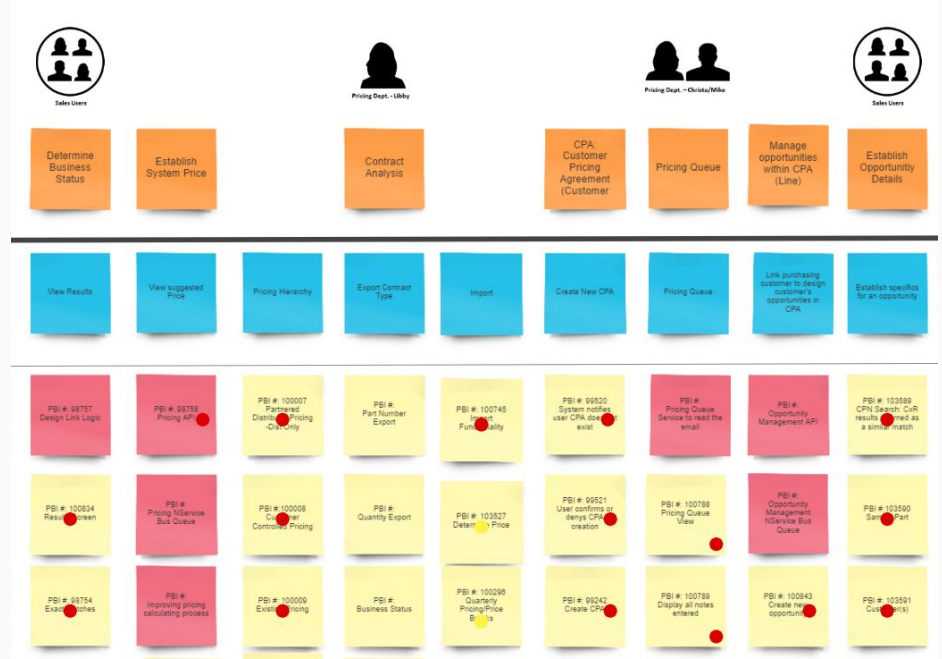
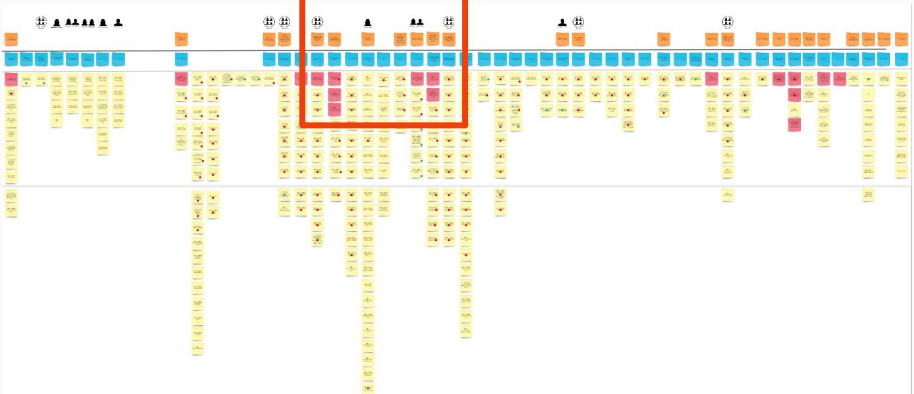
