

ROBYN *bover*

UX DESIGNER WITH A PASSION FOR RESEARCH





Working with my team on the Amazon Explorer project. Fall 2012. Photo: Yizhou Pan.

About me

My journey into design began during my junior year of college. I was in my statistics class, when I had an epiphany, realizing the path I was heading down was not for me. I had yet to explore what I was truly passionate about. After some soul searching, I realized two things: **I enjoyed solving problems, and I loved creating things**. I then started searching for a career that would challenge me while allowing me to express myself creatively; this led me to the world of HCI.

As a designer, your basic practices do not change, however, it's the thrill of exploring a problemspace that allows growth...and this is what attracts me to HCI. Overall, I am passionate about design and research and **I want to use my creativity to collaboratively develop solutions that will impact a wide range of people**.

I am currently based in the **Charlotte Metro** area, working for **Wells Fargo's Shared Services, Content, Design & Maintenance team**. I utilize my talents as a customer experience designer--combining my interaction and visual design skills--to enhance the mobile and desktop experiences for our home lending customers; my area of expertise, is the first-time home buyer.



FUTURISTIC



ADAPTABLE



STRATEGIC



Design Process

Through my career, I have found that design does not follow a linear process, rather the needs of our customers shape how we land upon a design solution. Below you will find some of my favorite tools to utilize when exploring a problemspace.

PROBLEM FRAMING THRU EXPLORATION

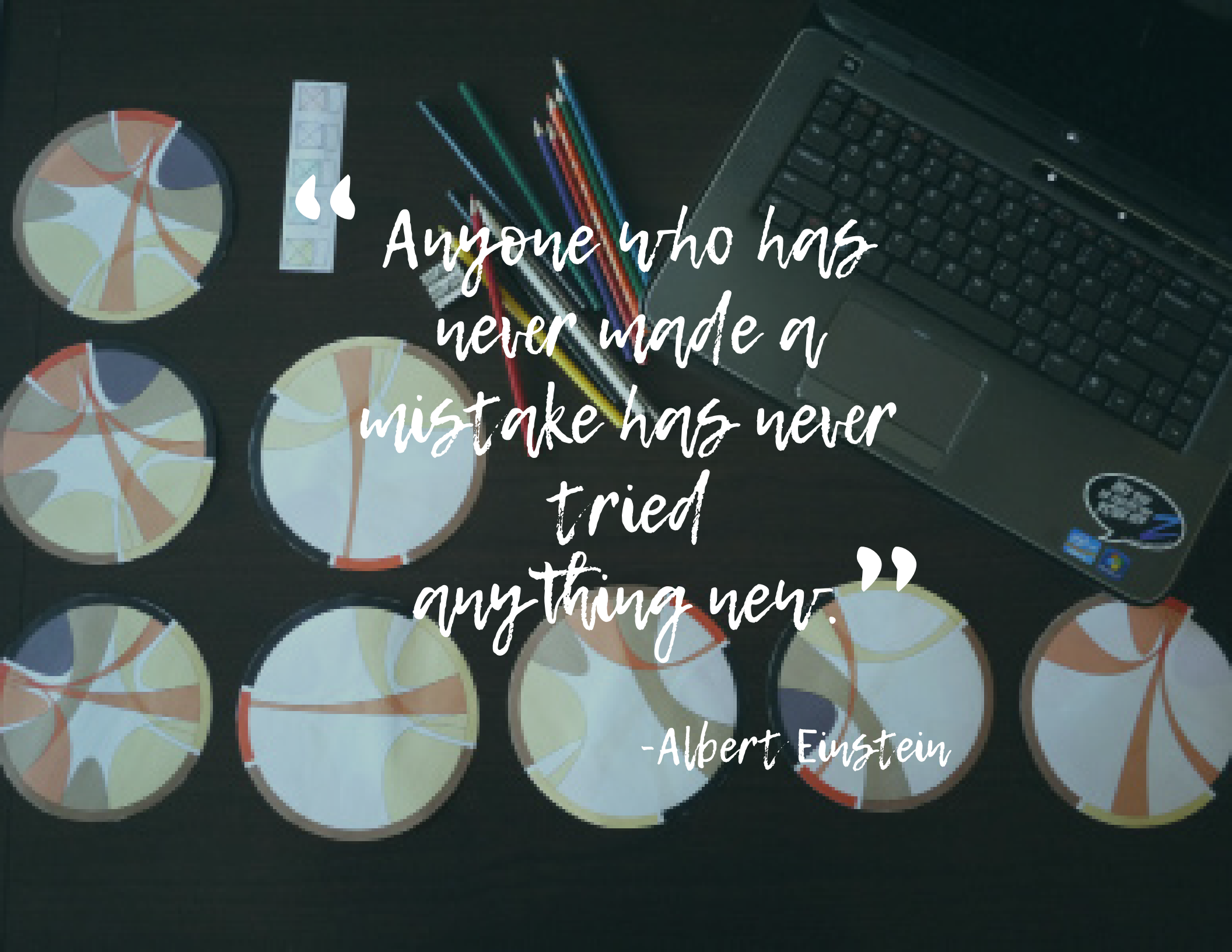
- Affinity Diagramming
- Card Sorting
- Contextual Inquiry
- Ethnography
- Interviews
- Persona & Scenario Development
- Sketching

