

HELLO.

My name is **Cem Kesemen**.

I am a **usability analyst**,
user researcher
and **designer**.

ABOUT ME

First things first, my name is pronounced like **◆gem**.

I have a **Masters Degree** in **Human-Computer Interaction** from Uppsala University in Sweden.

I like **making cool things** and making things cooler. Empowerment of individuals is my number one priority, and enabling good behaviour by solving problems is my driving motivation.

I just recently started drinking **coffee**, so I have a good couple of years before it stops being effective and starts being an addiction.

ABOUT THIS PORTFOLIO

Applied Values

A portfolio should not only reflect ones work, but also their way of thinking. That is why I created this portfolio the same way I do my job.

The **text colors** are at least WCAG AA compatible.

The **menu** on the left side shows you the chapters, how much you've seen and how much there still is.

The **visibility and legibility** is tested on multiple computers and displays, so its crisp and readable no matter who wants to see it.

If you have dyslexia, you can download a more readable version of this portfolio at <http://cemkesemen.com/portfolio/comic-sans.pdf>

Colors

-  #EEEEEE (Menu - Inactive)
-  #4C6A89 (Menu - Active, Headers)
-  #747474 (Menu Text - Inactive)
-  #D8D8D8 (Menu Indicator - Inactive)
-  #636363 (Body Text)
-  #9B59B6 (Body Text Emphasis)

Text

Aa Aa Aa

Headers

ATC Overlook, 47pt
Extra Light, Extra Light Italic, Medium

Aa

Sub-headers

ATC Overlook, 36pt
Light

Aa Aa

Body Text

ATC Overlook, 20pt
Regular, Light

 If you're viewing this on a Mac, selecting "**Single Page**" from the **View** menu will make navigation better.

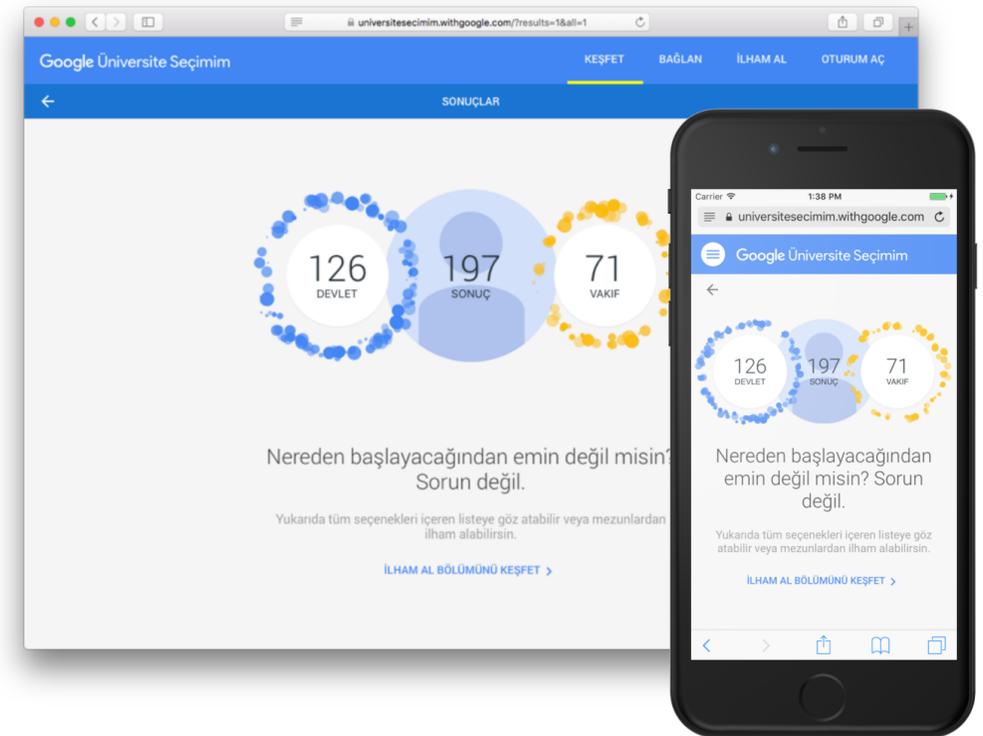
USER RESEARCH *for* GOOGLE

<http://universiteseccimim.withgoogle.com/>

Researching Researches

University attendance in Turkey is based on an exam. Candidates put their preferred schools in a list, most to least favored, and they are assigned a school *and* a department.