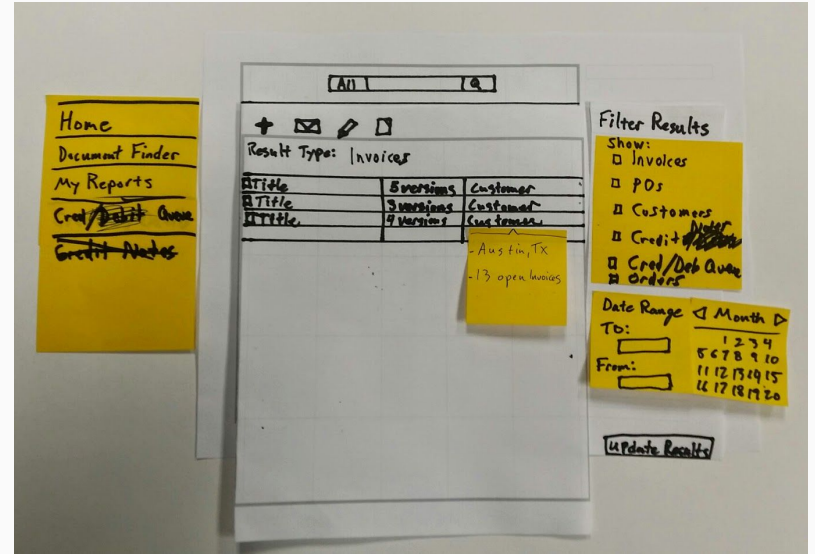
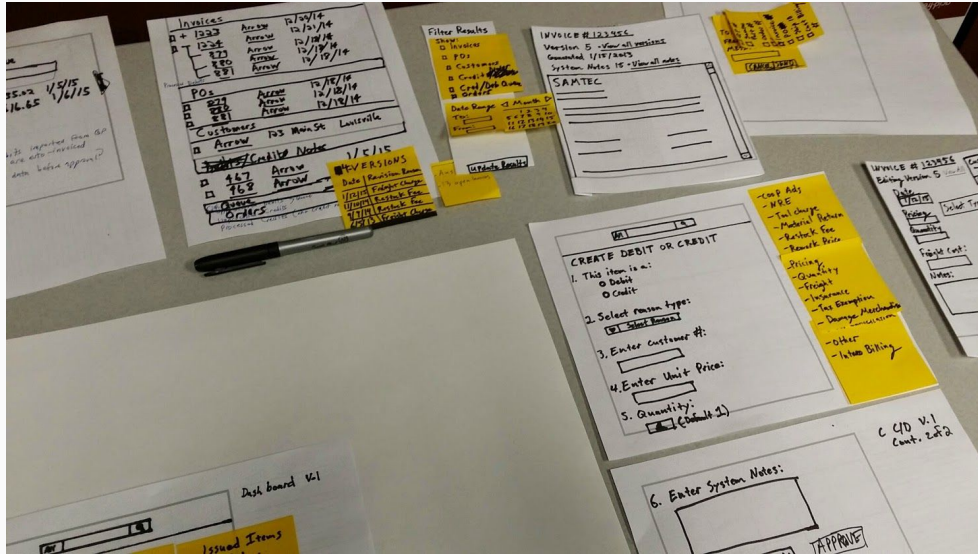


