

DESIGN PORTFOLIO ✦ WINTER 2024

Carolyn Embry

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HELLO! I'M CAROLYN.

I'm a curious product designer with a knack for creative problem-solving.

I have a breadth of experience over the last ten years of my career, from working at agencies to in-house, designing websites to software, and designing for technical experts to casual users. I thrive when I'm sorting out a complex problem, getting to the root of the issue, and making things work better for people.

I've spent the last year on an intentional career sabbatical to refocus and rebalance my energy. During this time, I slowed down and allowed myself to explore interests outside of work, like tackling

ambitious baking projects, traveling to new places, iterating on my (very unofficial) reselling business, and visiting old friends and family.

I'm excited to sink my teeth back into design, join a team who cares about doing good work, and helping solve problems that matter to people.

The following are a few projects that show my thought process and what I'm capable of.

Enjoy! ✨



TABLE OF CONTENTS

Carrier	Paid in Full	Premium		
Clearcover	\$863	\$898	\$148	\$145
PROGRESSIVE	\$1,128	\$1,128	\$179	\$180
AmWINS	\$1,731	\$1,837	\$298	\$295
Allstate	\$1,987	\$2,326	\$335	\$388
KEMPER Auto	\$2,104	\$2,521	\$294	\$418
Safeco Insurance	\$2,130	\$2,409	\$391	\$391
STILLWATER	\$2,153	\$2,356	\$421	\$389
SA	\$2,600	\$2,600	\$434	\$433

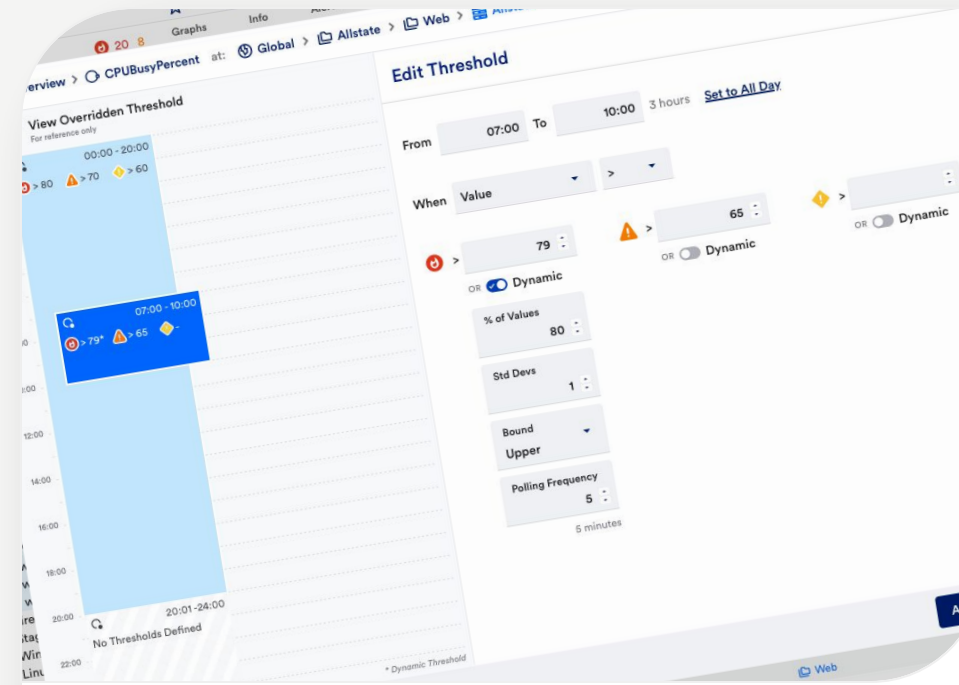
Excluded Carriers (12)

- Liberty Mutual: No match for requested term length
- Nationwide: No match for requested PIP limit
- National General: Will not cover 2021 Mercedes Benz
- ARISTOL WEST: No match for requested BI limit and UMBI limit

THE ZEBRA

Helping agents make informed decisions.

page 4



LOGICMONITOR

Improving clarity for IT professionals.

page 13

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Mon - Fri: 7am - 10pm | Sat: 9am - 5pm

Term Length	Special Offer	Price*	Sign up	Learn more
12 months		11.2¢ per kWh	Sign up	Learn more
12 months	100% renewable energy for FREE every night	11.2¢ per kWh	Sign up	Learn more
24 months		10.9¢ per kWh	Sign up	Learn more
24 months	Receive a FREE smart lighting kit for your home	12.9¢ per kWh	Sign up	Learn more
24 months	\$249 Nest Learning Thermostat at no charge	13.9¢ per kWh	Sign up	Learn more
24 months	FREE Rachio Smart Irrigation Controller	12.9¢ per kWh	Sign up	Learn more

GREEN MOUNTAIN ENERGY

Optimizing energy plan information.

page 24

Helping insurance agents make quicker, more informed decisions for customers.

TEAM

1 Lead Product Designer (*me*)
1 Product Manager
1 UX Researcher
5 Engineers
1 manager, 1 front-end, 3 full stack

RESPONSIBILITIES

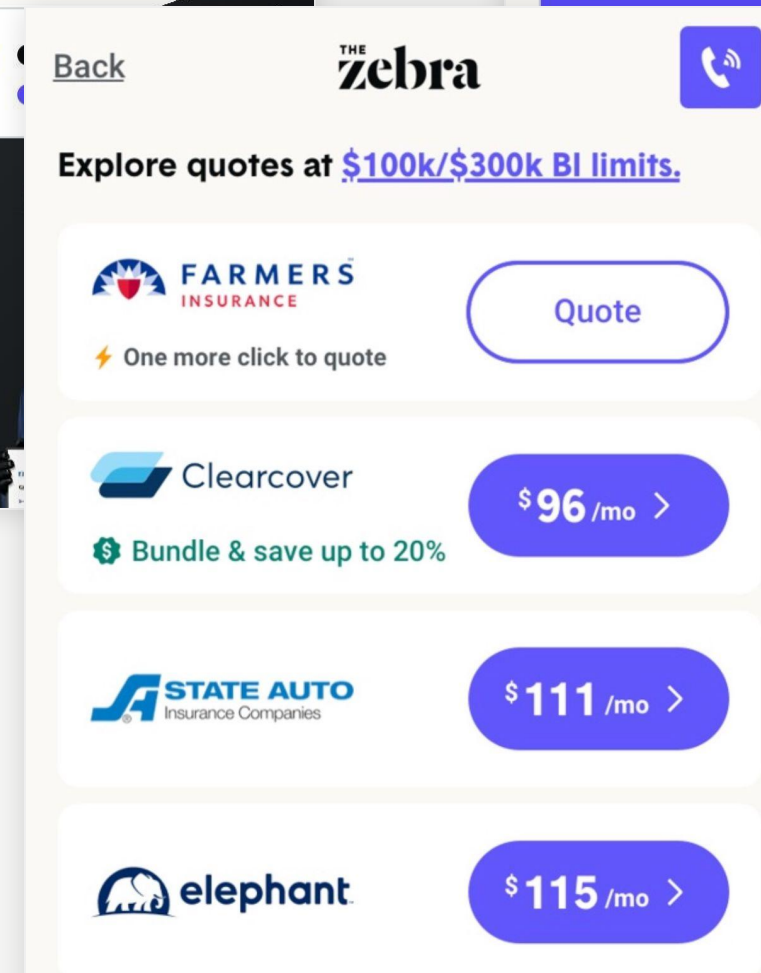
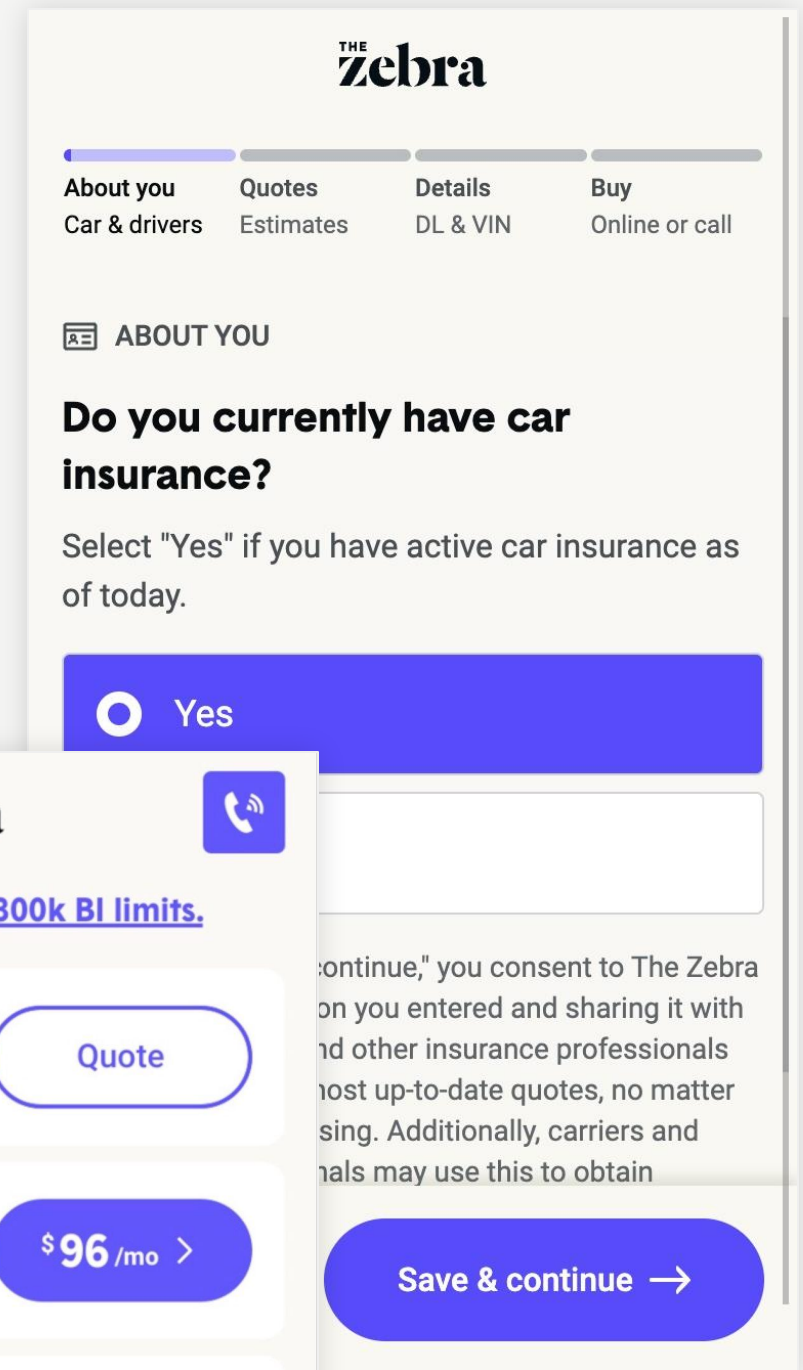
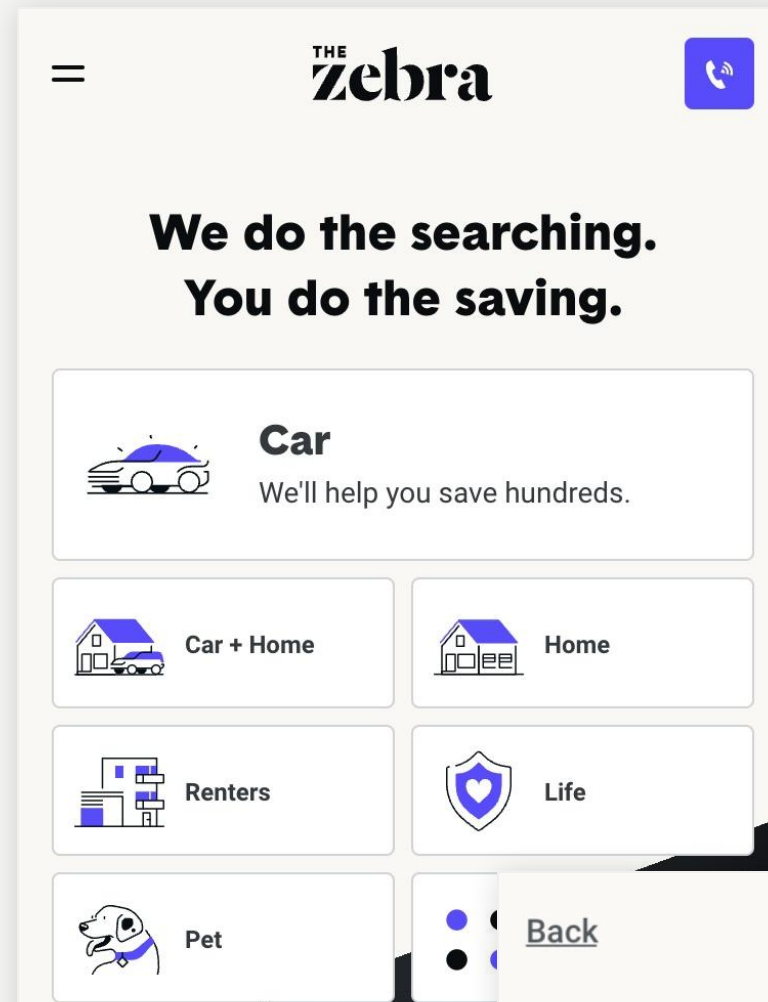
Product strategy, stakeholder alignment, discovery research and synthesis, journey mapping, wireframing, high-fi design, prototyping, design system creation and management, development handoff

