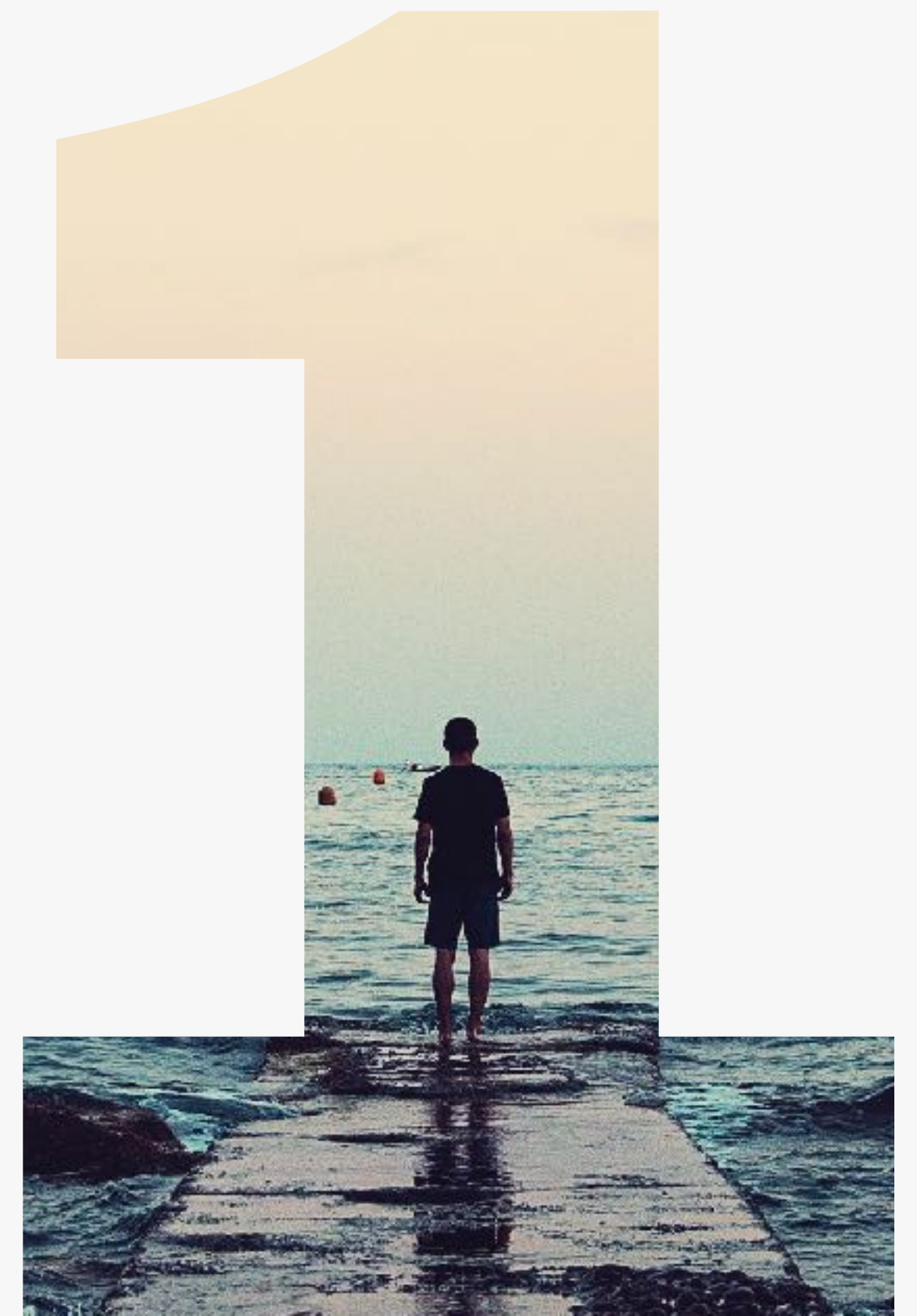




Kyle McBride Portfolio '18

Intro

A brief introduction to who I am and what I do, covering my areas of expertise and also my working process.



3 Intro

A bit about me

My background spans across different areas (Design, UX/UI, Product). Across all areas I believe in a process that engages with customers needs and expectations, delivering experiences that function as good as they look

I'm currently working for [Betsson Group](#) as the [Group Head of Customer Experience](#). Working across 20+ brands around the globe, looking to create the best Customer Experience in the iGaming industry.

4 Intro

My working process

The approach towards how my team and I tackle our projects is based around being user-centred. Because we work on the client side, we focus on first discovering new improvement opportunities, and then understanding what value we can gain.

Once we've established our opportunities, we iteratively ideate & test solutions before moving on to implementation.

Product Design

Next up, 4 key product design projects I was involved in over the past 4 years.



6 Product Design

Driving Kroon's Customer Experience

Betsson Group purchased kroon Casino in 2014, the site itself left in maintenance mode since 2009.

We provided Kroon casino with a customer experience and digital presence to increase engagement and spur signification business growth.

**Client:**

Kroon Casino

Role:

Head of Customer Experience

What We Did:

Usability Testing, Design Ideation & Sketching, UI Design, Information Architecture, Customer Journey Mapping, Visual Design and Branding

