
**RICK
HOEYE**

CREATIVE DIRECTOR
LEADER
DESIGNER



**THIS
IS MY
PORTFOLIO**

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Case Study

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UPSers Employee Sharepoint Portal

Challenge:

UPS Employee engagement has declined and the need is to bring the employee website to current standards, allowing employees to get access to their needed information quicker, as well as create a responsive environment that works in any screen size.

My Responsibilities Included:

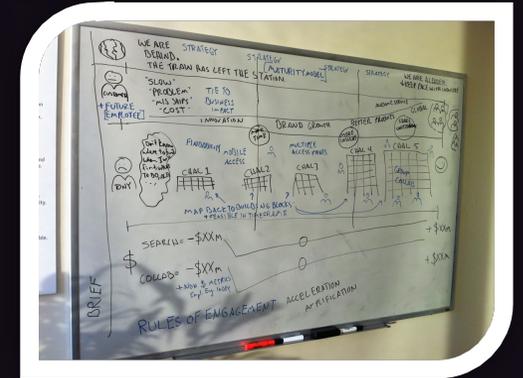
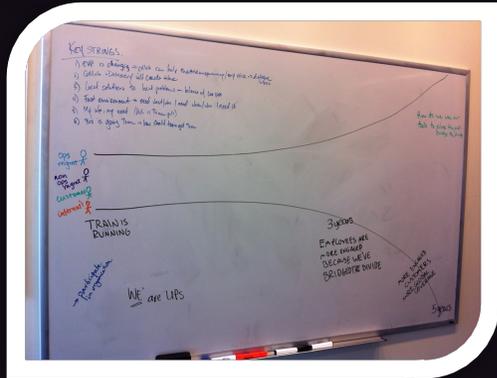
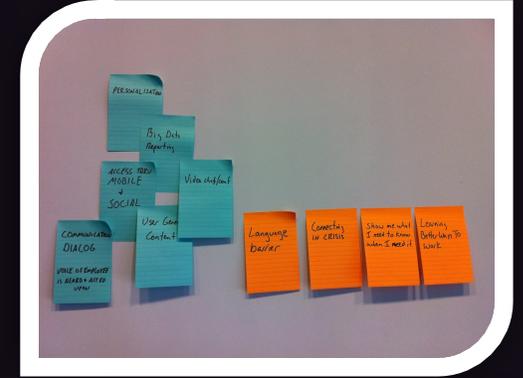
Design Thinking facilitator, taxonomy auditor and recreation (Xmind), wireframing (Axure), Visual Design comps for various screen sizes and rapid prototyping (Adobe XD).



Who is the User?

We first set out to understand the employee, or user, of the existing portal. What were their needs? What was the relationship between employee and leadership? What sections of the existing site was relative and active? What sections weren't being used at all?

We conducted 3 days of internal design thinking workshops with our team as well as key stakeholders.



