

Chelsey Delaney

Leader in User Experience,
Design and Strategy

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1.0 About Me



Hello, friend. I'm Chelsey, a South Texan living in (and loving) New York. I've been practicing user experience design, research and strategy for more than 8 years. I got my start in user experience a decade ago while working as a front-end developer. My diverse skillset allows me to collaborate, contribute and lead throughout the entirety of a Lean UX design and development process.

When it comes to UX, I specialize in interaction design, design thinking and strategy, and user research, respectively. My approach to design is heavily inspired by the interaction design philosophies taught in my graduate program at Carnegie Mellon University. To complement these teachings, my work style incorporates positivity, humor, and a strong enthusiasm for solving complex problems.

I love mentoring designers and researchers, and those whom I have mentored have praised the work culture I strive for — a culture where users are always put first, where the belief of collaboration and team success can and will lead to the success of a product, service and/or experience, and where working hard doesn't mean not having any fun.

2.0 Process and Skills

2.1 Process and Skills Overview

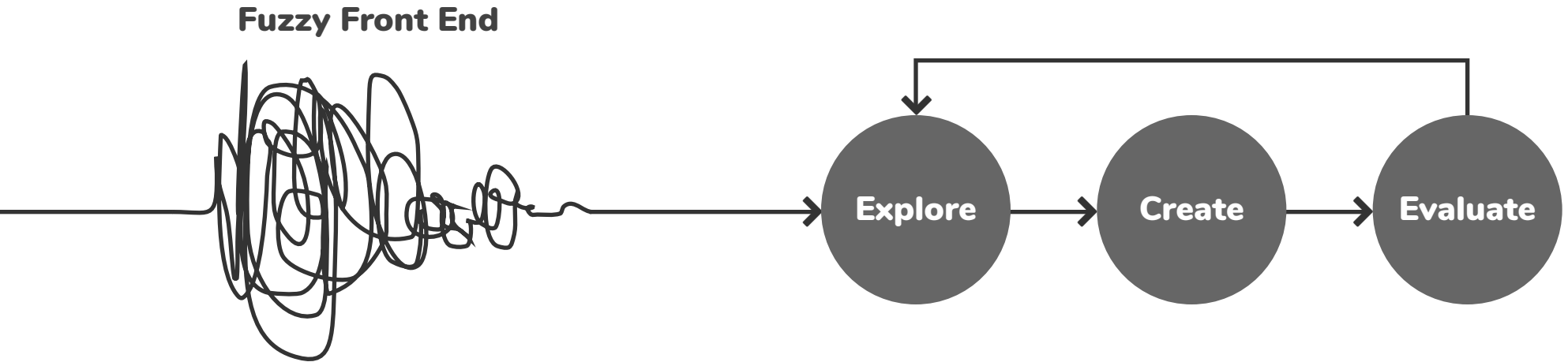
2.2 'Fuzzy Front End'

2.3 Explore

2.4 Create

2.5 Evaluate

2.1 Process and Skills Overview

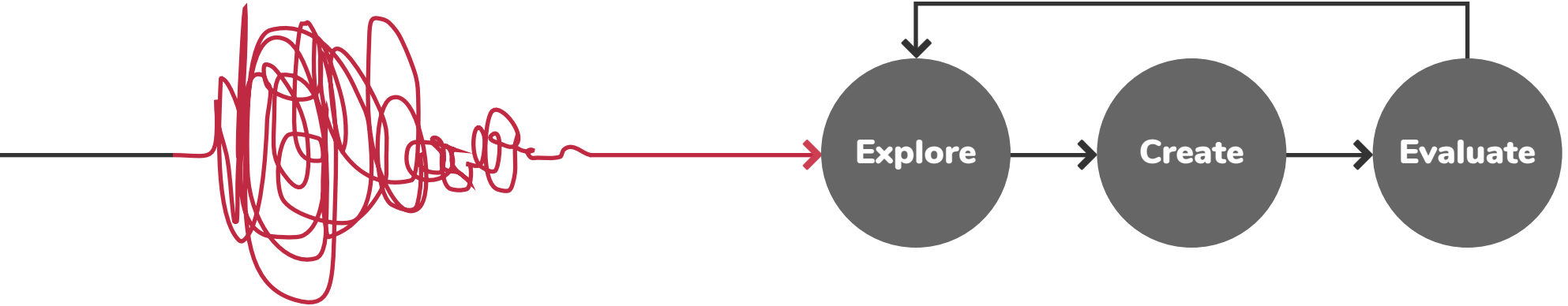


When it comes to my approach to the UX process, I believe in and stay true to the following:

1. Acknowledging the 'Fuzzy Front End';
2. Lean and agile methodologies that can flex appropriately in regards to organizational needs, resources and structure;
3. A core, iterative user-centered process that cycles through phases of Explore, Create, and Evaluate.

2.2 'Fuzzy Front End'

Fuzzy Front End



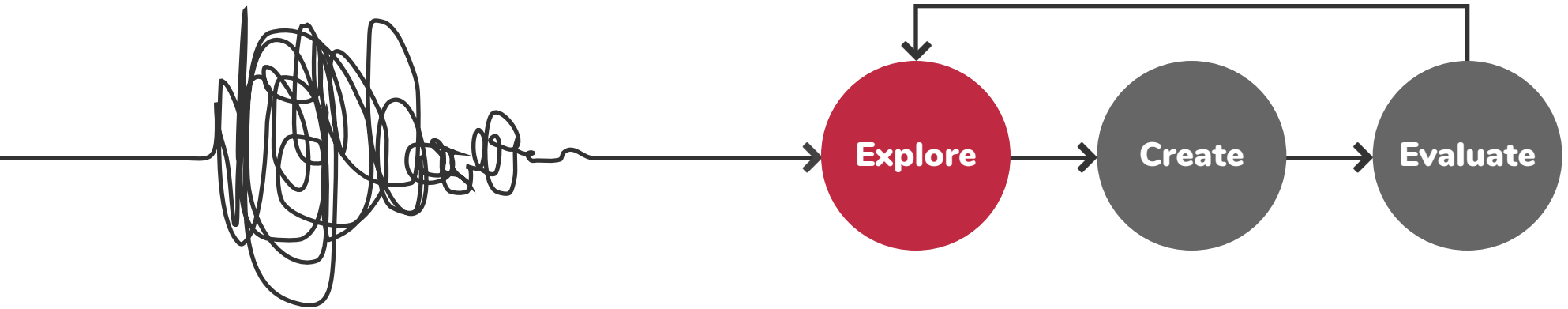
I've had the pleasure of leading teams through the 'Fuzzy Front End' of a few products and services — the time when the opportunity to create a solution has initially been discovered, and a need exists to understand the problem area to identify if the project team can feasibly create a viable solution.

Skills I use during the 'Fuzzy Front End':

- Landing page tests
- Competitive and peer analysis
- Heuristic evaluation
- Literature review
- Focus groups
- Secondary research
- Stakeholder mapping