INTRO

The Zebra is a personal insurance comparison website.

The Zebra allows people to compare quotes across multiple insurance carriers. Visitors complete a questionnaire about their vehicle and driving history, then receive preliminary quotes to compare based on their inputs.

From there, people can either purchase directly with the carrier, or call The Zebra's agents to purchase with The Zebra.



PROBLEM STATEMENT

Agents don't trust ART for accurate quote comparison.

The Zebra's insurance agents use a homegrown internal tool named ART (Agency Rating Tool) for retrieving client profiles and quotes.

Agents perceive a third party service (ITC) as having more "reliable rates" because of the additional questions it asks. As a result, agents are spending time shopping for rates across multiple platforms and potentially missing out on competitive carriers.

Agency Rating Tool

Site User ID or Phone # Search Search

Auto Home

Applicant Drivers Vehicles Coverage

Phone Code Coverage Name Referrer

First Name Last Name

Email Phone Number

Address 1 Address 2

Zip City State

Policy Effective Date Currently insured/Proof of Prior (POP) Residence Ownership

Continuous Coverage Months Prior Liability Limit

Site User ID:

For testing purposes only

Ignore Filters

Auto Only Rates Auto w/ Bundle Discount

Product	Term	Down	Monthly	Z Fees
Falcon Falcon Insurance	12	0	\$0	\$50
AssuranceAmerica ITC Assurance America Uninsured Only	12	0	\$0	
AmWINS Star ITC AmWINS Star	12	0	\$0	
AmWINS Heritage ITC AmWINS Heritage	12	0	\$0	
AmWINS Heritage AmWINS Heritage	6	0	\$0	\$50
Kemper Auto ITC Kemper Uninsured Only	12	0	\$0	
AssuranceAmerica AssuranceAmerica	12	0	\$0	\$50
Kemper Preferred Kemper Preferred	12	\$1981	\$0	\$0
Mendota Mendota	12	0	\$0	\$50
GAINSCO GAINSCO EFT	12	0	\$0	\$50
GAINSCO LC Gainsco Hybrid CTA Phone Code: 191797821	12	0	\$0	
Commonwealth Casualty ITC Commonwealth Limited	12	0	\$0	
Mercury Mercury	12	0	\$0	\$0
Hallmark Hallmark	12	0	\$0	\$50
Commonwealth Casualty Commwealth Casualty	6	0	\$0	\$50
Falcon ITC Falcon Uninsured Only	12	0	\$0	
GAINSCO GAINSCO	12	0	\$0	\$50

PROBLEM STATEMENT

Information about the provided rate is limited.

Agency Rating Tool

Site User ID or Phone # Search

Search

[+ Create new applicant](#)

[DL & VIN Lookup](#)

[cembry@thezebra.com](#)

Auto Home

Applicant Drivers Vehicles Coverage

Phone Code Coverage Name Referrer

First Name Last Name

Email Phone Number

Address 1 Address 2

Zip City State

Policy Effective Date Currently insured/Proof of Prior (POP) Residence Ownership

Continuous Coverage Months Prior Liability Limit

Site User ID: [Copy](#)

For testing purposes only

Ignore Filters

[Set state minimum](#)

Auto Only Rates Auto w/ Bundle Discount

[Fetch auto rates](#)

Product	Term	Down	Monthly	Z Fees	Stripez
Falcon Falcon Insurance	12	0	\$0	\$50	ITC Turborater
AssuranceAmerica ITC Assurance America Uninsured Only	12	0	\$0		AssuranceAmerica
AmWINS Star ITC AmWINS Star	12	0	\$0		AmWINS Star
AmWINS Heritage ITC AmWINS Heritage	12	0	\$0		AmWINS Heritage
AmWINS Heritage AmWINS Heritage	6	0	\$0	\$50	ITC Turborater
Kemper Auto ITC Kemper Uninsured Only	12	0	\$0		Kemper Auto
AssuranceAmerica AssuranceAmerica	12	0	\$0	\$50	ITC Turborater
Kemper Preferred Kemper Preferred	12	\$1981	\$0	\$0	ITC Turborater
Mendota Mendota	12	0	\$0	\$50	ITC Turborater
GAINSCO GAINSCO EFT	12	0	\$0	\$50	ITC Turborater
GAINSCO LC Gainsco Hybrid CTA Phone Code: 191797821	12	0	\$0		LC-Gainsco
Commonwealth Casualty ITC Commonwealth Limited	12	0	\$0		Commonwealth Casualty
Mercury Mercury	12	0	\$0	\$0	ITC Turborater
Hallmark Hallmark	12	0	\$0	\$50	ITC Turborater
Commonwealth Casualty Commwealth Casualty	6	0	\$0	\$50	ITC Turborater

Half-and-half layout limits space for more results info

Expand interaction is unclear and hides important info

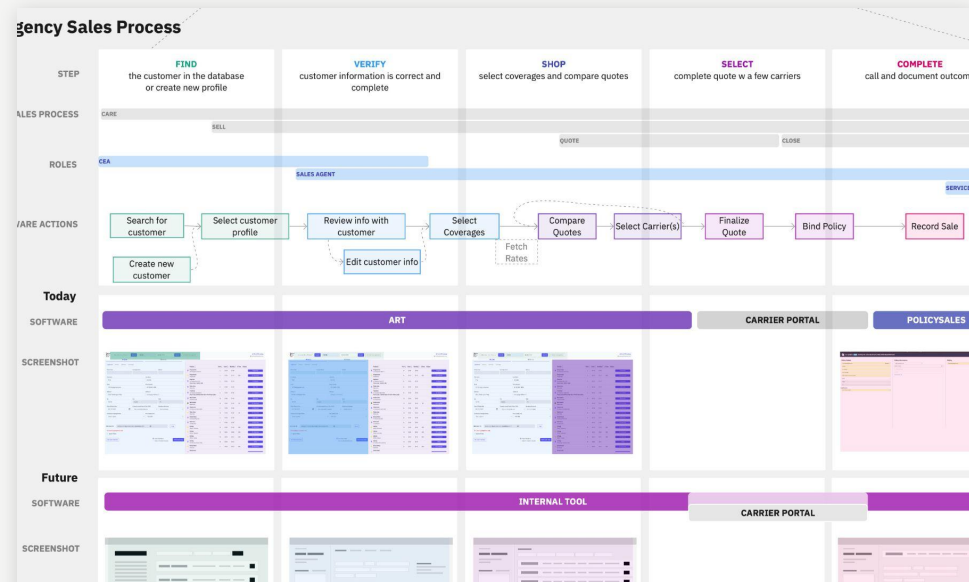
Hard to quickly differentiate which carriers are which