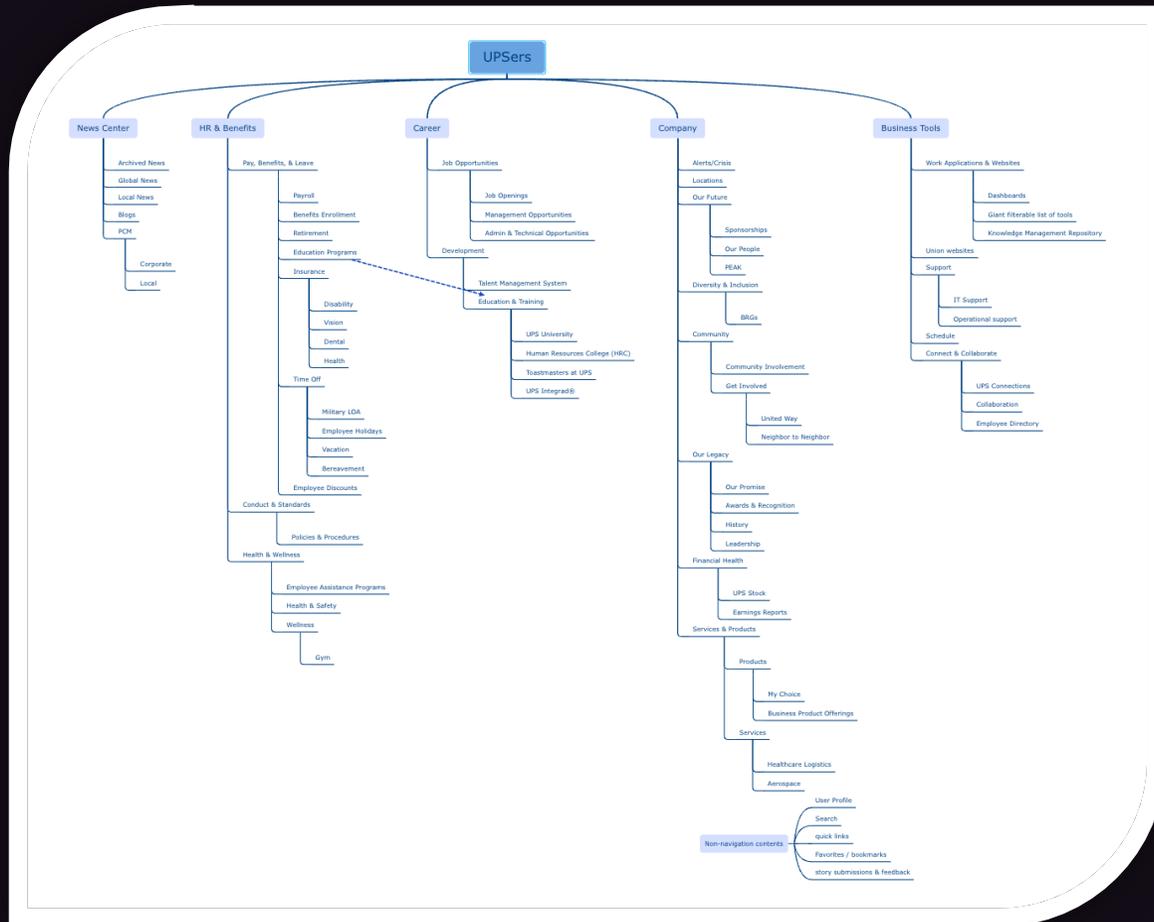
Understanding the Existing Website

I had to take inventory and identify ALL sections, and pages of the existing website to understand the amount of content actually live and either being used, or not being used. As well as proposing new possible paths for certain content.

ID	PAGE/CONTENT TITLE	CURRENT SITE SECTION	PROPOSED SITE SECTION	CONTENT TYPE	DOC TYPE	URL	ACCESS?
1	UPSers Content Inventory						
2	HOME	HOME					
3	1.0 HOME	HOME				https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/home	Y
4	1.1 Edit my Profile	EDIT MY PROFILE		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/contentzone?WC	Y
5	1.1.2 Personal Information	EDIT MY PROFILE	GLOBAL HEADER > MY PROFILE	MODAL		https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/contentzone?WC	Y
6	1.1.3 Password	EDIT MY PROFILE	GLOBAL HEADER > MY PROFILE	MODAL		https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/contentzone?WC	Y
7	1.1.4 Preferred Email Address	EDIT MY PROFILE	GLOBAL HEADER > MY PROFILE	MODAL		https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/contentzone?WC	Y
8	1.1.5 Challenge Questions and Responses	EDIT MY PROFILE	GLOBAL HEADER > MY PROFILE	MODAL		https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/contentzone?WC	Y
9	1.1.6 UPS Applications	EDIT MY PROFILE	GLOBAL HEADER > MY PROFILE	MODAL		https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/contentzone?WC	Y
10	1.2 Help	GLOBAL HEADER		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP	Y
11	1.3 Log Out	GLOBAL HEADER		N/A			
12	1.4 Search	GLOBAL HEADER					
13	1.5 Company Headlines	HOME		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP	Y
14	1.6 Local Headlines	HOME		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP	Y
15	1.7 UPS Stock Quote	HOME					
16	1.8 UPS Financials	HOME			Web Content	https://ep1.ups.com/go/www.ups.com/investors	Y
17	1.9 Trading window	HOME		MODAL		https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/contentzone?WC	Y
18	1.10 Enroll for electronic proxy delivery	HOME		MODAL		https://www.icadelivery.com/ups/index.html	Y
19	1.11 Quick Links: UPS University/Learning Gateway	HOME		ARTICLE	Web Content	https://ep1.ups.com/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP?y&B	Y
20	1.12 Quick Links: Refer Friends to UPS Jobs	HOME		ARTICLE	Web Content	https://ep1.ups.com/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP?y&B	Y
21	1.13 Quick Links: Take Charge of Sales Leads	HOME		ARTICLE	Web Content	https://ep1.ups.com/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP?y&B	Y
22	1.14 Quick Links: Social Media Training	HOME		ARTICLE	Web Content	https://ep1.ups.com/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP?y&B	Y
23	1.15 Quick Links: Log Volunteer Hours-N2N	HOME		ARTICLE	Web Content	https://ep1.ups.com/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP?y&B	Y
24	1.16 Quick Links: Employee Discounts and Merchandise	HOME		ARTICLE	Web Content	https://ep1.ups.com/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP?y&B	Y
25	1.17 Quick Links: Annual Enrollment	HOME		ARTICLE	Web Content	https://ep1.ups.com/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP?y&B	Y
26	1.18 Quick Poll	HOME		FORM			Y
27	1.19 All rights reserved	GLOBAL FOOTER		MODAL		https://ep1.ups.com/ep-s/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP	Y
28	1.20 Terms and Conditions	GLOBAL FOOTER		MODAL		https://ep1.ups.com/ep-s/UPSRegistration/upsprotected/Review-Terms-Conc	Y
29	2.0 MY WORKSPACE	MY WORKSPACE		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP	Y
30	2.1 Communications	MY WORKSPACE		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP	Y
31	2.2 Health and Safety	MY WORKSPACE		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP	Y
32	2.3 Resources	MY WORKSPACE		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP	Y
33	2.4 Tools	MY WORKSPACE		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/my_workspace/fo	Y
34	3.0 MY LIFE AND CAREER	MY LIFE AND CAREER		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP	Y
35	3.1 Employee Discounts	MY LIFE AND CAREER		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/contentzone?WC	Y
36	3.2 Employee Recognition	MY LIFE AND CAREER		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/contentzone?WC	Y
37	3.3 HR Service Center	MY LIFE AND CAREER		ARTICLE	Web Content	https://ep1.ups.com/ep-s/upsers/myportal/upsers_content/contentzone?WC	Y
38	3.3.1 Financials	MY LIFE AND CAREER		ARTICLE	Web Content	https://ep1.ups.com/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP?y&B	Y
39	3.3.2 Personal Life	MY LIFE AND CAREER		ARTICLE	Web Content	https://ep1.ups.com/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP?y&B	Y
40	3.3.3 Health and Safety	MY LIFE AND CAREER		ARTICLE	Web Content	https://ep1.ups.com/upsers/myportal/ut/p/c/5/04_SB8K8xLLM9MSSzP?y&B	Y