2.3 Explore

Fuzzy Front End



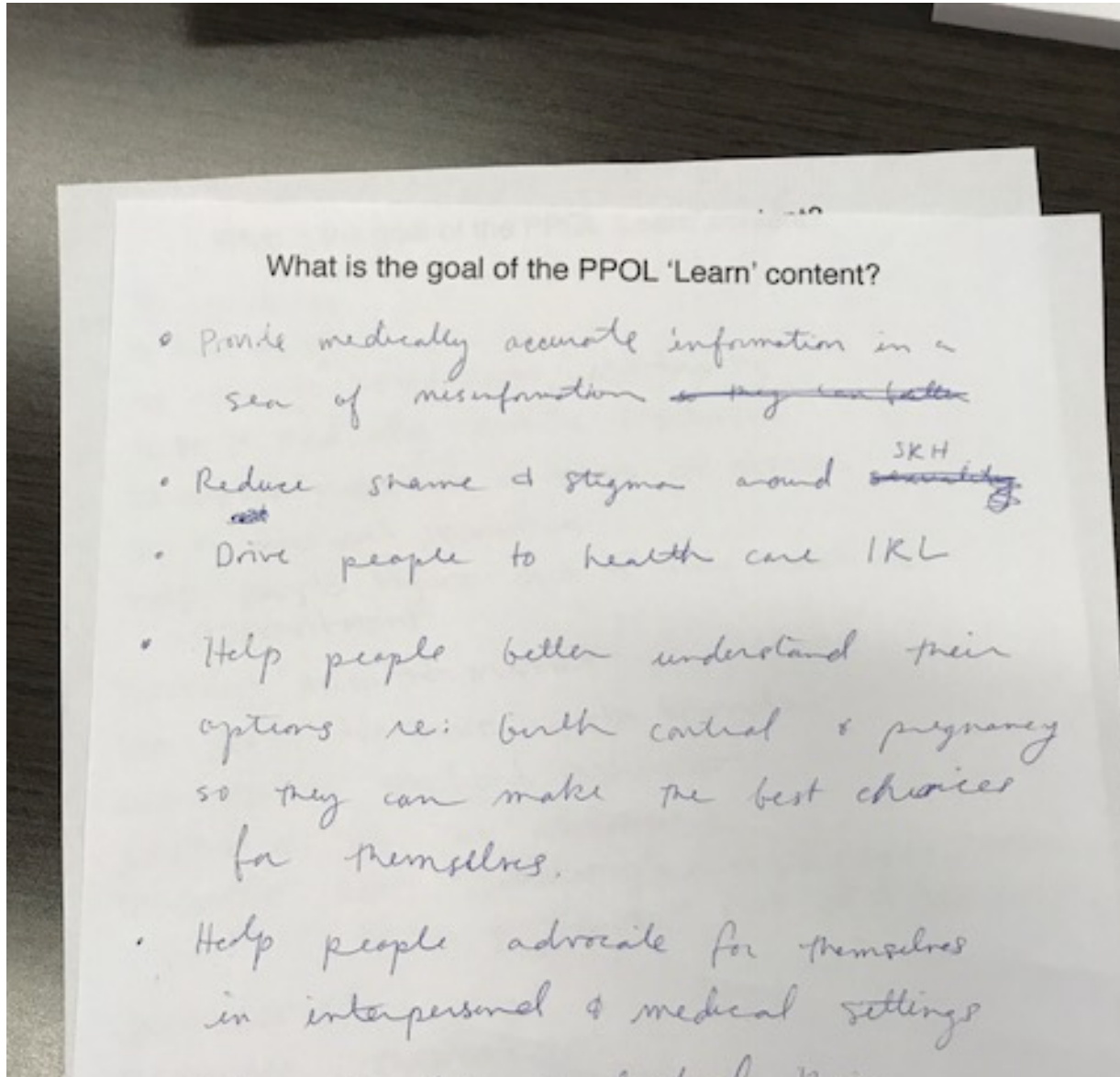
Glean insights and develop strategic vision for a product, service and/or experience through fully understanding the in-and-out's of the design problem and the users who encounter it, as well as who the stakeholders are, what the constraints are, and what the requirements are.

Skills I use during the 'Explore' phase:

- Affinity diagramming
- Analytics review
- Card sorting
- Contextual inquiry
- Diary studies
- Interviewing
- Journey mapping
- Scenarios
- Shadowing
- Surveys
- Storyboarding
- True intent studies
- UX audit
- Workshops and design studios

PROCESS AND SKILLS

2.3 Explore

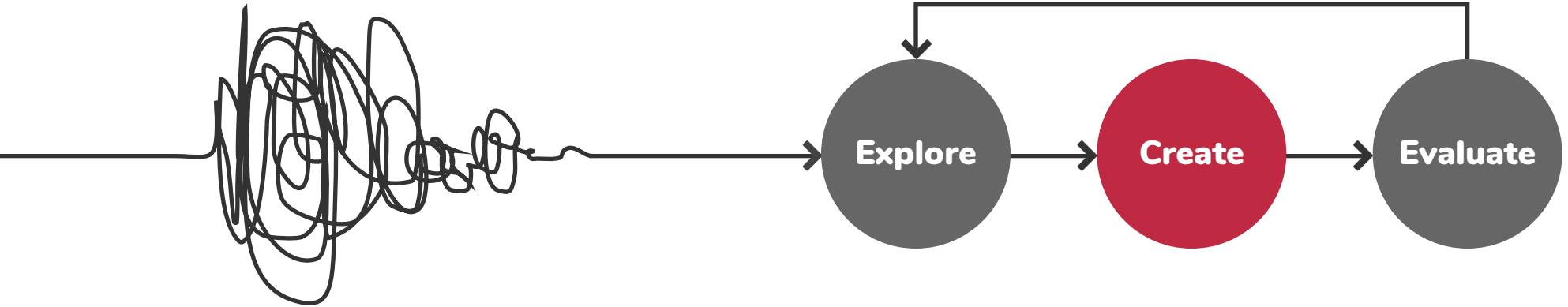


STAKEHOLDER VISION WORKSHOP

A stakeholder participant's "goal sheet" from a goal-mapping exercise during a stakeholder vision workshop.

2.4 Create

Fuzzy Front End



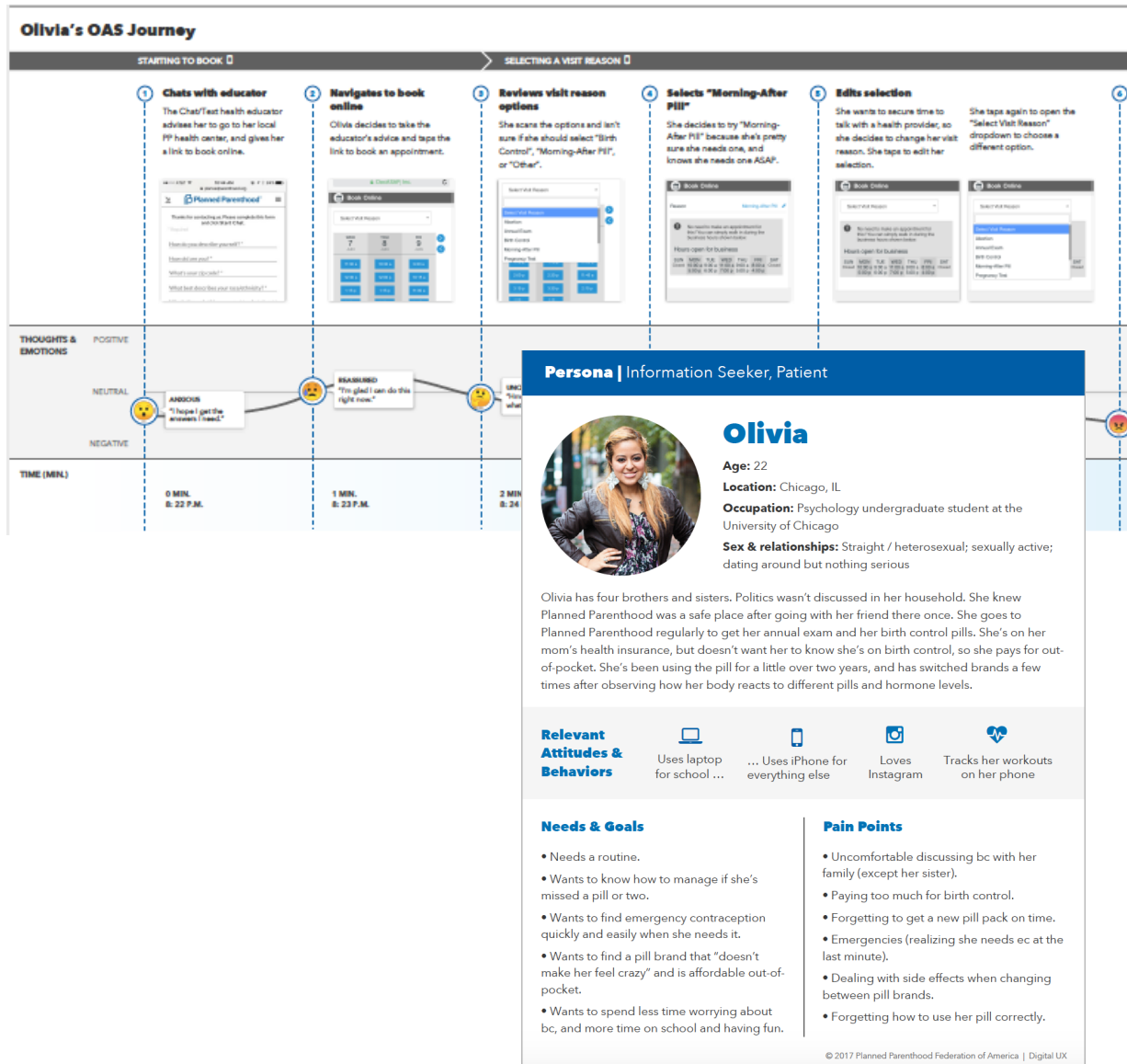
Generate and iterate on concepts for structuring information, navigation, interactions, and user flows. Formulate and establish design and experience principles and strategy. Experiment with visual communication.

