

JAMES DOY

Additional work 2025

For more, please visit: www.jamesdoy.com



Identity manager software

A redesign and integration of new features for internal software used for managing a customers identity within Sky

Discovery:

- What features do users want
- What could we improve UX/UI wise
- How can we improve the software UX but avoid alienating the current users who use the software every day and know how it works.

Research:

- Talk to users (customer service agents) about what they would like to see changed in the software as well as what they like currently and what features would be useful.
- Test prototypes with users and gain feedback to influence designs.

Deliverables:

- New designs and flows for all functions.
- A design system that future designers and developers can work from.

Phase 1

The initial phase of this project was to update the UI of the management tool to bring the design up to date. No changes were made to the functionality.

A prototype was created in Axure RP and tested with customer service agents (our end users) to ensure any minor changes that were made were understood and posed no barrier.

This version was able to be implemented very quickly and we were able to build out a component library from it to use in phase 2.

Old version

Sky id

Search

CSR Passwords

Customer Details

Alternative email available for self service reset

ID&V

No Account available for ID&V.

Please advise the customer to Self-Serve, or Sign up again

If further support needed refer to One Help for next steps

Account Status

☒ Active

☐ Inactive

Change Status

Login Details

Username

GLASSTESTERNOSPORT

Email Alias

largeglassnosport@mailinator.com

Verified

true

Credential Reset

Personal Details

Title

Please Select

First Name

Glass

Last Name

Tester No Sport

Date of Birth

Display Name

Phone Number

Contact Email

largeglassnosport@mailinator.com

Remove Emails

Account Details

Manage Household

Profile Id

151226114

NSProfile Id

8f27525c-ab64-4f4e-a1ae-33b2ea3441c9

User Type

guest

Party Id

Billing Account Number

Authorised

false

Services

skygo

T&C's Accepted

19-09-2023

Global Access

false

SkyGo CST Tool

[CST Tool](#)

Sky Marketing

Sky Marketing

☐

Tailored Advertisement

☐

Phase 1 UI update

[Search](#)
[Feedback](#)
[Help](#)

Simon Surname >

Customer details EDS complete

[Account notifications](#)

ID&V

[ID&V notification](#)

IDM ID&V code

Enhanced Data Security

The customer must pass Enhanced Data Security before high risk changes can be made to their account.

SkyID account status

[SkyID account status notifications](#)

☒ Active

☐ Inactive

Login details

[Login notifications](#)

Last name	Email alias	Sky.com email	Verified
J.R.W./J.W.	j.r.w@sky.com	j.r.w@sky.com	Yes

[Reset credentials](#)

Two-step verification for Sky Yahoo! mail

The customer has two-step verification enabled for Sky/Yahoo! mail.

Mobile number: 01234 567890 Date of birth: 01/01/1980

[Manage two-step verification](#)

Personal details

[Personal details notifications](#)

First Name: Mr [text] Last Name: Joes [text]

Date of Birth: 01/01/1980 Phone Number: 01234 567890

Display Name: JJ Smith Contact Email: j.j.smith@sky.com

[Remove email](#)

Sky marketing

[Sky Marketing notifications](#)

☐ Sky Marketing

☒ Tailored Advertising

Account details

Profile ID 12345678	NS Profile ID ns12345678 ns12345678 ns12345678
Primary profile ID 12345678	User Type Prisoner
Party ID 12345678	Billing Account Number 123456789012345
Addressed N/A	

[Manage Household](#)

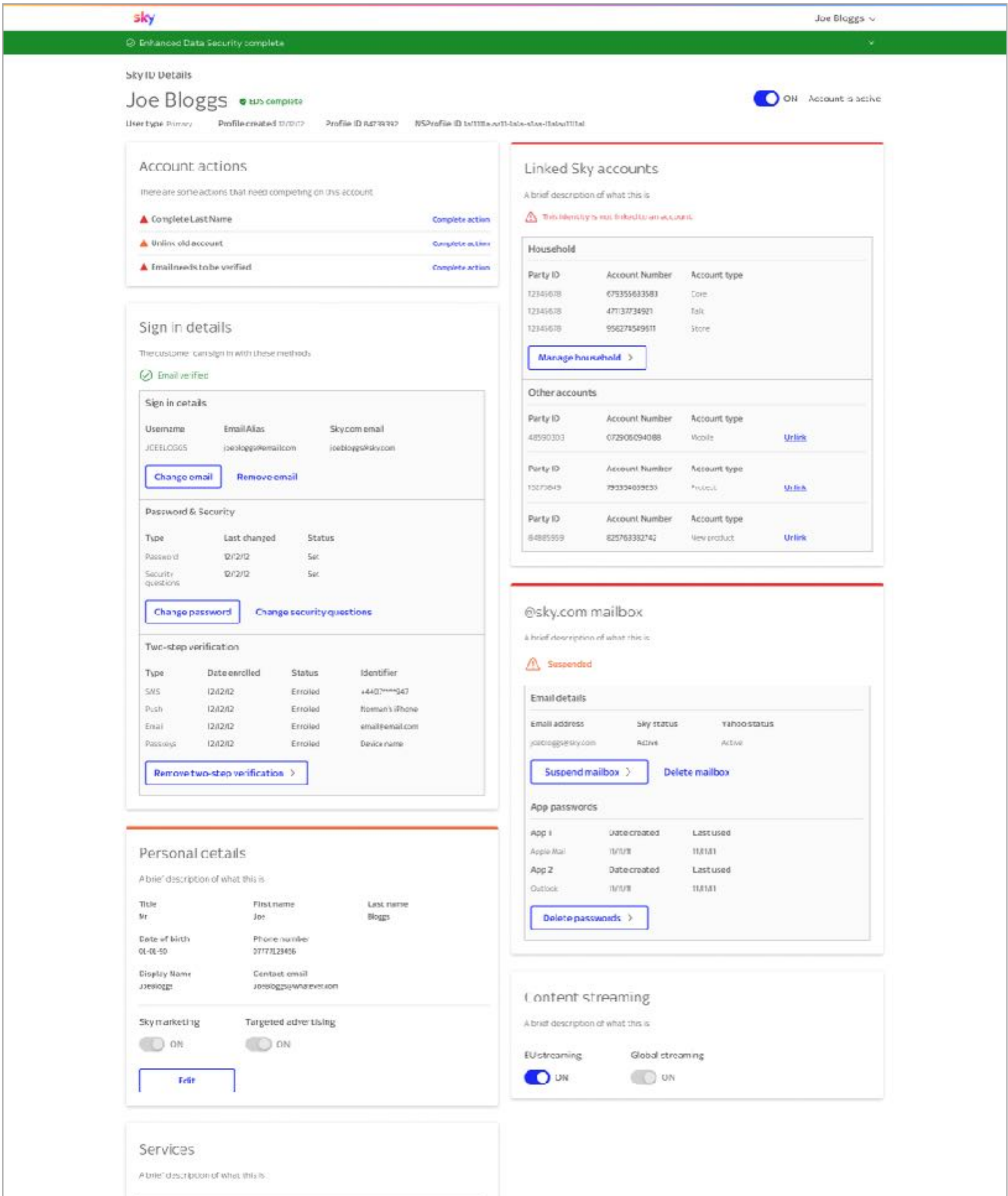
Services

Sky ID	Global Access	Sky Go GET Tool
Tec's Accepted		

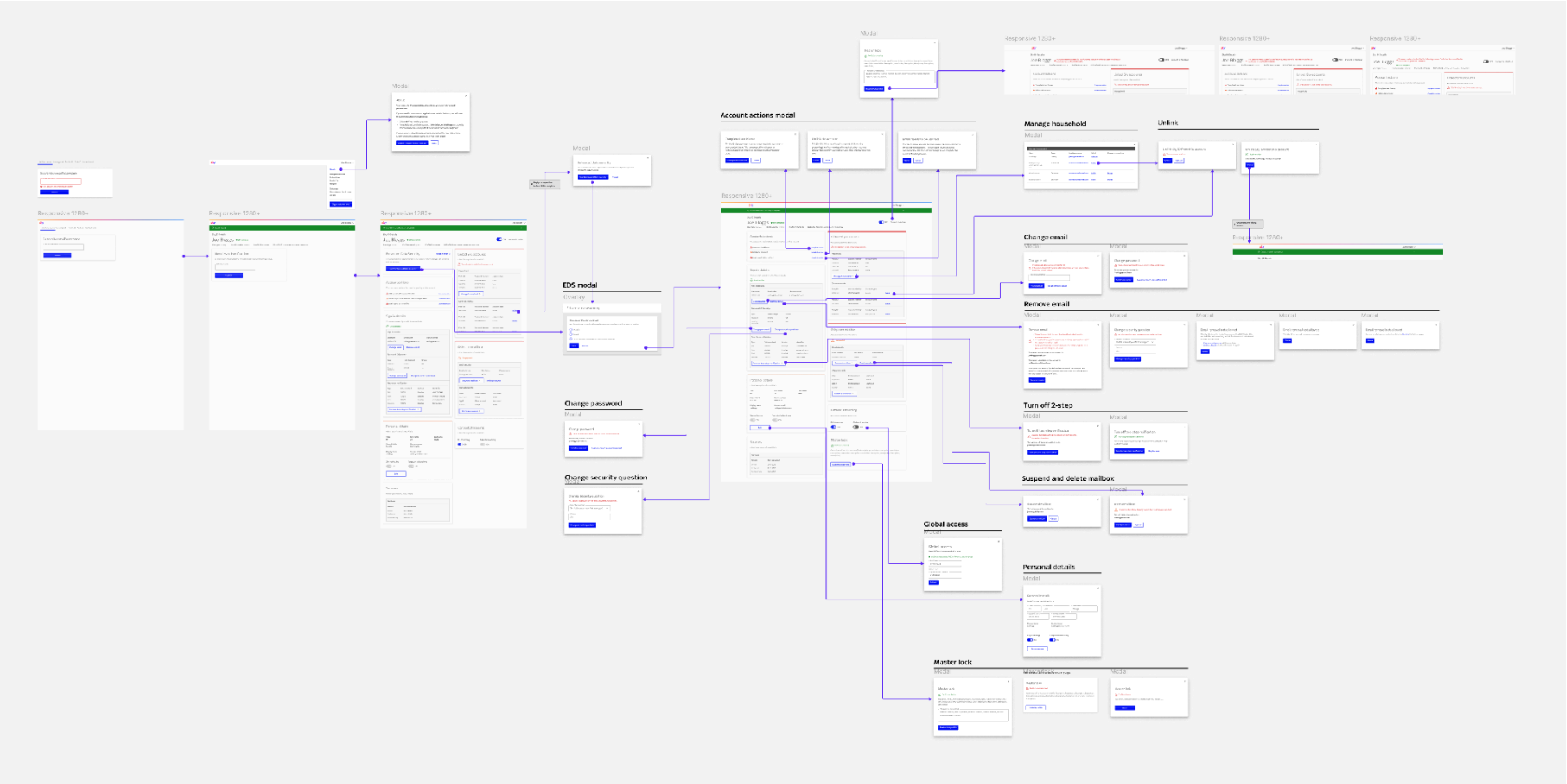
Phase 2

Phase 2 would incorporate new features and refine the UX of existing features. Testing was critical in this stage to avoid making the wrong changes. A user needed to be able to use the software immediately without any extra training. We did 3 rounds of in-person testing and worked closely with the customer service teams to produce a new design that satisfied everyone's needs.

Full redesign with new features added



Full Flows



MVP version

The project ended up being scaled back as budgets were moved to more critical projects and development resources were shifted. I came up with a solution to move the existing designs over to the newer UI using only 4 CSS changes. This would allow more time for the developers to make at least some of the UX changes I proposed. My contract ended so I’m unsure if that happened unfortunately.

Phase 2 UI update

sky

SearchMailbox deletionGlobal account

Simon Surname

Customer details

EDS complete

Account notifications

ID&V

ID&V notifications

IDM ID&V code

Submit

Enhanced Data Security

The customer must pass Enhanced Data Security before high risk changes can be made to their account.

Start Enhanced Data Security

SkyID account status

SkyID account status notifications

Active

Inactive

Change status

Login details

Login notifications

Username

JOBL0015

Email Alias

joelogg@email.com

sky.com email

joelogg@sky.com

Verified

True

Reset credentials

Two-step verification for Sky Yahoo mail

The customer has two-step verification enabled for Sky Yahoo mail.

Mobile number

+48777723456

Date of enrollment

13-11-2024

Manage two-step verification

Personal details

Personal details notifications

Title

Mr

First name

Joe

Last name

Bloggs

Date of birth

01-01-1990

Phone number

0777723456

Display Name

joelogg

Contact Email

joelogg@email.com

Remove emails

Sky marketing

Sky Marketing notifications

Sky Marketing

Tailored Advertising

Save changes

Account details

Profile ID

12345678

NSProfile ID

1418114-043-1418114-041418111145

Primary profile ID

12345679

User Type

Primary

PartyID

12345678

Billing Account Number

123456789012345

Authorised

True



- Changes
- Add Sky UI shadow-1 to component box
 - 24px padding around content
 - Corner-radius 4 on box
 - Sky UI Display-5-Regular font for heading



Phase 2 UI update

sky

SearchMailbox deletionGlobal account

Simon Surname

Customer details

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PartyID

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Billing Account Number

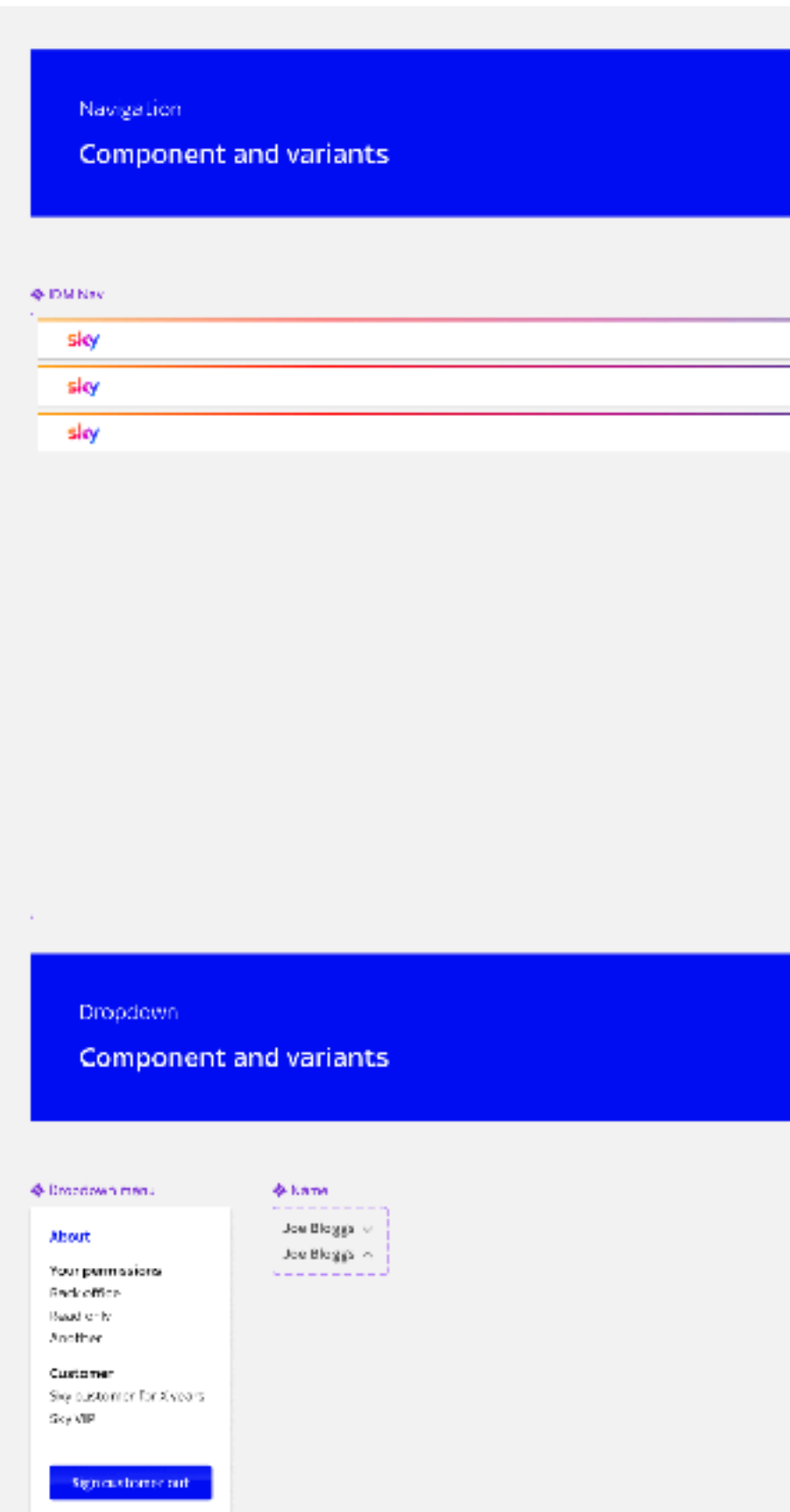
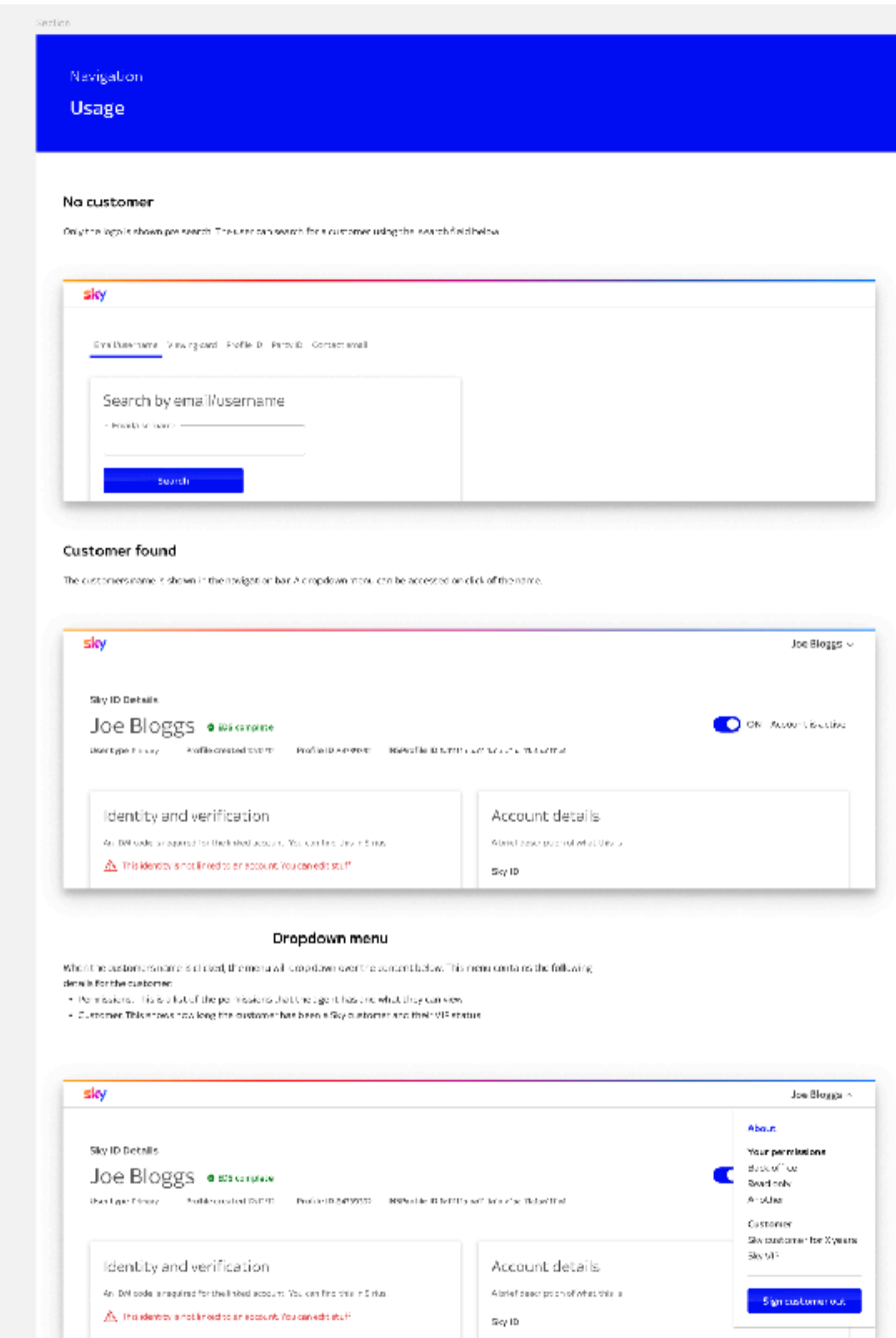
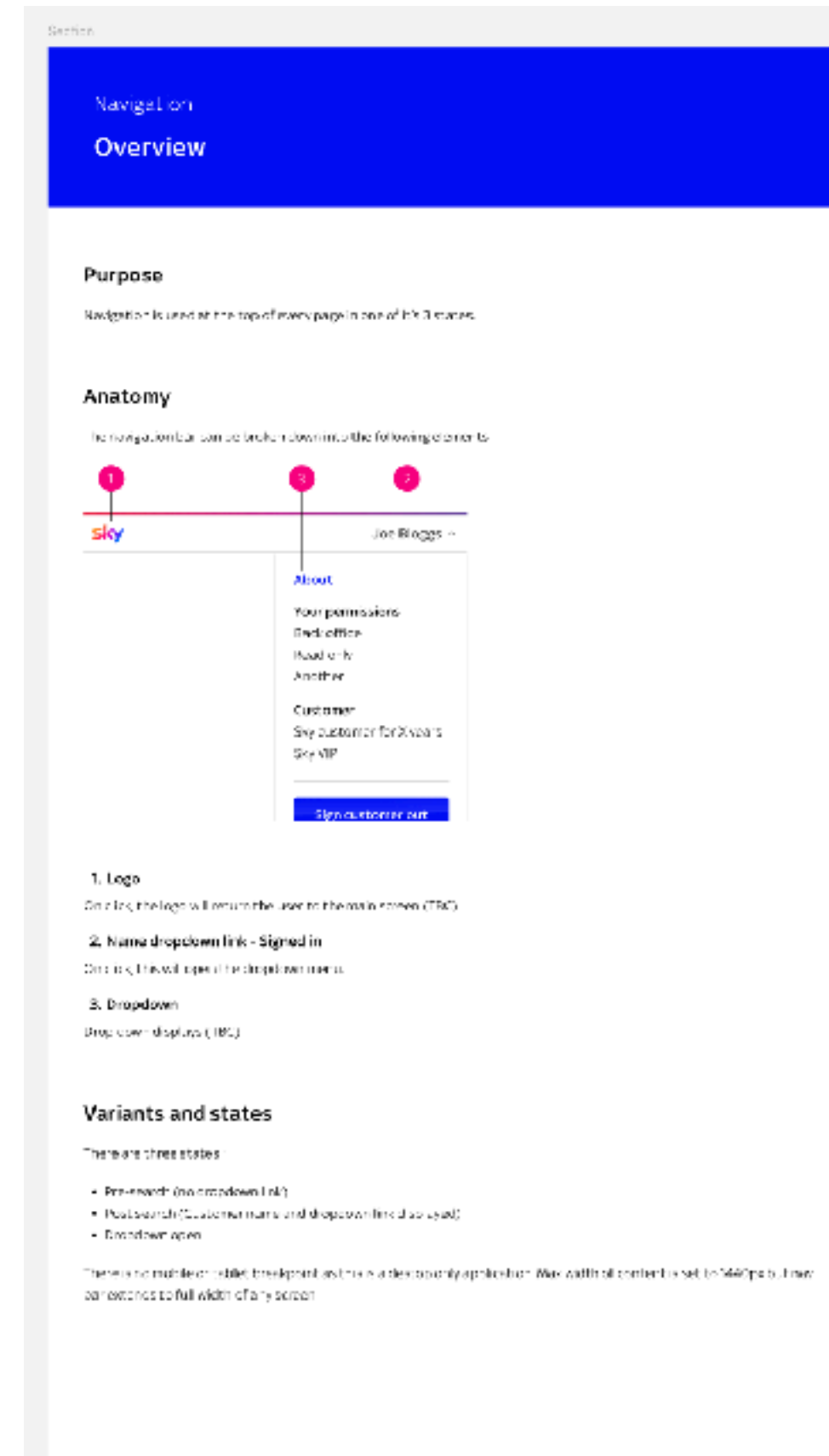
123456789012345