7 Product Design

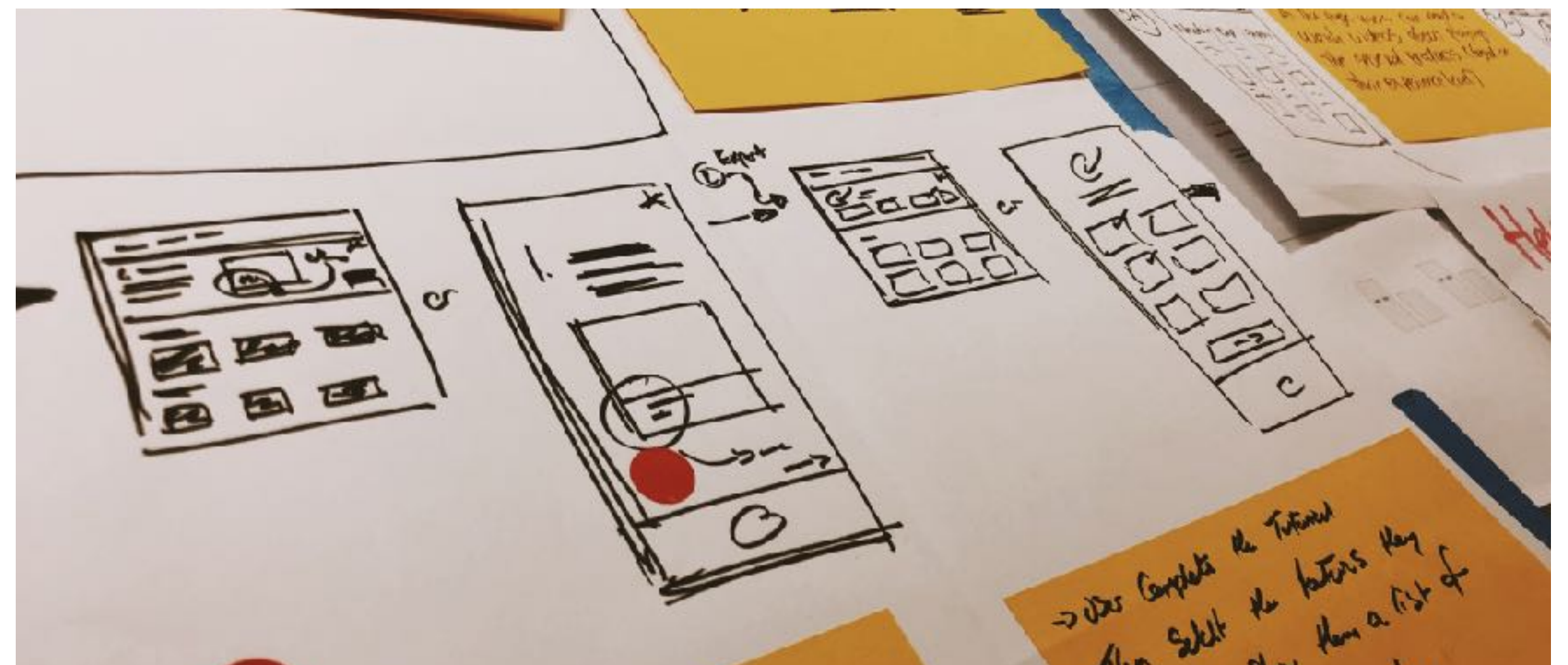
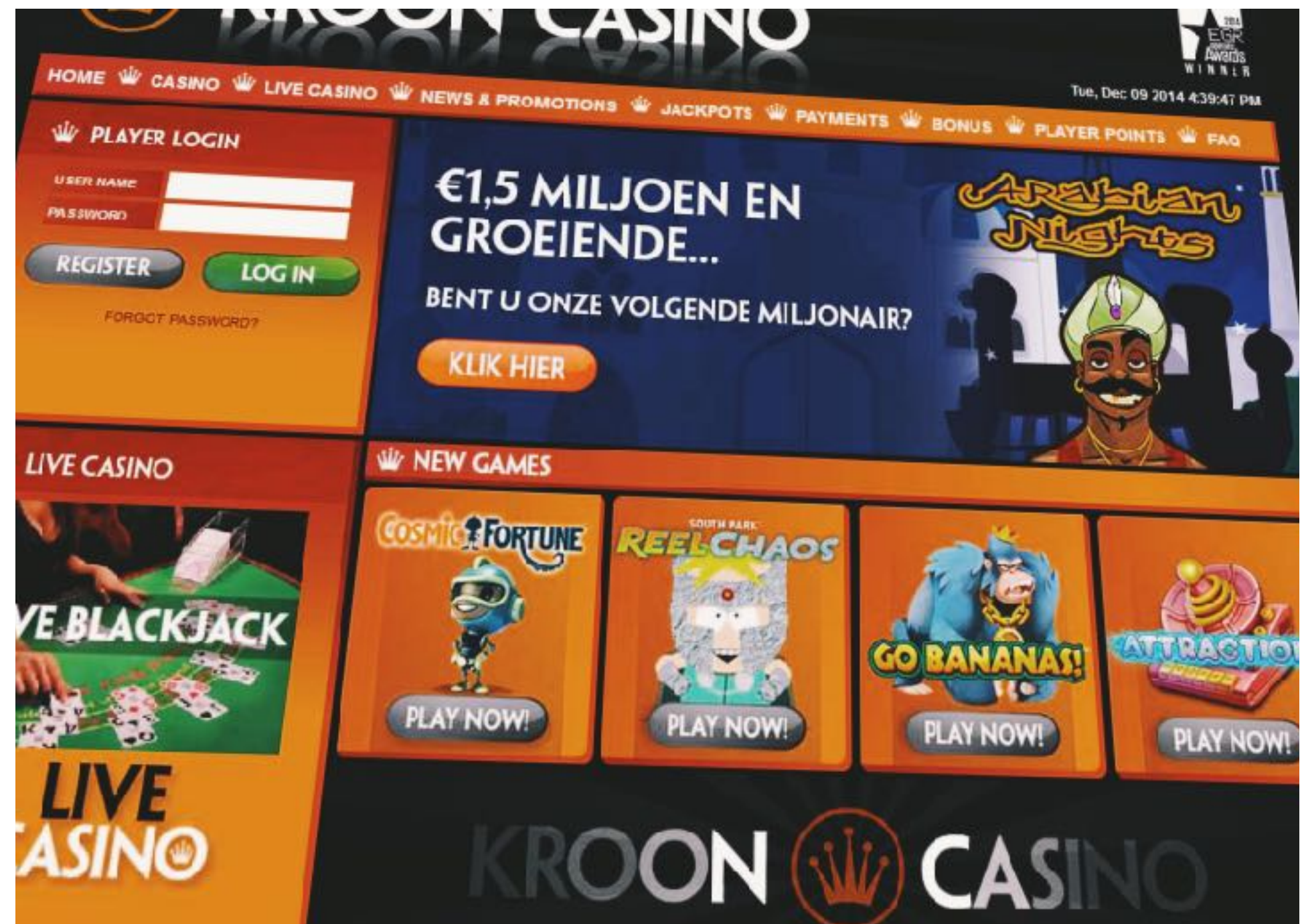
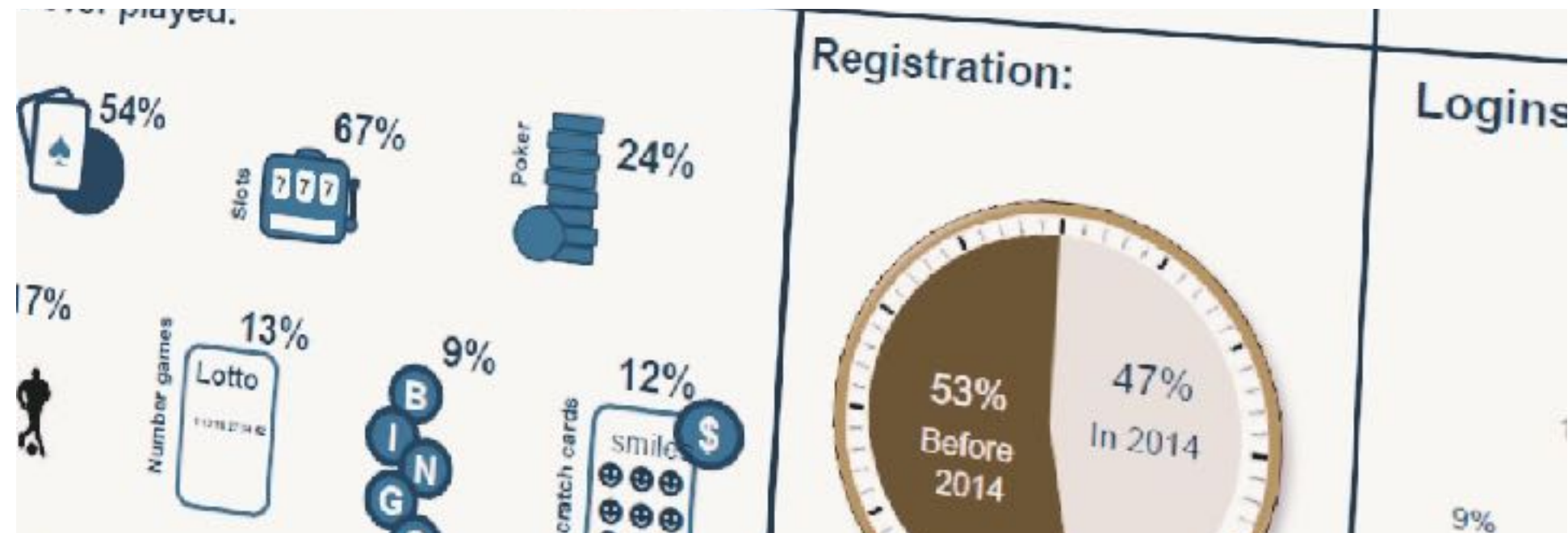
Driving Kroon's Customer Experience

The Challenge

Kroon Casino's acquisition and retention journeys needed to be aligned to provide a scalable, world-class gaming experience that supported their ambitious growth plans and continued expansion.

The primary objectives were to:

- Define the end-to-end experience for their key audiences (prospective consumers, existing players)
- Increase revenue by optimising conversion rates
- Improve the site's usability, calls-to-action and cross-selling
- Give the site a look and feel more in line with the rich brand heritage
- Build a UX team to help sustain future growth



9 Product Design

Driving Kroon's Customer Experience

The Approach

We carried out a comprehensive user-centred design project to ensure a redesigned digital presence that focused on the needs of users.

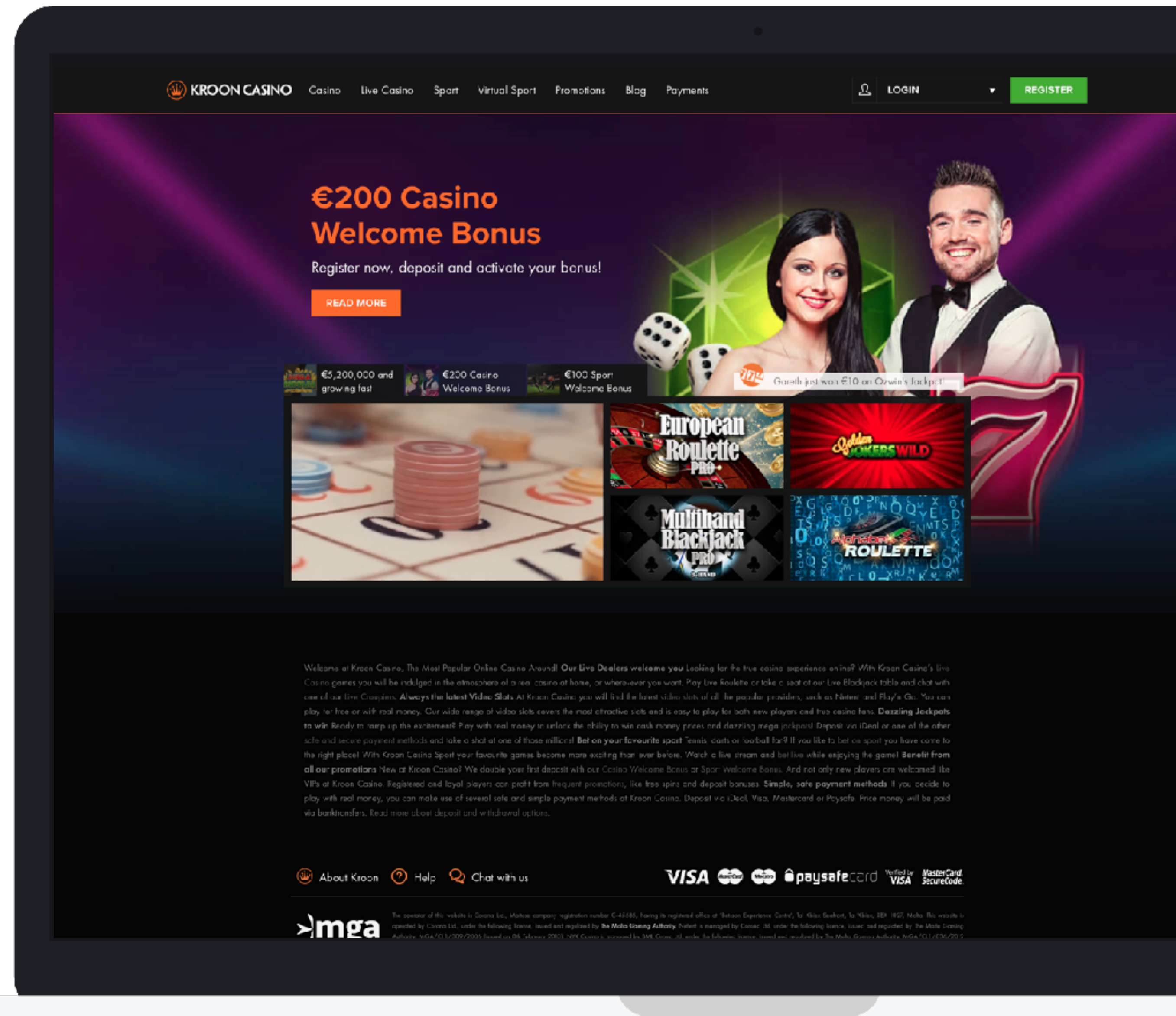
1. We ran a range of research sessions with existing and prospective customers, including in-depth interviews, user testing on the existing site.
2. We went through a detailed redesign process, sketching out ideas of how essential page templates could be optimised.
3. Finally, we conducted two rounds of user testing on our designs to ensure all usability issues were ironed out and that the customer experience was optimised.

10 Product Design

Driving Kroon's Customer Experience

Impact & Results

Since the launch of the redesigned experience, the brand saw a 30% increase in revenues and a 20% increase in new players.