Skills I use during the 'Create' phase:

- Co-design workshops
- Information architecture & navigation concepting
- Exploratory concept testing
- Moodboards
- Pattern libraries
- Personas
- Prototyping
- Storyboarding
- Taxonomy creation
- User flows and workflows
- Wireframing

PROCESS AND SKILLS

2.4 Create

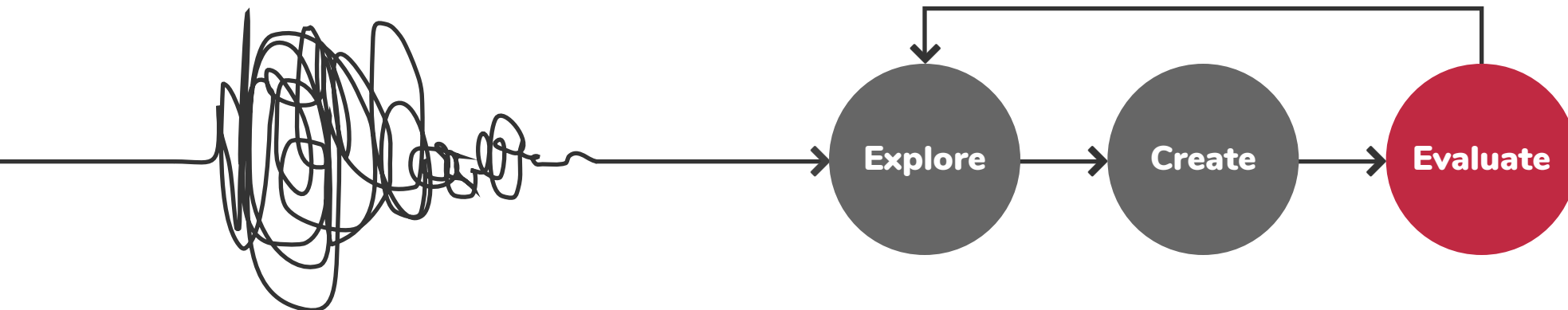


USER JOURNEY & PERSONA

A user journey and complementary persona showing interactions, emotions, timing and touchpoints while using the online appointment scheduling tool and navigating the PlannedParenthood.org website.

2.5 Evaluate

Fuzzy Front End



Measure the value and usability of a concept with a healthy combination of qualitative and quantitative research methods. Continue to learn and internalize user needs and goals to inform priorities, and the vision for the next cycle.

Skills I use during the 'Evaluate' phase:

- A/B testing
- Card sorting
- Exploratory concept testing
- In-the-wild testing
- Rapid prototyping
- Speed dating
- Stakeholder demos
- Task-based usability testing
- Tree testing
- Q/A testing

PROCESS AND SKILLS

2.5 Evaluate



Global Mobile | Da Subject Matter | Feb. 2017 | Activity A

Task 1 of 10:

Imagine that your female friend asks for your help. She has not had her menstrual period in two months, and she's worried that something may be wrong. Find information about the problem she's having.

Health Information

[Health and Hygiene](#)

[Female Health](#)

[Male Health](#)

[Infections and Diseases](#)

[Sex](#)

USER RESEARCH

Preparing for a series of user research activities — task-based usability testing and tree testing — with adolescents in Lagos, Nigeria. The tree test was hand-coded in HTML and stored locally to ensure results regardless of WiFi connectivity.

3.0 Featured Projects

4.1 Featured Projects Overview

4.2 Spot On

4.3 Global Mobile

4.4 Birdie and PlannedParenthood.org (PPOL)
'For Parents'

4.5 Affiliate Manager

FEATURED PROJECTS

3.1 Featured Projects Overview

The majority of the project work I've completed throughout my career is protected under a non-disclosure agreement. I've selected a few projects to showcase that have public-facing components.

Spot On

A birth control and period-tracking mobile app that helps users understand their birth control and cycle

Global Mobile

Responsive mobile sexual and reproductive health information websites for youth in Nigeria and Ecuador

'Birdie' and PPOL 'For Parents'

A digital experience strategy and design to help parents educate their kids about sexual and reproductive health

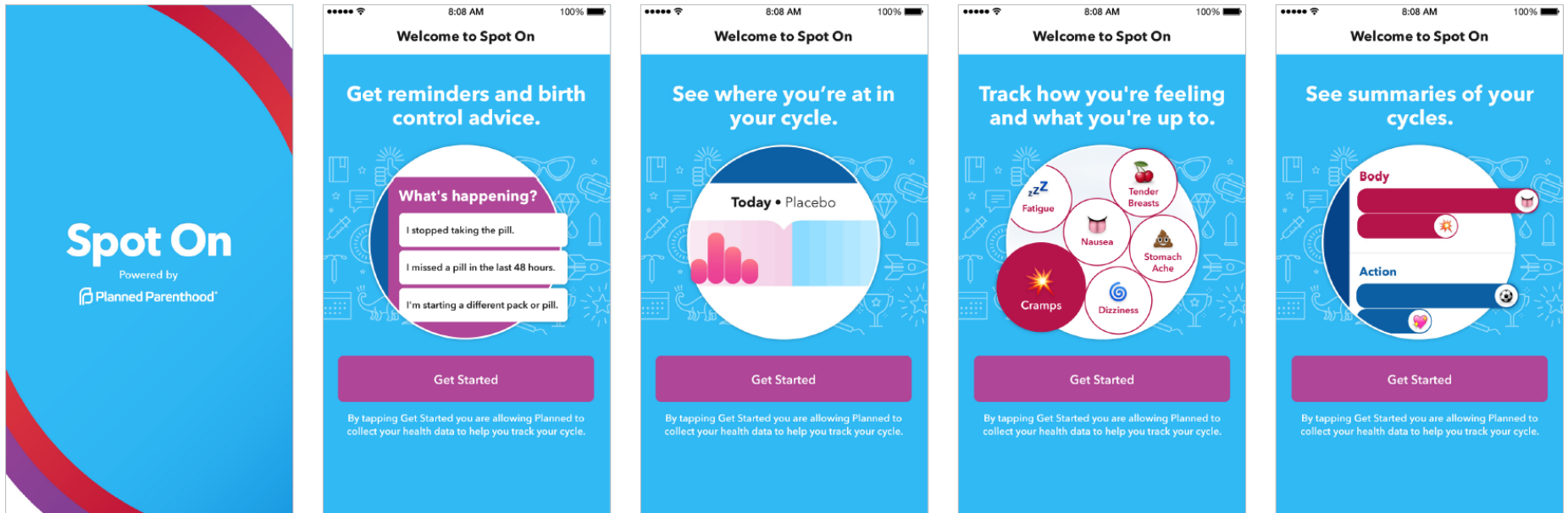
Affiliate Manager

A reimagined, custom back-end application that streamlines health care data and clarifies patient service offerings

FEATURED PROJECTS

3.2 Spot On

A birth control and period-tracking mobile app available on iOS and Android that helps users understand and manage their birth control, their period, and their menstrual cycle.



3.2 Spot On

'Fuzzy Front End'

**According to the CDC,
about 6 in 10 women of
childbearing age (age 15 - 44)
in the U.S. are currently using
some form of birth control.**

Spot On 'Stats' Work Session

5

"The high rate of unintended pregnancies stems from a confluence of causes: poor knowledge about contraception options, a lack of high-quality counseling in the healthcare system about contraception, and uneven access to its safest and most effective forms."

- The Bridgespan Group, 2016

"Over one year, the failure rate for condoms is one in five (when calculated by typical use) and one in 10 for the pill. The rate only increases over time of use ... In part, this is due to a lack of information about how to get and use birth control."

- The Bridgespan Group, 2016

3.2 Spot On

Explore

What is the audience's needs, barriers and goals?

- Know what to expect from their period
- Use birth control to effectively prevent pregnancy
- Understand what's "normal" regarding periods and birth control side effects
- Learn how different birth control methods affect them, and what method is right for them
- Receive personalized birth control and/or period insights that are reliable and actionable

PILLS **Using Birth Control Correctly**

WHEN USING THE PILL

what to do if pills are missed

REASONS FOR MISSING THE PILL

(e.g., traveling)

- Forgot to take it
- Didn't refill prescription
- Work/School pressures (job transition; final exams; irregular schedule)
- Other disruptions to routine (family crisis)
- Sleep disturbances (exhausted; fell asleep and forgot)
- Health issues (had the flu; throwing up)