Authorised

True

Design system

A full design system with documentation was built out in Figma so the project could be handed over to future designers and developers





Cross platform single sign on solution

Initial stages of discovery, research and client presentation for a cross platform, single sign on solution

Discovery:

- What are others doing?
- Who is doing it well?
- What's going to be possible with the tech available?

Research:

- Workshopping with stakeholders from different Sky apps and services
- Prototyping and lab testing with Sky customers in Sky's in-house research lab in Leeds
- Guerrilla testing with Sky employees

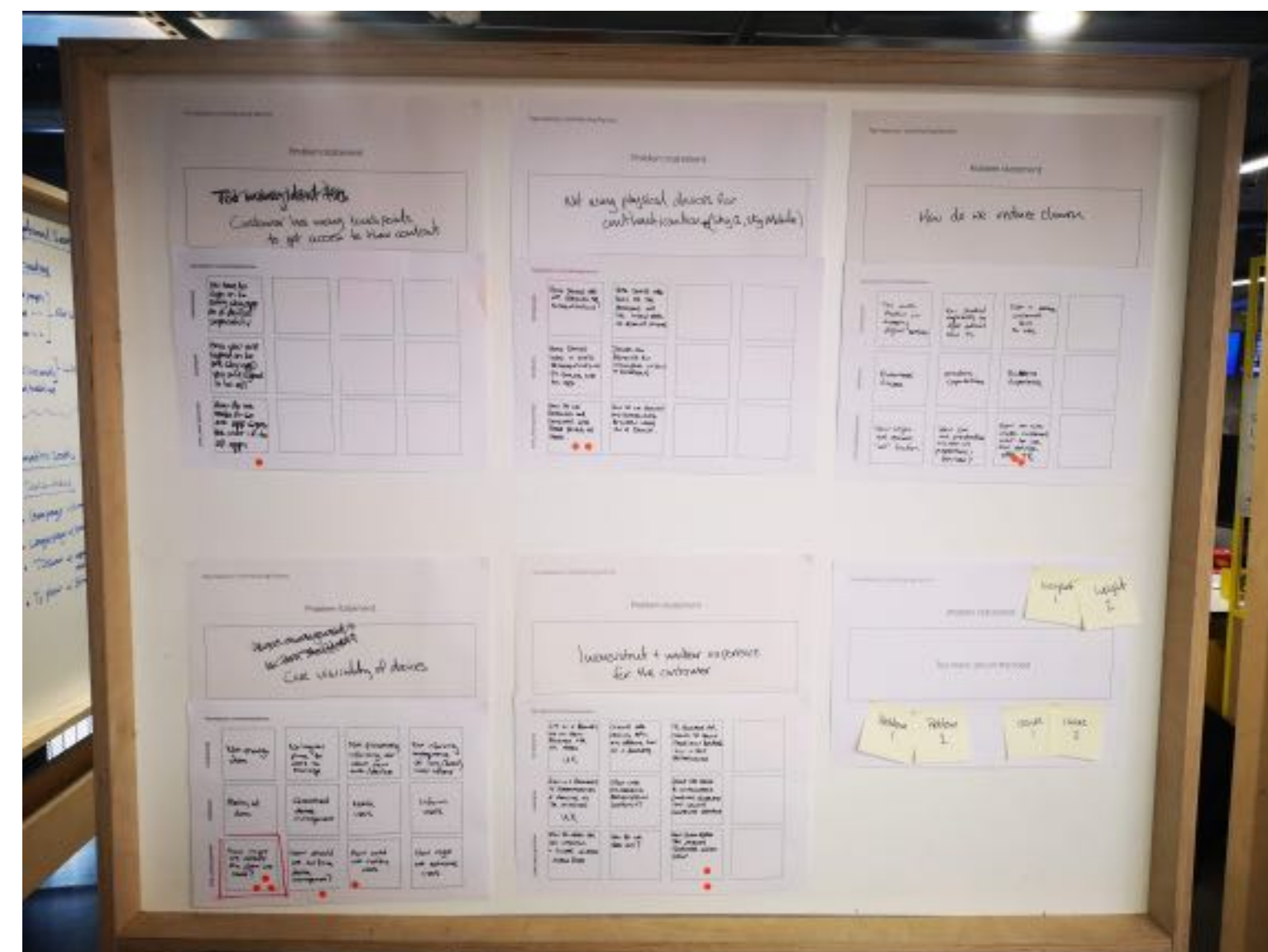
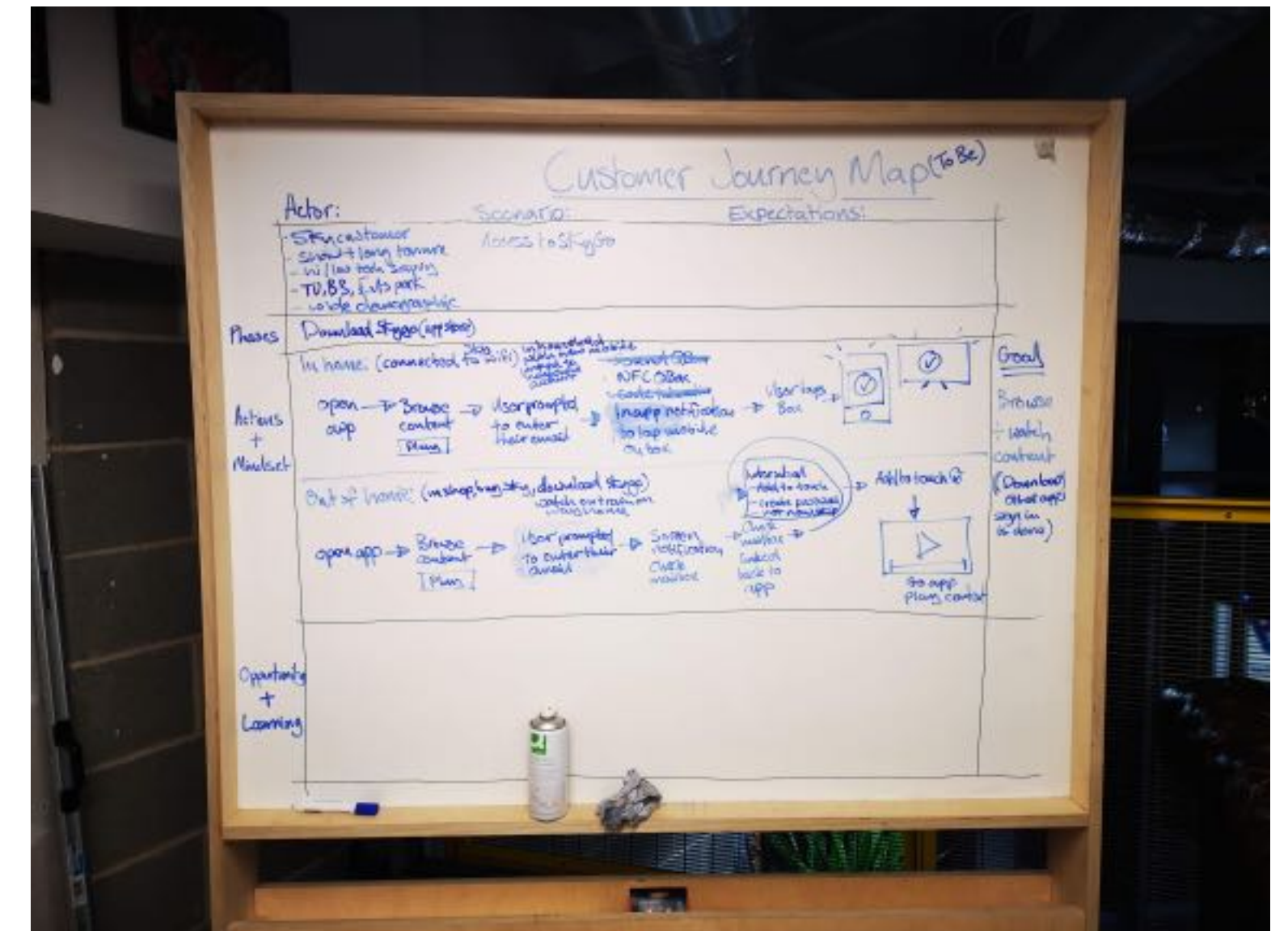
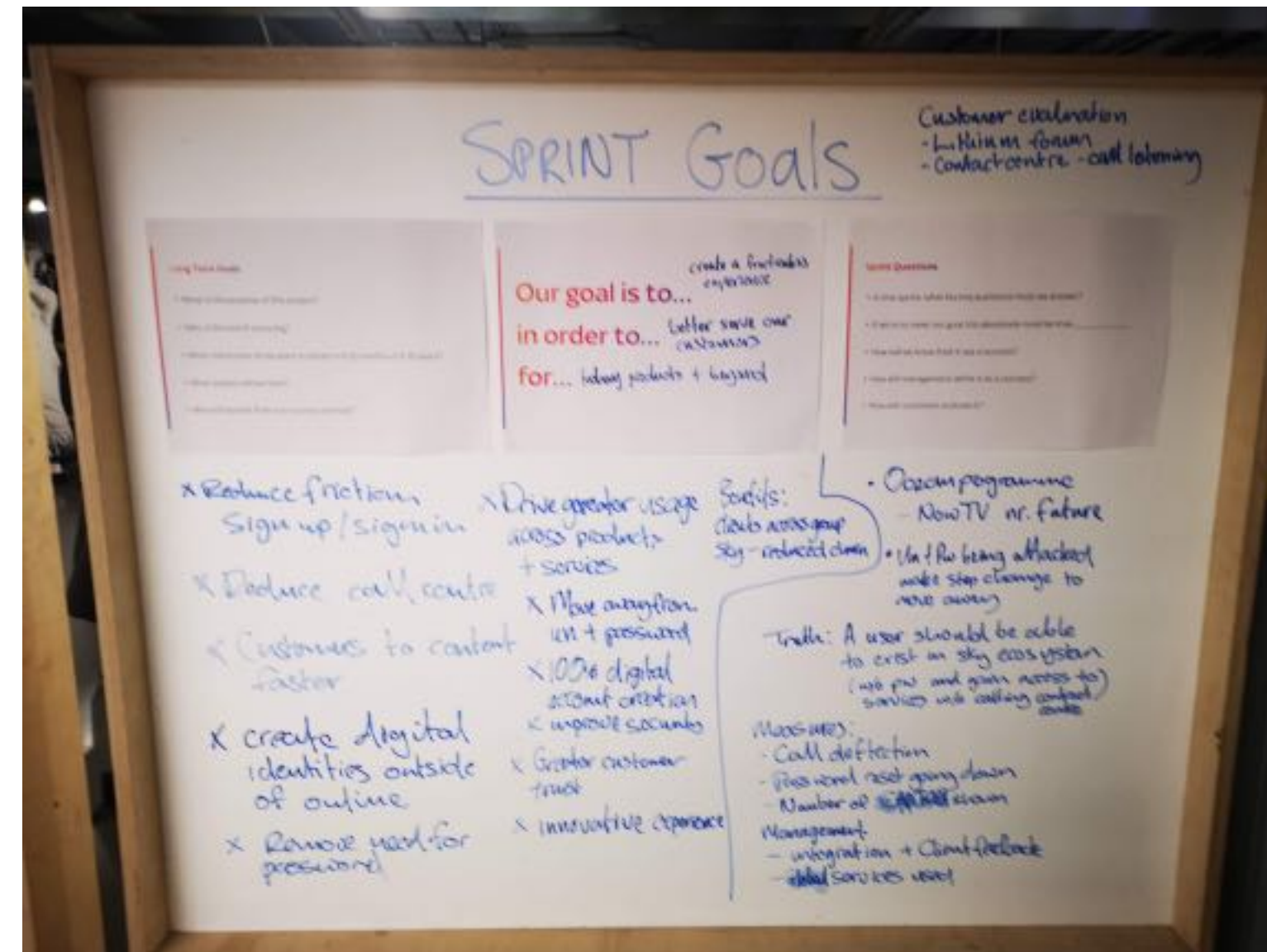
Client presentation:

- Creating a master deck to sell the idea of a single sign on solution to key stakeholders within the business
- An adaptable deck for different audiences (tech, design, executives)

Workshopping

A day of workshopping lead by myself to define an output for a 2 week design sprint to create prototypes of sign in journeys to test with users.

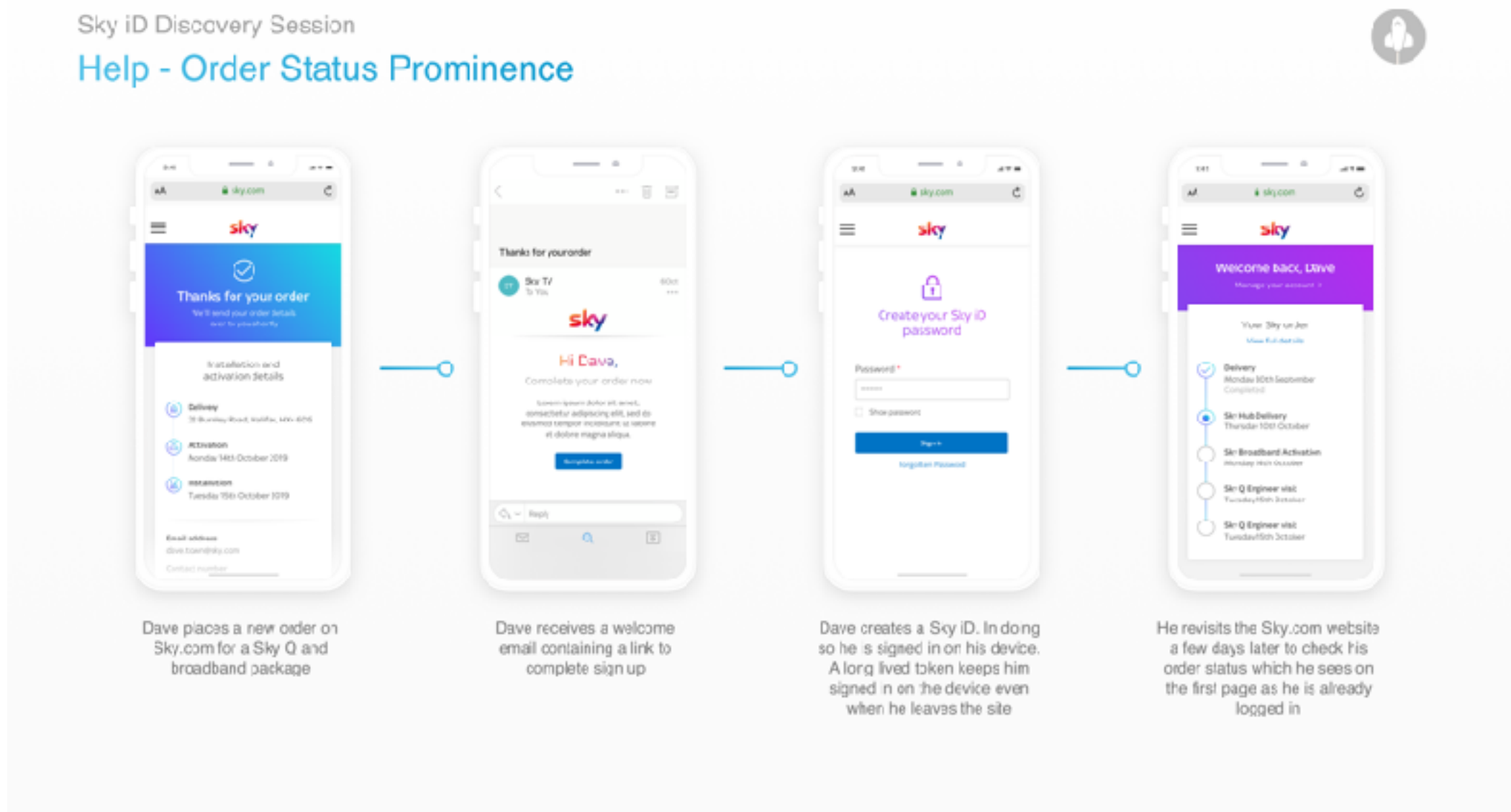
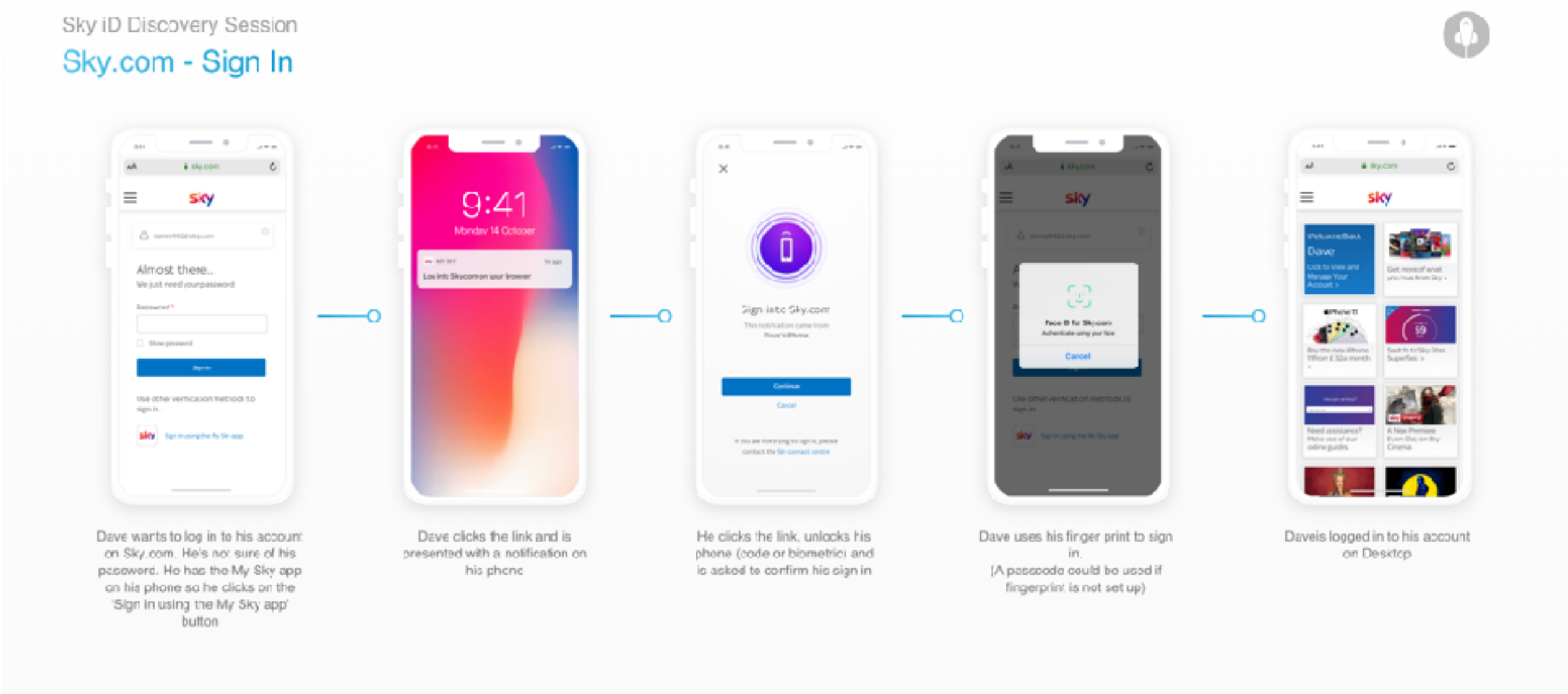
We also outlined how the individual apps and services could benefit from a single sign on solution and what features it could bring.



