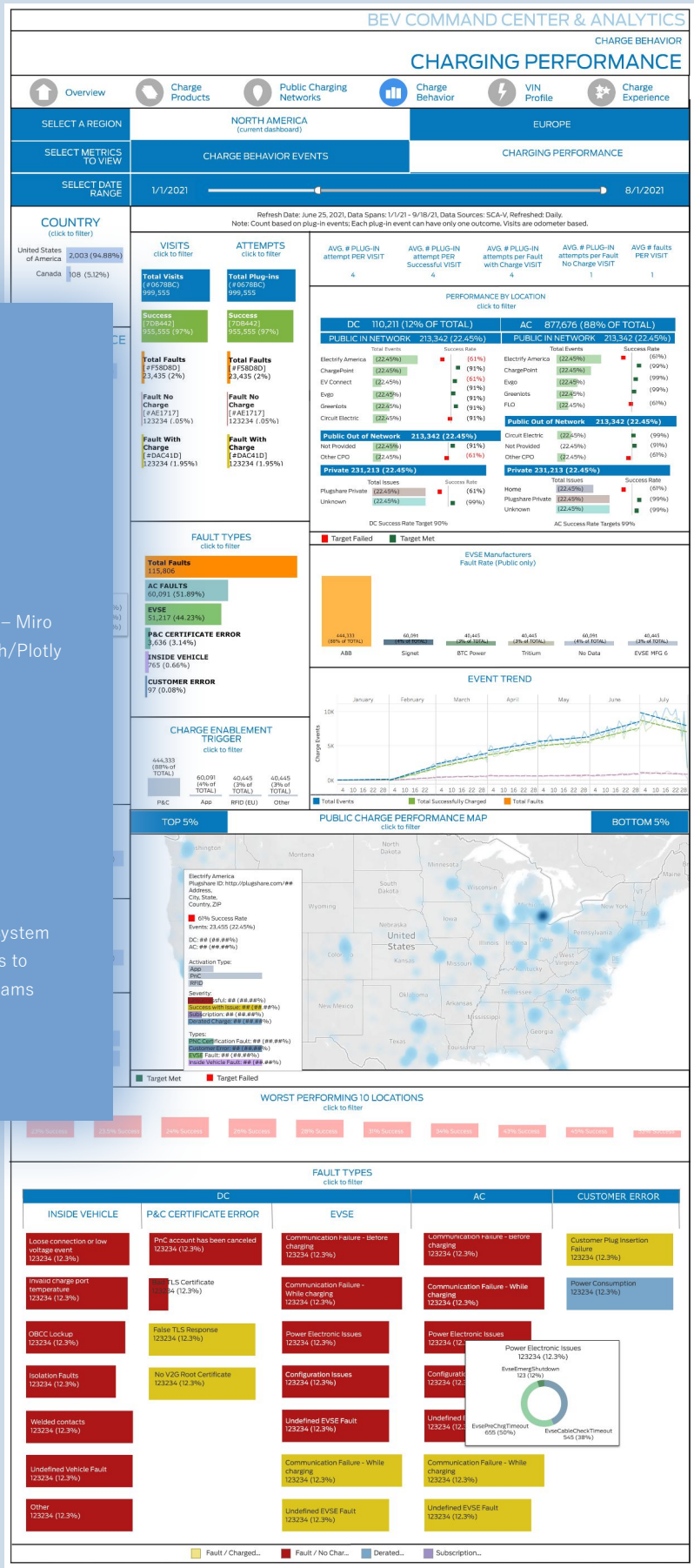
Project:

BEV Command Center & Analytics

Client:

Ford
Team Edison
Model-e
Global Data Insights & Analytics



Role: Product Design & Development.