Invalid and valid results are mixed together

Action buttons are large and unclear

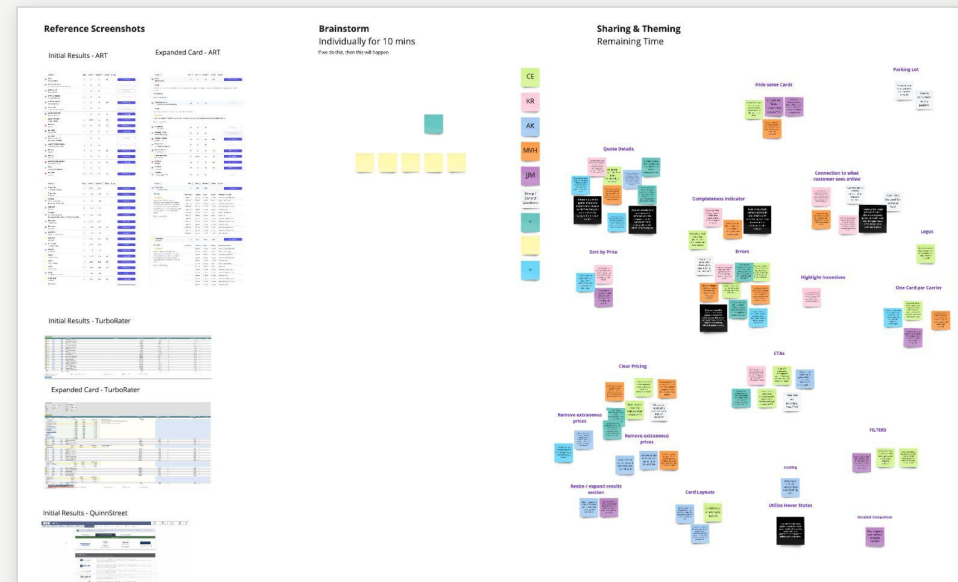
THE PROCESS

Defining the scope and generating ideas



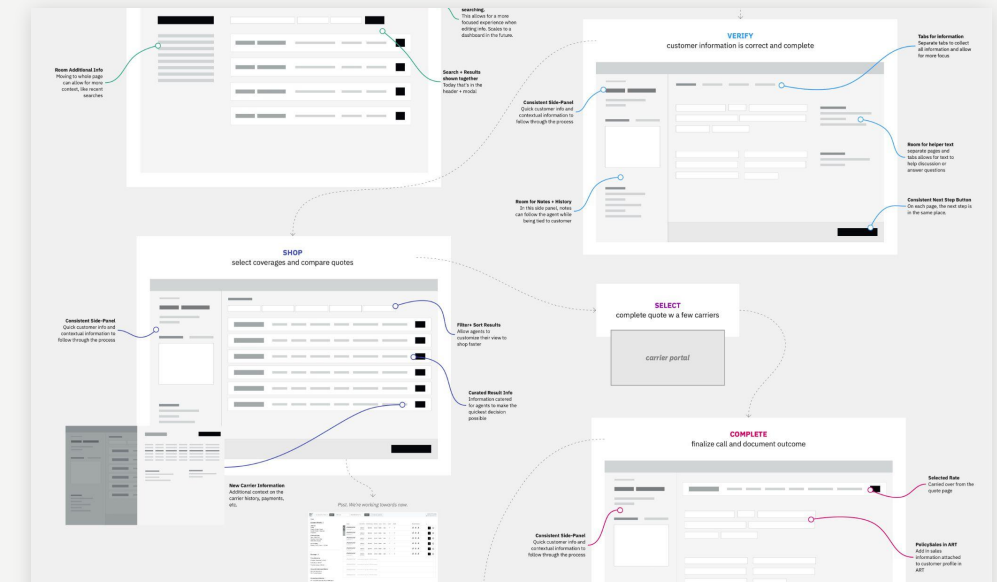
Process Map

To start, I mapped out the process of completing a quote through The Zebra's website and agency. Showing each step agents take to complete a quote showed what features agents needed in ART.



Brainstorm Workshop

I hosted a brainstorming workshop to generate ideas across expertise with product squad members and other close stakeholders. Ideas were grouped into potential features to include in initial concepts.



Initial Concepts

Next, I created basic wireframes to help stakeholders visualize potential features. Keeping these wireframes basic, but with annotations, helped communicate the vision without tying the team to a specific design.

DESIGN OUTCOME

Utilize the whole screen

ART
Agency Rating Tool

CE

Back

Keith Melnick
kmelnick@gmail.com 512-555-1234
Austin, Texas
Homeowner / Excellent Credit
Current Policy: Allstate / Over 3 Years / 100/300

Coverage Profile

Start Date: 5/15/21, Tomorrow

Term: 6 Months
Bodily Injury: \$50k / \$100k
Property Damage: \$50,000

Uninsured / Underinsured Motorist
Bodily Injury: \$30k / \$60k
Property Damage: 0

Personal Injury Protection
Limit: \$10,000

Other Coverages
Medical Payment: \$5,000

2021 Mercedes-Benz A-Class
Comp: \$500
Collision: \$500
Rental Limit: \$50 / ...
Towing: 0

2006 Honda Civic
Comp: None
Collision: None
Rental Limit: None
Towing: 0

Carrier	Paid in Full ↓	Premium	Down	Monthly	Z Fee	Credit	Payment	Insurance Lines
Clearcover LeadCloud	\$863 Save \$35	\$898	\$148	\$145		✓ Credit Run	Visa, Mastercard, Amex	→ ⓘ
PROGRESSIVE Quinstreet	\$1,128	\$1,128	\$179	\$180		✓ Credit Run	Visa, Mastercard, Prepai...	→ ⓘ
AmWINS SPECIALTY AUTO ITC Turborater	\$1,731 Save \$106	\$1,837	\$298	\$295		✓ Credit Run	Visa, Mastercard, Discov...	→ ⓘ
Allstate Quinstreet	\$1,987 Save \$339	\$2,326	\$335	\$388		✓ Credit Run	Visa, Mastercard, Discov...	→ ⓘ
KEMPER Auto INFINITY ITC Turborater	\$2,104 Save \$417	\$2,521	\$294	\$418	\$50		Visa, Mastercard, Amex, ...	→ ⓘ
Safeco Insurance A Liberty Mutual Company Quinstreet	\$2,130 Save \$279	\$2,409	\$391	\$391		✓ Credit Run	Visa, Mastercard, Discov...	→ ⓘ
STILLWATER INSURANCE GROUP ITC Turborater	\$2,153 Save \$203	\$2,356	\$421	\$389			Visa, Mastercard	→ ⓘ
SA SAFEAUTO LeadCloud	\$2,600	\$2,600	\$434	\$433			Visa, Mastercard, Discov...	→ ⓘ
▼ Excluded Carriers (12)								
Liberty Mutual INSURANCE LeadCloud	No match for requested term length							
Nationwide ITC Turborater	No match for requested PIP limit.							
National General ITC Turborater	Will not cover 2021 Mercedes Benz							
BRISTOL WEST INSURANCE GROUP ITC Turborater	No match for requested BI limit and UMBI limit.							
Dairyland	No match for requested UMBI limit.							

Minimized navigation for more vertical space (future update)

Compact form for quick reference and to re-fetch rates if needed

Minimal buttons allow more room for content

DESIGN OUTCOME

Clear, compact, and relevant content

ART
Agency Rating Tool

CE

Carrier | Paid in Full ↓ | Premium | Down | Monthly | Z Fee | Credit | Payment | Insurance Lines

Carrier	Paid in Full	Premium	Down	Monthly	Z Fee	Credit	Payment	Insurance Lines
Clearcover LeadCloud	\$863 Save \$35	\$898	\$148	\$145		✓ Credit Run	Visa, Mastercard, Amex	→ ⓘ
PROGRESSIVE Quinstreet	\$1,128	\$1,128	\$179	\$180		✓ Credit Run	Visa, Mastercard, Prepai...	→ ⓘ
AmWINS SPECIALTY AUTO ITC Turborater	\$1,731 Save \$106	\$1,837	\$298	\$295		✓ Credit Run	Visa, Mastercard, Discov...	→ ⓘ
Allstate Quinstreet	\$1,987 Save \$339	\$2,326	\$335	\$388		✓ Credit Run	Visa, Mastercard, Discov...	→ ⓘ
KEMPER Auto INFINITY ITC Turborater	\$2,104 Save \$417	\$2,521	\$294	\$418	\$50		Visa, Mastercard, Amex, ...	→ ⓘ
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STILLWATER INSURANCE GROUP ITC Turborater	\$2,153 Save \$203	\$2,356	\$421	\$389			Visa, Mastercard	→ ⓘ
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BRISTOL WEST INSURANCE GROUP ITC Turborater	No match for requested BI limit and UMBI limit.							
Dairyland	No match for requested UMBI limit.							

Left sidebar details for Keith Melnick:
Start Date: 5/15/21, Tomorrow
Term: 6 Months
Bodily Injury: \$50k / \$100k
Property Damage: \$50,000
Uninsured / Underinsured Motorist: Bodily Injury \$30k / \$60k, Property Damage 0
Personal Injury Protection: Limit \$10,000
Other Coverages: Medical Payment \$5,000
2021 Mercedes-Benz A-Class: Comp \$500, Collision \$500, Rental Limit \$50 / ..., Towing 0
2006 Honda Civic: Comp None, Collision None, Rental Limit None, Towing 0

Flags highlight carriers with an incentive running

Pricing information shown by paid-in-full and monthly

Savings calculation to help conversation with the customer

Added highly requested info: if a credit check was run, available payment methods, and available insurance lines by carrier

DESIGN OUTCOME

Added visual hierarchy for scannability

The screenshot displays the ART Agency Rating Tool interface. On the left, there is a sidebar with user information for Keith Melnick and various coverage options. The main area is a table of insurance carriers. A pink line highlights the 'Paid in Full' column header and the corresponding values in the table rows. Another pink line highlights the carrier logos. A third pink line points to the compact tags and icons in the right-hand columns. A fourth pink line points to the 'Excluded Carriers' section at the bottom of the table.

Carrier	Paid in Full	Premium	Down	Monthly	7 Fee	Credit	Payment	Insurance Lines
Clearcover LeadCloud	\$863 Save \$35	\$898	\$148	\$145		✓ Credit Run	Visa, Mastercard, Amex	Car
PROGRESSIVE Quinstreet	\$1,128	\$1,128	\$179	\$180		✓ Credit Run	Visa, Mastercard, Prepai...	Car, Home, Office
AmWINS SPECIALTY AUTO ITC Turborater	\$1,731 Save \$106	\$1,837	\$298	\$295		✓ Credit Run	Visa, Mastercard, Discov...	Car
Allstate Quinstreet	\$1,987 Save \$339	\$2,326	\$335	\$388		✓ Credit Run	Visa, Mastercard, Discov...	Car, Home, Office, Umbrella
KEMPER Auto INFINITY ITC Turborater	\$2,104 Save \$417	\$2,521	\$294	\$418	\$50		Visa, Mastercard, Amex	Car
Safeco Insurance A Liberty Mutual Company Quinstreet	\$2,130 Save \$279	\$2,409	\$391	\$391		✓ Credit Run	Visa, Mastercard, Discov...	Car, Home, Office, Motorcycle
STILLWATER INSURANCE GROUP ITC Turborater	\$2,153 Save \$203	\$2,356	\$421	\$389			Visa, Mastercard	Car, Home
SA SAFEAUTO LeadCloud	\$2,600	\$2,600	\$434	\$433			Visa, Mastercard, Discov...	Car
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Dairyland	No match for requested UMBI limit.							

Sorting defaulted to ascending by paid-in-full,

Added carrier logos for scannability

Tags and icons are compact and quickly readable.

Carriers with errors are placed in a separate collapsible section below the main results

Updated styling to match The Zebra's brand, making this tool feel like a TZ tool

LOGICMONITOR ✦ SENIOR PRODUCT DESIGNER ✦ 2020

Improving clarity for IT professionals for an essential yet complex feature.

