2019

Steve Farquharson

UX/UI, Product + Visual Design Portfolio

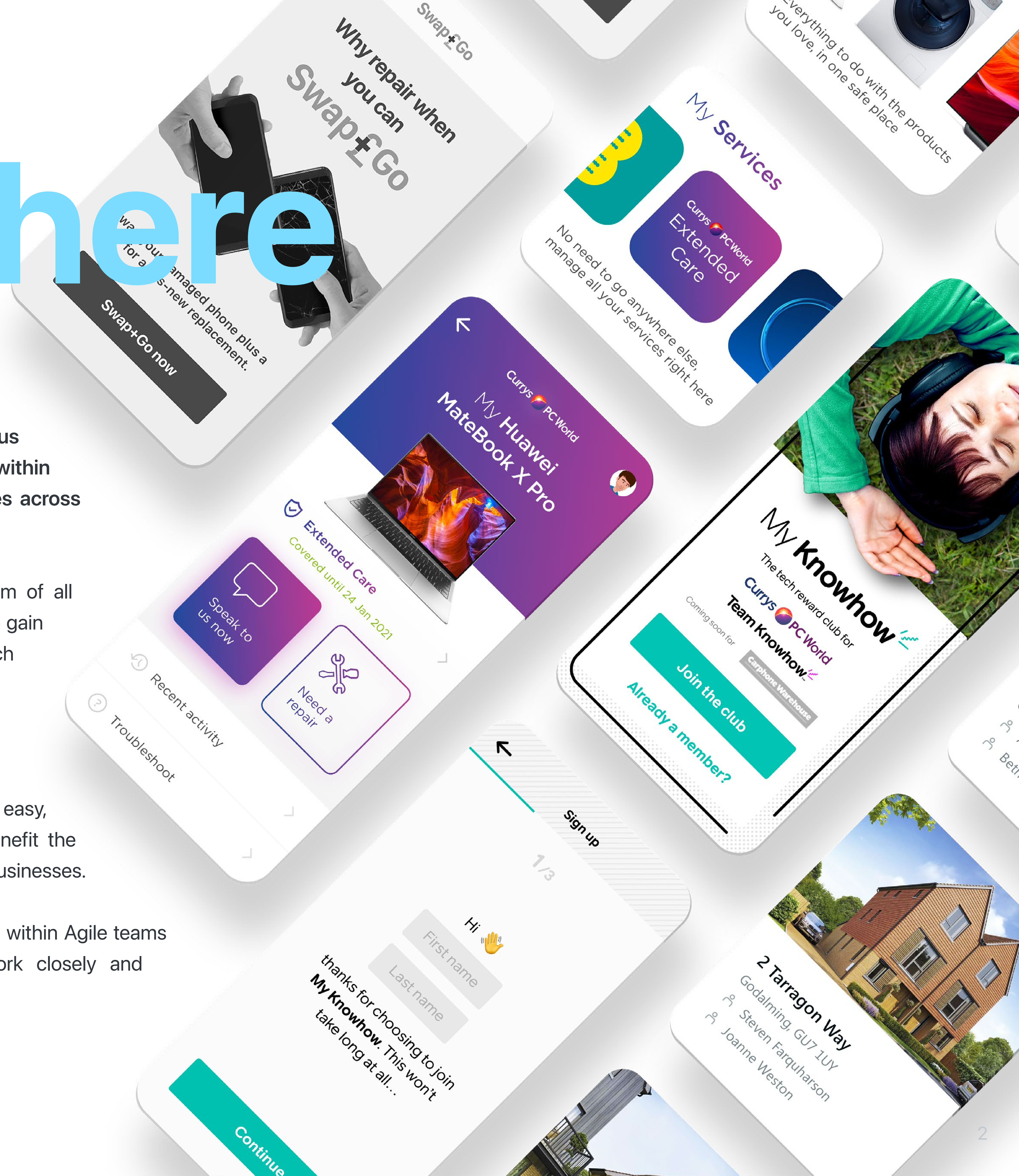
Hey there

I'm Steve Farquharson, a passionate and empathetic UX/UI, Product and Visual designer with a true customer-centric focus and over 15 years experience working within e-commerce, retail and automotive industries across many websites and mobile apps.

Knowing that customer experiences are a sum of all parts, I love delving into end-to-end journeys to gain a complete understanding of the role of each touchpoint and through customer research, identify pain-points and areas of meaningful improvement.

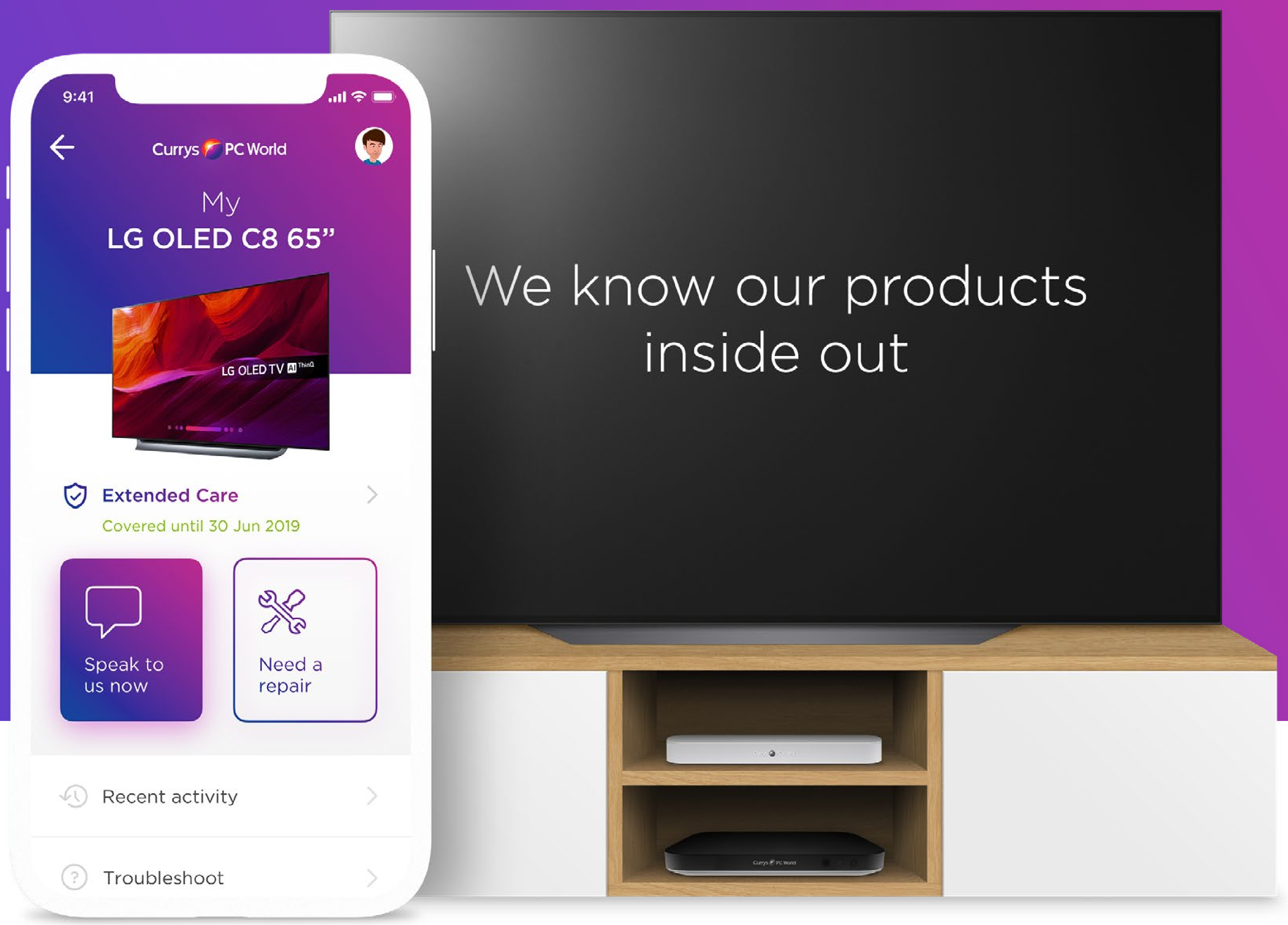
My aim is always to achieve user-friendly, easy, consistent and joined-up experiences that benefit the user in order to generate improved revenue for businesses.

I find it most rewarding and productive working within Agile teams where designers, engineers and product work closely and collaboratively throughout.


Swap+Go
Why repair when you can Swap+Go
Swap+Go now
My Services
Currys PC World Extended Care
No need to go anywhere else, manage all your services right here
Everything to do with the products you love, in one safe place
Currys PC World
My Huawei MateBook X Pro
Extended Care
Covered until 24 Jan 2021
Speak to us now
Need a repair
Recent activity
Troubleshoot
My Knowhow
The tech reward club for Currys PC World Team Knowhow
Coming soon for Carphone Warehouse
Join the club
Already a member?
Sign up
1/3
Hi 👋
First name
Last name
thanks for choosing to join My Knowhow. This won't take long at all...
Continue
2 Tarragon Way
Godalming, GU7 1UY
Steven Farquharson
Joanne Weston

Extended Care: The future of insurance

Currys PC World


9:41
Currys PC World
My
LG OLED C8 65”
LG OLED TV
Extended Care
Covered until 30 Jun 2019
Speak to us now
Need a repair
Recent activity
Troubleshoot
We know our products inside out

My Role

Lead UI/UX Designer

Duration

Jan - Apr 2019

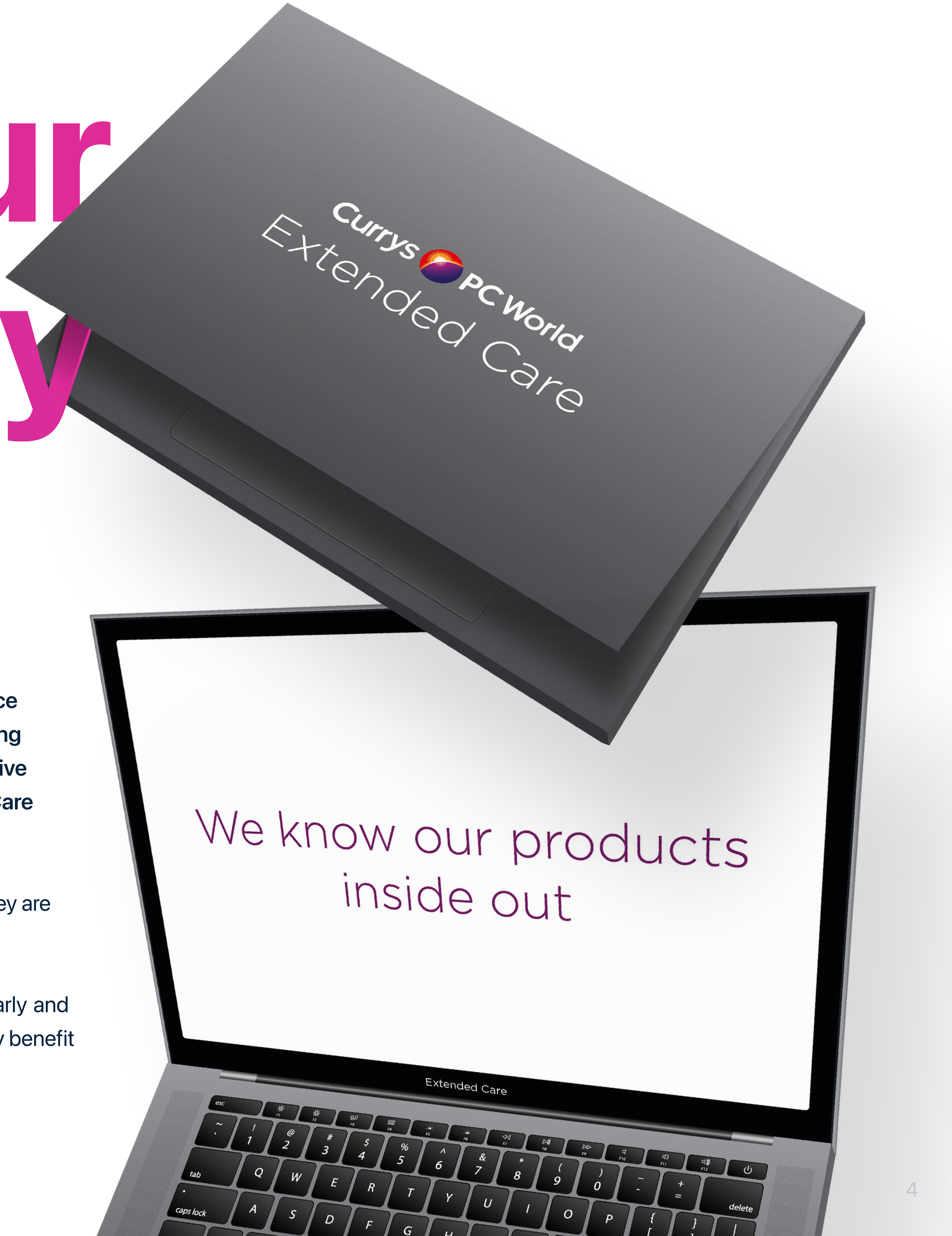
Apps & Skills

- Sketch
- Photoshop
- Craft
- Illustrator
- Large Format Print

Summary

Currys PC World wanted to create a vision of the future of their insurance proposition. Keen to simplify their product and make it more customer-focussed, I was brought onboard to consult and create all forms of design.

Not your ordinary leaflet


Currys PC World
Extended Care
We know our products inside out
Extended Care

To bring a series of end-to-end customer experience recommendations to life I was asked to create a range of exciting leaflets (not my usual gig!) that also linked to an interactive Sketch protoype which needed to showcase how Extended Care could be managed online.

For many of their customers the journey begins in-store where they are handed the obligatory insurance leaflet.

I set out to create a series of engaging leaflet concepts that clearly and honestly introduce customers to the service and how it could truly benefit them. I also wanted to somehow convey Currys PC World's passion and deep knowledge for the technology they sell and service to reassure the customer that they are in the safe hands

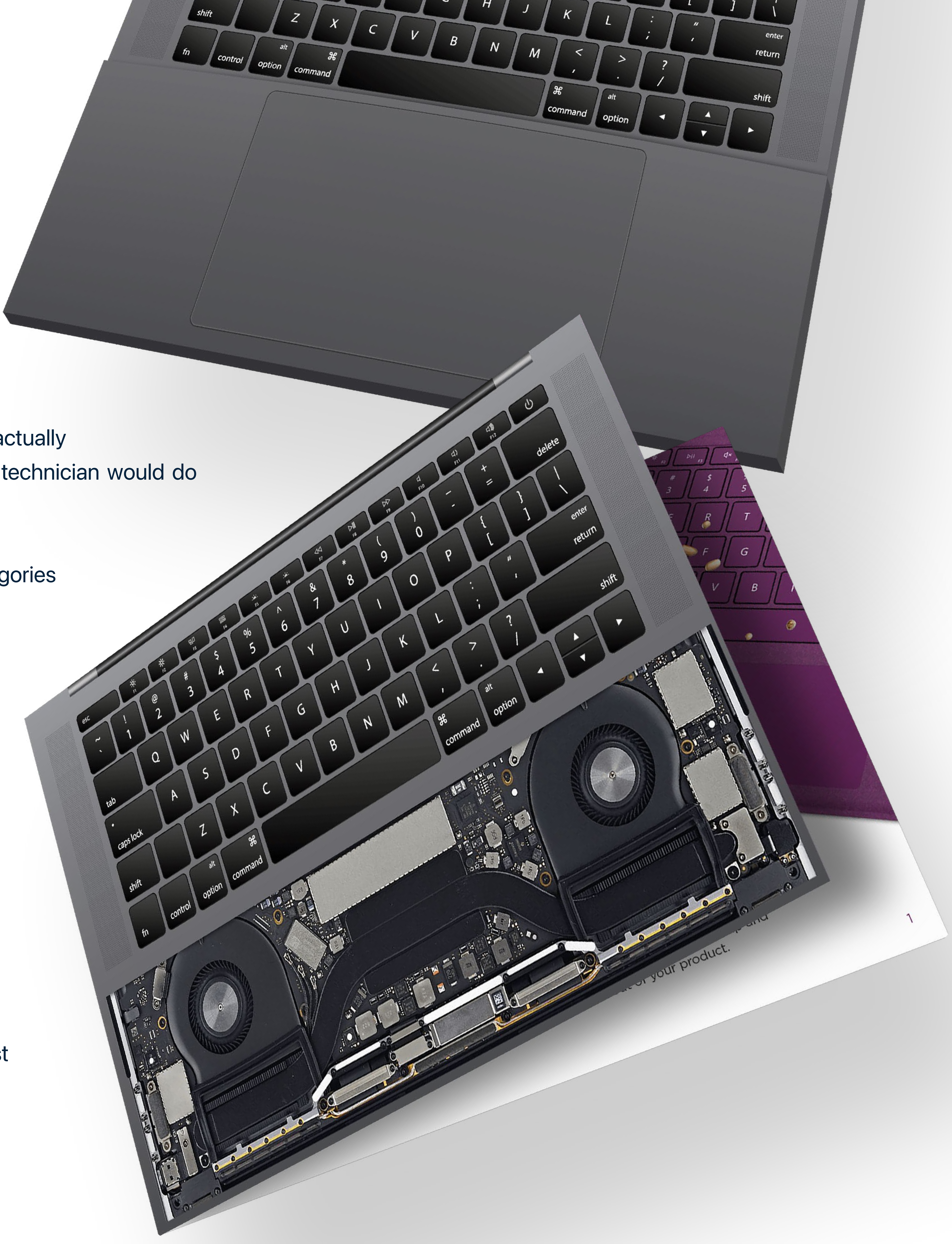
I decided quite early on that a standard leaflet or booklet just wouldn't be enough, no matter how well designed. So I began exploring ideas of how the leaflet could fold up and then eureka! What if opening up the leaflet actually gave the sense of taking a product apart, similar to what a technician would do when performing a repair.