- Tasks:
  - Design System Technical Design
    - Design Planning
    - Architectural review
    - Content Review
    - Development templates
  - Business interviews.
  - Experience Canvas Project Definition and Requirements Capture – Miro
  - Designed Dashboards – Figma (design). Tableau, QlikSense, Dash/Plotly (development-Python).
  - Evaluated deesign limits of the dasjboard stuctures
- Tools Used:
  - UserZoom.
  - Figma.
  - Miro
  - Tableau
  - QlikSense
  - Dash/Plotly
- Impact: I was a critical member of the Global Data & Analytics Design System team, I engaged Data Scientists, System Engineers and Business Leaders to evangelize the use of the GDIA design system across our development teams

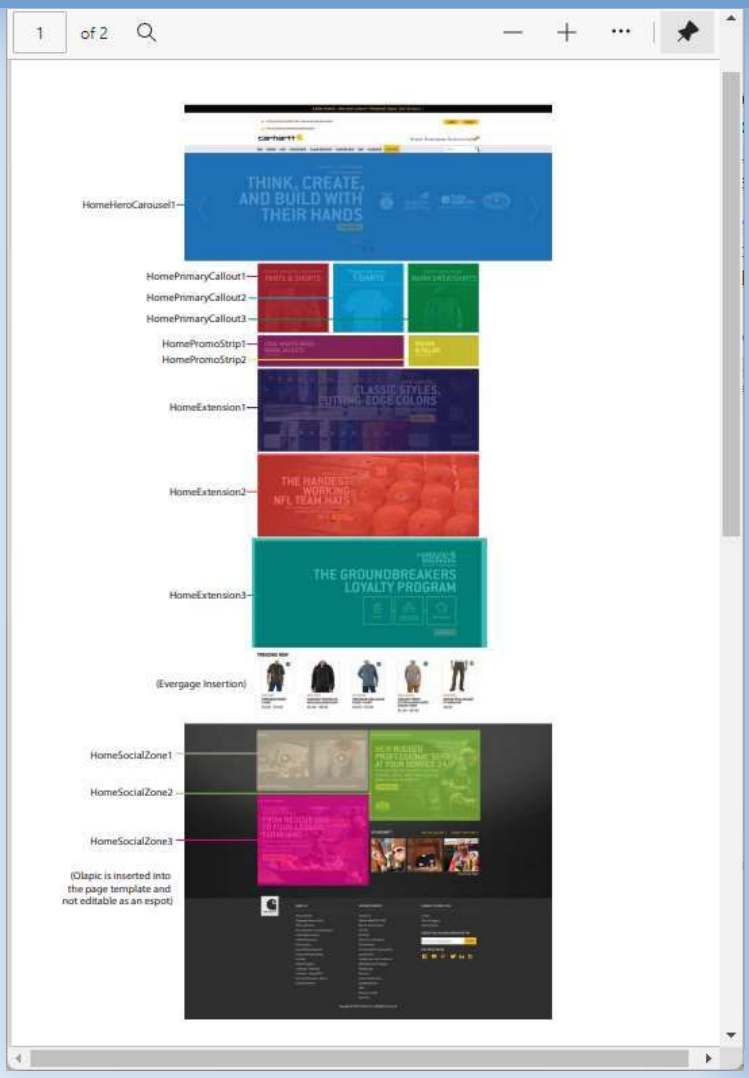
Bela Korcsog

Project:
Homepage Redesign

Client:
Carhartt

Role: Improved the overall structure and design of our responsive site.

- Tasks:
  - Created the technical design grid for development implementation.
  - Explained technical structures and improvements to the team.
  - Identified optimizations to enhance site performance.
- Tools Used:
  - Quantum Metrics for measuring user engagement and interaction patterns.
  - Evergage (Salesforce) for user segmentation and demographic-specific design recommendations.
- Impact: Spearheaded the use of Quantum and Evergage for better user experience data and reporting, enhancing design decisions.