TEAM

1 Sr. Designer / Researcher (*me*)
1 Junior Designer
1 product manager
4 UI engineers

RESPONSIBILITIES

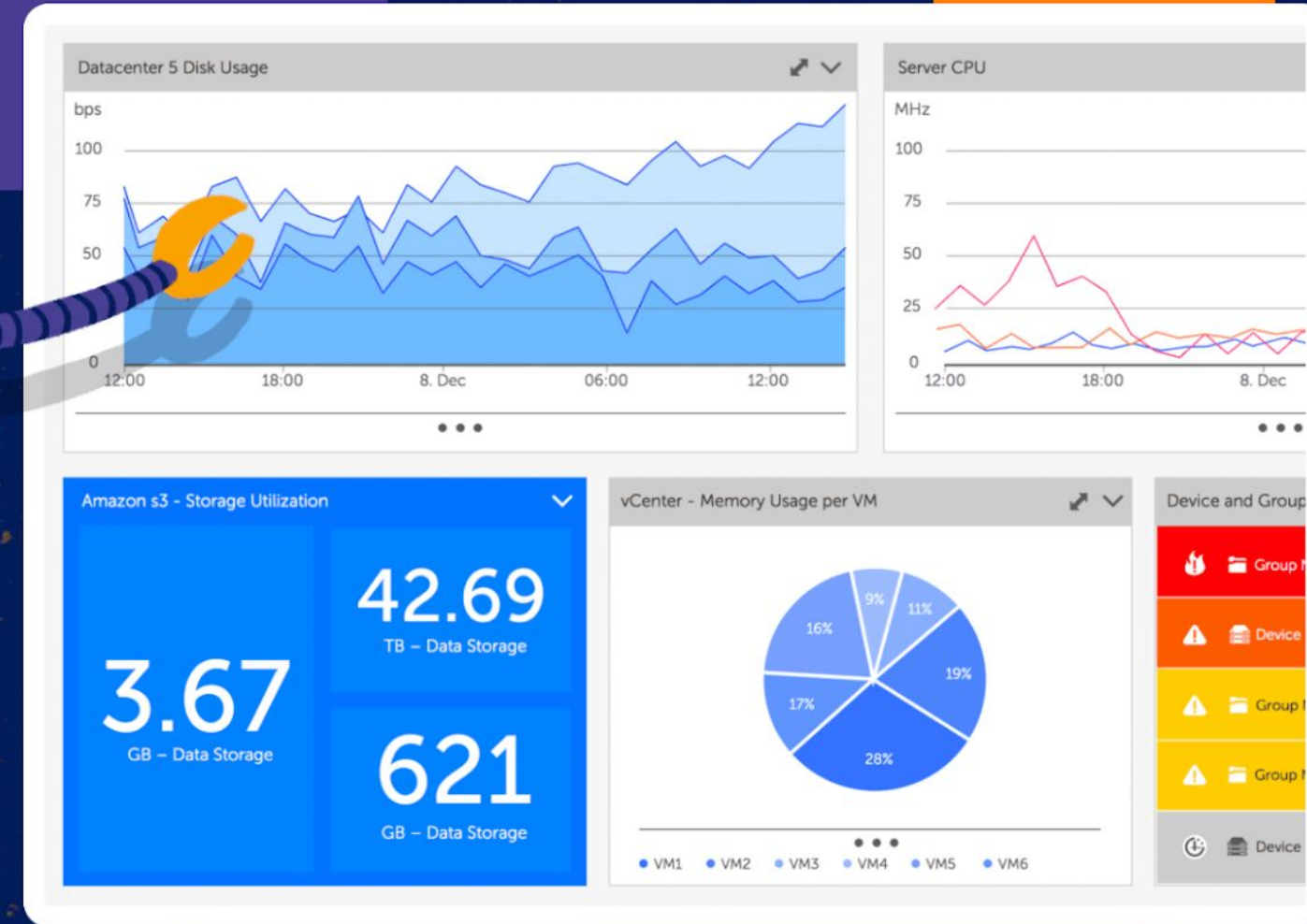
Design ✦ wireframing, high-fi design, prototyping, design system component creation, development handoff, coaching and managing junior designer

Research ✦ research strategy, recruiting, interview scripting, interviewing, findings synthesis

PREFACE

LogicMonitor is a cloud-based IT monitoring platform.

Enterprise in-house IT teams and managed service providers use LogicMonitor to gain visibility into their company's/client's network flow, cloud services, on-premise servers, and more within one unified view.



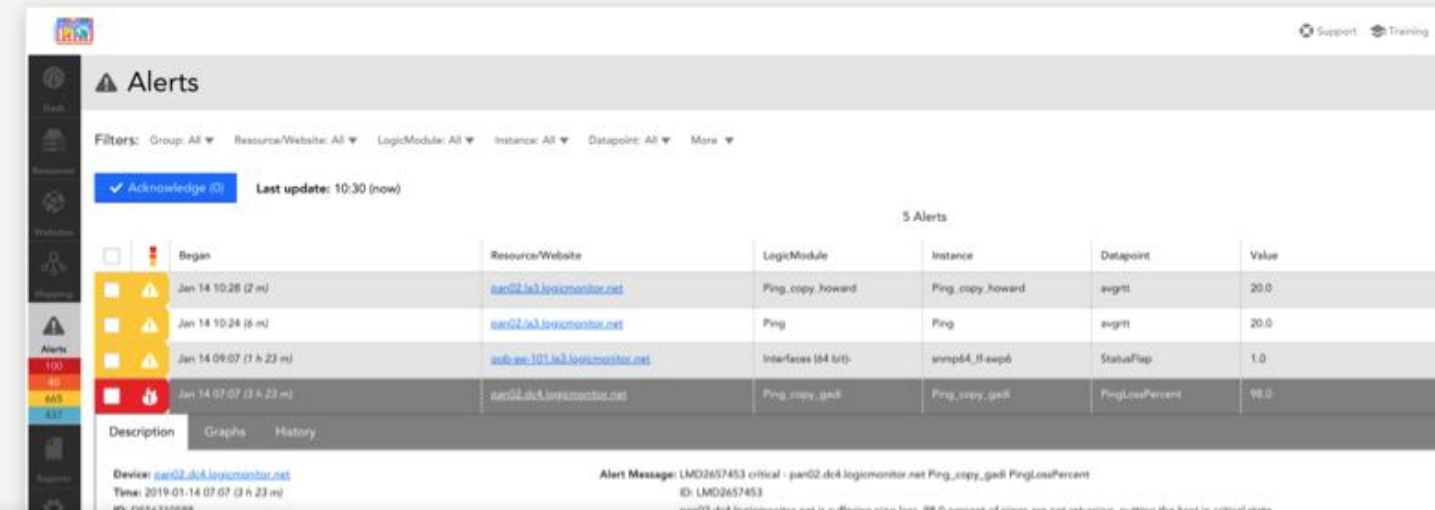
PREFACE

A large UI refresh was underway when I joined.

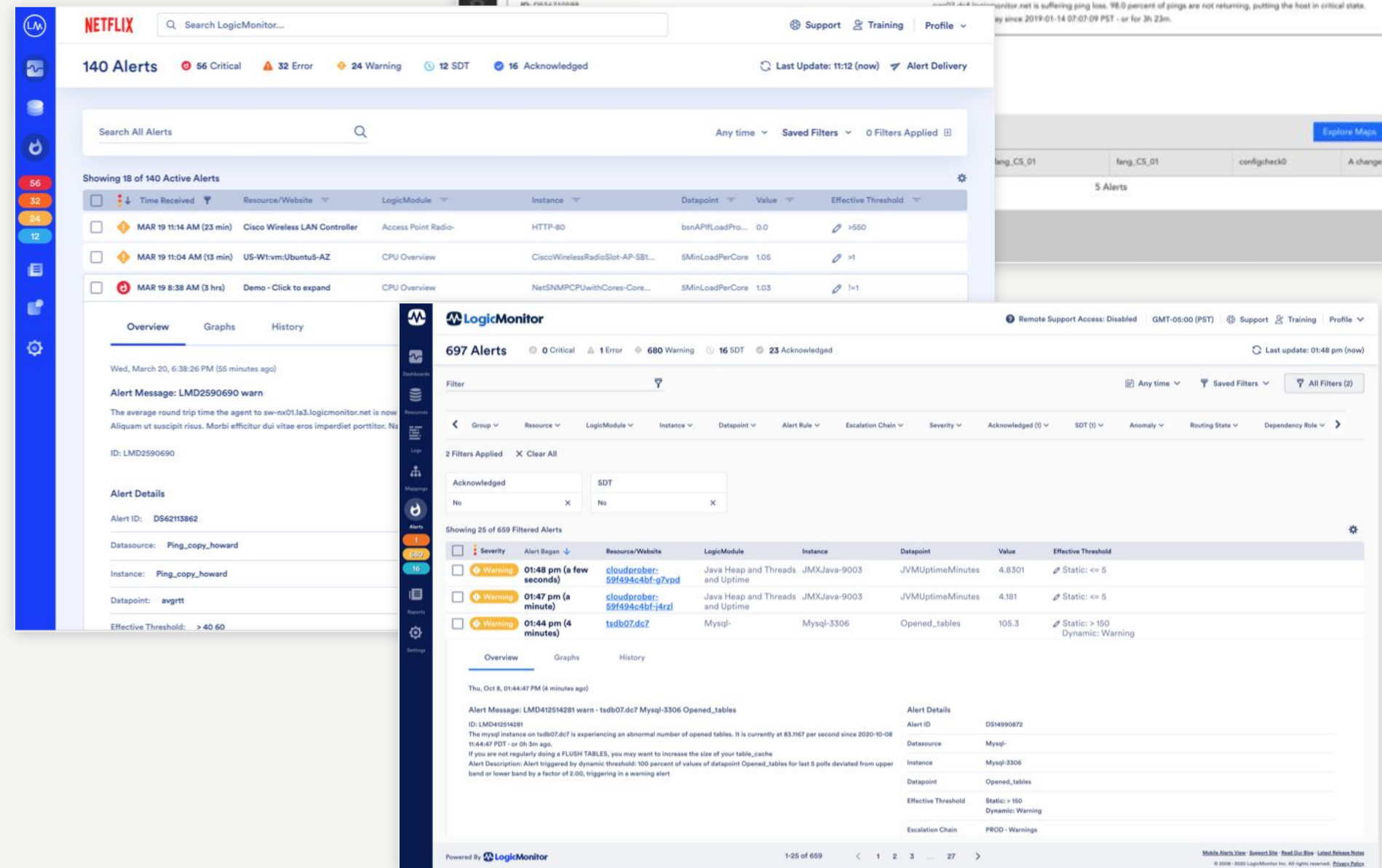
The unappealing aesthetic was a hard sell to new customers with newer competitors entering the market.

LogicMonitor hired an external agency to help update the UI, but the extraneous white space and flashy colors did not go well with IT customers.

Uiv3 - The starting UI version



External agency mockup for Uiv4



Released version of Uiv4 that still had some issues

PROBLEM OUTLINE

Alert tuning within resources needed the most attention.

The screenshot shows the ScenarioLab interface. The top navigation bar includes the ScenarioLab logo, user information (Remote Support Access: Enabled, Support, Training, GMT-08:00 (PST), carolyn.embry@logicmonitor.com), and a search bar. The left sidebar contains navigation options: Resources (Add), Dash, Search, Favorites, Devices, Services, Logs, Websites, Mapping, Alerts (15, 3, 28), Reports, Exchange, and Settings. The main content area is titled 'Collectors' and shows a 'Dynamic Group. Collector device group' with 37 items. The 'Alert Tuning' tab is active, showing a list of collectors with columns for 'Enable', 'Alert', and 'DataSource Name'. The 'CPU Overview' collector is selected, showing a table of 10 items with columns for 'Alert', 'Datapoint', 'Static Threshold', 'Dynamic Threshold', and 'Description'. The table lists various CPU-related metrics and their alert configurations.

