Keiken Sample Work

UX Portfolio

Evolving the Sales Desk

The ability to manage over 100,000 customers and 450,000+ products across 50 countries would pose a challenge to most organizations.

CHALLENGE

- Fragmented product information & processes
- Manual processes throughout the sales & distribution cycle
- Redundant data entry leading to inaccurate information
- Minimal traceability of customers, quotes and order

SOLUTION

- Increased efficiencies through reduced application jumping
- Decreased tedious manual processes
- Reduced time from quote-to-distribution
- Enabled full transparency to information and life-cycle stages

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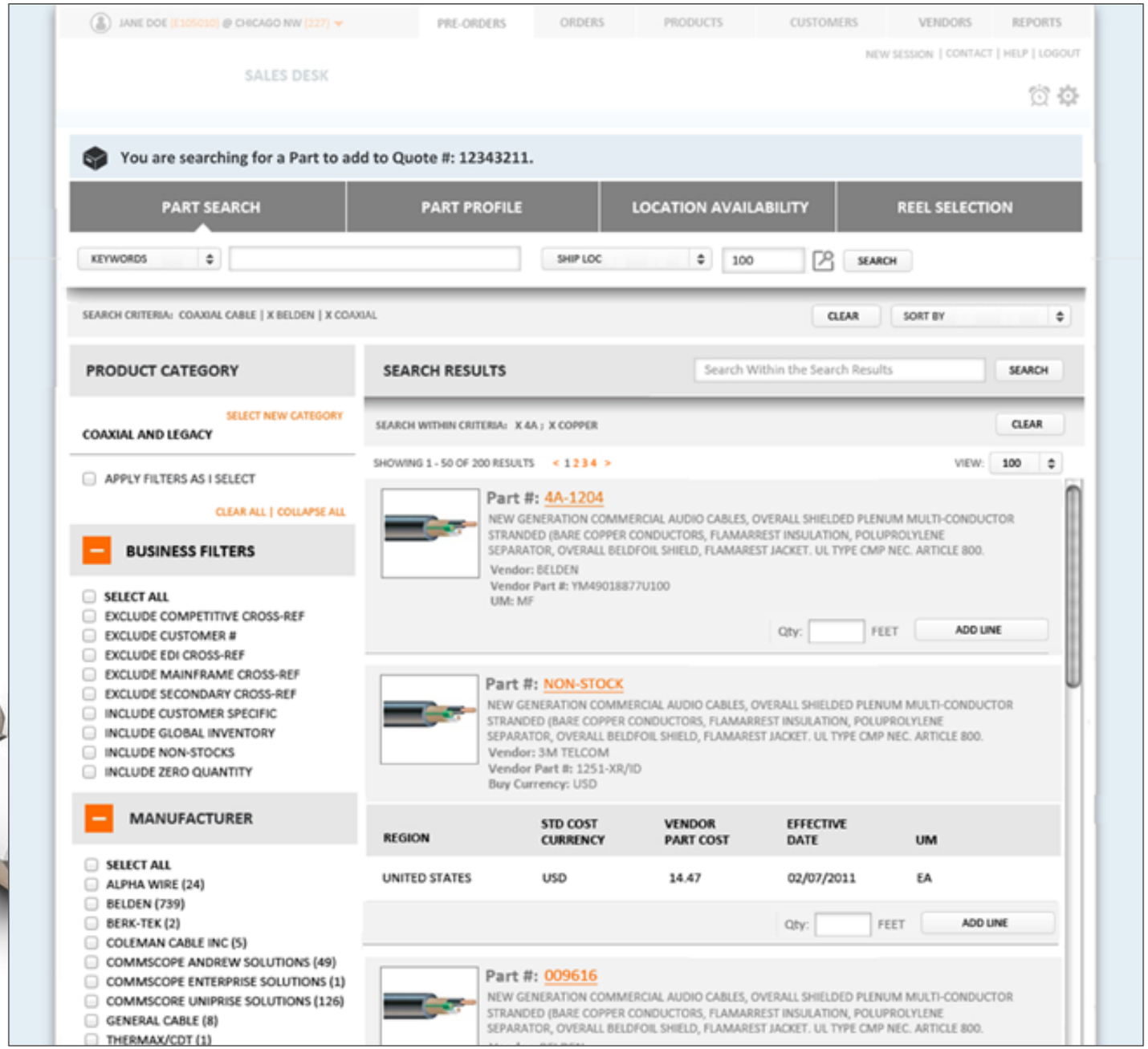

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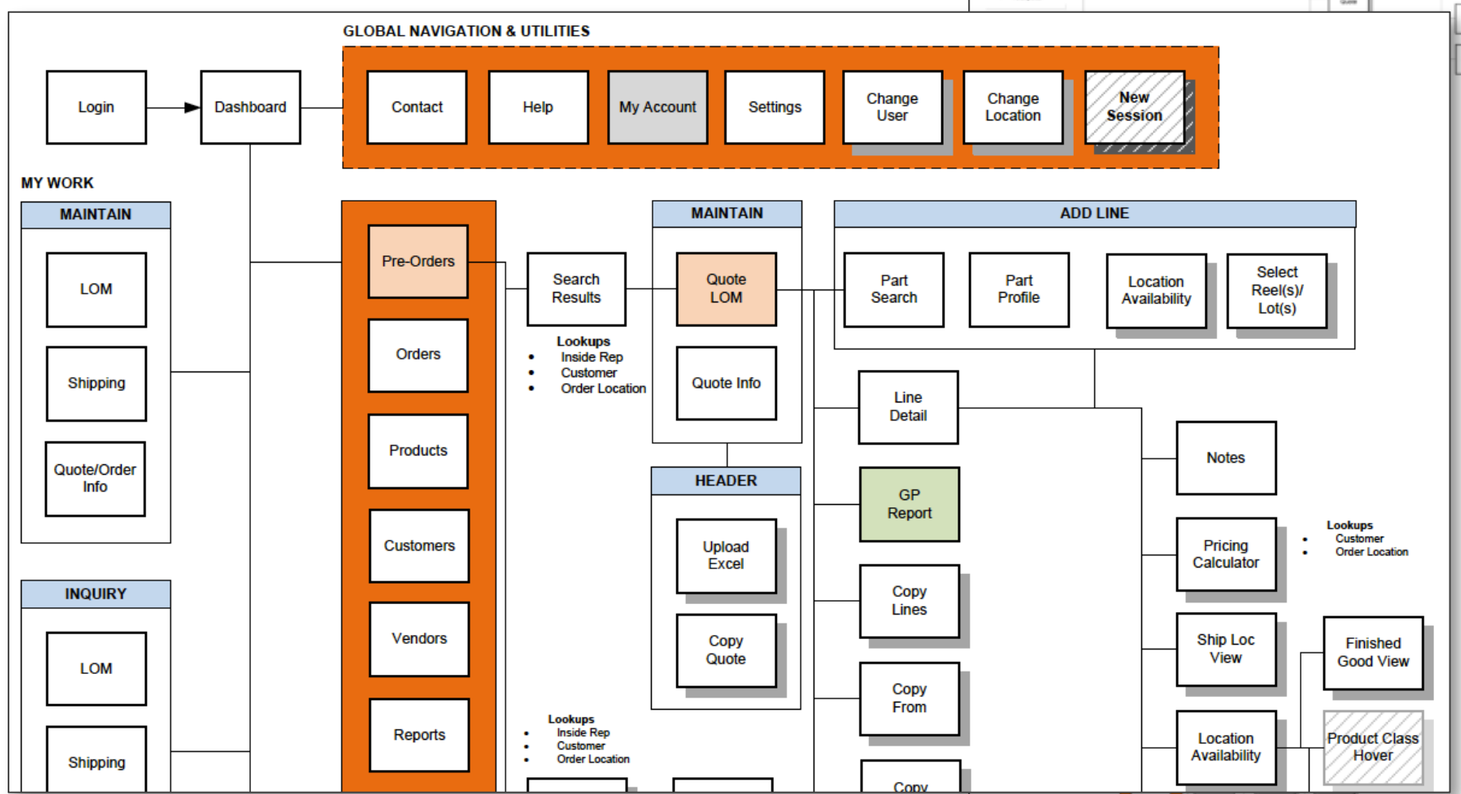

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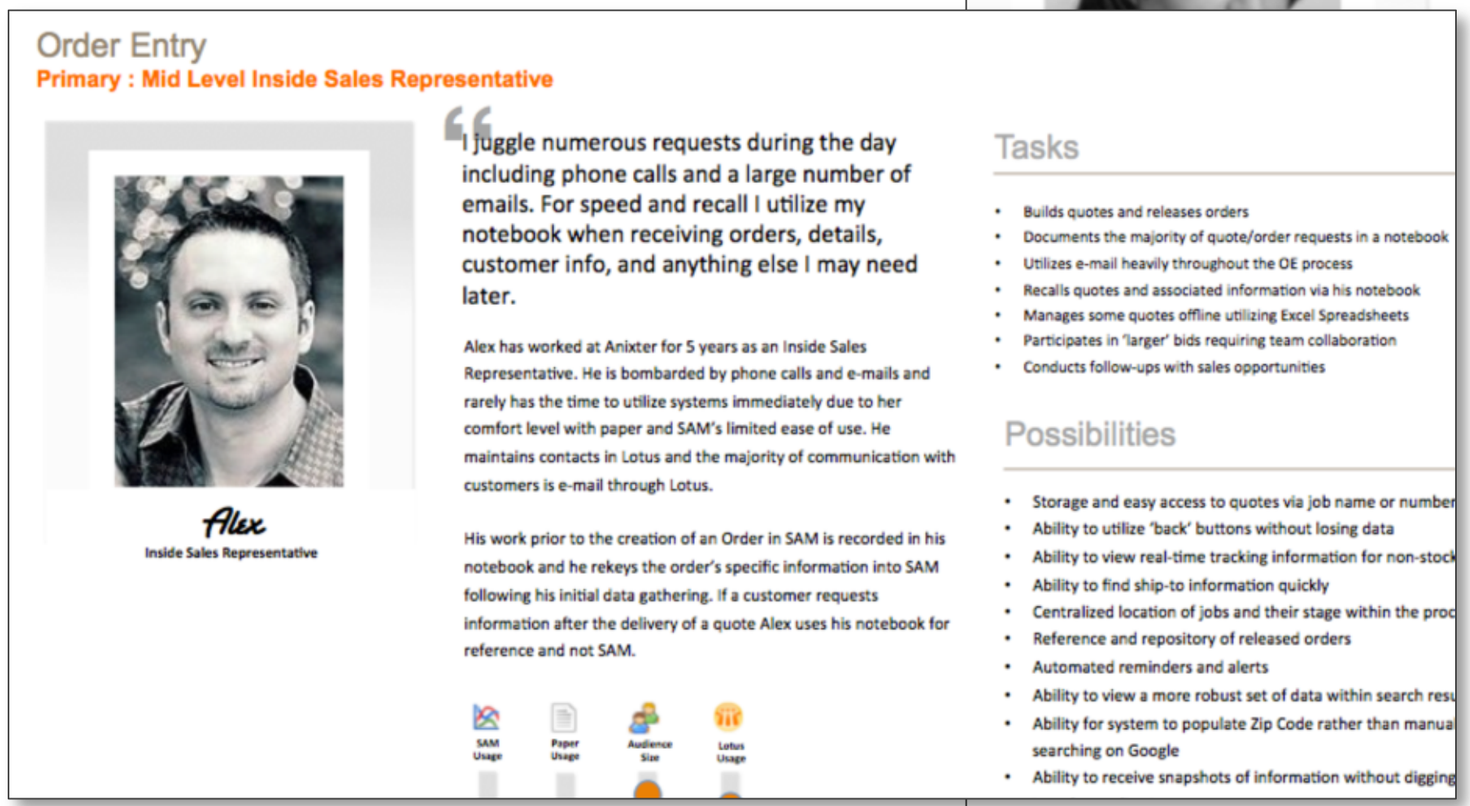

