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# Brandon Finn

Clementine Senior UX/UI Design: 2013-2015

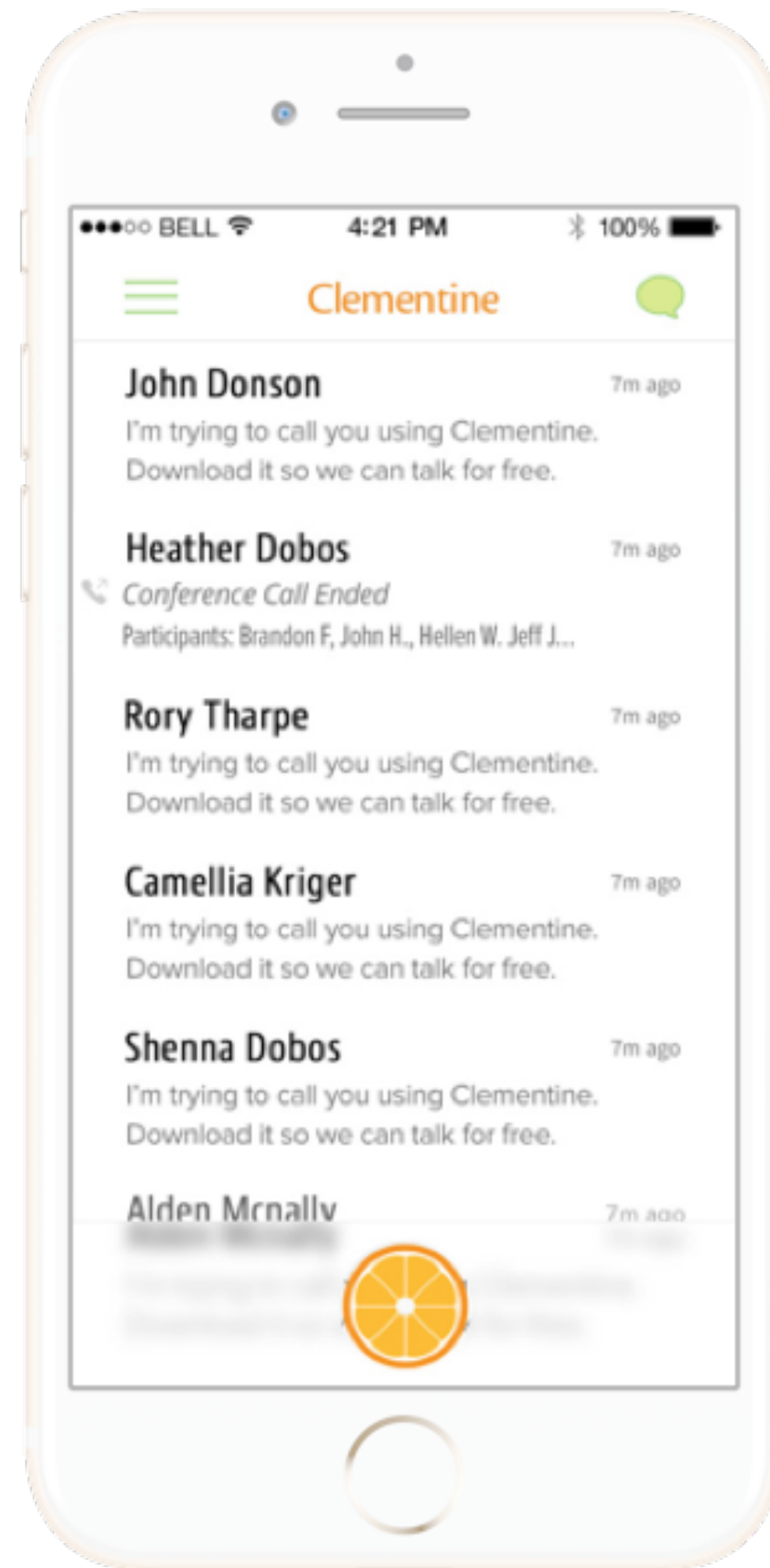


# Brandon Finn

Product designer

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As a product designer, I start by learning everything I can about a project from stakeholders and competitive products, find ways to research what users want and need, evaluate those needs with my team, and design solutions which are validated with users before launching a new product or feature set.



## THE PRODUCT

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### Clementine

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A mobile first conference calling solution for business, with its own multi-channel VOIP network.