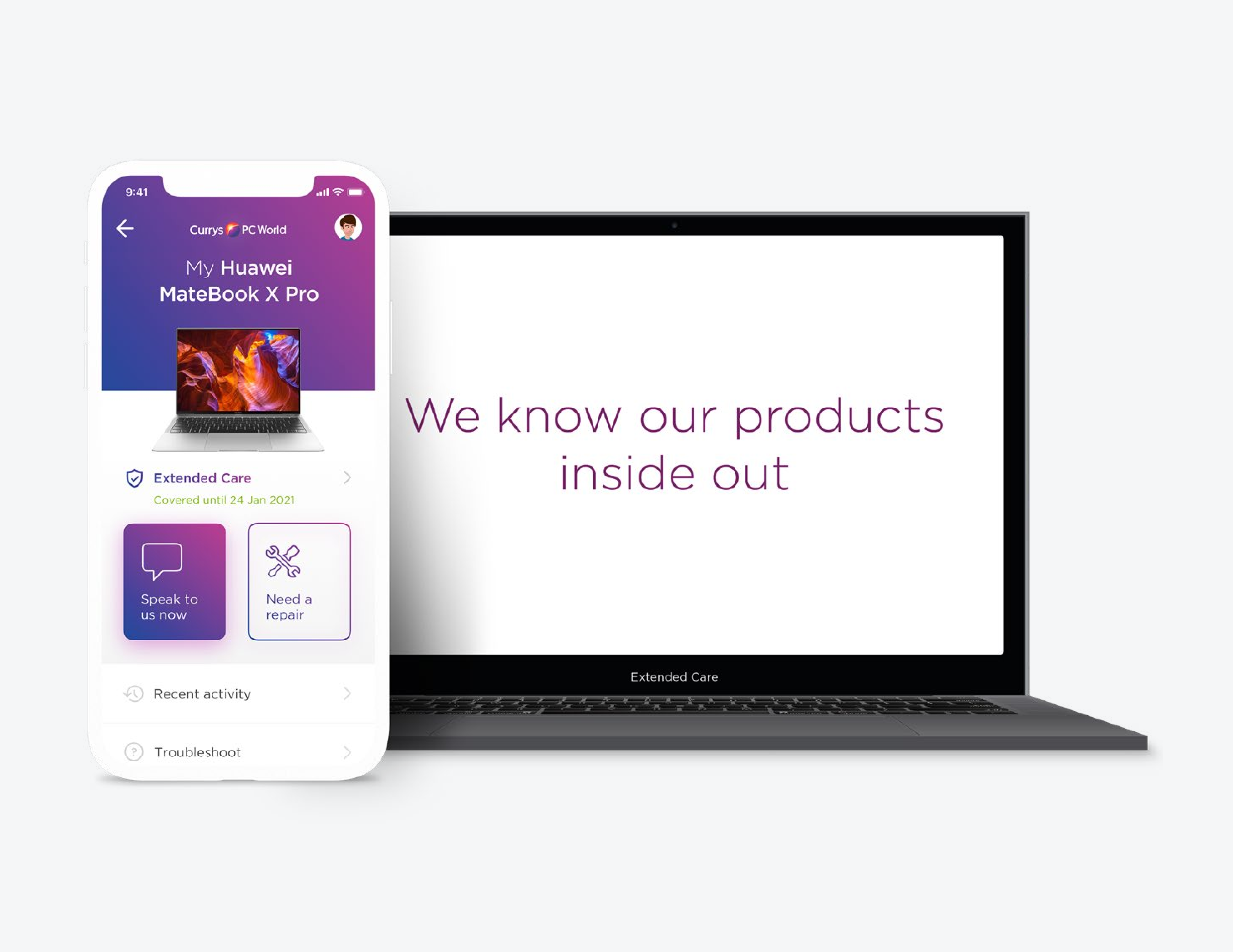
I needed to create prototypes for each of their three main categories - Computing, Television and Kitchen Appliances.

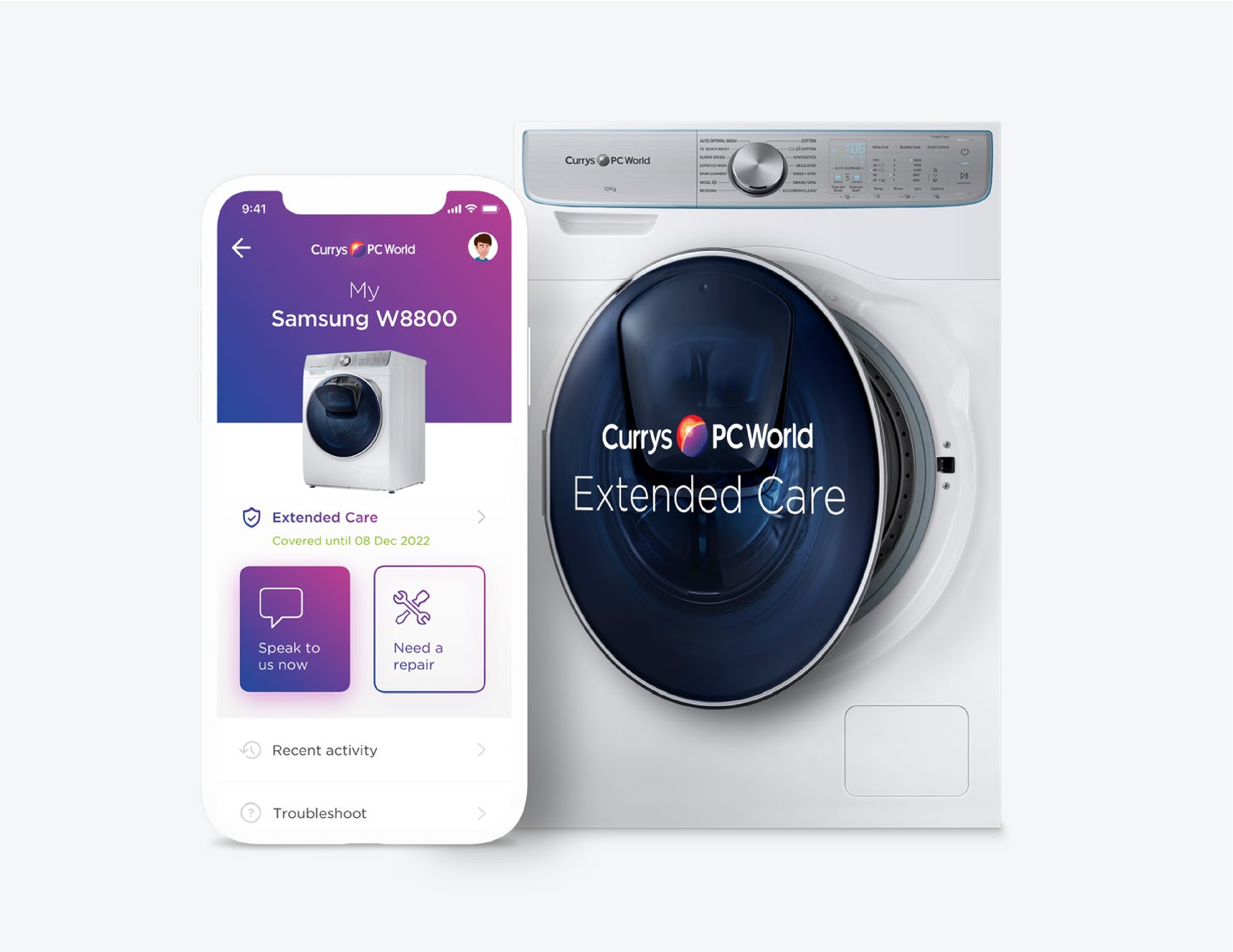
Computing felt the most straightforward as the leaflet could sit within a wallet that looked like a laptop and the leaflet contained within could resemble the keyboard and its internals.

If I took the exact same approach with the Television category, I thought it could quite easily get confused with a tablet computer. So to make it more obvious I felt it required some form of furniture to fold out and sit on.

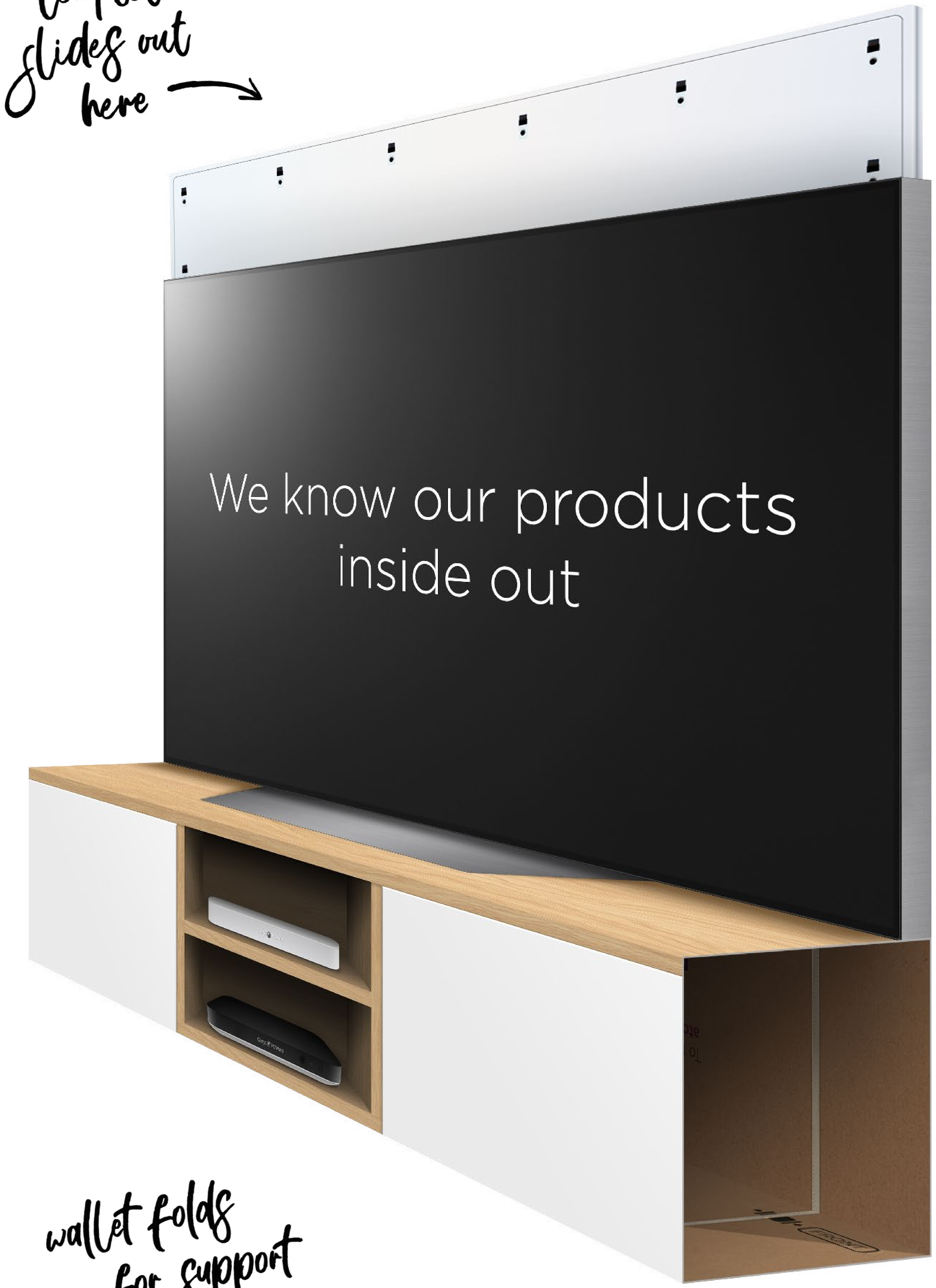
The people at Currys PC World were quite keen to use a washing machine for the final one due to it being the most popular kitchen appliance to be insured and repaired.




9:41
Currys PC World
My Huawei MateBook X Pro
Extended Care
Covered until 24 Jan 2021
Speak to us now
Need a repair
Recent activity
Troubleshoot
We know our products inside out
Extended Care


9:41
Currys PC World
My Samsung W8800
Extended Care
Covered until 08 Dec 2022
Speak to us now
Need a repair
Recent activity
Troubleshoot
Currys PC World
Extended Care

leaflet slides out here


We know our products inside out

wallet folds for support

Currys
Extended

Inside this pack you will find everything you need to know about Extended Care. We have made it simple by removing the small print and loop holes and included clear advice on what is covered, how it works and how to make a claim.

If you would like to register for an online account go to **atcurryswecare.com**, where you will be able to manage every aspect of your cover, avoid waiting in queues by requesting a call-back, view purchase information, including your receipt and easily make claims.

We are here to support you whether you need to make a claim or if you have any technical questions related to any of your gadgets.

We can help you with installation, set-up and getting the most out of your product.

by registering for an online account. Request a your payments online, saving time and putting

Book repairs in seconds

One step repair booking service that allows you to select a convenient day and time-slot for when we visit your home to collect your item, or alternatively book an appointment in store to drop off your repair.

Easily amend your cover

Add services, edit your details or cancel your care plan at any time using your online account.

No receipts or paperwork

We will retain all of your receipts and service history should you need to revisit any previous purchases or look at any advice you have received on your products in the past.

What's included

Protection against breakdown

We'll fix or replace your product within 7 days. We only ever use authorised parts, no extra costs to pay ever. If we do need to repair in your home we'll give you a choice of 2-hour time slots.

Handy online account

Keep on top of everything online - from scheduling and tracking repairs to getting product assistance. We will keep a complete service history and no need to keep receipts, these will automatically be stored when you purchase any new product from us.

New for old replacement

If we can't repair your product, you can choose between a replacement or equivalent and we'll deliver it. Alternatively you could choose store credit and pick a replacement at a time convenient for you.

Jump the queue with call-back

If you have any questions whatsoever about using your new product we'll always be at hand. We'll also be in touch later on down the line to check in and see how you're getting on with your product.

Easy to make a claim

A service that finally makes it easy to make a claim. No more long forms to fill out, no chasing, we'll resolve the issue as quick as possible and keep you informed along the way.

No-claims bonus

If you don't make a claim by the end of your cover we'll award you a no claims bonus.

Optional Accidental Damage Cover

For extra peace of mind get cover for unexpected mishaps - like drops, knocks, scrapes and spillages. A small excess fee of £25 applies.

Currys PC World

My

LG OLED C8 65" TV

Extended Care

Covered until 8 Dec 2022

Speak to us now

Book a repair

Recent activity

Troubleshoot

Our 7-day repair promise

We have built Extended Care around our 7-day repair promise, this is a guarantee that your 7 days or less. The repair promise starts from the moment you speak to us or make the claim o choose a convenient date and 2-hour time slot for the collection and we'll keep you informed wit repair along the way, right up until it is returned at a convenient time for you. If we fail to fix your TV give you a replacement.

If you need your product repaired urgently there is an option to reduce the repair time to 5, 4 or 3 days, this discussed at point of claim.