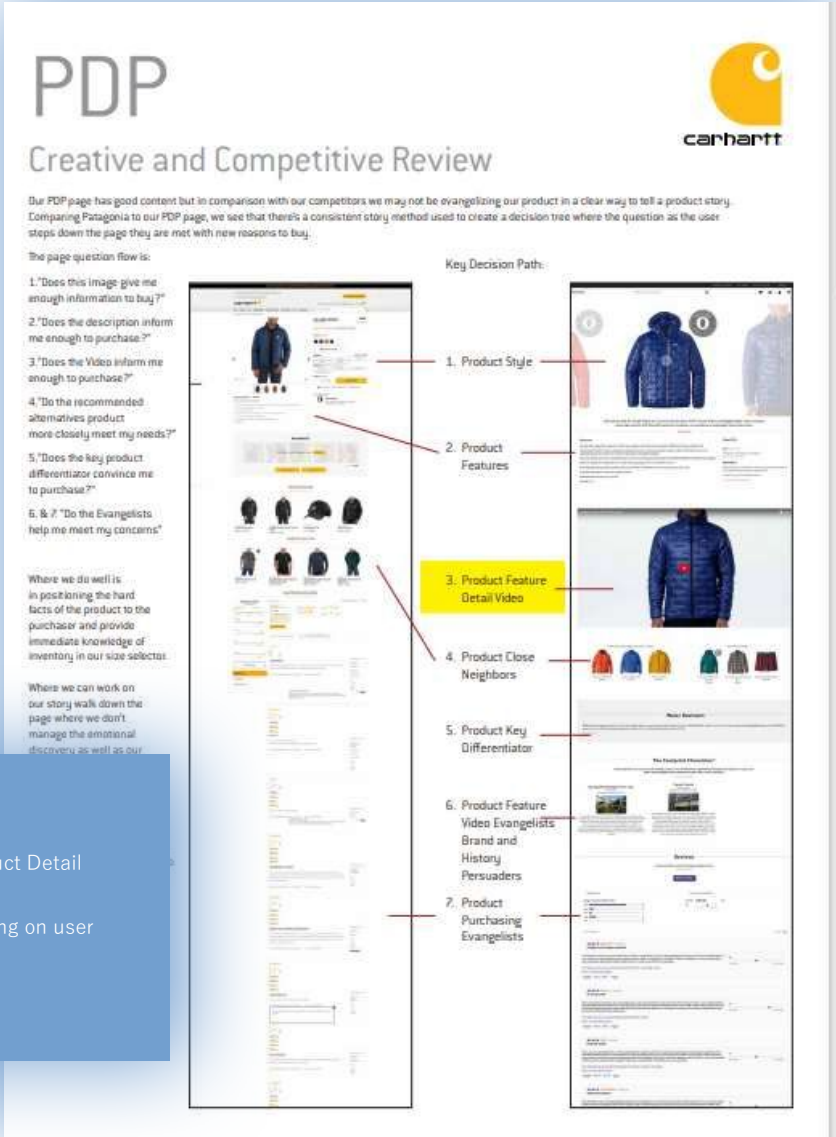
Bela Korcsog

Project:

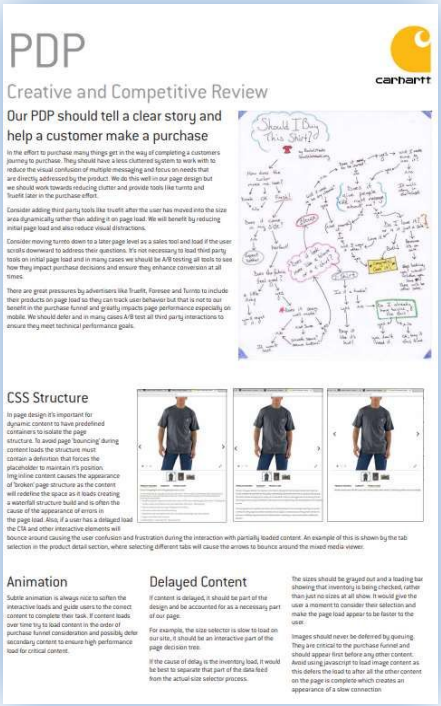
Product Detail Page Competitive Review

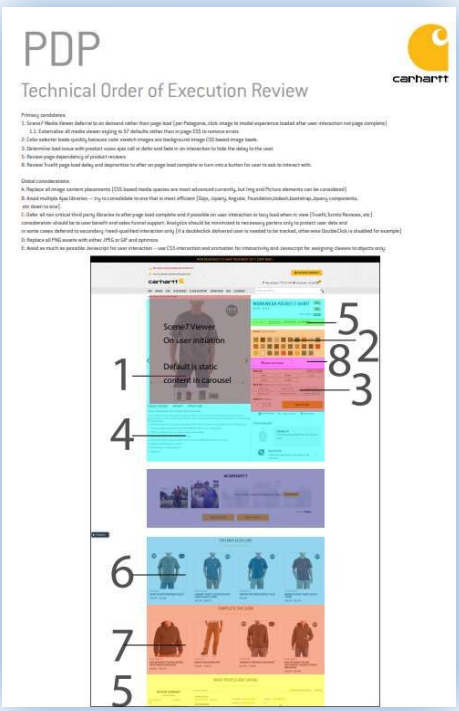
Client:

Carhartt



•Objective: Enhance user experience by analyzing competitors' Product Detail Pages (PDPs).
•Outcome: Developed a strategic plan for PDP improvements, focusing on user journey enhancement.





