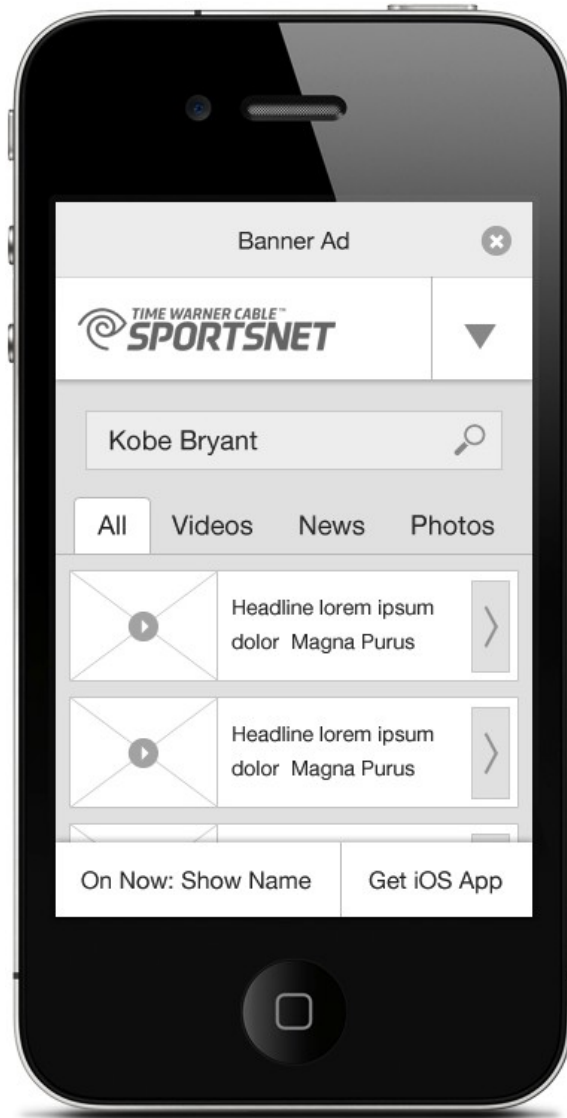


Benjamin Horst: UX and Product Portfolio

TWC Regional Sports Network (RSN)	IA and Mobile Site Wireframes	2 - 3
TWC Sports Channel	IA and Site Wireframes	4
IIN Health Coach Directory	Full Product Implementation	5 - 8
IIN Customer Support Site	Application IA and Wireframes	9
Shapeways Customer Profile	IA and Feature Wireframes	10
SharedBook API Application Profile	IA and Feature Wireframes	11
Process Notes		12

