Alison Medlyn
Product Designer & UX Strategist

I’m a multi-disciplinary design leader with 8 years of experience designing and building products across web and mobile platforms.

My passion lies in transforming intricate challenges into accessible and engaging solutions that resonate with users.

www.medlyna.com

TennCare – digitizing the Medicaid enrollment process.

As a member of the Public Sector Services team at Deloitte Digital, I was assigned to work with the State of Tennessee to build a 0 → 1 mobile app that allowed for account signup, enrollment verification, messaging, document upload, and case management.

View details →

Google Cloud Partner Portal – a Salesforce implementation.

I identified and communicated user needs, design options and system requirements to Google stakeholders in order to create a high value/low cost Salesforce experience.

Details available upon request.

Tech Fluency – a gamified employee training tool for Deloitte's app store.

I collaborated with my team to research, design, and test a game-based employee training tool in order to help Deloitte employees identify and frame client business needs in the technology space.

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Premier Agent – Zillow's real estate CRM platform.

Design lead of a 0 → 1 build of the app's Home screen aimed to improve visibility of client engagement opportunities. Increased client-to-transaction conversion rate by 13%.

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TEAM

1 UX Designer
1 Visual Designer
2 Product Managers

CLIENT

State of Tennessee

PLATFORMS

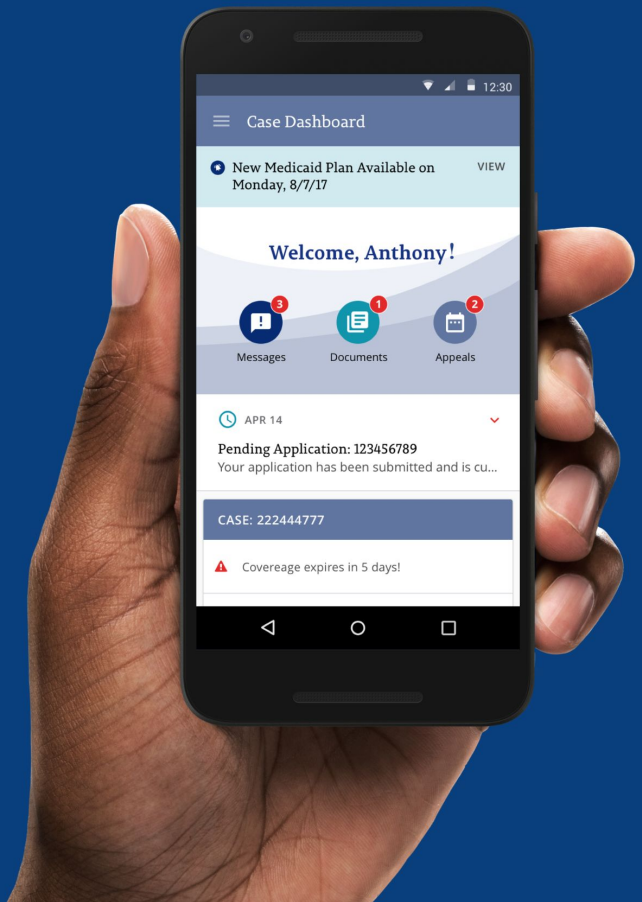
iOS & Android

TOOLS & METHODS

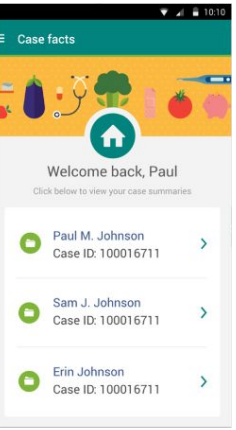
Sketch, wireframing, heuristic analysis, prototyping, user-testing.