However, students do not get to compare and contrast different universities, branches and departments easily. Google wanted to create a **definitive guide on university research**, and they **wanted to run some tests** to see if their design assumptions were working out.



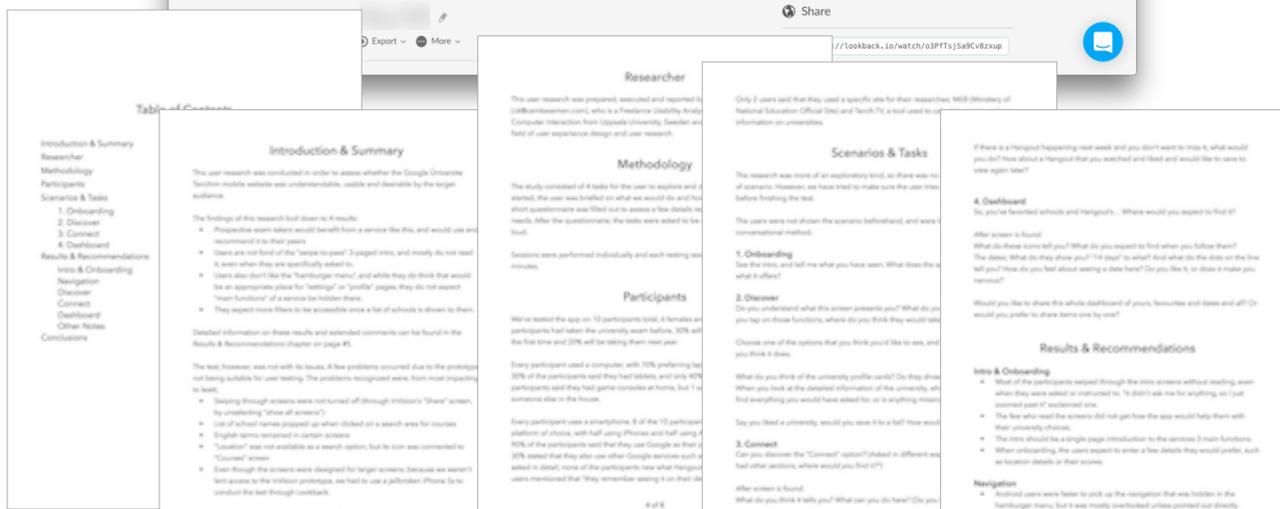
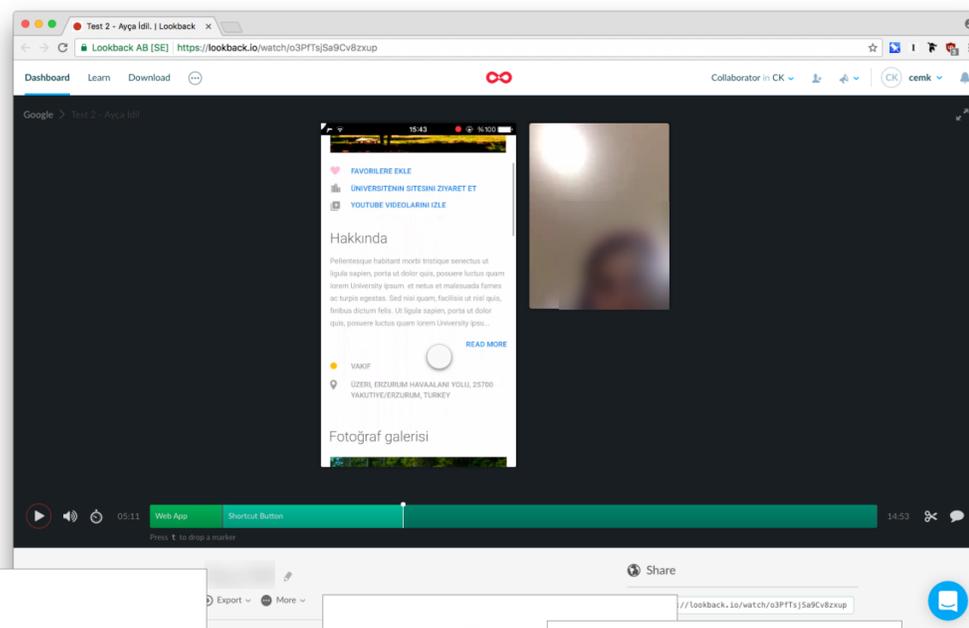
Process & Results

The agency that Google consulted for the product contacted me for the user research. I **reviewed the prototype** made in Invision and requested additional screens for various states, to make it testable.