Clementine was acquired by Dropbox in 2015.

## MY PROCESS

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1

### Observe & Design

The basis of great design is observation with the goal to understand and develop empathy with the user.

2

### Test & Refine

The fun part!  
Gathering all the research and creating something new, delightful and useful for the end user.

3

### Launch & Results

The most important part.  
Did it work?



## Observe & Design

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### Observe

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#### For an new product

- User test the competition
- Create a static prototype on Invision
- User test the prototype

### Design

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#### For an new product

- Do a full branding guide
- Create 3 designs for the app with divergent concepts based on data from testing the prototype

## Clementine

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### Observe

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I tested the Beta version of the app with 20 people across a wide demographic and identified 2 key user concerns:

**“What is Clementine exactly?”**

**“What am I supposed to do?”**

### Design

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Identified the two main product issues to focus on:

**“Clementine needs a brand identity”**

**“The app tries to do too many things, it needs focus on one job-to-be-done and establish a clear hierarchy of features”**

## Test & Refine

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### Test

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#### For an new product

- Design 3 “Divergent” concepts for the application
- User testing 2 per day for 4 weeks after work hours... because if you run user tests during work hours, you only get people without jobs... those people tend to be a bit “quirky” and not a normal cross section of the population

### Refine

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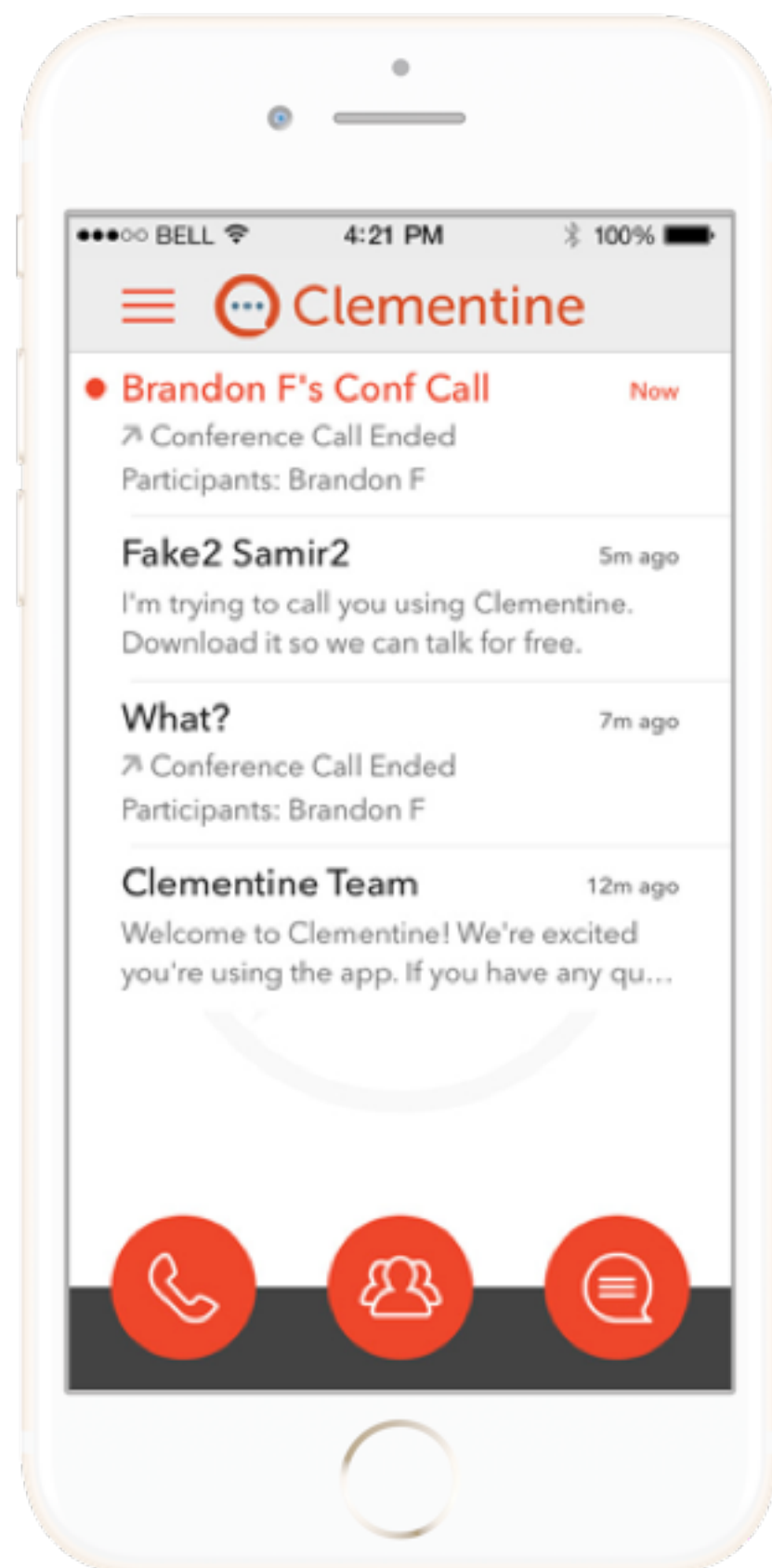
#### For an new product