Creating an updated Site Taxonomy

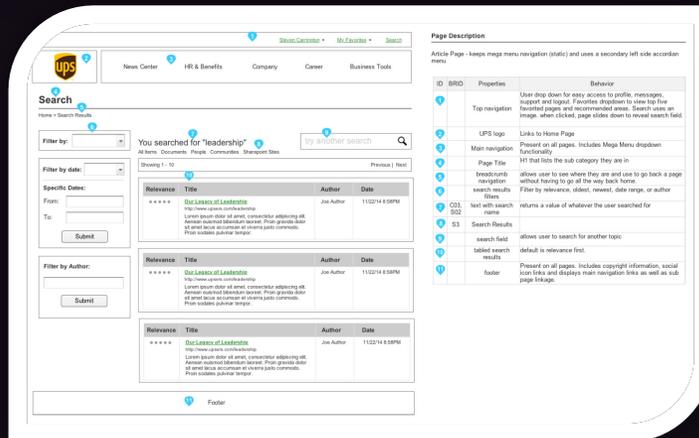
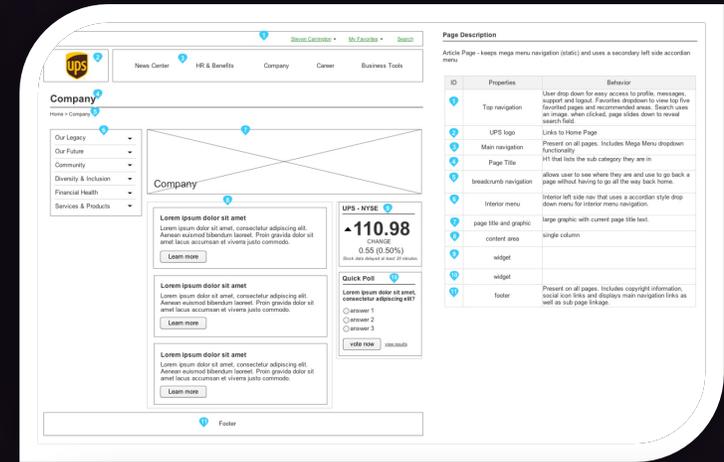
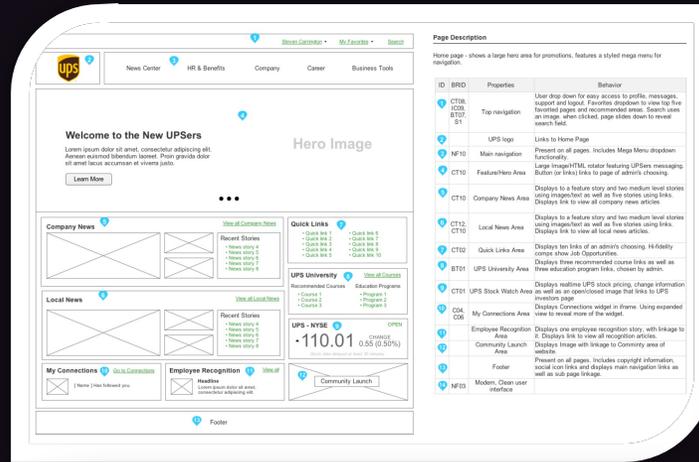
After extensive card sorting exercises, I proposed a new navigation taxonomy accounting for all the main sections and relevant content.