Time Warner Cable Regional Sports Network Mobile Site

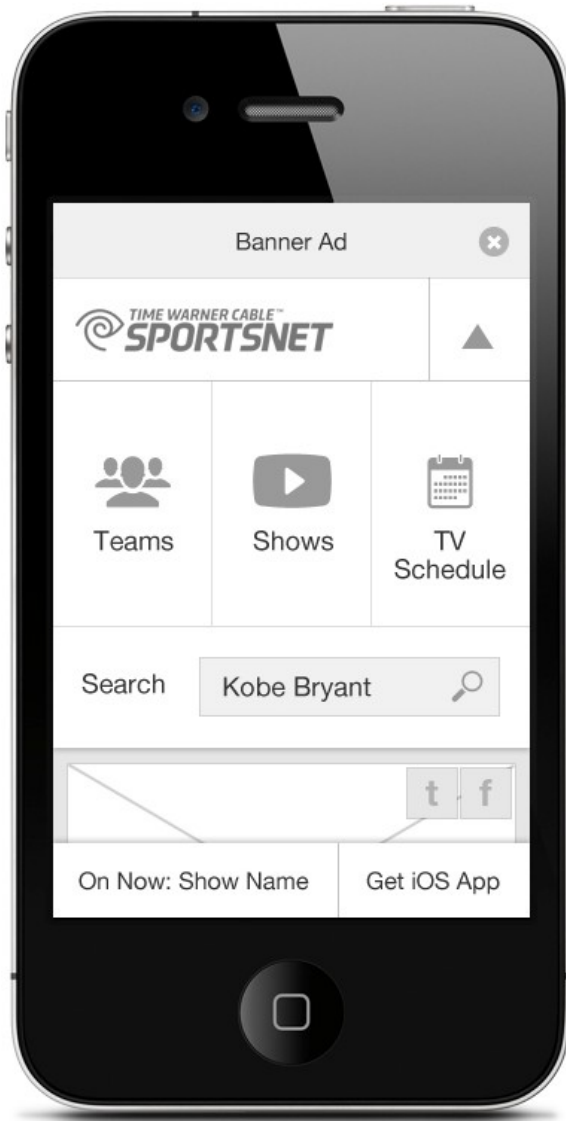


I created the information architecture and mobile user experience for Time Warner Cable's Regional Sports Network (RSN) website.

Key features include a “card” metaphor for each content item (text, image gallery, or video) that follows a responsive approach and adjusts from a single column on mobile to two on desktop displays, and a faceted search interface that allows visitors to view content items by media type or other defined facet.