Alert	Datapoint	Static Threshold	Dynamic Threshold	Description
<input checked="" type="checkbox"/>	5MinLoadPerCore	Global: (All Day)>1:Warning		
<input checked="" type="checkbox"/>	cores			Number of cores on the system
<input checked="" type="checkbox"/>	CPUBusyPercent	Global: (All Day)>=90:Warning, 98:Error		
<input checked="" type="checkbox"/>	CpuRawIdle			The number of 'ticks' (typically 1/100s) spent idle. On a multi-processor system, the 'ssCpuRaw*' counters are cumulative over all CPUs
<input checked="" type="checkbox"/>	CpuRawSystem			The number of 'ticks' (typically 1/100s) spent processing system-level code. On a multi-processor system, the 'ssCpuRaw*' counters are cumulative over all CPUs, so their sum will typically be N*100 (for N processors).
<input checked="" type="checkbox"/>	CpuRawUser			The number of 'ticks' (typically 1/100s) spent processing user-level code. On a multi-processor system, the 'ssCpuRaw*' counters are cumulative over all CPUs, so their sum will typically be N*100 (for N processors).

Difficult to find datapoints in a long list

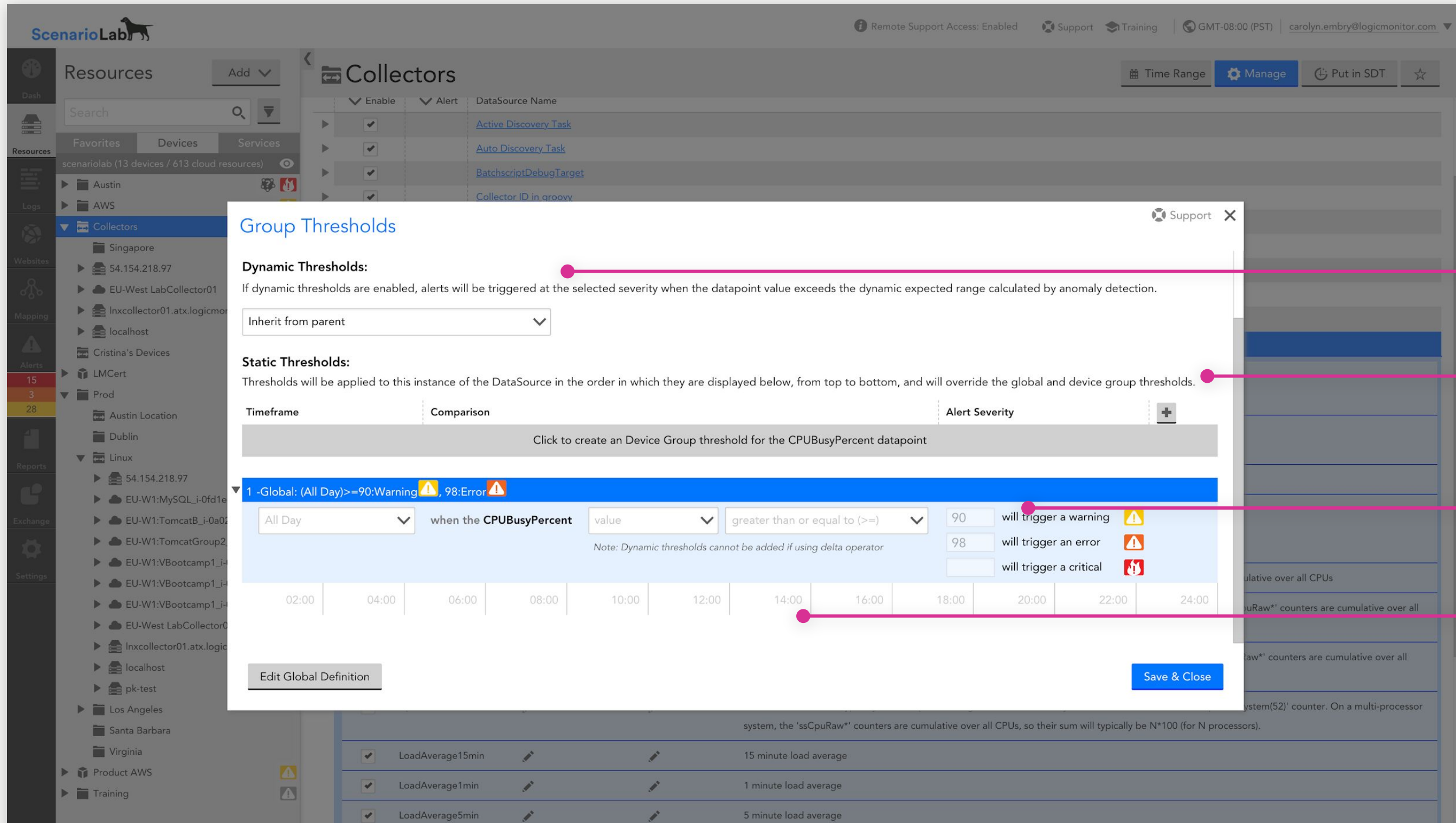
Generally outdated UI style

Nested table hides data unnecessarily

Unclear what the threshold definition is and where it is set

PROBLEM OUTLINE

Along with the threshold editing experience.



Dynamic thresholds are separated

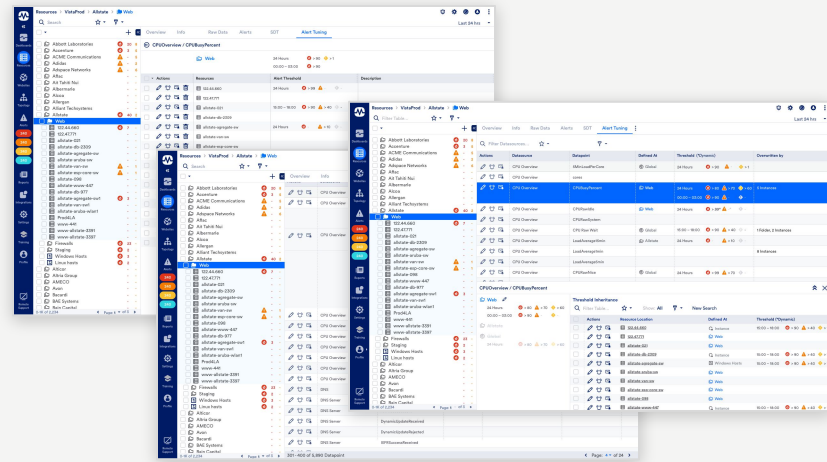
A lot of extra text to explain how to use the UI

Unusual horizontal form field layout

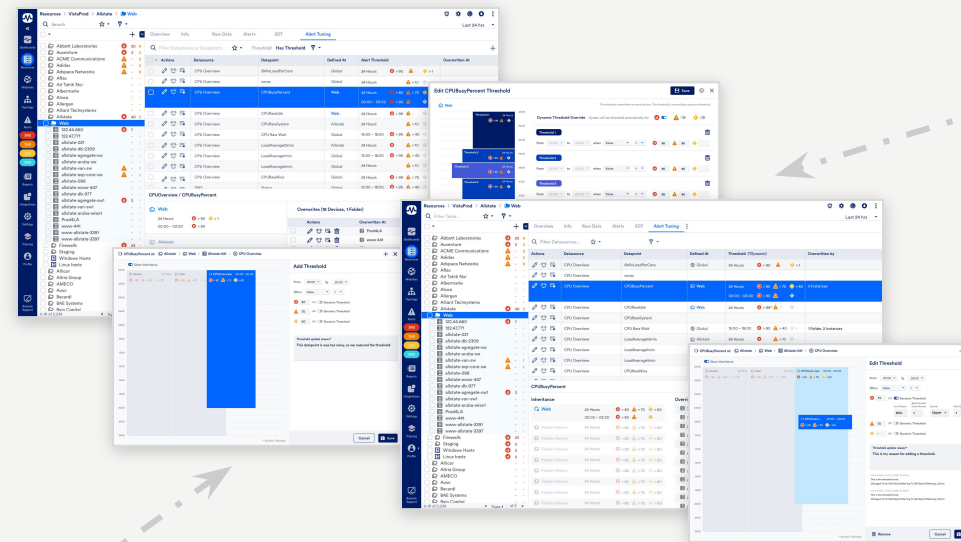
Unclear visual representation of time

THE PROCESS

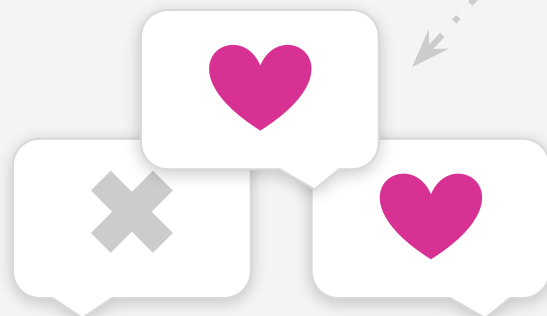
Iterate on the design using customer feedback, until a consolidated direction is reached



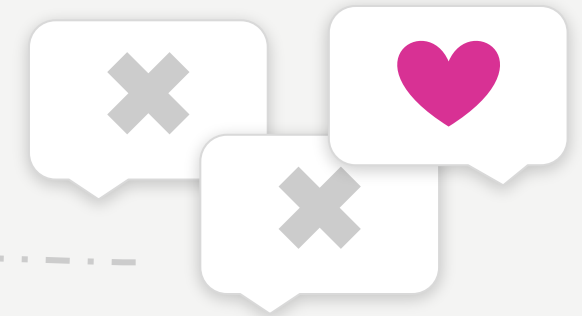
Starting with some initial concepts on the table and details



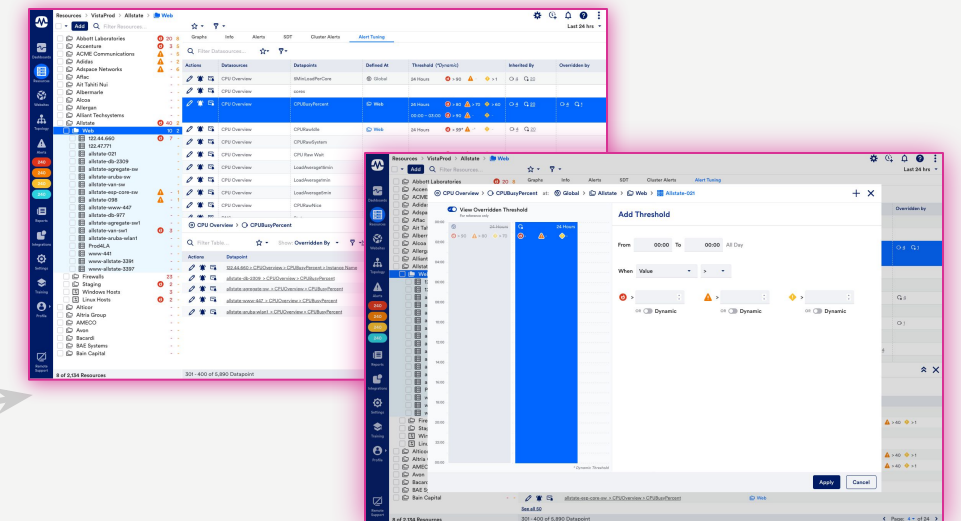
Refining the table interactions and the editing experience



Continue to test with customers until big questions are resolved



Panel proved to be the most clear for secondary information



A Final Direction!