Repair needed

Call us to make a claim

or

Make a claim online

We'll collect it from you

Our Specialist Repair Centre

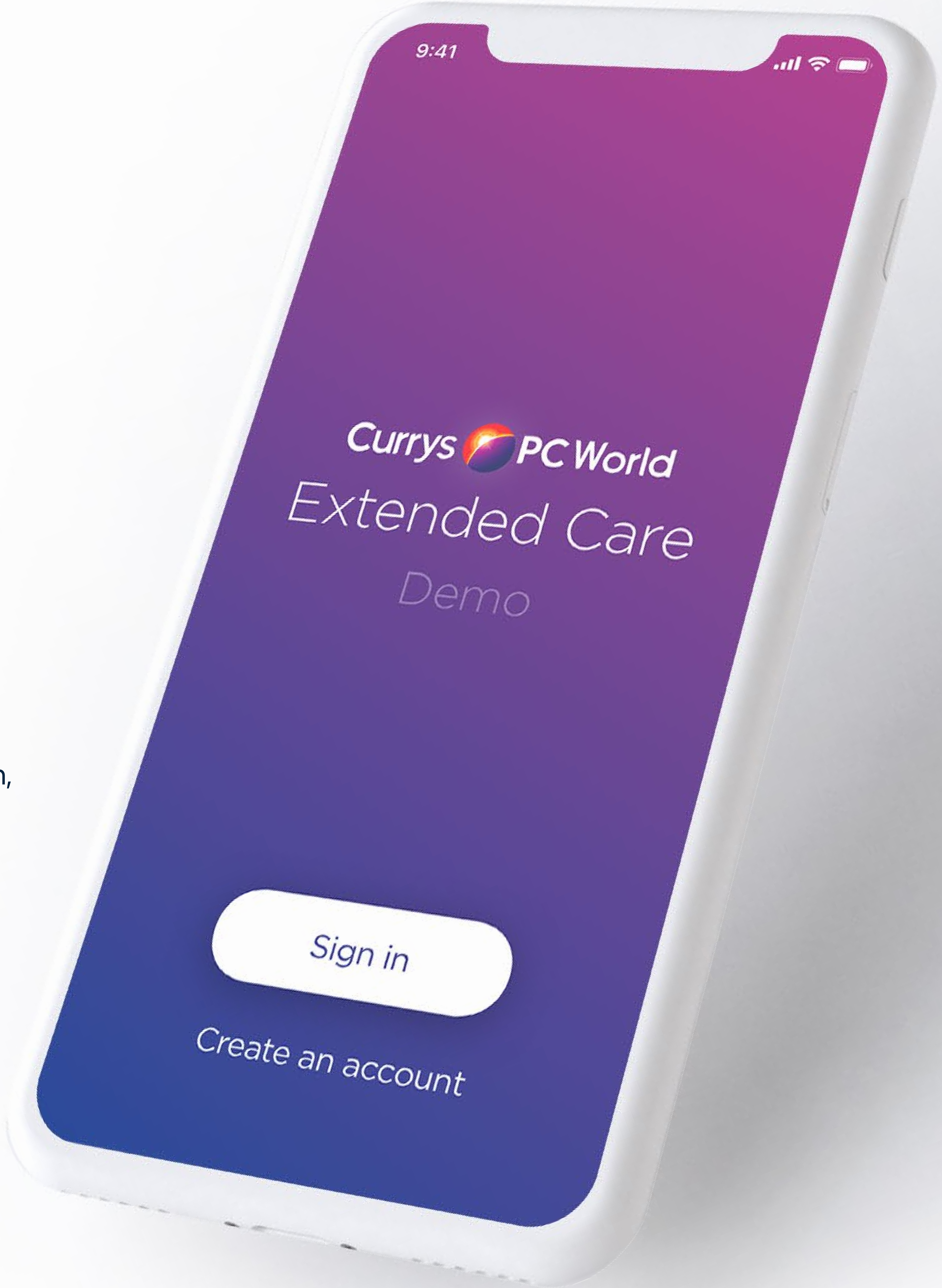
Diagnose & Order parts

Repair & Test

Deliver back to you

Repaired in 7 days or we'll replace it

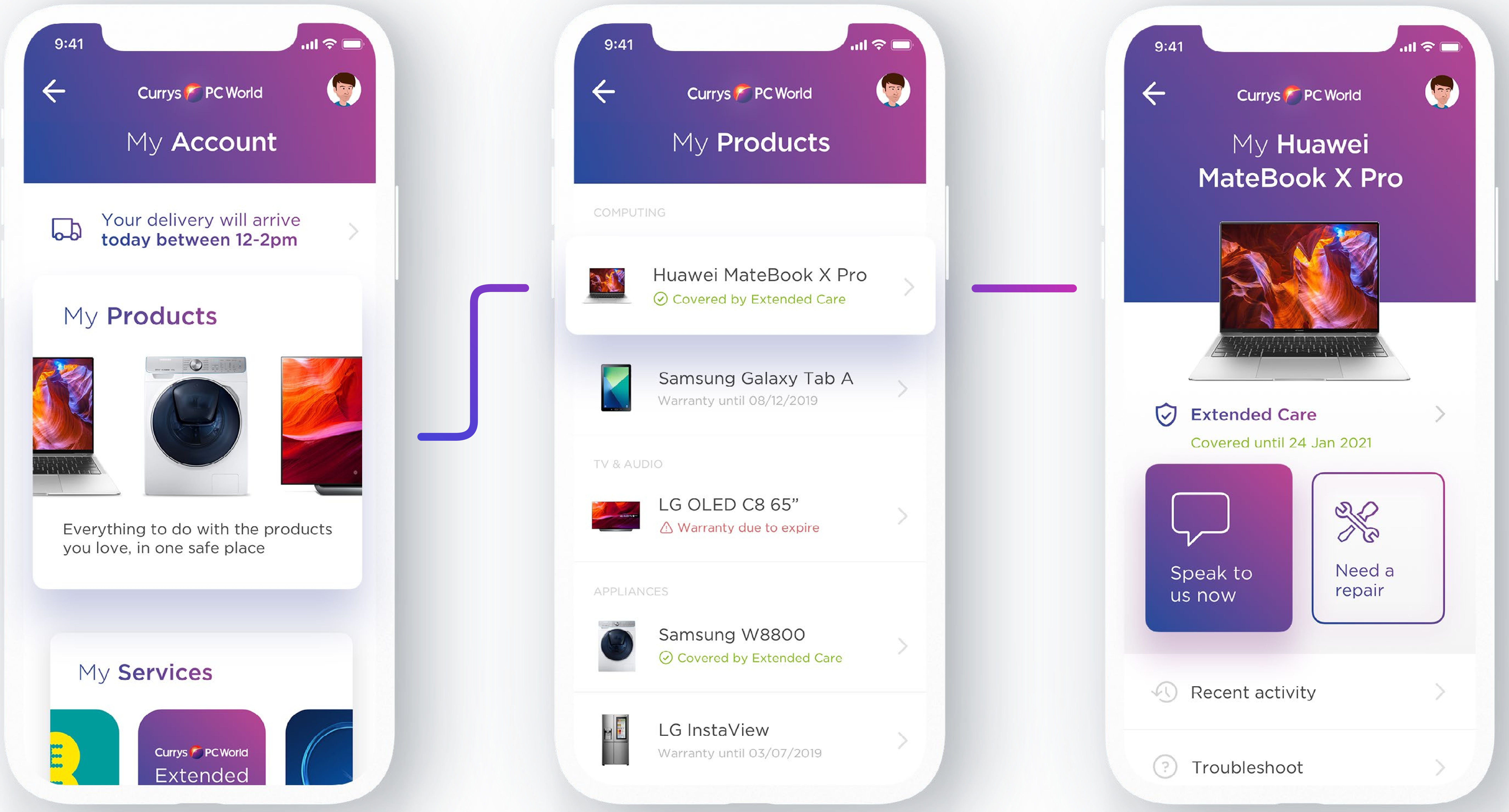
Care, in your hands


9:41
Currys PC World
Extended Care
Demo
Sign in
Create an account

I didn't spend the entire time printing, cutting, folding and glueing (although, I must admit that was quite refreshing!) In conjunction with the leaflets the app experience had to also be prototyped.

Although at this stage they did not require an extensive experience, it had to demonstrate how customers could:

- **Navigate their account and the products/services they have purchased**
- **Have quick and easy access to support from a human in a way that is comfortable for them**
- **Easily be able to book a repair for a product**


9:41
Currys PC World
My Account
My Products
My Services
Currys PC World Extended
9:41
Currys PC World
My Products
COMPUTING
Huawei MateBook X Pro
Covered by Extended Care
Samsung Galaxy Tab A
Warranty until 08/12/2019
TV & AUDIO
LG OLED C8 65”
Warranty due to expire
APPLIANCES
Samsung W8800
Covered by Extended Care
LG InstaView
Warranty until 03/07/2019
9:41
Currys PC World
My Huawei MateBook X Pro
Extended Care
Covered until 24 Jan 2021
Speak to us now
Need a repair
Recent activity
Troubleshoot

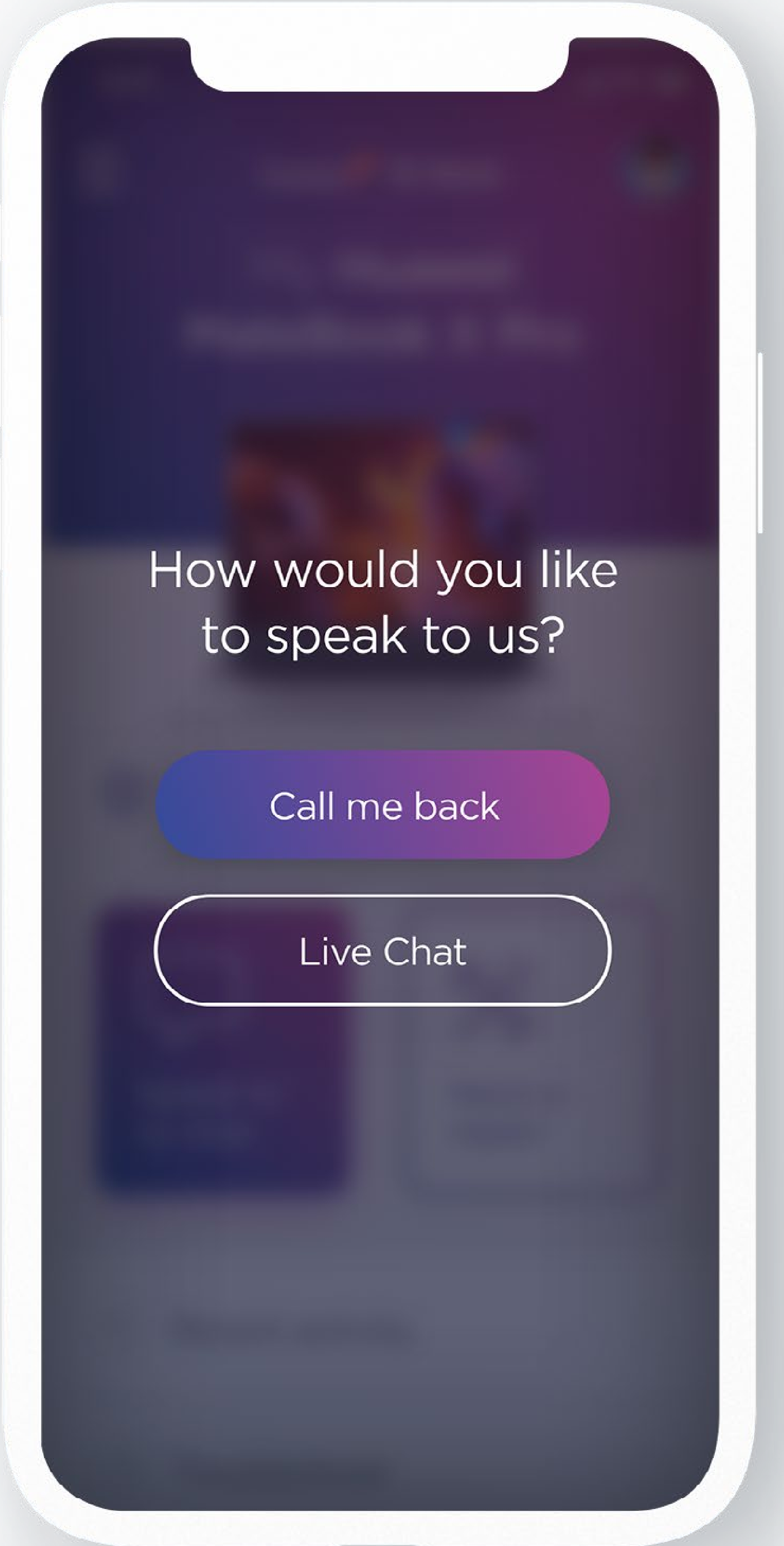
Your delivery will arrive today between 12-2pm

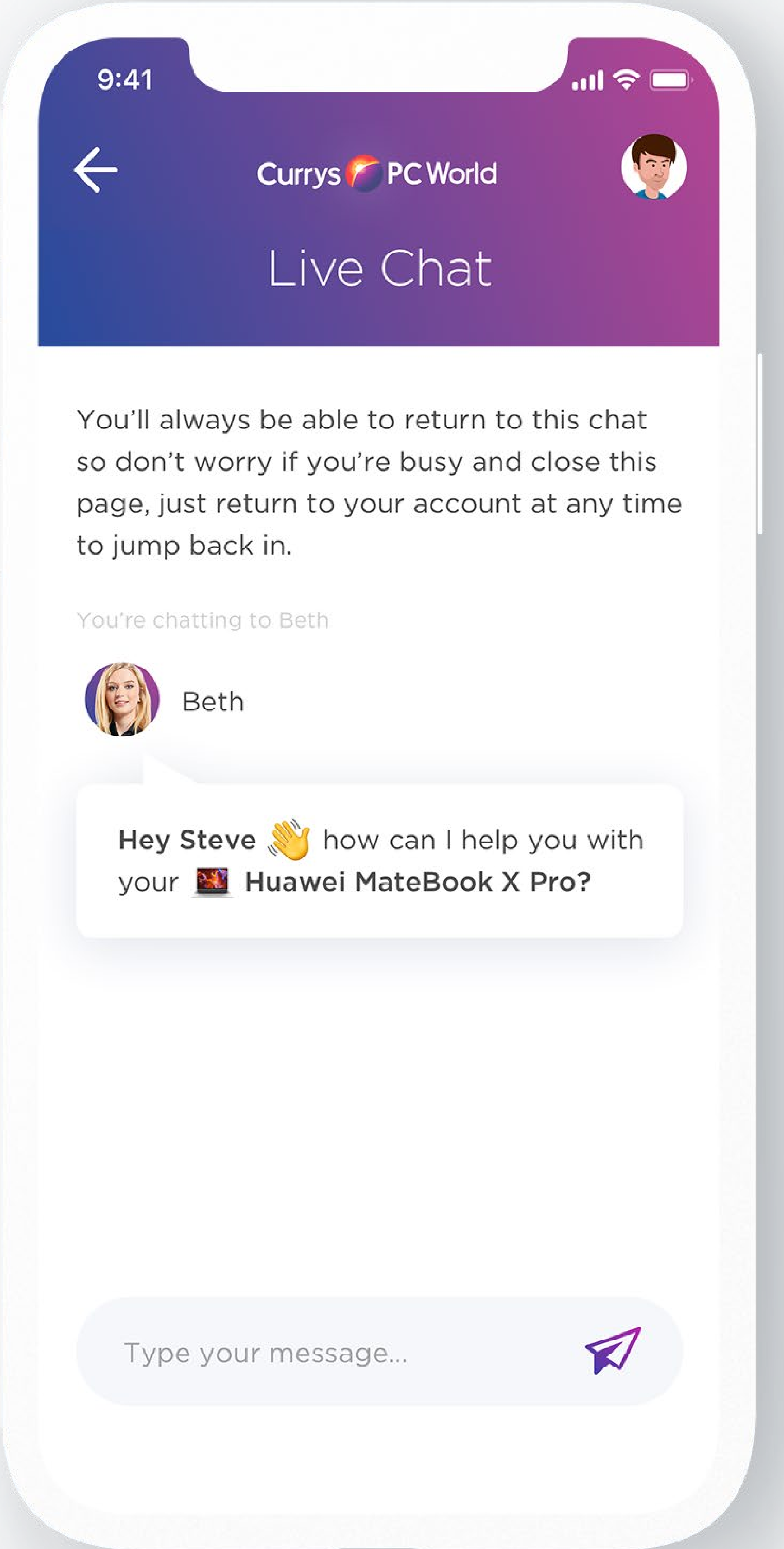
Everything to do with the products you love, in one safe place

Due to time constraints and also because of the similarities between parts of this and the My Knowhow Membership project (I had more or less wireframed My Account and My Products screens before) so it made sense to jump straight to visual design.