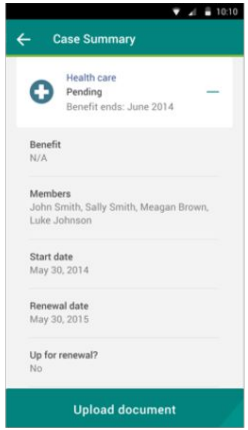
TIMEFRAME

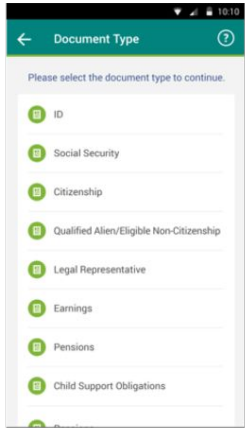
2 months

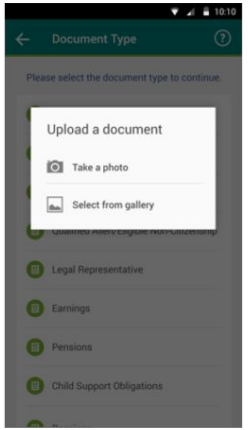


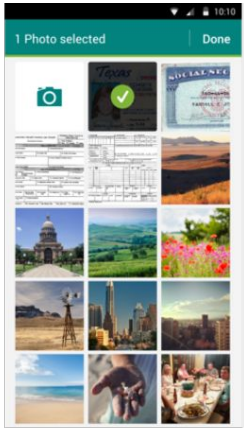
The team conducted a heuristic analysis of the latest version of the app being used by Texas and multiple usability issues were found – **particularly in the account sign up and document upload flows.**

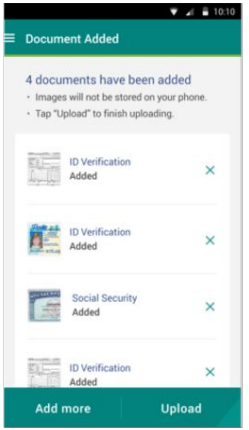






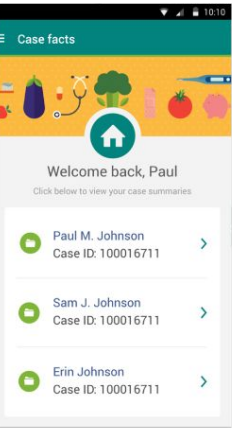


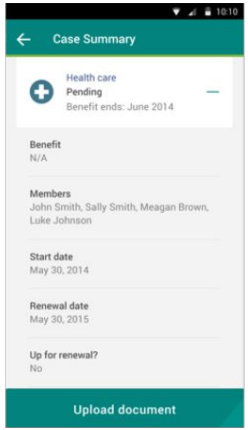


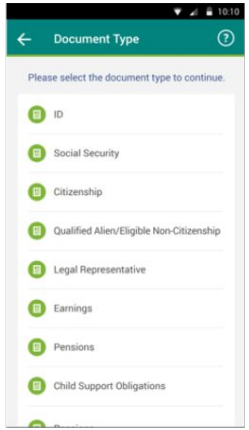


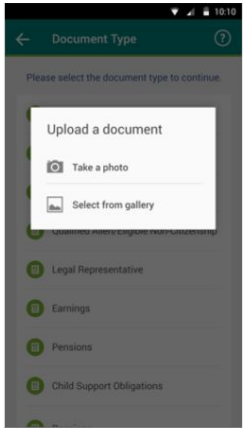
Previous version of mobile app.

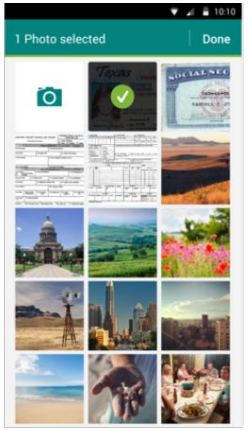
These usability issues **had a direct correlation with qualified applicants being denied coverage** as well as an increase in help-desk calls related to account set up and enrollment.

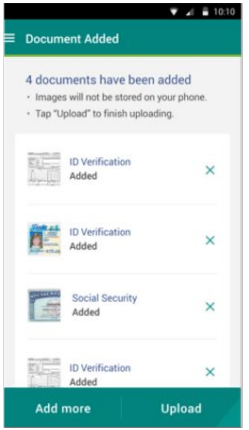












Previous version of mobile app.

ACCOUNT SIGN UP

PROBLEM

The legacy experience utilized by other states allowed users to create an account even if they had not yet enrolled in Medicaid or misunderstood their enrollment status. Users completed step after step, assuming all was well, until they were prompted to link their cases via SSN. Confusion and frustration would cause users to call the state office which would increase the workload of caseworkers.

