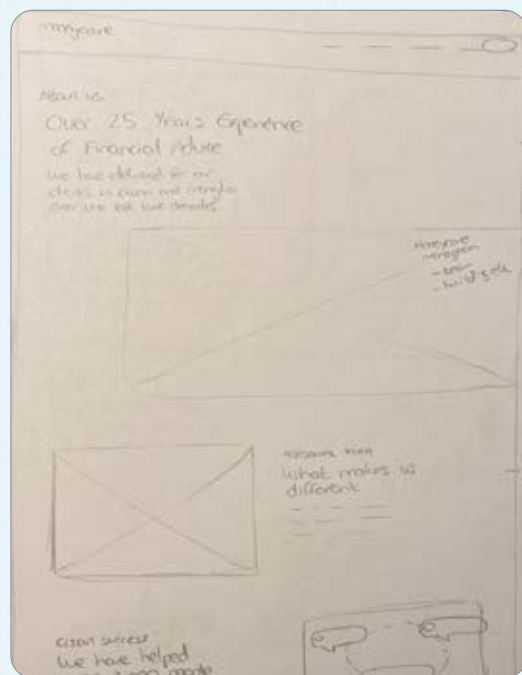
Content Design & Wireframes to Prototype

As I moved into the design stage I started with some low fidelity sketching of ideas for different components that could be used across the site. I started to flesh out some of the main copywriting across the site to ensure the flow of information

was correct before moving into visual design.

I then created a prototype with the low fidelity designs to run through the user journey flow with the client.

I presented this in person to the client and developed the prototype on Invision.

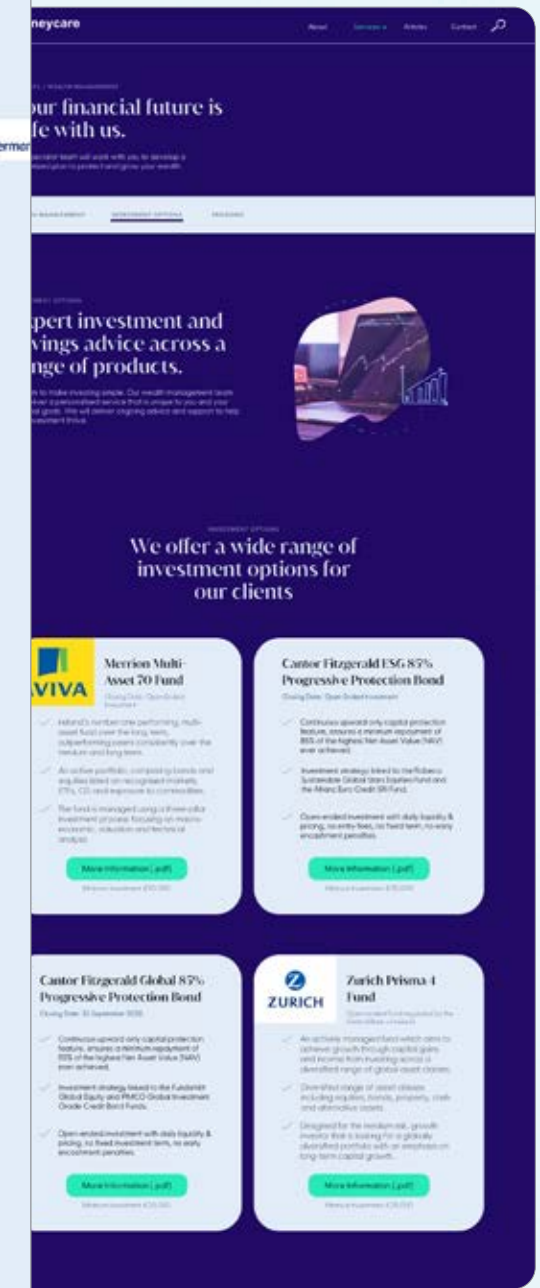
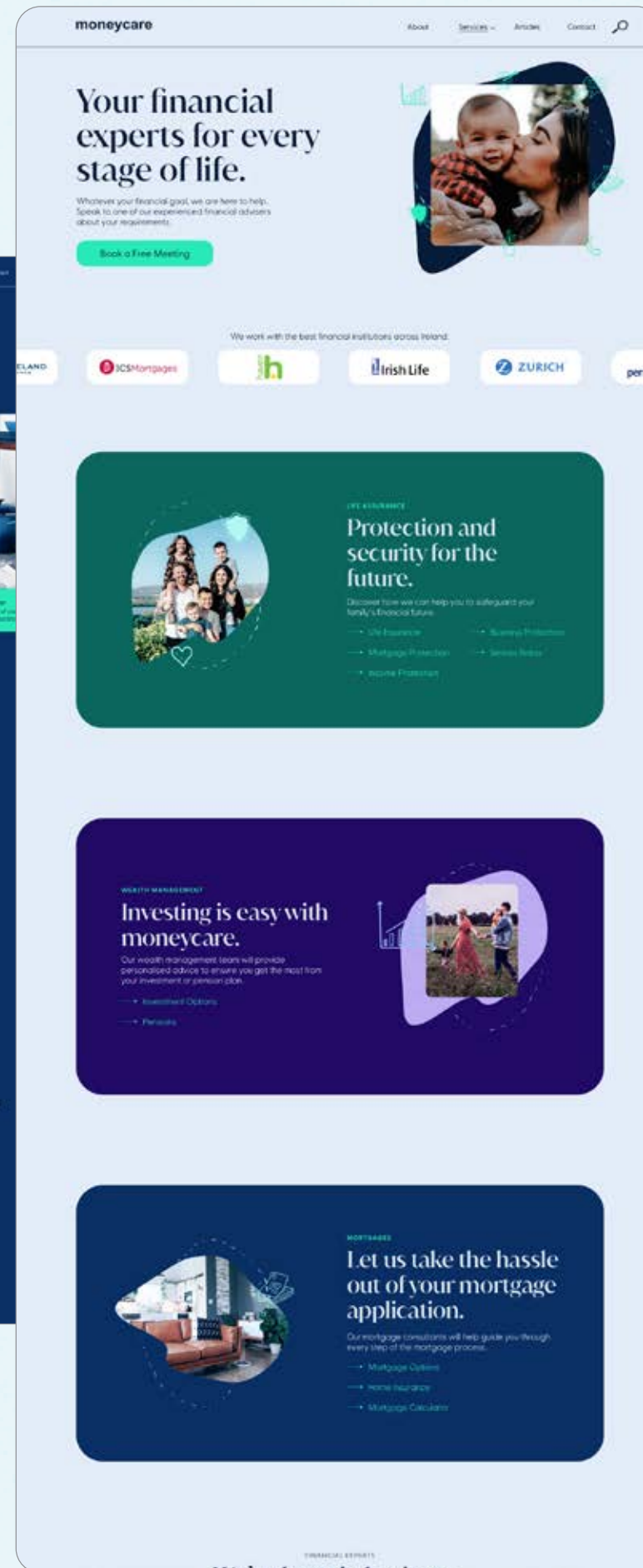
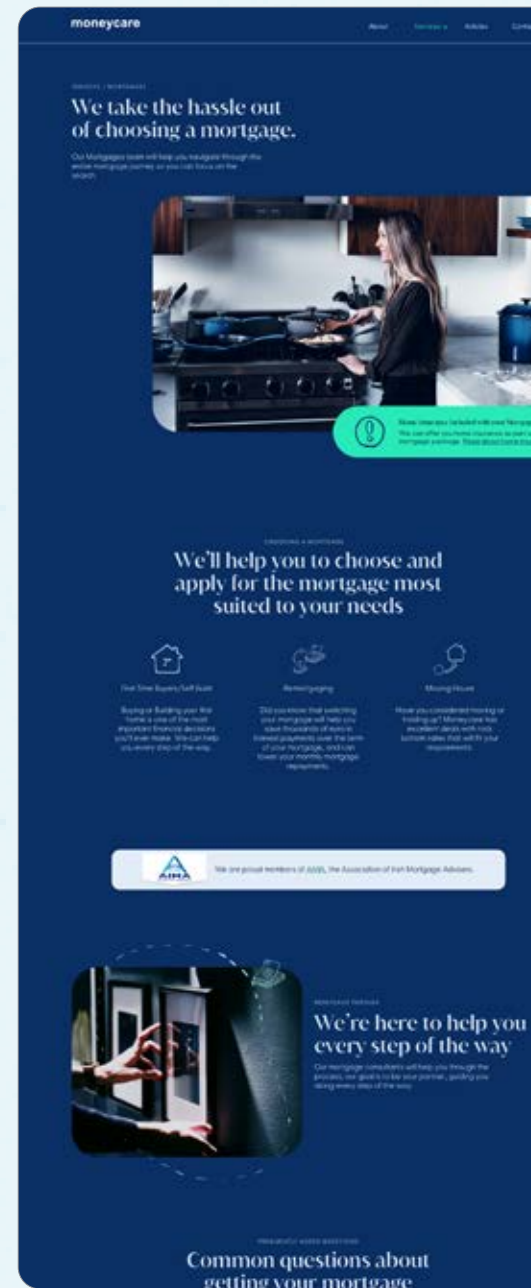


