

CHIEDZA KEHLE

USER EXPERIENCE DESIGNER



CONTACT



Phone: +27 67 184 4935



E-mail: chiedzakehle@gmail.com



Location: Centurion, Tshwane

PORTFOLIOS



Axure UX portfolio : <https://rmyorc.axshare.com/#id=vmqzs&p=index&g=1>



Website: www.chiedzakehle.com



Linkedin: Chiedza Kehle MISTD

PORTFOLIO

UX design, Strategy design, Visual Communication

CONTENT



MY PROCESS

Breakdown of my creative process

OUTSURANCE

UX design:

Website

Logged in Portal

Mobile Application

LIBERTY HEALTH

Internal campaign strategy

RAND MERCHANT BANK

Graduate Programme Activation

DIRECTAXIS

Internal campaign strategy

SOUTH AFRICA NATIONAL BLOOD SERVICE

Animation storyboard

MY PROCESS



PROBLEM DISCOVERY

Who are we designing for and what do they need?

PROCESS

Journey mapping, Persona creation, User stories, Competitor analysis, Precedent research, Trends evaluation.

RESEARCH TOOLS

How-might-we statements, Qualitative & Quantitative research, Stakeholder discussion for business rules, Heuristic Evaluation, Task Analysis.

IDEATION

We know the problem, so what?

PROCESS

Condensing the research, Insights from the research, Strategy, Brainstorming, Sketches, Flow maps.

DESIGN

Bringing the ideas to life.

PROCESS

Thumbnails, Scaled down prototypes, Visual Design, Print.
Different outputs require different design processes depending on the objectives.

DESIGN TOOLS

ADOBE: Illustrator, Photoshop, InDesign, Premier Pro, XD, Dreamweaver.
OTHER: Axure, Figma, Miro, InVision, Sketch, Keynote, Powerpoint, MailChimp, Wix.

METRICS

Was the objective met?

PROCESS

Stakeholder feedback, end user observation.



OUTSURANCE

User experience design, Strategy

**Objective:**

Enhance the digital experiences for OUTsurance clients and potential clients who engage through the digital channels.

What we did:

Create features for the website, logged in portal and application to serve the needs of the users.

Target Audience:

Users of OUTsurance digital products

Duration:

On-going

My Role:

User experience designer - User stories, Competitor research and analysis, Information Architecture, Wireframing and Prototyping, Stakeholder reviews

The strategy:

This is a long term sprint in which I worked in a product team of 3 consisting of myself as the UX designer, a UI designer and the Product manager. I worked on the desktop and mobile website, desktop and mobile portal as well as the mobile application. Over the last 2 years in this team, we have revamped the website and released multiple features across the various platforms.



Please view OUTsurance UX projects on this Axure RP link:

<https://rmyorc.axshare.com/#id=vmqzs&p=index&g=1>

Projects shown will be:

Website projects:

1. User registration on the website.
2. Vehicle insurance quote process.
3. Pet Insurance quote process.
4. Claiming cash in the CashBack promotion.

Logged in Portal projects:

1. Digitally completing a quote started through the call centre.
2. Adding Motor Warranty insurance to a vehicle.
3. Licence disc renewal process.
4. Message centre.

Mobile App projects:

1. User registration on the app.
2. Changing cover start date and requesting a confirmation of cover letter to collect a new vehicle.
3. Vehicle inspection process for a newly insured risk.
4. Completing a vehicle claim after an accident.



LIBERTY HEALTH

Customer Experience, Employee Engagement, Digital and Print Design

**Objective:**

Make all Liberty Health staff across Africa know what the business purpose is.

What we did:

Developed the campaign that would be rolled out across different African countries, developed different creative assets in print and digital, facilitated the various campaign events.

Target Audience:

All staff of Liberty Health across Africa

Duration:

6 weeks

My Role:

Insights into the target market - who they are, what matters to them, how they view their jobs, the different experiences and values at each Liberty Health location.

Research - employee engagement, appropriate visual language for the different countries.

Creative execution - staff event strategy, posters, emailers (on Mailchimp), banners, murals.

The strategy:

After a long working year, Liberty Health wanted to remind its employees what the business purpose is and to prepare them for the growth that was anticipated in the coming year. The purpose of Liberty Health is to be the preferred and trusted pan-african Health insurance provider and this is achieved through the hard work of Liberty Health's many employees across Africa. The plan? Make everyone know that only they can do what they do – See it. Hear it. Do it. Feel it. Remember it. This will be executed through various visual stories of things that work together. Why? Everyday things that work together can be fun, interesting metaphors through which we can communicate how Liberty Health works together to make Africa Healthier.