User Story Mapping - Organize and Planning of Software Features

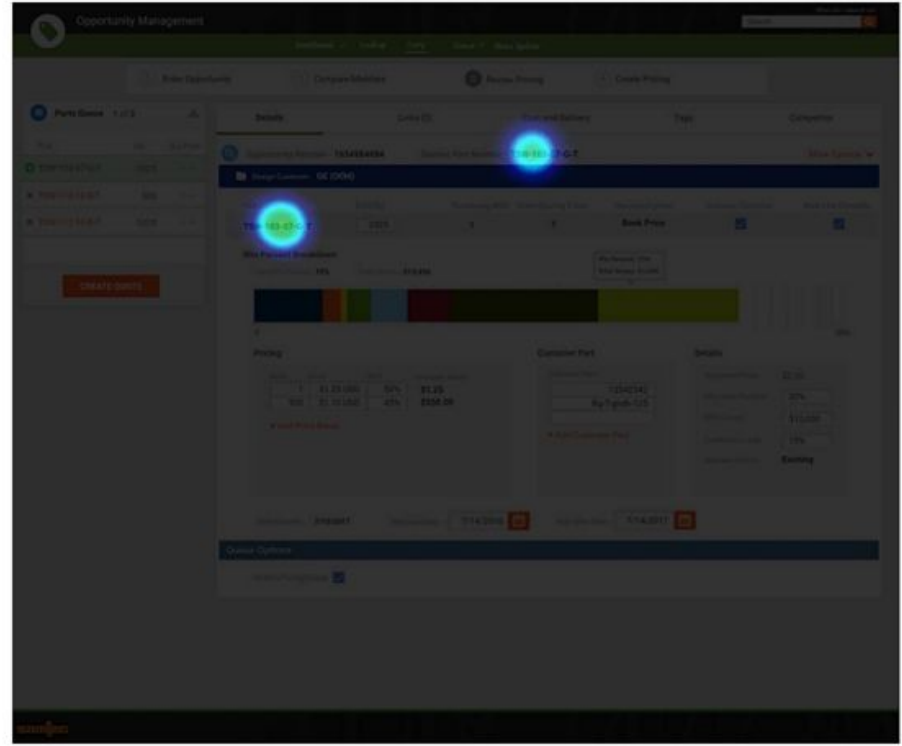
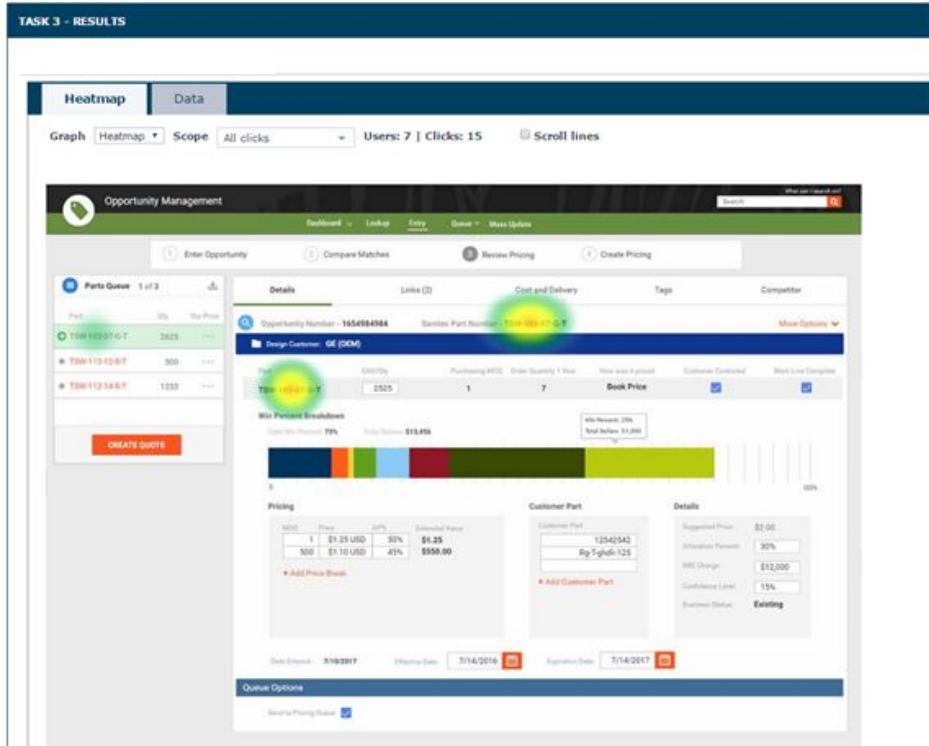


Rapid Prototyping



Paper prototyping for moderated usability testing

Usability Testing



Example of heat maps results from an unmoderated task based usability test

Enterprise Personas

Research | Visual Design

Implemented research methods required to gather data to create personas.

Each department and software application now has personas that are used to build empathy and guide the UX Designer in their work. They communicate to the Product Owner and Developers the unique needs of their users.

MARK BROWN
SAMTEC CUSTOMER



"From orders to payments the process should be seamless and flexible."

JOAN GRIFFITH
ACCOUNTS RECEIVABLE



"I make sure that our customers pay their balances and it's recorded on Samtec's books, Answer any questions they may have about their invoice."

SARAH SMITH
ACCOUNTING MISC. BILLINGS CLERK



"I Work with all of Samtec's inter-company billing and miscellaneous credits."

JAMES TORRES
CUSTOMER QUALITY MANAGER



"Working with the customers on quality concerns with Samtec products, pricing, or delivery. My group sets up the credits and debits for RMA's. Customers contact me regarding rejected materials."

IAN RAMOS
TRAFFIC – SHIPPING ASSOCIATE



"Working with the daily shipments to ensure Samtec customer satisfaction and OTD."

KATHY TAK
CUSTOMER SERVICE ASSOCIATE




"Providing courteous and efficient service to our Samtec customers. An efficient ordering process is key to ensure things are running smoothly."

A group of personas for an accounting application

Persona Template

Production Operator



I want to produce good quality parts quickly

Demographics

Locations
NA, SB, CR, HZ, etc.

Environments
Stamping, Molding, Plating, Assembly, Optics, HDR, SOG, SME, etc.