- Do a full branding guide
- Merge the best of each concept into a complete application

# Clementine

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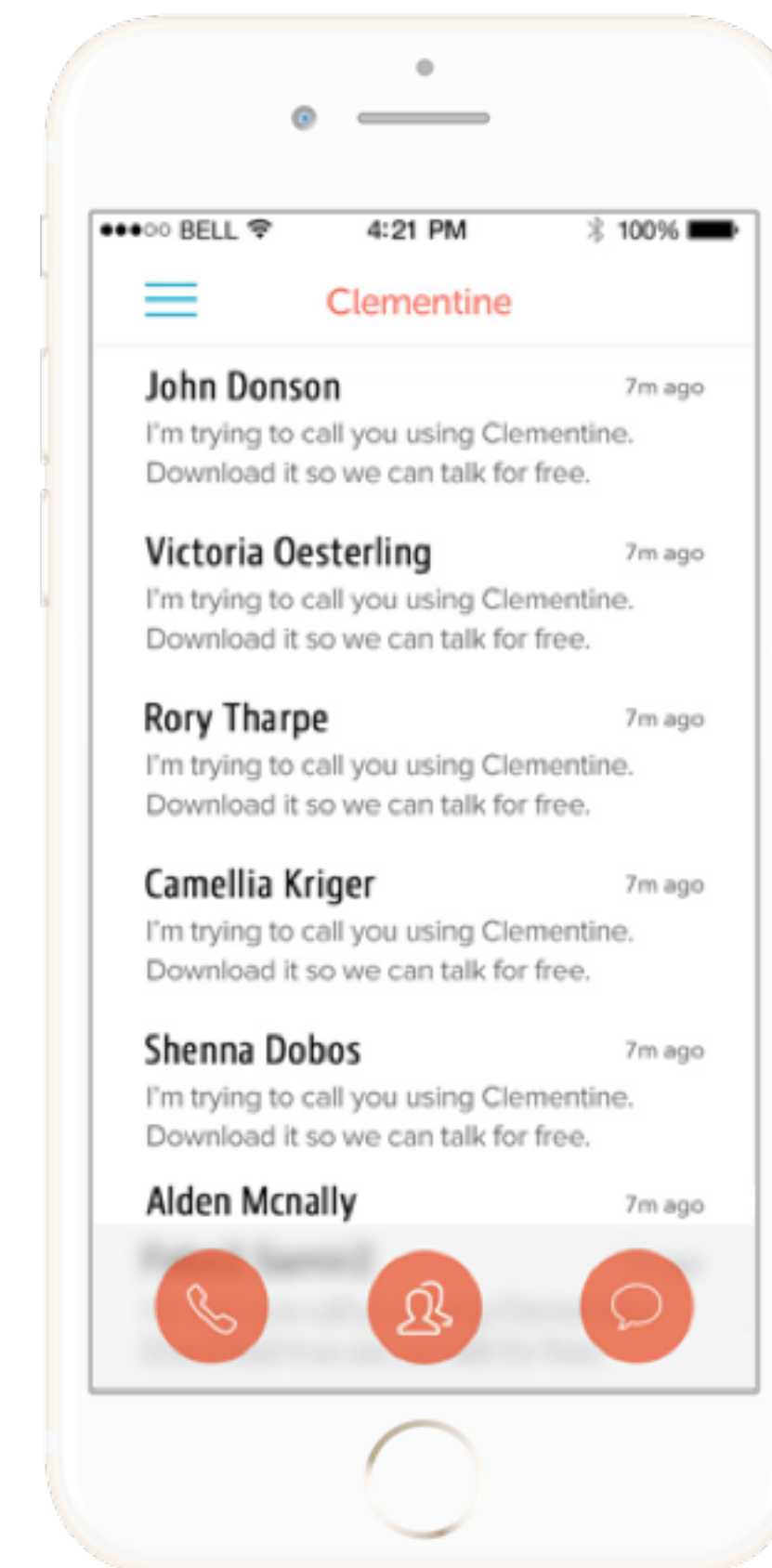
## Original