Some things just work better together



We're creating financial freedom for thousands of families, with more than **7000 quality providers** across Africa.

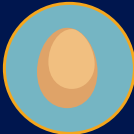
Liberty Health.
Working together to make Africa healthier.

ADVICE INSURE INVEST HEALTH
Liberty group Ltd - an authorised Financial Services Provider in terms of the FAS Act Licence (No.2409).

Liberty Health.
Working together
to make
Africa healthier

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Some things just work better together



With **multi-country risk pooling** and **world-class solutions**, we're helping employees across Africa build their own nest egg.

Liberty Health.
Working together to make Africa healthier.

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Banners displayed across different spaces



Some things just
work better together
You're invited...



...to experience how we're working together to make Africa healthier.

Join us on 6 December at 16:00 at the D'alberto office and find out how we're all working together to make Africa healthier.

Liberty Health.
Working together to make Africa healthier.

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Some things just
work better together
You're invited...



...to experience how we're working together to make Africa healthier.

Join us on 6 December at 13:30 on the Ground Floor Liberty Building and find out how we're all moving to the same beat.

Liberty Health.
Working together to make Africa healthier.

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Some things just
work better together
You're invited...



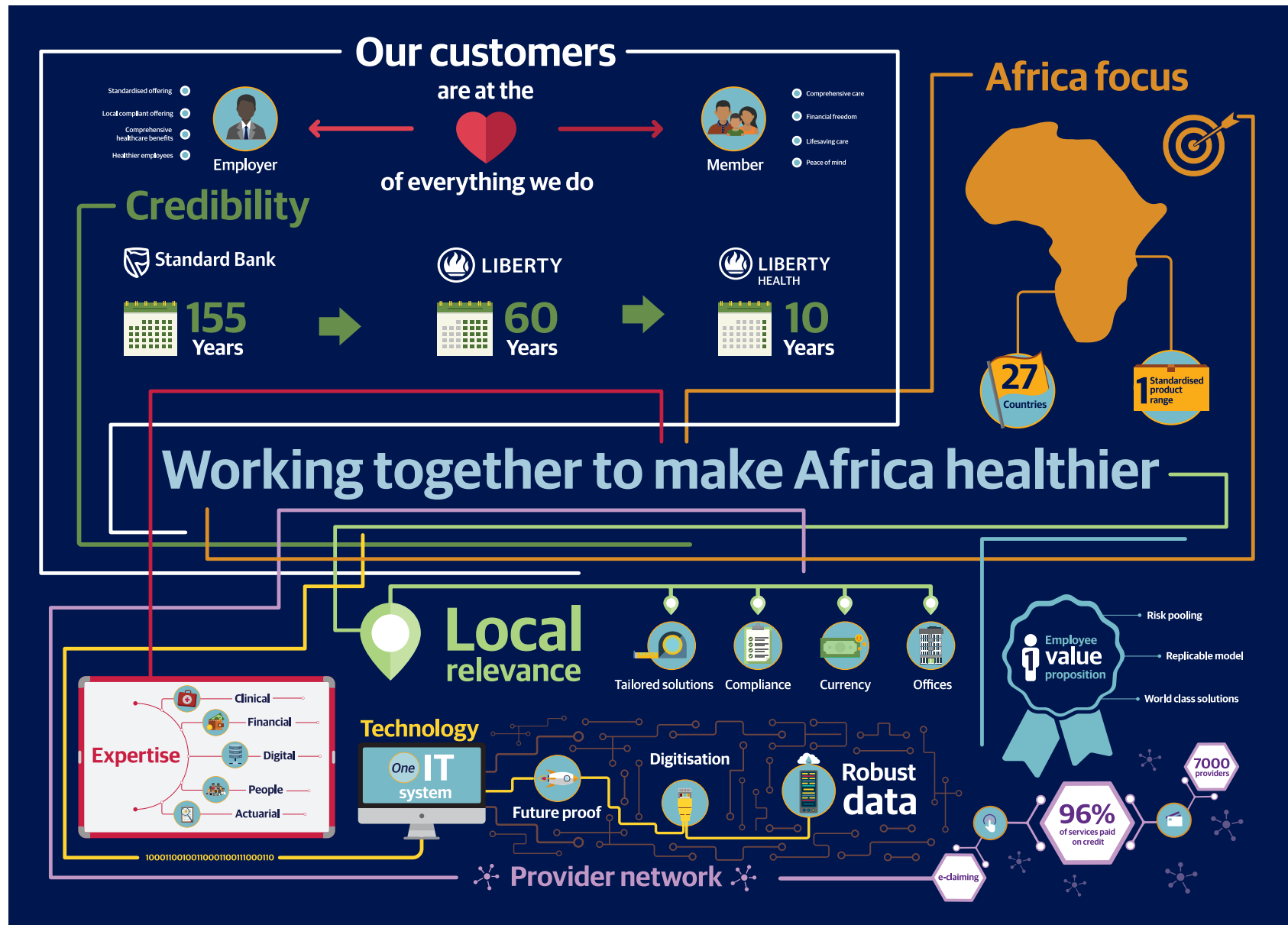
...to experience how we're working together to make Africa healthier.