Spot On 'Stats' Work Session 11

FEATURED PROJECTS

3.2 Spot On

Create

English

Client Information
How to Use the Ring

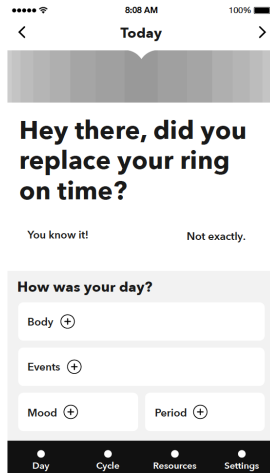
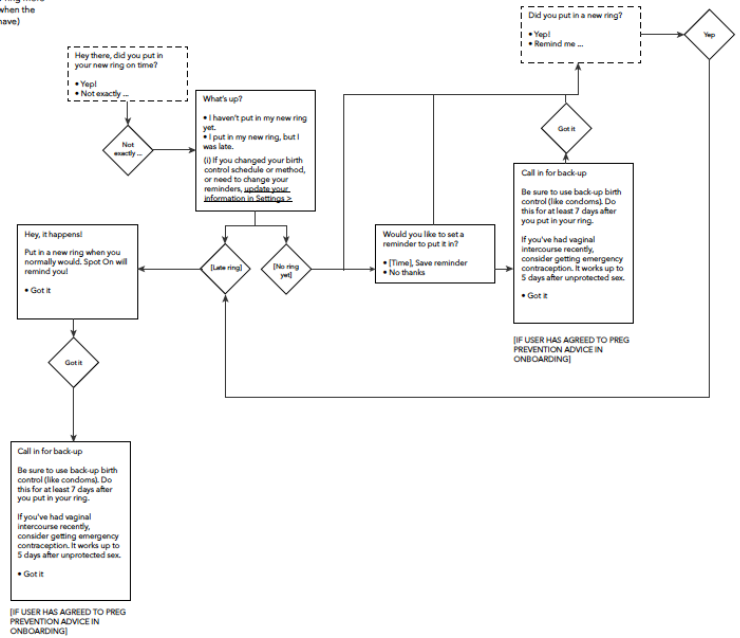
June 2014

What if the ring falls out or I forget to change it?		
What happened?	What should I do?	Do I need to use back-up birth control or not have sex?
The ring fell out or I took it out of my vagina and it has been less than 2 days?	Wash it in cool water and put it back in as soon as possible but within 2 days.	No.
The ring is out of my vagina for more than 2 days, and it's not my ring-free week?	Wash it in cool water and put it back in.	Yes, for 7 days.
I forgot to put in a new ring at the end of my ring-free week?	Put in a new ring as soon as you remember.	Yes, for 7 days.
I forgot to change my ring on my change-day?	Take out the old ring and put in a new one as soon as you remember.	Yes, for 7 days.

Can I get pregnant if I forget to change my ring or leave it out of my vagina by mistake?
Yes, it depends on the timing. You may want to take emergency contraception. If you have no period in 2 to 4 weeks, you should consider doing a pregnancy test. Call the health center — our staff will help you.

I am a ring user who is late with a ring ...

Didn't log that I put on a new ring more than 48 hours / 2 days ago (when the app predicted that I should have)



FEATURED PROJECTS

3.2 Spot On

Evaluate

Bronx Field Testing

Date: September 8th, 2015
Location: Bronx Planned Parenthood Clinic
Participants: 9 participants
Assets: Spot On App v. 7.1
Primary Objectives:

1. To gather initial impressions, reactions and behaviors in regard to the app design and functionality
2. To identify and assess any gaps or weaknesses in the user experience.


Key Findings:


1. Participants were overwhelmingly receptive to the app and visibly enjoyed interacting with the 'Health Diary' feature.
2. Participants who were familiar with cycle tracking and cycle tracking apps had similar expectations in regard to how they'd like the app to work.
3. Those unfamiliar with the concept of cycle tracking were unsure of the value the app could provide them, or what they would/should expect from it.
4. Some participants expressed interest in tracking specific method side effects.
5. A few participants expressed it would be valuable for them to find patterns that highlight when multiple symptoms coincide.

Key Recommendations:

1. Integrate a calendar view into the app (e.g., date of first day of last period, birth control compliance).
2. Streamline and define the relationship between Day view and Cycle view.
3. Reconsider the design and functionality of Cycle view.
4. Potentially incorporate some initial help or guide text to explain the ribbon.
5. Consider adding more 'Health Diary' options.

Usability Test 1: September 8th, 2015



Powered by  Planned Parenthood

Spot On

'Spot On' User Research: 2017

* Required

Email address *

Your email _____

What's the deal?

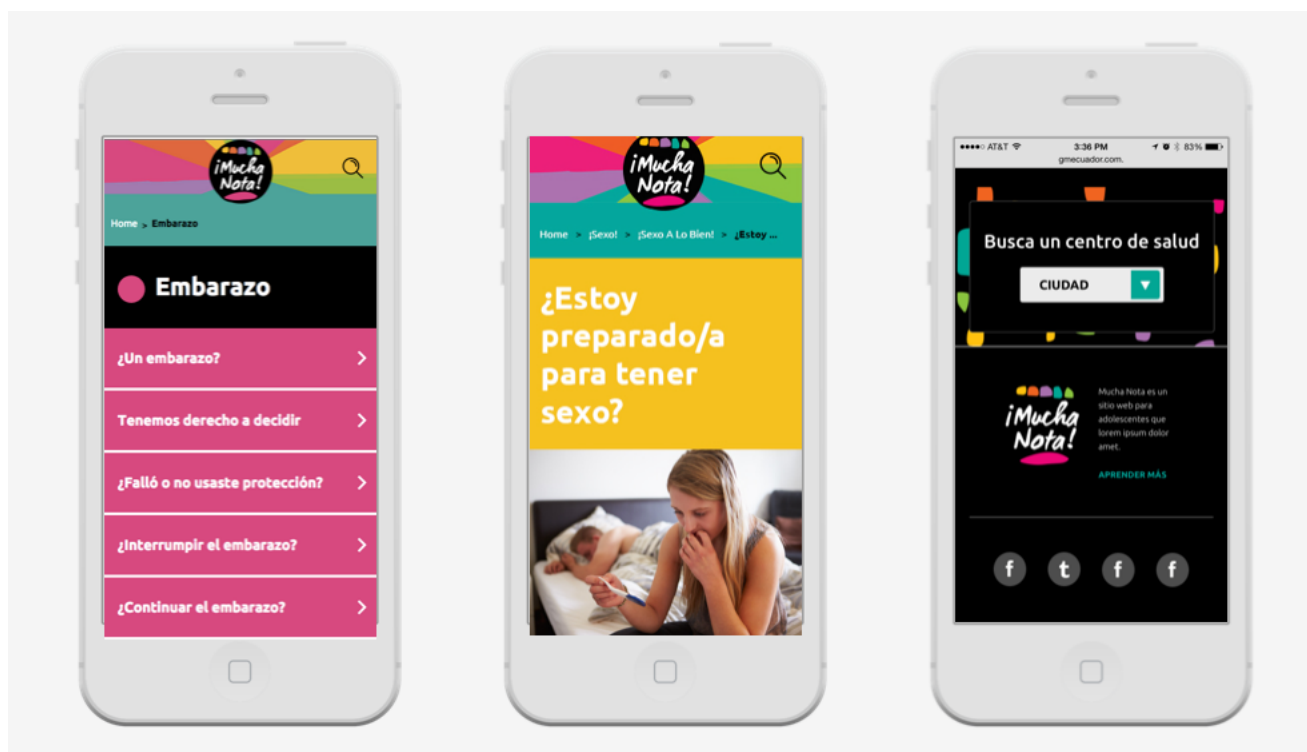
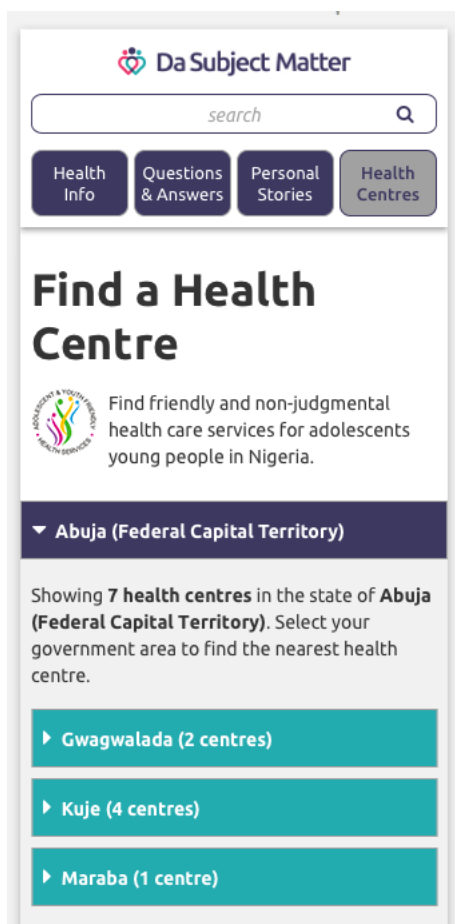
User research studies help us improve Spot On by allowing us to get feedback directly from the wonderful humans who matter most: our users, a.k.a., you!

A user research session may involve getting your feedback on the current version of Spot On or a new Spot On feature or design. Or, we may just ask to interview you about your period

FEATURED PROJECTS

3.3 Global Mobile

Responsive mobile reproductive health information websites for youth in Nigeria (dasubjectmatter.org) and Ecuador (muchanota.org).



3.3 Global Mobile

Explore



Basic version

- [What Do You Want To Know?](#)

Third-person version

- [Learn](#)

Icon version

- [What Do You Want To Know?](#)

Learn

Let's talk about it!