11 Product Design

Sprinting to fix our casino on-boarding

The online gambling is an industry that is far from perfect, at times we can be perceived as people who do not care about our users.

In reality we do, and for this reason, we wanted to help educate and improve the on-boarding experience for our casino customers.



Client:

Oranje Casino

Role:

Head of Customer Experience

What We Did:

Usability Testing, Design Sprint Workshop, Design Ideation & Sketching, UI Design, Information Architecture

12 Product Design

Sprinting to fix our casino on-boarding

The Challenge

Without turning this initiative into a four-month-long project filled with endless meetings we challenged our selves to bring together all of the necessary stakeholders required for a week-long design sprint workshop.

The goal was to create lifetime players that are connected to the brand because they are enjoying themselves and feel in control.

The primary objectives were to:

- Implement product on-boarding without annoying experienced players in the process.
- Meet users' expectations regarding learning about the website/games.
- Make users feel in control.
- Optimise our experience to help people understand the games, matched to their level of expertise.

14 Product Design

Sprinting to fix our casino on-boarding

The Approach

We adhered to the design sprint outline and phases but to make sure the session was a success we also did some pre/post sprint work.

1. We began with a deep-dive on web analytics, building a shared understanding of common customer behaviours and problems
2. We facilitated a five-day design sprint workshop, where we brought in experts to help us map out our goals and generate solutions.
3. We rapidly created prototypes of our design concepts and ran usability testing with customers before the end of the week to validate our ideas.
4. Post design sprint we collated our findings and created detailed specifications of our designs to help the product team implement them effectively & efficiently.

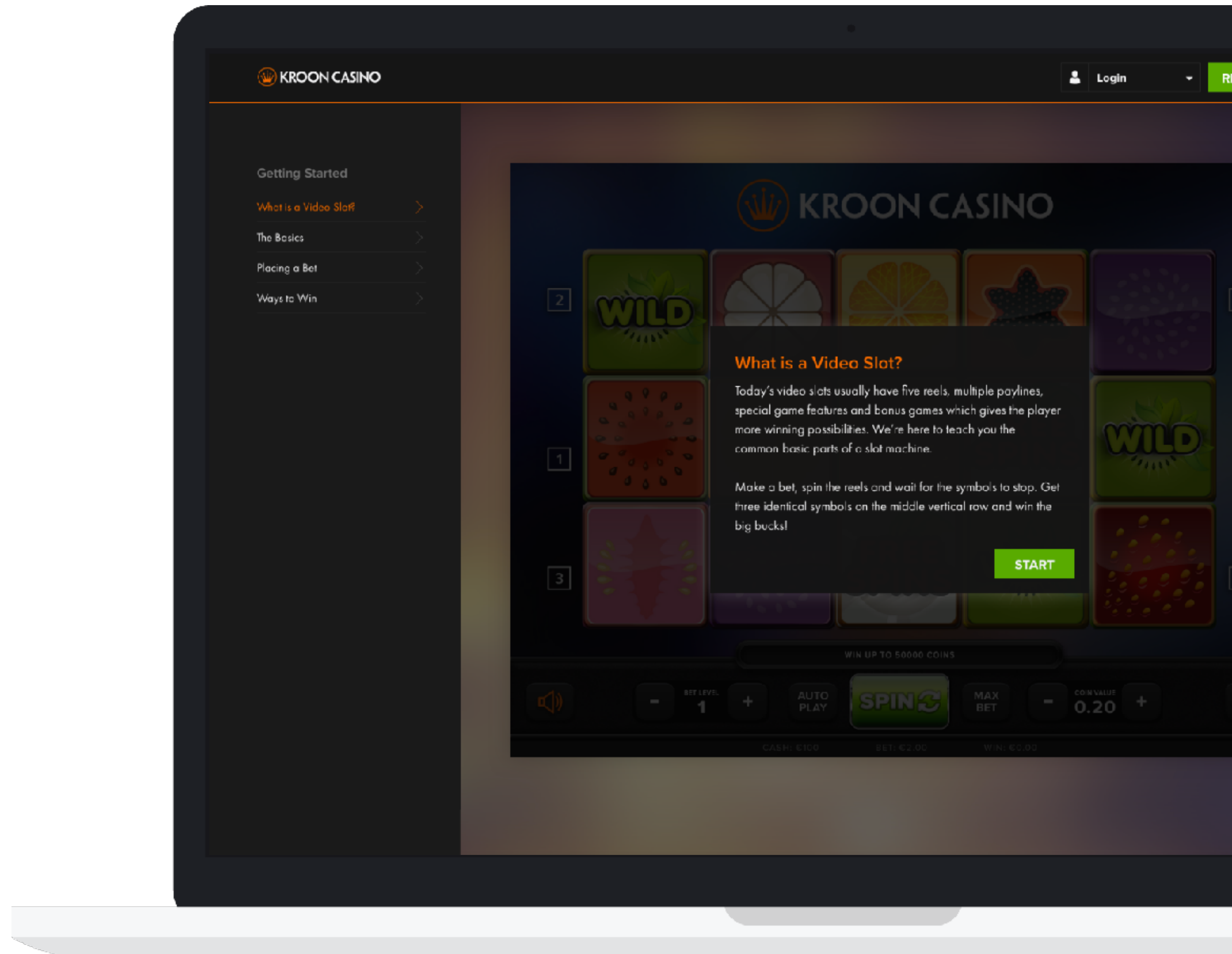
15 Product Design

Sprinting to fix our casino on-boarding

Impact & Results

The design sprint delivered above and beyond the business expectations and the feedback from usability testing where positive.

- The game tutorial was to be a suitable way to learn how to play the games
- The 'beginner' proposition was appealing to new users
- Experienced users were not annoyed by the on-boarding flow.



16 Product Design

Opening the door to a better user experience

After Betsson Group purchased Oranje Casino in 2014, a brand revamp was needed.

To help deliver a new and improved experience to there customers after ten years with the same unchanged experience.



Client:

Oranje Casino

Role:

Head of Customer Experience

What We Did:

Personas & Segmentation, Usability Testing, Ethnographic Study, Design Ideation & Sketching, UI Design, Information Architecture, Customer Journey Mapping, Customer Experience Strategy, Visual Design and Branding

17 Product Design

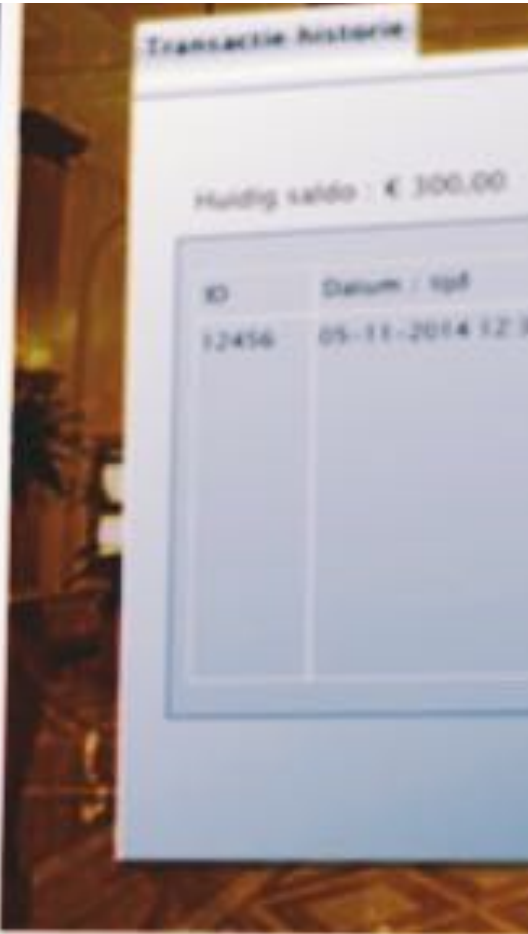
Opening the door to a better user experience

The Challenge

A flash based site that had been left the same for over ten years, the challenge to design and develop a new and improved experience without impacting the current business and at the same time also improve our acquisition metrics.

The primary objectives were to:

- Redesign and improve the user experience across all platforms
- Develop a new brand identity
- Build a UX team to help sustain future growth
- Focus on retaining existing customers and the acquisition of new customers.



Orientation

MOTIVATION & TRIGGERS

“Are there any sites, apps or games that are more interesting than my current one?”

- Hearing from friends / family / other players.
- Getting a bit bored by playing on your current website/app.*
- Being dissatisfied by your current website/app.*

MOTIVATIONS TO CHOOSE A CERTAIN WEBSITE/APP

- Offering new games or other versions.*
- Welcome offer.
- Low minimum bets or free games.

Differentiating between websites

why should I switch? The USP's

Zo doe ik online casino spellen:

1. Geef aan welke stappen je doorloopt als je online casino spellen speelt. Denk daarbij aan:

- hoe veel spellen (of websites) bezoek je meestal in één keer? Wanneer besluit je een ander spel te spelen?
- Op welk moment besluit je speltoeslag te kopen?
- Op welk moment laat je jezelf winst ophalen?