Tools
Production machine, inspection machines, computer, carts

Goals

- Making rate
- Reducing my scrap
- Producing good-quality parts

Activities

- Add materials to machine
- Monitor production
- Inspect completed parts
- Update SFC, LTE
- Monitoring machine downtime

Context

I typically work in bright, loud, and active environment. While I am usually in a single area, I move to different places in that area in order to complete my work. My work space is somewhat cramped. My computer is often not at my machine, and I may share it with other operators.

Pain Points


- Interruptions that pull me away from my machine
- Steps in my process that don't offer me any benefit
- Excess scrap
- Quality issues
- Leaving my machine to update a computer

Delights

- Simple processes
- Focusing on production and machine
- Making and beating rate

Property of Samtec. For internal use only.

Production Operator



I want to produce good quality parts quickly

Demographics

Locations
NA, SB, CR, HZ, etc.

Environments
Stamping, Molding, Plating, Assembly, Optics, HDR, SOG, SME, etc.

Goals

- Making rate
- Reducing my scrap
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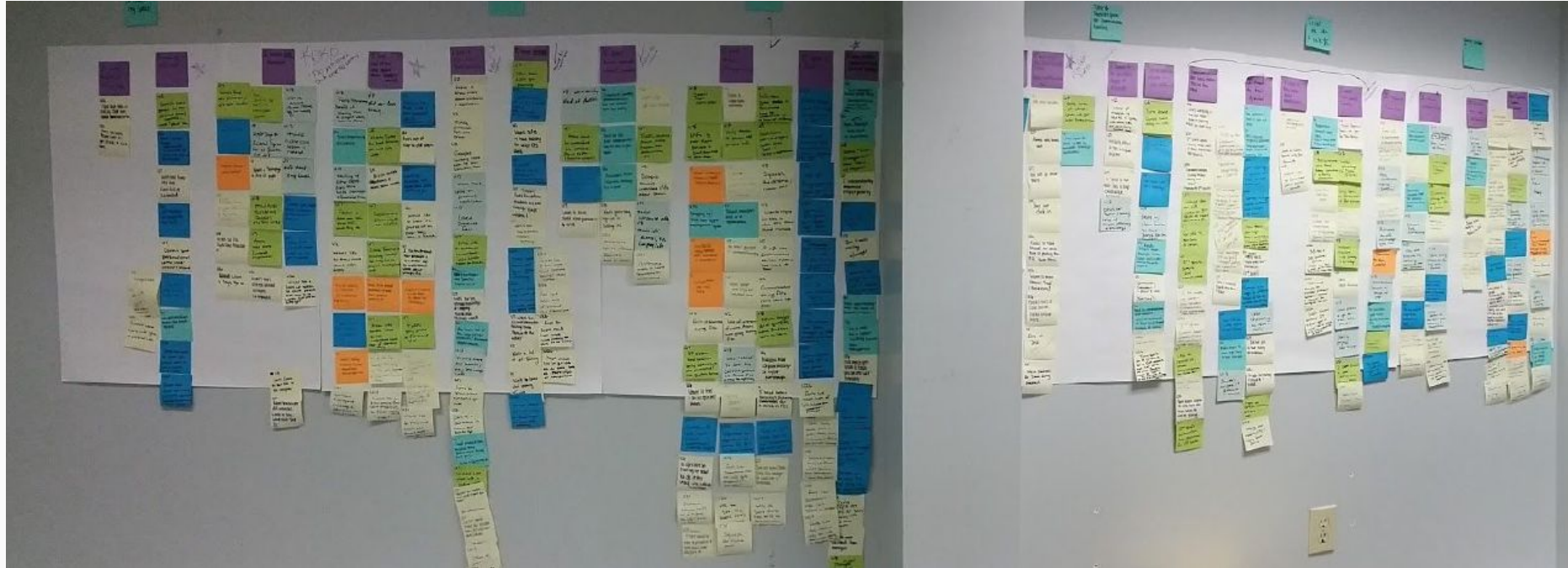
Activities

- Add materials to machine
- Monitor production
- Inspect completed parts
- Update SFC, LTE
- Monitoring machine downtime