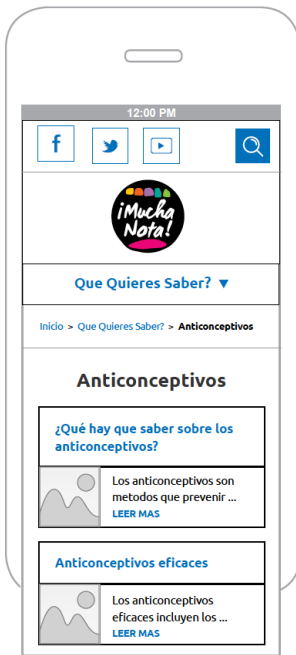
FEATURED PROJECTS

3.3 Global Mobile

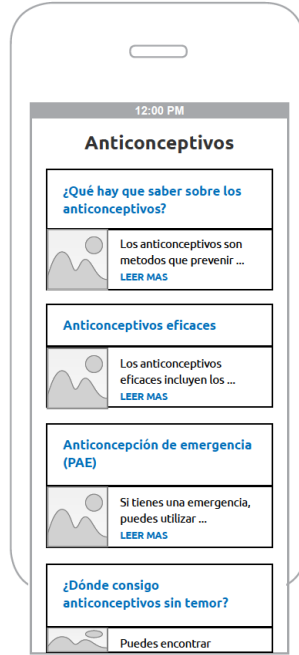
Create

Mucha Nota, Subsection Page Template Concept 1: Photo Subsection Modules

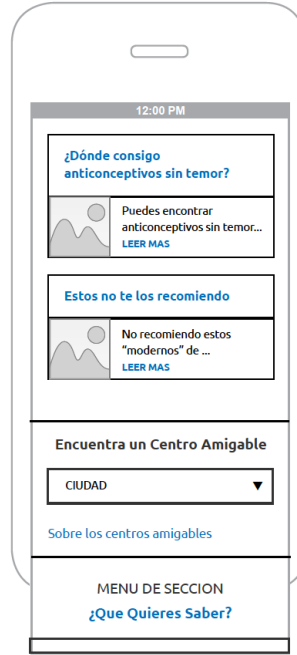
Subsection Page Template with Dropdown



Subsection Page Template (Scroll)



Subsection Page Template (Scroll)



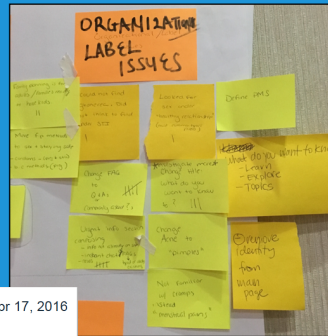
3.3 Global Mobile

Evaluate

Testing Plan.

To reach the Nigerian youth for whom the mobile site – Da Subject Matter – was created for, research sessions were conducted in-country.

The UX researcher and an in-country team member conducted **two days of formal usability tests** with youth in **Abuja, Nigeria** and **one day of formal**



Mar 18, 2016 - Apr 17, 2016

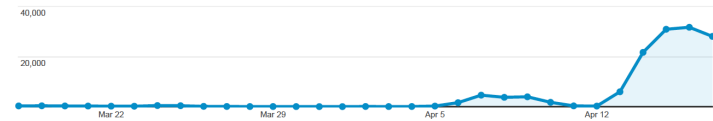
Screen Resolution

ALL » DEVICE CATEGORY: mobile

All Users
92.20% Pageviews

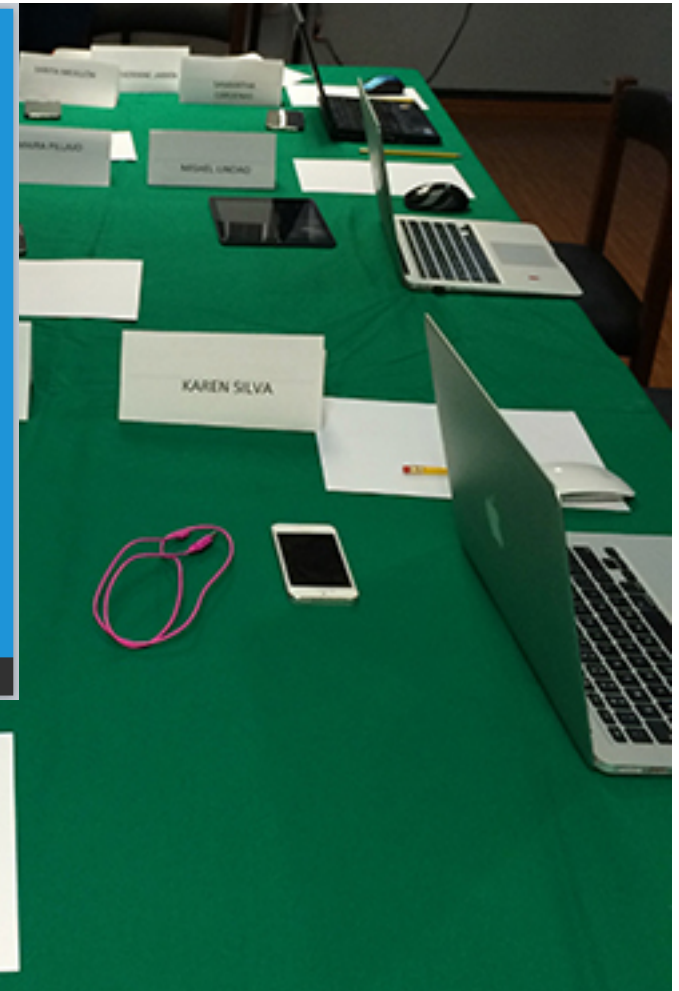
By Device Category

Pageviews



Screen Resolution	Pageviews
	138,239 % of Total: 92.20% (149,935)
1. 300x371	10,848 (7.85%)
2. 300x405	8,011 (5.80%)
3. 360x640	7,633 (5.52%)
4. 310x415	6,786 (4.91%)
5. 320x202	4,718 (3.41%)
6. 230x269	4,133 (2.99%)
7. 290x305	3,563 (2.58%)

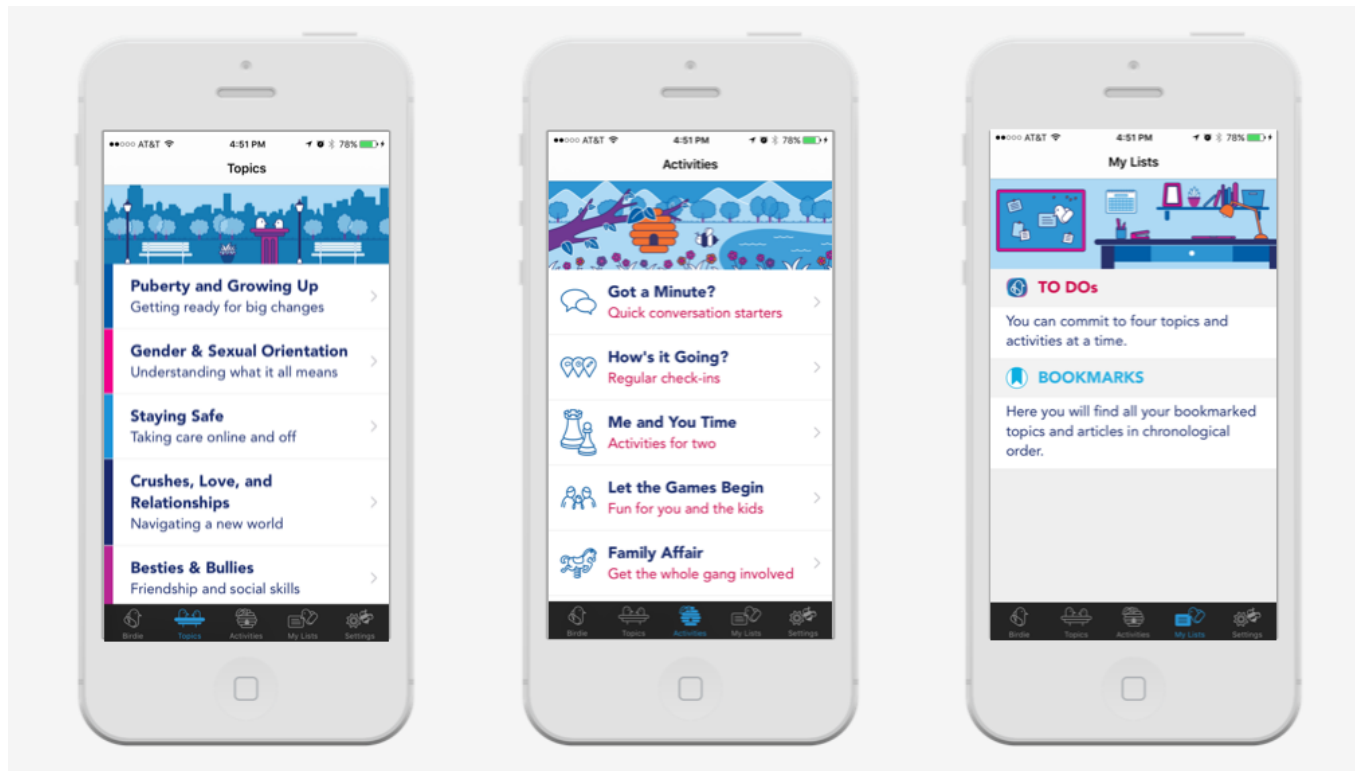
Each usability session, the research team takes notes, debriefs and visually captures any high-level or recurring themes.