I was simultaneously working on the leaflets so the look & feel naturally formed to work well across both - a big benefit to channel-agnostic design! I really liked the gradient I chose, inspired by the colours in the Currys PC World logo but at a higher saturation to give a more modern vibrant punch. This had the correct level of prominence I needed to really inject enough brand ID across the screens whilst also keeping a balance of not being too heavy or garish.

Due to everything below these headers being on white, it becomes really easy to establish a straightforward visual hierarchy - so anything that needs to be elevated or given more prominence has added colour, like the primary and secondary buttons on the third screen above. 'Speak to us now' being the primary button, has a solid gradient whilst 'Need a repair' is secondary here so the gradient is just applied to its border stroke.


How would you like to speak to us?
Call me back
Live Chat

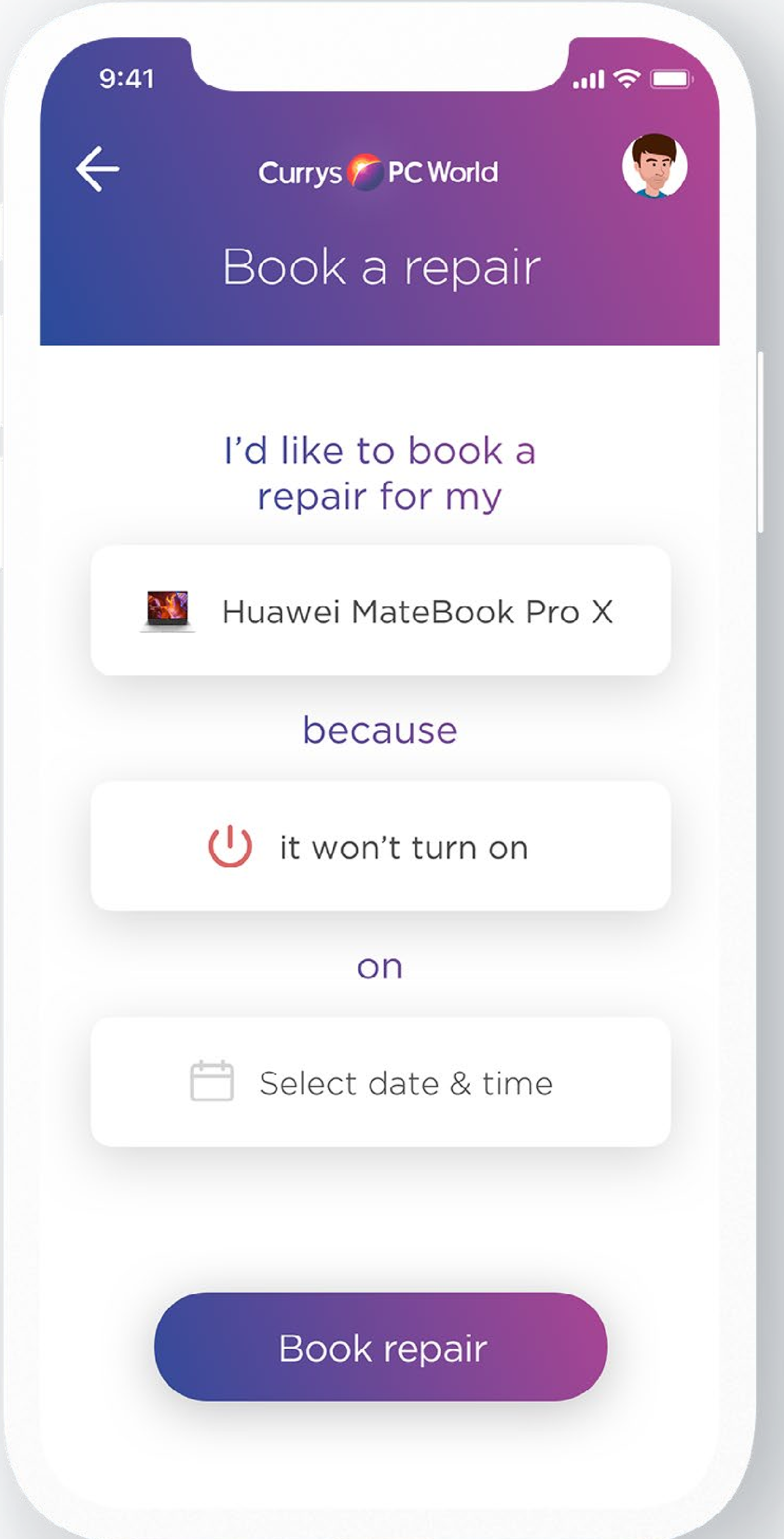

9:41
Currys PC World
Live Chat
You'll always be able to return to this chat so don't worry if you're busy and close this page, just return to your account at any time to jump back in.

You're chatting to Beth

Beth

Hey Steve 👋 how can I help you with your **Huawei MateBook X Pro?**

Type your message...


9:41
Currys PC World
Book a repair
I'd like to book a repair for my

Huawei MateBook Pro X

because

it won't turn on

on

Select date & time

Book repair

Although this wasn't by any means an extensively ironed out experience I was glad I was able to lay out the foundations for a friendly, engaging and simple experience.

End-to-end customer experience consultation

Dixons Carphone

dd items
ring wash
Sports wash
Quick wash 15-20 mins
Delay finish time
Specialist stain removal
Child safe
Self cleaning
Eco friendly washes
Reduce drying time
Child safe
Gentle and deep clean
Control with your phone
Steam clean
Pet hair removal

My Role

Lead UI/UX Designer

Duration

Jun - Dec 2018

Apps & Skills

- Sketch
- Photoshop
- Illustrator
- Large Format Print

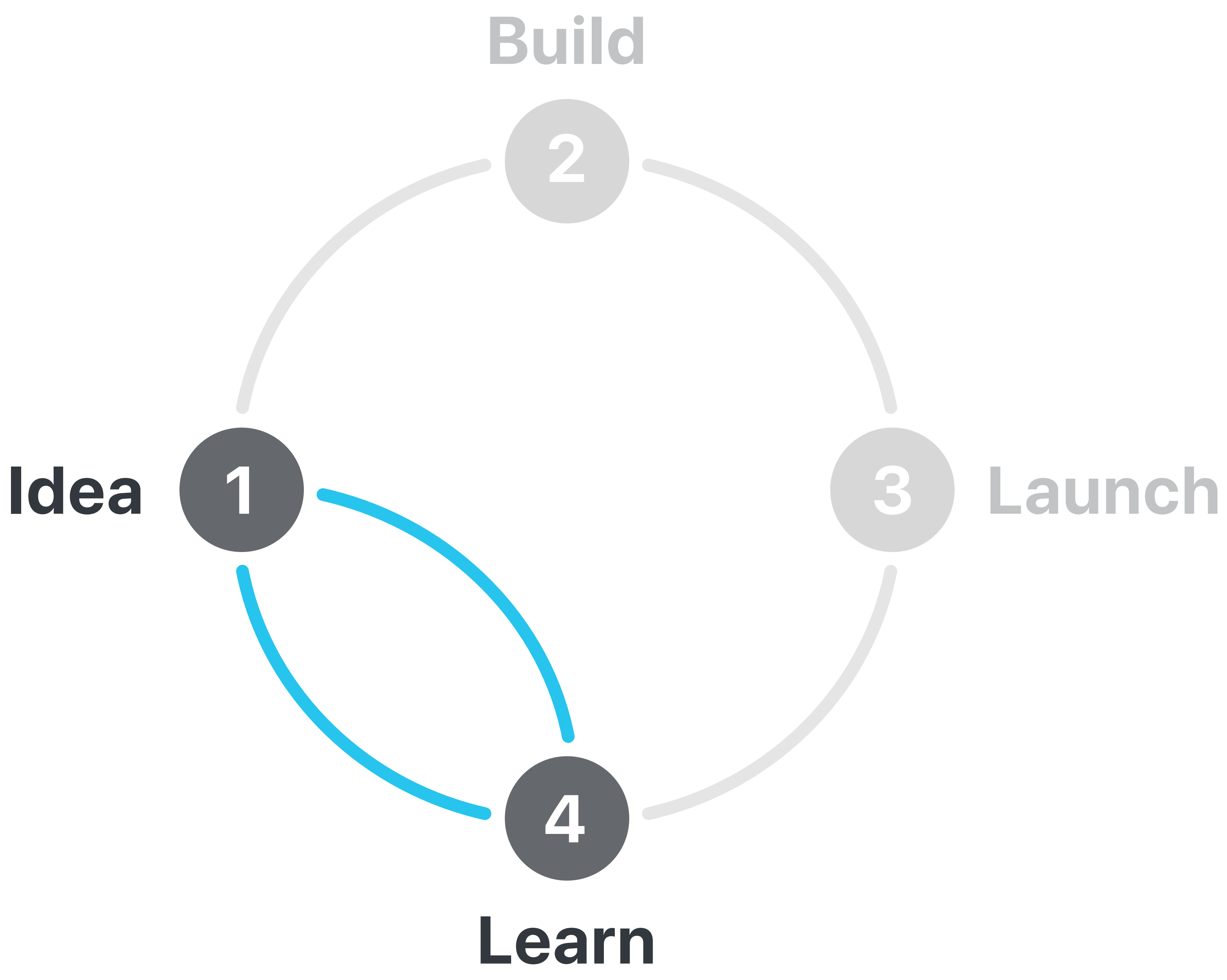
Summary

An intensive but very rewarding time spent working as an integral member of a small group of experts, assembled to answer some critical customer experience questions for Dixons Carphone.

Design Sprint

Over the course of a few months we needed to identify keys areas within the used phone/phone repair and kitchen appliance markets where Dixons Carphone should focus their resource and investment.

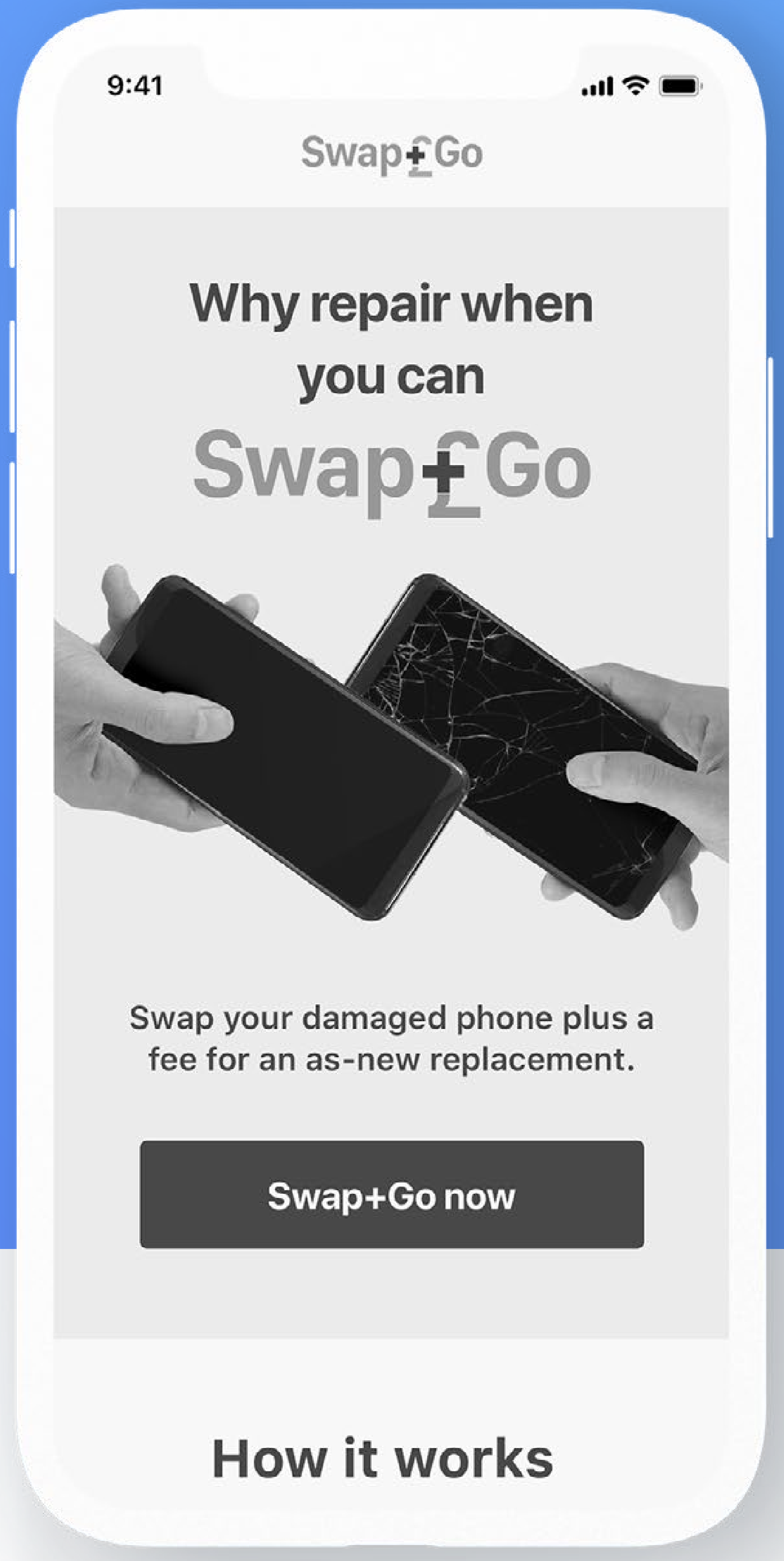
Google Venture Design Sprints was the perfect methodology to adopt as it allowed us to fast-track traditional processes. We rapidly created realistic looking prototypes to test with actual customers and guaged their reactions before making any expensive commitments.



During our initial two sprints we quickly established that customers loved the quality of Carphone Warehouse's refurbished phones and although they value genuine accredited repairs they're far too tempted to go to a local repair shop and get a quick low-cost and low-quality fix.

A large portion of their refurbished units enter the business via their Trade-in service where they are are expertly restored to a variety of high quality conditions. To capture the low-price repair market what if you combined Trade-in with the selling of refurbished units? So basically allow customers to swap a damaged phone for a nearly new one (same model or different) at a highly competitive price and even faster than the quickest of low-quality repairs. This is exactly what we tested!...

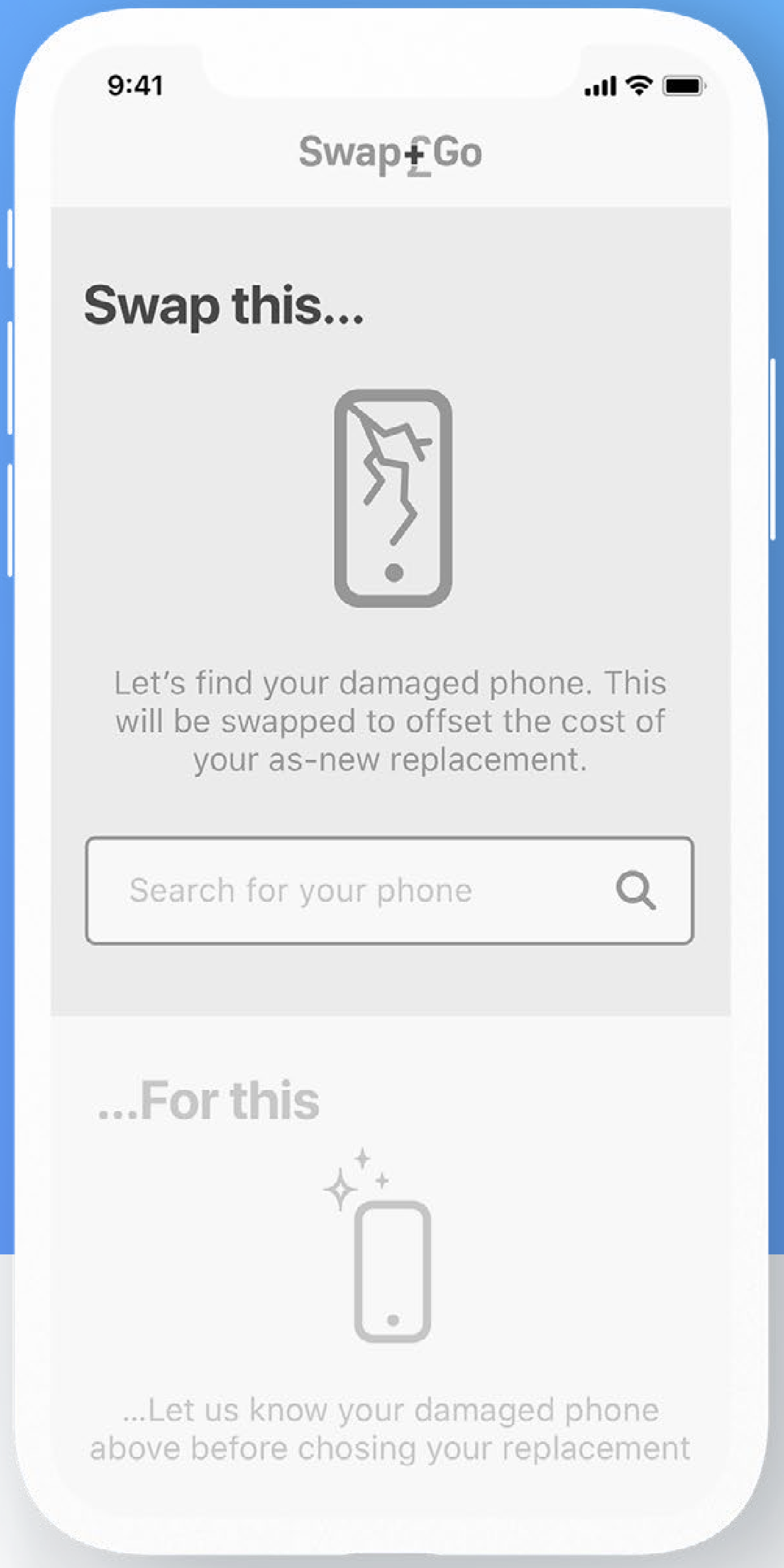
Swap+Go


9:41
Swap+Go

Why repair when you can Swap+Go

Swap your damaged phone plus a fee for an as-new replacement.