SOLUTION

1. Early account verification
2. Fewer prompts per screen
3. Progress indicators
4. Plain language and warm voice

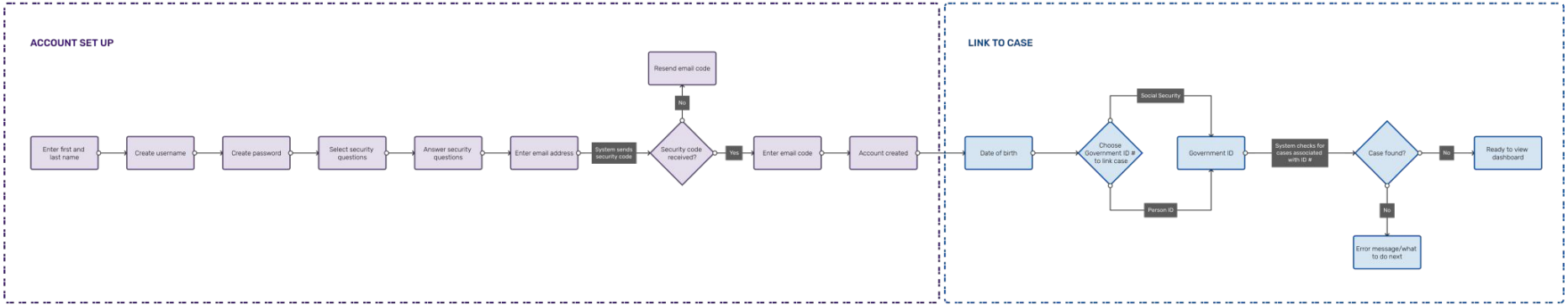
SUCCESS METRICS

Decrease in number of help-desk calls related to online account set up.

ACCOUNT SIGN UP

EARLY ACCOUNT VERIFICATION

Before



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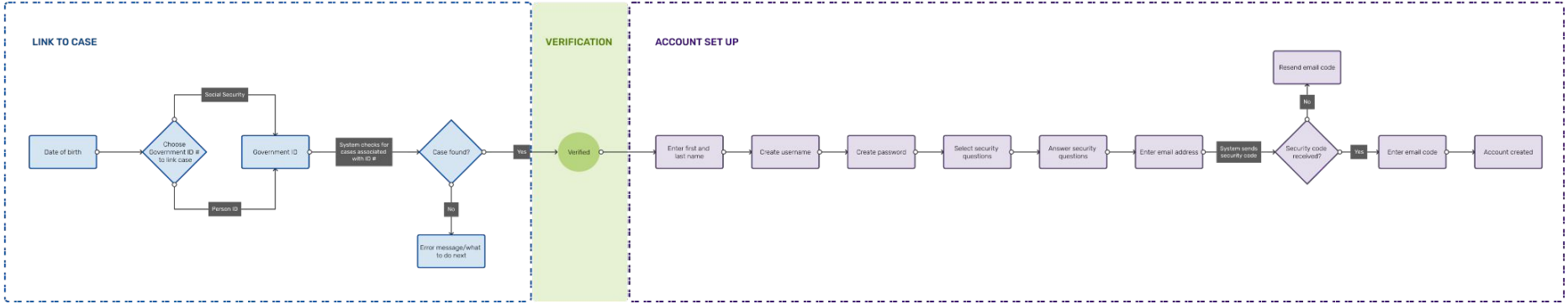
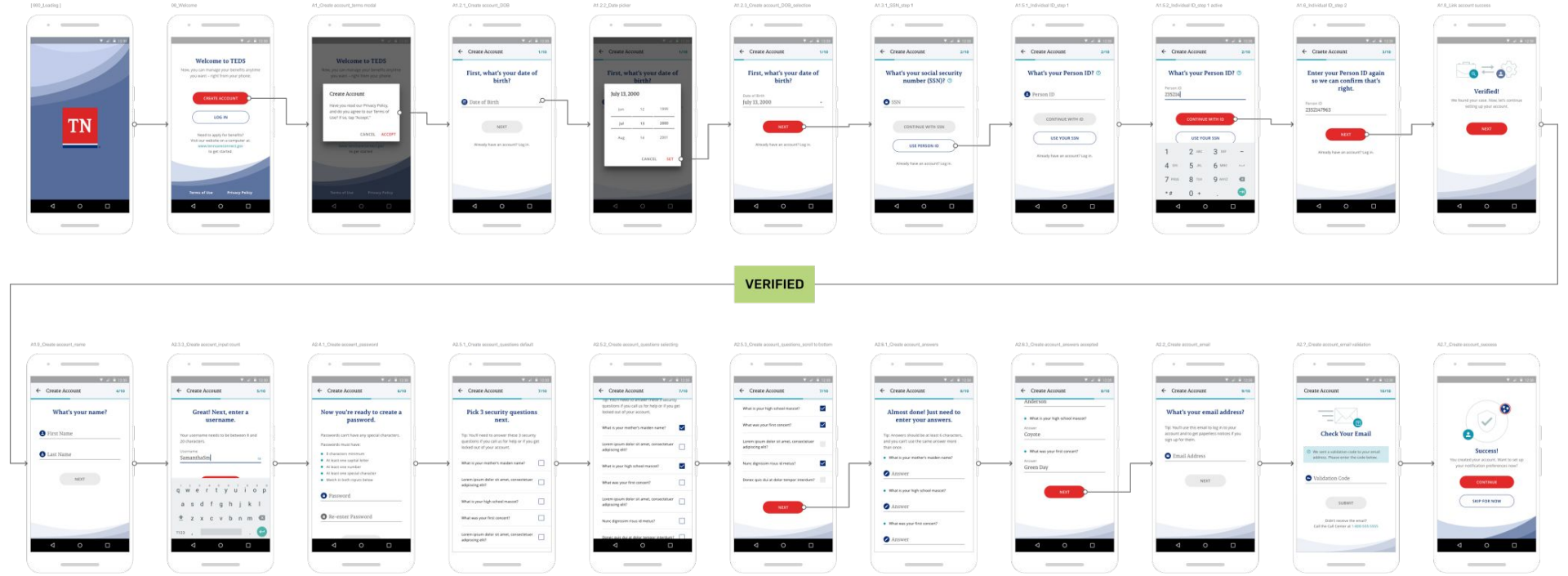