FEATURED PROJECTS

3.4 'Birdie' and PPOL 'For Parents'

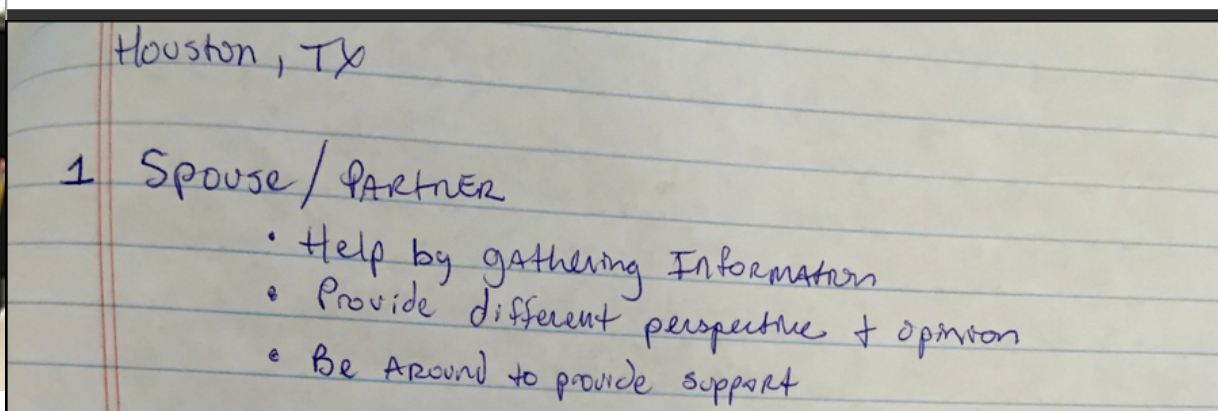
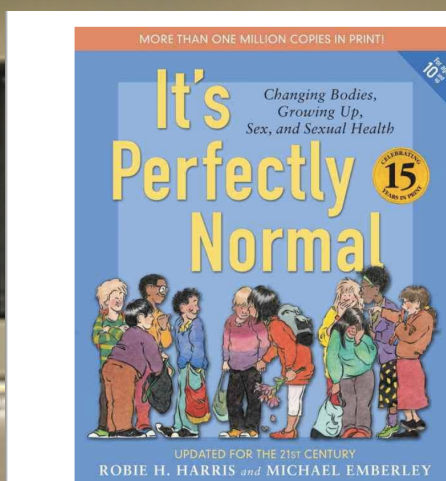
A digital experience strategy and design to help parents educate their kids about sexual and reproductive health.



FEATURED PROJECTS

3.4 'Birdie' and PPOL 'For Parents'

'Fuzzy Front End'



FEATURED PROJECTS

3.4 'Birdie' and PPOL 'For Parents'

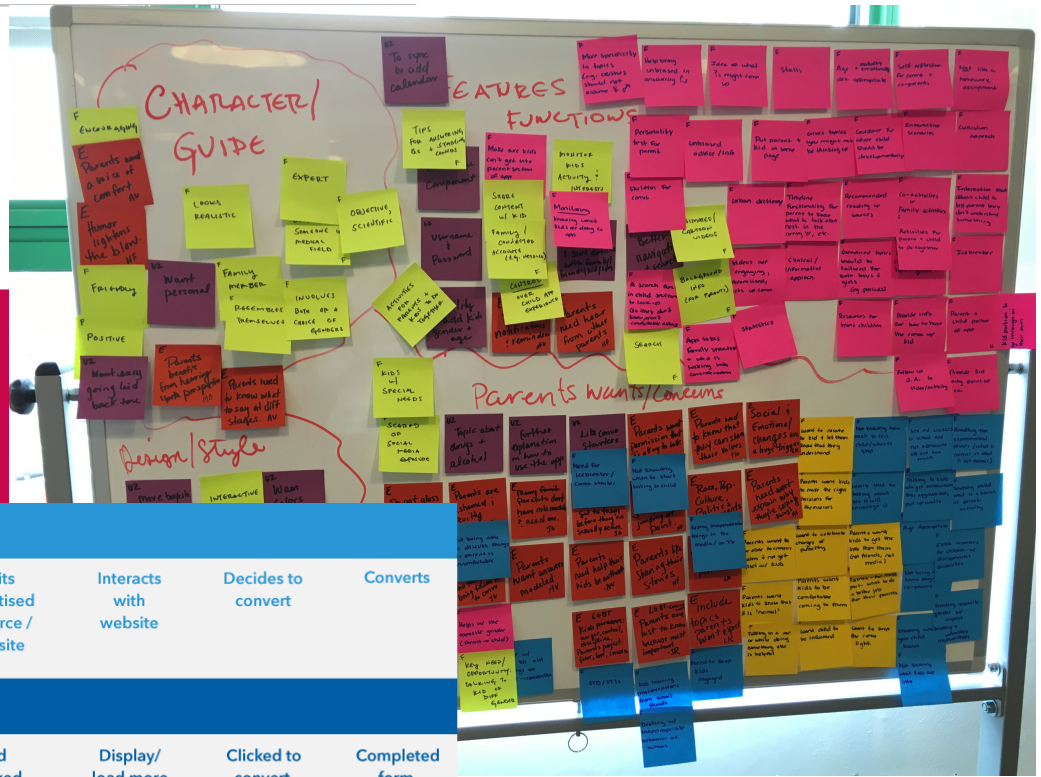
Explore

Task 1:

Categorize the cards according to what makes sense to you

Topics (for discussion)

- 1. Puberty
Growing Up
Body Changes
Body Care
- 2. Sex
Reproduction
Safe Sex
The Right Time
- 3. Safety
Consent
Prevention & Protection



Parent prep

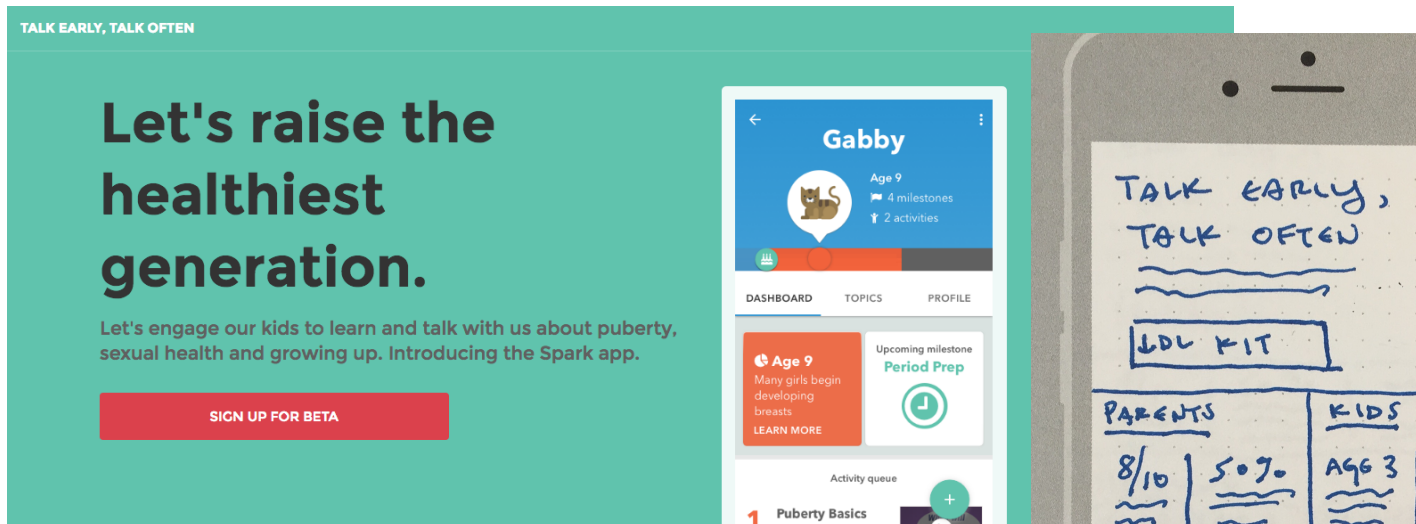
- 5. Getting Ready
Warming Up

Audience	Notices son's voice is changing	Searches "signs of puberty in boys"	Sees ad that resonates	Visits advertised resource / website	Interacts with website	Decides to convert	Converts
System		Capture keyword / search phrases	Display search results & ads	Ad clicked, Load site	Display/load more content on click	Clicked to convert, load form	Completed form, record results
Data		AdWords search phrases, GA keywords	AdWords views	AdWords clicks, Analytics (all)	Tag Manager, Analytics, Vimeo stats	Tag Manager event	Google Forms results

FEATURED PROJECTS

3.4 'Birdie' and PPOL 'For Parents'

Create



Puberty Basics

This is placeholder copy. You might not remember how you felt when puberty started for you. But, you might remember one thing: Puberty can be an awkward time.