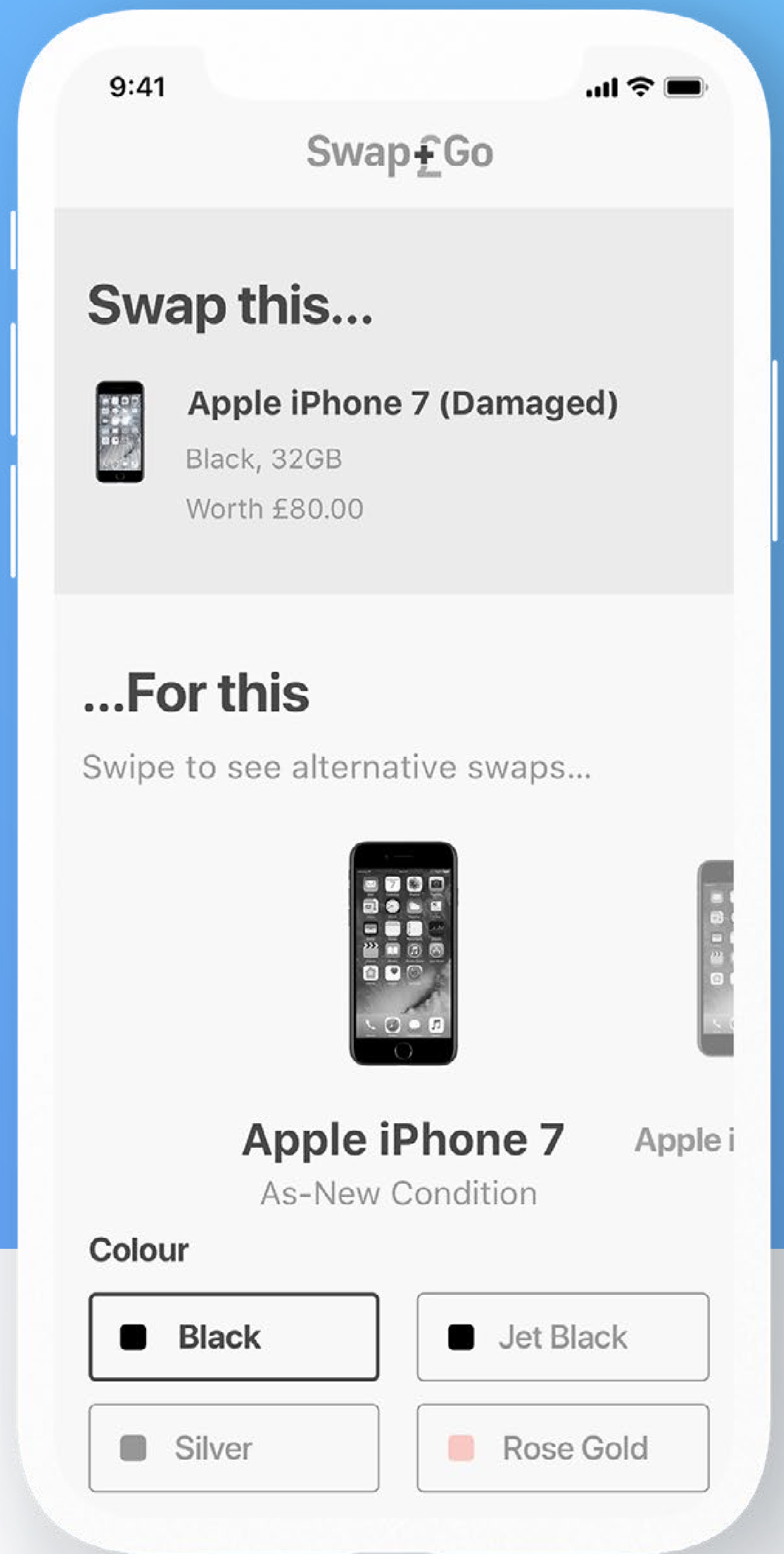
Swap+Go now
How it works


9:41
Swap+Go
Swap this...

Let's find your damaged phone. This will be swapped to offset the cost of your as-new replacement.

Search for your phone
...For this

...Let us know your damaged phone above before chosing your replacement

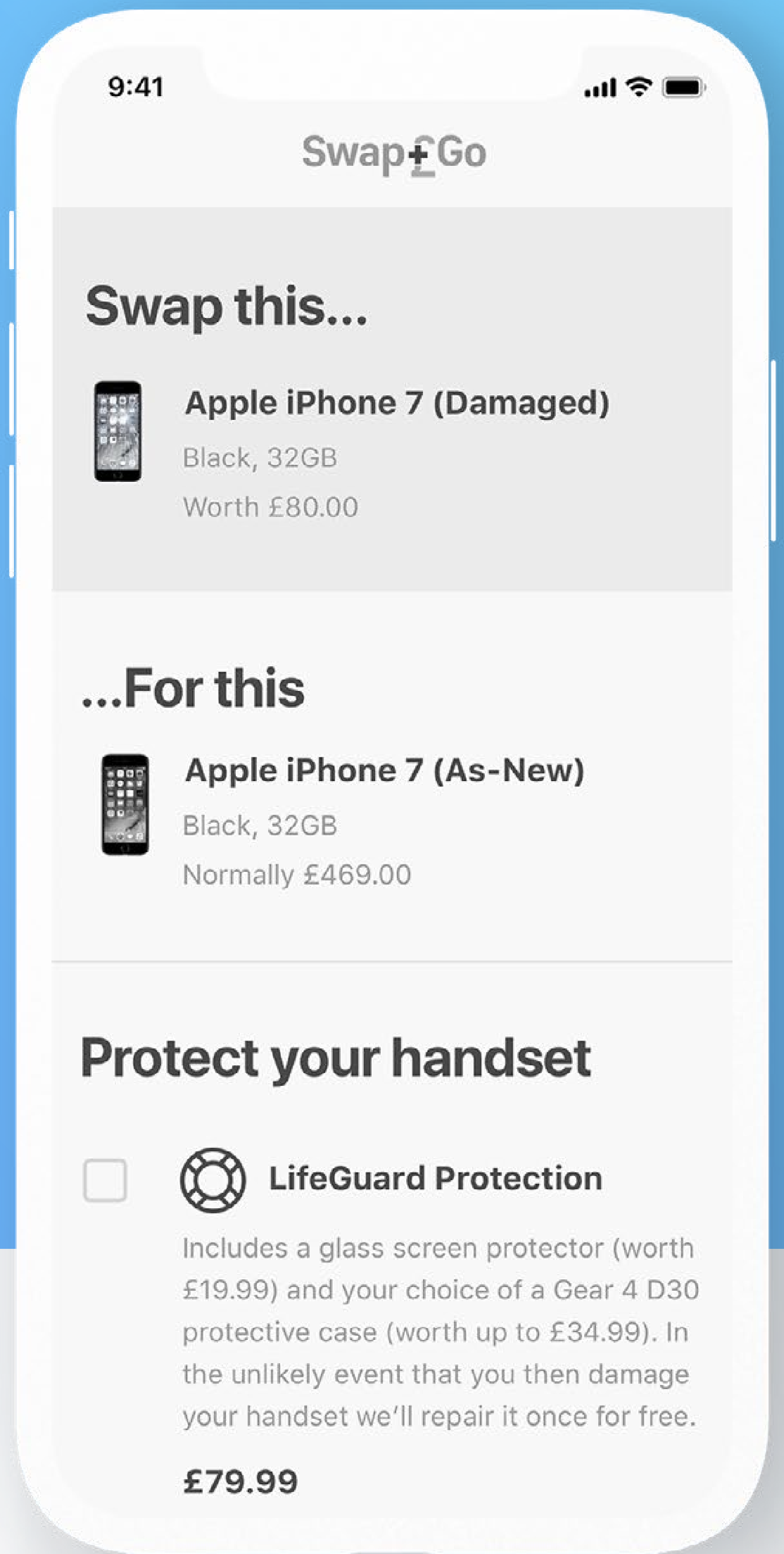

9:41
Swap+Go
Swap this...

Apple iPhone 7 (Damaged)
Black, 32GB
Worth £80.00

...For this
Swipe to see alternative swaps...

Apple iPhone 7
As-New Condition

Apple i
Colour
Black
Jet Black
Silver
Rose Gold


9:41
Swap+Go
Swap this...

Apple iPhone 7 (Damaged)
Black, 32GB
Worth £80.00

...For this

Apple iPhone 7 (As-New)
Black, 32GB
Normally £469.00

Protect your handset

☐ LifeGuard Protection

Includes a glass screen protector (worth £19.99) and your choice of a Gear 4 D30 protective case (worth up to £34.99). In the unlikely event that you then damage your handset we'll repair it once for free.

£79.99

Swap+Go tested very well, so well that Carphone Warehouse have already adopted it in store.

Customers again loved the condition of the refurbished units, commenting that they were as good as new and that even the lowest grade looked better than their own, before they had even damaged it. When they saw the price they were also very surprised that it could even compete with the price of fixing a screen at their local repair shop. Those that couldn't bare to be without their phones loved that they were able to reserve a swap online and check model and colour availablity before completing the swap in store.

Customers were also shocked to see there was an option to complete the swap fully online and that Carphone would send their like-new phone out for next day delivery complete with a return package to send their damaged phone back - "so trusting that they'll send the swap out before I need to send my damaged one to them!"

Our next set of sprints focussed on a very different part of the Dixons Carphone business - large kitchen appliances, specifically washing machines.

Manufacturers are increasingly making washing machines smarter and more feature-rich. If you're an expert in washers and know how to get the most out of each product then that's great but the majority of customers aren't and quite often only know things like which spin speed or drum capacity is right for them. This is usually because they have either made those choices before or have learnt they need faster/slower or larger/smaller through use.

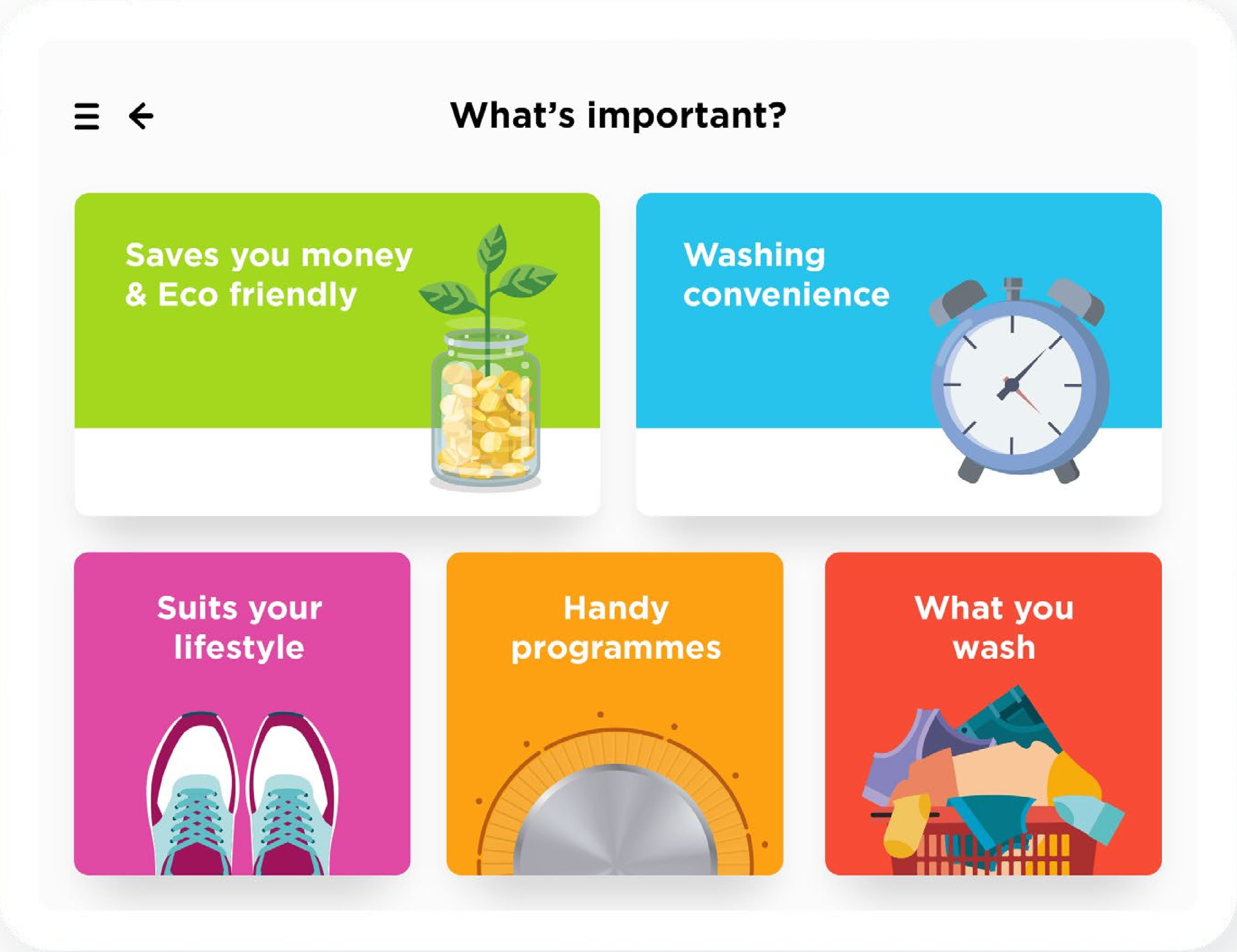
If you add on top of that all the overly-complex brand product descriptions, trade marked technology names and a lot of technical language that customers are faced with having to choose (Eco Bubble, Active Care, Wave Drum, i-DOS to name a few) it's easy to see why customers become so confused.