Bela Korcsog

Project:

Customer Service Popup Experience Redesign

Client:

Carhartt

•Design: Created non-invasive chat designs with user trigger sequences based on behavior and intent.
•Tools: Utilized Evergage for A/B and interaction testing to improve sales experience.
•The focus here was to provide a minimally invasive experience on mobile
•Key was UX that provided a full experience with minimal clicks

SALESFORCE CHAT UX REQUIREMENTS

User enters wait state (no activity)

After 25s a help prompt expands from top pushing down content. User can click to activate or dismiss. Dismiss resets for another 25s no activity state.

On user touch, dialog expands to show initial data entry fields. Page content blurs out. If at any time user clicks the close (X) button in any state the session is reset and ended.

User guidance messaging below the chat window fades out after 15s.

After data is entered user initiates discussion. Discussion features:

- expandable to maximum vertical height of page minus 100px for minimize area
- scrollable discussion area
- Icon for ENTER also supports ENTER key

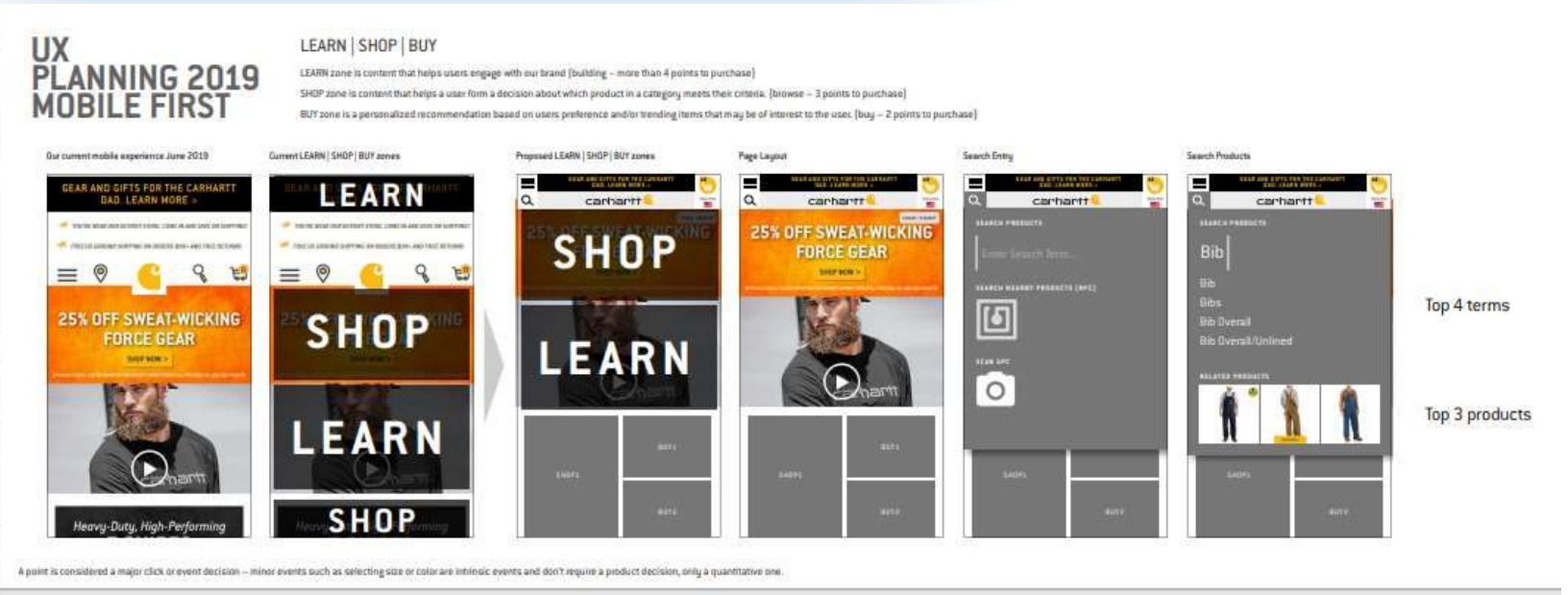
If session is activated, and user clicks blurred background the chat will minimize and background becomes active. If at any time user clicks the close button in any state the session is ended. Unread or new messages are indicated by the chat balloon red number.