Join us on 5 December at 13:15 at the Serengeti, 11th Floor, Libridge Building and find out how we're all working together to make Africa healthier.

Liberty Health.
Working together to make Africa healthier.

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RAND MERCHANT BANK

Social Media Campaign, Online Activation

**Objective:**

Create the identity and visual rollout for the RMB Graduate Programme

What we did:

Developed the campaign that would be rolled out across different mediums, encourage signups and engagement onto RMB social media sites

Target audience:

Postgraduate students in various disciplines

Duration:

4 weeks

My role:

Insights into the target market - what are their goals and dreams, would they want to grow at RMB?

Research - how to speak to postgraduate students, how to balance the job hunting with social media

Creative execution - concept development, social media strategy, campus activation strategy, client presentation.

The Strategy:

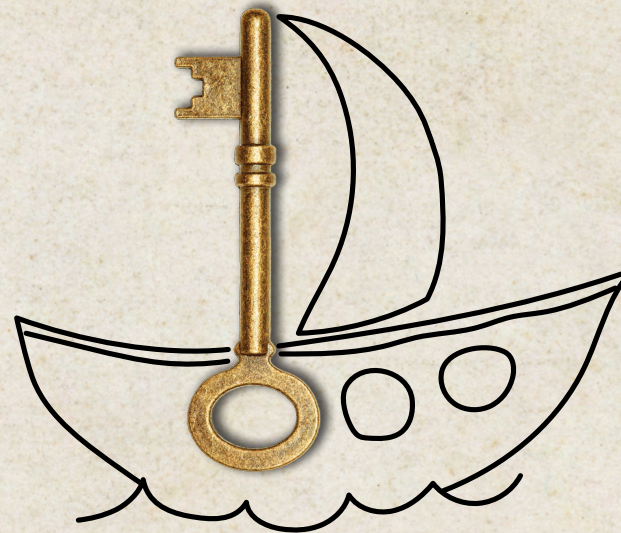
Appeal to those who think differently. When you look at an everyday object do you see something more? The goal is to appeal to the whimsy and the intellect of postgraduate students. Being that the communication was going to take place on social media, the visuals had to be ones that make a person stop while scrolling. It should also be something easily shareable. Using the RMB key, it becomes a question of what will you do with the key? Are you imaginative enough to behold the RMB key and build something of it?

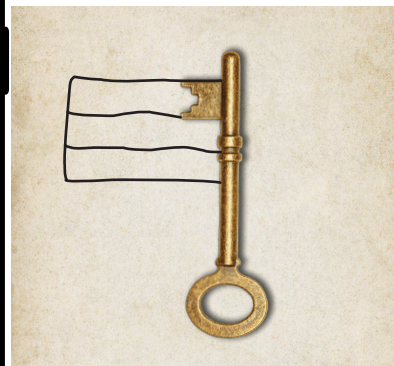


**MINDS
THAT MATTER**
RMB GRADUATE PROGRAMME



RMB. Solutionist Thinking.