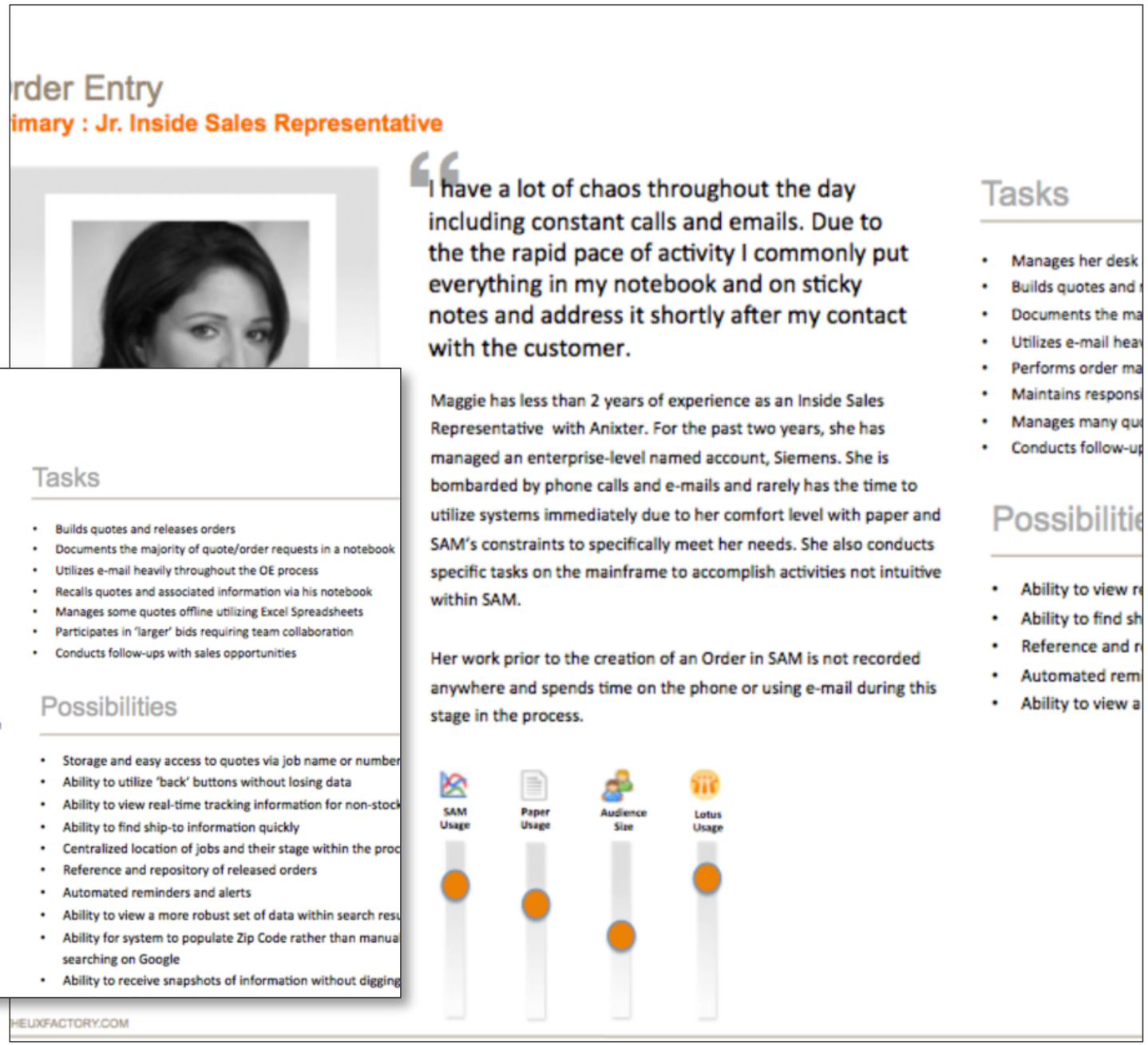

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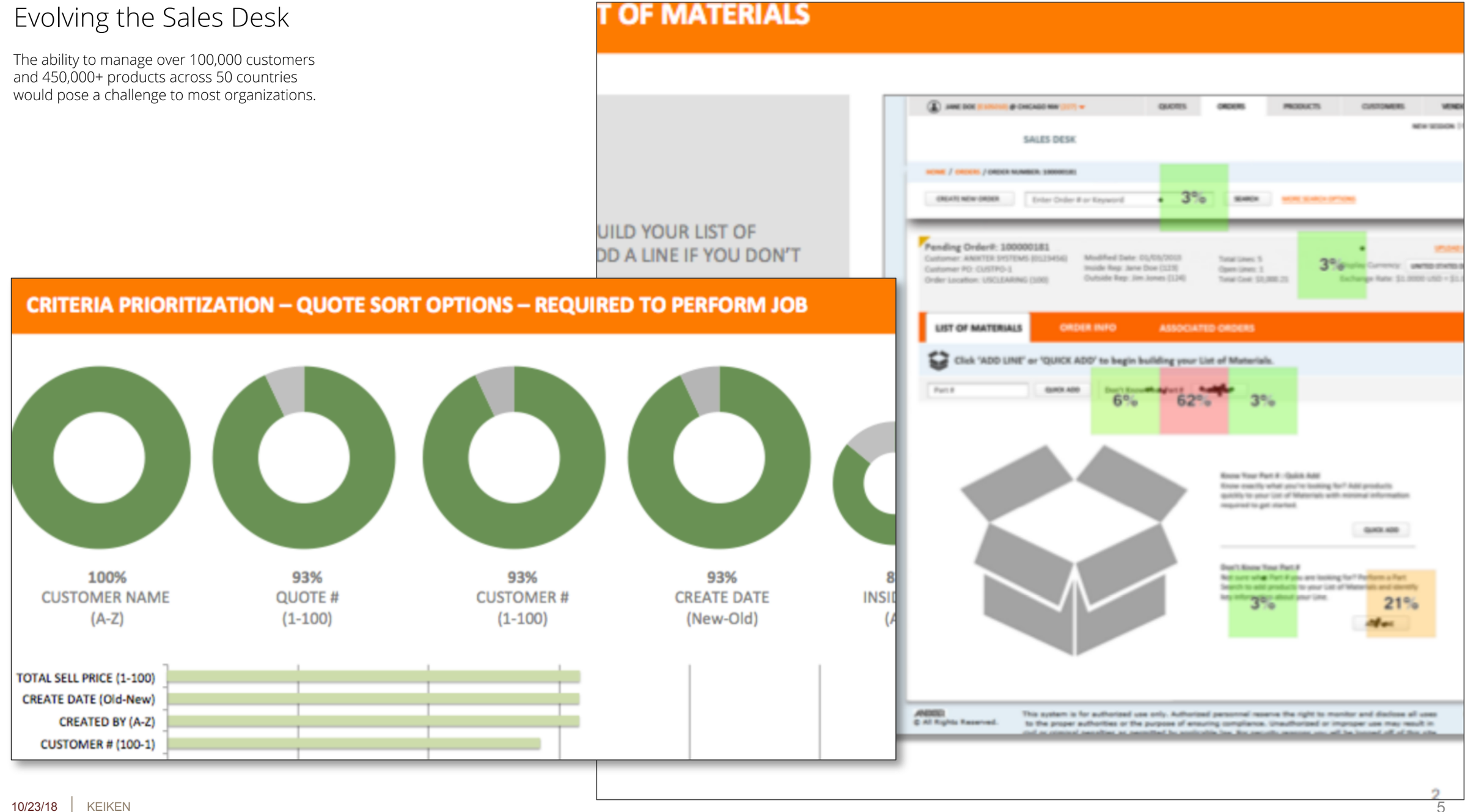