Bela Korcsog

Project:
Mobile First Design Strategy

Client:
Carhartt

•Strategy: Focused on LEARN/SHOP/BUY activities for mobile users.
•Solution:
- •Elevated key activity regions to be 'above the fold' for better visibility.
- •Implemented responsive design to scale with view-port width, simplifying development.

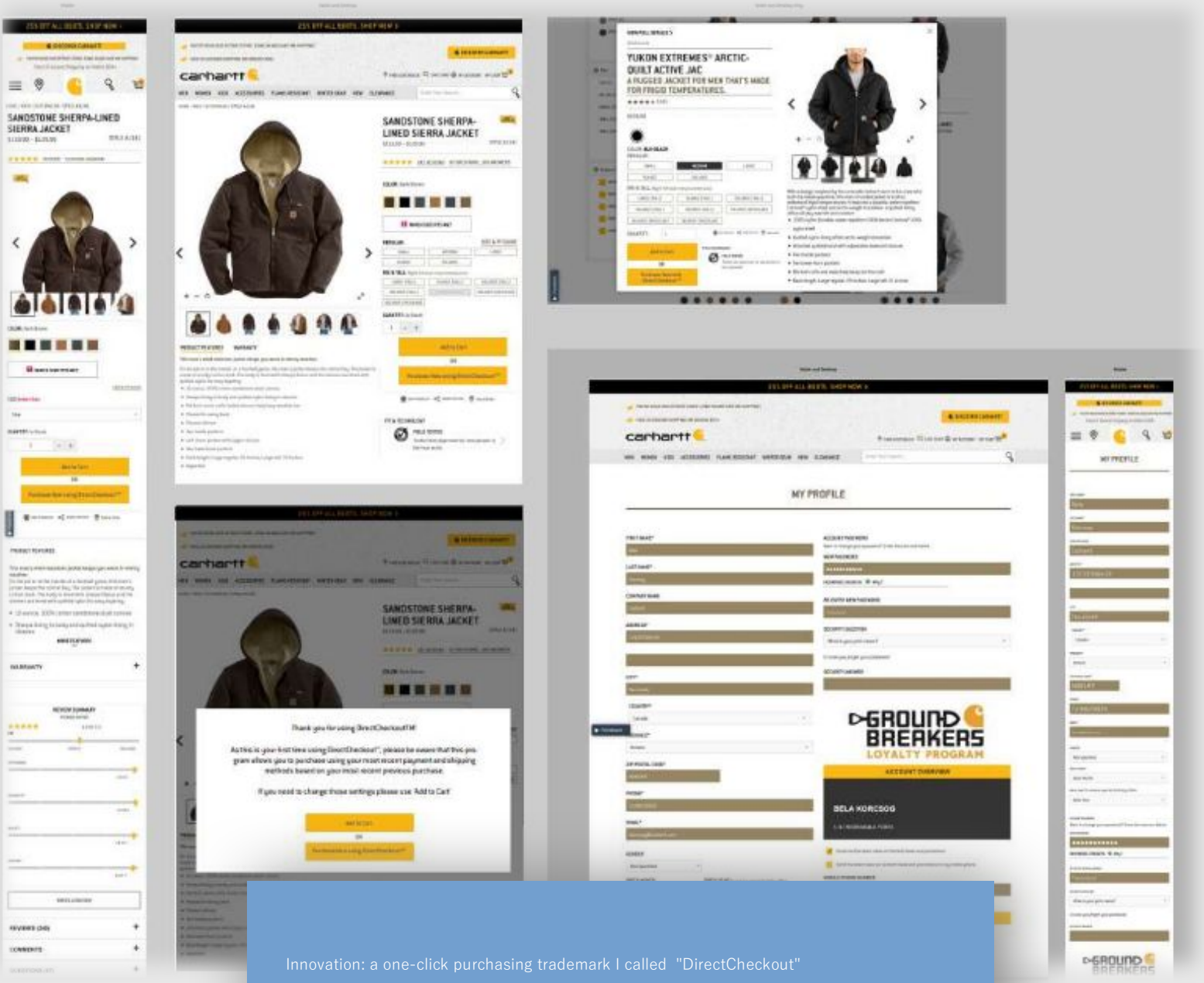


Project:

Direct Checkout Product Naming and Enhanced Checkout Experience

Client:

Carhartt

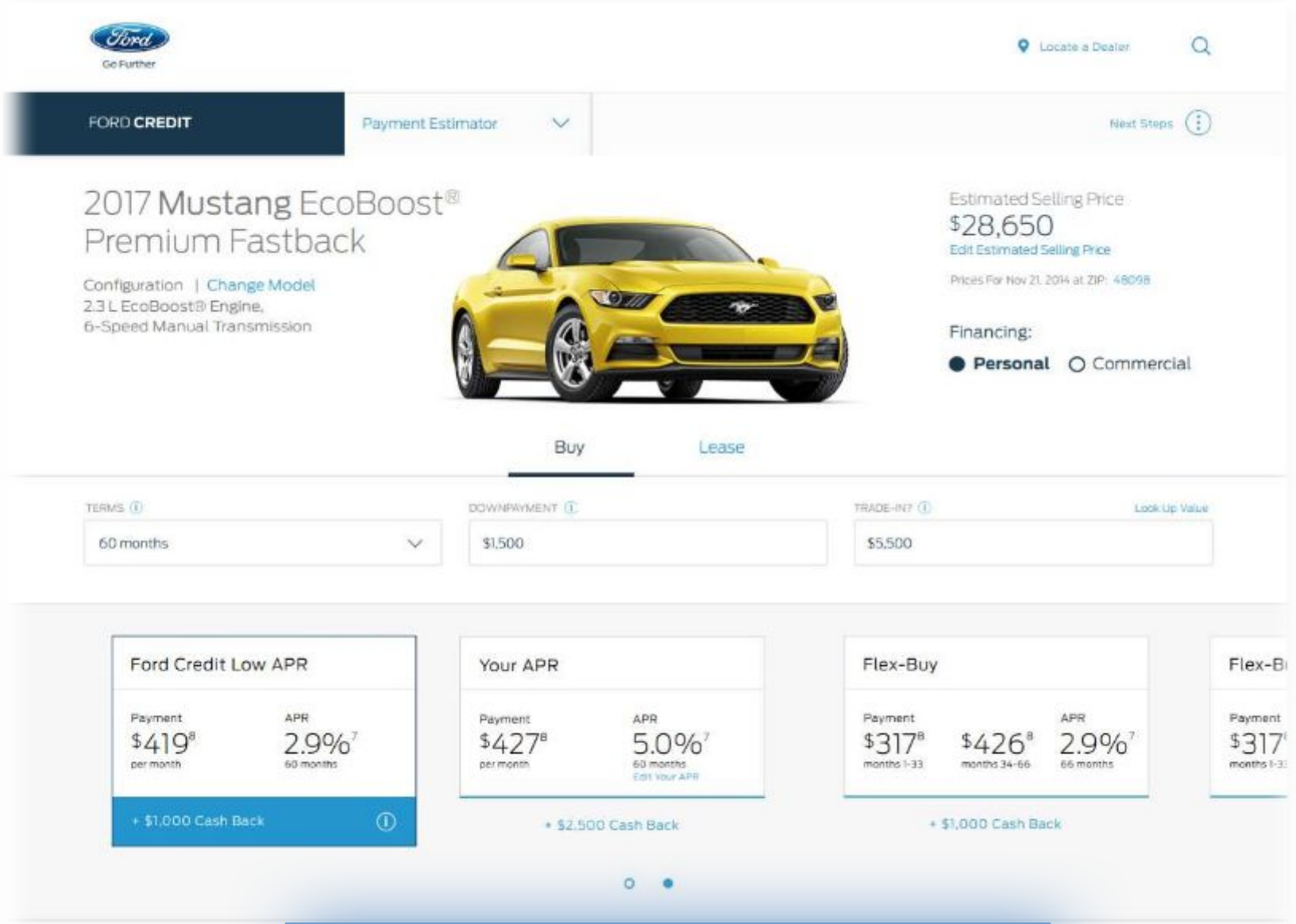


Innovation: a one-click purchasing trademark I called "DirectCheckout"
I designed a UX journey, product detail map and product designs for a new Checkout experience which simplified purchasing for users who were repeat customers.