2. Geef met de 'smiley' stickers aan hoe je je voelt bij elke stap.

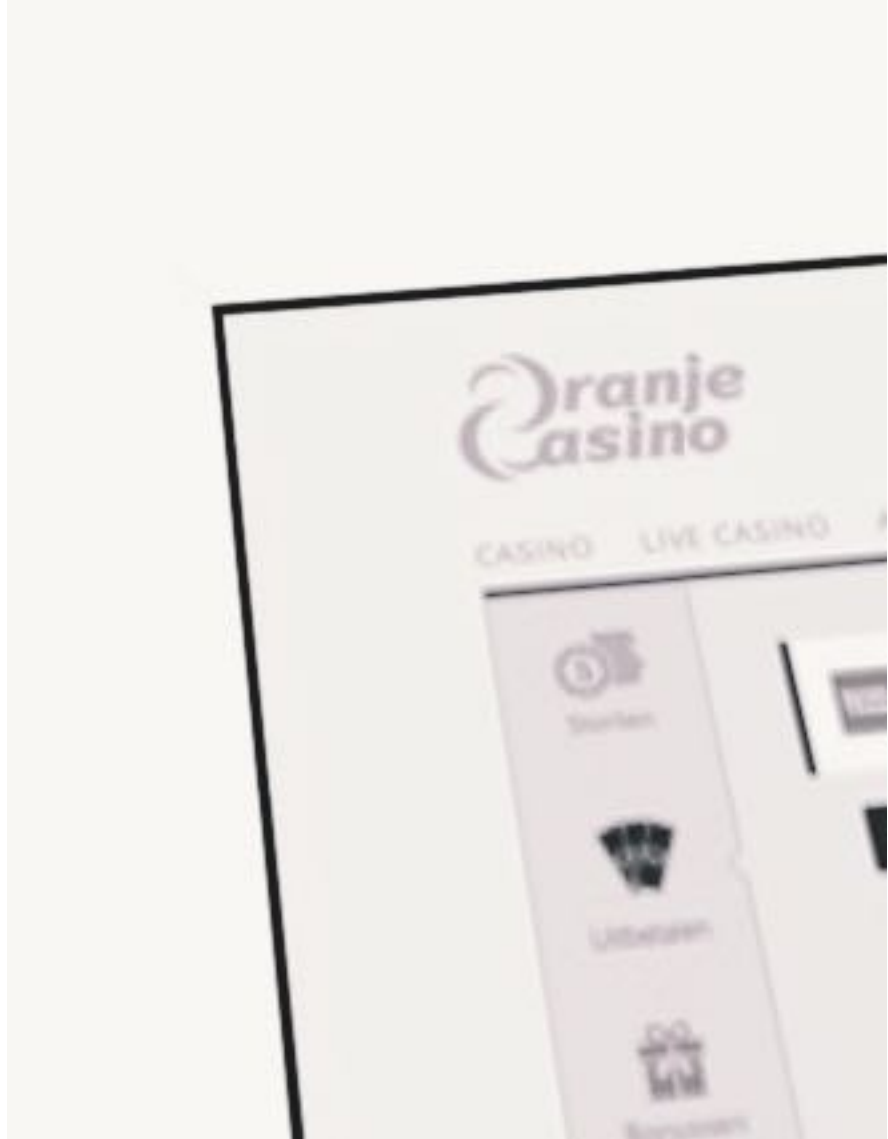
Wat zijn hoogtepunten? Wat zijn dieptepunten?
(Hoe) verandert je gevoel tijdens het spelen?

1. Bedenken wat ik wil gebruiken
2. Kop thee zetten
3. Idee! gokken!
4. Kop thee zetten
5. Geld storten op account
6. Bedrag bepalen
7. max 20 euro
8. Spelen!
9. Win steek bereken
10. Rust bij nadenken
11. Geschiedenis

Wat is voor jou het meest en minst belangrijk aan het spelen van online casino spellen?

Marco

Dit is voor mij het minst



19 Product Design

Opening the door to a better user experience

The Approach

We took an agile approach with the aim of making constant changes to the experience so that we can transport the brand into the 20th century, to achieve this we:

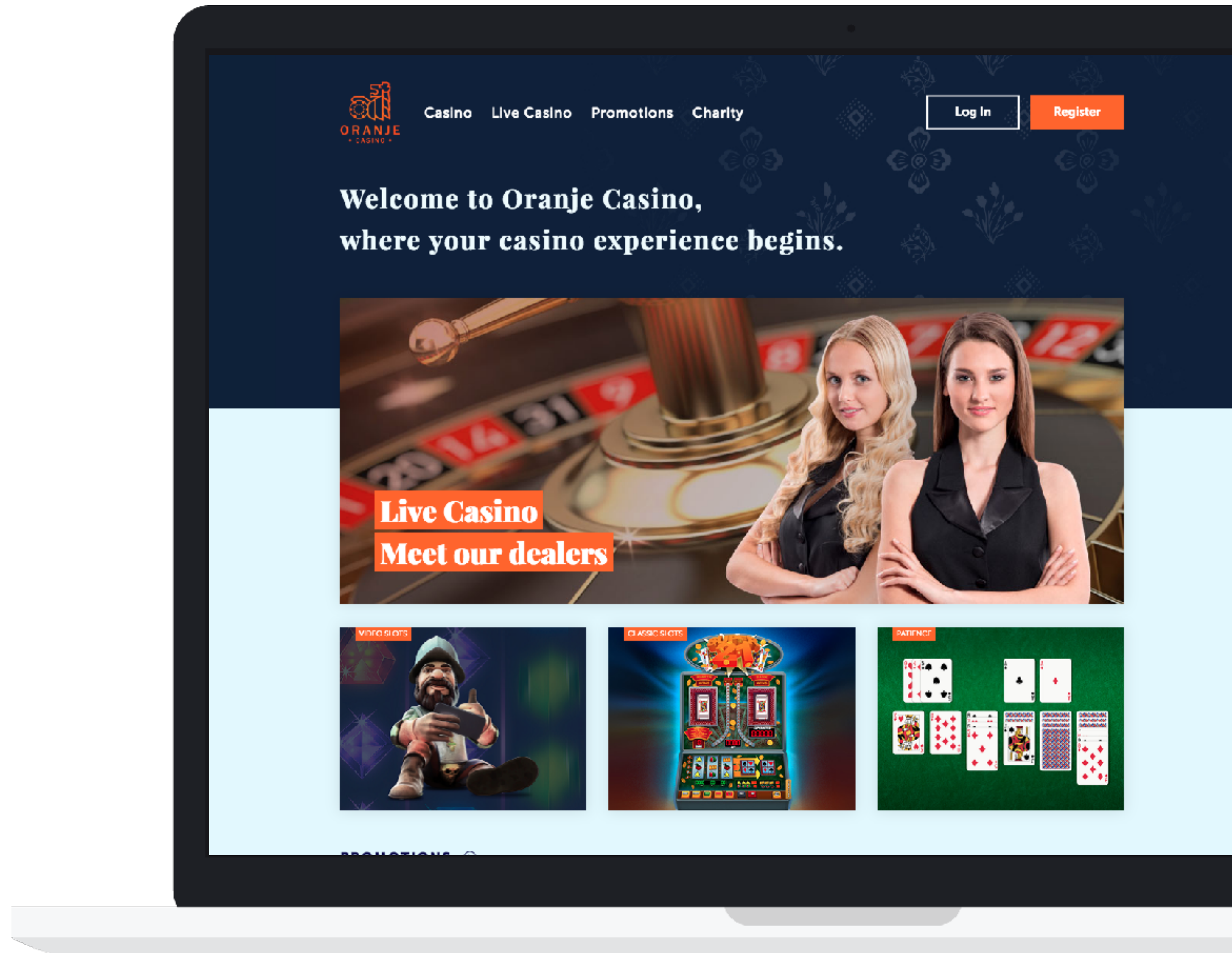
1. Ran in-depth research with both internally and with our customers, using these insights to form a comprehensive roadmap.
2. Created early concepts, to quickly test and validate in an iterative process.
3. Tested out low-fidelity prototypes with customers to validate concepts.
4. Worked on creating different designs across all platforms for each phase of the project, working in sprints.
5. Planned the phased implementation plan, explaining how things should change and when.
6. Once migrated, ran A/B test on site with the new brand visual identity.

20 Product Design

Opening the door to a better user experience

Impact & Results

The new experience makes it straightforward for visitors to find important information and get drawn into exploring the site and to date, our redesigns have been hugely successful in improving the experience for both our current and new customers.

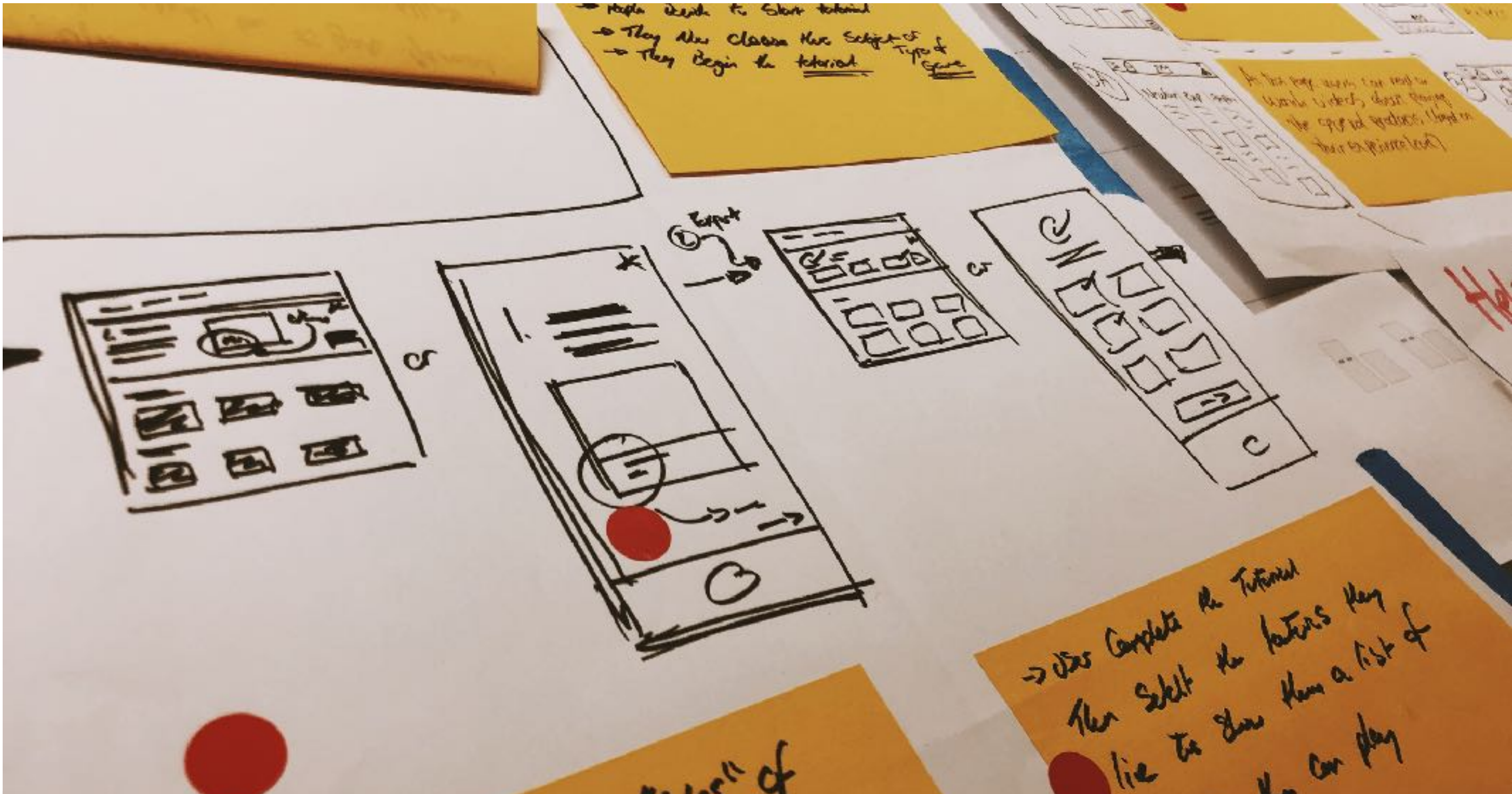


21 Product Design

A Mobile First Experience

Our mobile experience was not designed/developed with a mobile user in mind.