Driving Dealer Marketing

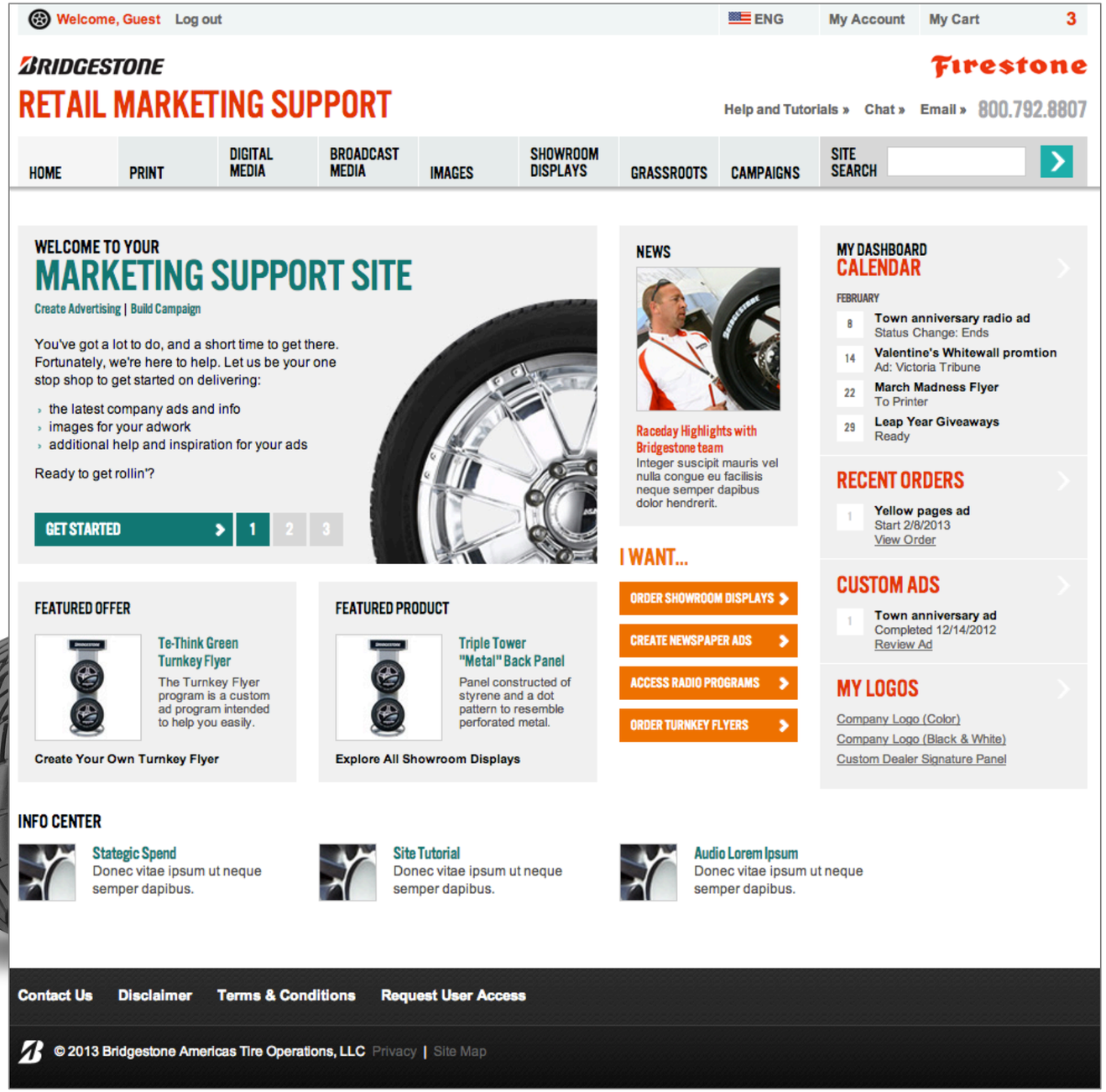
Supporting over 4,000 independent dealers across the U.S. & Canada to cultivate a multi-channel marketing strategy.

CHALLENGE

- Limited usefulness due to disorganized content and complex feature presentation
- Segmented marketing & educational materials
- Unacceptable drop rates during shopping/purchase process
- Frequent call center contact for assistance utilizing the digital property
- Lacking analytics and success metrics to effectively support dealers

SOLUTION

- Performed 'day-in-the-life' research to understand people and processes
- Uncovered the 'Why' & improved the feature and function relationship model
- Redesigned the search, ordering and shopping experience



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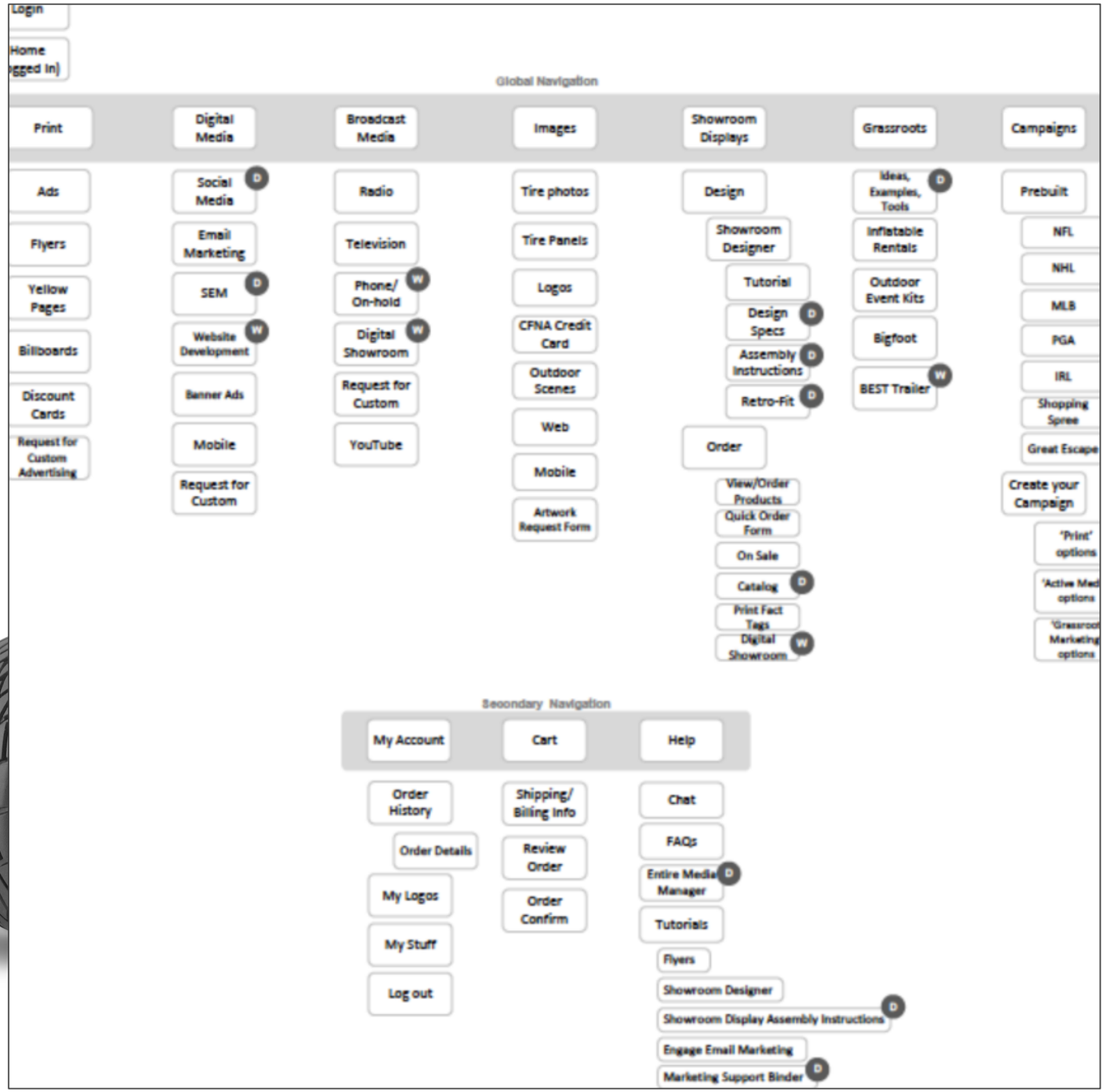

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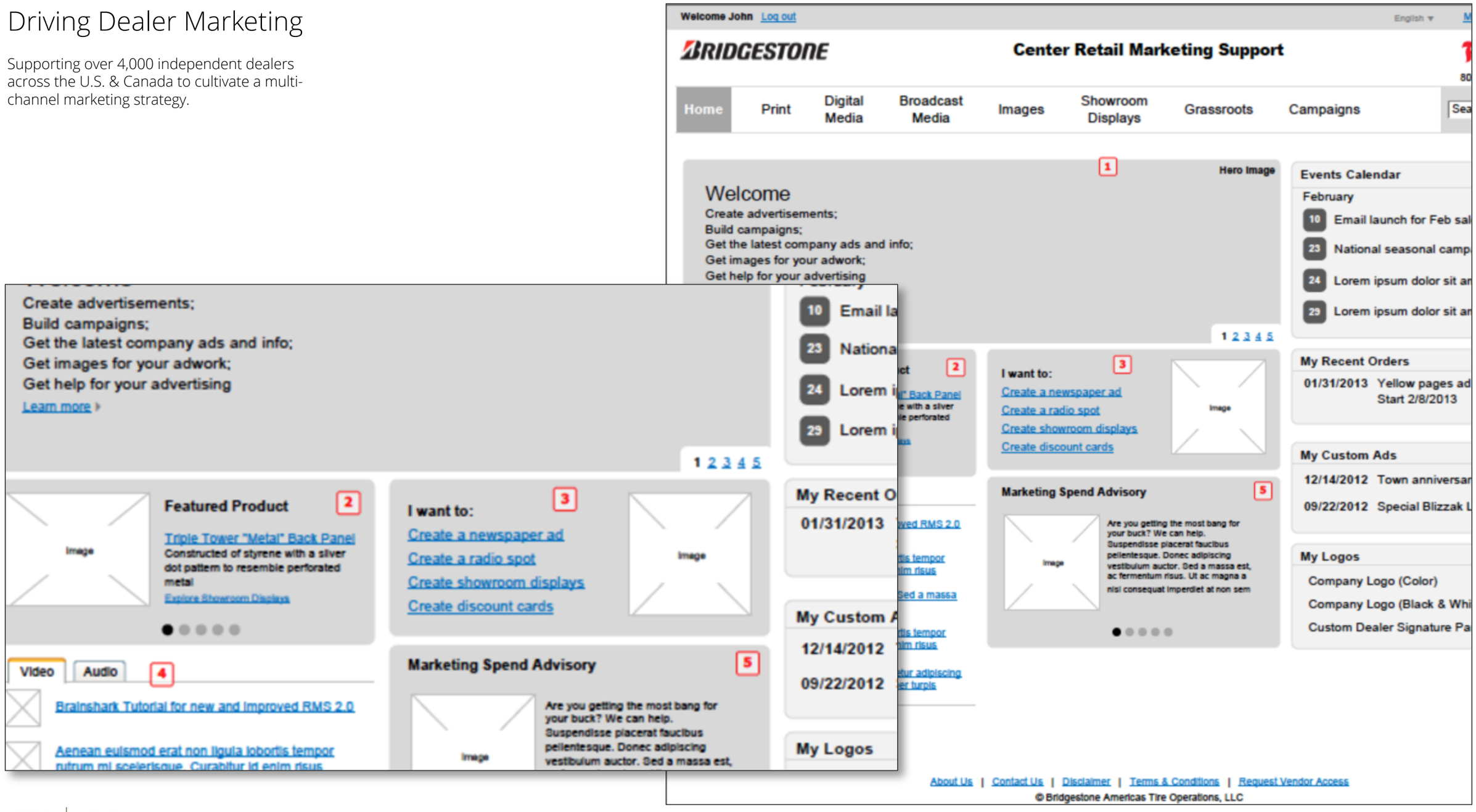