CONCEPTION AND PROTOTYPING

- Arduino (Uno/LilyPad)
- Elito Method
- Paper Circuits
- Paper Prototypes
- Storyboarding
- Wireframes

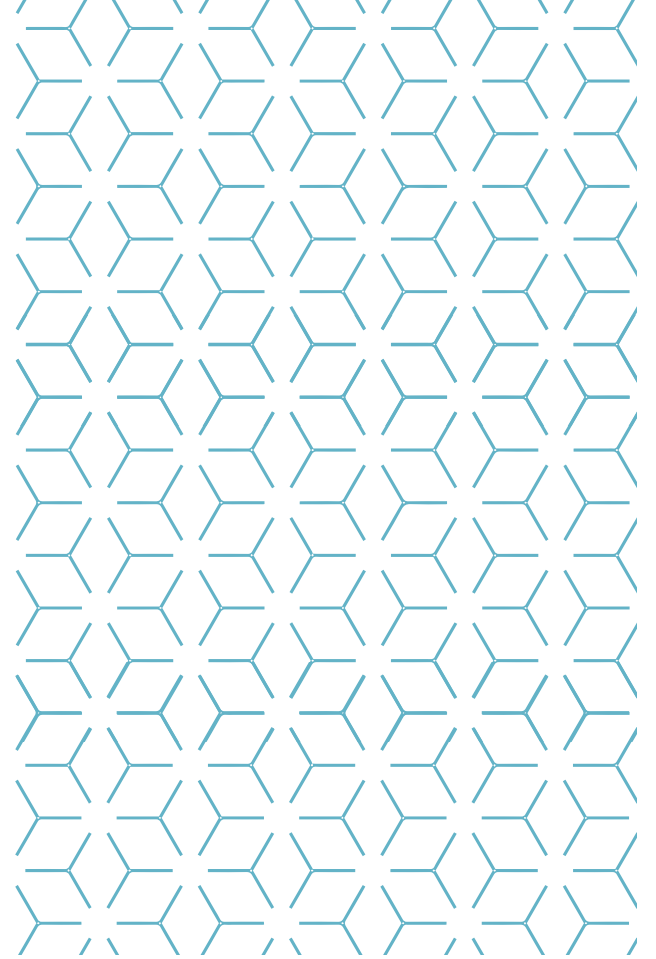
EVALUATION AND LAUNCH

- Design Critiques
- Focus Groups
- Usability Testing
- User Acceptance Testing



“ Anyone who has
never made a
mistake has never
tried
anything new.”

-Albert Einstein



CASE

Study



Check Rates and Compare Loans



Get customized rates

your	Improve your home	Use funds from your home
a nation ne	Relocate/ employer benefits	Buy an investment property

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PRODUCT COMPARISON TOOL

Secondary Interaction Designer

The Product Comparison Tool is a home loan comparison calculator that allows potential home lending customers to compare home mortgage rates, mortgage loans, and home equity lines of credit based on their home buying goals (i.e. buying a home, refinancing, improving their home, using funds from their home, etc.).

For this project, I served as the secondary designer. I was brought in offer design support for the third and fourth phases of the project. My main responsibilities included developing a functioning iRise prototype for users to explore and updating, packaging, and delivering both the redlines and design annotations documents to the development team.