CASE STUDY

Let the Wireframes Begin!

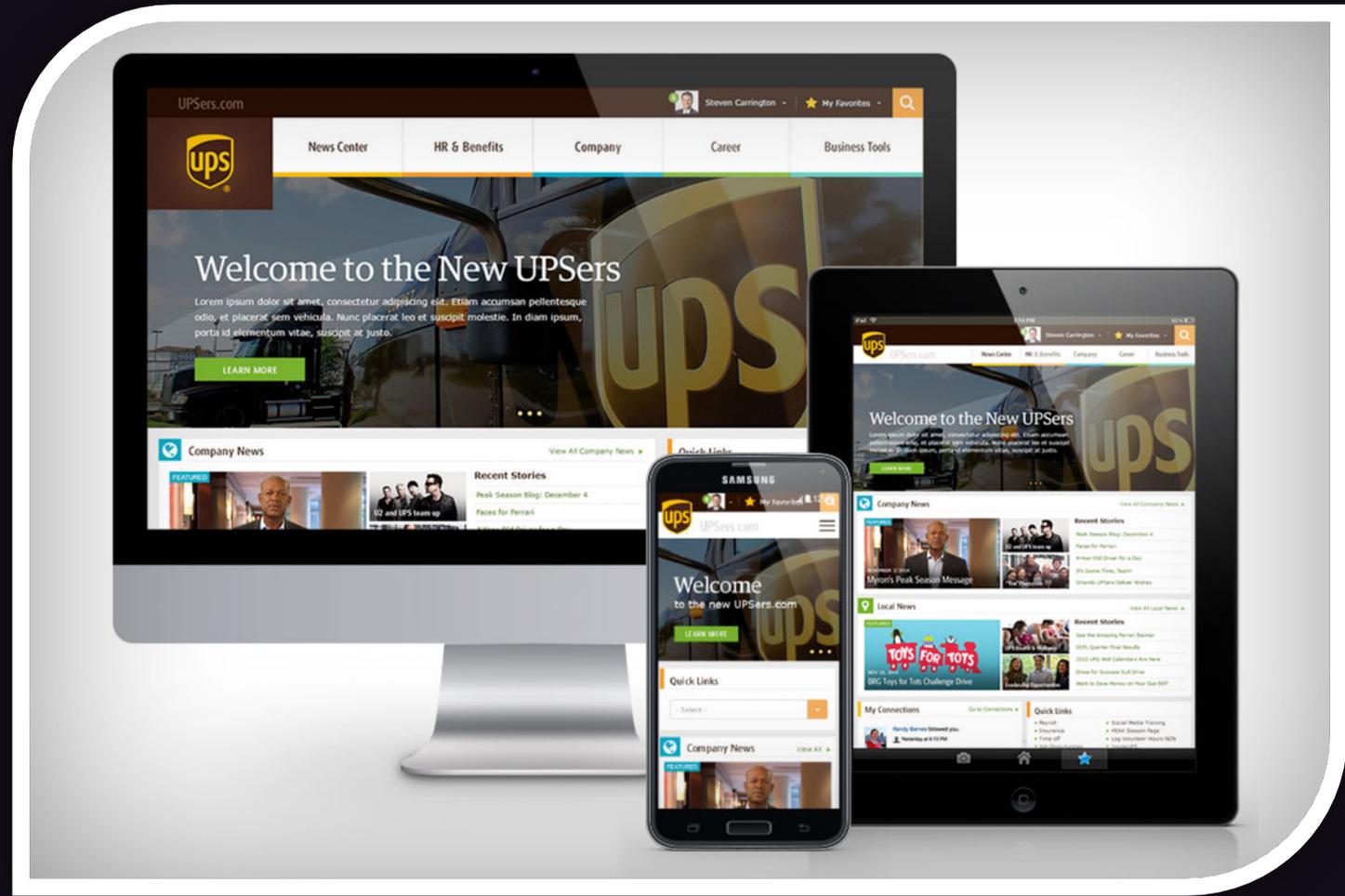
The next step was to start wireframing and I was able to create them for the Home, Article, News center and Search results sections in both Standard web and mobile sizes using Axure.



The Final Designs

Rather than go the route of user testing and iterating, the client chose to forgo that option and wanted to go with the final design. I presented them to a leadership panel of 50 people.

The designs were all handed off to their own development team and the site was live for users 3 months later.



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