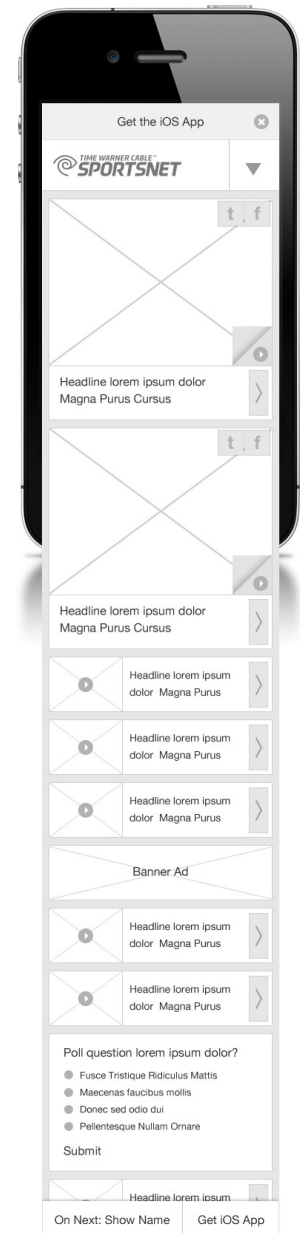
Faceted Search Results Page Wireframe

Time Warner Cable Regional Sports Network Mobile Site

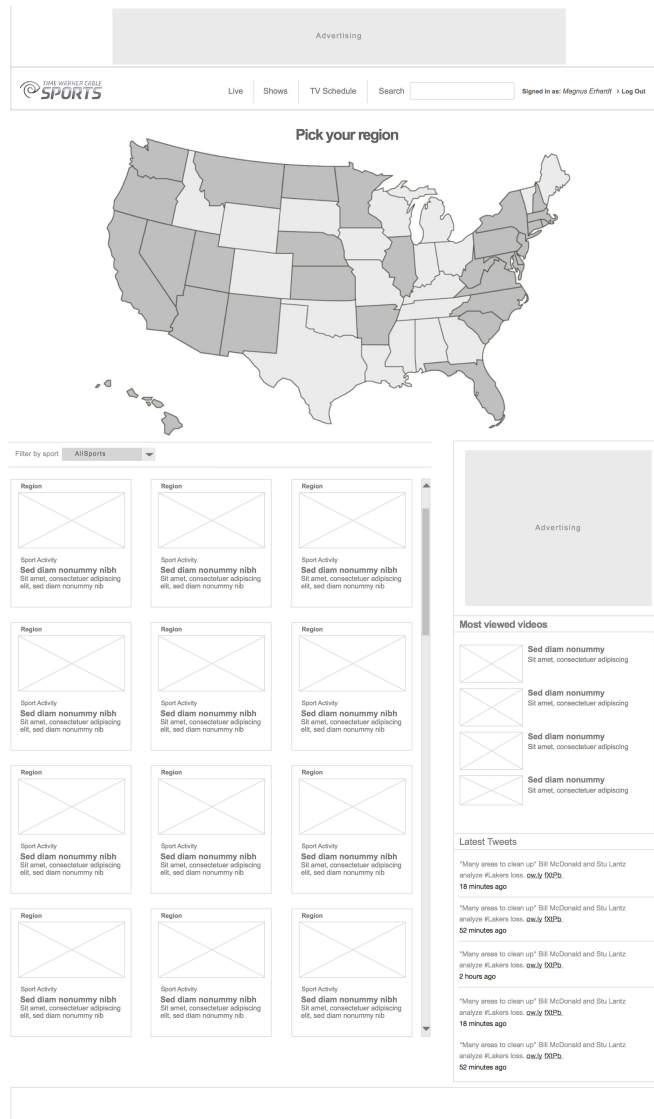


Left: Expanding the main menu displays the top level site sections and a search field.

Right: The first two items in the feed comprise an editorially-selected “carousel” displaying larger thumbnail images than the other items.



Time Warner Cable Sports Channel Website



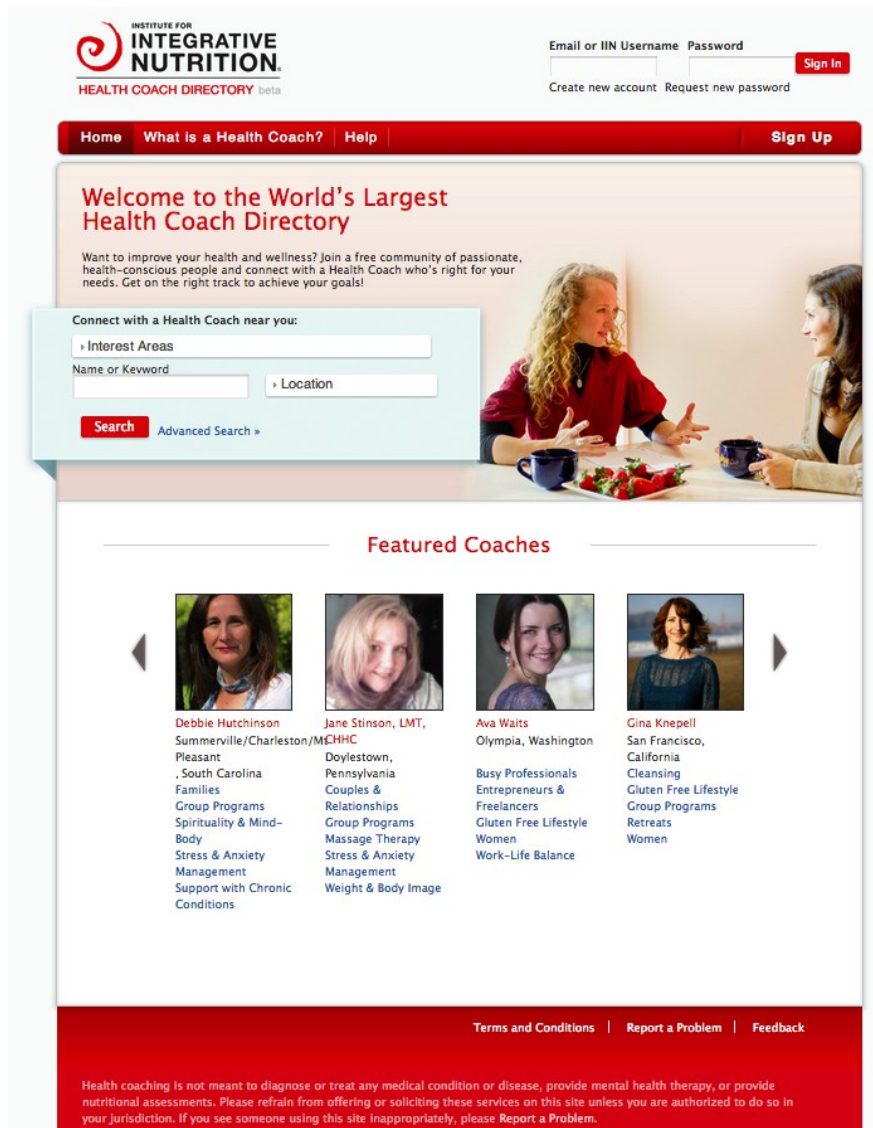
I created the information architecture and desktop UX for Time Warner Cable's Sports Channel local sports website.