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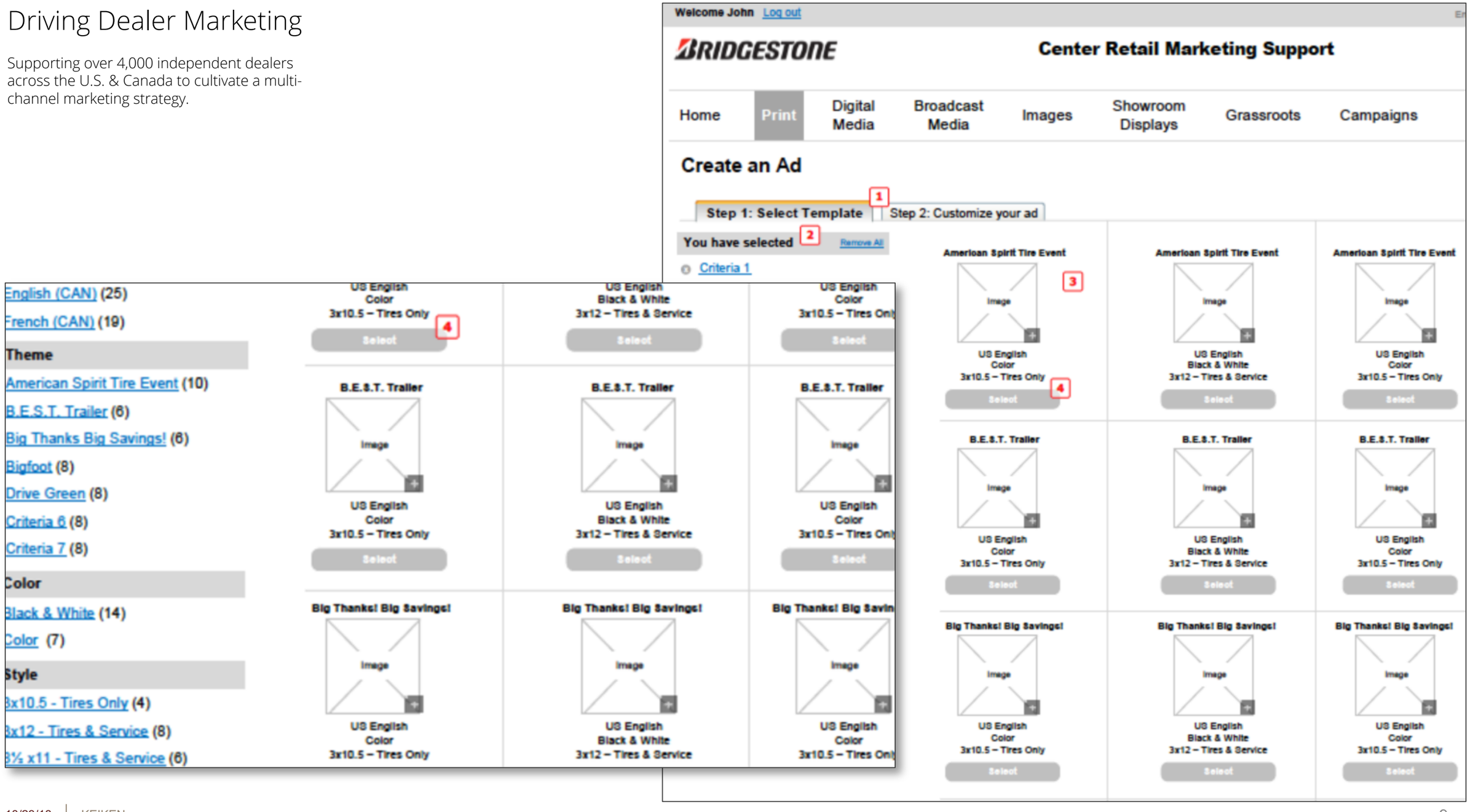


The Safety of a Happy Meal

Delivering nearly 1.5 billion toys annually to 119 countries is no small task.

CHALLENGE

- Limited visibility into the product lifecycle
- Inability to perform corrective action in a timely manner
- Redundant data entry leading to inaccurate information
- Critical safety information outdated and insecure
- Product incidents/recalls negatively impacting brand equity

SOLUTION

- Identified all touch-points globally, throughout the lifecycle from ideation to distribution
- Defined ‘as-is’ & ‘to-be’ processes to enable digital transformation
- Redesigned enterprise product suite & exposed through a unified interface
- Established dashboard monitoring for rapid response and lifecycle transparency

Changing the Environment

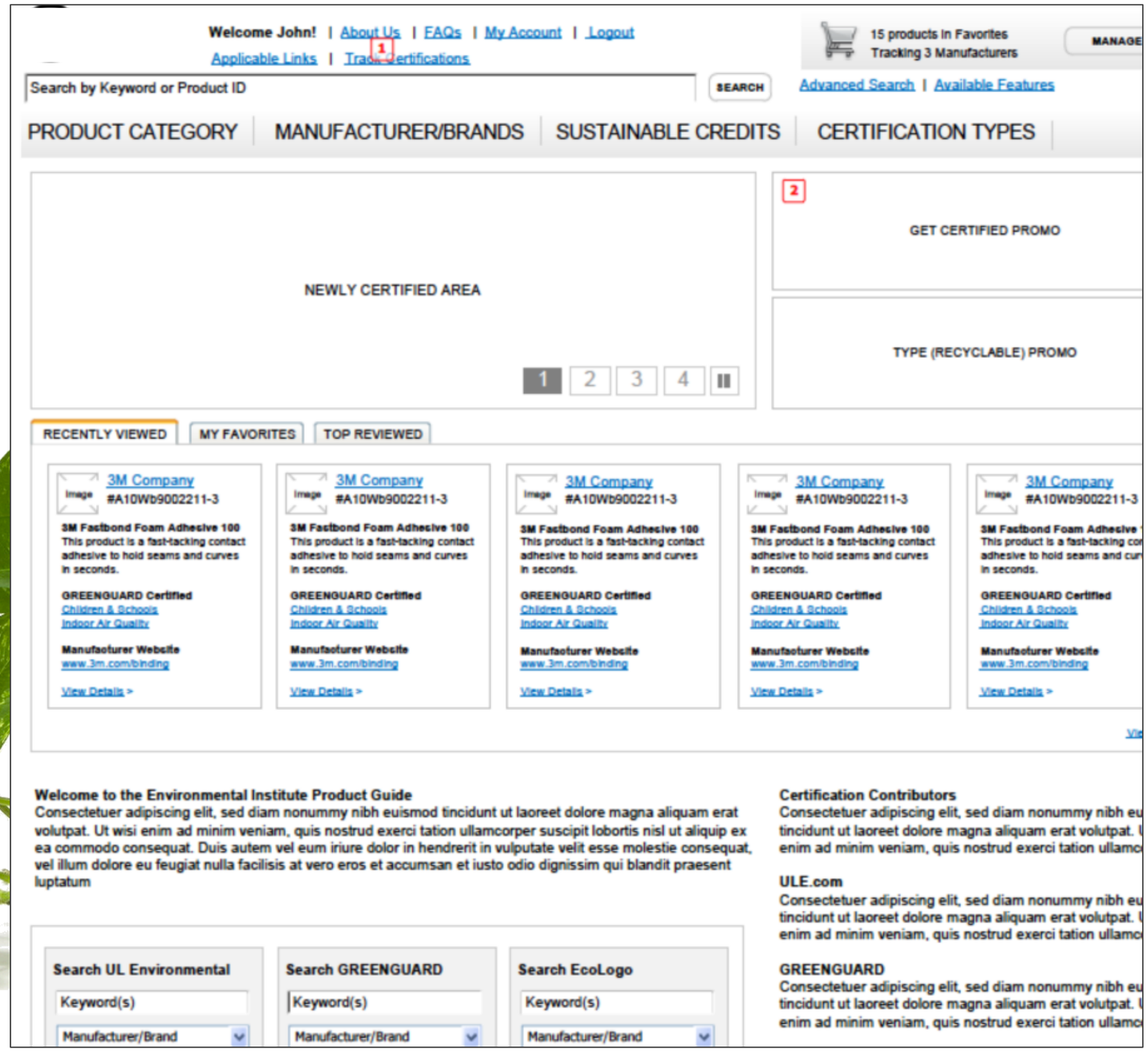
Integrating three environmentally conscious brands into one, unified environmental footprint.

CHALLENGE

- Fragmented & siloed data and content delivered through multiple, independent web properties
- Limited consumer-focused features & functions around search and commerce
- Nonexistent product hierarchy and categorization consistency

SOLUTION

- Transformed multiple digital properties into a comprehensive, seamless experience
- Rearchitected data presentation and taxonomy to identify dynamic behavior & relationships
- Unified the brand footprint through integration of consistent design patterns
- Designed search, product display, faceted navigation and administration interaction models



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such as Microsoft Word and Excel and is an avid

the web and is responsible for monitoring
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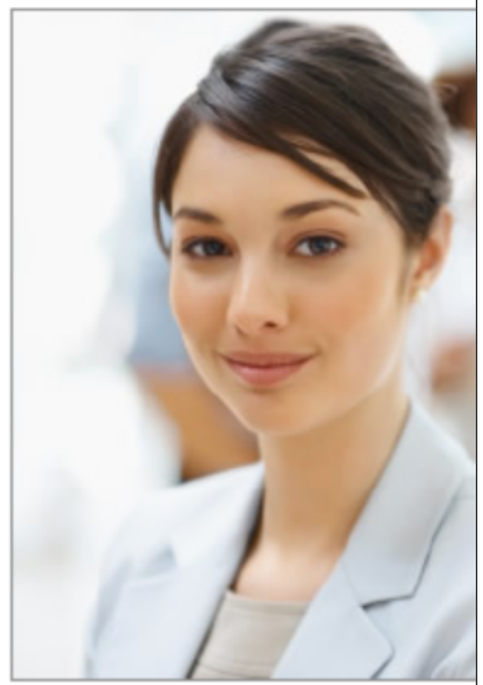


'Just had mobile demo
Intertek that was gre
definitely see using th
solution.'