10+ design directions, 30+ research sessions

Detailed and Compact Tables

Resources > VistaProd > Allstate > Web

Filter Resources...

Filter Datasources...

Actions	Datasources	Datapoints	Defined At	Threshold (*Dynamic)	Inherited By	Overridden by
[edit] [bell] [mail]	CPU Overview	5MinLoadPerCore	Global	24 Hours > 90 > 1	4 20	
[edit] [bell] [mail]	CPU Overview	cores				
[edit] [bell] [mail]	CPU Overview	CPUBusyPercent	Web	24 Hours > 80 > 70 > 60 00:00 - 03:00 > 90	4 20	4 1
[edit] [bell] [mail]	CPU Overview	CPURawIdle	Web	24 Hours > 99*	4 20	
[edit] [bell] [mail]	CPU Overview	CPURawSystem				
[edit] [bell] [mail]	CPU Overview	CPU Raw Wait	Global	15:00 - 18:00 > 90 > 40	4 20	4
[edit] [bell] [mail]	CPU Overview	LoadAverage15min	Allstate	24 Hours > 10	4 20	
[edit] [bell] [mail]	CPU Overview	LoadAverage1min				1
[edit] [bell] [mail]	CPU Overview	LoadAverage5min				
[edit] [bell] [mail]	CPU Overview	CPURawNice	Global	24 Hours > 99 > 70	1 2 4	

Secondary table:

Actions	Datapoint	Defined At	Threshold (*Dynamic)
[edit] [bell] [mail]	122.44.660 > CPUOverview > CPUBusyPercent > Instance Name	Instance Name	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [mail]	allstate-db-2309 > CPUOverview > CPUBusyPercent	CPUBusyPercent	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [mail]	allstate-agregate-sw > CPUOverview > CPUBusyPercent	Windows Hosts	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [mail]	allstate-www-447 > CPUOverview > CPUBusyPercent	CPUBusyPercent	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [mail]	allstate-aruba-wlan1 > CPUOverview > CPUBusyPercent	CPUBusyPercent	15:00 - 18:00 > 90 > 40 > 1

Flexible searching to find datapoints faster

Visual display of where and what the threshold is set to

Inheritance and override preview

Secondary table shown as a panel instead of expanding in place

Flexible Panel Pattern

Actions	Datasources	Datapoints	Defined At	Inherited by	Overridden by
[edit] [bell] [mail]	CPU Overview	5MinLoadPerCore	Global	24 Hours	> 90 > 1
[edit] [bell] [mail]	CPU Overview	cores			
[edit] [bell] [mail]	CPU Overview	CPUBusyPercent	Web	24 Hours	> 80 > 70 > 60
[edit] [bell] [mail]	CPU Overview	CPURawIdle	Web	24 Hours	> 99* > 90 > 90
[edit] [bell] [mail]	CPU Overview	CPURawSystem			
[edit] [bell] [mail]	CPU Overview	CPU Raw Wait	Global	15:00 - 18:00	> 90 > 40
[edit] [bell] [mail]	CPU Overview	LoadAverage15min	Allstate	24 Hours	> 10
[edit] [bell] [mail]	CPU Overview	LoadAverage1min			
[edit] [bell] [mail]	CPU Overview	LoadAverage5min			
[edit] [bell] [mail]	CPU Overview	CPURawNice	Global	24 Hours	> 99 > 70

Actions	Datapoint	Defined At	Threshold (*Dynamic)
[edit] [bell] [mail]	122.44.660 > CPUOverview > CPUBusyPercent > Instance Name	Instance Name	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [mail]	allstate-db-2309 > CPUOverview > CPUBusyPercent	CPUBusyPercent	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [mail]	allstate-agregate-sw > CPUOverview > CPUBusyPercent	Windows Hosts	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [mail]	allstate-www-447 > CPUOverview > CPUBusyPercent	CPUBusyPercent	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [mail]	allstate-aruba-wlan1 > CPUOverview > CPUBusyPercent	CPUBusyPercent	15:00 - 18:00 > 90 > 40 > 1

Consistent selected row style

Reiterate selected datapoint

Interaction to expand if needed.

Inheritance details in panel to give more context

Consistent display of defined at and threshold definition

Threshold Inheritance Explained

The screenshot displays a monitoring dashboard with a table of alert configurations. The table has columns for Actions, Datasources, Datapoints, Defined At, Threshold (*Dynamic), Inherited By, and Overridden by. A modal window is open, showing the configuration for a specific datapoint, with a new 'Inherited By' column highlighted in blue. The modal also shows threshold settings for related objects.

Actions	Datasources	Datapoints	Defined At	Threshold (*Dynamic)	Inherited By	Overridden by
[edit] [bell] [envelope]	CPU Overview	5MinLoadPerCore	Global	24 Hours > 90 > 1	Global	
[edit] [bell] [envelope]	CPU Overview	cores				
[edit] [bell] [envelope]	CPU Overview	CPUBusyPercent	Web	24 Hours > 80 > 70 > 60 > 90 > 00:00 - 03:00 > 90 > 1	Web	Web
[edit] [bell] [envelope]	CPU Overview	CPURawIdle	Web	24 Hours > 33 > 1	Web	
[edit] [bell] [envelope]	CPU Overview	CPURawSystem				
[edit] [bell] [envelope]	CPU Overview	CPU Raw Wait	Global	15:00 - 18:00 > 90 > 40 > 1	Global	Global
[edit] [bell] [envelope]	CPU Overview	LoadAverage15min	Allstate	24 Hours > 10 > 1	Allstate	Allstate
[edit] [bell] [envelope]	CPU Overview	LoadAverage1min				1
[edit] [bell] [envelope]	CPU Overview	LoadAverage5min				
[edit] [bell] [envelope]	CPU Overview	CPURawNice	Global	24 Hours > 99 > 70 > 1	Global	Global

Actions	Datapoint	Defined At	Threshold (*Dynamic)
[edit] [bell] [envelope]	122.44.660 > CPUOverview > CPUBusyPercent > Instance_Name	Instance_Name	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [envelope]	allstate-db-2309 > CPUOverview > CPUBusyPercent	CPUBusyPercent	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [envelope]	allstate-aggregate-sw > CPUOverview > CPUBusyPercent	Windows Hosts	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [envelope]	allstate-www-447 > CPUOverview > CPUBusyPercent	CPUBusyPercent	15:00 - 18:00 > 90 > 40 > 1
[edit] [bell] [envelope]	allstate-aruba-wlan1 > CPUOverview > CPUBusyPercent	CPUBusyPercent	15:00 - 18:00 > 90 > 40 > 1

New column to show inheritance by default

When defined on current object, highlight in same "selected" color

New panel to show threshold setting for related objects.

Threshold Inheritance Explained

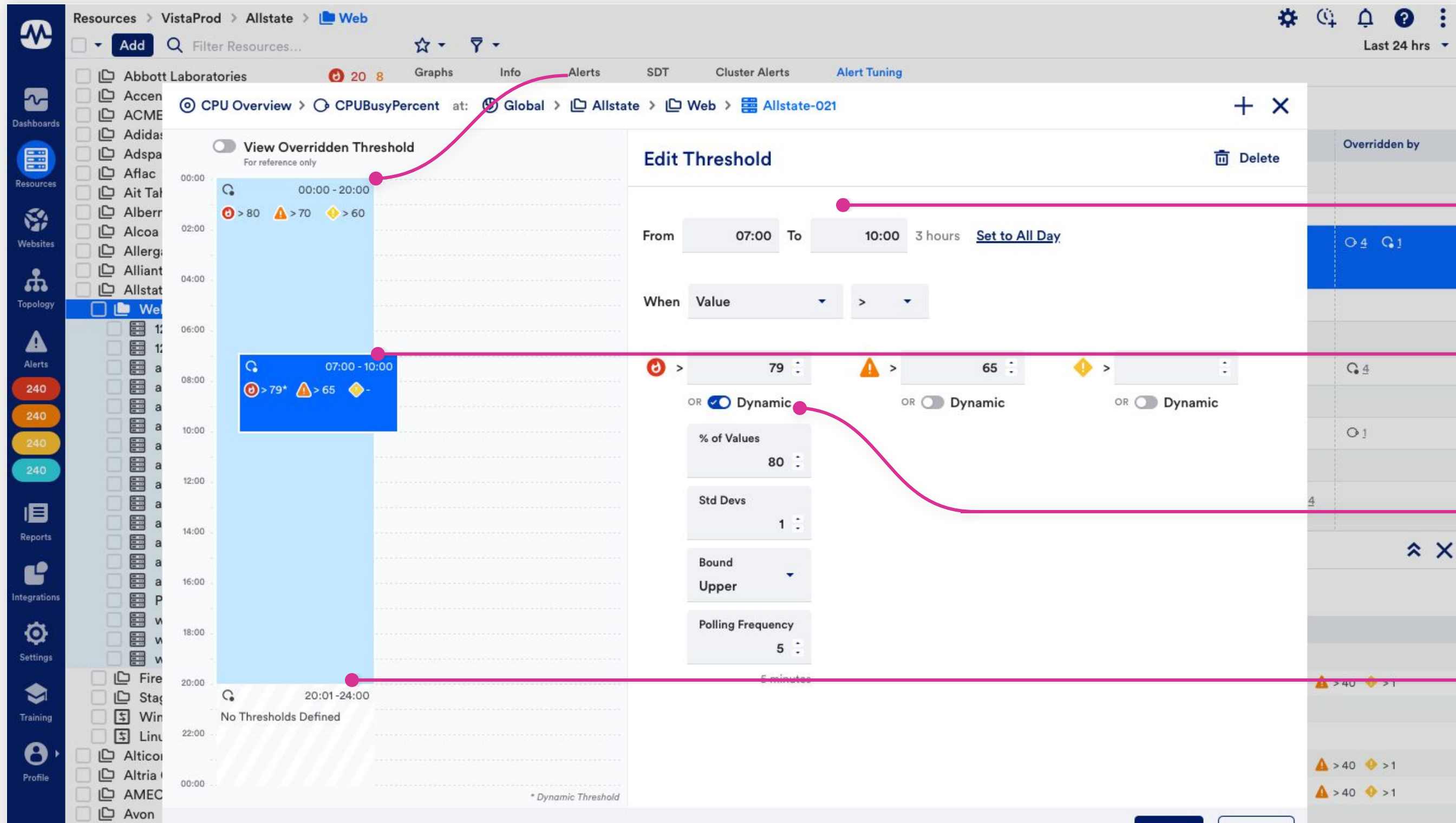
The screenshot displays a monitoring interface with a left-hand navigation pane containing categories like Resources, Dashboards, Alerts, and Reports. The main area shows a resource tree for 'Allstate > Web' with various hosts and their associated CPU Overview datapoints. A graph titled 'View Overridden Threshold' shows CPU usage over a 24-hour period. An 'Add Threshold' dialog box is open, showing configuration options for a threshold. The dialog includes a 'When' section with 'Value' and '>' operators, and three 'Dynamic' options that are greyed out. Annotations with red lines point to the object path 'Global > Allstate > Web > Allstate-02', the 'View Overridden Threshold' option, and the greyed-out 'Dynamic' options.