Visitors are presented with an interactive map of the United States to locate their region of interest. Selecting a target region will display content specific to the teams within that market.

Sports Channel shared several of the concepts of RSN, including “cards,” faceted search categories for user content discovery, and endless scroll on content pages.

Sports Channel Homepage Wireframe

Integrative Nutrition Health Coach Directory



I created the Health Coach Directory (<http://coaches.integrativenutrition.com>) to fulfill the CEO's requirements for a searchable directory of IIN graduates.

The site allows graduates interested in building their health coach practices to create public user profiles presenting their location, skills and interests to prospective clients.

To give the site more life and encourage user engagement, as well as build rich content for SEO, I added social features including user profiles, posts and activity streams.

Health Coach Directory Homepage

Integrative Nutrition Health Coach Directory

The screenshot shows the user's dashboard for the Integrative Nutrition Health Coach Directory. The page features a navigation bar with links for 'Dashboard', 'What is a Health Coach?', 'Help', and 'Find a Health Coach'. The main content area is titled 'Dashboard' and includes a 'Post something' text box with a 'Post' button. Below this, there are three posts from other users: Lisa Weber (1 week ago), Tammi Hoerner (3 weeks ago), and Tammi Hoerner (1 month ago). Each post includes a profile picture, name, timestamp, text, and a 'Delete' button. A 'FOLLOWED BY' section at the bottom shows a profile picture and name for Brooke Juntilla (1 month ago). The left sidebar contains sections for 'FEATURED COACHES', 'FOLLOWING', and 'FOLLOWED BY', each with a grid of profile pictures and a pagination indicator.

Upon signing in, a user is presented with her dashboard.

The dashboard displays a feed of content produced by other site members whom the user has selected to follow.

It also allows certain users to post their own content, which will be displayed to their followers.

Signed-In User Dashboard

Integrative Nutrition Health Coach Directory

The screenshot shows a search results page for the Integrative Nutrition Health Coach Directory. At the top, there is a search bar with the placeholder text "Name or Keyword" and two buttons: "Search" and "Reset". Below the search bar, the results are displayed in a grid of three columns and three rows. Each result includes a profile picture, the coach's name, location, and a list of interest areas. On the right side of the page, there are two filter sections: "Narrow by Interest Area" and "Narrow by Country". The "Narrow by Interest Area" section contains a list of 20 interest areas with checkboxes and counts. The "Narrow by Country" section contains a list of 5 countries with checkboxes and counts. At the bottom of the page, there is a "Narrow by State" section.

Name or Keyword

Margaret Ann Schwerdtmann, MSEd, MS, HC
Brooklyn, New York
Gluten Free Lifestyle
Healthy Food Shopping
Supplements
Vegetarian & Vegan Lifestyle
Weight & Body Image

Cheryl Cullison, CHHP, AADP
Hilliard, Ohio
Busy Professionals
Corporate Wellness
Couples & Relationships
Men
Stress & Anxiety Management

Lisa Ginther
Victor, New York
Children
Families
Gluten Free Lifestyle
Healthy Cooking
Supplements

Megan Hittle
Sultan, Washington
Cleansing
Families
Gluten Free Lifestyle
Healthy Cooking
Healthy Food Shopping

Sarah Steinberg
West Palm Beach, Florida
Gluten Free Lifestyle
Healthy Cooking
Juicing
Raw Food
Vegetarian & Vegan Lifestyle

Carrie Andrews, C.H.H.C.
Boise, Idaho
Baby Boomers
Gluten Free Lifestyle
Retreats
Spirituality & Mind-Body
Weight & Body Image