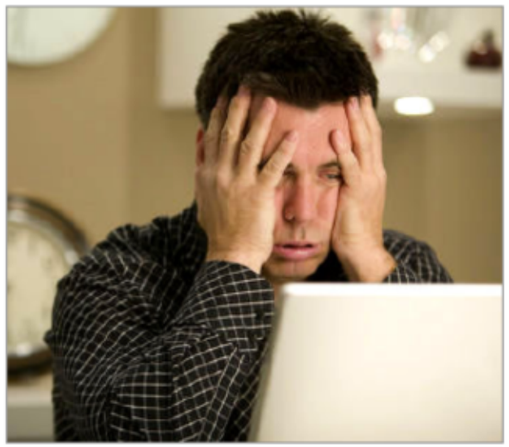
Frustrated Fred, Admin

Background

- Uses software applications such as Microsoft Word and Excel and is an intermediate Internet user.
- He is comfortable with technology and is responsible for maintaining an online product catalog as one of his job duties.
- Identified concerns about the lack of instructional indicators causing difficulty for new individuals to manage utilizing the admin interface.
- Has frustration with the current admin toolset due to the cumbersome nature of the system.
- Has concerns about the lack of integrated customer data and manual workflows.

User Needs

- Clear and thorough information on utilizing the system.
- Preview capability prior to pushing new manufacturers or products to the live site.
- Reassurance of data accuracy through a validation stage.
- Ability to tag products with information useful for end users. (i.e. recyclable material, etc.)
- Simplify entry screens to be a more efficient mechanism



'Wow! I didn't even know you can do that in the system. This would have saved me a lot of time.'

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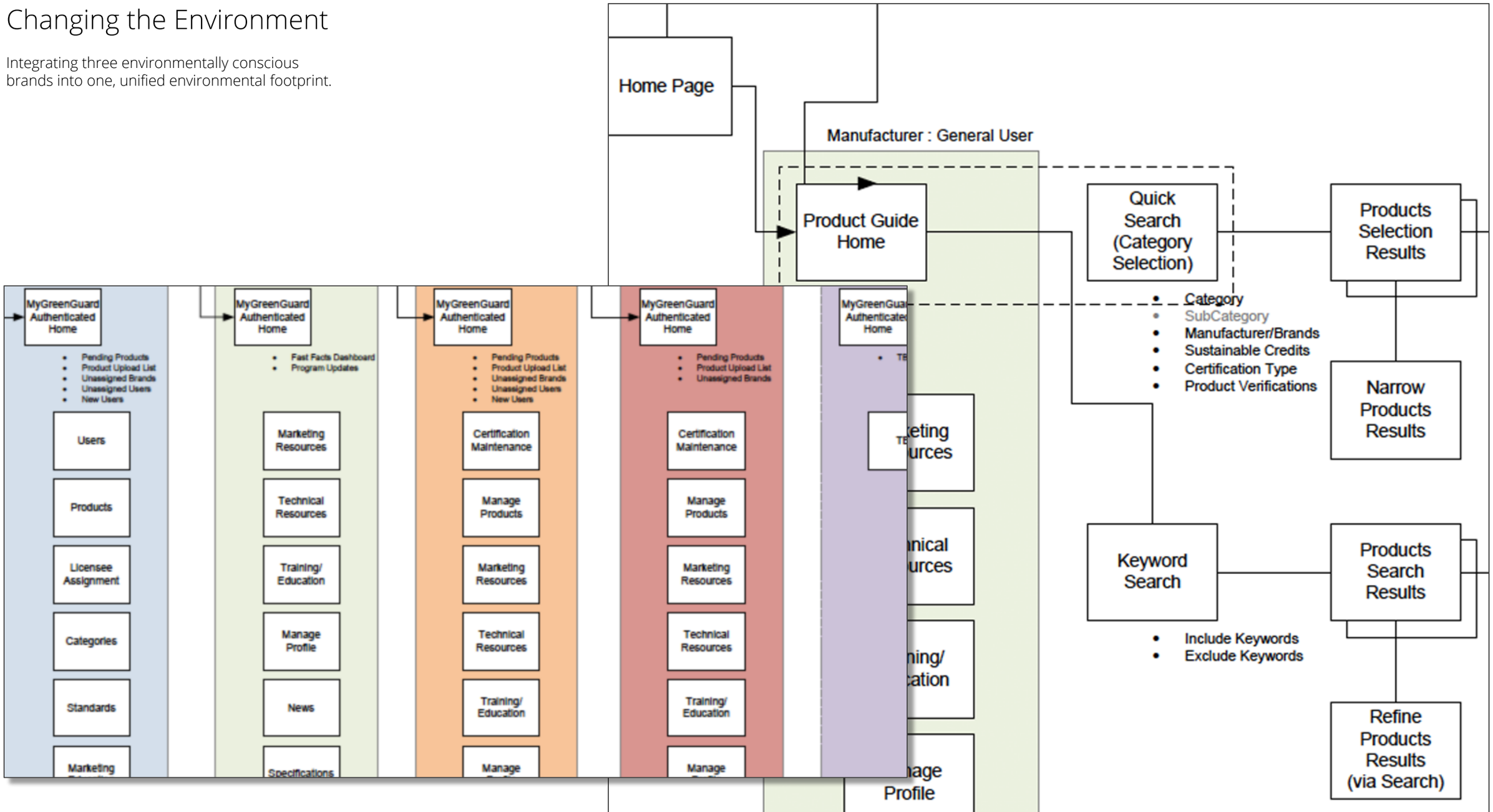

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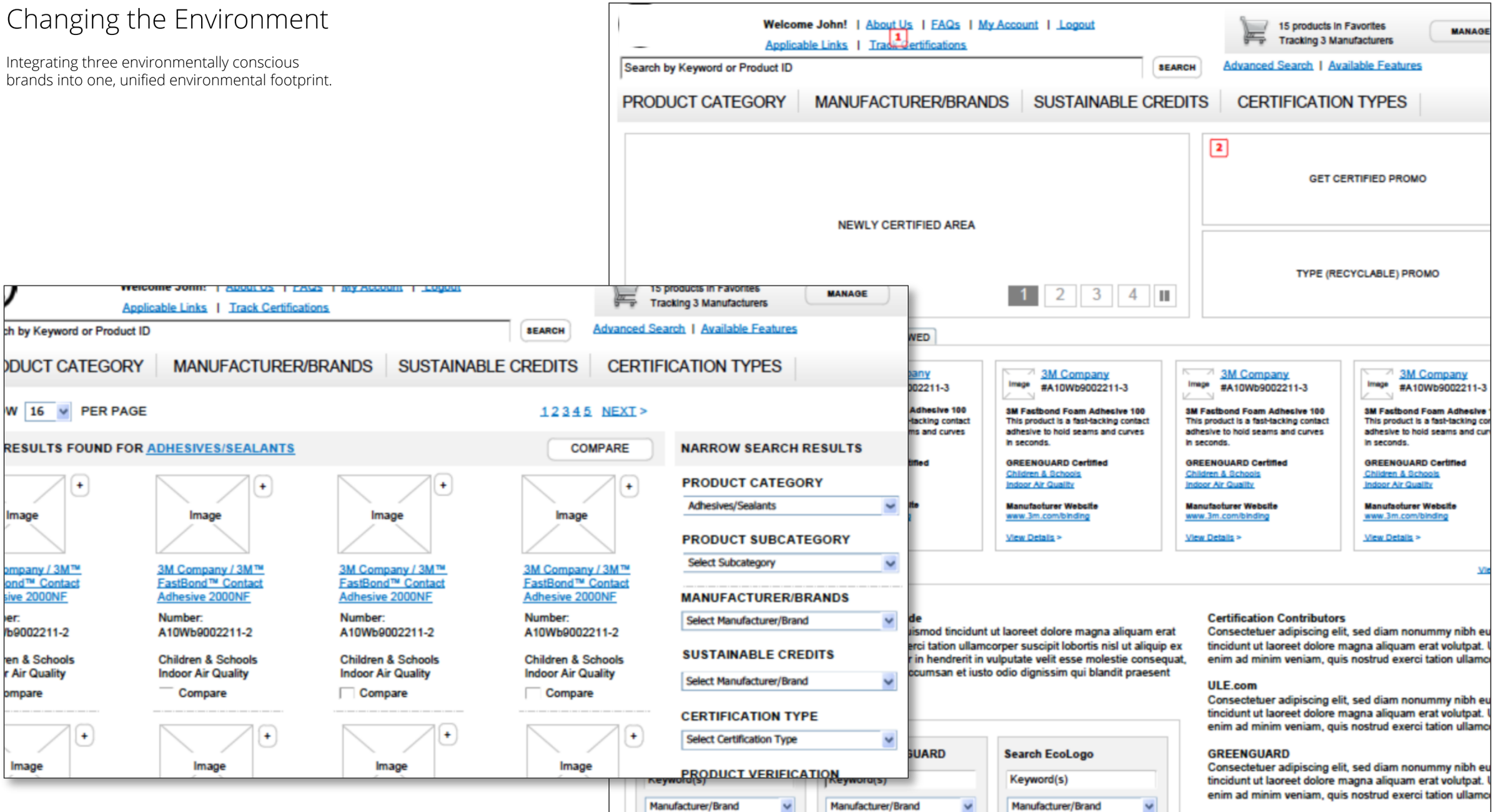