With mobile usage and revenue taking centre stage, we knew it was time to improve our mobile offering.



Client:

Betsson Group

Role:

Head of Customer Experience

What We Did:

Usability Testing, Design Ideation & Sketching, UI Design, Information Architecture, Customer Journey Mapping

22 Product Design

A Mobile First Experience

The Challenge

Taking a desktop site full of features and shrinking it into a mobile experience is no easy task. With that in mind our challenge was to understand what was important to our mobile customers and with that in mind create an experience that met there needs and expectations.

The primary objectives were to:

- Create a dedicated mobile experience
- Keep the experience consistent with the desktop experience

23 Product Design

A Mobile First Experience

The Approach

It was important to us to take a user-centric approach and challenge ourselves to deliver an unparalleled experience for our customers.

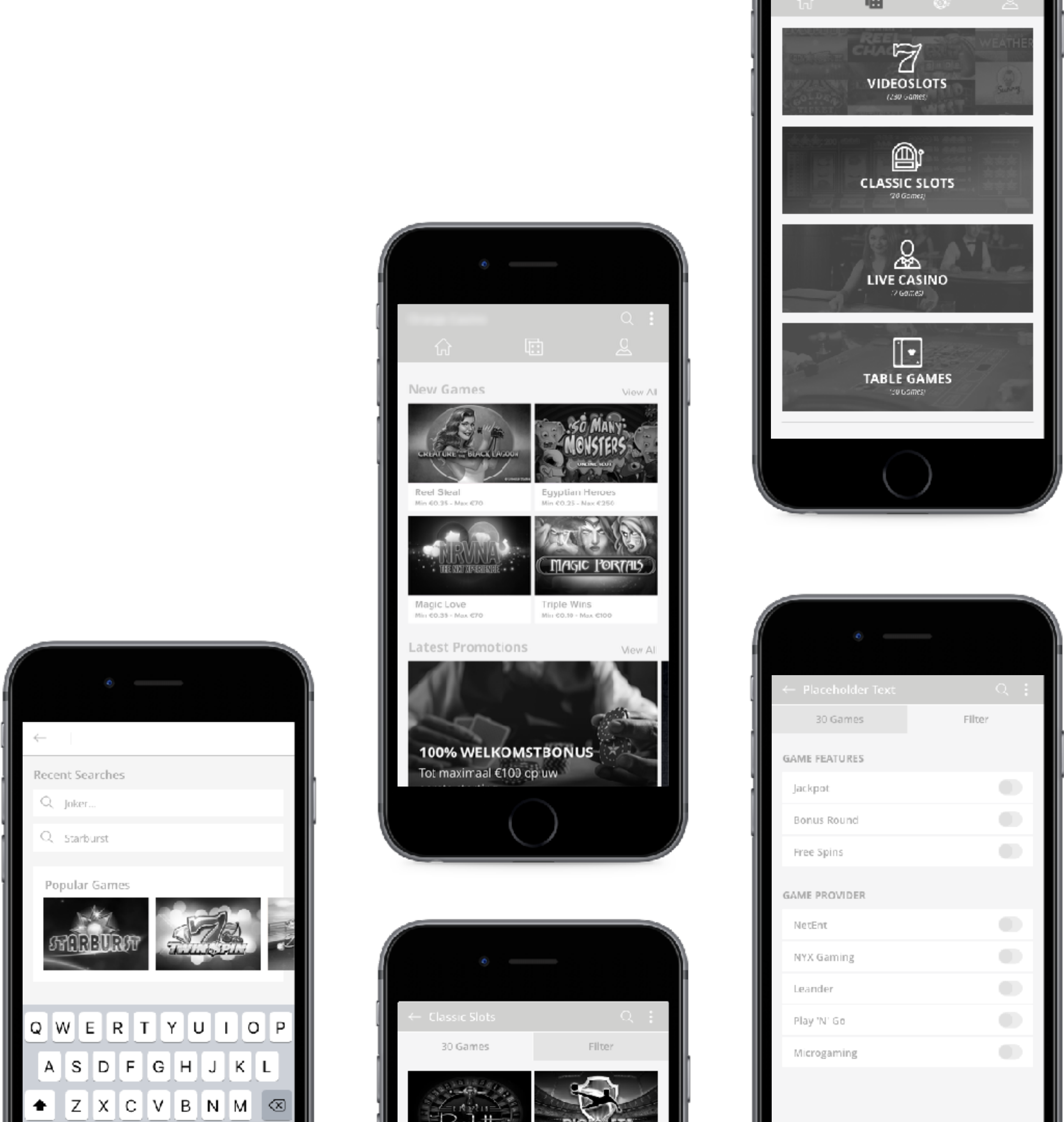
1. We started by identifying, prioritising and mapping out essential user journeys to design around based on personas, data analysis, customer behaviour analysis.
2. We conducted market research to understand what our direct/indirect competitors were doing,
3. Conducted a feature gap analysis study to uncover what was missing from our mobile experience compared to our desktop experience.
4. With all the information and findings in hand, we rapidly created design prototypes
5. We carried out rapid user testing on different iterations of our design prototypes. After each round of research, we analysed our findings and made changes to the designs and journeys.

24 Product Design

A Mobile First Experience

Impact & Results

We redesigned the existing user journeys that were both time-consuming and complicated, with the new versions receiving very positive feedback during customer research sessions.



Strategy

Processes & Strategic projects I lead and implemented over the past 2 years.



26 Strategy

Company Wide UX Culture Shift

Betsson Group's vision is to "Deliver the best customer experience in the industry".

With this in mind we knew that the only way Betsson could achieve this would be by facilitating a customer-first approach to the whole company.

**Client:**

Betsson Group

What We Did:

Culture Change, UX Training, Digital Strategy

Role:

Group Head of Customer Experience

27 Strategy

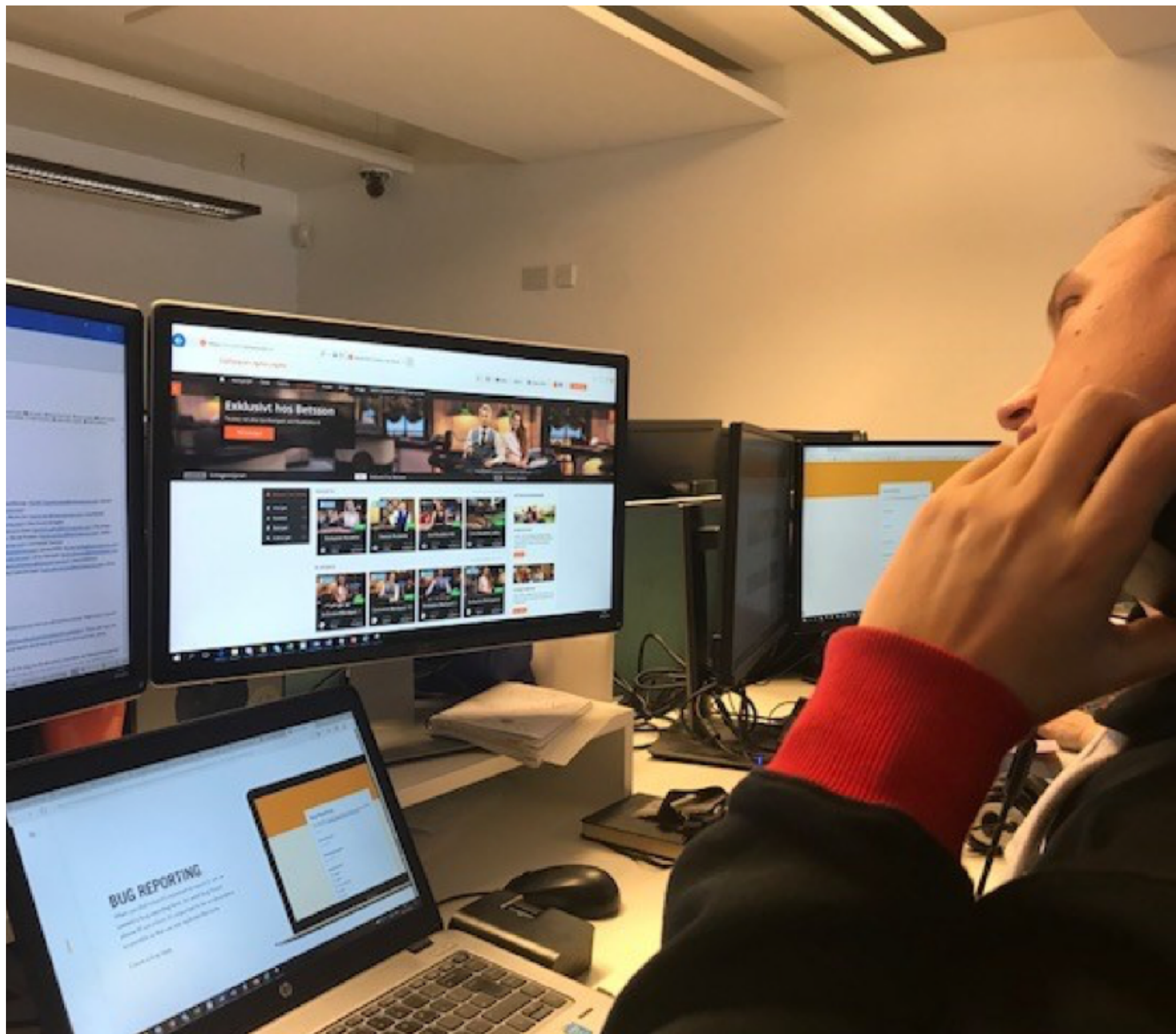
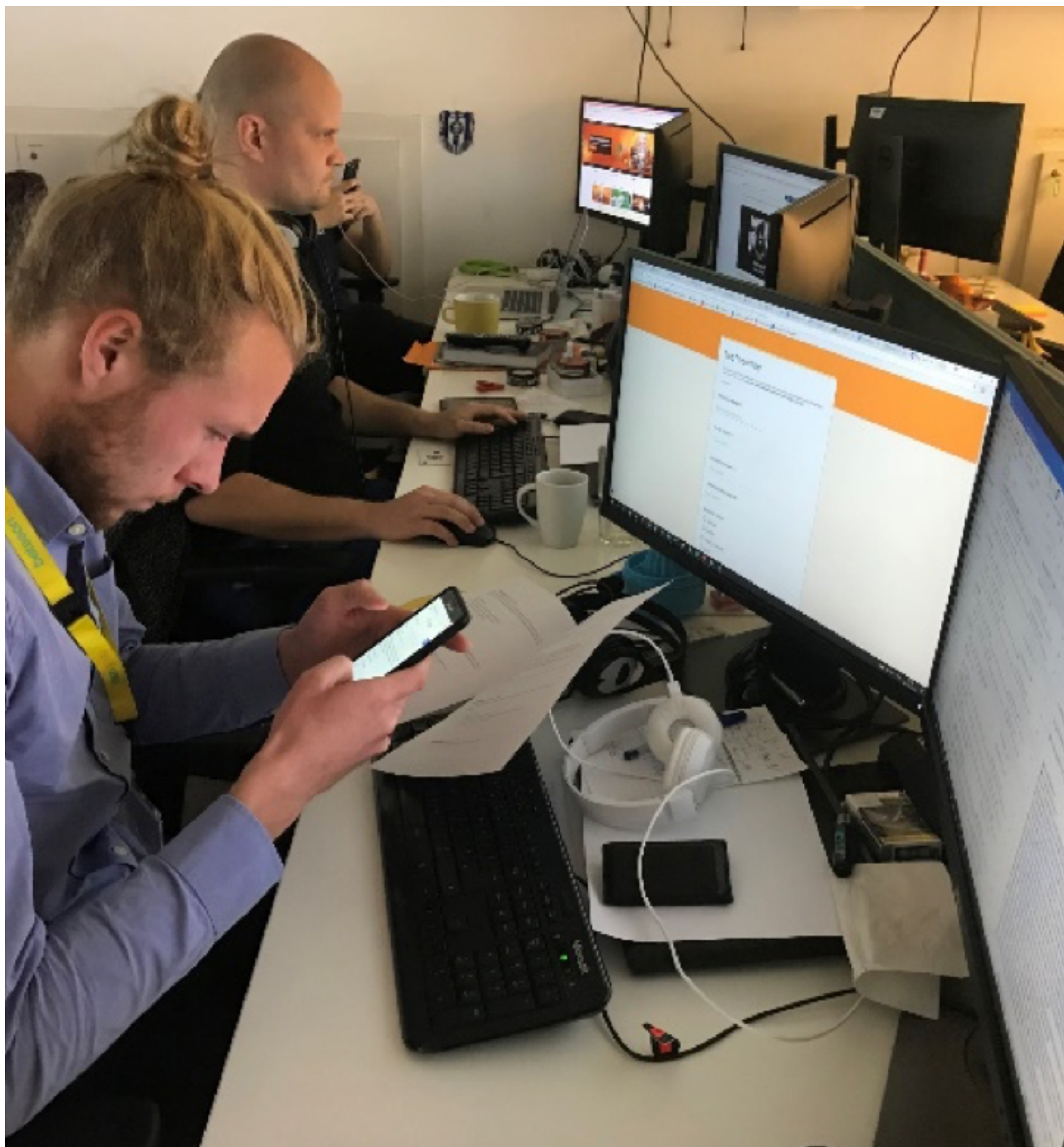
Company Wide UX Culture Shift

The Challenge

In a company of 1600+ employees, spanned across different locations; there was no easy way of educating the business on how to take a customer first approach. With this in mind, we set ourselves the challenge of facilitating different ways of making the customers the forefront of the business.

The primary objectives were to:

- Raise awareness around who our customers are, what they do on site and also the product.
- Implement processes into the employees daily tasks.
- Onboard new employees into being customer centric from day one



29 Strategy

Company Wide UX Culture Shift

The Approach

We knew we would not be able to inject awareness into the organisation quickly or effectively by only governing from our department. We had to integrate our approach into the employees daily working lives.

1. Integrate UX, Testing & Research into the companies OnBoarding sessions to explain why our customers are essential and also give them an introduction to basic UX, Testing & Research Methods.
2. Conduct 'Test Fest' sessions with different parts of the business, so that for two hours a month they can run through typical customer journeys on our sites to help immerse them into the customers' frame of mind.
3. Create roles specific checklists to complement their daily tasks, each checklist was catered to compliment their daily tasks and at the same time allowed them to review there work from a customers point of view holistically.
4. Implement an internal quick feedback tool for our sites so that the employees can quickly report issues and problems before our customers uncover them for themselves.

30 Strategy

Company Wide UX Culture Shift

Impact & Results

We have managed to engrain the customer into our employees' mindset, by doing so we have seen:

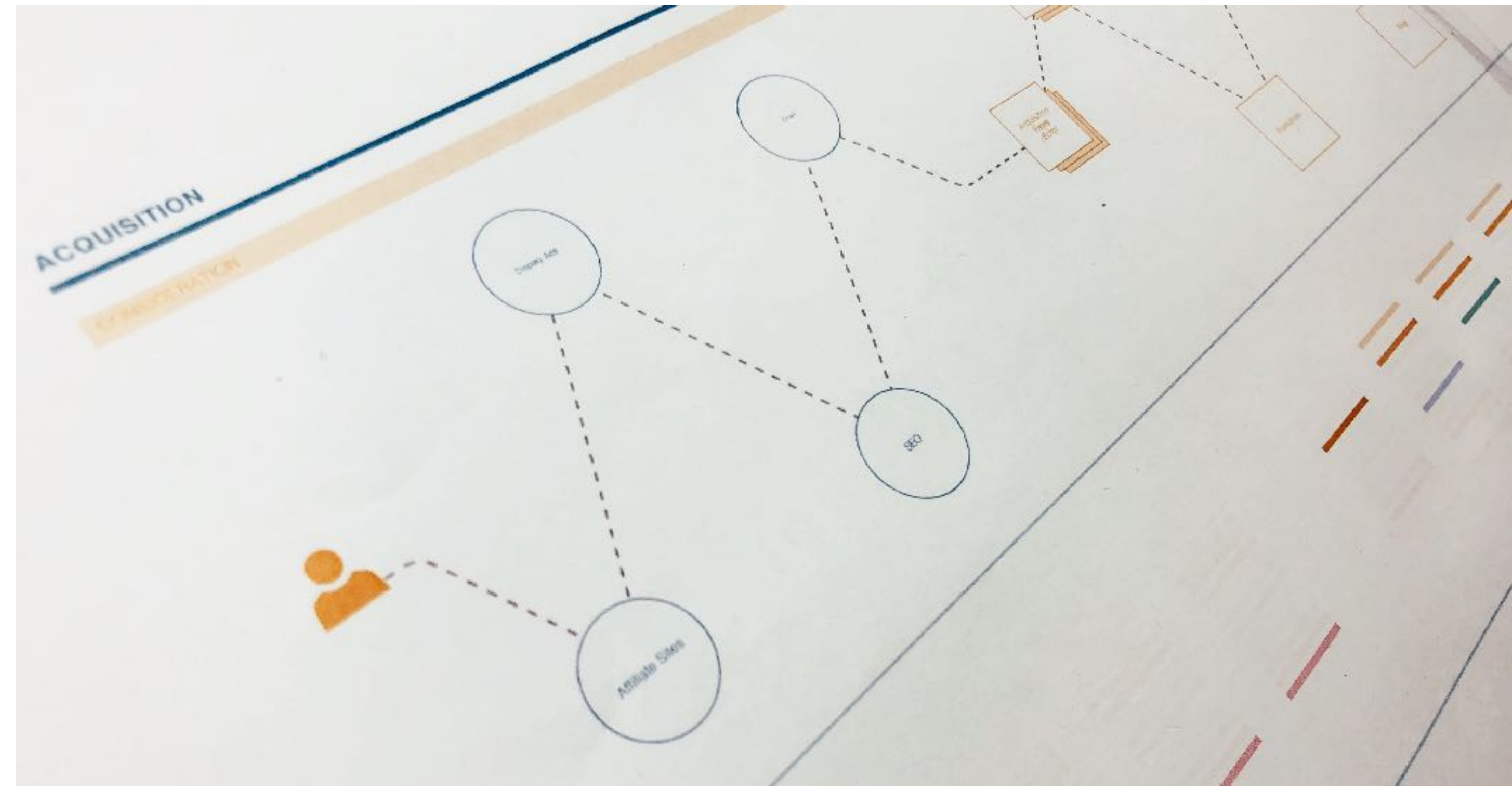
- Employees are rating our on-boarding session as 'Very Useful' or 'Extremely Useful.'
- Increased bug/idea reporting to our product team
- Increased consideration around customer-first thinking.