Narrow by Interest Area

- Baby Boomers (118)
- Busy Professionals (226)
- Career (23)
- Children (88)
- Cleansing (157)
- Corporate Wellness (180)
- Couples & Relationships (39)
- Energy (209)
- Entrepreneurs & Freelancers (45)
- Exercise & Fitness (162)
- Families (126)
- Gluten Free Lifestyle (225)
- Group Programs (176)
- Healthy Cooking (370)
- Healthy Food Shopping (207)
- Juicing (78)
- Massage Therapy (28)
- Meal Ideas (84)
- Men (32)
- Mental Clarity (59)

[Show more](#)

Narrow by Country

- Argentina (1)
- Australia (10)
- Aruba (1)
- Belgium (3)
- Bermuda (1)

[Show more](#)

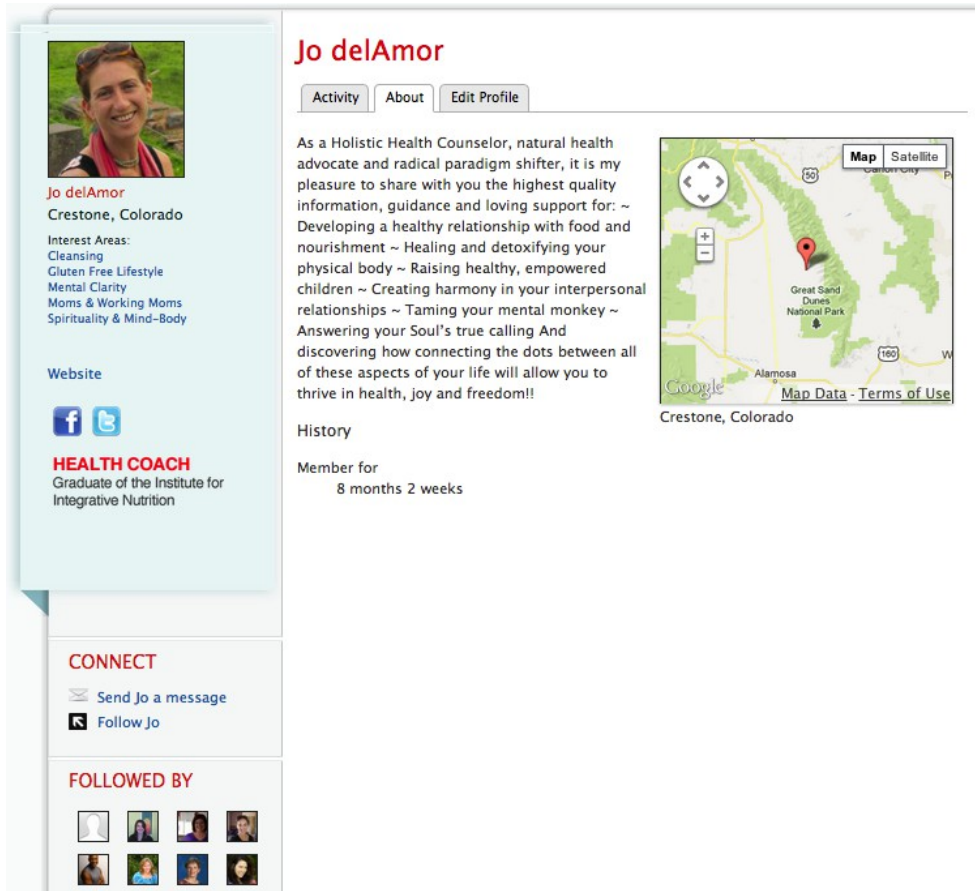
Narrow by State

Visitors can locate health coaches by Interest Area, location, or free text search.

Results include a health coach's profile picture, location, and Interest Area tags.

Search Results Page

Integrative Nutrition Health Coach Directory



The screenshot shows a profile page for Jo delAmor. On the left, there is a profile picture of Jo delAmor, a woman with short brown hair, smiling. Below the picture, her name "Jo delAmor" is written in red, followed by "Crestone, Colorado". Underneath, there is a section for "Interest Areas" with a list of topics: Cleansing, Gluten Free Lifestyle, Mental Clarity, Moms & Working Moms, and Spirituality & Mind-Body. Below this is a "Website" section with Facebook and Twitter icons. Further down, it says "HEALTH COACH" in red, followed by "Graduate of the Institute for Integrative Nutrition".