Agency Portal

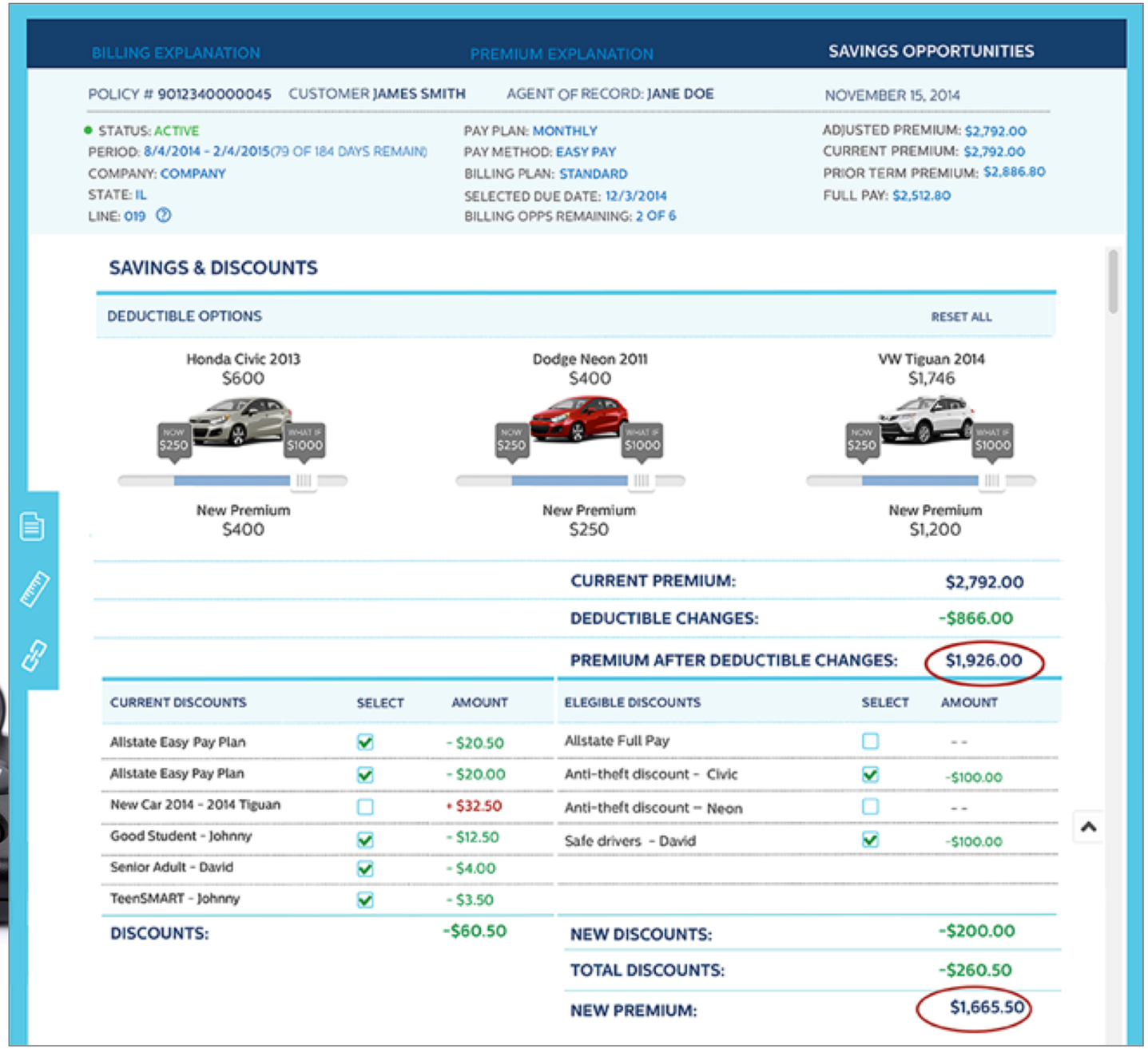
Crafting a solution to go beyond the traditional Premium Increase Review & drive Comprehensive Portfolio Reviews.

CHALLENGE

- Underperforming agencies and limited cross-selling success
- Lack of multi-product understanding and knowledge
- Fragmented customer data causing challenges building deep customer relationships

SOLUTION

- Increased the visibility to critical customer information within a 'snapshot' summary
- Established deep-linking strategy to enable easy access to detailed policy and coverage data
- Improved cross-sell knowledge through intelligent gap, discount and coverage recommendations



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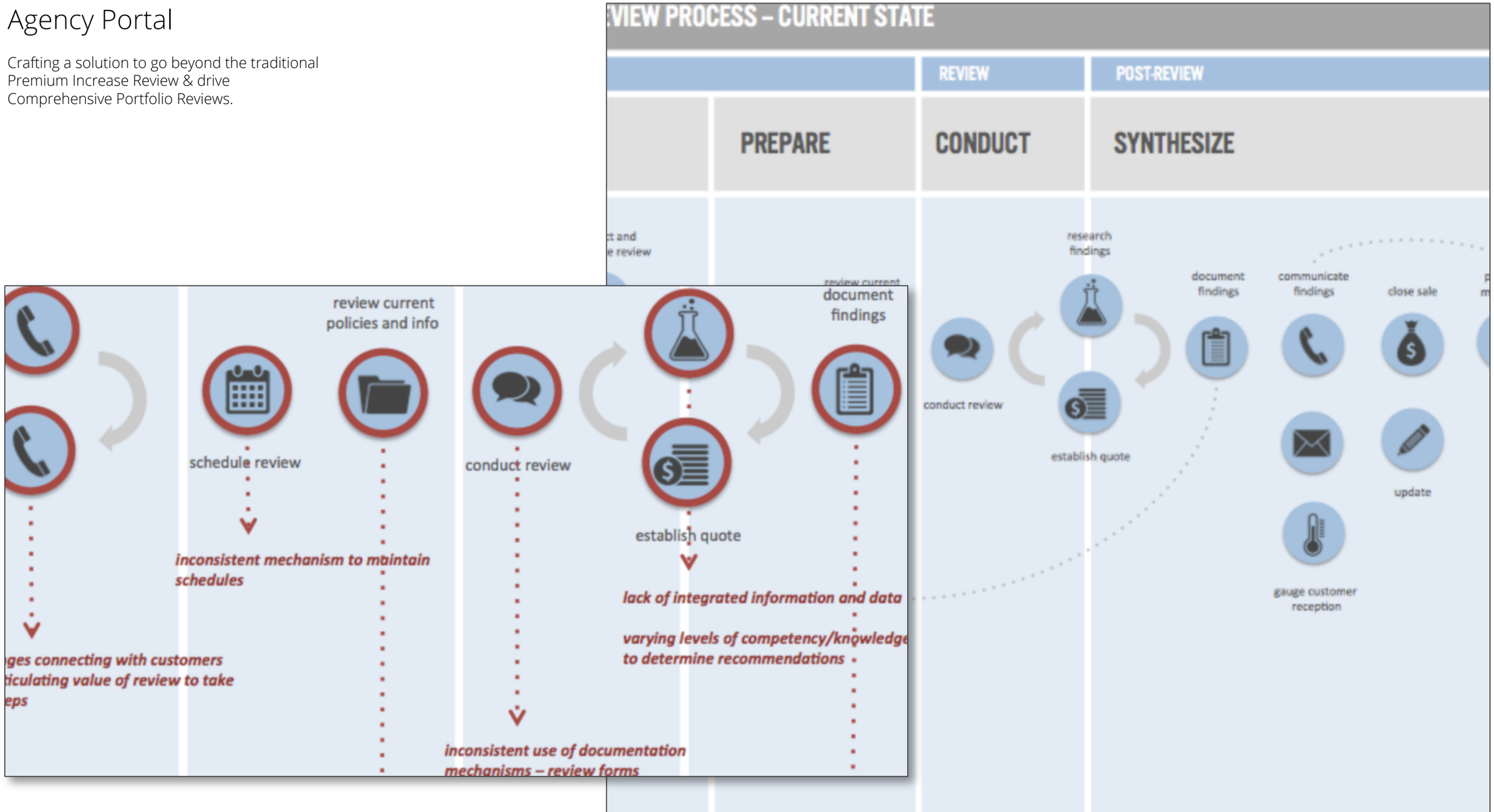

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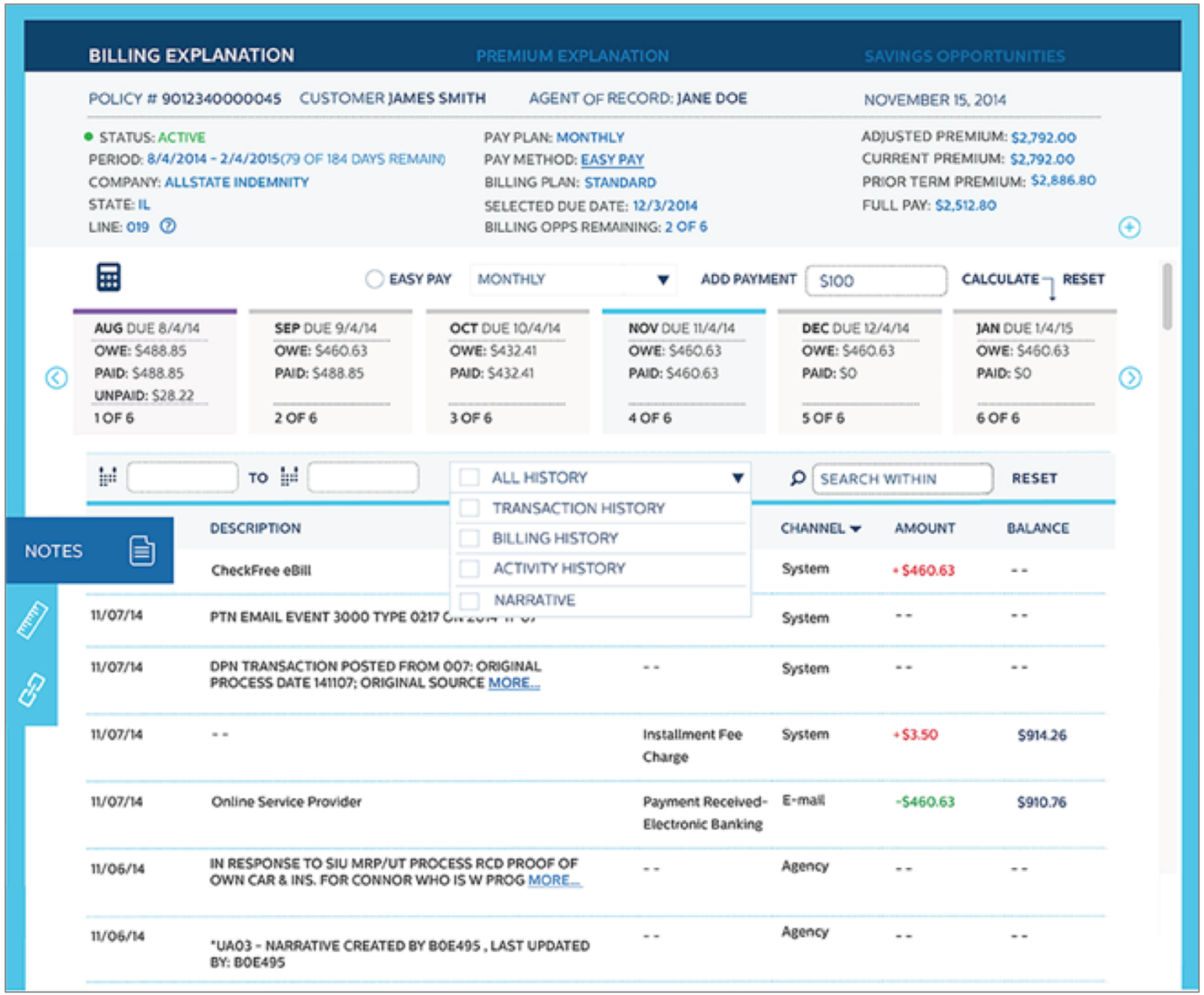