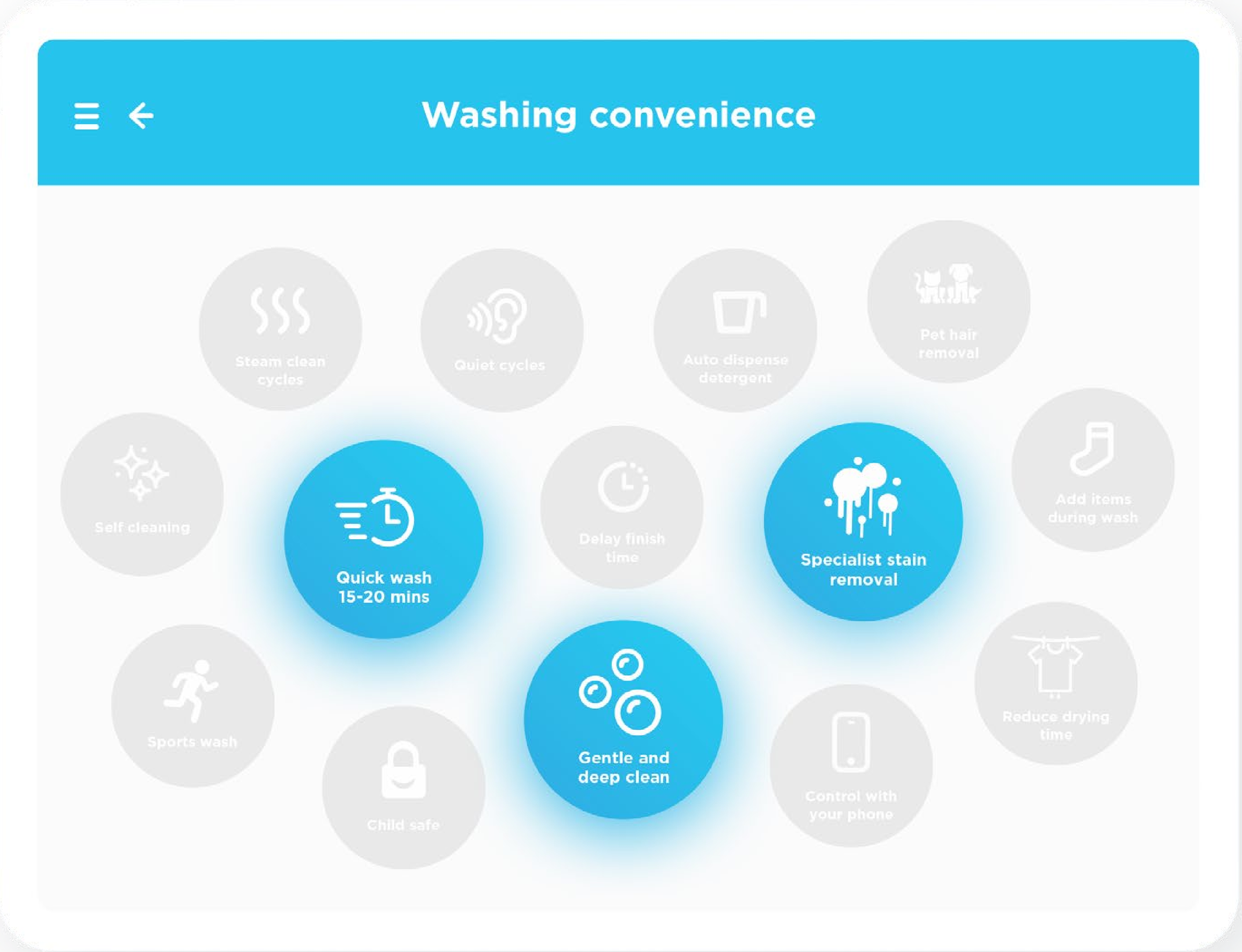
It is also very difficult for store staff, especially part-time colleagues to be on top of all these features, what they mean and also how they can actually benefit customers.

After unearthing a lot of these customer and colleague concerns (one of our experts worked in store and also through many cross-business interviews and nation-wide customer group research) we began looking into ways we could solve them.

Part of our extensive customer experience recommendation focussed around creating a more personalised profile/view of a customer and their actual real-life needs. The idea is to understand their circumstances and what is important to them through customer-friendly language and real-life scenarios that also explain how today's technology can make a real difference to them.

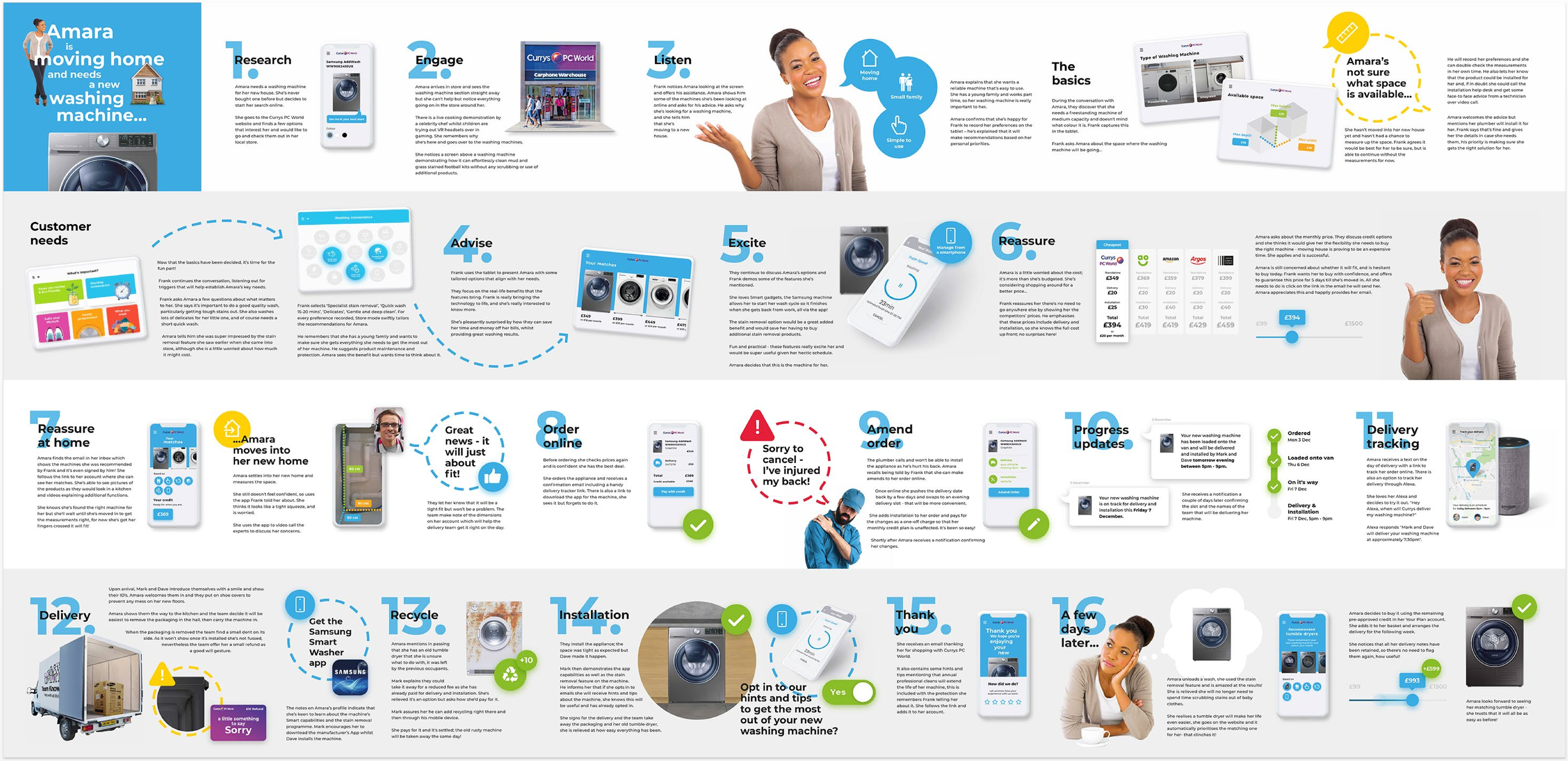
On top of that we also found customers are genuinely excited to discover how technology can help them especially when it comes to saving time and money.


What's important?
Saves you money & Eco friendly
Washing convenience
Suits your lifestyle
Handy programmes
What you wash


Washing convenience
Steam clean cycles
Quiet cycles
Auto dispense detergent
Pet hair removal
Self cleaning
Quick wash 15-20 mins
Delay finish time
Specialist stain removal
Add items during wash
Sports wash
Child safe
Gentle and deep clean
Control with your phone
Reduce drying time

Storyboard

To bring all our end-to-end recommendations to life I created a storyboard that neatly illustrated each step of our proposed seamless omni-channel experience.



Amara is moving home and needs a new washing machine...

1. Research

Amara needs a washing machine for her new house. She's never bought one before but decides to start her search online.

She goes to the Currys PC World website and finds a few options that interest her and would like to go and check them out in her local store.

2. Engage

Amara arrives in store and sees the washing machine section straight away but she can't help but notice everything going on in the store around her.

There is a live cooking demonstration by a celebrity chef whilst children are trying out VR headsets over in gaming. She remembers why she's here and goes over to the washing machines.

She notices a screen above a washing machine demonstrating how it can effortlessly clean mud and grass stained football kits without any scrubbing or use of additional products.

3. Listen

Frank notices Amara looking at the screen and offers his assistance. Amara shows him some of the machines she's been looking at online and asks for his advice. He asks why she's looking for a washing machine, and she tells him that she's moving to a new house.

Amara explains that she wants a reliable machine that's easy to use. She has a young family and works part time, so her washing machine is really important to her.

Amara confirms that she's happy for Frank to record her preferences on the tablet – he's explained that it will make recommendations based on her personal priorities.

The basics

During the conversation with Amara, they discover that she needs a freestanding machine of medium capacity and doesn't mind what colour it is. Frank captures this in the tablet.

Frank asks Amara about the space where the washing machine will be going...

Amara's not sure what space is available...

She hasn't moved into her new house yet and hasn't had a chance to measure up the space. Frank agrees it would be best for her to be sure, but is able to continue without the measurements for now.

He will record her preferences and she can double check the measurements in her own time. He also lets her know that the product could be installed for her and, if in doubt she could call the installation help desk and get some face-to face advice from a technician over video call.

Amara welcomes the advice but mentions her plumber will install it for her. Frank says that's fine and gives her the details in case she needs them, his priority is making sure she gets the right solution for her.

Customer needs

Now that the basics have been decided, it's time for the fun part!

Frank continues the conversation, listening out for triggers that will help establish Amara's key needs.

Frank asks Amara a few questions about what matters to her. She says it's important to do a good quality wash, particularly getting tough stains out. She also washes lots of delicates for her little one, and of course needs a short quick wash.

Amara tells him she was super impressed by the stain removal feature she saw earlier when she came into store, although she is a little worried about how much it might cost.

Frank selects 'Specialist stain removal', 'Quick wash 15-20 mins', 'Delicates', 'Gentle and deep clean'. For every preference recorded, Store mode swiftly tailors the recommendations for Amara.

He remembers that she has a young family and wants to make sure she gets everything she needs to get the most out of her machine. He suggests product maintenance and protection. Amara sees the benefit but wants time to think about it.

4. Advise

Frank uses the tablet to present Amara with some tailored options that align with her needs.

They focus on the real-life benefits that the features bring. Frank is really bringing the technology to life, and she's really interested to know more.

She's pleasantly surprised by how they can save her time and money off her bills, whilst providing great washing results.

5. Excite

They continue to discuss Amara's options and Frank demos some of the features she's mentioned.

She loves Smart gadgets, the Samsung machine allows her to start her wash cycle so it finishes when she gets back from work, all via the app!

The stain removal option would be a great added benefit and would save her having to buy additional stain removal products.

Fun and practical - these features really excite her and would be super useful given her hectic schedule.

Amara decides that this is the machine for her.

6. Reassure

Amara is a little worried about the cost; it's more than she's budgeted. She's considering shopping around for a better price...

Frank reassures her there's no need to go anywhere else by showing her the competitors' prices. He emphasises that these prices include delivery and installation, so she knows the full cost up front; no surprises here!

	Cheapest Currys PC World	ao	amazon	Argos	
Standalone	£349	£369	£359	£379	£399
Delivery	£20	£20	£20	£20	£20
Installation	£25	£30	£40	£30	£40
Total	£394 or £20 per month	£419	£419	£429	£459

Amara asks about the monthly price. They discuss credit options and she thinks it would give her the flexibility she needs to buy the right machine - moving house is proving to be an expensive time. She applies and is successful.

Amara is still concerned about whether it will fit, and is hesitant to buy today. Frank wants her to buy with confidence, and offers to guarantee this price for 5 days till she's moved in. All she needs to do is click on the link in the email he will send her. Amara appreciates this and happily provides her email.

7. Reassure at home

Amara finds the email in her inbox which shows the machines she was recommended by Frank and it's even signed by him! She follows the link to her account where she can see her matches. She's able to see pictures of the products as they would look in a kitchen and videos explaining additional functions.

She knows she's found the right machine for her but she'll wait until she's moved in to get the measurements right, for now she's got her fingers crossed it will fit!

...Amara moves into her new home

Amara settles into her new home and measures the space.

She still doesn't feel confident, so uses the app Frank told her about. She thinks it looks like a tight squeeze, and is worried.

She uses the app to video call the experts to discuss her concerns.

Great news - it will just about fit!

They let her know that it will be a tight fit but won't be a problem. The team make note of the dimensions on her account which will help the delivery team get it right on the day.

8. Order online

Before ordering she checks prices again and is confident she has the best deal.

She orders the appliance and receives a confirmation email including a handy delivery tracker link. There is also a link to download the app for the machine, she sees it but forgets to do it.

Sorry to cancel - I've injured my back!

9. Amend order

The plumber calls and won't be able to install the appliance as he's hurt his back. Amara recalls being told by Frank that she can make amends to her order online.

Once online she pushes the delivery date back by a few days and swaps to an evening delivery slot - that will be more convenient.

She adds installation to her order and pays for the changes as a one-off charge so that her monthly credit plan is unaffected. It's been so easy!

Shortly after Amara receives a notification confirming her changes.

10. Progress updates

6 December

Your new washing machine has been loaded onto the van and will be delivered and installed by Mark and Dave **tomorrow evening between 5pm - 9pm.**

5 December

Your new washing machine is on track for delivery and installation this **Friday 7 December.**

She receives a notification a couple of days later confirming the slot and the names of the team that will be delivering her machine.

Ordered
Mon 3 Dec

Loaded onto van
Thu 6 Dec

On it's way
Fri 7 Dec

Delivery & Installation
Fri 7 Dec, 5pm - 9pm

11. Delivery tracking

Amara receives a text on the day of delivery with a link to track her order online. There is also an option to track her delivery through Alexa.

She loves her Alexa and decides to try it out. "Hey Alexa, when will Currys deliver my washing machine?"

Alexa responds "Mark and Dave will deliver your washing machine at approximately 7:30pm".

12. Delivery

Upon arrival, Mark and Dave introduce themselves with a smile and show their ID's. Amara welcomes them in and they put on shoe covers to prevent any mess on her new floors.

Amara shows them the way to the kitchen and the team decide it will be easiest to remove the packaging in the hall, then carry the machine in.

When the packaging is removed the team find a small dent on its side. As it won't show once it's installed she's not fussed, nevertheless the team offer her a small refund as a good will gesture.

Get the Samsung Smart Washer app

The notes on Amara's profile indicate that she's keen to learn about the machine's Smart capabilities and the stain removal programme. Mark encourages her to download the manufacturer's App whilst Dave installs the machine.

13. Recycle

Amara mentions in passing that she has an old tumble dryer that she is unsure what to do with, it was left by the previous occupants.

Mark explains they could take it away for a reduced fee as she has already paid for delivery and installation. She's relieved it's an option but asks how she'd pay for it.

Mark assures her he can add recycling right there and then through his mobile device.

She pays for it and it's settled; the old rusty machine will be taken away the same day!

14. Installation

They install the appliance; the space was tight as expected but Dave made it happen.

Mark then demonstrates the app capabilities as well as the stain removal feature on the machine. He informs her that if she opts in to emails she will receive hints and tips about the machine, she knows this will be useful and has already opted in.

She signs for the delivery and the team take away the packaging and her old tumble dryer, she is relieved at how easy everything has been.

Opt in to our hints and tips to get the most out of your new washing machine?

15. Thank you

She receives an email thanking her for shopping with Currys PC World.

It also contains some hints and tips mentioning that annual professional cleans will extend the life of her machine, this is included with the protection she remembers Frank telling her about it. She follows the link and adds it to her account.

16. A few days later...

Amara unloads a wash, she used the stain removal feature and is amazed at the results! She is relieved she will no longer need to spend time scrubbing stains out of baby clothes.

She realises a tumble dryer will make her life even easier, she goes on the website and it automatically prioritises the matching one for her- that clinches it!

Amara decides to buy it using the remaining pre-approved credit in her Your Plan account. She adds it to her basket and arranges the delivery for the following week.

She notices that all her delivery notes have been retained, so there's no need to flag them again, how useful!

Amara looks forward to seeing her matching tumble dryer - she trusts that it will all be as easy as before!