Development

With the design phase completed and fully signed off by the client, I progressed to developing the fully responsive website using Webflow and integrated other services including Mailchimp, Google Analytics and Google Tag Manager.

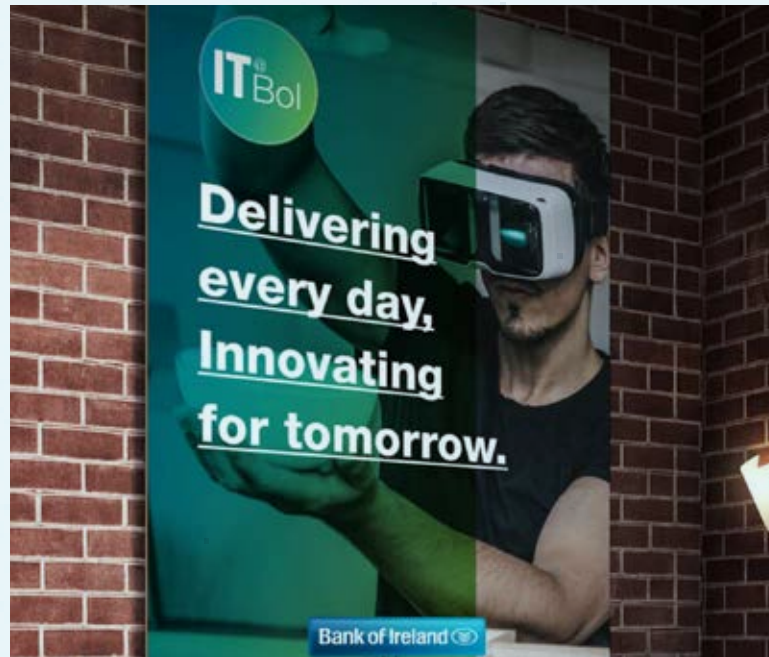
Outcome

The website was launched in April 2022 so I am awaiting reports on the KPI's established at the beginning of the project.



Other Works

A sample of some of the projects I have worked on over the last 10 years working in the creative Industry.



For more samples of branding, marketing, graphic and digital design.

www.seanegan.ie

Portfolio

Thank You

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