ACCOUNT SIGN UP

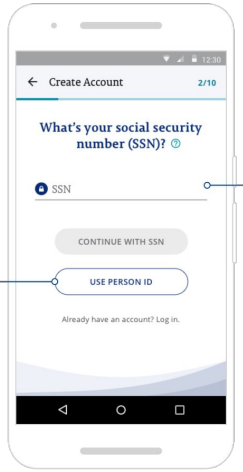
EARLY ACCOUNT VERIFICATION



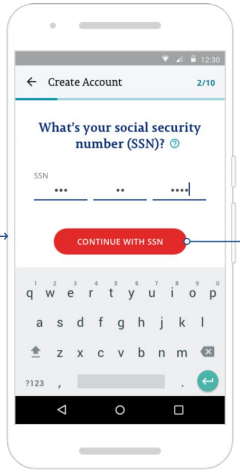
ACCOUNT SIGN UP

FEWER PROMPTS PER SCREEN

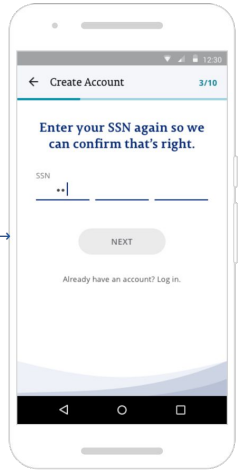
A1.3.1_SSN_step 1



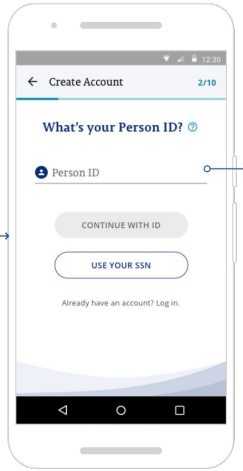
A1.3.2_SSN_step 1 typing



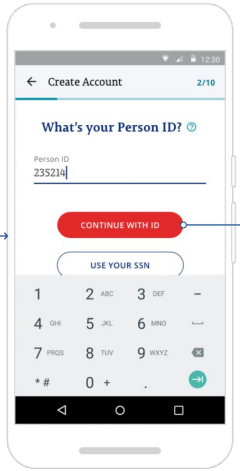
A1.4_SSN_step 2



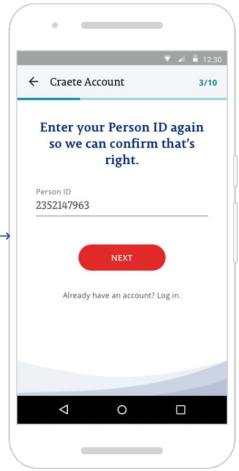
A1.5.1_Individual ID_step 1



A1.5.2_Individual ID_step 1 active

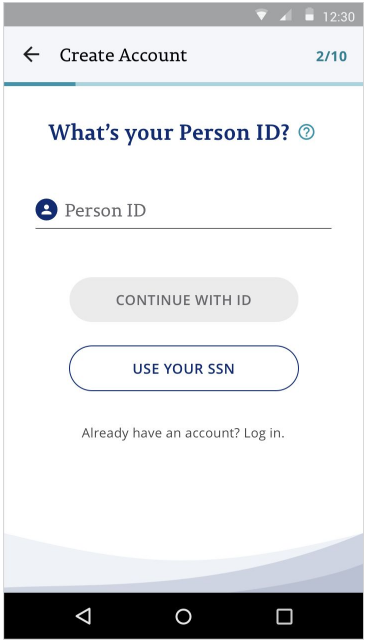


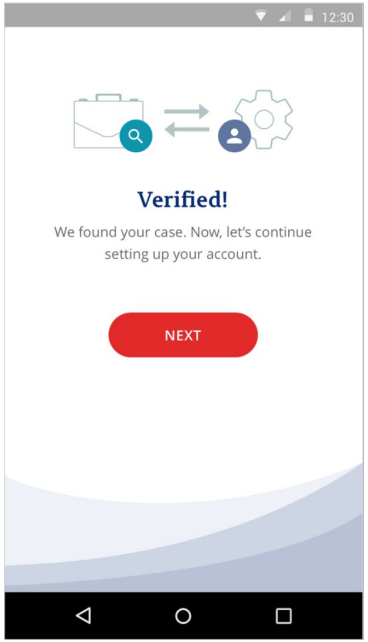
A1.6_Individual ID_step 2

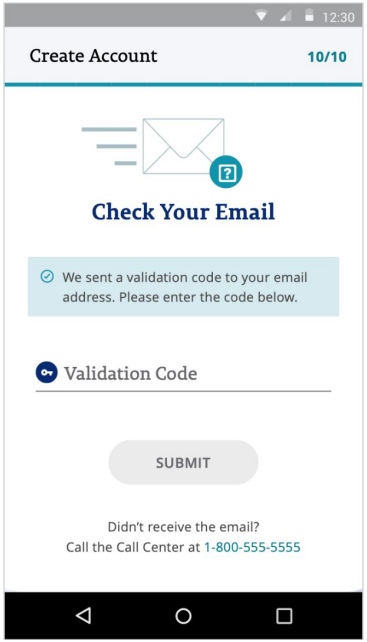