Reiterate object path to clarify where threshold is set

Option to view overridden threshold for clarity

Visual greyed out to show it's not active

Clearer Timeline Visual and Threshold Editing



Visual shown vertically like a calendar day

Allows for more room to show and explain how each form field works

Time, level, and threshold information shown without editing.

Dynamic threshold added per alert value for clarity

Clearly show where a threshold is not defined

GREEN MOUNTAIN ENERGY at ACCENTURE ✦ SENIOR UX DESIGNER ✦ 2019

Optimizing energy plan information to help visitors make the best decision.

TEAM

1 UX Designer (*me*)
1 UX Researcher
1 Project Manager
1 Front-End Engineer
+ Client Team (*marketing director, project manager, front-end engineer*)

RESPONSIBILITIES

Workshop hosting and synthesis, journey map creation, wireframing, high-fi design, prototyping, design validation user testing, development handoff,

THE PROBLEM

Difficult to scan, difficult to use

Deciding between different energy plans comes down to a few factors for residential energy buyers. The original plans page design doesn't clearly show off those factors for visitors to quickly make a decision.

lacks introduction

unclear organization method

no information hierarchy

distracting information

confusing mobile layout

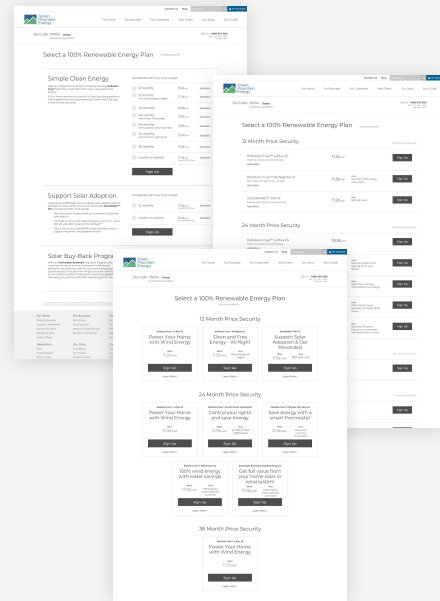
The screenshot shows the Green Mountain Energy website's 'SHOP FOR ELECTRICITY' page. The page features a navigation bar with links for 'HOME', 'FOR HOME', 'SHOP FOR ELECTRICITY', and 'ONCOR'. Below the navigation, there is a 'ZIP CODE: Oncor Change' field and a 'Compare' button. A table of energy plans is displayed, with columns for 'Products', 'Product Content*', 'Contract Term', 'Cancellation Fee', and 'Special Offer'. The table lists several plans, including 'Pollution Free™ e-Plus 12', 'Pollution Free™ e-Plus 24', 'Pollution Free™ e-Plus 36', 'All Nighter 12', and '4 with Smart Lighting Kit'. Each plan includes a 'Check to Compare' checkbox, a '100% Wind' icon, and a price per kWh. The page also includes a 'Call Us: 1-866-301-3120 Hours: Mon-Fri - 7am-10pm | Sat - 9am-5pm' and a 'Ver planes en español' link. Annotations with red lines point to various elements on the page, highlighting usability issues.

Products	Product Content*	Contract Term	Cancellation Fee	Special Offer
Pollution Free™ e-Plus 12 See Product Details <input type="checkbox"/> Check to Compare	100% Wind	12 Month Price Security	\$150	
Pollution Free™ e-Plus 24 See Product Details <input type="checkbox"/> Check to Compare	100% Wind	24 Month Price Security	\$200	
Pollution Free™ e-Plus 36 See Product Details <input type="checkbox"/> Check to Compare	100% Wind	36 Month Price Security	\$250	
All Nighter 12 See Product Details <input type="checkbox"/> Check to Compare	100% Wind	12 Month Price Security	\$150	Get 100% renewable energy for FREE every night. ?
4 with Smart Lighting Kit See Product Details <input type="checkbox"/> Check to Compare	100% Wind	24 Month Price Security	\$200	Receive a smart light kit for your home. ?
Pollution Free™ e-Plus 12 See Product <input type="checkbox"/> Check to Compare	100% Wind	12 Month	12.3¢ per kWh	\$100 gif ?

THE PROCESS

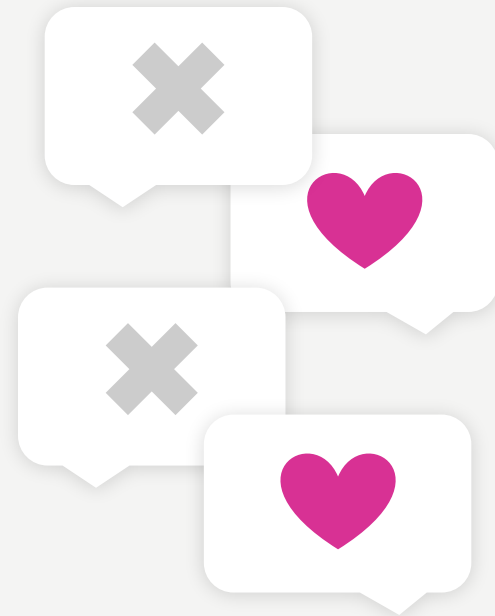
Iterative design with consistent feedback

WIREFRAMES



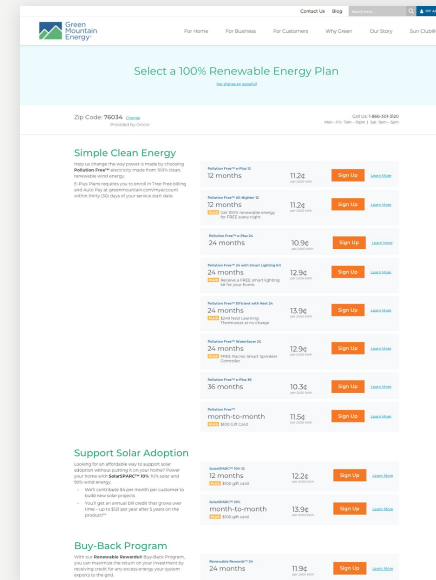
Created three initial directions, including different organization and display methods.

USER TEST



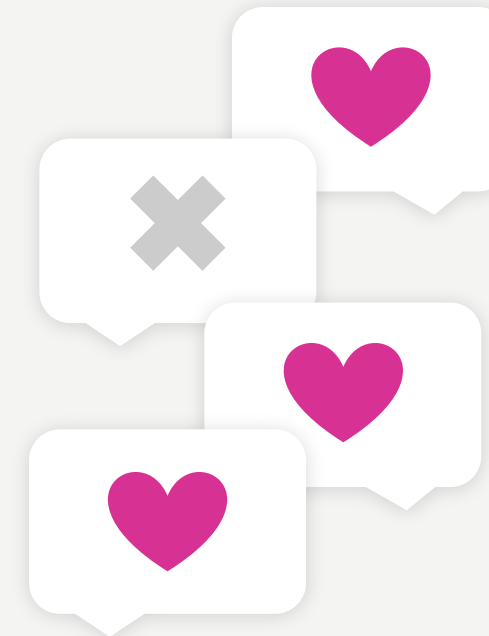
Asked users to explain what worked and what didn't in each design.

HI-FI DESIGN



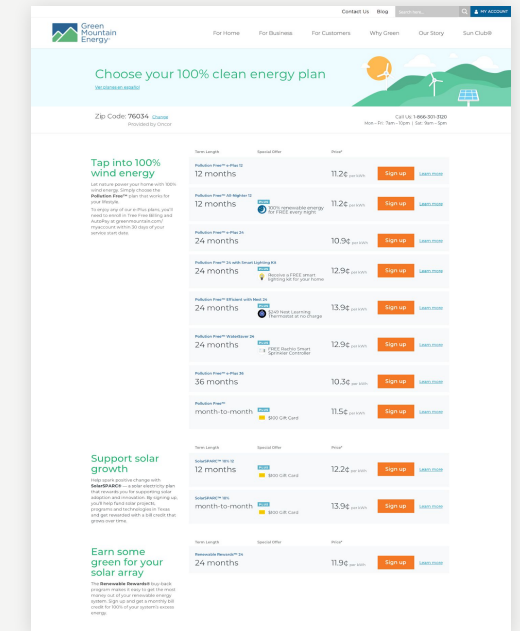
Used the winning elements from the user test and added some brand color and copy.

USER TEST



Asked users to explain what works in the new and current design.

READY TO A/B TEST!



Some small tweaks were made and we're ready to test this design on real traffic!

THE SOLUTION

Emphasize the most useful information

Each plan prominently displays only the essential information -- term, special offers and pricing -- while de-emphasizing distracting information.

subtle product name

focus on term and price

remove distractions

Green Mountain Energy

Contact Us Blog Search here... MY ACCOUNT

For Home For Business For Customers Why Green Our Story Sun Club®

Choose your 100% clean energy plan

[Ver planes en español](#)

Zip Code: 76034 [Change](#)
Oncor Service Area

Call Us: 1-866-301-3120
Mon - Fri: 7am - 10pm | Sat: 9am - 5pm

Tap into 100% wind energy

Let nature power your home with 100% wind energy. Simply choose the **Pollution Free™** plan that works for your lifestyle.

To enjoy any of our e-Plus plans, you'll need to enroll in Tree Free Billing and AutoPay at [greenmountain.com/myaccount](#) within 30 days of your service start date.

Term Length	Special Offer	Price*
Pollution Free™ e-Plus 12 12 months		11.2¢ per kWh
Pollution Free™ All-Nighter 12 12 months	PLUS 100% renewable energy for FREE every night	11.2¢ per kWh
Pollution Free™ e-Plus 24 24 months		10.9¢ per kWh
Pollution Free™ 24 with Smart Lighting Kit 24 months	PLUS Receive a FREE smart lighting kit for your home	12.9¢ per kWh
Pollution Free™ Efficient with Nest 24 24 months	PLUS \$249 Nest Learning Thermostat at no charge	13.9¢ per kWh
Pollution Free™ WaterSaver 24 24 months	PLUS FREE Rachio Smart Sprinkler Controller	12.9¢ per kWh
Pollution Free™ e-Plus 36 36 months		10.3¢ per kWh
Pollution Free™ month-to-month	PLUS \$100 Gift Card	11.5¢ per kWh

Support solar growth

Help spark positive change with **SolarSPARC®** — a solar electricity plan that rewards you for supporting solar adoption and innovation. By signing up, you'll help fund solar projects, programs and technologies in Texas and get rewarded with a bill credit that grows over time.

Term Length	Special Offer	Price*
SolarSPARC™ 10% 12 12 months	PLUS \$100 Gift Card	12.2¢ per kWh
SolarSPARC™ 10% month-to-month	PLUS \$100 Gift Card	13.9¢ per kWh

THE SOLUTION

Visually reinforce the brand benefits.

Adding in more imagery and large headlines communicates the environmental value prop without overwhelming the page.

illustrative hero



Contact Us Blog For Home For Business For Customers Why Gre

Choose your 100% clean energy plan

[Ver planes en español](#)



catchy headlines

Tap into 100% wind energy

Let nature power your home with 100% wind energy. Simply choose the **Pollution Free™** plan that works for your lifestyle.