Context

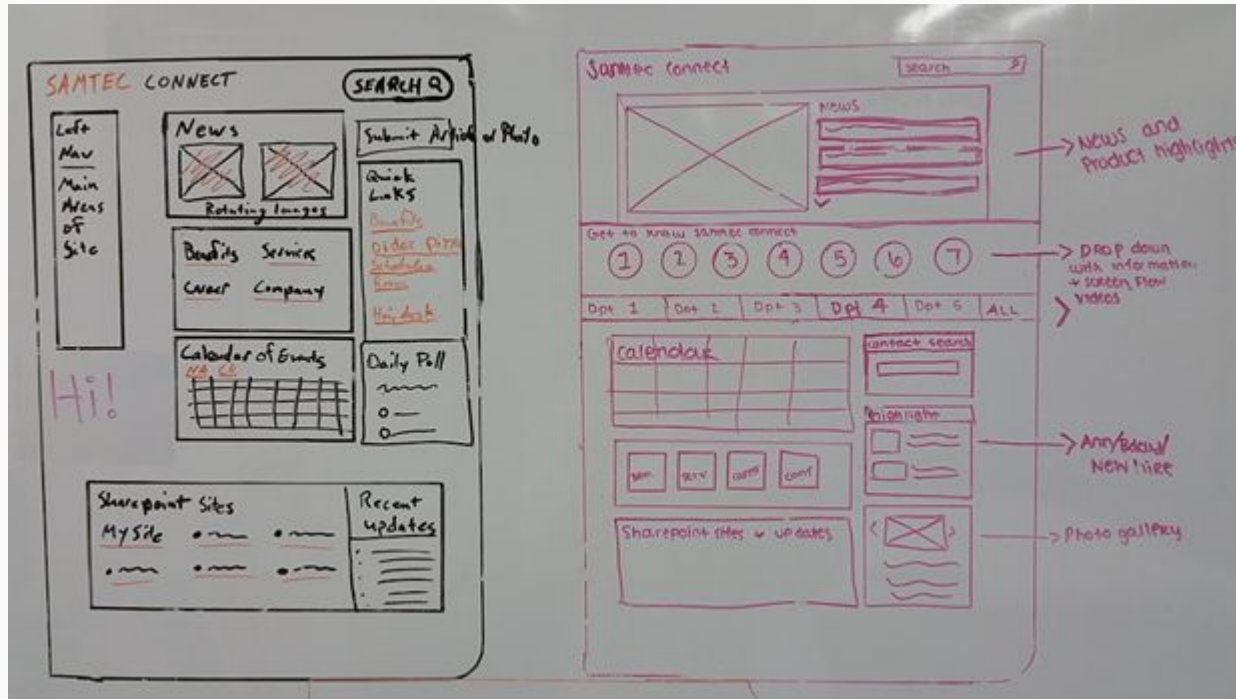
I typically work in bright, loud, and active environment. While I am usually in a single area, I move to different places in that area in order to complete my work. My work space is somewhat cramped. My computer is often not at my machine, and I may share it with other operators.

Corporate Intranet - Affinity Mapping



A portion of an affinity map used to organize key takeaway points from user interviews. The research from this project was the catalyst to the creation of the corporate intranet. Associates voiced that they wanted one system to access company information and organize documents.

Corporate Intranet - Sketch



Corporate Intranet - Mockup

Directory | A to Z Index | John Shane | Settings | Help

samtec | insider Monday, August 11, 2016 | Location: New Albany

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News & Announcements

AUG 01 | Customer Spotlight: Apple

JUL 28 | Company Meeting

JUL 14 | Conference Update

JUL 08 | Signal Released

[More News & Announcements](#)

Office Closures & Holidays

JUL 28 | China - People's Day

JUL 04 | New Albany - 4th of July

[More Office Closures and Holidays](#)

Department Sites

HR	Sales	Engineering	IT/MIS
Logistics	Accounting	Production	View All

What's New

July | MIS released new update

July | Logistics launched new Global Logistics application

I Want To...

- > Update my health benefits
- > Request time off
- > Learn about the dress code
- > Learn about employee discounts
- > Learn about tuition reimbursement
- > Find a policy
- > Sign up for 401k
- > Find a form
- > Check out Phil's Grill menu [View More](#)