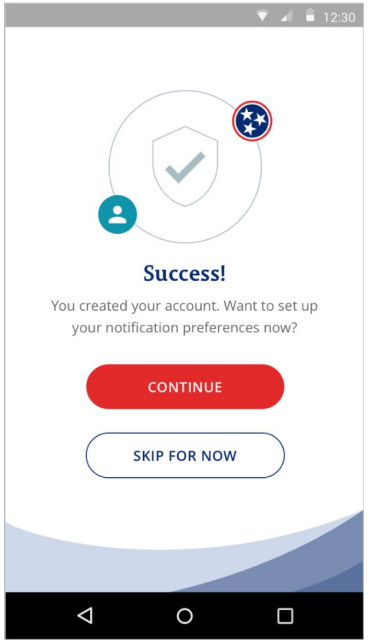
ACCOUNT SIGN UP

PROGRESS INDICATORS









DOCUMENT UPLOAD

PROBLEM

The existing document upload functionality was cumbersome, requiring users to go through a three-step flow for every page that needed to be uploaded. Due to the system's inability to consolidate individual pages of a single document together, this significantly increased the workload for the case workers as they would need to open several files to verify a single document type. Analytics showed that applicants who submitted docs through the app were 12% less likely to be approved for assistance vs. those who applied in person.