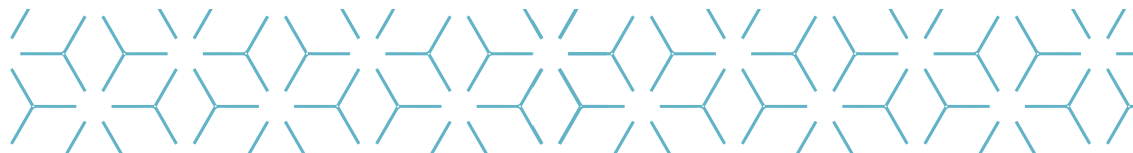


THE SCOPE.

Revamp the Product Comparison Tool (PCT) so it could be smartphone friendly, improve the content, fix accessibility issues, and improve the overall customer experience.

TARGET AUDIENCE.

Mortgage customers interested in learning more about loans offered by Wells Fargo, with an emphasis on customers looking to compare loans.



Get Financing that Meets Your Needs [Feedback](#) [Print this page](#)

Use this interactive tool to:

- Find loan options that are based on your needs, by answering a few questions
- Review, compare, and modify loan scenarios
- Start the application process - online, over the phone, or in person locally

About Your Financing Goals

* indicates required field

*My goal: ? *I'd like to...: ?

Wells Fargo Customer Information

*Do you have a Wells Fargo mortgage or home equity account linked to the property? ?

No, I don't Yes, and I have my loan information Yes, but I don't have my loan information

Financing Information

*Estimated Value of Home ? *Total Existing Mortgage Balances ? *Total Current Monthly Payment *Current Interest Rate

\$ \$ \$ %

Annual Real Estate Taxes ? Annual Homeowners Insurance ? Show me military (VA) financing options ?

\$ or % \$

About the Property

*Property Location: ? ?

[Get Results](#)

Equal Housing Lender

Compare Select up to 3 to compare: 0 Selected Estimated on 10/10/2014 01:30 PM ET Sort by:

<input type="checkbox"/>	30-Year Fixed-Rate Mortgage	Loan or Line Amount	Monthly Payment	Interest Rate / APR	Term	Discount Points	Closing Costs	Delete <input type="checkbox"/>
<input type="checkbox"/>	Refinance with predictable payments. Includes BPMI.	\$350,700	\$1,838	4.125% / 4.394%	30 Years	0.0	\$2,365	Contact Us Find a Local Consultant Call 1-877-937-9357 Request a Personal Consultation
View Details, Important Disclosures, Assumptions and APR Information								
<input type="checkbox"/>	Low Initial Principal & Interest Payment 7/1 Adjustable-Rate Mortgage	Loan or Line Amount	Monthly Payment	Interest Rate / APR	Term	Discount Points	Closing Costs	Delete <input type="checkbox"/>
<input type="checkbox"/>	Refinance with fixed payments for first 7 years, then adjusts annually. Includes BPMI.	\$350,700	\$1,684 (1 st 7 Years)	3.25% / 3.235% (1 st 7 Years)	30 Years	0.0	\$3,115	Contact Us Find a Local Consultant Call 1-877-937-9357 Request a Personal Consultation
View Details, Important Disclosures, Assumptions and APR Information								
<input type="checkbox"/>	30-Year Fixed-Rate Mortgage	Loan or Line Amount	Monthly Payment	Interest Rate / APR	Term	Discount Points	Closing Costs	Delete <input type="checkbox"/>
<input type="checkbox"/>	Refinance with predictable payments. Includes LPMI.	\$350,700	\$1,751	4.375% / 4.386%	30 Years	0.0	\$2,401	Contact Us Find a Local Consultant Call 1-877-937-9357 Request a Personal Consultation
View Details, Important Disclosures, Assumptions and APR Information								
<input type="checkbox"/>	5/1 Adjustable-Rate Mortgage	Loan or Line Amount	Monthly Payment	Interest Rate / APR	Term	Discount Points	Closing Costs	Delete <input type="checkbox"/>
<input type="checkbox"/>	Refinance with fixed payments for first 5 years, then adjusts annually. Includes BPMI.	\$350,700	\$1,684 (1 st 5 Years)	3.25% / 3.158% (1 st 5 Years)	30 Years	0.0	\$2,238	Contact Us Find a Local Consultant Call 1-877-937-9357 Request a Personal Consultation
View Details, Important Disclosures, Assumptions and APR Information								

[Compare](#) Select up to 3 to compare: 0 Selected [Make Changes](#) [View More Results](#)

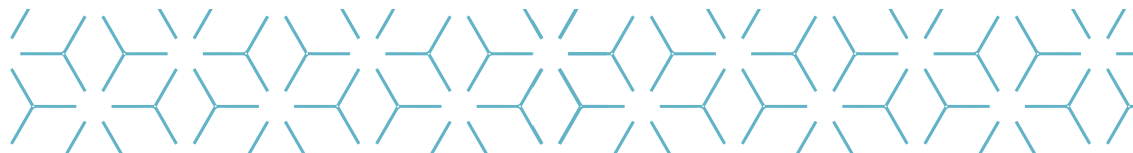
Screenshots of the old PCT circa early 2014. Form customers input loan data into (left), results page (right).