Dixons Carphone cross-brand membership

My Knowhow
Save money
Welcome to the club, Mike!
My Knowhow
DSG1670000032570585
Mike Knowle-Howe
My Knowhow
Tech rewards club
My Knowhow
The tech reward club for
Currys PC World
Team Knowhow
Coming soon for
Carphone Warehouse
Join the club
Already a member?
Sign up
2/3
To become a member all we need is
your email address
and your address
postcode
Sign up
1/3
Hi
First name
Last name
9:41

My Role

Lead UI/UX Designer

Duration

Dec 2017 - Jun 2018

Apps & Skills

- Sketch
- InVision
- Photoshop
- Principle
- Illustrator

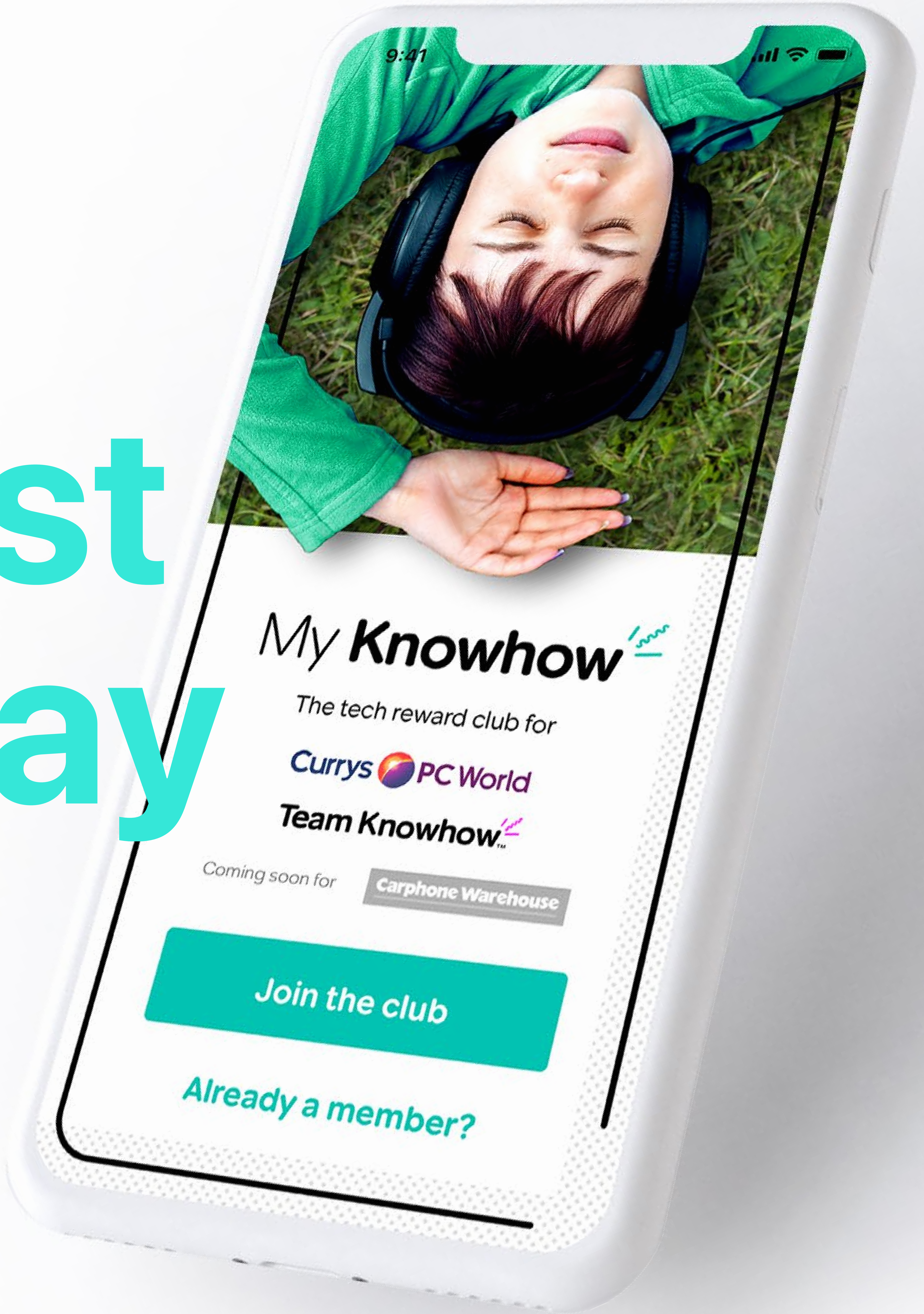
Summary

Our Agile Product Team was chosen to create and deliver the beginnings of the Dixons Carphone cross-brand membership experience. We wanted to create the warmest of welcomes to this friendly, customer-centric technology club.

As we embarked on this membership project My Knowhow's branding was still in it's very ealy stages. This was great because it meant I could work closely with Brand & Marketing to help shape the look & feel whilst also being able to encourage a truly mobile-first approach.

In my eyes this membership project was the key to paving a way to a joined-up omni-channel experience.

Mobile-first in every way


9:41
My Knowhow
The tech reward club for
Currys PC World
Team Knowhow
Coming soon for
Carphone Warehouse
Join the club
Already a member?

For a a long while now it's often made sense to have a mobile-first strategy when designing products or websites but for this project the mobile was completely at the heart of the entire omni-channel experience - from being able to quickly sign-up from your mobile in-store to tracking and redeeming loyalty bonuses later online through the app.

I worked closely with Brand & Marketing to ensteel this approach and to feed into the wider guidelines. I also created the online style guide complete with Sketch UI library.

Sensible grey
#d9d9d9

Practical grey
#808080

Techy Teal
#00c4b3

Typography

h1.My Knowhow heading regular 48px

h2.My Knowhow heading regular 36px

h3.My Knowhow heading regular 30px

h4.My Knowhow heading regular 24px

h1.My Knowhow heading bold 48px

h2.My Knowhow heading bold 36px

h3.My Knowhow heading bold 30px

h4.My Knowhow heading bold 24px

21px intro paragraph - lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi purus justo, facilisis et dictum eget, sollicitudin ut lectus. Donec ultrices augue id nisl congue.

18px paragraph - lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi purus justo, facilisis et dictum eget, sollicitudin ut lectus. Donec ultrices augue id nisl congue.

15px small - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

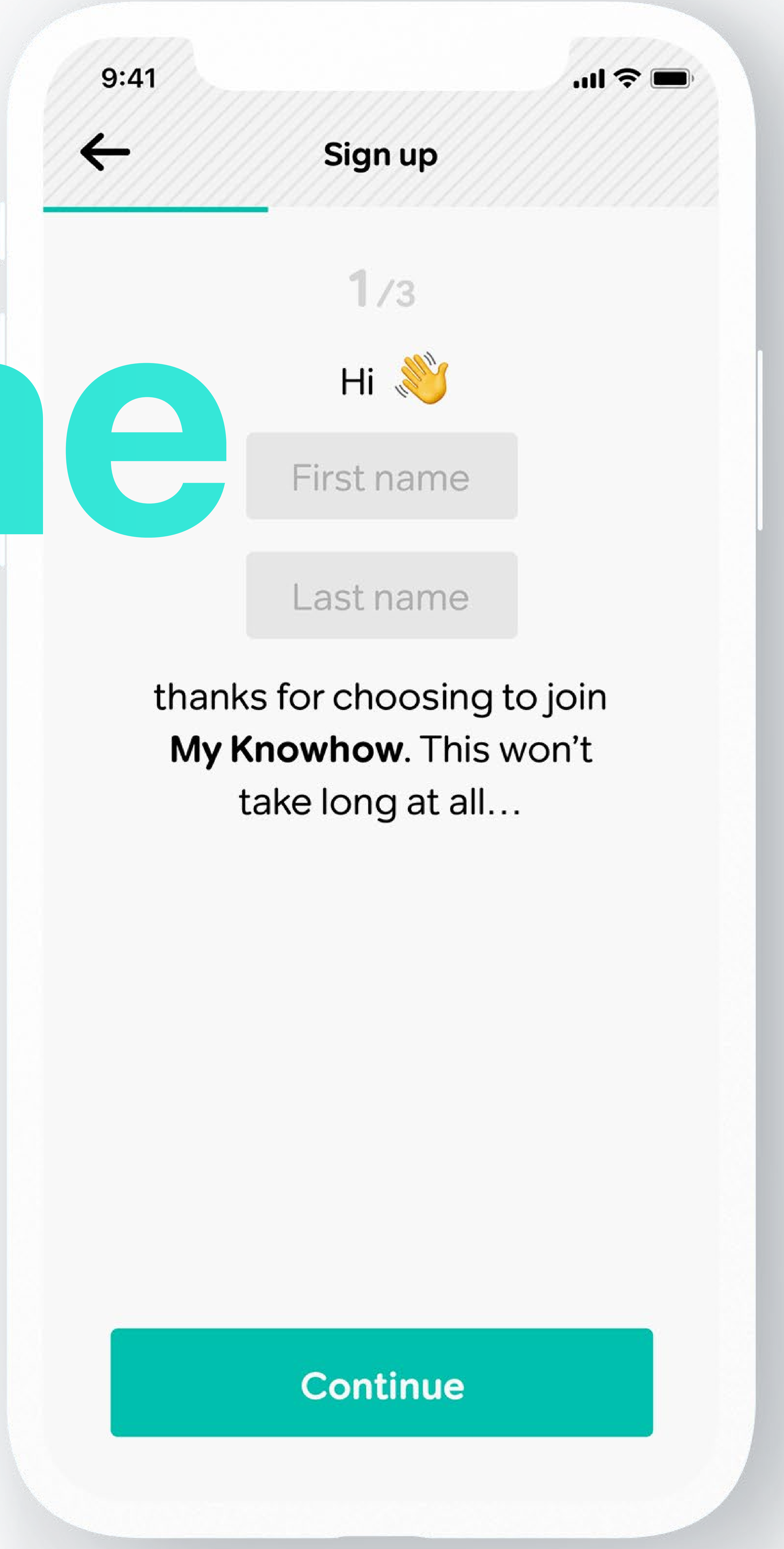
Buttons
Primary
Ghost
Hover
Primary
Ghost
Active
P
inks
whow link
Hover
My knowhow link

Warm welcome

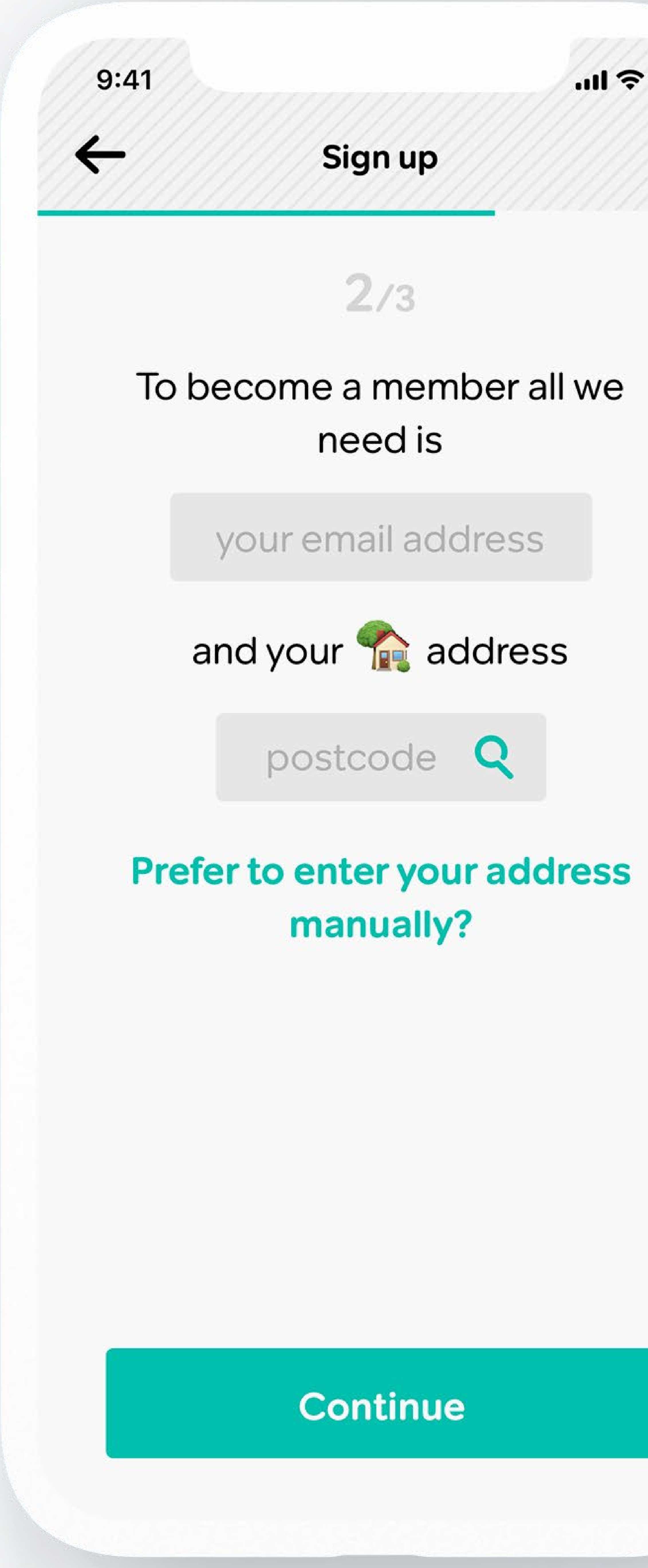
I wanted to set a precedence during the sign-up journey and give customers a little taste of the My Knowhow experience. I also wanted to convey the informal, friendly nature of the brand without bloating what should be a quick and easy registration.

Instead of a typical form I decided to make the experience more welcoming by giving it a more conversation-like feel.

When tested, people found it very refreshing that it didn't feel like a typical data entry form and because it was broken down into bite-sized steps they felt it was actually faster to fill out.


9:41
Sign up
1/3
Hi 👋
First name
Last name
Continue

thanks for choosing to join **My Knowhow**. This won't take long at all…


9:41
Sign up
2/3
your email address
postcode
Continue

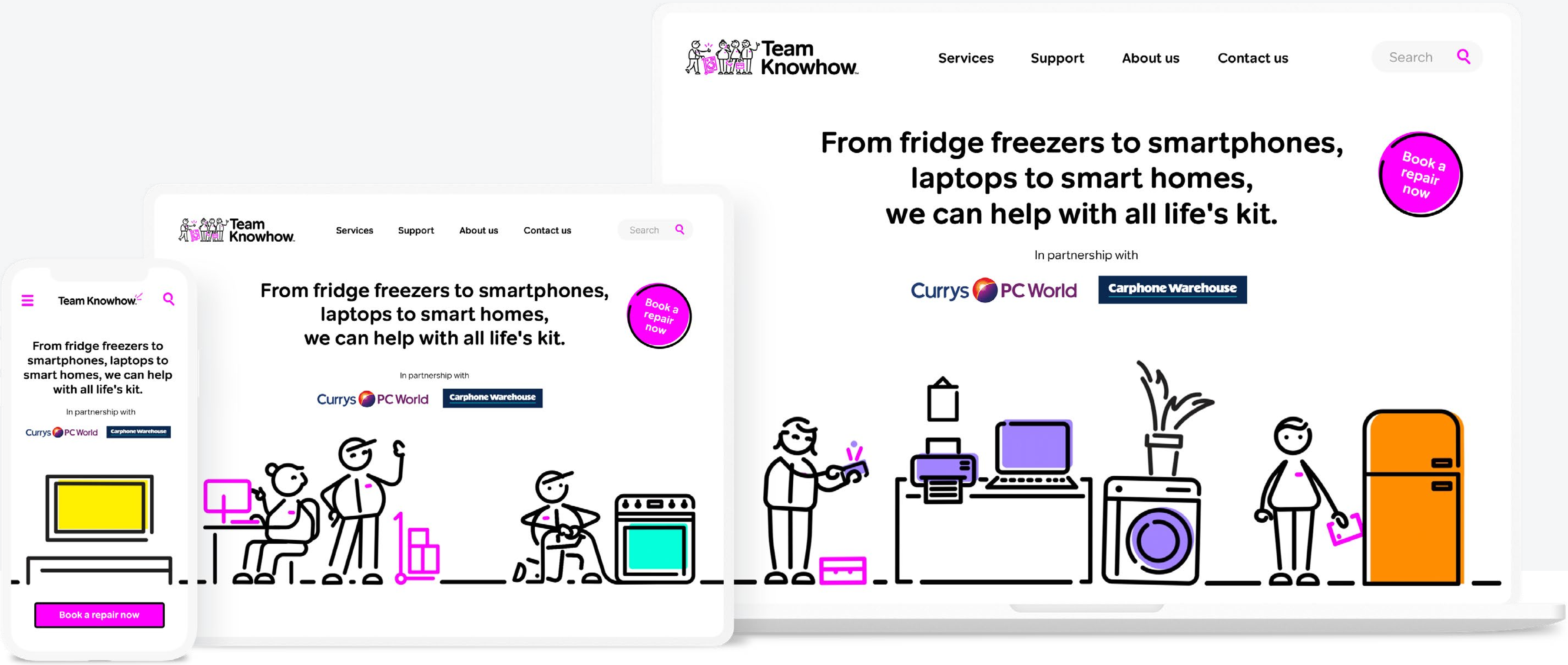
To become a member all we need is

and your 🏡 address

Prefer to enter your address manually?