SOLUTION

1. Reconfigure IA to bring more visibility to feature.
2. Redesign document upload flow to meet latest UI standards.

SUCCESS METRICS

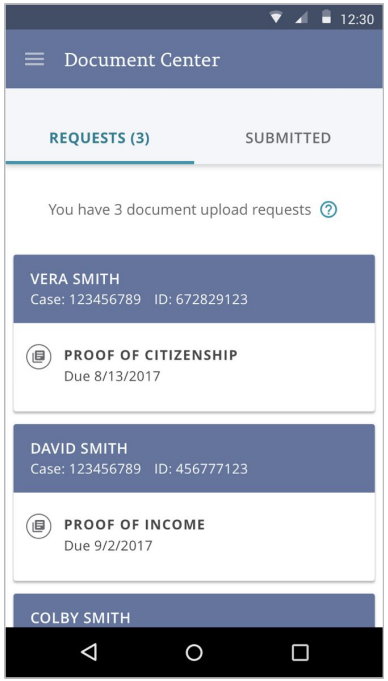
Decrease % of rejection based on documentation issues.

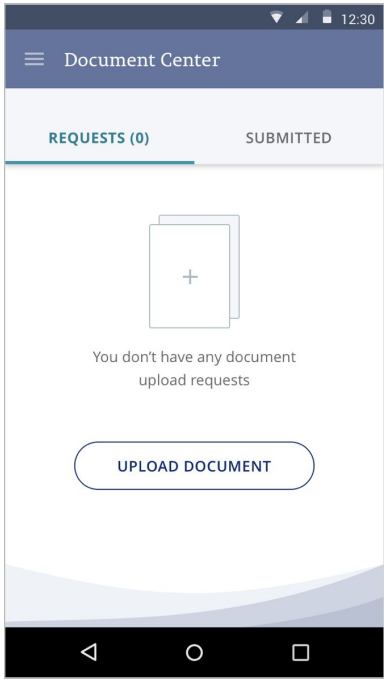
DOCUMENT UPLOAD

REDESIGN

AS A USER, I SHOULD BE ABLE TO:

Upload unrequested documents in addition to requested documents.





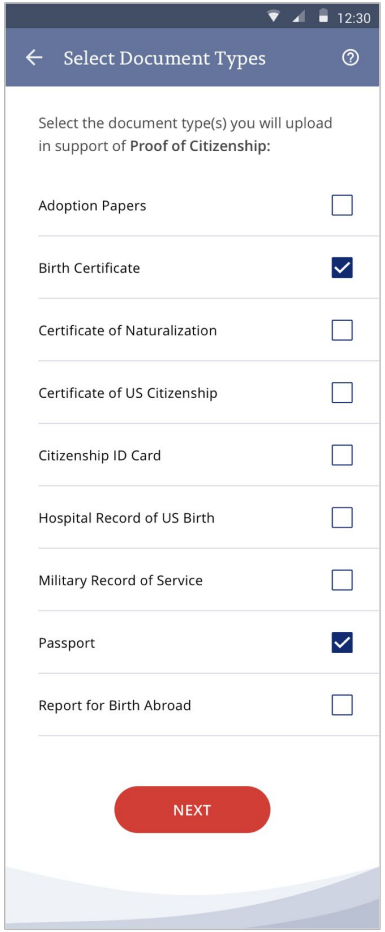
DOCUMENT UPLOAD

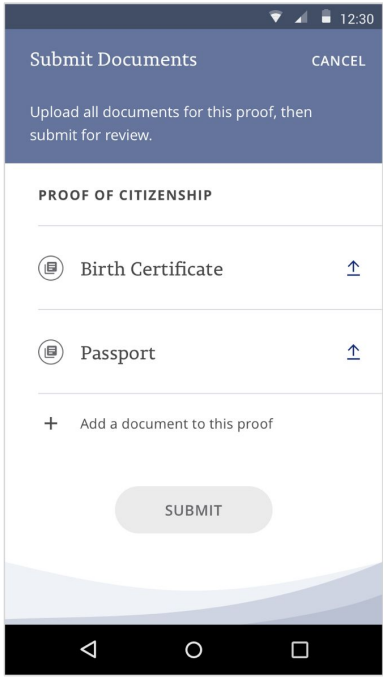
REDESIGN

AS A USER, I SHOULD BE ABLE TO:

Upload more than one document type per request.