To enjoy any of our e-Plus plans, you'll need to enroll in Tree Free Billing and AutoPay at [greenmountain.com/myaccount](#) within 30 days of your service start date.

supporting images

Term Length	Special Offer	Price*
Pollution Free™ e-Plus 12 12 months		11.2¢ per kWh
Pollution Free™ All-Night ² 12 months	PLUS 100% renewable energy for FREE every n	11.2¢ per kWh
Pollution Free™ e-Plus 24 24 months		10.9¢ per kWh
Pollution Free™ 24 with Smart Lighting Kit 24 months	PLUS Receive a FREE smart lighting kit for your home	12.9¢ per kWh
Pollution Free™ Efficient with Nest 24 24 months	PLUS \$249 Nest Learning Thermostat at no charge	13.9¢ per kWh
Pollution Free™ WaterSaver 24 24 months	PLUS FREE Rachio Smart Sprinkler Controller	12.9¢ per kWh

THE SOLUTION

Describe unique plan differences.

Organizing the page by product type and adding headlines and supporting copy for each, helped visitors understand their options at a glance.

visually break each section

highlight offers

describe the the product on the page.

Support solar growth

Help spark positive change with **SolarSPARC®** — a solar electricity plan that rewards you for supporting solar adoption and innovation. By signing up, you'll help fund solar projects, programs and technologies in Texas and get rewarded with a bill credit that grows over time.

Earn some green for your solar array

The **Renewable Rewards®** buy-back program makes it easy to get the most money out of your renewable energy system. Sign up and get a monthly bill credit for 100% of your system's excess energy.

*Average Price Per kWh, inclusive of the Monthly Service Charge and assuming usage of 2,000 kWh per month. For additional information regarding product content please see the Contract Documents on the Product Details page for the product you select. Price shown is for new customers only.

24 months	PLUS \$249 Nest Learning Thermostat at no charge	13.9¢ per kWh	Sign Up
Pollution Free™ WaterSaver 24 24 months	PLUS FREE Rachio Smart Sprinkler Controller	12.9¢ per kWh	Sign Up
Pollution Free™ e-Plus 36 36 months		10.3¢ per kWh	Sign Up
Pollution Free™ month-to-month	PLUS \$100 Gift Card	11.5¢ per kWh	Sign Up

Term Length	Special Offer	Price*	
SolarSPARC™ 10% 12 12 months	PLUS \$100 Gift Card	12.2¢ per kWh	Sign Up
SolarSPARC™ 10% month-to-month	PLUS \$100 Gift Card	13.9¢ per kWh	Sign Up

Term Length	Special Offer	Price*	
Renewable Rewards™ 24 24 months		11.9¢ per kWh	Sign Up

For Home

- Shop for Electricity
- Customer Testimonials
- Markets We Serve

For Business

- Get a Quote
- Small Business
- Medium & Large Business

For Customers

- My Account Log-In
- Contact Us
- Frequently Asked Questions

Follow us on the



THE RESULTS

Quantitative success on desktop

DETAIL PAGE VIEWS

+13.3%

@99% Confidence

percentage of non-customer visitors on a mobile device who viewed a product detail page

ENROLLMENT FORM VIEWS

+3.04%

@98% Confidence

percentage of non-customer visitors on a mobile device who viewed a product detail page

ENROLLMENT COMPLETIONS

+5.38%

@58% Confidence

percentage of non-customer visitors on a mobile device who viewed a product detail page

THE SOLUTION

Don't forget about mobile.

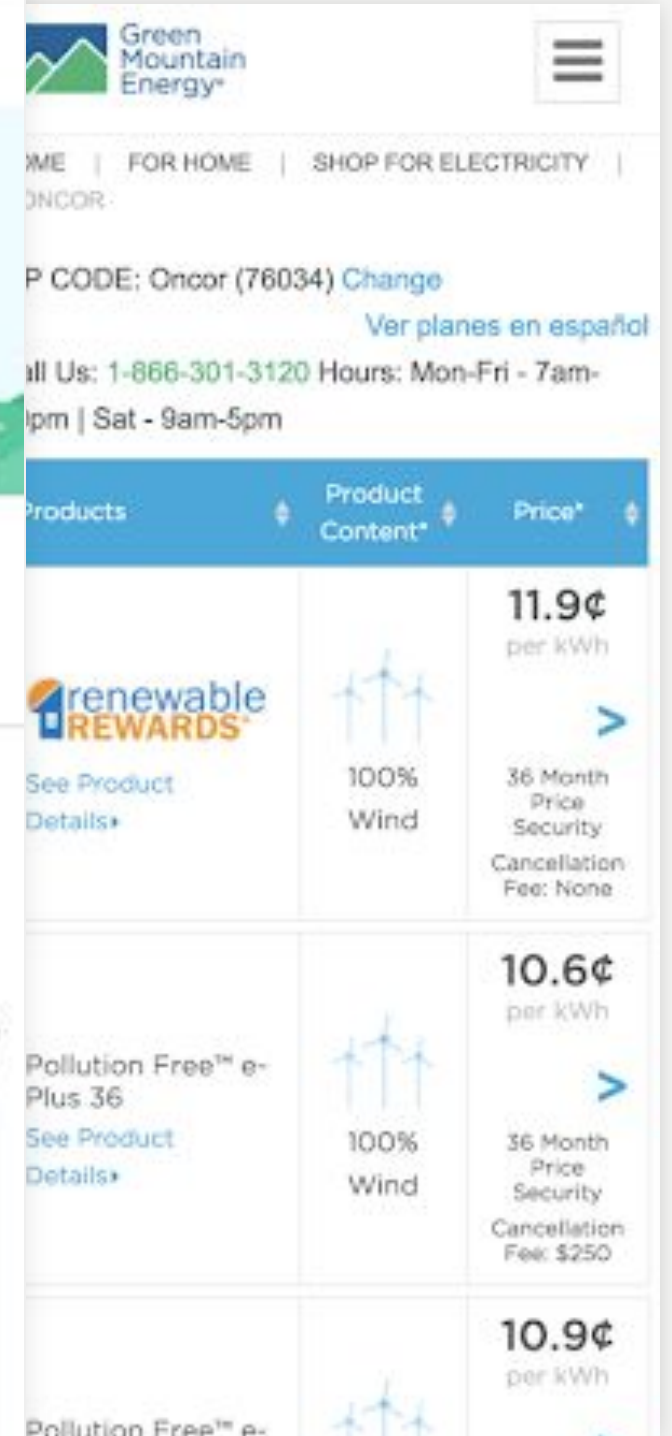
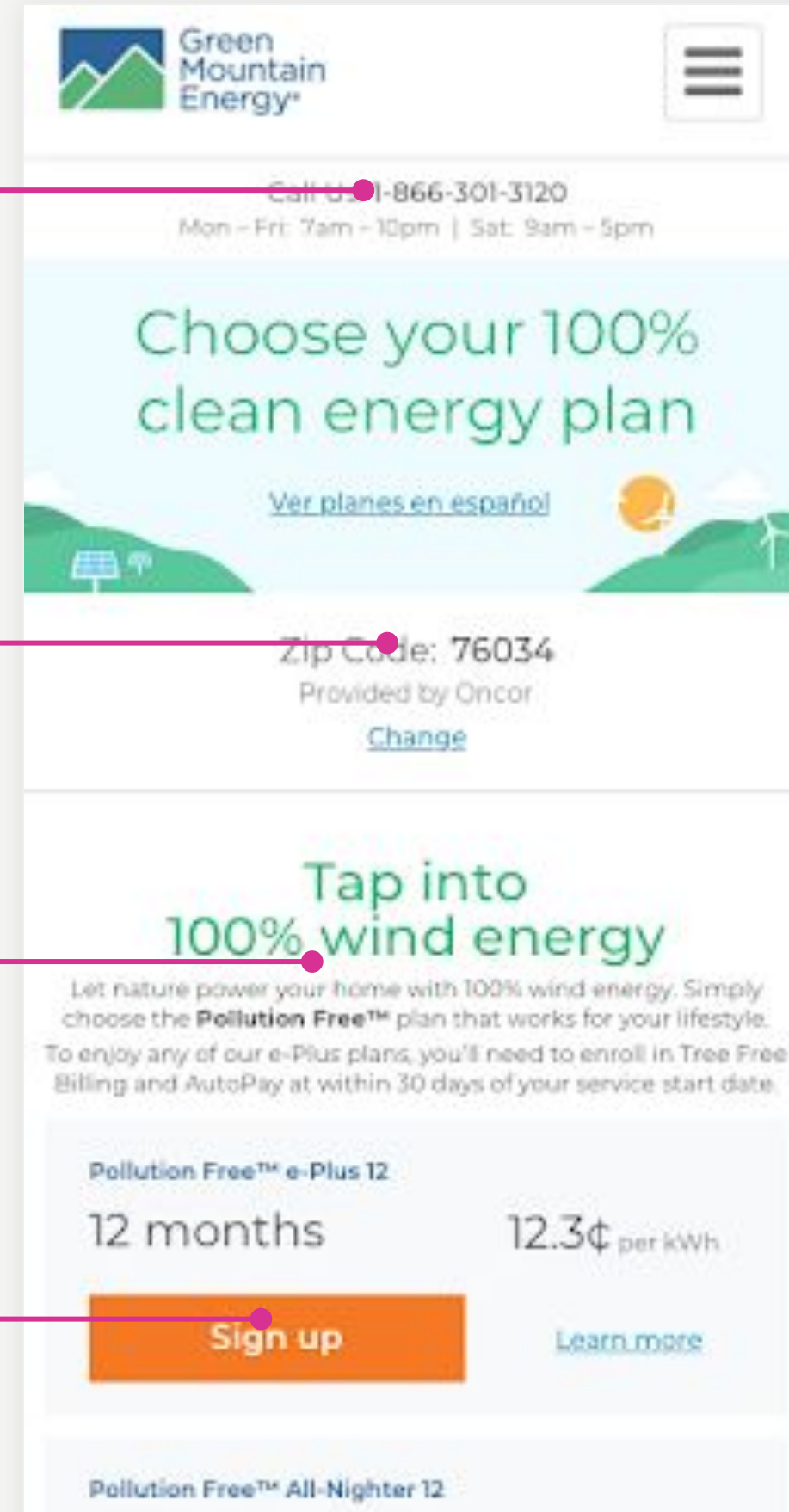
The mobile product chart also had room for improvement. The original design lacked hierarchy, easily tappable and understandable CTAs, and it had a completely different flow from desktop.

clear customer support

reiterate zip code

clear organization

actionable buttons



THE RESULTS

A huge success on mobile also

DETAIL PAGE VIEWS

+27.2%

@99% Confidence

percentage of non-customer visitors on a mobile device who viewed a product detail page

ENROLLMENT FORM VIEWS

+42.7%

@99% Confidence

percentage of non-customer visitors on a mobile device who viewed a product detail page

ENROLLMENT COMPLETIONS

+49.3%

@99% Confidence

percentage of non-customer visitors on a mobile device who viewed a product detail page