The future of Dixons Carphone services

Team Knowhow



From fridge freezers to smartphones, laptops to smart homes, we can help with all life's kit.

In partnership with

Team Knowhow
Services
Support
About us
Contact us
Search
Book a repair now
Currys PC World
Carphone Warehouse
Book a repair now

My Role

Lead UI/UX Designer

Duration

Aug 2016 - Dec 2017

Apps & Skills

- Ps Photoshop
- in InVision
- Ai Illustrator

Summary

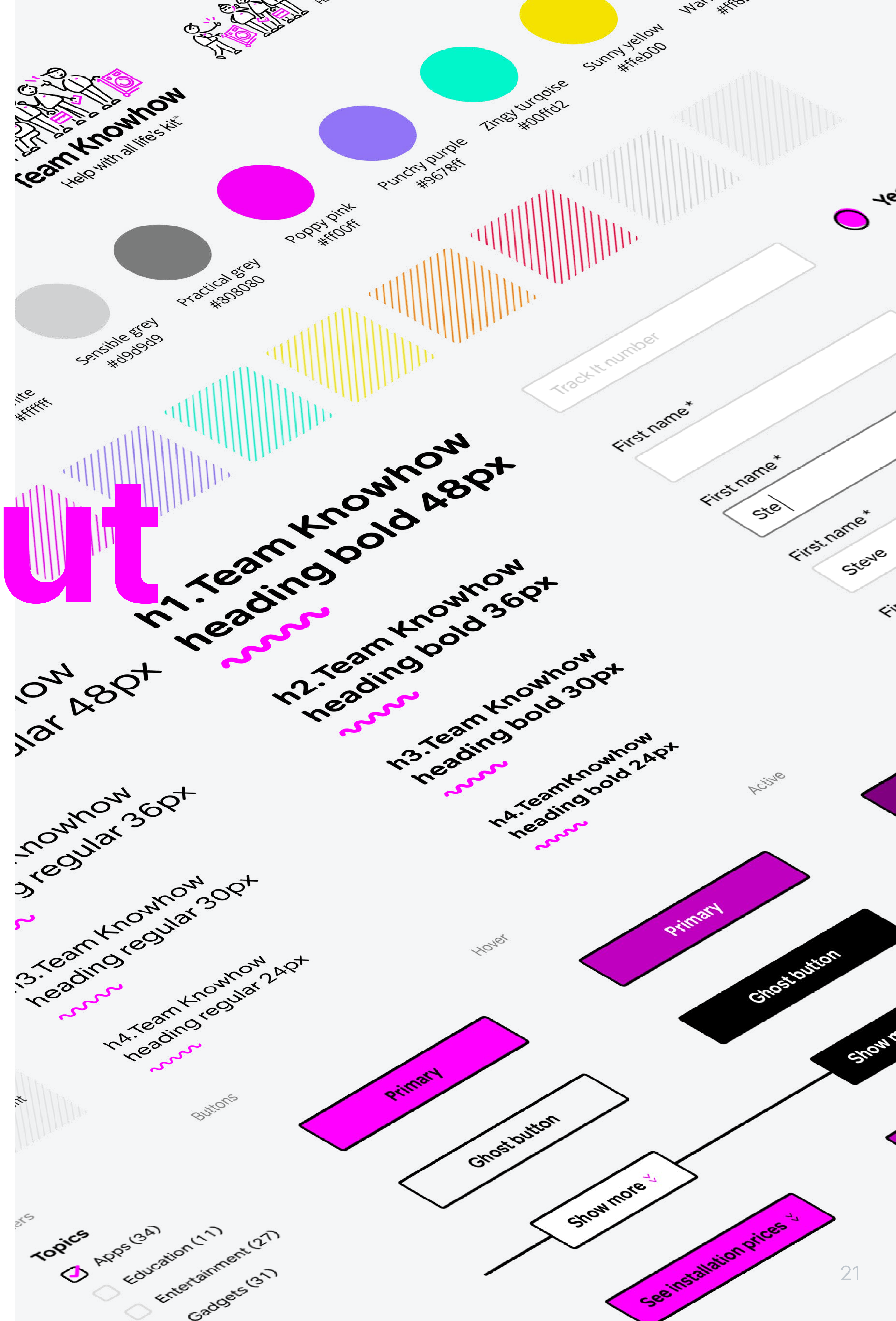
Geek Squad (Carphone Warehouse insurance) and Knowhow (Currys PC World services) were being united under a single brand umbrella - Team Knowhow. I led the complete redesign - from translating the brand created by Wolff Olins and producing our online style guide to wireframing journeys and creating final responsive UI visuals across every aspect of the website.

Brand DNA throughout

I wanted to create a style guide that perfectly balanced user familiarity with an inherent sense of brand DNA. It was also crucial that users would be able to distinguish between illustrations (animated or not), content and of course interactive elements.

This was achieved through a very simple visual hierachy. The branding included offset background patterns that allowed us to give prominence to certain areas and the vibrant "Poppy Pink"colour worked really well at lifting intereactive elements like primary buttons, links etc.

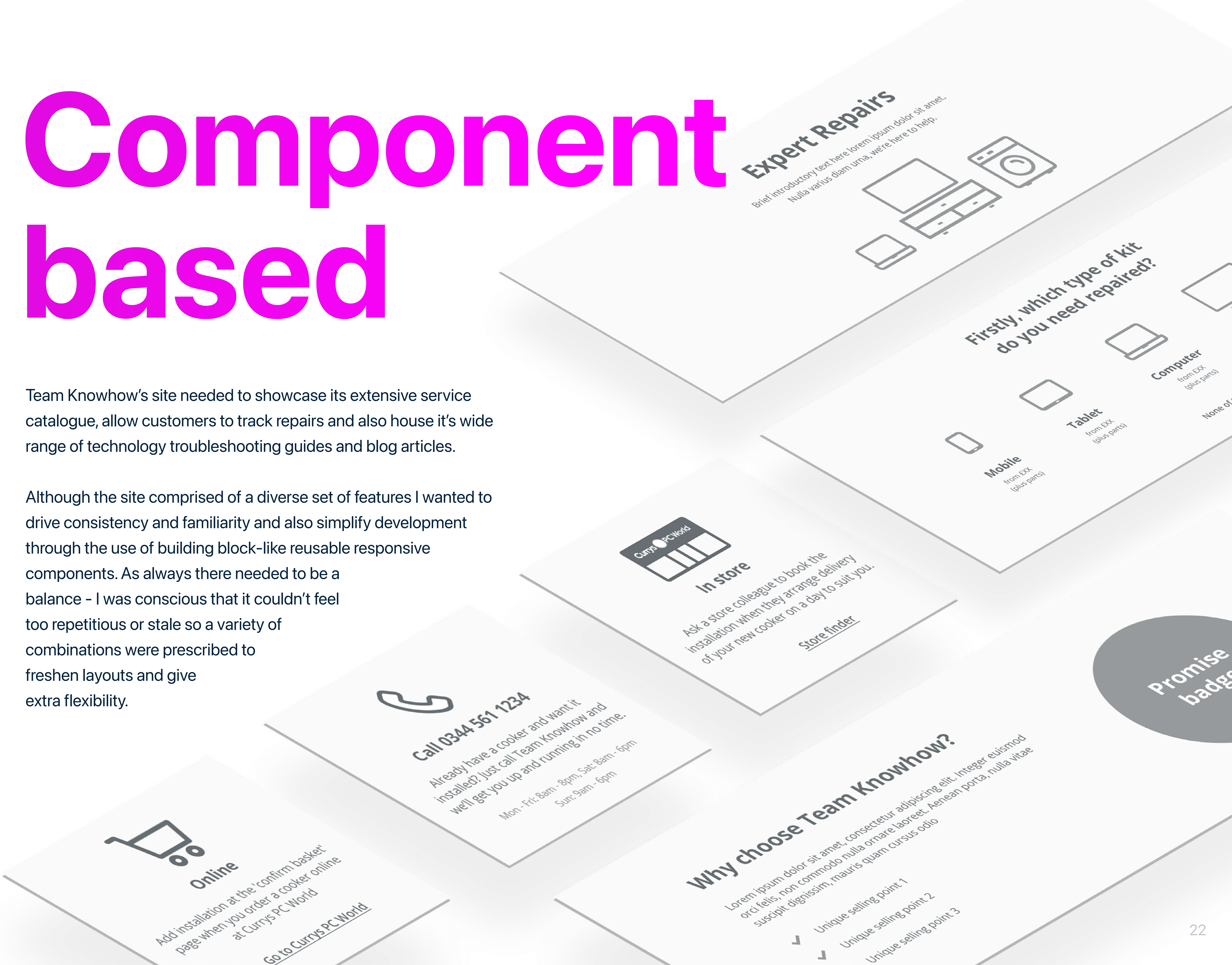
I felt I really captured the simple, clean, playful yet professional aesthetic through every custom built icon and UI element whilst still maintaining usabilty and accessibility.


Team Knowhow
Help with all life's kit™
Sensible grey
#d9d9d9
Practical grey
#808080
Poppy pink
#ff00ff
Punchy purple
#9678ff
Zingy turqoise
#00ffd2
Sunny yellow
#ffeb00
#ffffff
Track It number
First name*
First name*
Ste
First name*
Steve
h1.Team Knowhow heading bold 48px
h2.Team Knowhow heading bold 36px
h3.Team Knowhow heading bold 30px
h4.TeamKnowhow heading bold 24px
ar 48px
nowhow regular 36px
3.Team Knowhow heading regular 30px
h4.Team Knowhow heading regular 24px
Buttons
Hover
Active
Primary
Ghost button
Show more
See installation prices
Primary
Ghost button
Topics
Apps (34)
Education (11)
Entertainment (27)
Gadgets (31)

Component based

Team Knowhow’s site needed to showcase its extensive service catalogue, allow customers to track repairs and also house it’s wide range of technology troubleshooting guides and blog articles.

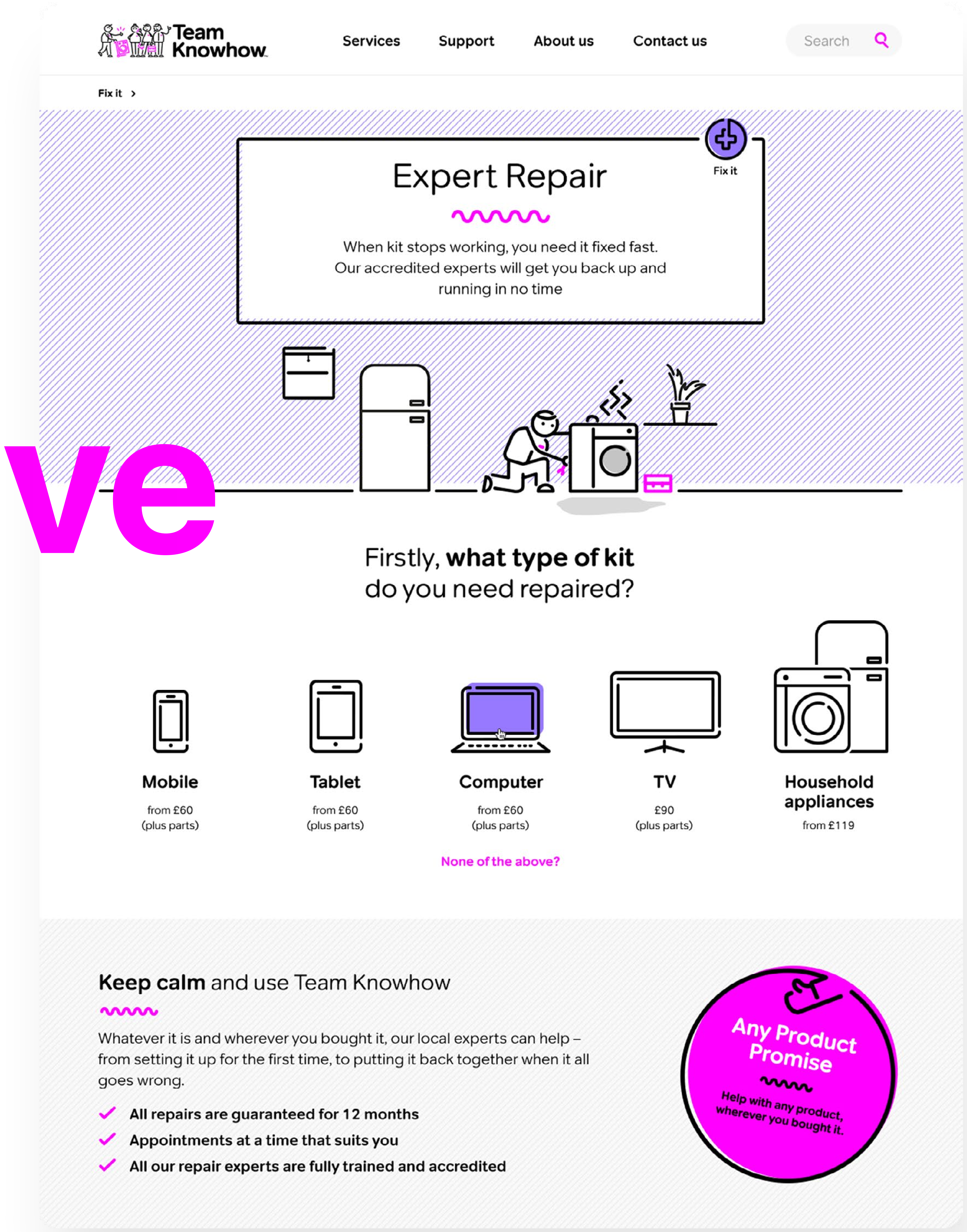
Although the site comprised of a diverse set of features I wanted to drive consistency and familiarity and also simplify development through the use of building block-like reusable responsive components. As always there needed to be a balance - I was conscious that it couldn’t feel too repetitious or stale so a variety of combinations were prescribed to freshen layouts and give extra flexibility.


Expert Repairs
Brief introductory text here lorem ipsum dolor sit amet. Nulla varius diam urna, we're here to help.
Firstly, which type of kit do you need repaired?
Mobile
from £XX
(plus parts)
Tablet
from £XX
(plus parts)
Computer
from £XX
(plus parts)
None of
Currys PC World
In store
Ask a store colleague to book the installation when they arrange delivery of your new cooker on a day to suit you.
Store finder
Promise badge
Call 0344 561 1234
Already have a cooker and want it installed? Just call Team Knowhow and we'll get you up and running in no time.
Mon - Fri: 8am - 8pm, Sat: 8am - 6pm
Sun: 9am - 6pm
Online
Add installation at the 'confirm basket' page when you order a cooker online at Currys PC World
Go to Currys PC World
Why choose Team Knowhow?
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci felis, non commodo nulla ornare laoreet. Aenean porta, nulla vitae suscipit dignissim, mauris quam cursus odio
Unique selling point 1
Unique selling point 2
Unique selling point 3

Pixel-perfect responsive UI

Here's part of a final UI visual for a service category page, it's a great example of how the UI, content and illustration work in complete unison on any screen size - bringing a clear prominence and focus to what the user is meant to do whilst also conveying the brand's personality and expertise.

A great deal of time and effort was put into creating the various vector icons and illustrations to ensure the graphics were perfect and crisp on any sized screen.


Team Knowhow
Services
Support
About us
Contact us
Search
Fix it ›
Fix it

Expert Repair

When kit stops working, you need it fixed fast. Our accredited experts will get you back up and running in no time

Firstly, **what type of kit** do you need repaired?

Mobile
from £60
(plus parts)

Tablet
from £60
(plus parts)

Computer
from £60
(plus parts)

TV
£90
(plus parts)

Household appliances
from £119

None of the above?

Keep calm and use Team Knowhow

Whatever it is and wherever you bought it, our local experts can help – from setting it up for the first time, to putting it back together when it all goes wrong.

- ✓ All repairs are guaranteed for 12 months
- ✓ Appointments at a time that suits you
- ✓ All our repair experts are fully trained and accredited

Any Product Promise
Help with any product, wherever you bought it.