### Issues

- Lack of visual hierarchy
- Poor use of color
- Oversized iconography
- Poor readability

## Test 1: Best Practices



### Design

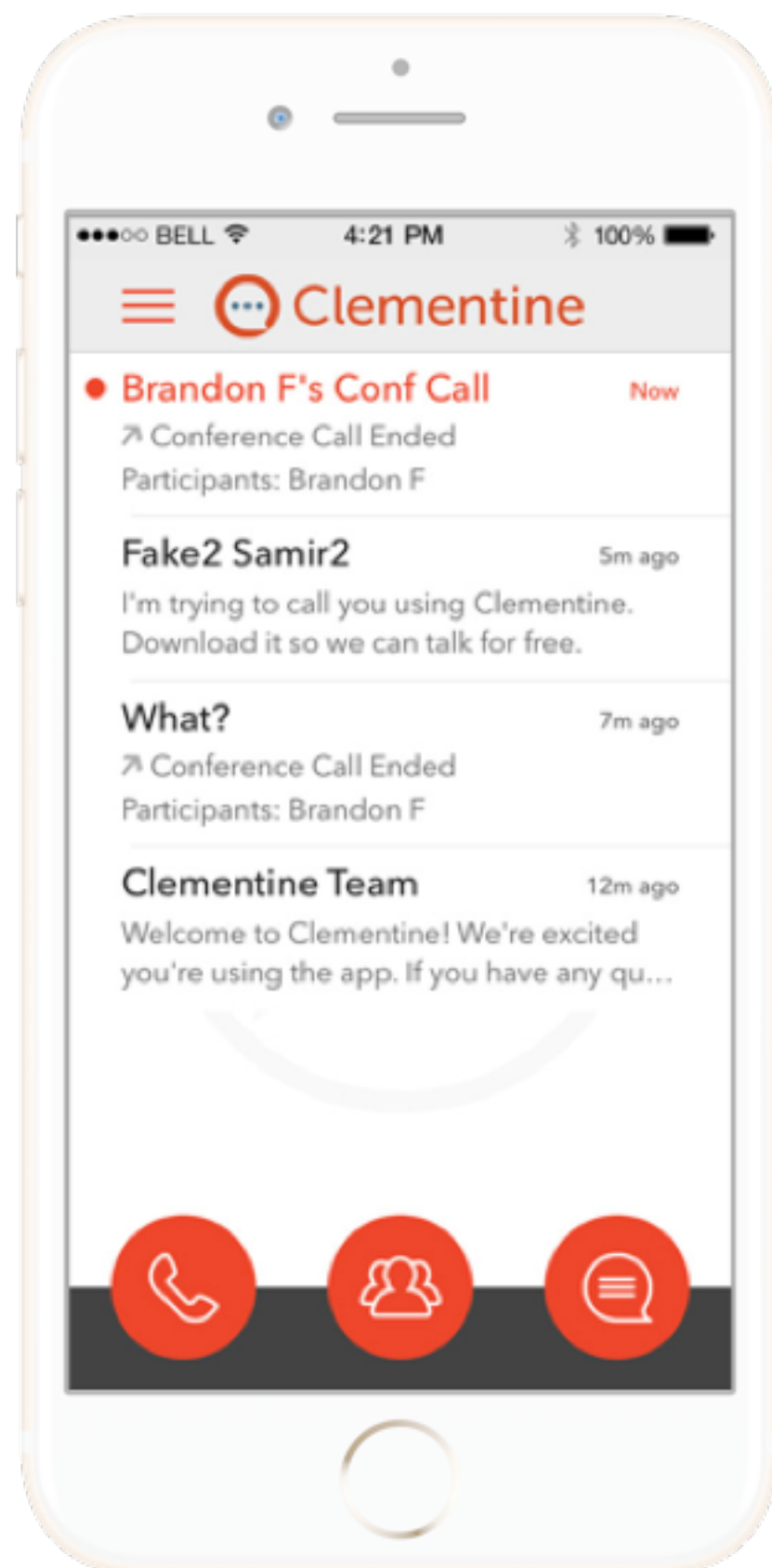
- Improved typography for scan-ability
- Clear visual hierarchy
- Vital content to the foreground, and secondary UI (header and sub-menu) to the background