Bela Korcsog

Project:
Financing Experience Enhancements

Client:
Ford Credit



I was Senior Creative Lead for GTB while we were designing the Ford Credit Adobe Experience Manager integration from 2015-2017. My focus was on streamlining and capturing the available experience methods for users in multiple regions, ensuring the designs were properly developed in AEM.
This enhancement in particular was the UX and walkthrough of the customer journey through the financing experience for products being offered by Ford Credit.

Bela Korcsog

Project:
Responsive Grid Design Enhancements

Client:
Ford Credit

As Senior Creative Lead for the Ford Credit Adobe Experience Manager integration from 2015-2017, I was tasked with ensuring a quality implementation of the designs by myself and other creative team members. Part of that role was to give both designers and developers a guide to ensure design integrity across multiple teams who were enhancing the user interface of Ford Credit. One key element was a responsive grid guide for all breakpoints of the user experience. This document was used to compare finished pages at any stage with the original designs.
In the above image, you can see one of my creative review documents where the left image is the design, and the right image is the page developed, with my creative notes in red showing implementation deficiency

Bela Korcsog

Project:
Accessible User Sign In Journey

Client:
Ford Credit

Simplified Login is a critical part of the user journey which can inhibit user satisfaction of their experience. With Ford Credit, I worked through the user journey of each stage of their session, and using analytics measures created the most clear and concise user Sign in messaging.
All designs were responsive and focused on the visibility and relative sizing necessary to ensure clarity and accessibility standards were met.

Desktop

1440x240
2160x360

Tablet

768x256
1024x341

Mobile

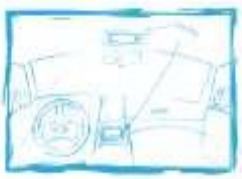
320x284
480x426

Bela Korcsog

Project:
Kinetic Ideation

Client:
Ford

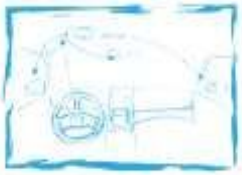
I was a senior creative member of the Kinetic Ideation team at GTB
For my experience during the 2015-2017 period I developed video and audio presentations for new vehicle experiences.
Storyboards, Video mock-ups, and creative brainstorming of new in vehicle user experiences were the primary focus. Presentations, in person demonstrations and overall inspirational maps were my contribution.



Improvement of cognitive awareness through simplification

Removing external stimuli helps discover new travel experiences

Noise reduction reduces distraction



Imagine being able to turn on, tune out and be able to expand your minds abilities and awareness while still fully aware of your surroundings

Dimmable rearview/sideview/proximity

Left windshield slice in night mode

In longer moments of low demand and ion helps expand cognition nd develop new discoveries

Autodimming of dynamic internal lighting

Reduced guage activation

Sound changes from vehicle to chair mode where it's reduced but clearer to reduce ambience.

ver a new magic wand that ns a peaceful moment into w opportunities to discover

Theremin based interactive wand installed in the headliner allows hands free interaction.

An interfaces that steps back from foreground demands to provide a more peaceful travel environment

Simplified interface design based on voice/wand interaction

Reducing interface interaction distraction provides enhanced stamina for drivers by reducing stimuli and increases opportunities for self discovery

Showing only those interface elements that are required by demands from the system or the user. Disabling unnecessary guages, lights and system notifications when travel is at low demand long duration experiences. When a user changes speed or adjusts direction the interface reactivates.

Cube showcase allows interactive light design gestures that allow for deep customization of your environment

Interface elements that are required by demands from the system or the user are shown.

Cube can register spacial proximity and depth depending on number of users discovered

Two people sitting side by side modifying the cube lighting in the car by moving hands closer to it.

If a second rider joins the vehicle the car recognizes the user and activates controls and lighting for the second side.

Cube interface can compact the display using projection based interactive lighting

Showing only those interface elements that are required by demands from the system or the user.

Bela Korcsog