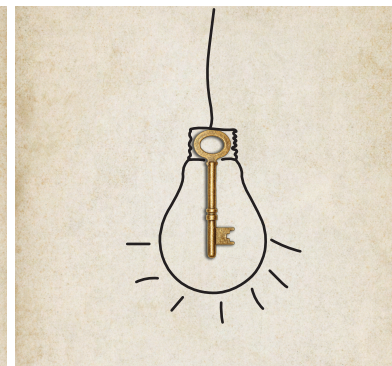




combine sustainable energy with community upliftment



and still generate profit

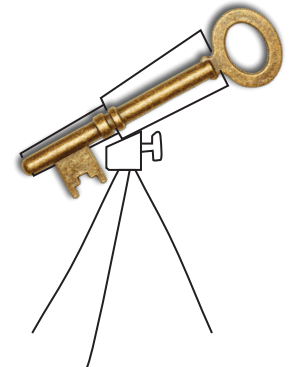
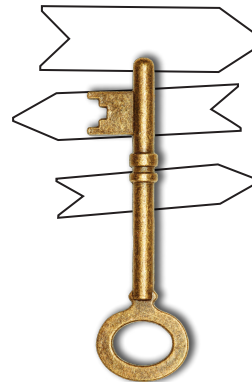
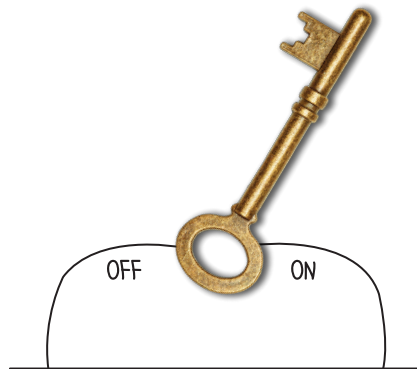
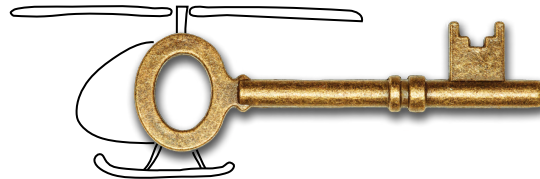
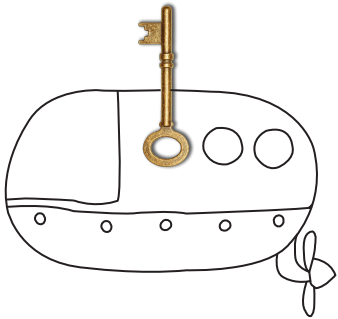


you could be part of Solutionist Thinking at RMB



APPLY NOW!

Social Media Carousel Post



Key Images



DIRECTAXIS

Internal Campaign, Customer Experience Research, Visual Design

**Objective:**

Encourage the DirectAxis staff to put the customers first.

What we did:

Developed the campaign that would conscientise the staff on how to treat customers.

Target audience:

DirectAxis call center staff

Duration:

6 weeks

My role:

Insights into the target market (Direct Axis Staff) - who they are, what does customer first mean to them, what are their interactions with clients like, how do they view their impact on the clients

Insights into the target market (Direct Axis Clients) - who they are, why they call DirectAxis, what they expect when they call

Research - employee engagement research, loan application procedure, conflict management

Creative execution - staff event strategy, campaign strategy, prototypes, micro empathy museum experience design, video editing

The Strategy:

Cultivating organisational empathy has to start from within an individual, tackling internal biases and treating each other well within the organisation before attempting to bring in others. The strategy begins with reminding the DA staff that they are customers, to each other and in their lives as well. They will then engage in a micro empathy museum that will let them literally walk in the lives of their customers. The most affirming activity they will engage in is to imagine the impact of their reach, to visualise the ripple that begins with them treating their customer well.



What is
a Customer?

Who are your
Customers?

What does
Customer First
mean to you?

customer
FIRST



Who are
your Customers?



John Doe

Male
38
Western Province

customer
FIRST

Walk in your Customer's shoes

Who are our customers? What is their story? Each person has a reason why they come to DirectAxis. It may be to further their education, spoil themselves by taking a well-deserved holiday, complete renovations to the family home or strive to gain financial control by consolidating their debt.

Whatever the reason, there is a sequence of events that led them to us and it's time to take a walk in their shoes to gain a deeper understanding of their journey.

Steps for you to take

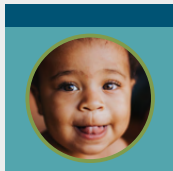
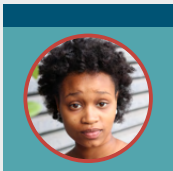
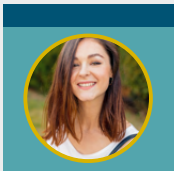
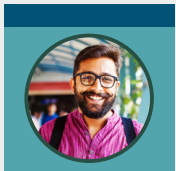
- Take this card and make your way to the empathy museum and find your character's starting point.
- Follow your character's journey, discovering as much as you can about the life they have led.
- During the journey, write down what you think has happened to your customer. How do they feel, what do they think?
- When you have completed the journey, return to the meeting room to share what you have learnt.

