

Dianne Davis

Interaction Design · Information Architecture · User Testing

I help companies make sites and products easy to use. I am an empathetic designer who is able to tune in to users' needs *and* business goals.

As a freelance user experience consultant for the past 14 years I have been fortunate to have worked with companies of varying sizes, working locally in Toronto as well as at a distance for U.S. based companies on short and long-term contracts. My clients are from a variety of industries and include Fortune 500 companies as well as small startups and everything in between. *I am as comfortable working in complicated domains with very intricate workflows as I am on consumer websites.*

Selected Projects

Advertising, News & Telecommunications

UX design for online ad management platform · BURST! Media

Developed the information architecture/UX design for BURST! Media's online ad management platform. The platform enables the centralised management of advertising operations, such as sales, campaign management, reconciliation and billing, across networks of publisher websites. The project required that I merge five Windows programs into a single new online application. To understand the complicated ad management processes, I conducted task analyses with each of the eight user groups, ascertaining their workflows as well as the metrics and information vital to their roles. I then created the information architecture/UX design for the application, removing extraneous data and layering it so that pertinent information was immediately accessible with a minimum number of clicks. I worked with the Boston based company on this project for two years while based in Toronto.

User testing of the Bell Enterprise site · Bell Canada

Conducted two rounds of user tests with IT Managers and Directors with the current site as well as alternative prototype pages. I also conducted an extensive card-sorting exercise with participants. The results were documented in an extensive report and a revised landing page was designed. (Contracted by Design Strategy)

National online newspaper usability tests · Globe & Mail

Conducted one-on-one user tests of home page prototypes with members of the general public. (Contracted by Bell User Experience)

Bell Mobility eCare & 'My Bell' prototype user tests · Bell Canada

Conducted user tests of prototypes with Bell customers. (Contracted by Design Strategy)

Automotive

UX design for redesign of automotive website · Lexus Canada

Developed the information architecture/UX design for the redesign of Lexus.ca. *After redesign the site jumped 20 places to 1st place in the J.D. Power and Associates Manufacturer Website Evaluation.* (Contracted by Devlin eBusiness Architects)

Revised architecture for dealer website · Nissan Canada

Conducted a needs analysis with Nissan dealers of the existing dealer website and database application. Created a revised information architecture and home page design based on the needs analysis. (Contracted by The Marketing Store)

Revised information architecture for vehicle pages · GMCCanada

Conducted user testing of vehicle pages. Created a revised information architecture for all the vehicle pages in GMCCanada.com based on analyses of user testing findings. (Contracted by MacLaren McCann Interactive)

UX design for new car buyers site · GMCCanada

Defined use cases and created the user interface architecture for the 'First New Car Buyer's' site. (Contracted by MacLaren McCann Interactive)

Education

Information architecture/interaction design for new educational site · Marble Media

Created the information architecture/interaction design for the educational site, 'Rastafari and Reggae'.

Educational site user tests · TVOntario

Tested the 'Time Trackers' website with students ages 6-8. The final revised version of the site won a Gemini award for 'Best Interactive Website'. This is one of over a dozen website usability tests that I have conducted for TVOKids with children ranging from 4 to 14.

User testing of hospital virtual tour · Hospital for Sick Children

Conducted one-on-one user tests with patients and caregivers to evaluate the usability of the 'Virtual Tour', an interactive tour of the operating room.

Online educational game user tests · Metta Communciations

Conducted usability testing of 'Goosefun', an educational website for children 6-10.

Shipping & Traffic Management

Information design for traffic website · Maptuit Corp

Conducted an expert usability review of the Virginia Department of Transportation '511' website. Analyzed findings and provided interface design for the display of traffic and weather.

Shipping website iterative testing · Canada Post

Iterative testing of Canada Post's 'Ship and Click' online application consisting of an expert review, recommendations for changes, and user testing of the revised site with members of the general public.

Revised interface for traffic management system · Ontario Ministry of Transportation

Provided a revised interface design for key screens of the "Next Generation Compass Software" used in traffic operations centres to monitor highway traffic. (Contracted by Human Factors North and IBI)

User testing of U.S. shipping website · Federal Express

Planned and conducted a usability evaluation with end-users of the FedEx.com website. (Contracted by Quarry Integrated Communications)

Consumer & E-Commerce

Heuristic evaluation and user testing of web-based health information rating site

Conducted usability testing of MedCIRCLE (Collaboration for Internet Rating, Certification, Labelling and Evaluation of Health Information), a web-based health information rating site, with health care consumers (Contracted by Centre for Global e-Health Innovation)

User testing of online automobile purchase site · GMCanada

Conducted a usability evaluation of 'The Buy Centre', an online automobile purchasing centre, with members of the general public. (Contracted by MacLaren McCann Interactive)

E-Commerce site user test · BASF

Conducted usability testing of 'BodyShop Mall', an e-commerce website with automotive shop owners. (Contracted by Devlin eBusiness Architects)

Hospital consumer website evaluation · Hospital Report Research Collaborative

Conducted a usability evaluation of the 'Hospital Report Consumer' Website with members of the general public.

Medical

UX design for drug information on mobile devices · Ontario Ministry of Health & Long Term Care

Designed the information architecture for the 'Ontario Drug Program' for display on mobile devices for use by physicians and pharmacists.

Information architecture for research facility site · Hospital for Sick Children

Acted as project manager and interface designer for the development of the Toronto Centre for Phenogenomics website and six sub-sites.

Testing of medical resources on mobile devices · Bell University Labs

Conducted a usability evaluation of evidence-based medicine resources on mobile devices with general internists, residents, and family physicians.

Medical ambulatory referral system user test · Hospital for Sick Children

Iterative testing of the Hospital for Sick Children's Ambulatory Referral Management System consisting of an expert review, recommendations for changes, and user testing of the revised application with hospital clerks, nurses and physicians culminating in extensive interface design guidelines.

Industry/Work

UX design for facility management site · SNC Lavalin

Created the interaction design for a new facility management site for all Bell employees across Canada,. Designed the wireframes describing the workflow, content, and layout for the microsite. (Contracted by Bell User Experience)

Human resources system evaluation · Hospital for Sick Children

Conducted a usability evaluation of the Hospital for Sick Children's human resources system with physicians, human resources staff and administrators.

Collaborative usability inspection of online recruiter site · Jobshark

Conducted a collaborative usability inspection of an online recruiter website (www.jobshark.com) in preparation for a site redesign. Site registration increased 54% to 97% on the basis of usability recommendations. (Contracted by MacLaren McCann Interactive)

Interface design for performance diagnostics software · Quest Software Inc.

Designed the user interface of 'PerformaSure™' for Sitraka Software (now Quest Software), which assists end-users investigating java code performance problems. Design needed to represent and allow users to navigate large volumes of time-based data, revealing the cause of the performance problem. (Contracted by Design Strategy)

My Positions

President & Principal Consultant – Fishbone Interactive (1997 – present)

Senior Usability Specialist, MacLaren McCann Interactive (1999 – 2001)

Research Officer, TVOntario (1989-1996)

My Education

M.Eng – Human Factors and Information Systems (University of Toronto)

M.A. – Educational Technology (Concordia University)

BFA – Photography, with distinction (OCAD University)

BSc – Psychology (University of Toronto)

Professional Affiliations

Interaction Design Association (IXDA)
Information Architecture Institute (IAI)
Usability Professionals' Association (UPA)

Tools

Omnigraffle, Axure, PowerPoint
Photoshop, Visio, HTML, InDesign