31 Strategy

Closing the loop with our customers

Capturing customer feedback is essential to Betsson Group, by effectively doing so we can expect to have an open dialogue with our customers.

Where they feel that they can contribute to building a great experience/product and that their opinion matters.



Client:

Betsson Group

Role:

Group Head of Customer Experience

What We Did:

Customer Journey Mapping, Customer Experience Strategy, Tool & Process Implementation, Communication Strategy Planning

32 Strategy

Closing the loop with our customers

The Challenge

Map out where/how valuable and actionable customer feedback can be collected and funnelled through to the right department. For customers; customers' we needed to find a way to keep them informed about the actions being taken based on their feedback.

The primary objectives were to:

- Uncover all opportunities for capturing and gathering feedback
- Assess what tools/methods needed to implement
- Create a process for dealing with all the feedback

33 Strategy

Closing the loop with our customers

The Approach

The project involved different departments, tools and processes. With this in mind we pushed through and:

1. Mapped out our end-to-end customer journey, noting where we capture feedback currently.
2. Identified four capture methods and went about implementing each of them (Session Replays, Feedback Bar, Remote Interviews, Voice of Customer Reports).
3. Implemented a closed loop flow that would inform customers on the state of their feedback, issues, suggestion.
4. Conducted isolated solution testing before creating a rollout plan



66 Weekly
Contacts



14



52

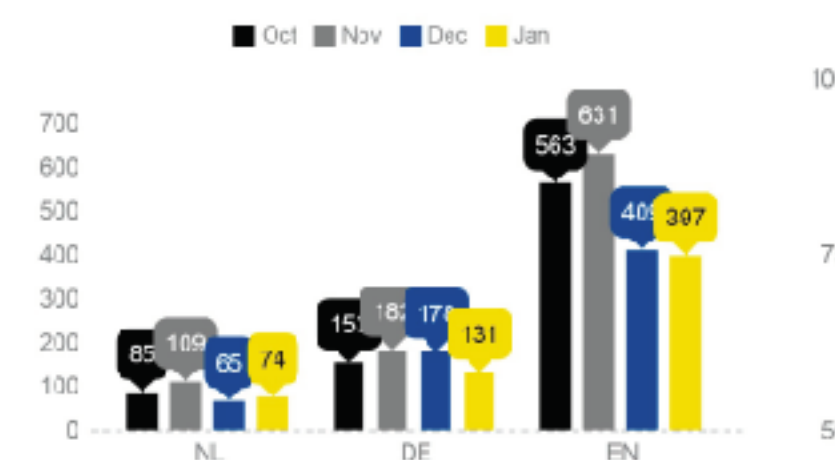
Customer Service Satisfaction (Csat)



75.00%

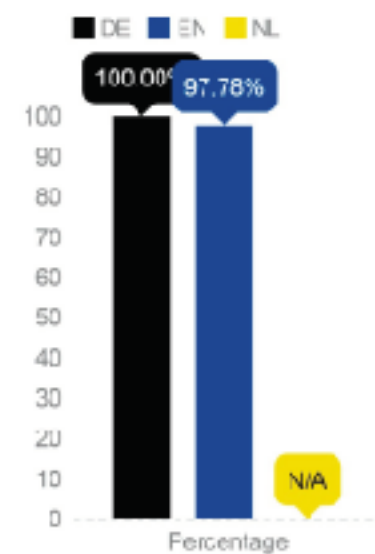


Monthly distribution of cases per Language

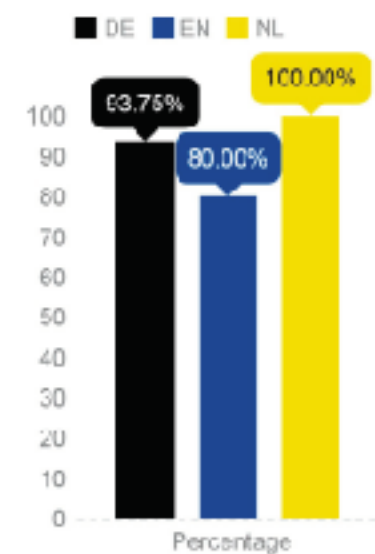


Pickup Time

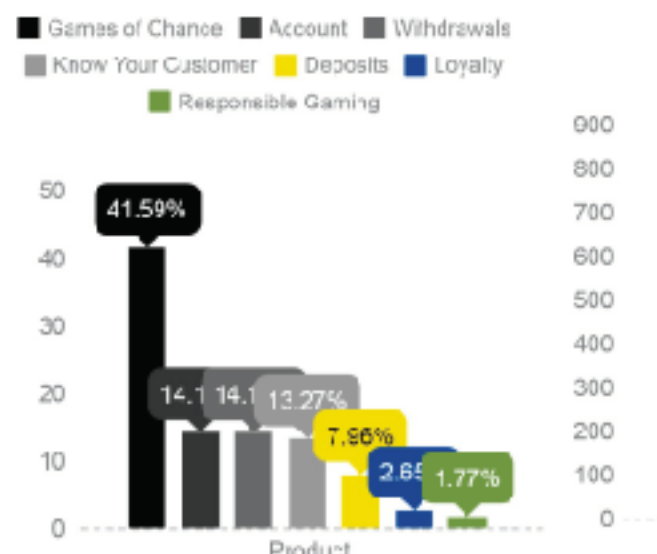
% of chats picked in 60 Seconds



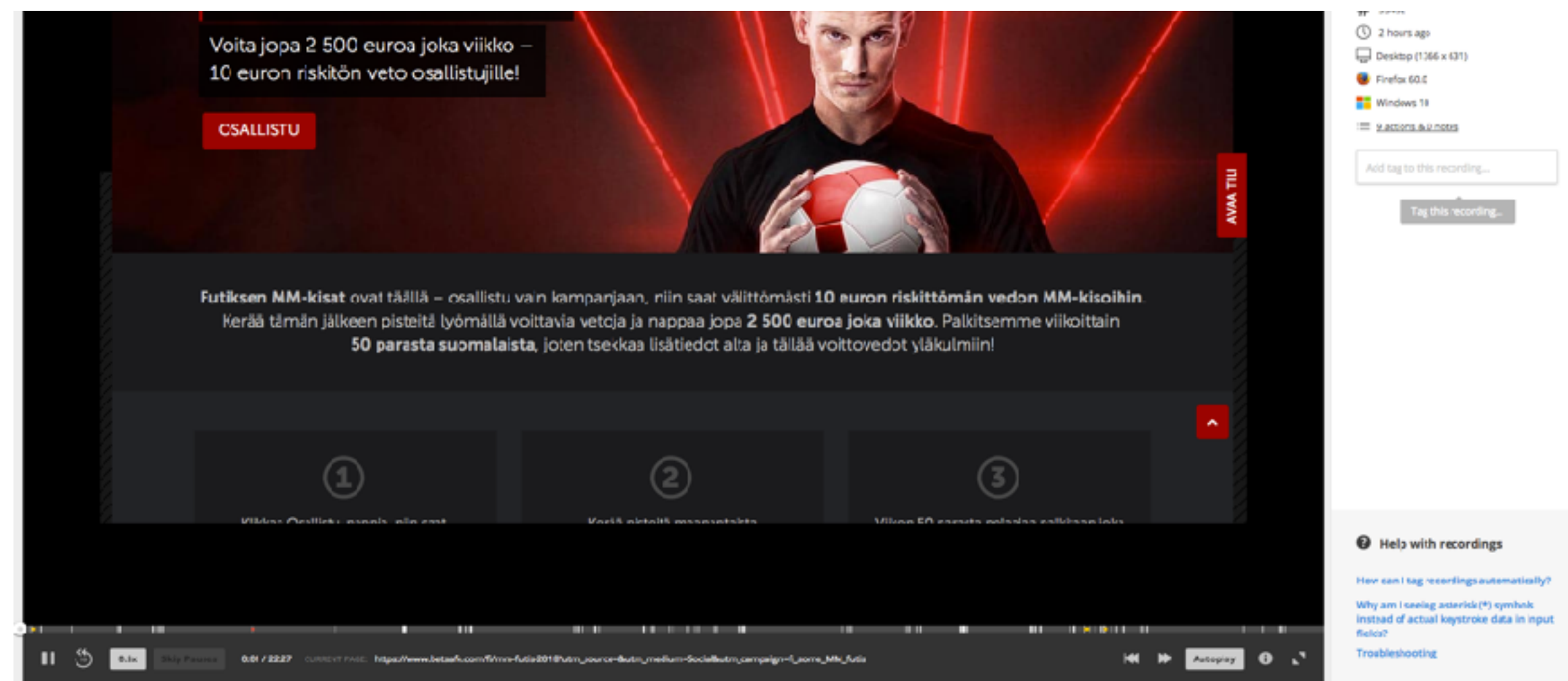
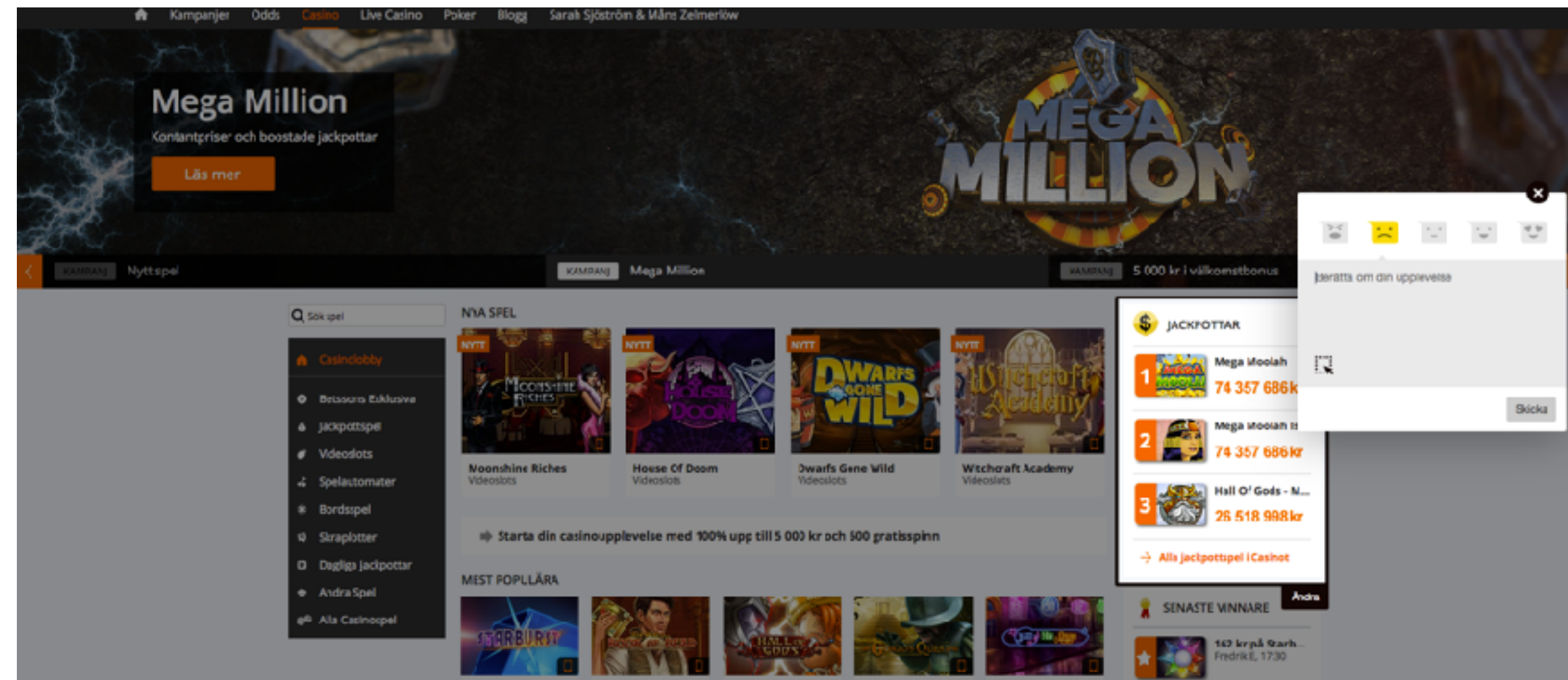
% of emails picked in 60 Minutes