Bookings

\$2,489,097

Sales Gross Profit

74.9%

Orders Placed

1250

Orders Shipped

3250

Last updated: AUG 10, 2016 9:15 PM

Customer Spotlight

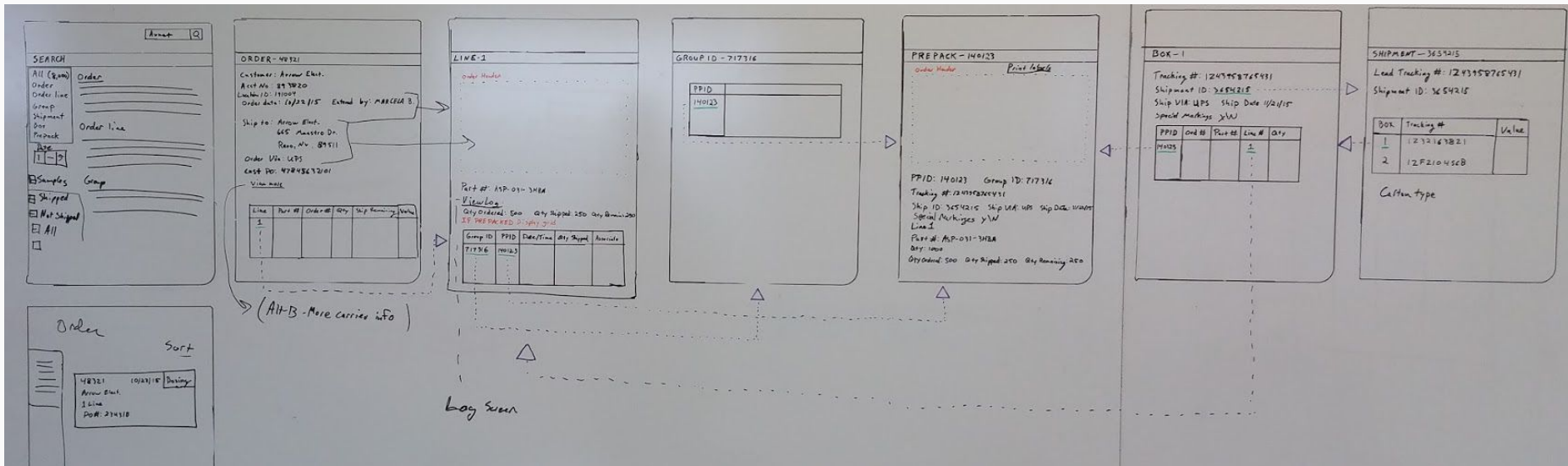
NXP (formerly called Freescale) develops micro controllers and telecommunication processors.

[Read More](#)

Samtec Product Spotlight

Twinax Flyover
Samtec's high-speed ultra low skew twinax cable technology is designed specifically for the smallest, most dense 28 Gbps performance systems.

Logistics Application - Sketching



Whiteboard sketches of the application's screen flows

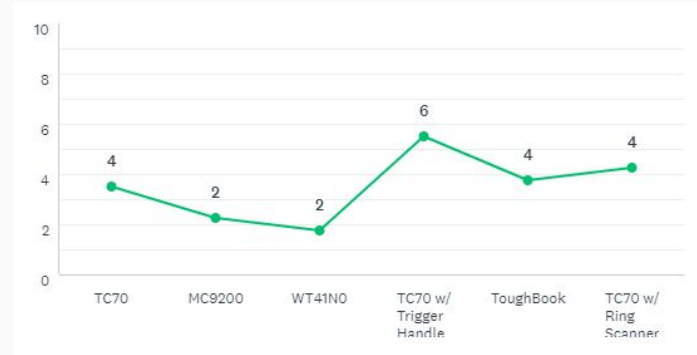
Scanner Research - Example Processes



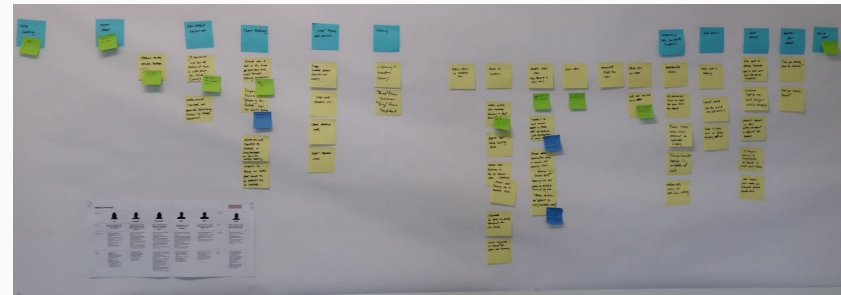
Shadowing associates



Affinity mapping of findings



Associate ranking of devices



User journey map of typical tasks