PUBERTY USUALLY BEGINS AT AGES ...

♀ Females: 9 - 14	♂ Males: 12 - 16
-----------------------------	----------------------------

What is puberty?

Puberty is when our bodies prepare for adulthood.

- **For girls** puberty means getting your period, developing breasts, growing hair in new places, and more.
- **For boys** puberty means getting your period, developing breasts, growing hair in new places, and more.
- **For everyone** puberty means

Spark is a mobile and tablet app that includes a full video series, interactive expert resources and conversation starters, a personalized timeline to track stages of puberty milestones, a parent community, and more.

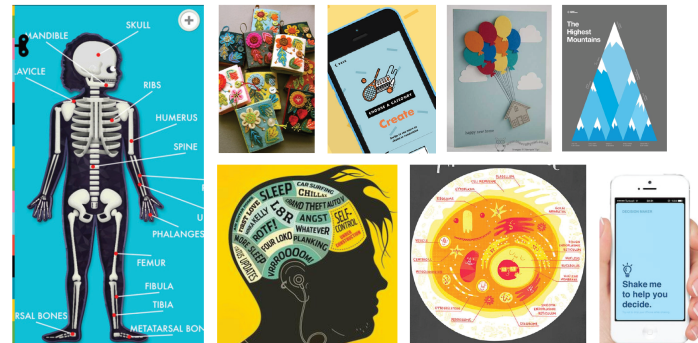
Breaking the cycle. Most of us never got to learn about sexual health when we were growing up. Now we have an opportunity to learn

Getting Information straight Developed by child development based techniques and sources

Putting the parent in control Spark is not an app to replace empower parents and families and your family.

Age-appropriate, objective videos for learning about a variety of health topics.

Season 1, Ep.1: Puberty Basics VIDEO SNEAK PEEK



Moodboard A

FEATURED PROJECTS

3.4 'Birdie' and PPOL 'For Parents'

Evaluate

2.2 Methodology | Phase 2

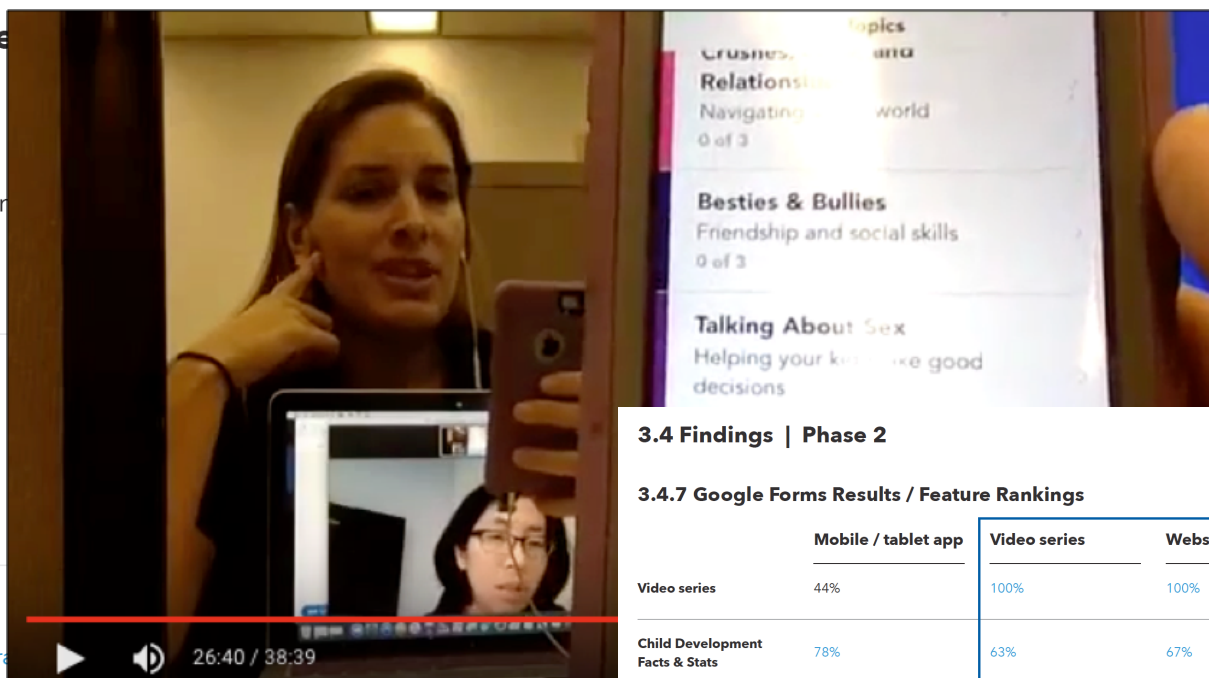
2.2.2 Spark Conversation

Personal, introspective | Parent influence

ADWORDS AD

Parents - Be the Spark
 Ad www.sparkconversation.org
 Explain the stages of puberty & growing up to your kids

- Ad
- 5 opportunities for landing page interaction
- 2 opportunities for subpage interaction
- Newsletter sign-up



Teens and pre-teens who report having good conversations with their parents about sex are more likely to:

- Wait to start having sex
- Have fewer romantic partners over time
- Use condoms and/or other birth control

The majority of teens and pre-teens share their parents' values when it comes to sexuality and sexual health.

67%

3.4 Findings | Phase 2

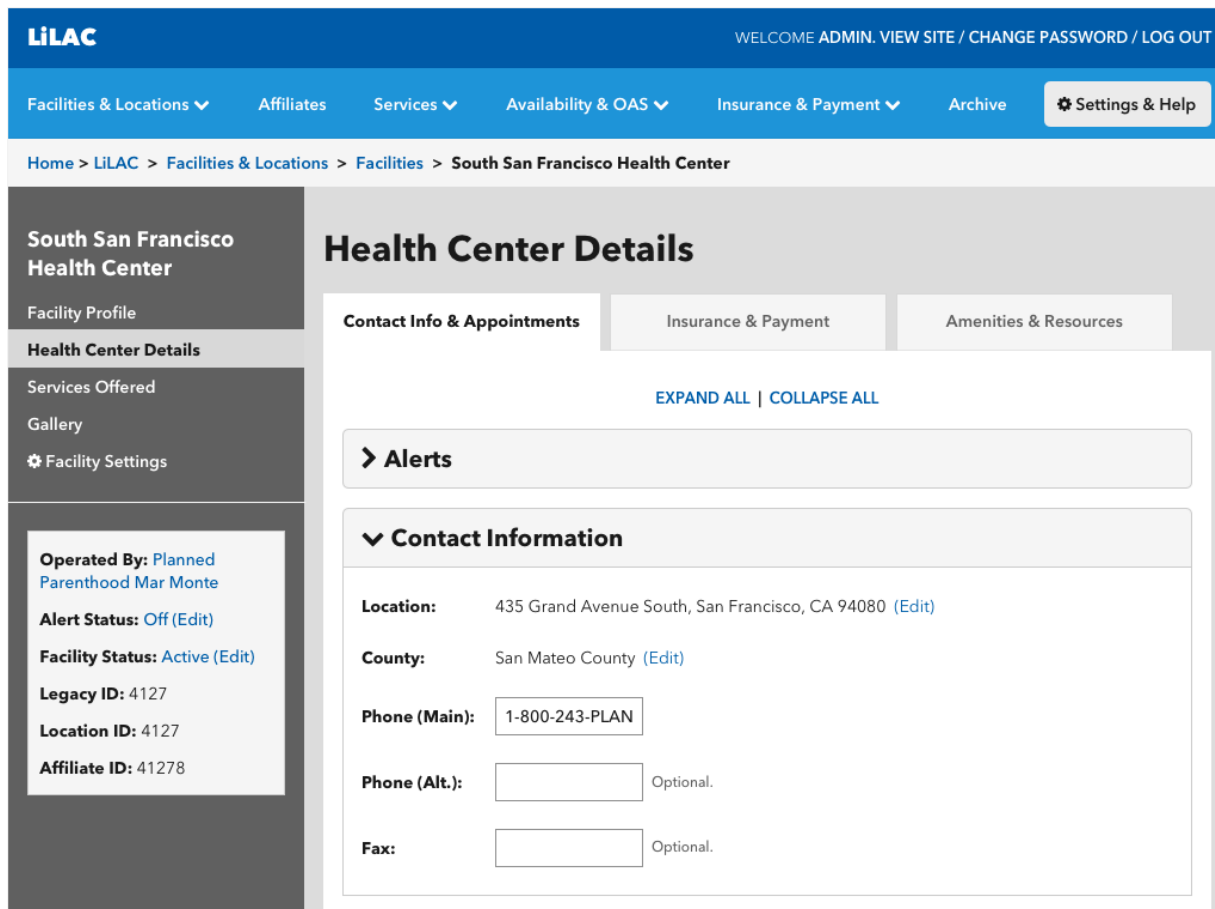
3.4.7 Google Forms Results / Feature Rankings

	Mobile / tablet app	Video series	Website / web app
Video series	44%	100%	100%
Child Development Facts & Stats	78%	63%	67%
Expert Age-Appropriate Guidance	56%	50%	50%
Games & Quizzes	33%	38%	50%
Conversation Starters	33%	50%	17%
Parent Community	11%	38%	17%

FEATURED PROJECTS

3.5 Affiliate Manager

A reimagined, custom back-end application that streamlines health care data and clarifies patient service offerings.