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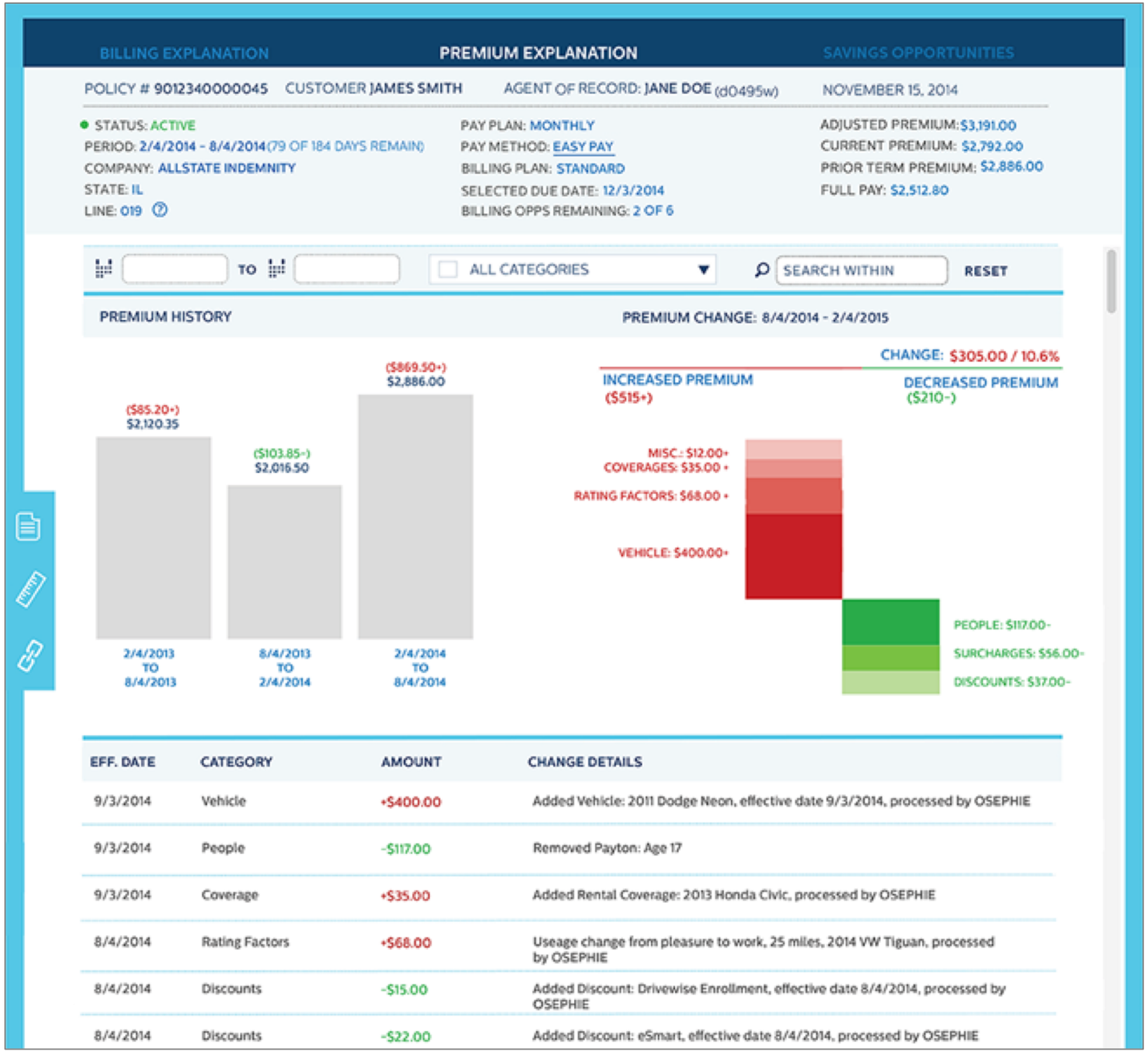


.COM Redesign

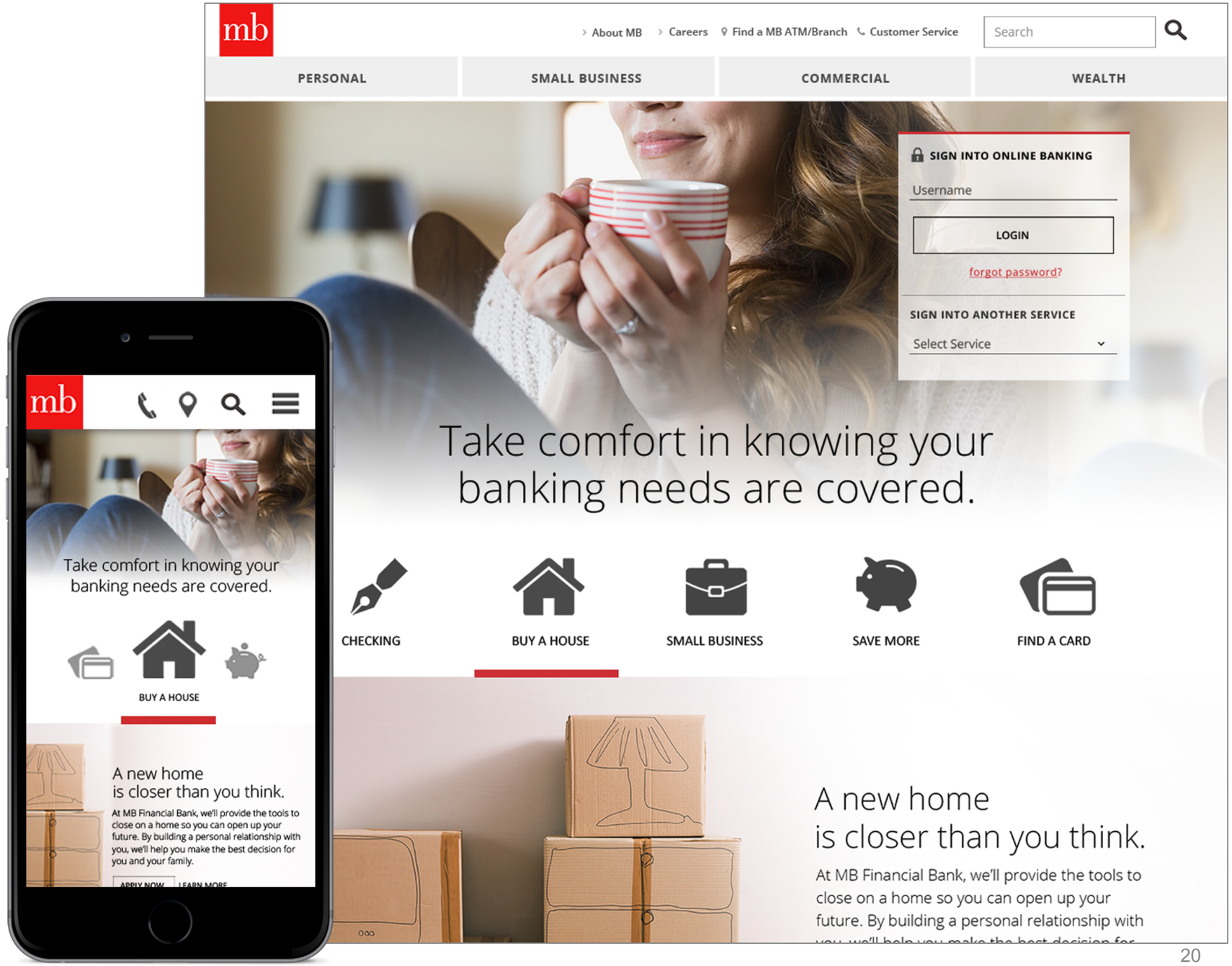
Crafting a responsive solution to reach personal, small business, and commercial customers with an experience across mobile and web.

CHALLENGE

- Traditional website that was not mobile friendly and prevented consumption on a phone.
- Lack of consistent content structure and navigation paths.
- Limited brand cohesiveness from traditional marketing to online marketing.

SOLUTION

- Redesigned the site to abide by responsive design principles.
- Crafted a multi-faceted approach to reach independent customer segments without fragmenting the experience.
- Improved content access through improved navigation and content prioritization.