Workshopping

App/service specific journeys

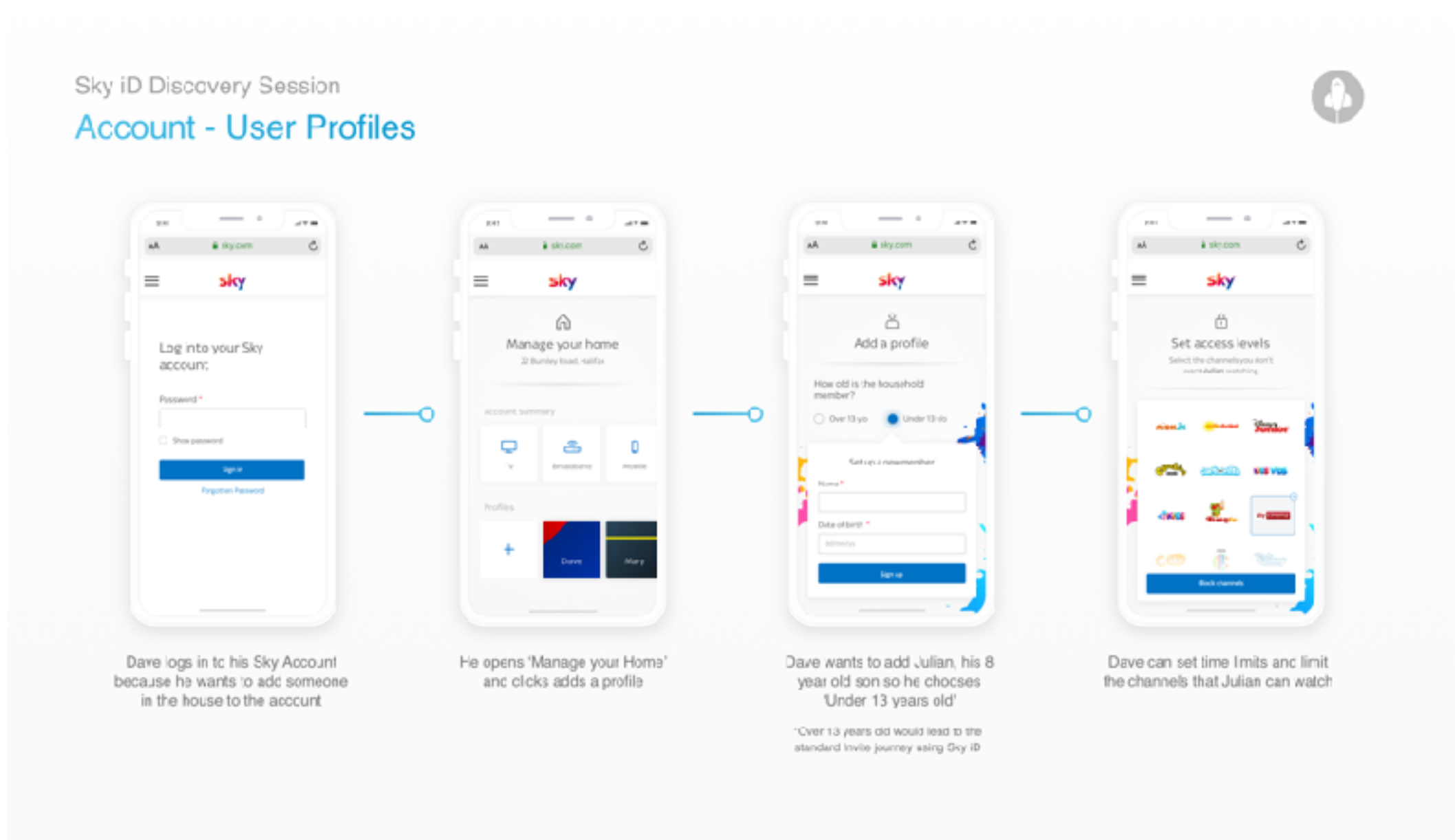
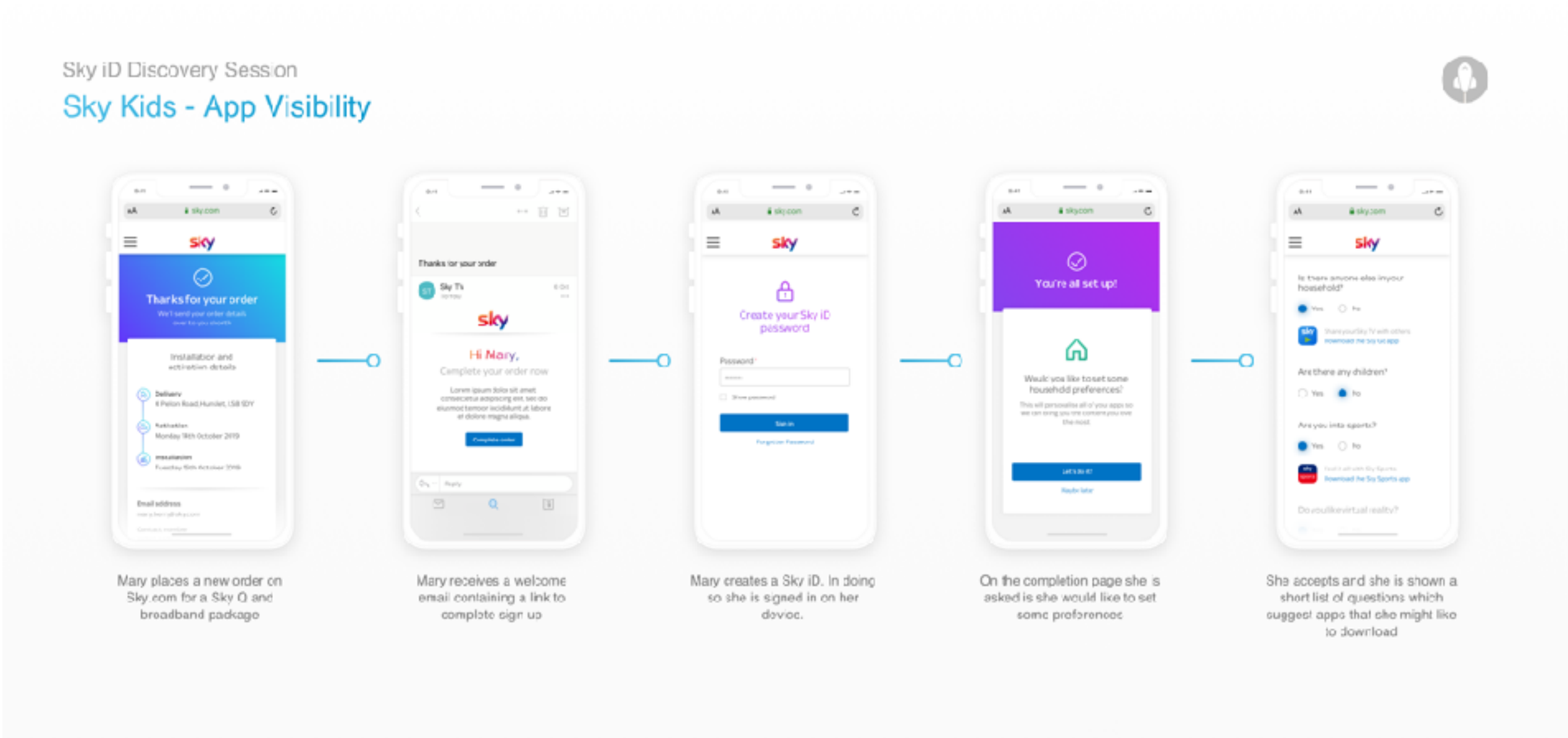
- sky.com sign in
- Help - Order Status



Workshopping

App/service specific journeys

- Sky Kids
- Account - User profiles



Workshopping

App/service specific journeys

- Account - Cross service favourites



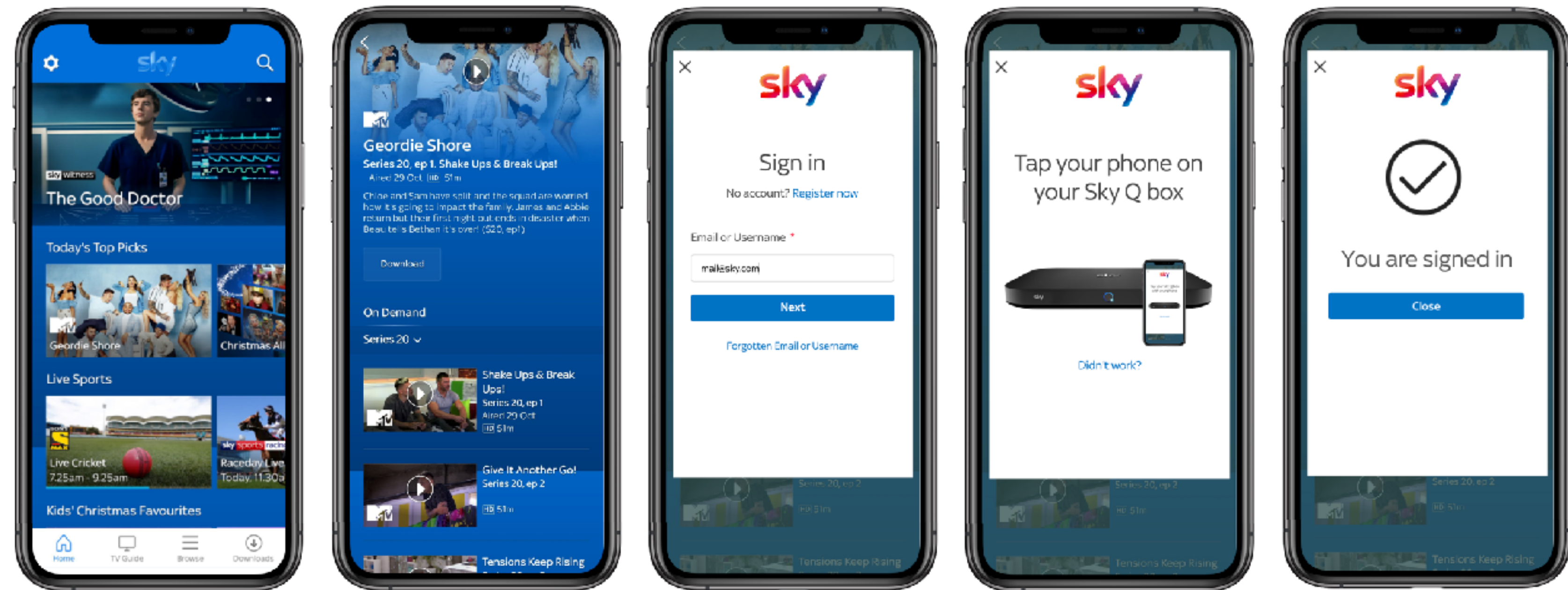
User research

An interactive TV/Mobile device was created.

2 different means of logging into the SkyGo app were tested

- In home - The user was required to tap their phone to their Sky box to use NFC to authorise the app

[Prototype link](#)