In the center, the name "Jo delAmor" is displayed in red. Below it are three tabs: "Activity", "About", and "Edit Profile". The "About" tab is selected. The text under "About" reads: "As a Holistic Health Counselor, natural health advocate and radical paradigm shifter, it is my pleasure to share with you the highest quality information, guidance and loving support for: ~ Developing a healthy relationship with food and nourishment ~ Healing and detoxifying your physical body ~ Raising healthy, empowered children ~ Creating harmony in your interpersonal relationships ~ Taming your mental monkey ~ Answering your Soul's true calling And discovering how connecting the dots between all of these aspects of your life will allow you to thrive in health, joy and freedom!!". To the right of this text is a map showing the location of Crestone, Colorado, with a red pin and labels for "Great Sand Dunes National Park" and "Alamosa".

Below the "About" text is a "History" section with the text "Member for 8 months 2 weeks".

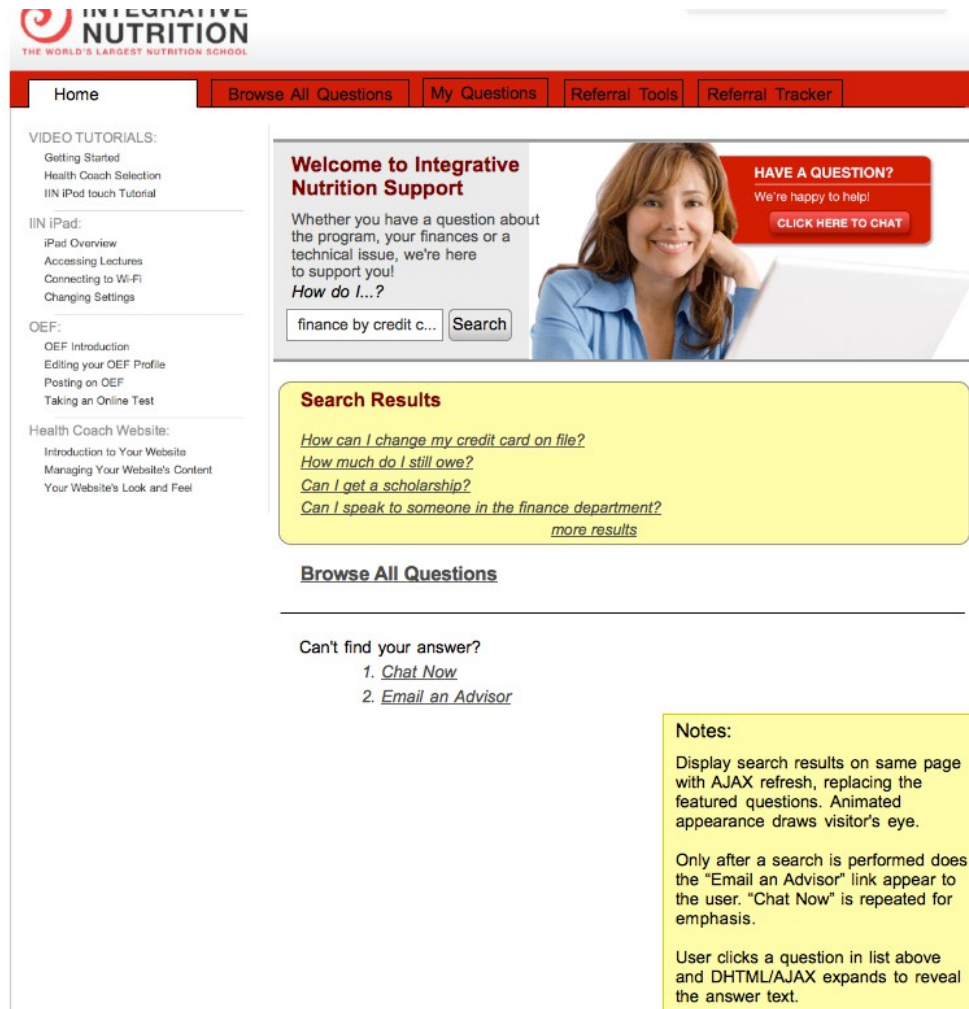
At the bottom left, there is a "CONNECT" section with two options: "Send Jo a message" (with an envelope icon) and "Follow Jo" (with a plus icon). Below this is a "FOLLOWED BY" section with a grid of eight small profile pictures of other users.