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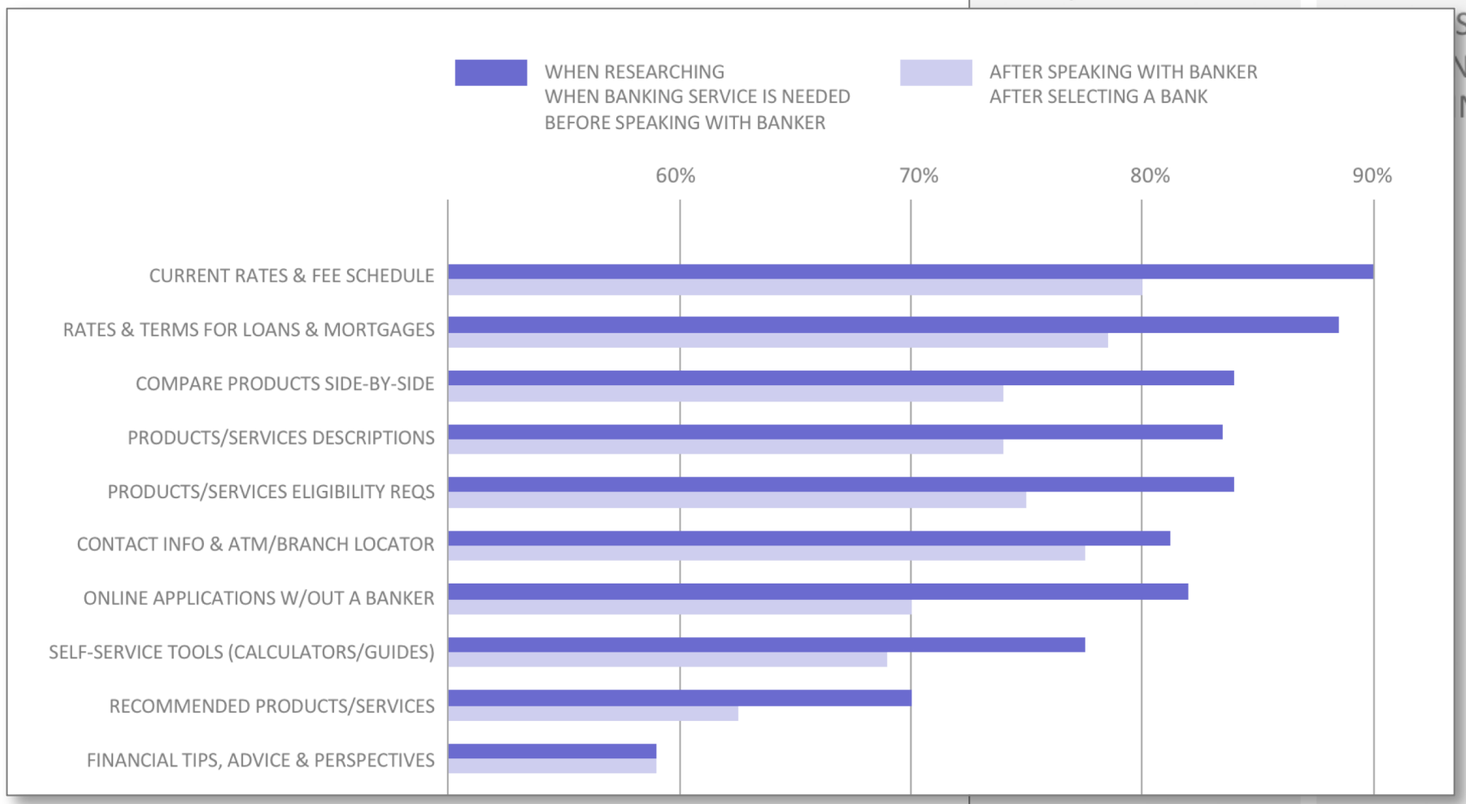

RESEARCHING INANCIAL NEEDS

71%

ODUCT/SERVICE

BANKING SERVICE IS NEEDED

75%

START APPLICATION
SS ONLINE WITHOUT
NG TO A BANKER OR
NG TO A BRANCH

BEFORE SPEAKING WITH BANKER

73%

SELF-SERVICE TOOLS TO HELP DETERMINE THE RIGHT PRODUCTS (CALCULATORS/GUIDES)

RECOMMENDED PRODUCTS/SERVICES BASED ON YOUR SPECIFIC NEEDS

PRODUCTS/SERVICES DESCRIPTIONS

RATES & TERMS FOR LOANS/MORTGAGES

NC

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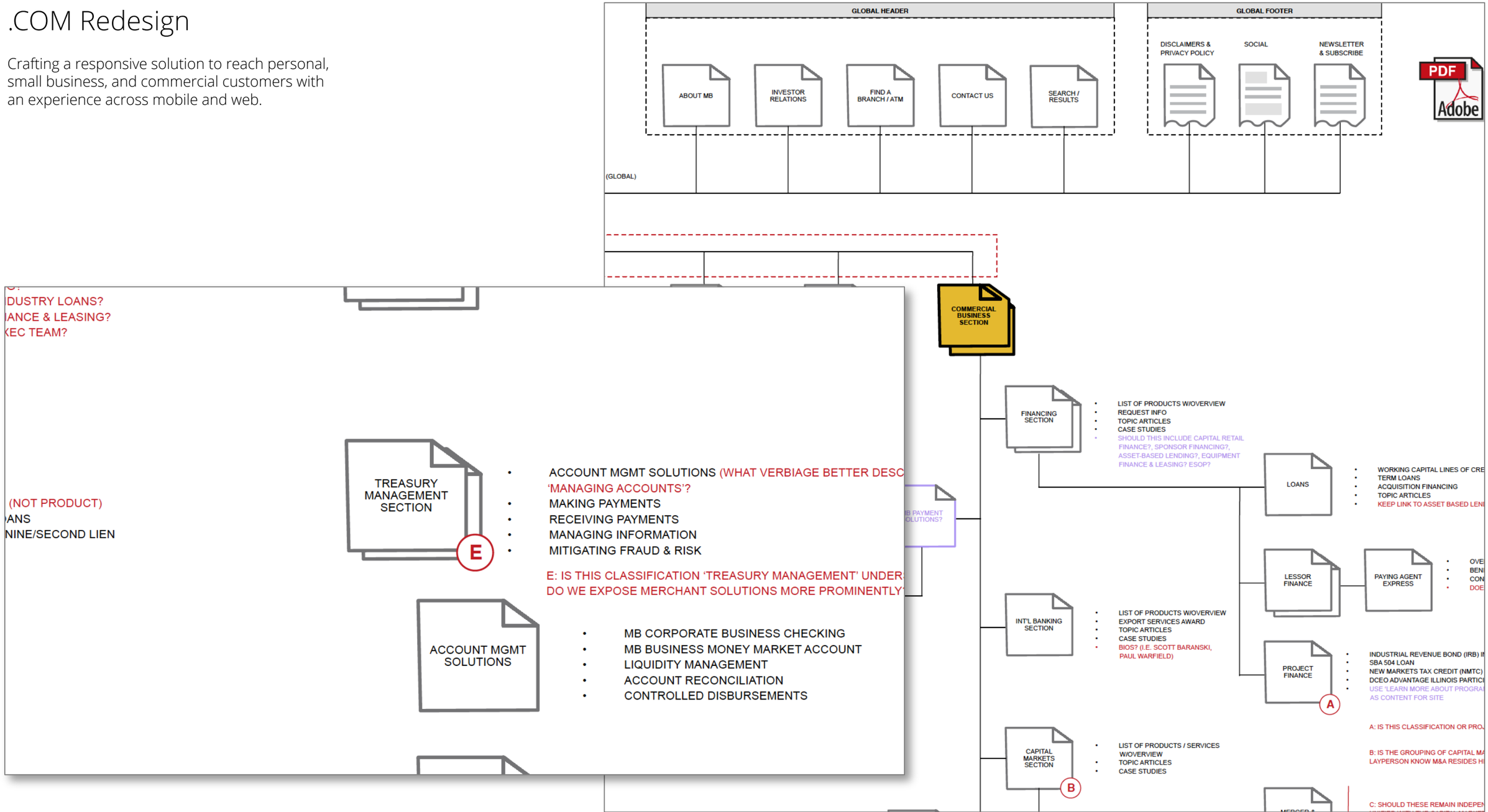

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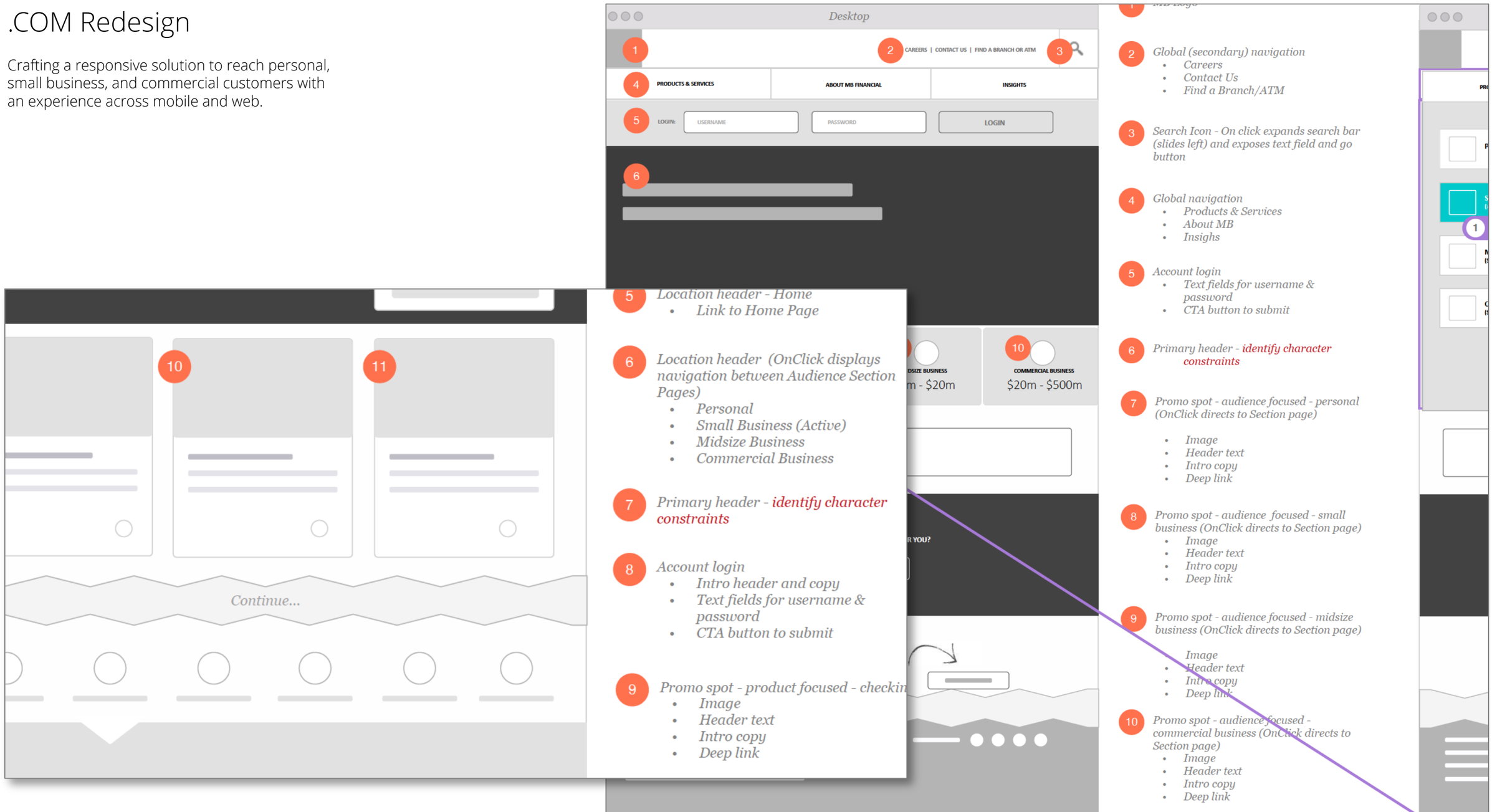

Thank You

630.788.2045 \ pkeiken@gmail.com