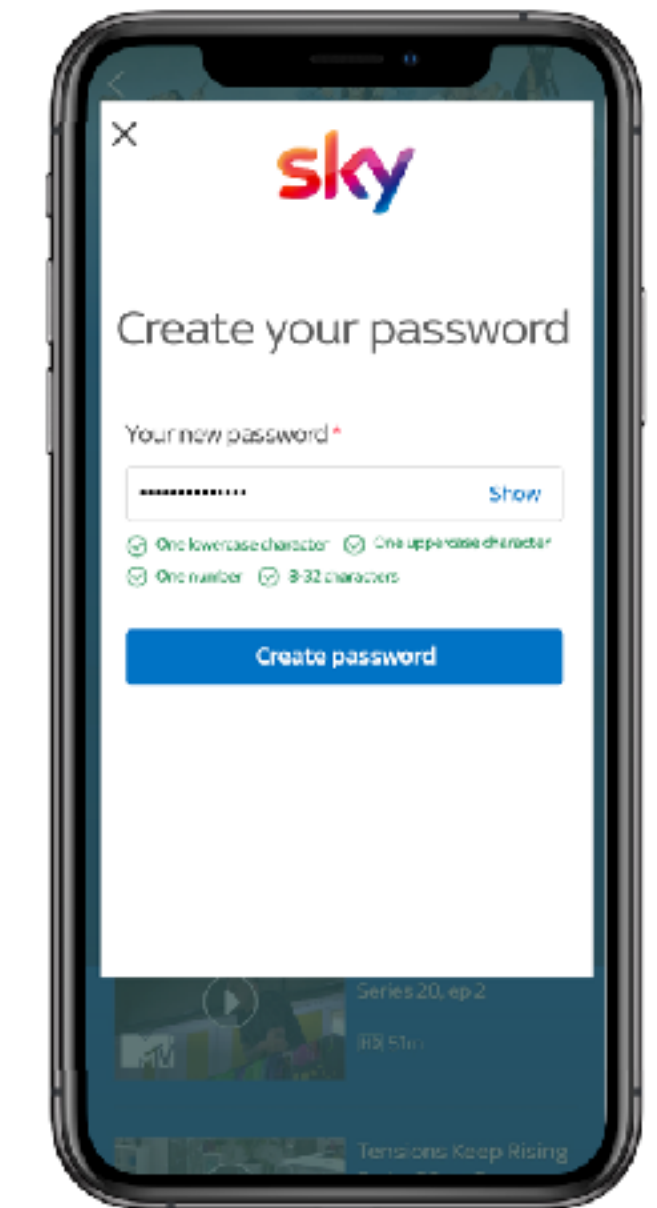
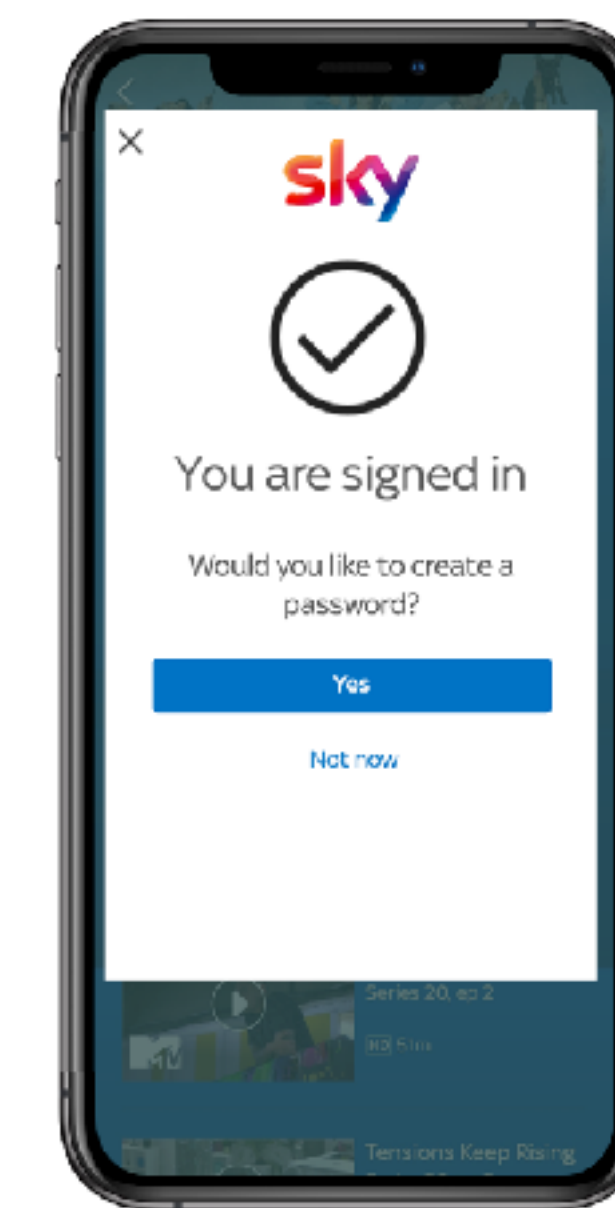
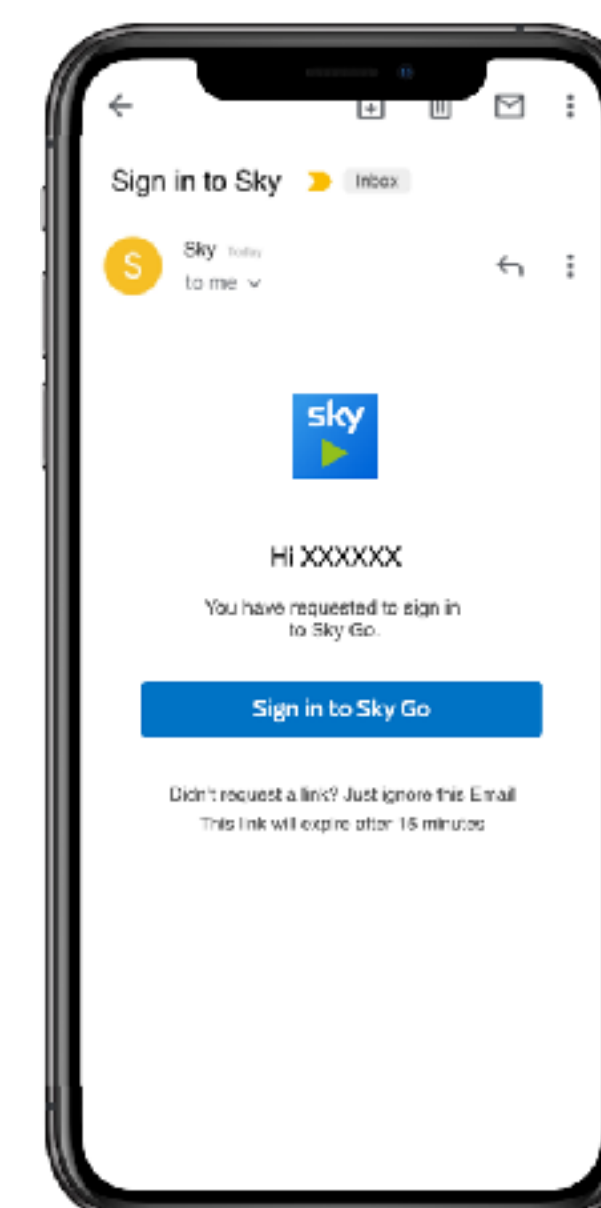
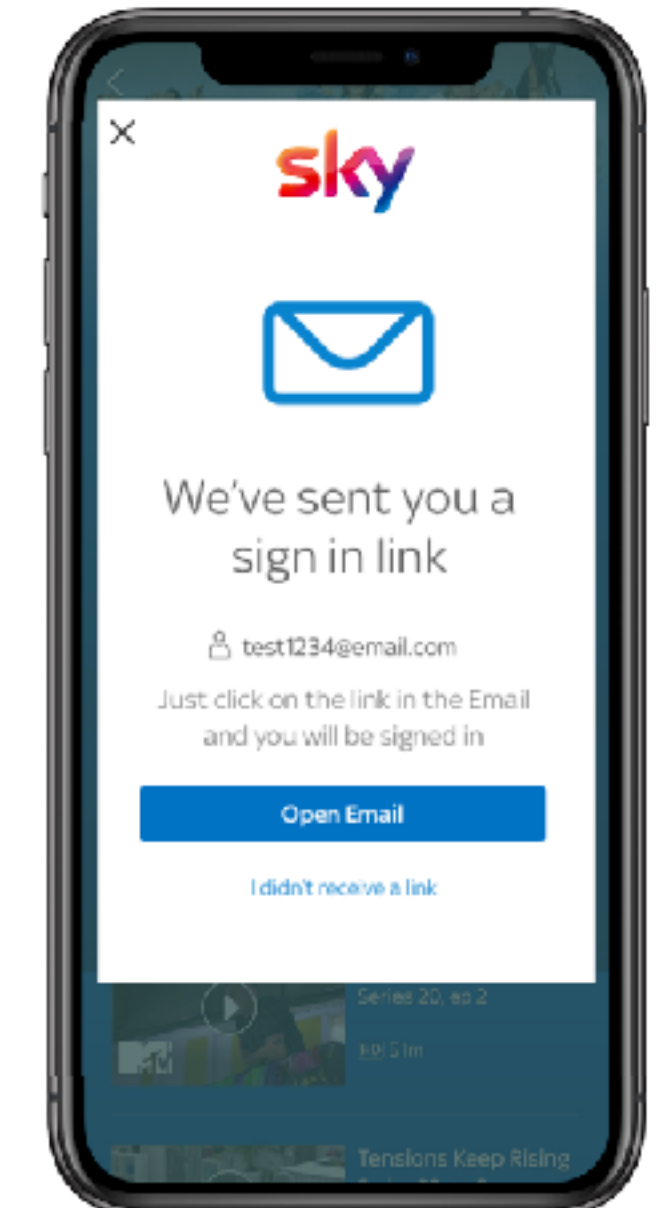
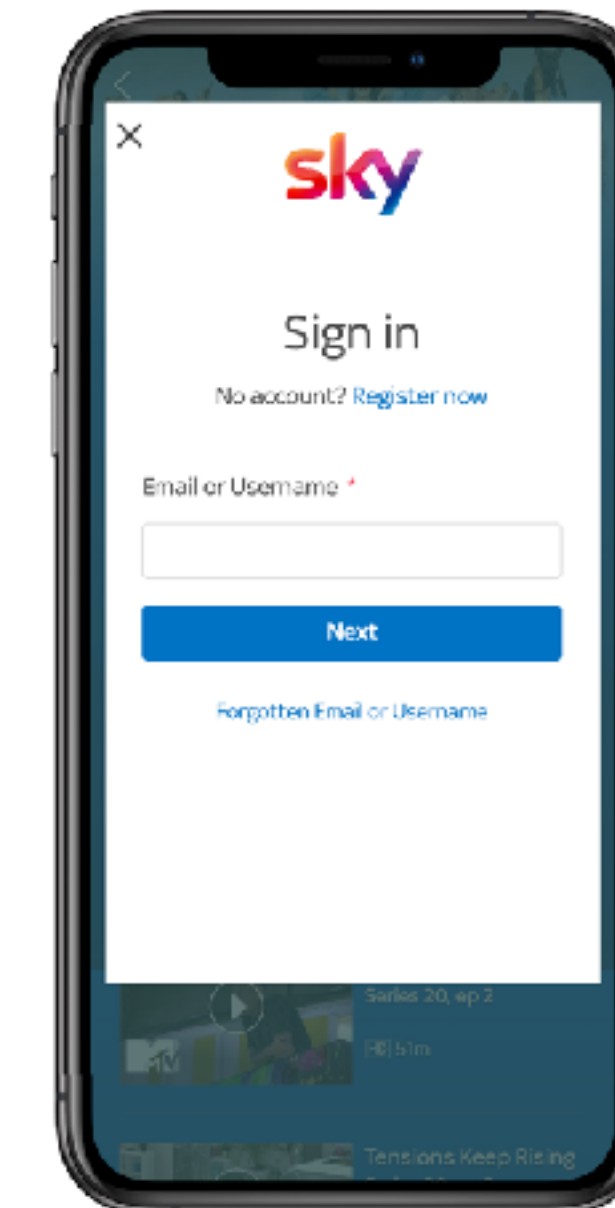
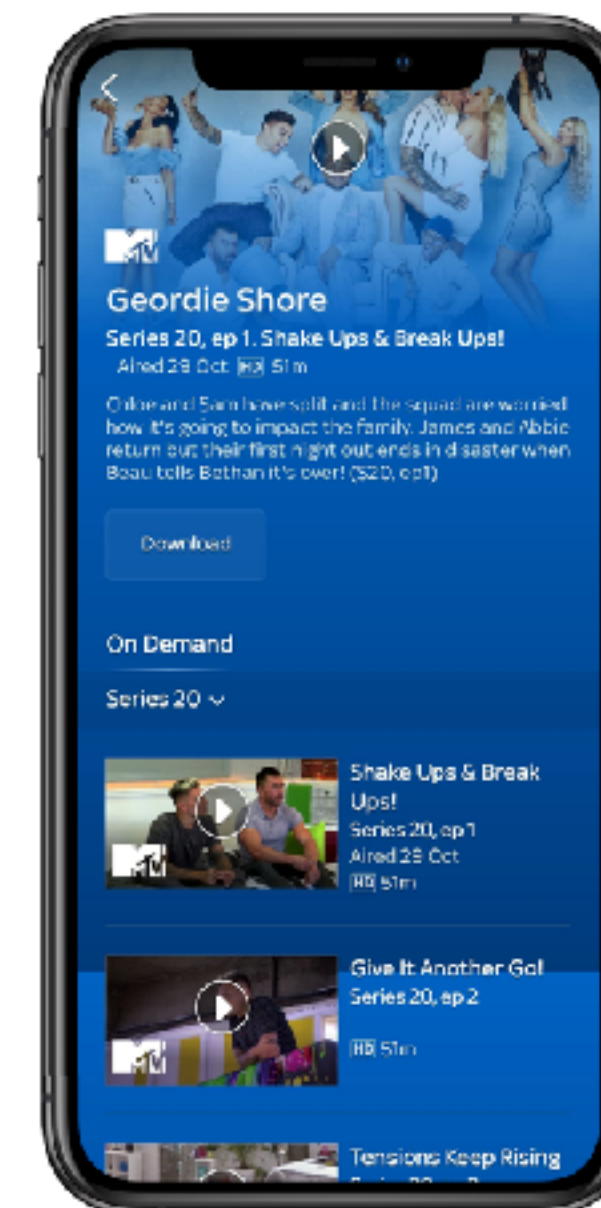
User research

An interactive TV/Mobile device was created.

2 different means of logging into the SkyGo app were tested:

- Away from home - The user was required to use email magic link to log in and optionally set a password
- Users were also given a card sort exercise to give an idea of how they value security

Prototype link



User research

6 user interviews with existing Sky customers took place over the day.

Our findings were written up and used to inform later iterations of the designs.

Sky Identity

Authentication without password
Setting an optional password

WHAT WE FOUND

Security is a concern for sky users. It's not regarded as crucial as banking or shopping however.

Passwords are still the expected method of authorisation for most. Touch ID is also used by most.

Alternatives ways of sign in are both trusted and understood by users but there needs to be careful explanation and signposting as the unexpected can be confusing for some.

HOW WE TESTED

Moderated Lab Test
Task based qualitative feedback

Time Taken
1 Day

Prototype link
[https://bguz6b.axshare.com/#g=1&p=phone_vie
wport_iphone](https://bguz6b.axshare.com/#g=1&p=phone_viewport_iphone)

WHO WE TESTED

Six External participants – All Sky customers
Users were screened using the prototype and observed using 2 new sign in journeys on Sky Go.

WHAT WE TESTED FOR

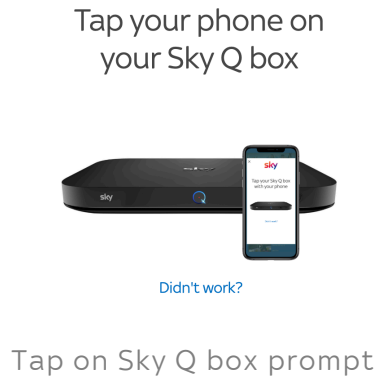
- Users attitude towards security, specifically with Sky.
- The usability and pain points around signing in using a password-less journey.
- Gain insight into users’ thoughts and behaviours around signing in and password-less.
- The desire to set a password if optional and behaviours around it.

FINDINGS

- 

Task 1 – In home – Sky Q NFC box tap
3 of 6 do not understand that they have to tap their phone on the Sky Q box.
2 of 6 tap on the router first.
- 

All manage to sign in by tapping the box eventually when taken through the process. All users liked the process when explained to them.



- 

Task 2 – Away from home – Email Link
5 of 6 understand the email link method
- 

All users decide to create a password. 4 of 6 users don't notice the not now option on the set password screen so assume that they need to create one. 2 of 6 didn't realise they were logged in before setting a password.
- 

When setting a password:
4 of 6 understood the show/hide function. 1 of 6 thought that Show should be default. Generally the password strength prompts were understood but not always noticed until after they had made an error.

- 

Users generally value other online services

4 of 6 users would measure if they want it to be simple

4 of 6 users mostly Half of users have devices.

All users have had point. Half of them least once.

4 of 6 thought the of the two

3 of 5 seemed com the other 3 were s transactions were

RECOMMENDATIONS

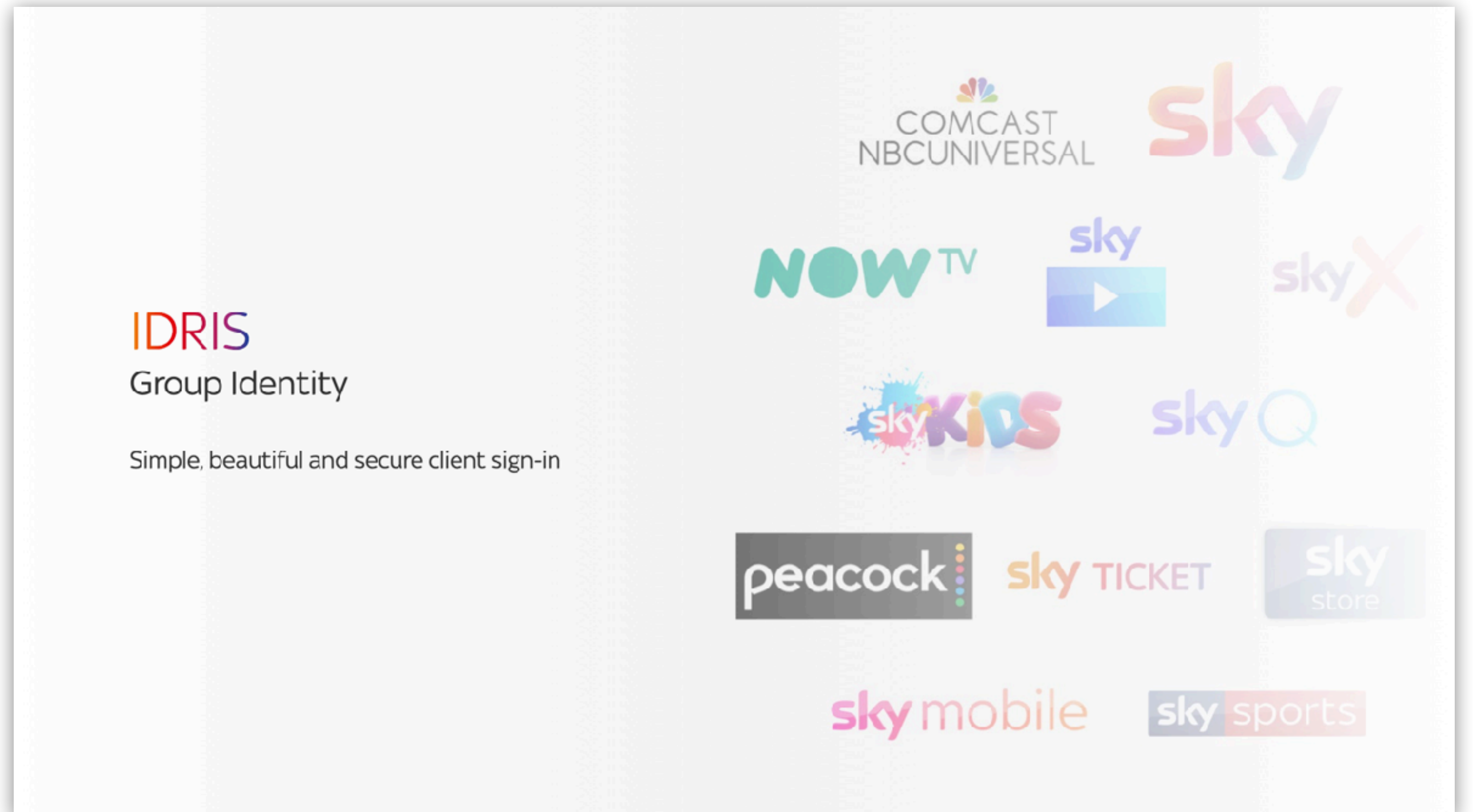
- Task 1 – In home –**
The Sky Q box tap explanation and signposting it and were sceptical would improve it.
- Task 2 – Away from home –**
There is a desire to create a password for users but this could be presented. If creating a password option it may have

Client Presentation

Based on our workshops, discovery and research. A master deck was created that could be adapted for different audiences around the business.

This deck was to sell the idea of a single sign on solution to stakeholders from different apps and services in order to get approval for the build.

[View Deck](#)





Information Architecture

An audit of the current IA of the here.com website and how it could be improved. Users were finding it difficult to navigate and understand the complex array of products they had on offer.

This piece of work was created to pre-empt the next round of work which was a restructure of pages and instrumental in getting it signed off by the client.

Discovery:

- How are competitors grouping their products?
- Who is doing it well?

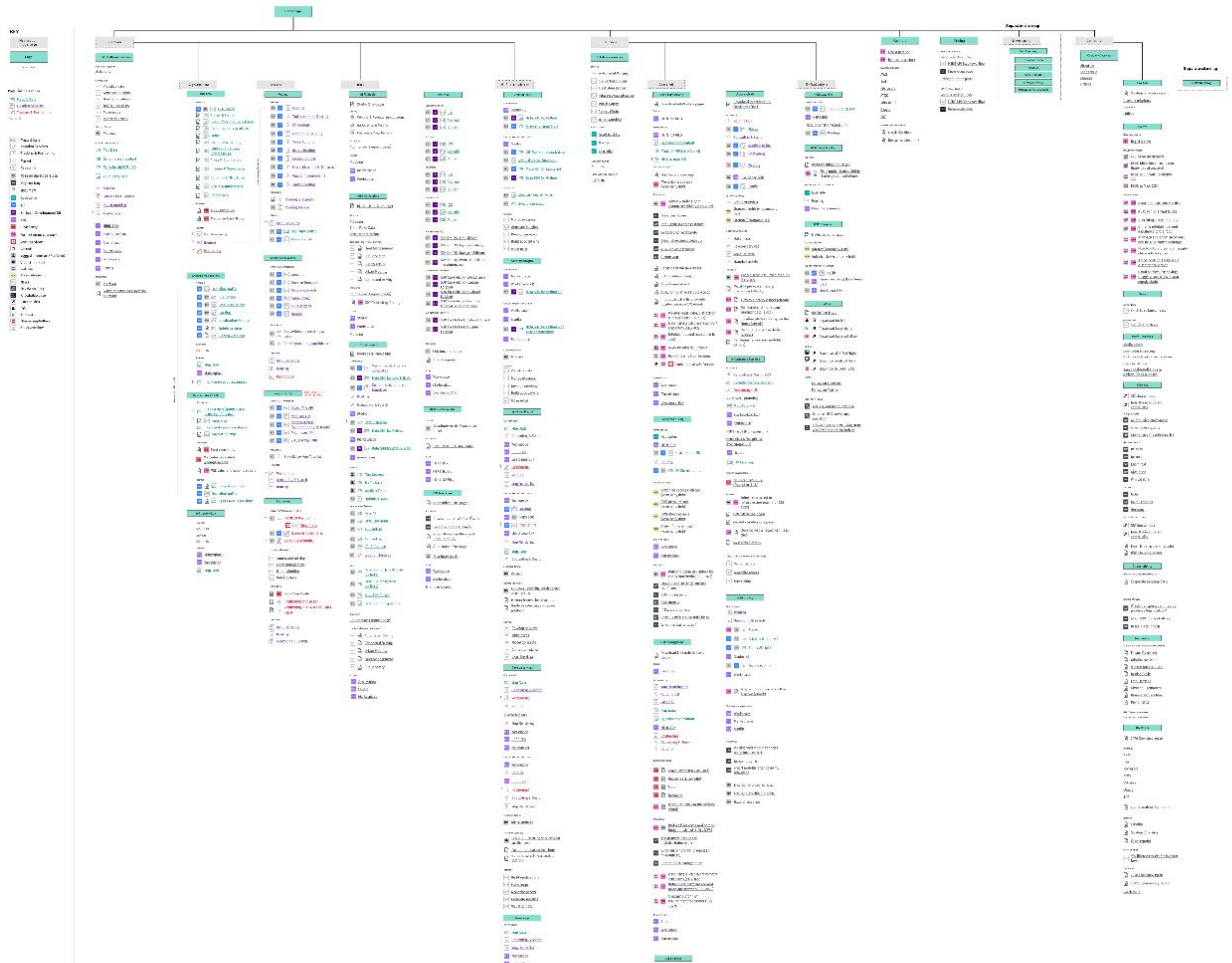
Research:

- Deep diving into the analytics
- Delve into past user research (no scope for new research)
- Interview customer service and stakeholders

Output:

- Mapping out user journeys based on pre-defined personas
- Mapping out current product and information groupings
- Providing suggestions on improvements backed up by rationale
- A prototype of the proposed navigation architecture and a deck to explain our findings and rationale.