FEATURED PROJECTS

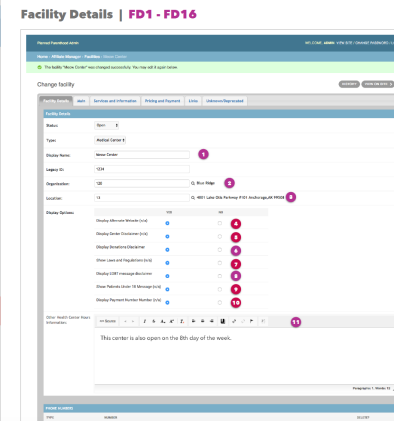
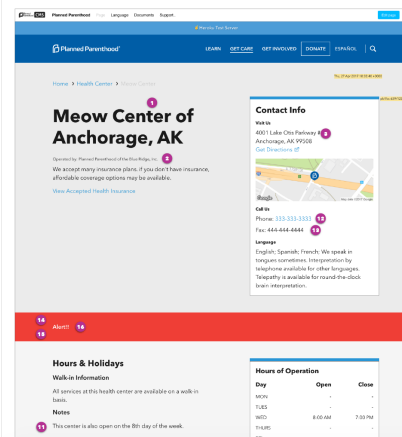
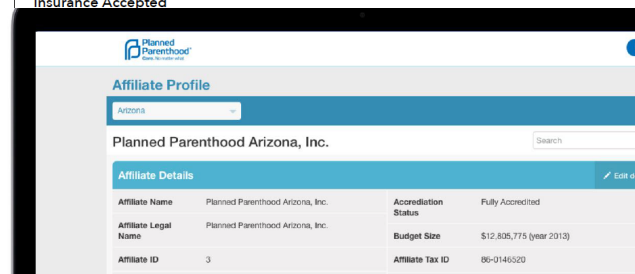
3.5 Affiliate Manager

Explore

	Required Content	Toggle (Active/Disable)	Temporary (Add/Remove)
All Categories & Fields	Basics Phone Number Language Info	Hours Hours Text Main Hours Description Secondary Hours Description <i>If Active:</i> Hours CTA Text	Services Services Offered List Services Text
	Payment Payment Accepted Payment Text	Affiliate Affiliate Text	Insurance Insurance Text Insurance Accepted List
		SYS Story Block	OHS Active text
		OAS Active text	Custom Multimedia Text
High-Priority / Required for Publishing	Phone Number Language Info	Hours Text	Services Offered
Default / Optional Update		Payment Accepted	Insurance Accepted
			Alert Text

I. Affiliate Profile

1. Affiliate Profile
2. Staff / View, Edit, Add New
3. Location / View, Edit, Add New, Add New Facility



- FD1:** Facility display name in 8.1. "[city name], [state abbreviation]" is appended programmatically.
- FD2:** Operating organization. Note: This is sourced from the "Operating organizations" database.
- FD3:** Health center address; also the "Location" to which the facility belongs. Note: This is sourced from the "Locations" database.
- FD4:** If yes, displays donation text in footer. If no, does not display.
- FD5:** If yes, displays LGBT text in footer. If no, does not display.
- FD11:** If field is populated, displays additional information related to health center hours of operation.
- FD12:** Facility phone number. Note: Currently you can add multiple phone numbers on the back-end, but only one will display on the front-end. Rules: If one phone number, display that phone number, no matter the phone number type. If more than one phone number, display the phone number with the phone number type designated as "display".
- FD13:** Facility fax number. Note: To display, ensure that the "fax" phone number type is selected.
- FD14:** Alert. On the back-end, "active" selected in the dropdown displays the alert ribbon on the front-end; "inactive" selected in the dropdown hides the alert module on the front-end.
- FD15:** Color of alert ribbon. Note: default color (when activated) is blue.
- FD16:** Alert ribbon copy.

FEATURED PROJECTS

3.5 Affiliate Manager

Return to 'Fuzzy Front End'



OAS

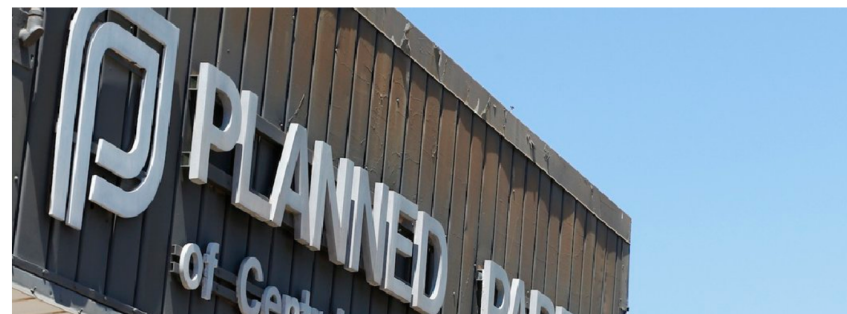
'Breast Pain or Lump'.

- 5 of the 6 participants **did not expect to see a breast health service** included within the "Pain/Inflammation/Infection Exam" service category;
 - "Everything else [in the service list] is about the genital area" - P3
 - "I didn't think you could check that here" - P5

• **NC** **br** **OPINION**

• Want prenatal care? Don't go to Planned Parenthood

by Philip Wegmann | Jan 24, 2017, 12:05 PM



FEATURED PROJECTS

3.5 Affiliate Manager

Create

LiLAC | Information Architecture | Version 0.2
FOR SUPERADMIN USERS

LILAC Home [Settings] [Help]

Facilities & Locations
• Filter by
- Affiliate
- State
- Facility Status
- Location Status
- Facility Type
• Add
- Facility
- Location
• Bulk Action
- Archive
- Export
- Apply to Selection ...

Affiliates
• Filter by
- State
• Add
- Affiliate
• Bulk Action
- Archive
- Export
- Merge
- Apply

Services
• Add
- Service
- Sub-service
- Data point
• Create

Availability
• Add
- Data point
• Create
- Availability profile
• Bulk Action

Appointments & OAS
• Add
- Data point
• Create
- Appointments profile

Insurance & Billing
• Add
- Data point
• Create
- Insurance
- Payment

Planned Parenthood Greater Memphis Region
Home Locations Affiliate Profile Help

Affiliate Manager Home / Locations / [Location] / Memphis Health Center [Settings] [Info]

Memphis Health Center Home
Services
• Services overview
• Abortion
• Birth control
• Emergency contraception
• General health
• HIV
• LGBT
• Men's health
• Patient education
• Pregnancy
• STDs
• Women's health
Availability
Cost and Payment Information

Abortion Referral and Services [CANCEL] [SAVE]

This health center does not offer abortion referral or services [Edit] [Copy] [Preview]
 This health center offers abortion referral only Last saved: 10/20/16, 12:53 p.m.
 This health center offers abortion services Last published: 10/26/16, 4:53 p.m.

Other service information

Select an option or options to display additional, specific service information. If you do not select any options, no additional information will be displayed.

Display the following statement(s): _____

This health center doesn't provide abortion services, but we can help you. Call us for a referral list of health care providers in your area that offer abortion services.

[PREVIOUS] [NEXT] [CANCEL] [SAVE]

Merge an affiliate

LiLAC Dashboard → Affiliates → [Affiliate Profile]

[Affiliate Profile] → Merge affiliate → Select affiliates to merge

Select affiliates to merge → Select parent affiliate → [New Affiliate Profile]

Select affiliates to merge → Create new from merge → [New Affiliate Profile]

[New Affiliate Profile] → Merge and save → Confirm merge and save? → Confirm

[New Affiliate Profile] → Cancel → Confirm merge and save? → Confirm

FEATURED PROJECTS

3.5 Affiliate Manager

Evaluate