A Health Coach's profile page displays their information, location, and activity. It offers an option for visitors to send a private message to the health coach, or post a public message on their activity stream tab.

Visitors can follow the health coach here, or click through to their profile on other social networks.

Health Coach Profile

Integrative Nutrition Customer Support Site



My team upgraded the IIN support website to encourage customers to search for their answers before sending an email to the support team.

I created a new IA for the support experience and provided user flows and wireframes to our Salesforce developers.

Implementation achieved the goal of reducing submitted inquiries by over 75%.

IIN Customer Support Page Wireframe

“My Shapeways” Customer Profile Feature

The screenshot displays the 'My Shapeways' customer profile page. The page has a blue header with the Shapeways logo and navigation links. The main content area is titled 'My Shapeways' and contains a navigation menu with options like 'profile info', 'ecommerce', 'linked accounts', 'my designs', 'my shop', 'order history', and 'preferences'. The 'profile info' section is active and shows a form for editing profile information. The form includes fields for Username (bhorst), Email (ben@shapeways.com), Gender (radio buttons for 'Prefer not to share', 'Male', 'Female'), Date of Birth (Monday 14, February 2011), Profile Photo (with a warning message: 'The image must be JPG. Make sure the image is no smaller than 85 by 85 pixels'), Upload New Photo (with a 'browse' button and 'Upload' button), Expertise (with a dropdown menu showing '3D modeler' and an 'Add' button), Forum Signature, Bio, New Password, and Retype Password. A 'Save' button is at the bottom of the form. A sidebar is visible on the right side of the page.

For Shapeways, I architected and wireframed customer profile features, including information shared on user public profiles, a library of the models uploaded by the user, ecommerce shipping and billing information, and general site preferences.

Shapeways Customer Profile Page

SharedBook API Project Metadata

The screenshot shows a web form for editing project metadata. The form is titled "Edit Project:" and includes a welcome message for the user. The form fields are as follows:

- Project Name:** Apollo
- Description:** Neil Armstrong on the moon (optional)
- Callback URL:** www.nasa.gov
- Client Name:** NASA
- Client Logo:** (empty field with a "Browse" button and a checkbox "Include my logo on the cover?")
- Product Name:** Apollo Book
- Markup Price:** \$ 13.00
- API Key:** 547c-50a5-0a3f-603f-b217-ce5d-0
- Secret Word:** 7f8a-65c3-ce2f-b884-16b0-b152-7

A yellow "Save" button is located at the bottom of the form. Annotations on the right side of the form provide additional information:

- Client Logo:** Accept GIFs and JPGs and PNGs. Convert to GIFs if necessary for our app.
- Markup Price:** Dollar sign shown outside text box. If user enters a dollar sign, letters or other characters, ignore them and only read the numbers entered. Integers and decimals might both appear. Understand both.
- Save:** Saves the changes and takes user back to My Dev Account page (signed in, of course).

SharedBook API users define the metadata for their applications in this API user management system I architected and wireframed.

SharedBook App Metadata Page

Benjamin Horst: UX and Product Portfolio



As a leader of product and user experience design teams, the most important part of my process is to observe the actions of users and discern their intent.

That's why it's called *product discovery*—business owners, developers and designers are expert in their fields, but it's up to users to indicate what their problems are, and product owners to address them.

I work in an iterative, experimentation-focused approach and am very comfortable working with agile teams.

Every delivery is a data point and learning experience to continue refining and perfecting the product. Every customer is an expert with important input on how to make it better.

—*Benjamin Horst*