Current IA

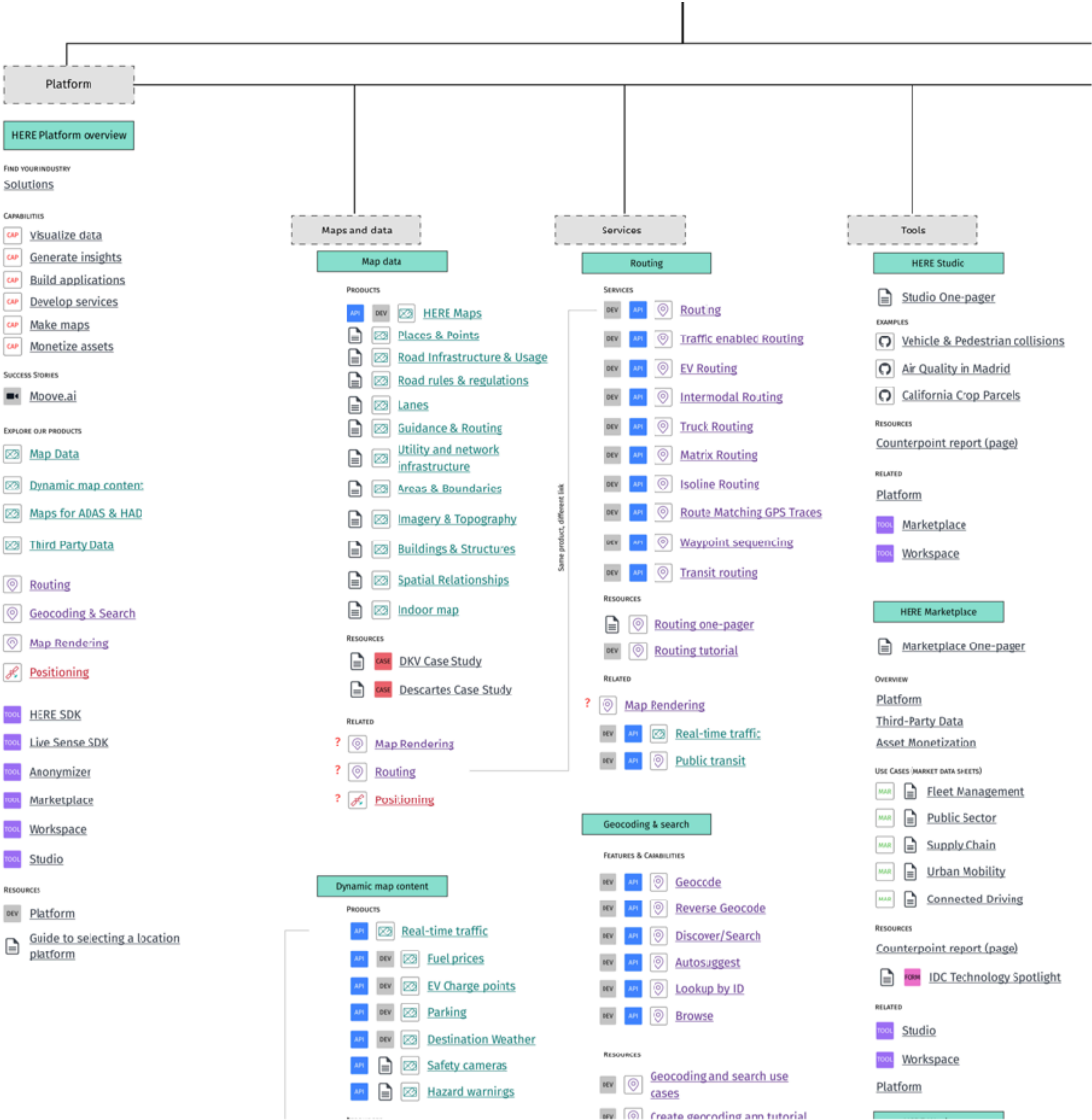
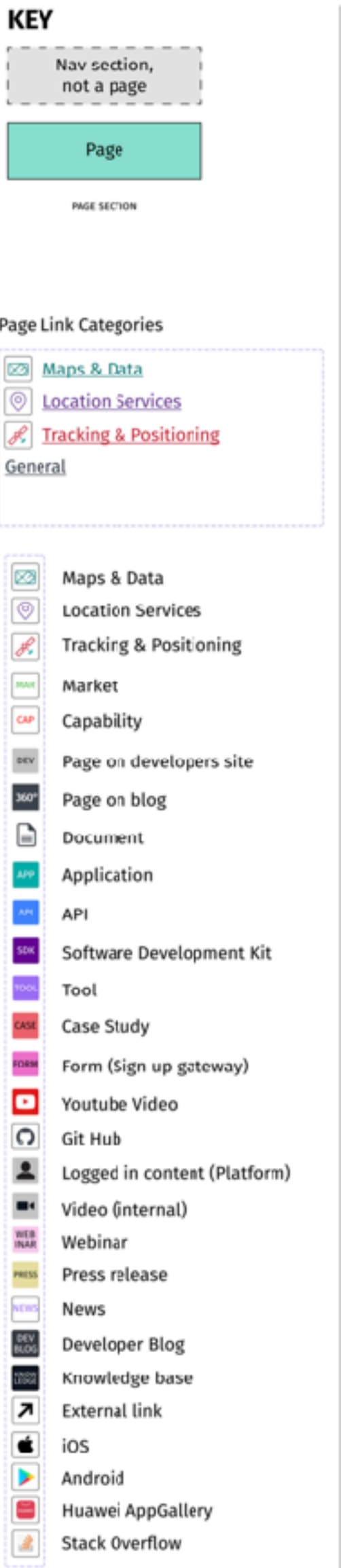


Current IA

Platform section

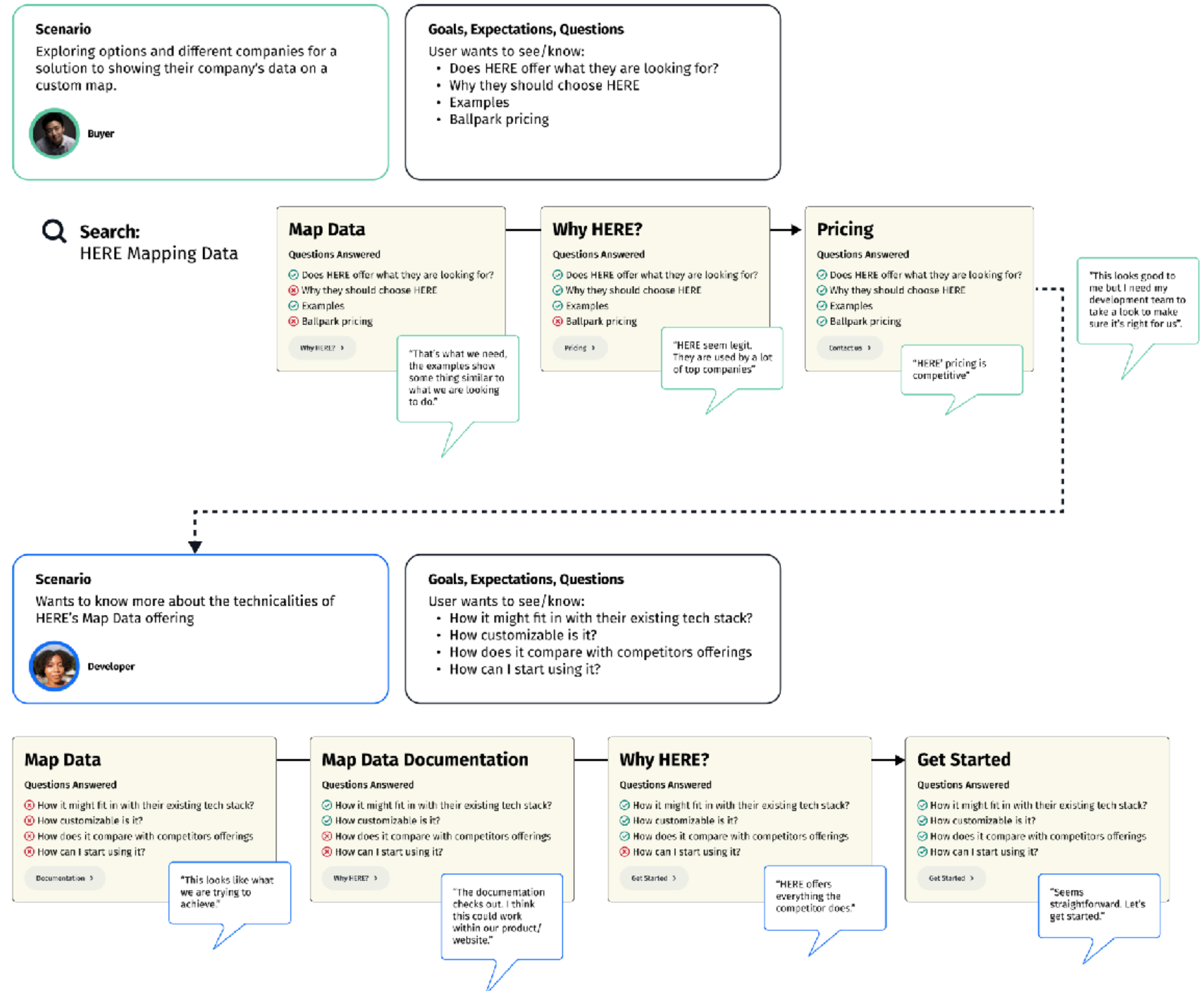
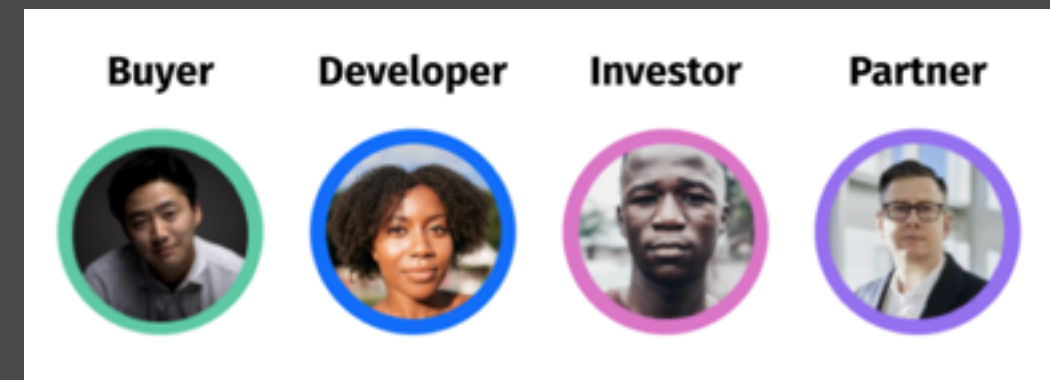
Users were having problems with the three groupings

- Maps & Data
- Routing
- Tools



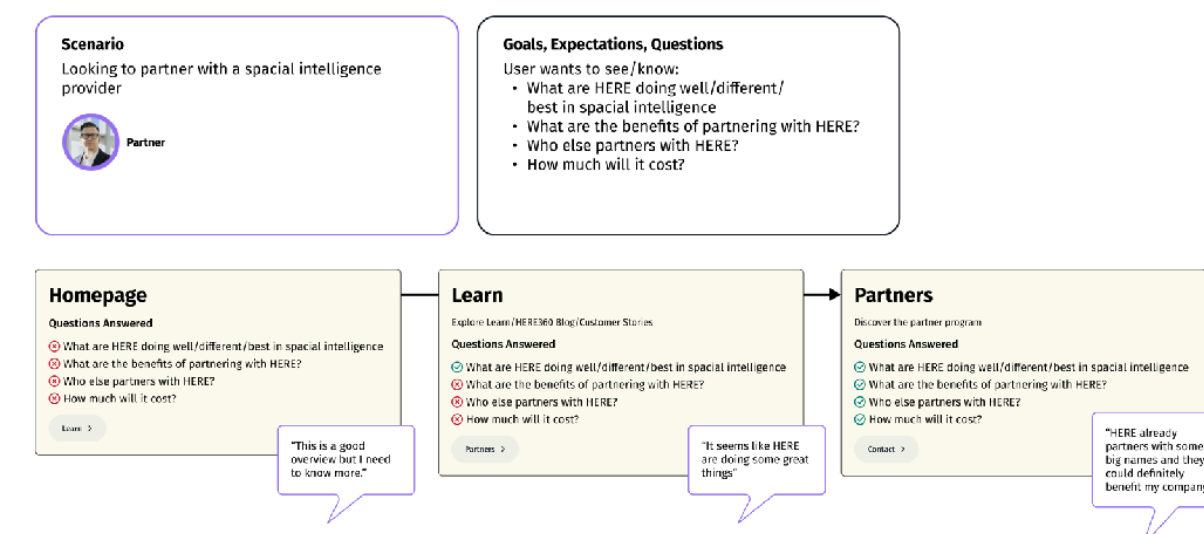
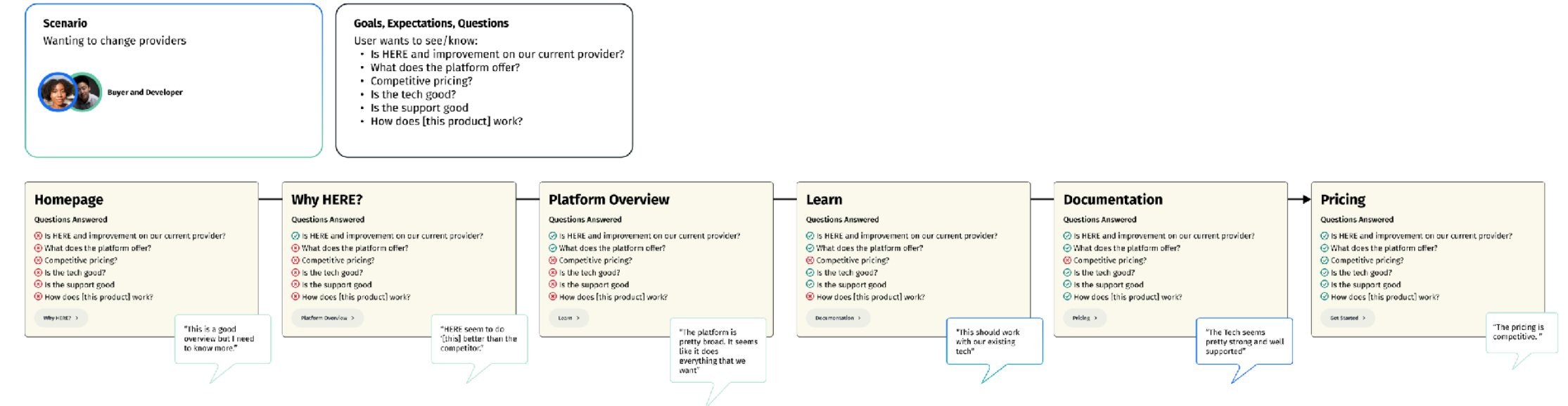
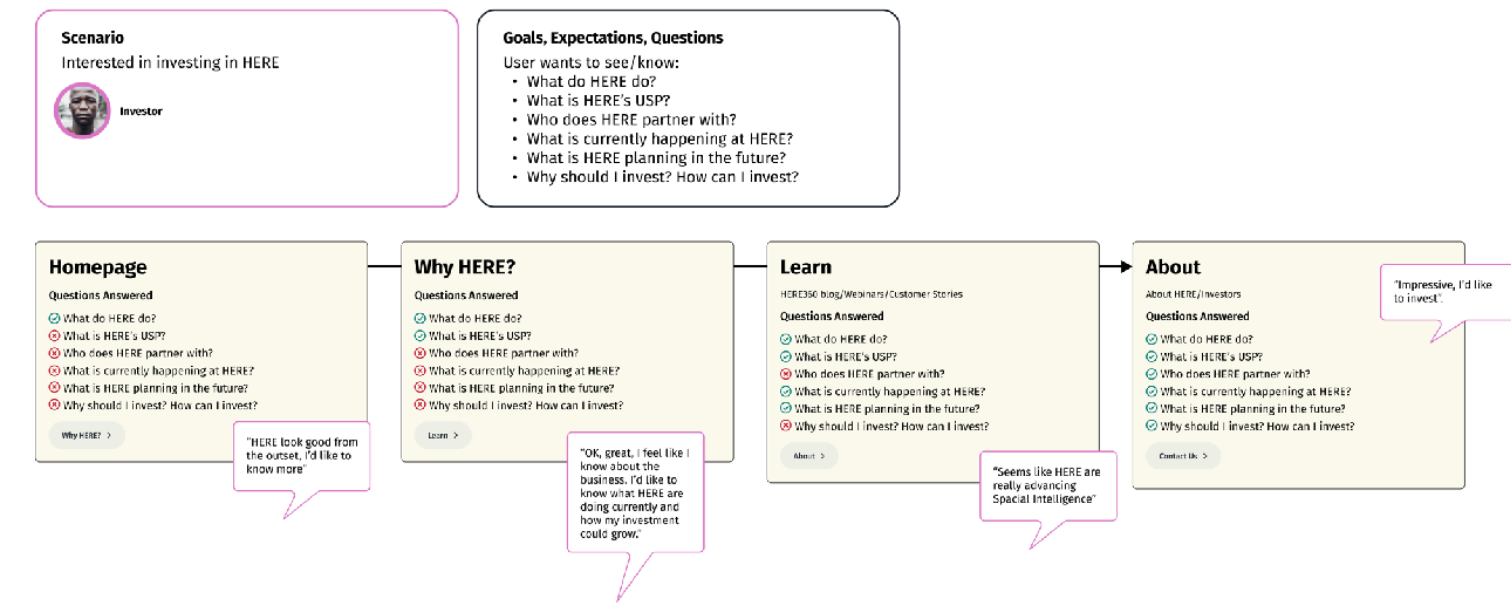
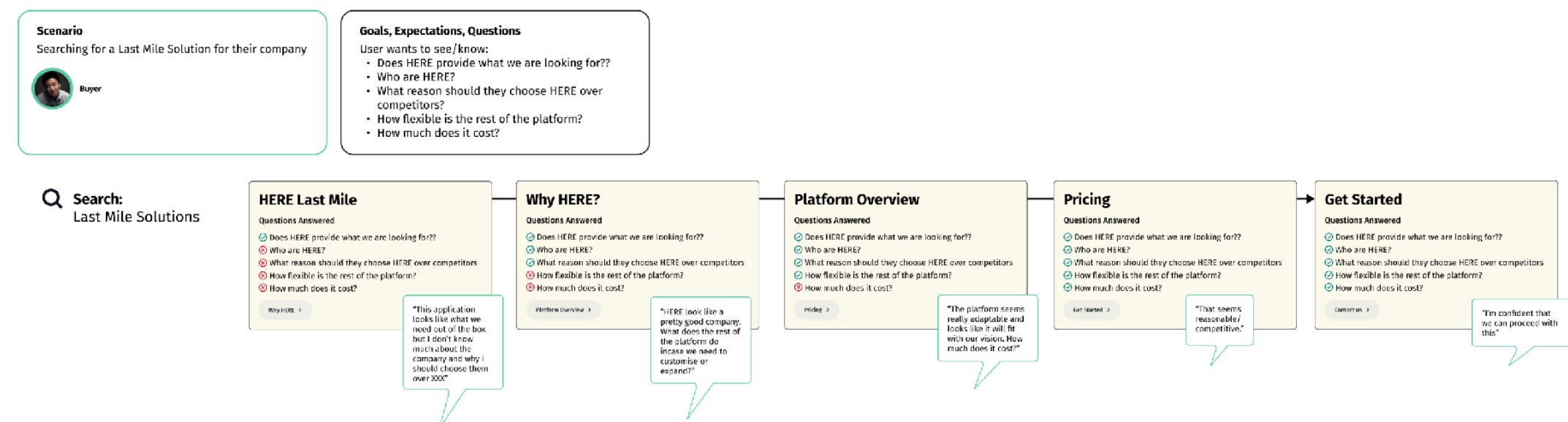
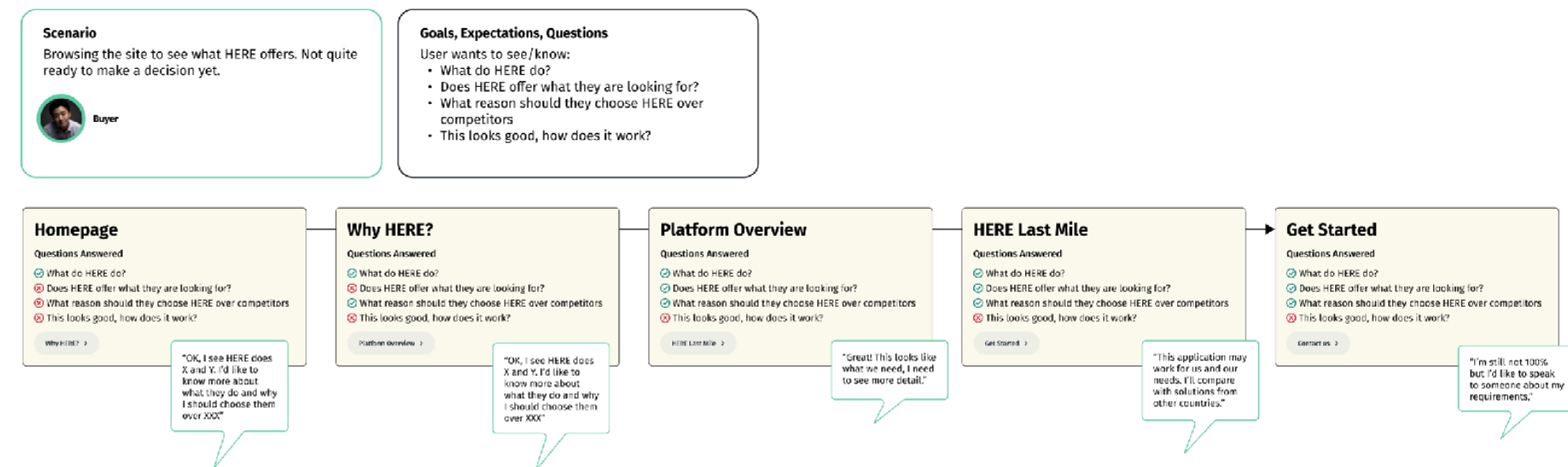
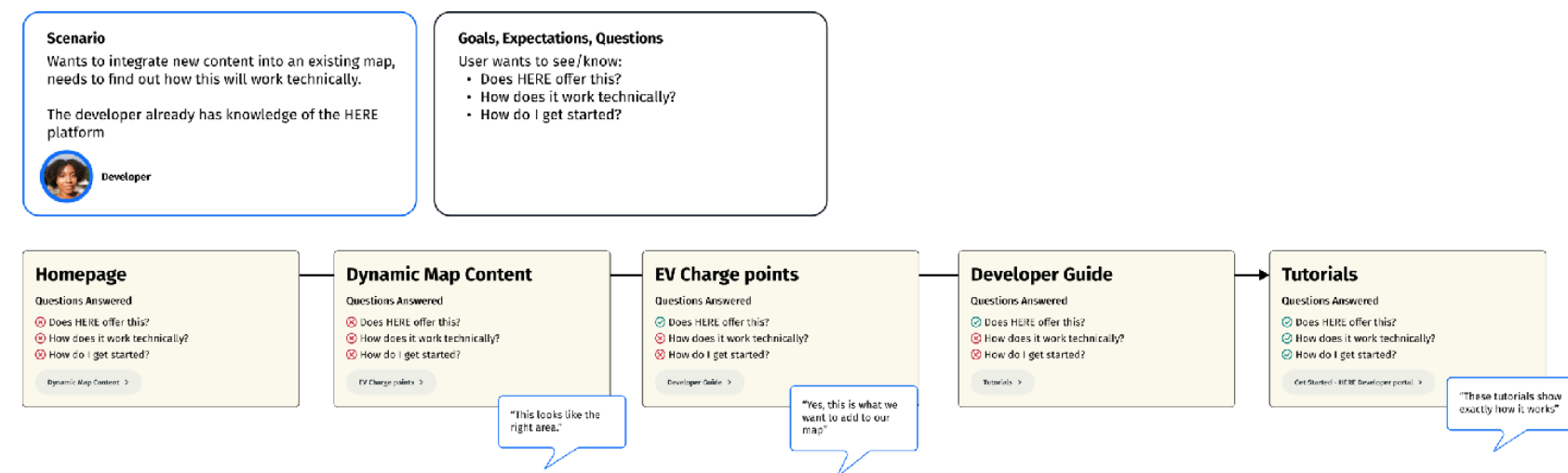
User Journeys

Defining why different types of users may visit the site.