# Clementine

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## Original

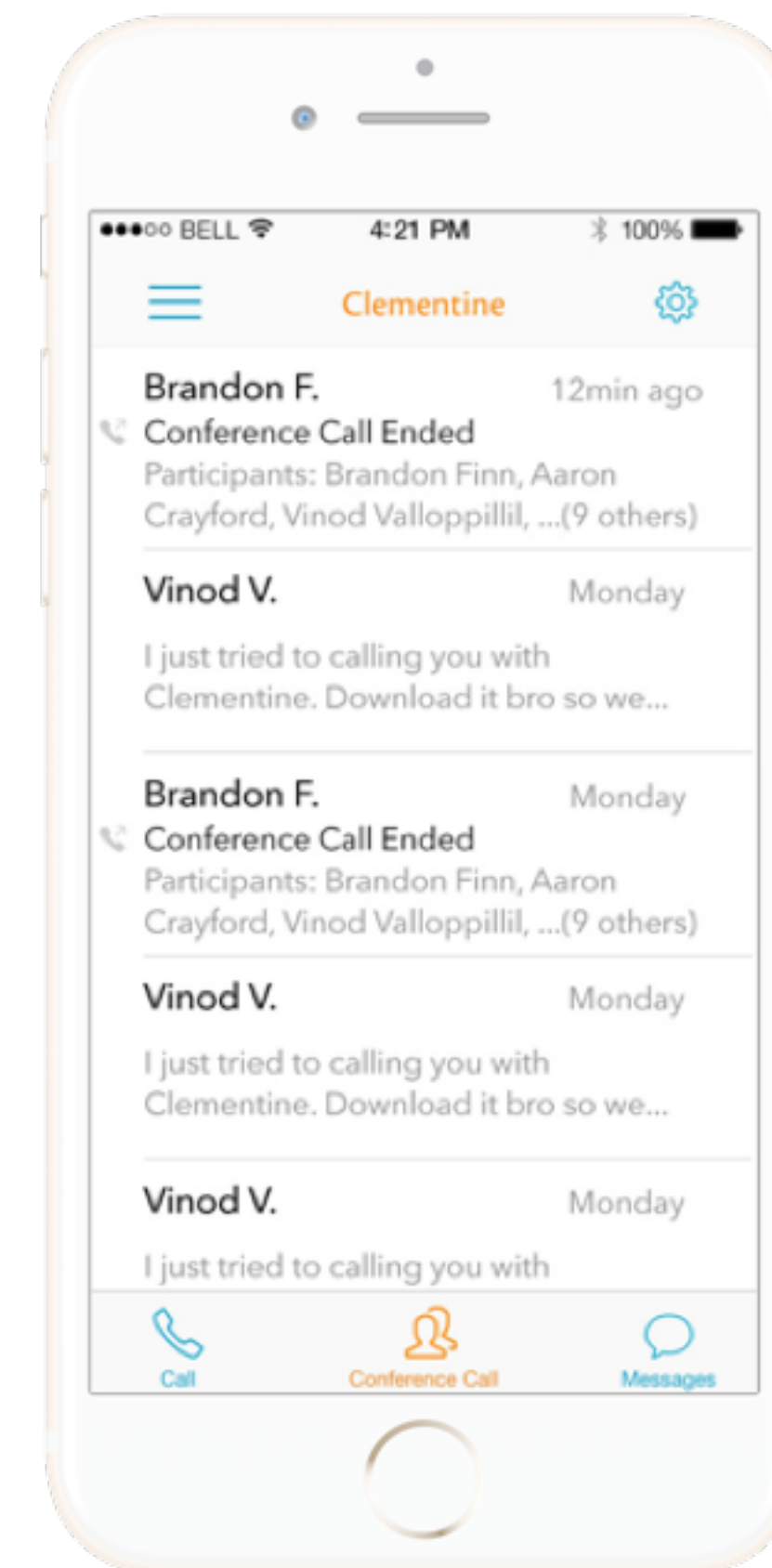


### Issues

- Not consistent with iOS standards
- The harsh reality is that most new UX is worse than the design standards established by the OS. With any new UX you need to address 1 important question...