Weekly distribution of contacts in %



Product C Distrib



35 Strategy

Closing the loop with our customers

Impact & Results

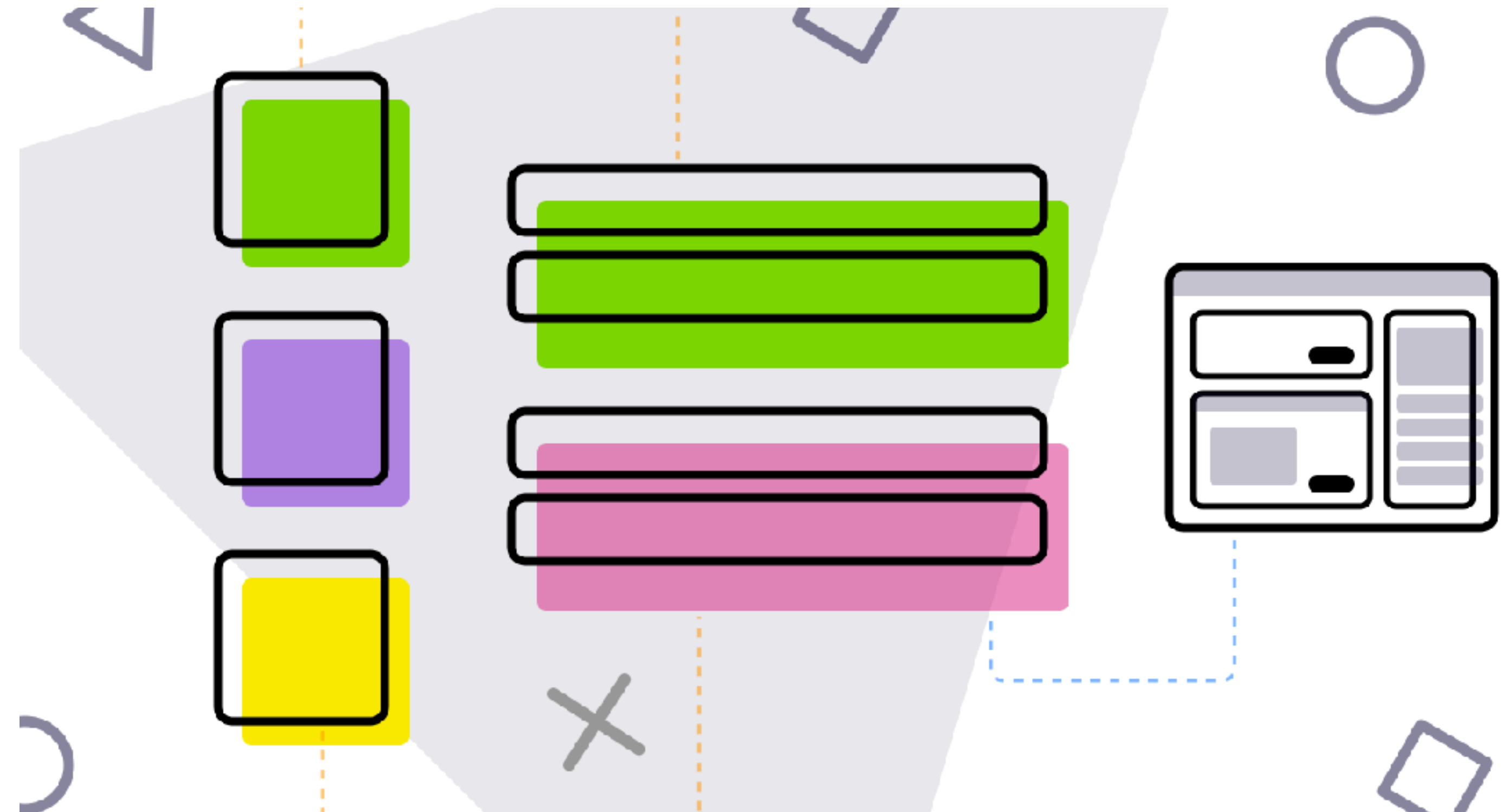
Overall the results were positive; we also found that customer service already had information ready for consumption by the business

- Customers felt confident that their input was actioned
- Improved product roadmap planning thanks to an open communication channel with our customers.

36 Strategy

Creating a design system on steroids

With the introduction of design systems and benefits that came with them made it evident that we had to look into streamlining how we designed our product within betsson for all brands without creating repetition.

**Client:**

Betsson Group

Role:

Group Head of Customer Experience

What We Did:

Roadmap Planning, Workshop Facilitation, UI/UX Auditing & Documentation, Tool & Process Implementation

37 Strategy

Creating a design system on steroids

The Challenge

Betsson is a company with 20 Brands, and 20+ people working directly or indirectly with UX. At the moment each team was working separately in silos with a lot of duplication of work, different tools and processes.

The primary objectives were to:

- Align all UX/UI designers to a single source of truth.
- Align tools and processes, reduce operational costs.
- Create a flexible design system that caters to each brand's individual needs

38 Strategy

Creating a design system on steroids

The Approach

This project relied on buy-in, time and effort from many people. Once we achieved all three we moved forward with the following approach:

1. We facilitated a series of workshops with all UX/UI designers, to bring together everyone's knowledge and expertise.
2. Split the project into 5 phases: Tools & Processes, Foundations, Components and Patterns.
3. We created a matrix outlining what was 'common' between all brands to help in uncovering what was 'uncommon'.
4. We built a design system roadmap outlining what needed to be done and delegated tasks to the UX/UI Designers accordingly depending on experience and expertise.
5. Created wiki documentation outlining the process, results and also enclosed a section for future improvements.

39 Strategy

Creating a design system on steroids

Impact & Results

We saw a reduction in time spent on UI Design projects, in turn, this helped speed up iterative testing and development.

- Rapidly reduced duplication of work, which helped introduce more innovation.
- Created a better working culture for the UX/UI Teams within the company.

40 Strategy

User Experience Revenue Forecasting

With Betsson taking steps to invest in UX to help improve their products and drive growth when it came to prioritising projects the company needed a way of forecasting the potential value of each UX project.

**Client:**

Betsson Group

Role:

Group Head of Customer Experience

What We Did:

Data Analysis, Customer Journey Mapping, Internal Research, Stakeholder Interviews

41 Strategy

User Experience Revenue Forecasting

The Challenge

With Betsson taking steps to invest in UX to help improve their products and drive growth when it came to prioritising projects the company needed a way of forecasting the potential value of each UX project.

The primary objectives were to:

- Establish UX metrics.
- Map the UX metrics to the company KPIs.
- Compute an ROI

42 Strategy

User Experience Revenue Forecasting

The Approach

We decided to combine several metrics, while leveraging key questions from others to develop a product-health index.

1. We clarified a representative audience so that we would be able to use as our baseline for forecasting improvements
2. We identified all the company KPIs and aligned them with how users' top tasks contribute to these KPI's.
3. We benchmarked the user experience to help understand the metrics and created a plan on how to improve them.
4. Understood how design changes impacted the company KPIs, with this in mind and the help of our analysts we started computing an ROI forecasting model.

43 Strategy

User Experience Revenue Forecasting

Impact & Results

This approach allowed us to see changes from our benchmark across subsequent design iterations, which both stable and more volatile metrics reflected.

By the end, we were able to come up with a high-level list of goals and metrics that enabled to into calculation monitory, non-monitory and operational metrics.

The background of the slide features a soft, out-of-focus image of several wedding invitations. The invitations are in various shades of purple, green, and cream, with some showing floral patterns and others with more formal designs. They are scattered across the background, creating a romantic and elegant atmosphere.

Thank You!

All questions are welcome, please send over and email to

kyle@kylemcbride.com