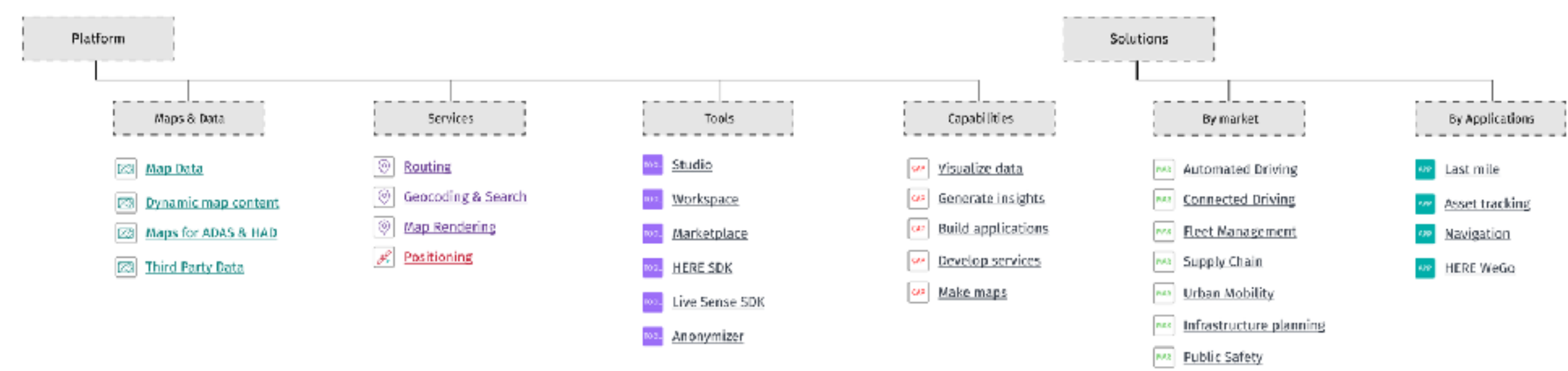
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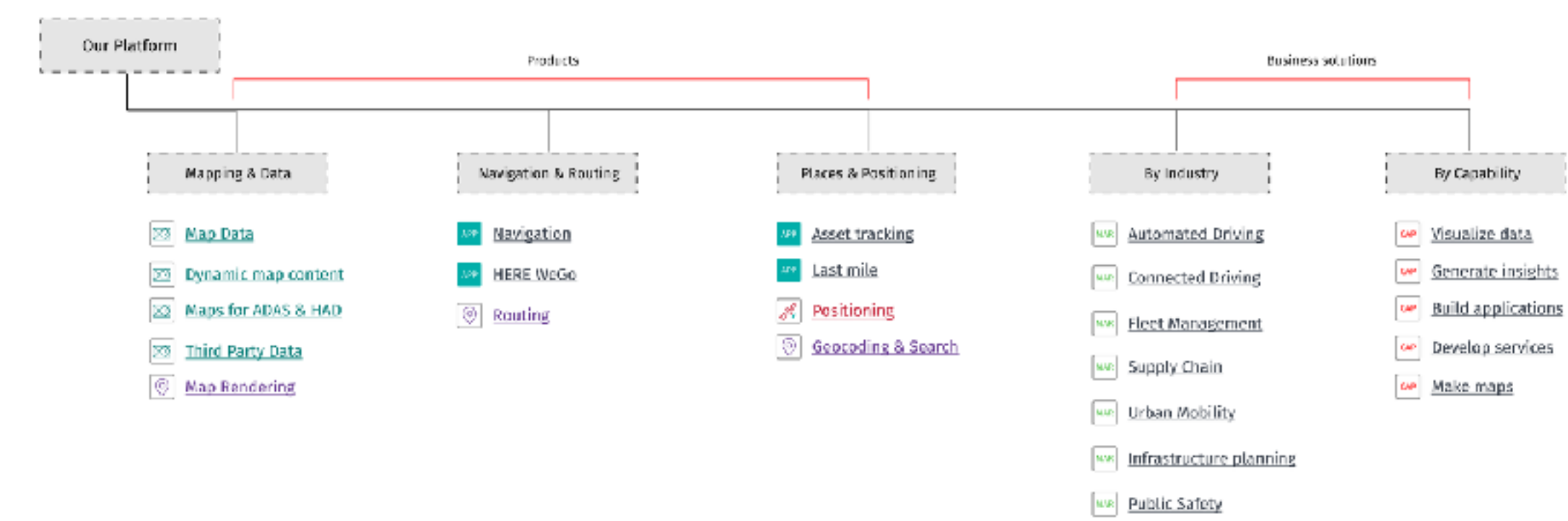


Proposed product grouping

Current platform and solutions grouping

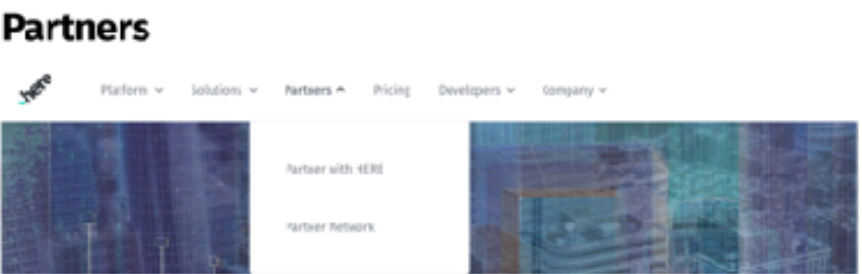
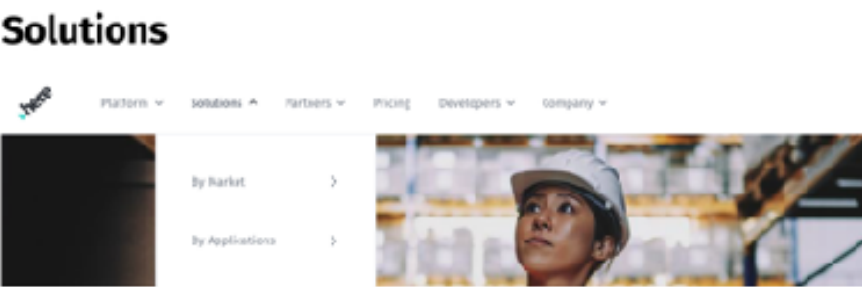
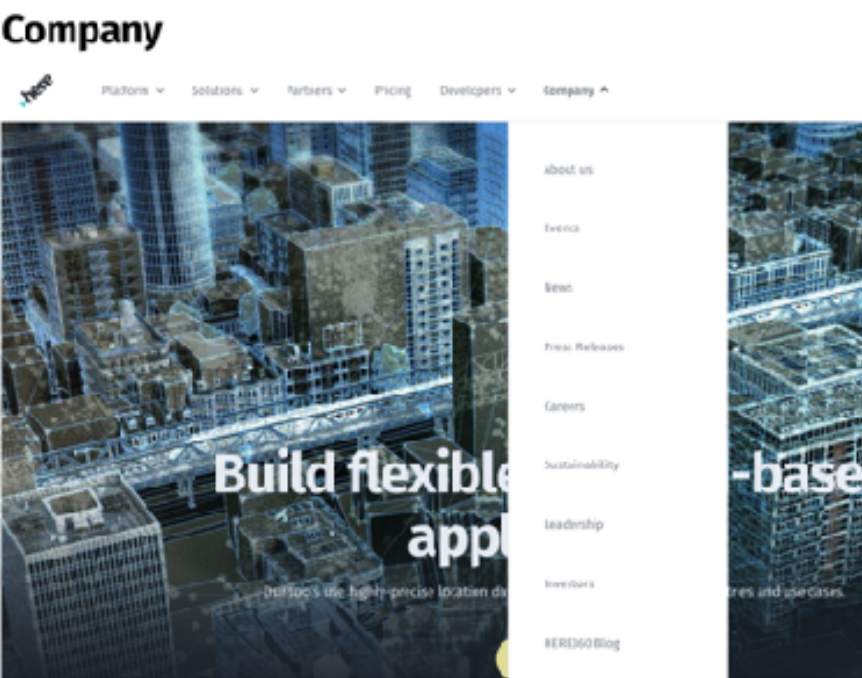
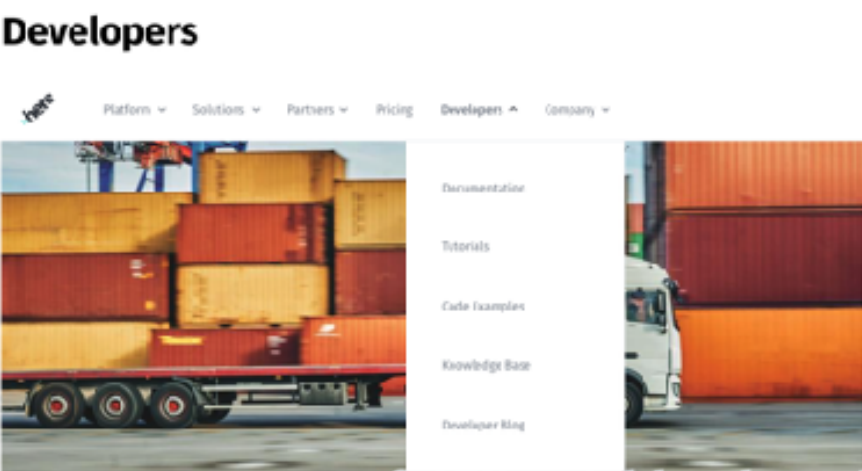
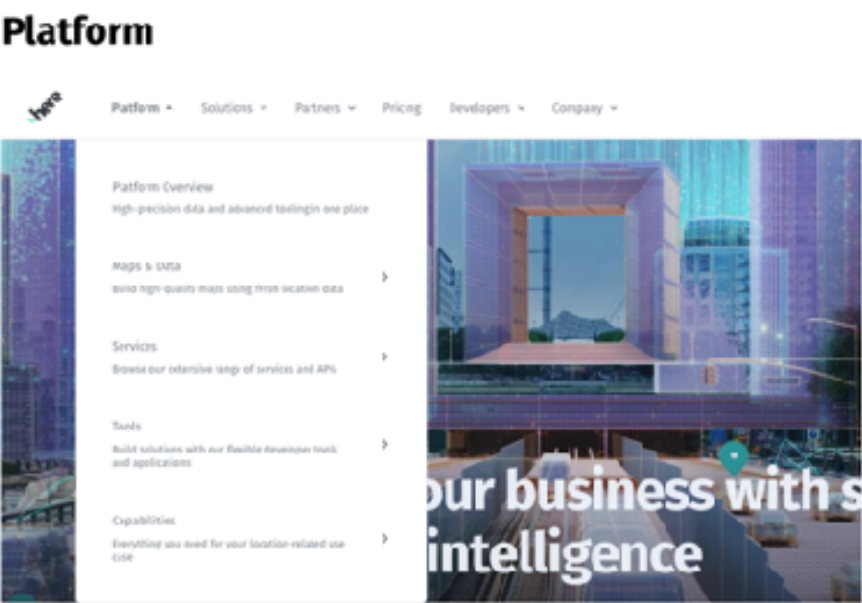


Proposed 'Our Platform' grouping

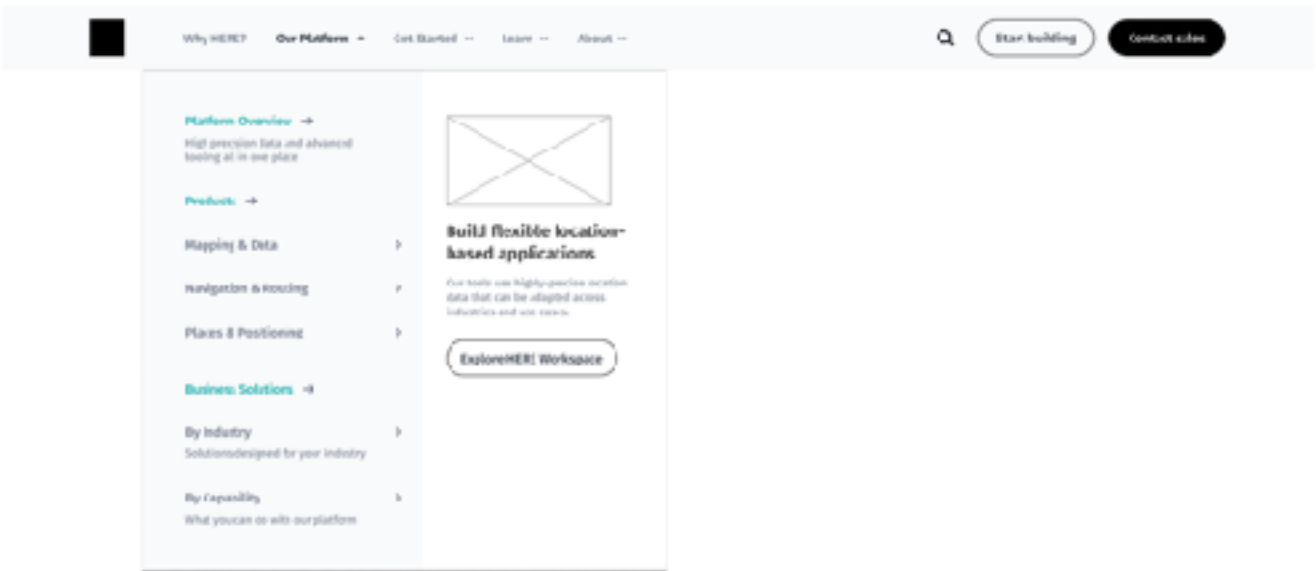


Old navigation grouping

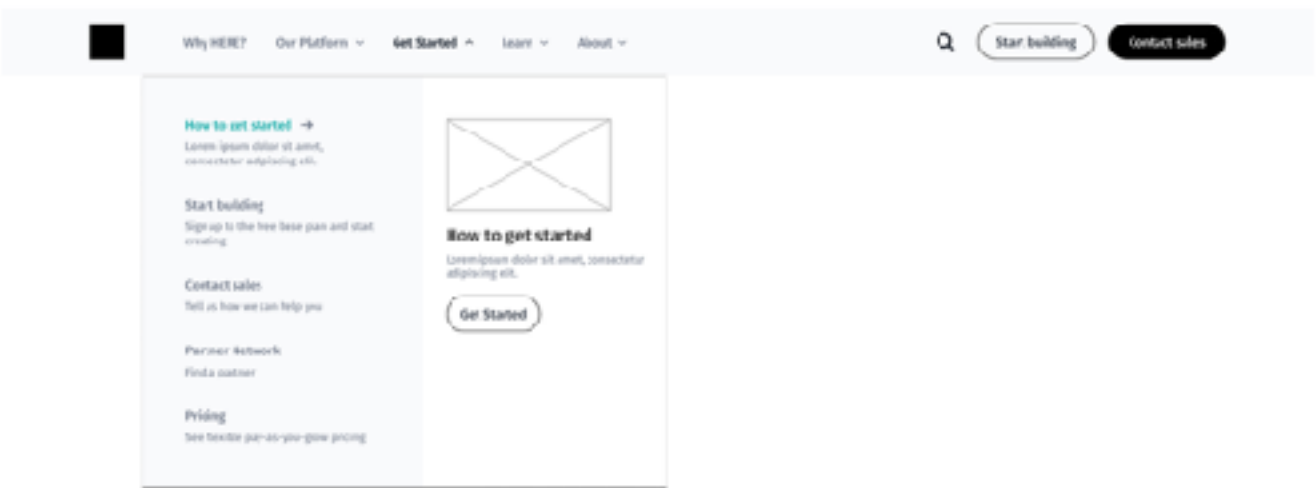
New navigation grouping



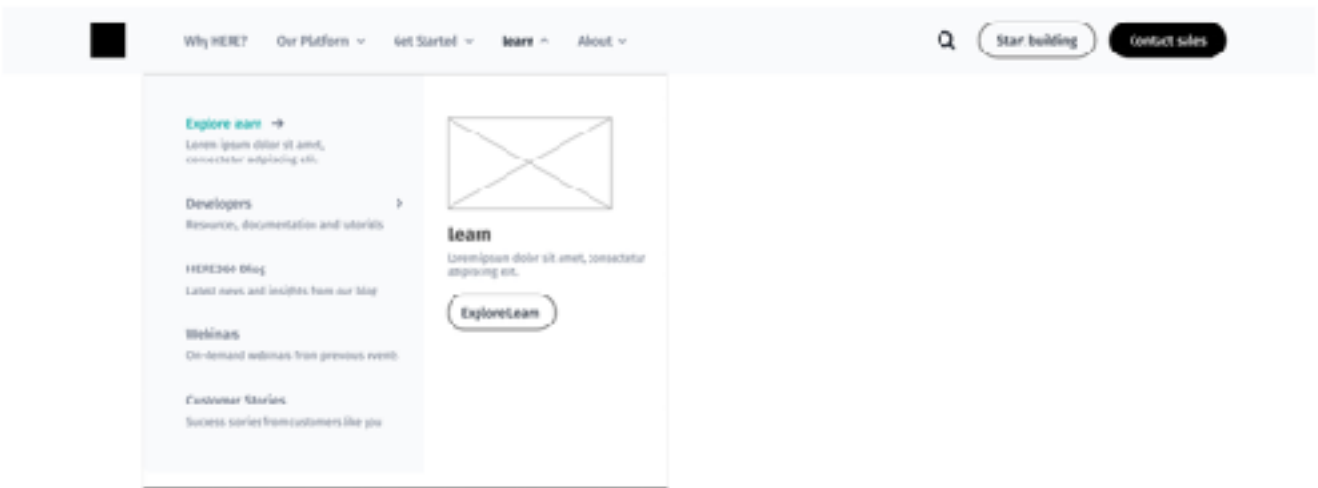
Our Platform (incorporates Solutions)



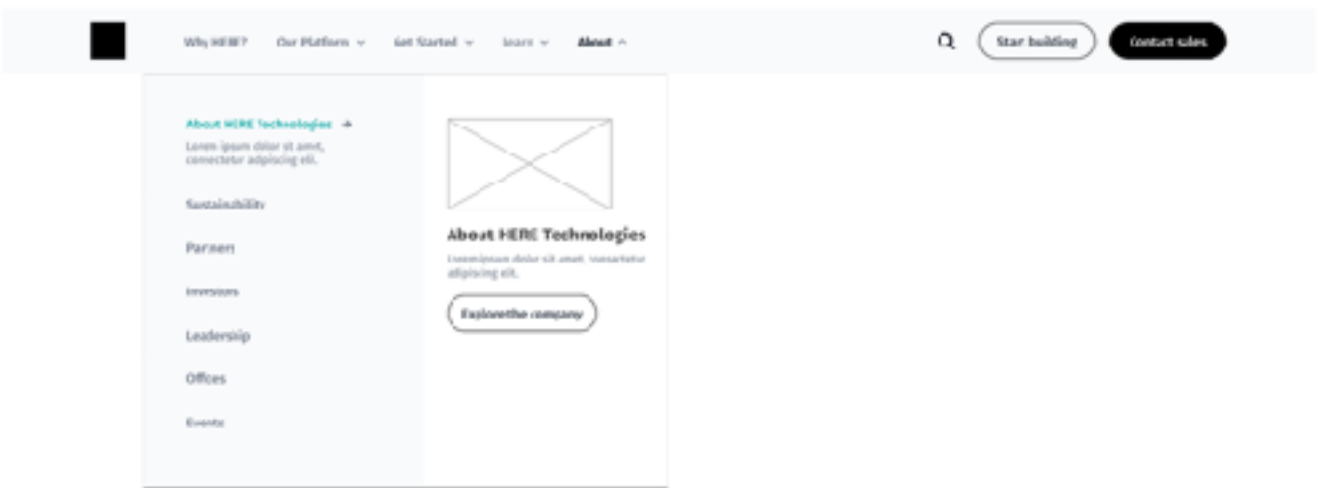
Get Started (incorporates Partners, Pricing)



Learn (incorporates Developers and some of Company)



About (incorporates Company)





Business banking site map

Gathering information from around 15 different stakeholders based in a variety of different countries in order to create a map of the entire business banking platform to base improvements on.