(ex: proof of US Citizenship requires 2 forms of ID)



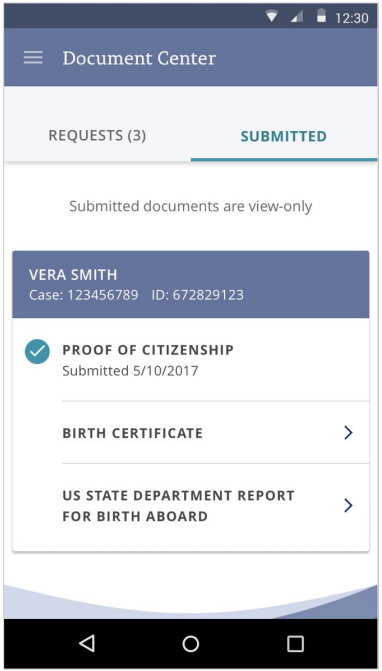


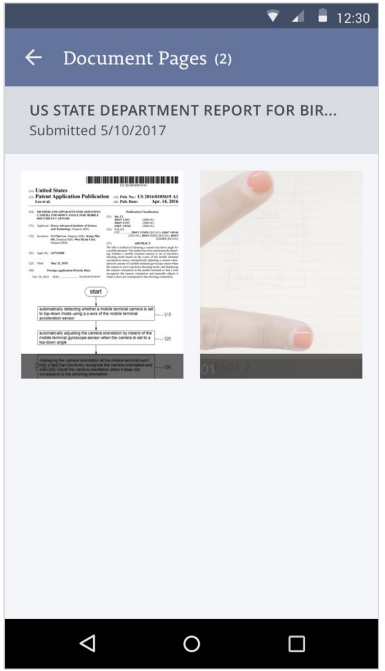
DOCUMENT UPLOAD

REDESIGN

AS A USER, I SHOULD BE ABLE TO:

See the status of submitted documentation.





METRICS

17% decrease in workload for case workers.

OUTCOME

Since its release in 2019 the app has been downloaded over 1 million times and continues to be an integral tool in connecting low-income Tennesseans with government assistance programs.

Google Cloud Partner Portal – a Salesforce implementation.

My team at Deloitte Digital was tasked with building the Google Cloud CRM tool for Google's Partner Program. I identified and communicated user needs, design options and system requirements to Google stakeholders in order to create a high value/low cost Salesforce experience.

TEAM

1 UX Designer
1 Senior UX Designer
2 Product Managers

CLIENT

Google

PLATFORMS

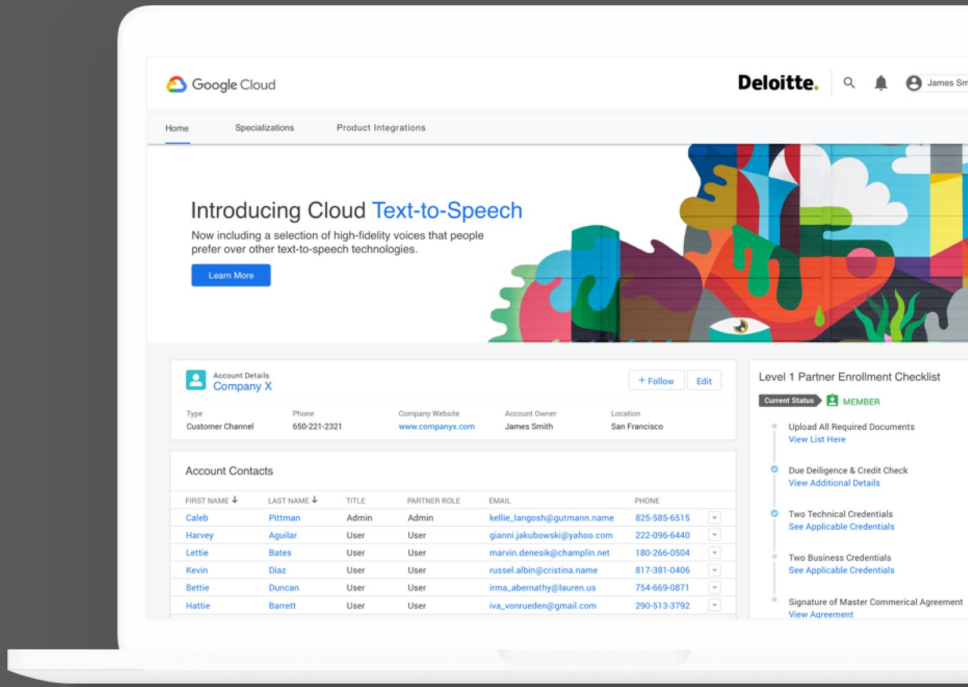
Web (Salesforce)