Side challenge

- Get someone else in the room to say "thank you" without asking them to. Complete this challenge and win a spot prize!



Why do our customers
COME TO US?



Entrepreneur

Infant

Pensioner

High Achiever

Graduate

Single Parent

Angry

Hopeful

Stressed

Dependant

Unemployed

Responsible

Renovations

Vacation

Debt

Medical

Gifts

Consolidate Debt

Look after family

Enhance skills

Open a business

Have a bigger house

Enjoy life

Good credit rating

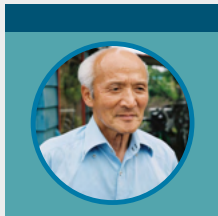


customer
FIRST

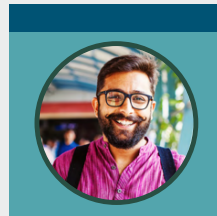
Confront your biases wall



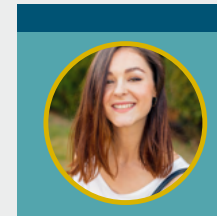
Our customers' stories



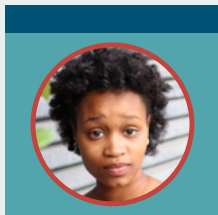
Old Man Doe



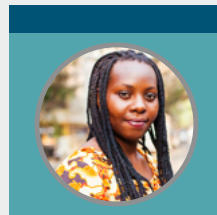
John Doe



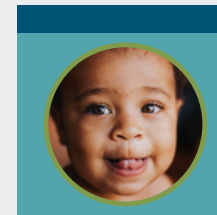
Jane Doe



Deborah Doe



Denise Doe



Little Doe



customer
FIRST

Discover your customer post-it wall



NATIONAL BLOOD SERVICES

Storyboarding, Animation, Internal Communication



A storyboard for an animation for National Blood Service.

This will be used as a teaser in telling the stories of the journey of a pint of blood.

Every day...

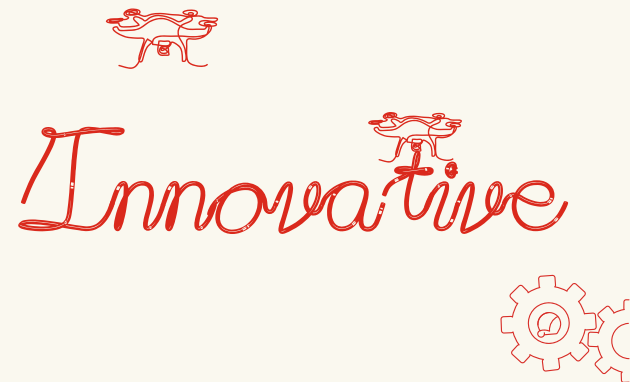
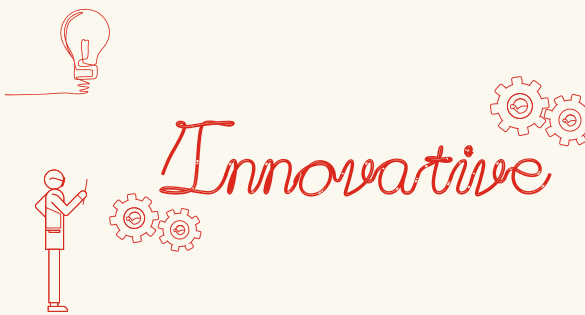
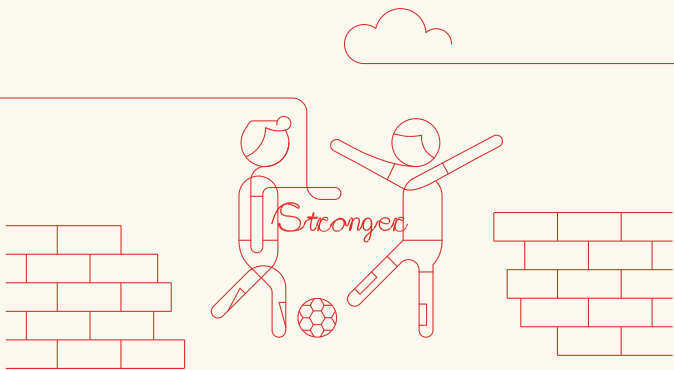
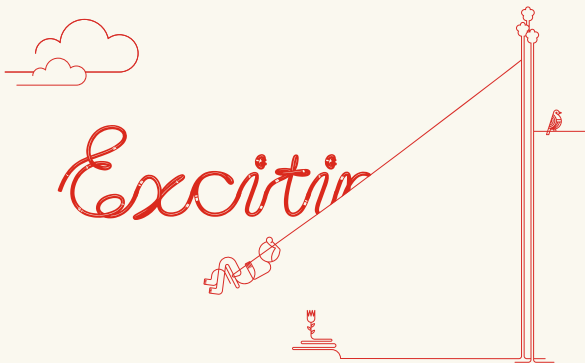
Thousands of South Africans make donations to the South African National Blood Service. Contrary to popular belief, however, these donors don't just give us their blood.