Discovery:

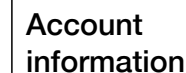
- Liaising with stakeholders from every part of the business banking ecosystem.

Output:

- A giant 8 metre long printed site map displayed in the HSBC Digital HQ in London
- A more detailed PDF version

- Site flows are the latest supplied as per HSBCnet Eco system map v38.vsd (covers scope up till R8.1)

-
- Pages**
- Heritage HSBcNet
 - New HSBcNet
 - Must not and heritage experience*
- Modules/Overlays**
- Heritage HSBcNet
 - New HSBcNet
 - Must not and heritage experience*
- Connectors**
- User Action/Anonymy
 - New from account linking page
 - Call to action to link page
- Other**
- Call to action in New HSBcNet
 - Call to action in Heritage HSBcNet
 - Call to action with must not and heritage experience
- Icons**
- Decision point
 - Connect to a new link
 - Learner's orientation



Launch countries:
US, UK, Australia, New Zealand, Singapore, Hong Kong, Mexico, China, India, Malaysia, Vietnam, Indonesia, France, Macao, Taiwan, Canada, Belgium, Luxembourg, Ireland, Netherlands, Bermuda, Malta, Algeria, Kuwait, Egypt, Oman, UAE, Mauritius, Sri Lanka, Thailand, Bangladesh and Saudi Arabia.



Launch countries:
US, UK, Australia, New Zealand, Singapore, Hong Kong, Mexico, China, India, Malaysia, Vietnam, Indonesia, France, Macao, Taiwan, Canada, Belgium, Luxembourg, Ireland, Netherlands, Bermuda, Malta, Algeria, Kuwait, Egypt, Oman, UAE, Mauritius, Sri Lanka, Thailand, Bangladesh and Saudi Arabia.



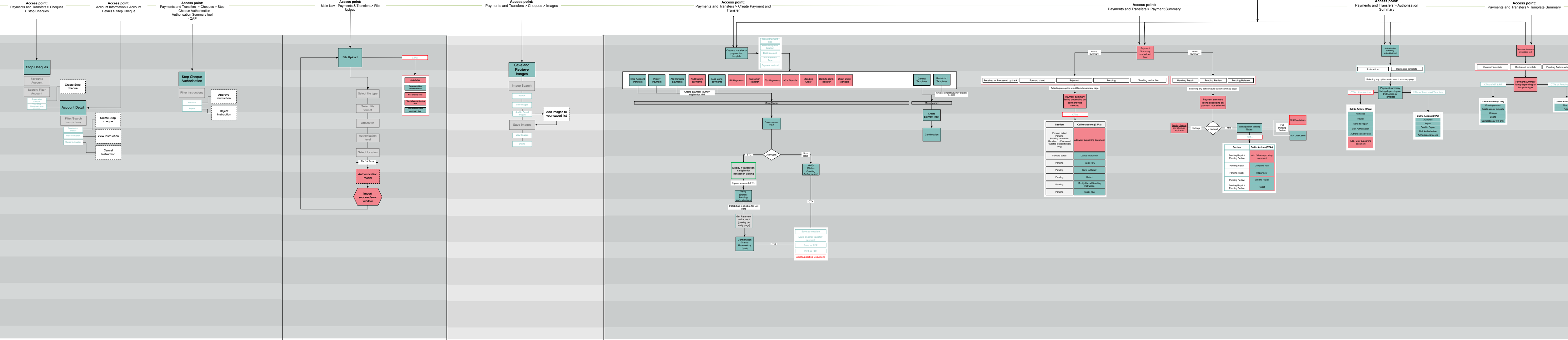
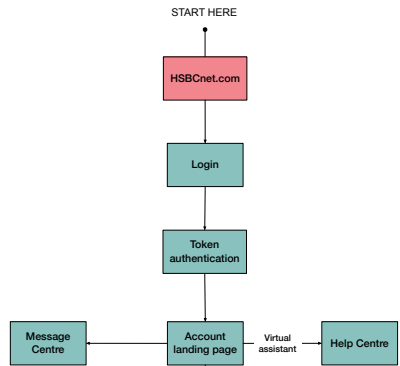
 **Launch countries:**
UK, US, New Zealand,
Australia & Bermuda.
There are no differences by country.



 Launch countries:



 Launch countries:
Ireland, Malta, UK, Singapore, Sri Lanka, Canada and US



Stop Cheques

Launch countries: Ireland, Malta, UK, Singapore, Sri Lanka, Canada and US

File Upload

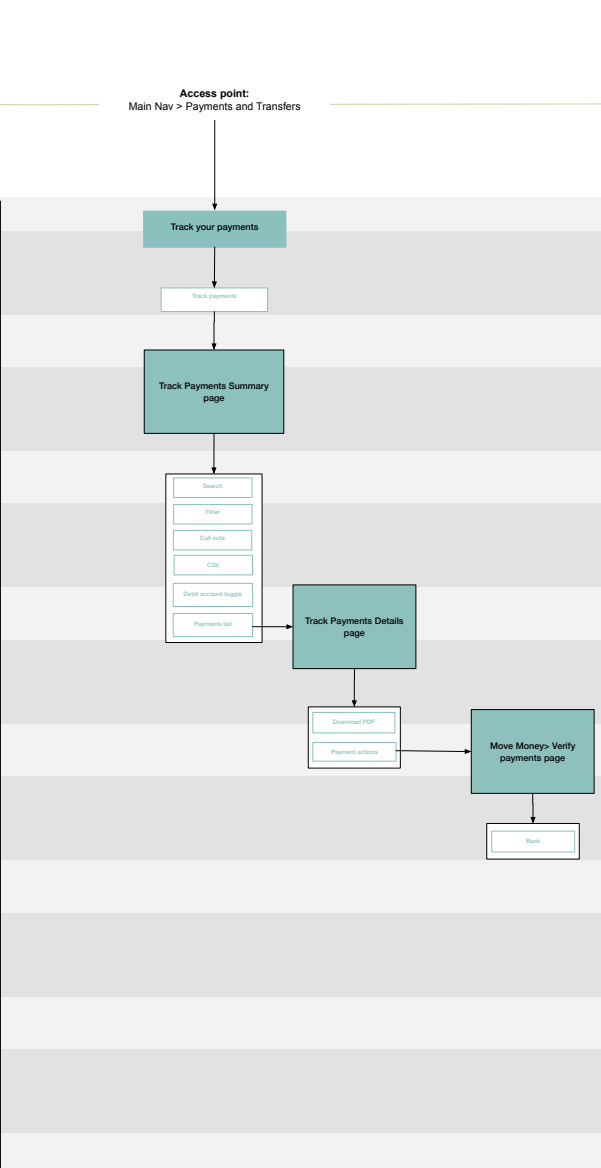
Launch countries: US, UK, Australia, New Zealand, Singapore, Hong Kong, Mexico, China, India, Malaysia, Vietnam, Indonesia, France, Monaco, Taiwan, Canada, Belgium, Luxembourg, Ireland, Netherlands, Bermuda, Malta, Algeria, Kuwait, Egypt, Oman, UAE, Mauritius, Sri Lanka, Thailand, Bangladesh and Saudi Arabia

Save and Retrieve Images

Launch countries: US and Canada

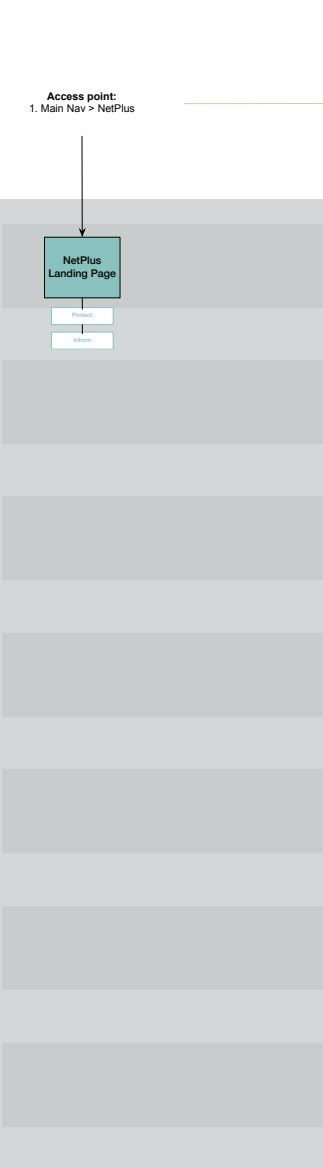
Move money

Launch countries: Priority Payments (AT) India, USA, Canada, Singapore, New Zealand, Malta, Mauritius, Australia, Vietnam, Bermuda, Monaco, UK, Hong Kong, Mexico, France, Malaysia, Indonesia, Sri Lanka, Bangladesh, Argentina, Philippines, Oman, UAE, Taiwan, Thailand, Luxembourg, Netherlands, Monaco, Belgium, Kuwait, Egypt, Italy, Germany, Armenia, Spain, Greece, Ireland, Algeria, China, Poland, Saudi A



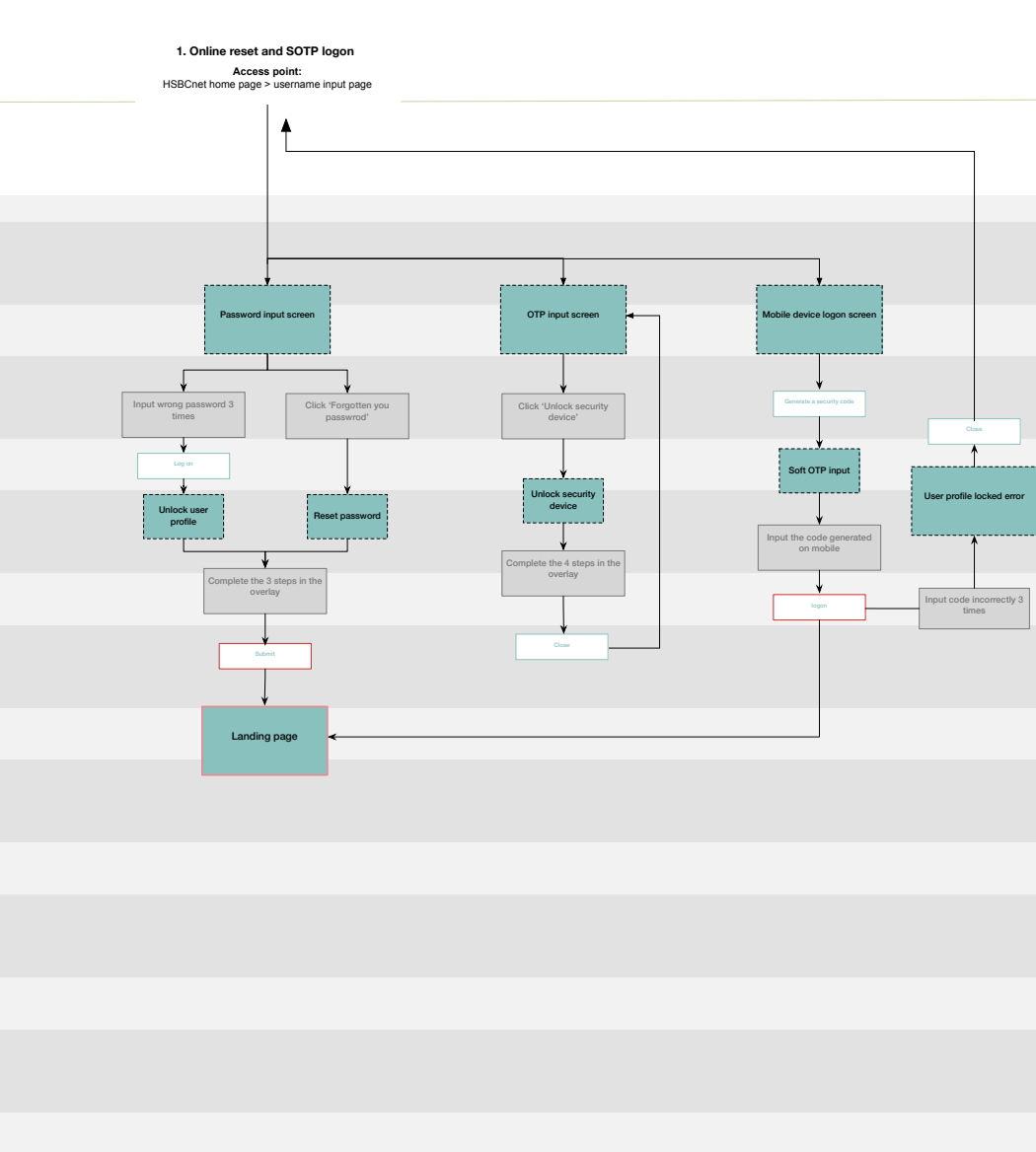
Track Payments

Launch countries:
UK, Singapore, HK, India, UAE, Australia, Canada



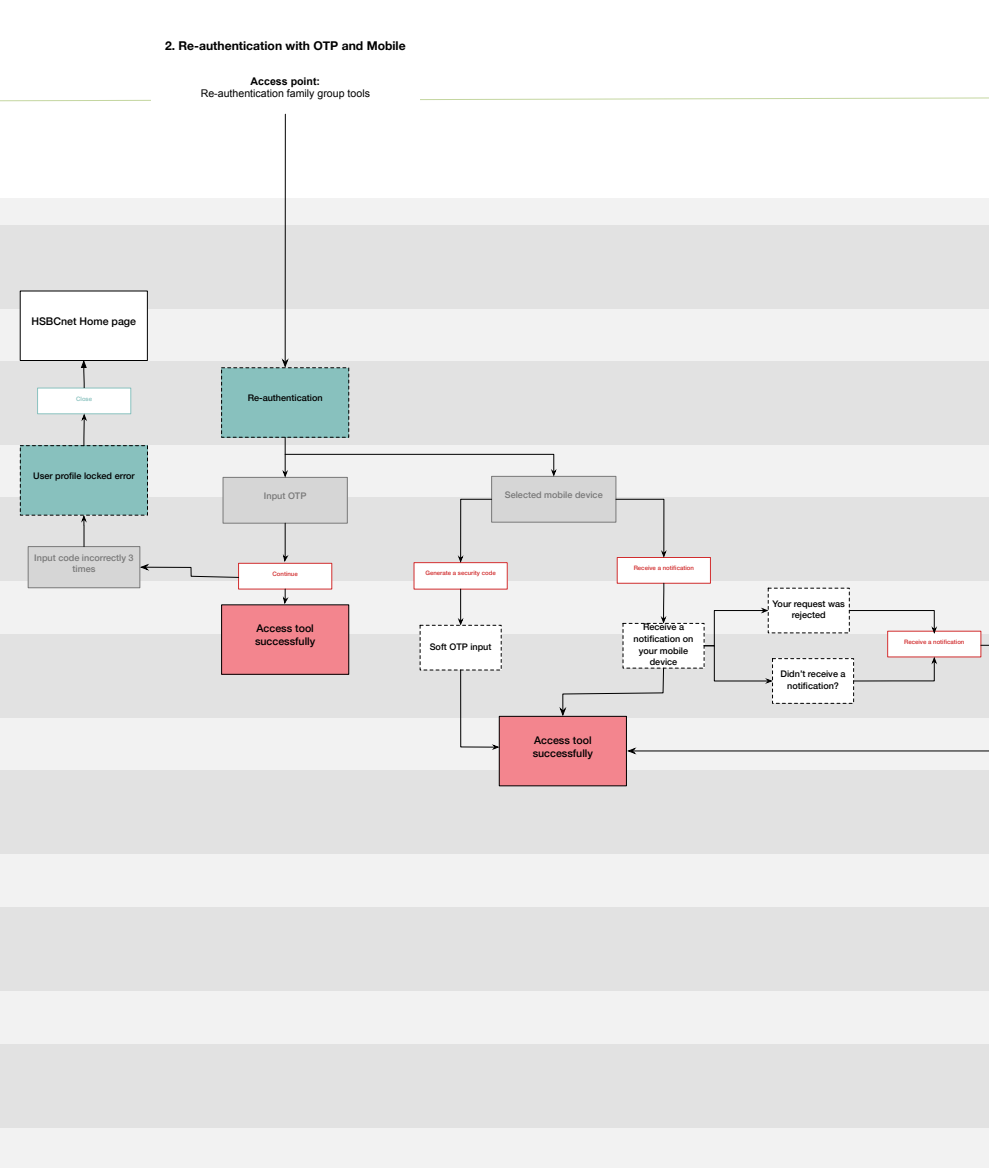
Net Plus

Launch countries:
US, UK, Australia, New Zealand, Singapore, Hong Kong, Mexico, China, India, Malaysia, Netherlands, France, Taiwan, Canada, Belgium, Luxembourg, Ireland, Netherlands, Bermuda, Malta, Algeria, Kuwait, Oman, UAE, Mauritius, Sri Lanka, Thailand, Bangladesh, and Saudi Arabia



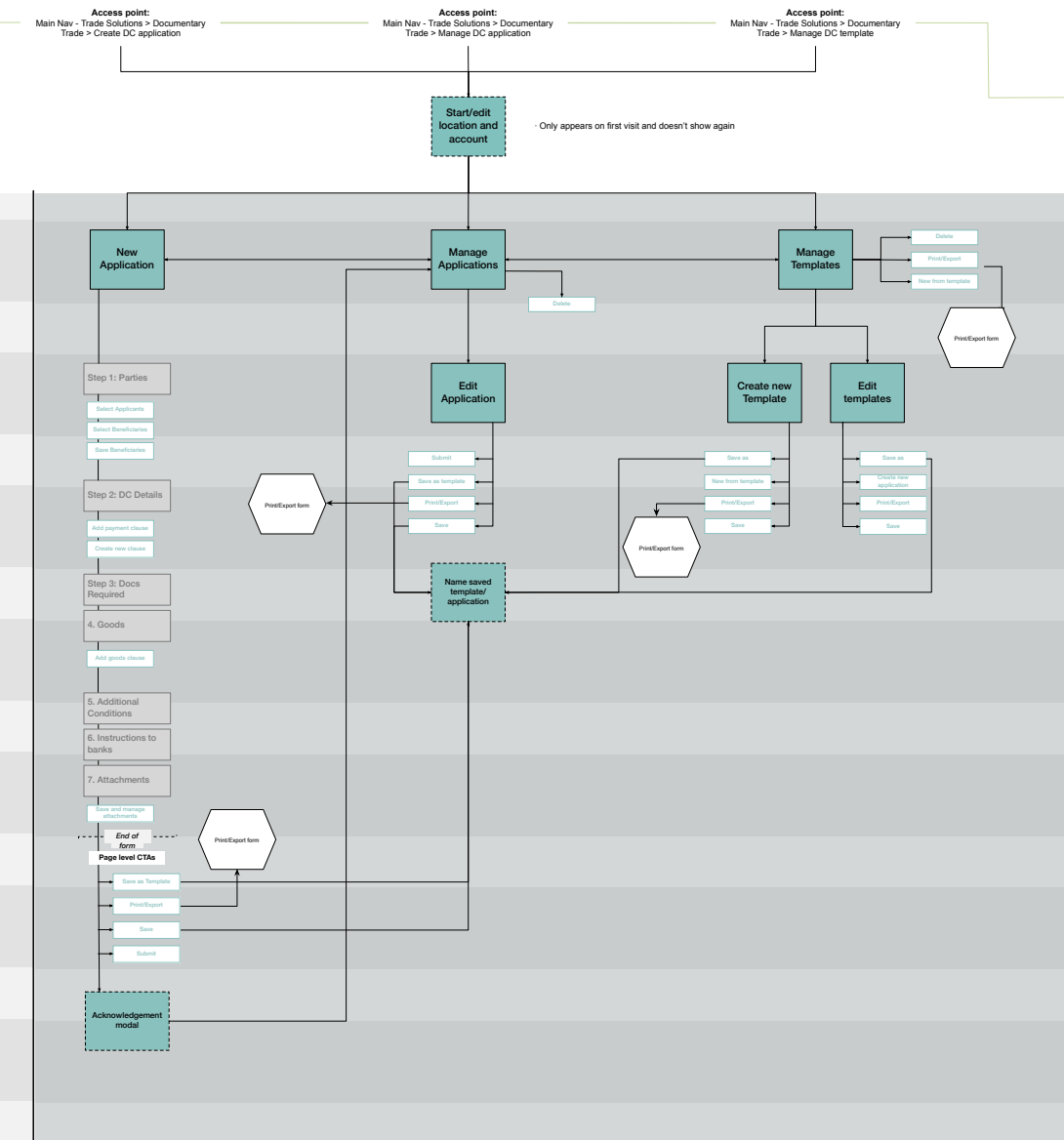
Authentication

Launch countries:
We are using a whitelist to control which customer can see our new UI. Note, and currently there is no external user can see the new UI. R27, and maybe will rollout to some external users after R27, will confirm later once I got the DC's confirmation.