**“Is your new UX pattern really an improvement?”**

## Test 2: iOS Native Style



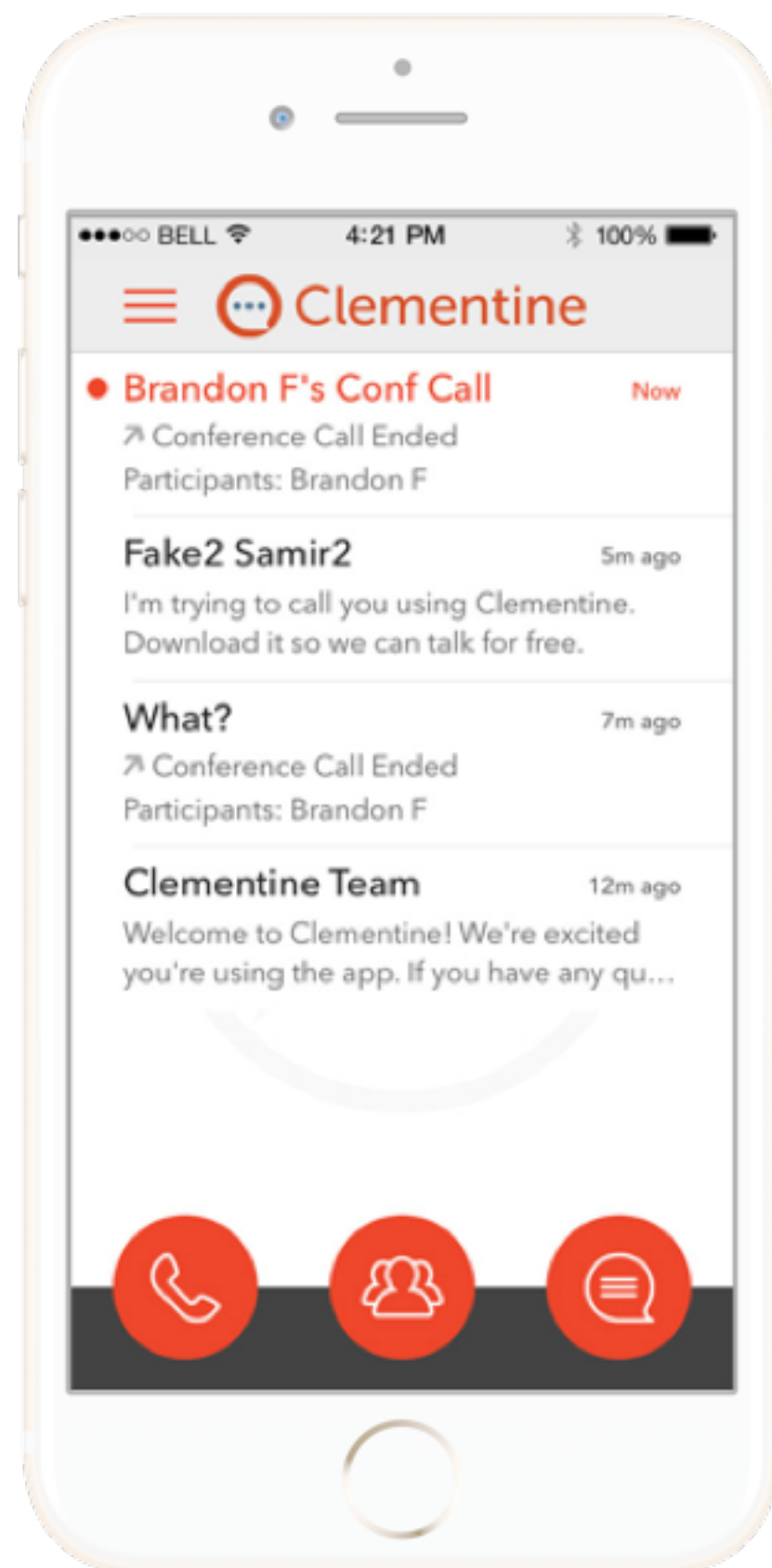
### Design

- Use the stock iOS assets and UX guidelines established by Apple
- This sets a baseline for testing all other ideas, because new UX does not necessarily mean better UX