DESIGN CONSTRAINTS.

- Design will not be responsive, two separate designs for mobile and desktop/tablet
- Must follow all CX accessibility, visual, and interaction standards and guidelines

DESIGN APPROACH.

This project was slightly new for me in the sense that I came into a well established problem and design solution. My primary focus here was to offer design support and build out a functioning iRise prototype for an upcoming listening lab.



Mortgage Calculator: Check Rates and Compare Loans

Print Share



Use our calculator to get customized rates

Buy a home	Refinance your mortgage		Improve your home	Use funds from your home
Buy your first home	Buy your next home	Buy a vacation home	Relocate/ employer benefits	Buy an investment property

Want to learn more?
Find out more about your home loan options.
[Contact us >](#)

Still have questions?

[Call Us](#) +

[Find Local Consultant](#) +

Equal Housing Lender
Wells Fargo Home Mortgage is a division of Wells Fargo Bank, N.A.
18C-0420

Screenshot of the current PCT

Refinance Your Mortgage – Results

[Print](#)



Want to learn more?
Find out more about your home loan options.
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To pay off your mortgage sooner

Before you choose

ⓘ Your actual rate, payment and costs could be higher. Get an official Loan Estimate before choosing a loan. Rates shown are based on a credit score of 780. We're here to help. Contact a home mortgage consultant to learn more.

[+ Your current mortgage](#)

Your loan results

We've found 7 results for you. Rates, terms, and fees as of 4/20/2021 04:37 PM Eastern Daylight Time and subject to change without notice.

Sort results by [?](#)

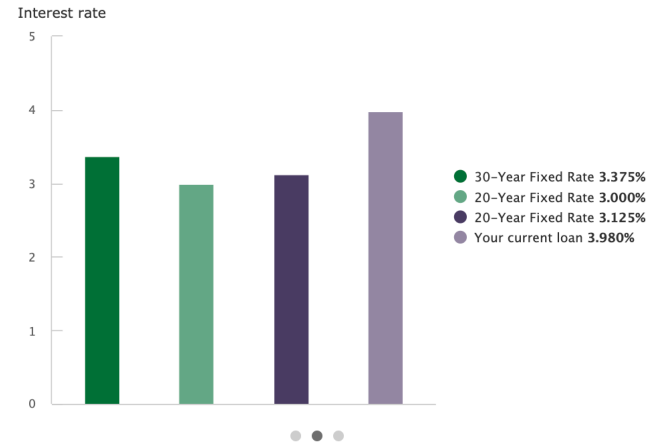
Choose 2 or 3 loans below to compare, then select Generate Charts.

	Rate	APR	Term	Payment	Loan amount	Points	Closing costs
15-year	2.625%	2.706%	15 years	\$1,700	\$252,790	-0.125	\$4,130

Manage results

[Email your results](#)

Comparison charts



Your loan details

[Edit](#)

Refinance of a \$400,000 , Single-family, Owner-occupied property in Fairfax City, VA

Ready to refinance? We're ready to help.

[Start Online](#)

[Find a local consultant](#) or call
1-866-842-7812

Screenshot of the current PCT result page. The image on the right highlights the loan comparison chart graph.

PROTOTYPE.

Two prototypes were built using iRise, one for desktop and the other for mobile.

To view the mobile prototype, click [here](#)

*** Note: You must have access to iRise Player to view the prototype.



Thank you!

Questions?



Contact me

TO LEARN MORE ABOUT MY WORK



ROBYN.BOLER25@GMAIL.COM



704-458-0245



Portfolio Sample

A preview of projects I've worked on, highlighting my role, approach, and key outcomes in a concise format.

Case Studies

An in-depth look at select projects, detailing challenges, strategies, and results for a deeper understanding of my work.