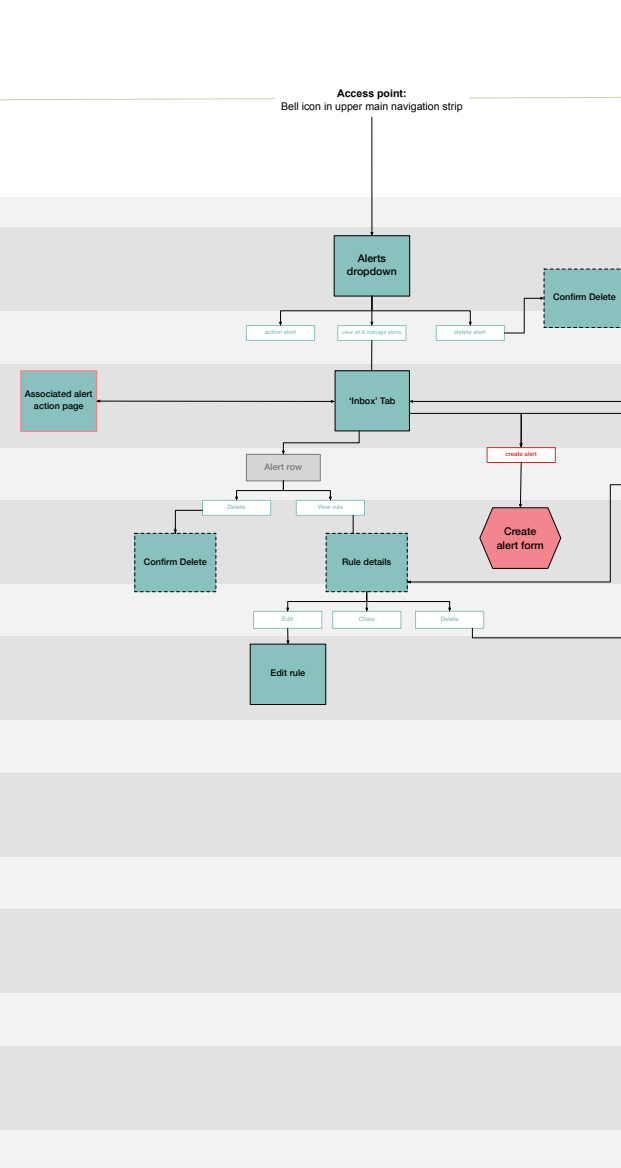
Re-authentication with OTP and Mobile

Launch countries:
US, UK, Australia, New Zealand, Singapore, Hong Kong, Mexico, China, India, Malaysia, Netherlands, France, Taiwan, Canada, Belgium, Luxembourg, Ireland, Netherlands, Bermuda, Malta, Algeria, Kuwait, Oman, UAE, Mauritius, Sri Lanka, Thailand, Bangladesh, and Saudi Arabia



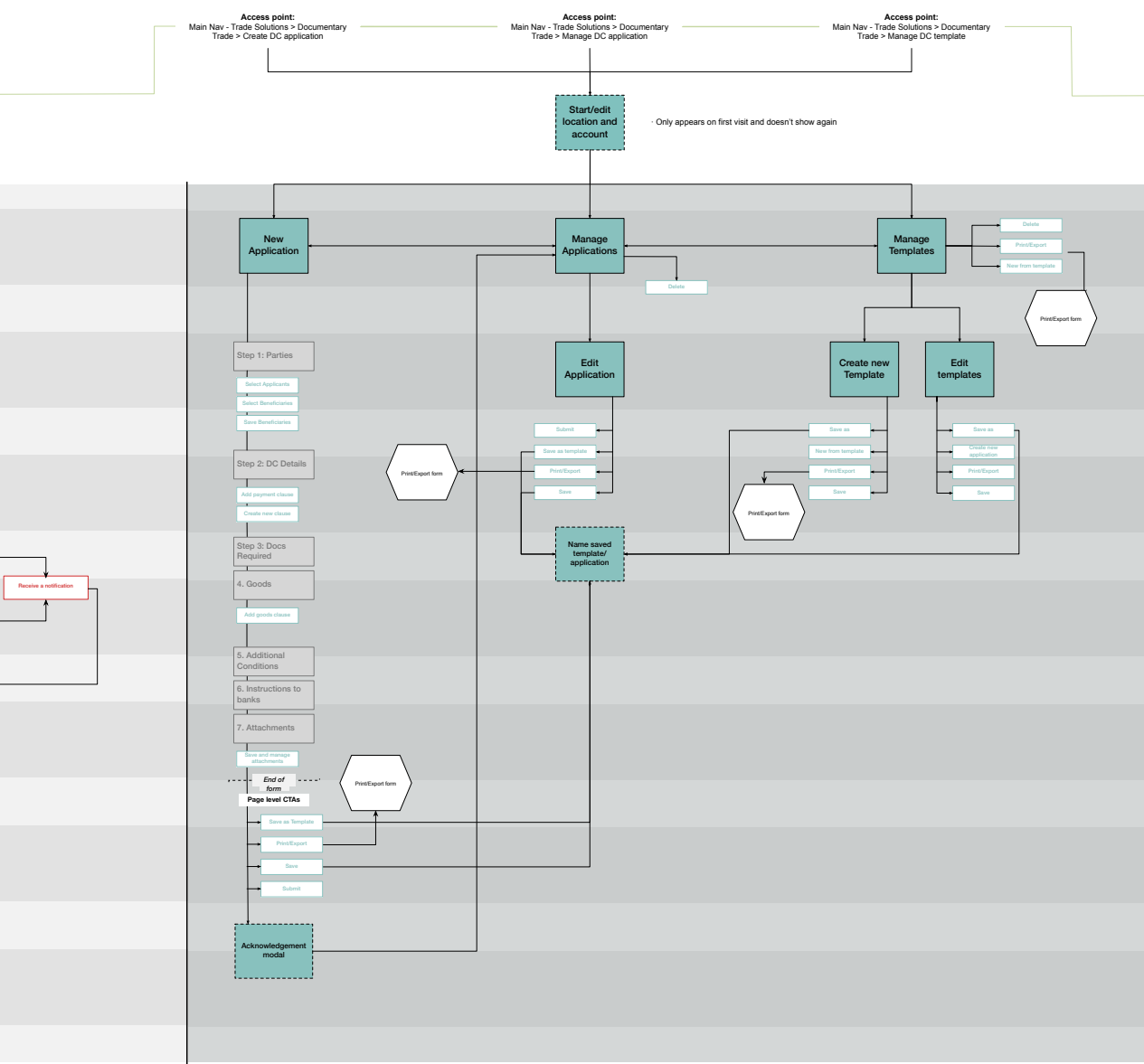
GTRF Import DC Applications

Launch countries:
US, UK, Australia, New Zealand, Singapore, Hong Kong, Mexico, China, India, Malaysia, Netherlands, France, Taiwan, Canada, Belgium, Luxembourg, Ireland, Netherlands, Bermuda, Malta, Algeria, Kuwait, Oman, UAE, Mauritius, Sri Lanka, Thailand, Bangladesh, and Saudi Arabia



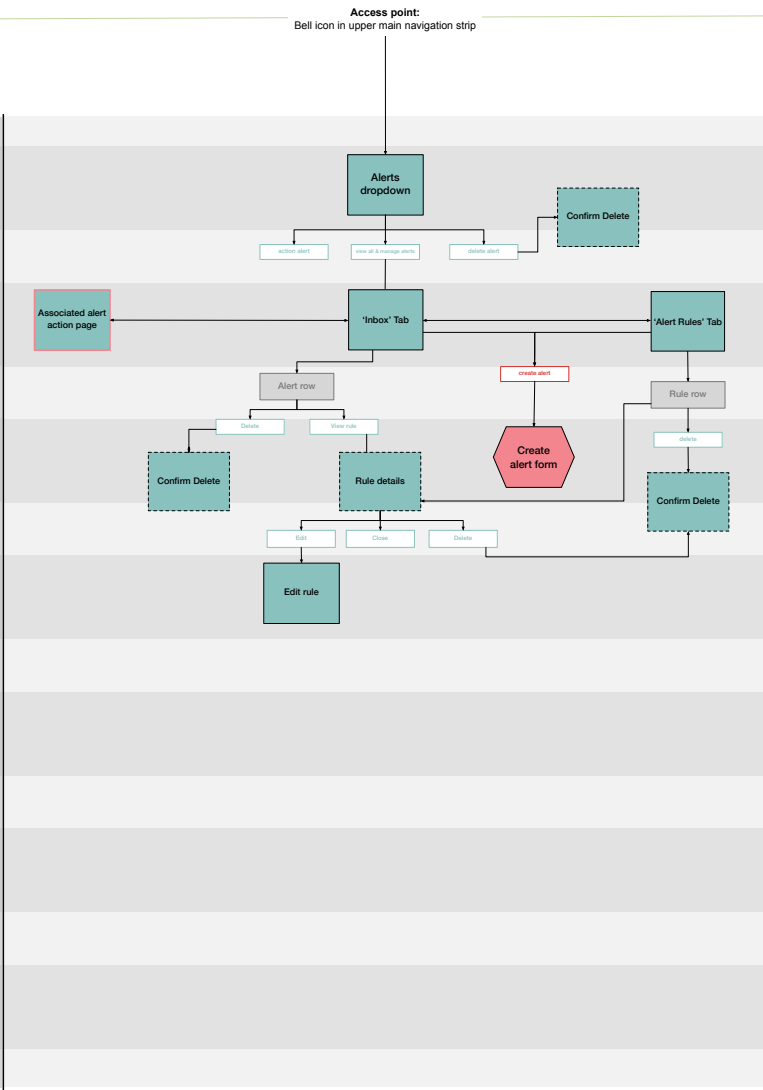
Alerts

Launch countries:
US, UK, Australia, New Zealand, Singapore, Hong Kong, Mexico, China, India, Malaysia, Netherlands, France, Taiwan, Canada, Belgium, Luxembourg, Ireland, Netherlands, Bermuda, Malta, Algeria, Kuwait, Oman, UAE, Mauritius, Sri Lanka, Thailand, Bangladesh, and Saudi Arabia



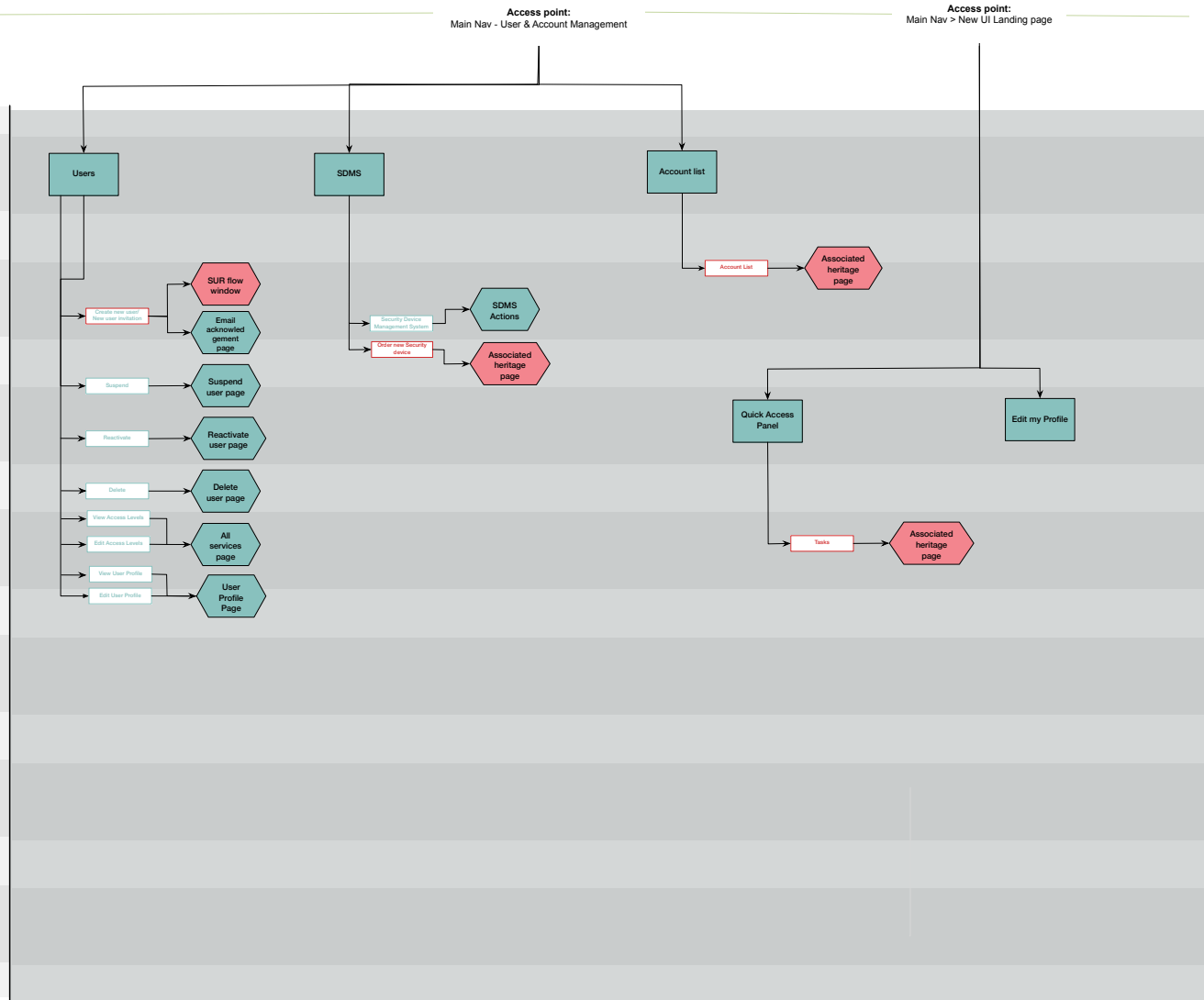
GTRF Import DC Applications

Launch countries:
UK, US, New Zealand,
Australia & Bermuda.
There are no differences by country.



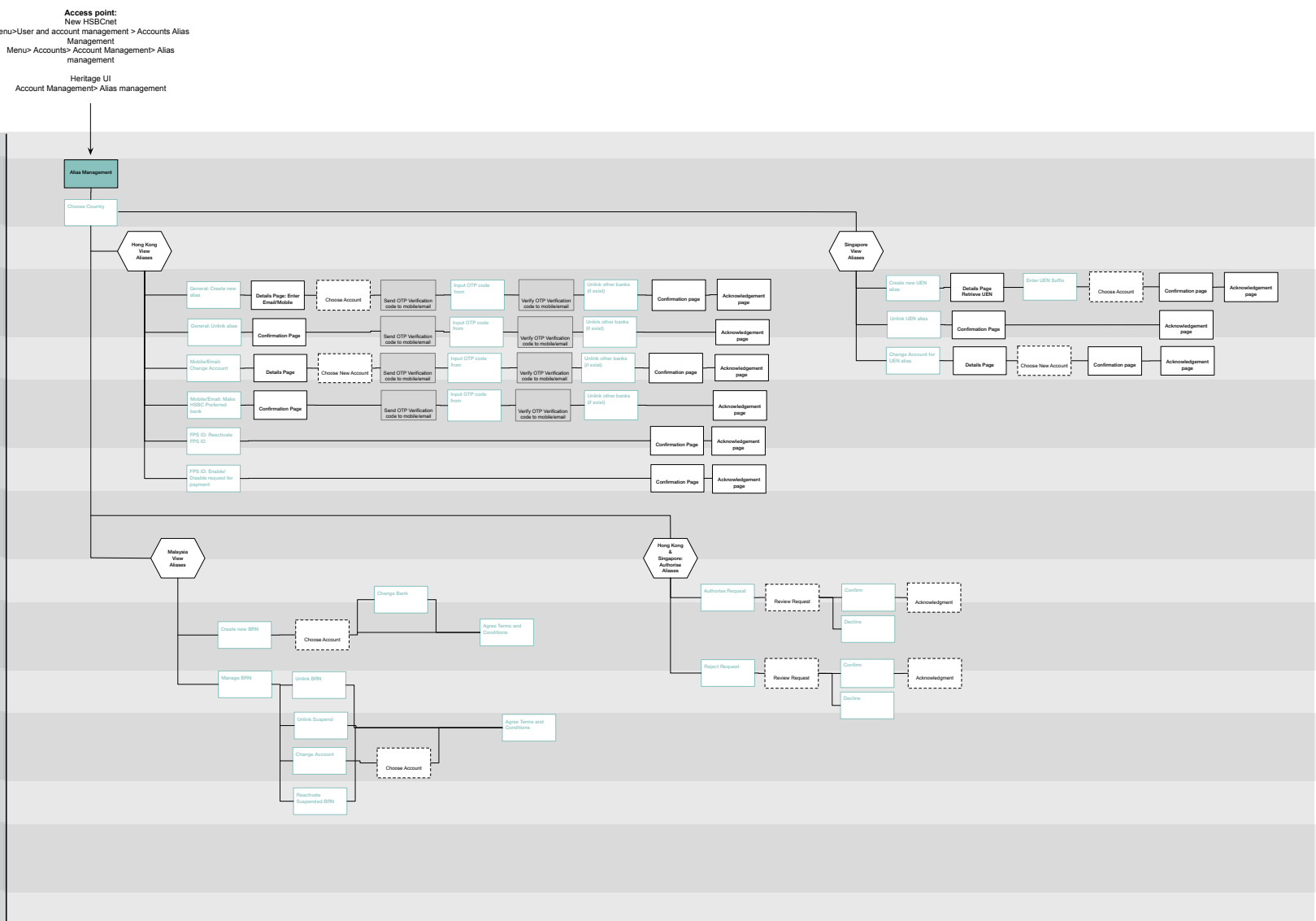
Alerts

Launch countries:
UK, US, Australia, New Zealand, Singapore,
Hong Kong, Mexico, China, India, Malaysia,
Vietnam, Indonesia, France, Mexico, Spain,
Canada, Belgium, Luxembourg, Ireland,
Netherlands, Bermuda, Malta, Algeria, Kuwait,
Egypt, Oman, UAE, Mauritius, Sri Lanka,
Thailand, Bangladesh and Saudi Arabia.



Entitlements

Launch countries:
UK, US, New Zealand,
Australia & Bermuda.
There are no differences by country.



Alias Management

Launch countries:
TBC

JAMES DOY

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Safe travels!