# Clementine

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## Original

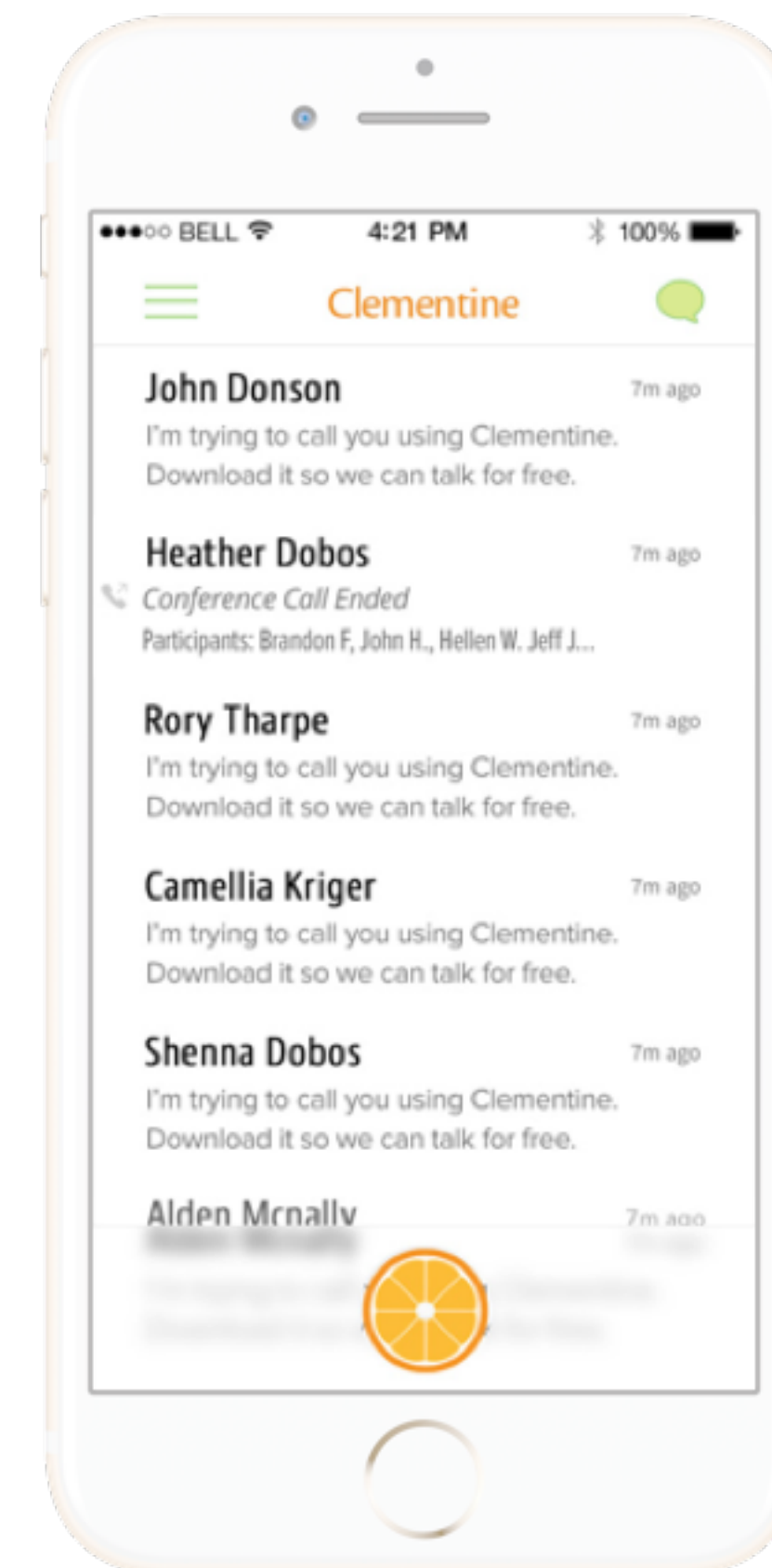


### Assessment

User testing showed 2 big issues:

- Users could not say what Clementine is... they could list some features, but could not define it
- The product was boring to users. There was literally nothing that made users smile

## Test 3: New Concepts



### Design

- Define the app and the company:

**Clementine is conference calling... all the other features are secondary**

- Delight the users: bright colors, a beautiful new logo and playful animations created an interaction that surprised users and made them smile :)

# Clementine: Launch & Results

## Launch

Clementine’s launch was met with positive reviews in the app store and solid growth.

## Results



## Acquired by Dropbox

Within months Clementine was acquired by Dropbox