TOOLS & METHODS

Sketch, customer journey mapping, personas, user flows, wireframing, visual design

TIMEFRAME

7 months



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I collaborated with my team to research, design, and test a game-based employee training tool in order to help Deloitte employees identify and frame client business needs in the technology space.

TEAM

1 UX Designer
1 Visual Designer
1 Game Designer
2 Product Managers

CLIENT

Deloitte

PLATFORMS

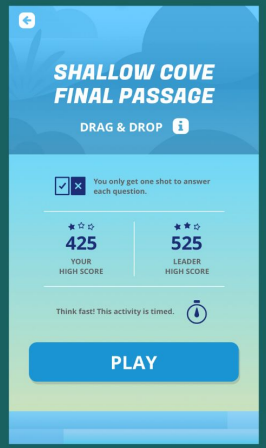
iOS & Android

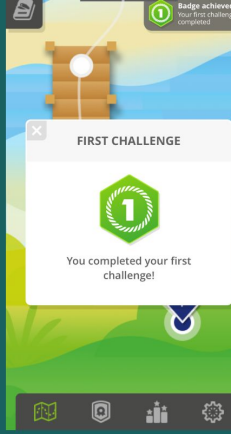
TOOLS & METHODS

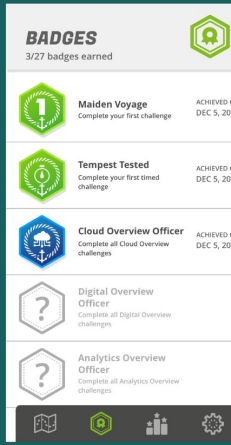
Sketch, Principle, wireframes, user testing, user research

TIMEFRAME

4 months







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Design lead of a 0 → 1 build of the app's Home screen aimed to improve visibility of client engagement opportunities. Increased client-to-transaction conversion rate by 13%.

TEAM

2 Product Designers
1 Researcher
1 Product Manager
1 Content Designer

STAKEHOLDERS

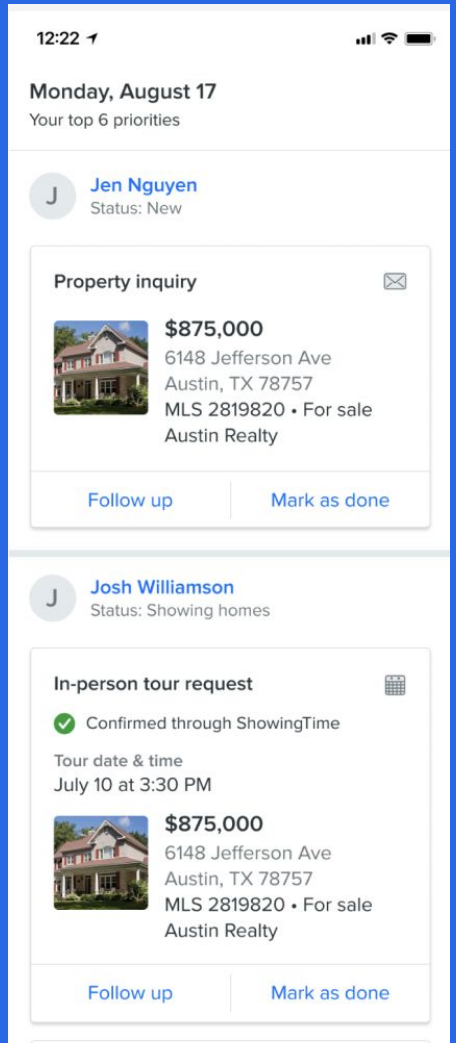
4 Engineers
1 UX Manager
1 Eng. Director
1 Prod. Director

PLATFORMS

iOS & Android

TOOLS & METHODS

Figma, user testing, user research

TIMEFRAME

6 months