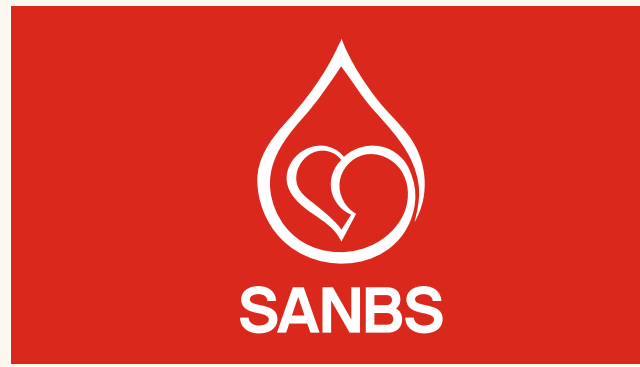
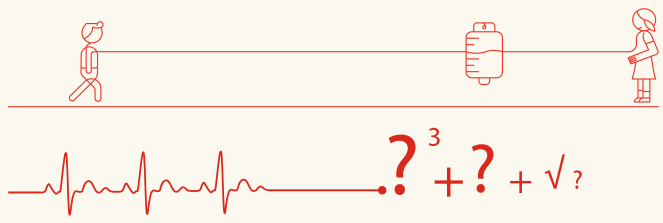
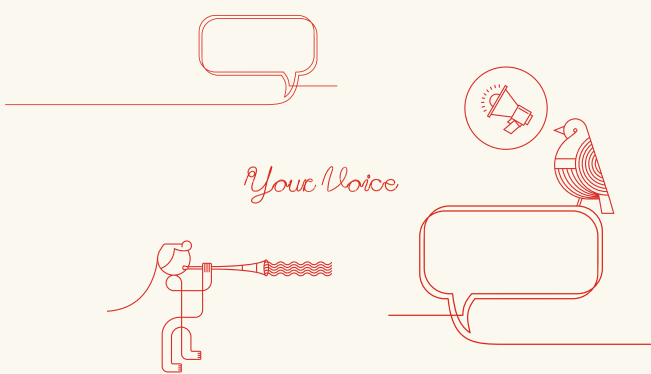
Selflessly, without praise or compensation, these remarkable human beings give so much more. They donate experiences, opportunities and potential. They donate blank pages on which to write new chapters.

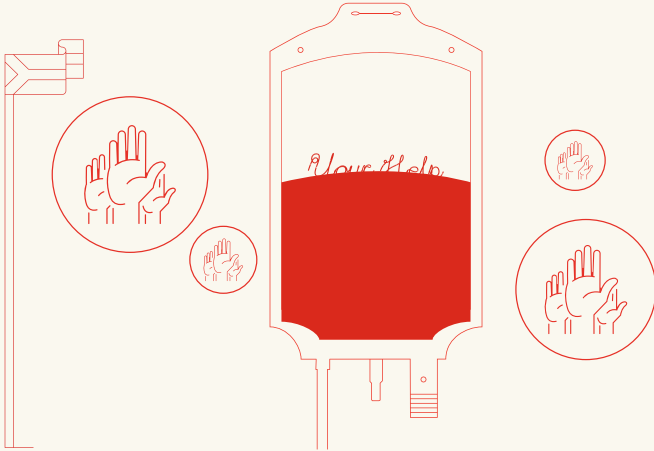
Thanks to them, an old woman has the chance to knit a jersey for her great grandchild, a young man gets to marry his childhood sweetheart, a little girl has the opportunity to win first prize at her school science fair.

A blood donation is a seemingly small act. Yet it has massive significance: it allows stories like these to live.

These stories are at the heart of everything SANBS does. It's the reason to get up every morning and to never look at a blood bag as just a pint of blood. Instead, to see a lifeline – a lifeline that extends from one human to another, and continues on to form the lines of the pages on which new stories can be told.







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THANK YOU