I gathered requests from all parties (Google, consulting agency and development agency) on what they expected to learn from these test, and **created scenarios to walk through** with 10 participants, 5 of whom were still high school students and 5 who had taken the exam at least once before. We then used the Invision prototype, a mixture of Quicktime video recordings and Lookback.io for **screen recordings**.

With the results, the app went from being mobile-web-only to a fully fledged responsive web app. A couple of errors were caught before production, and fixed in development.

(I've written a post about taking notes during testing, based on my experiences with this project: <http://some.design/x/3fena0>)

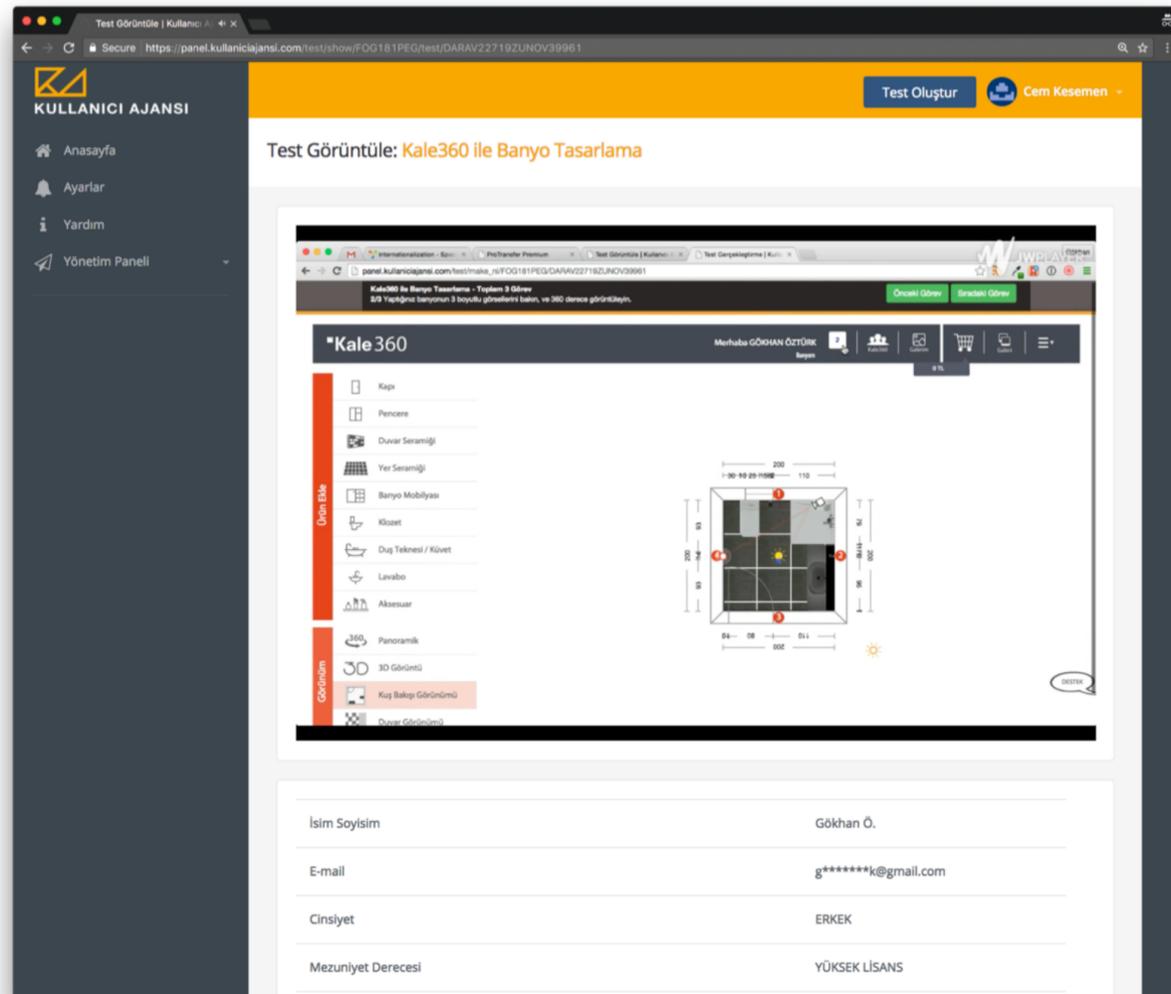
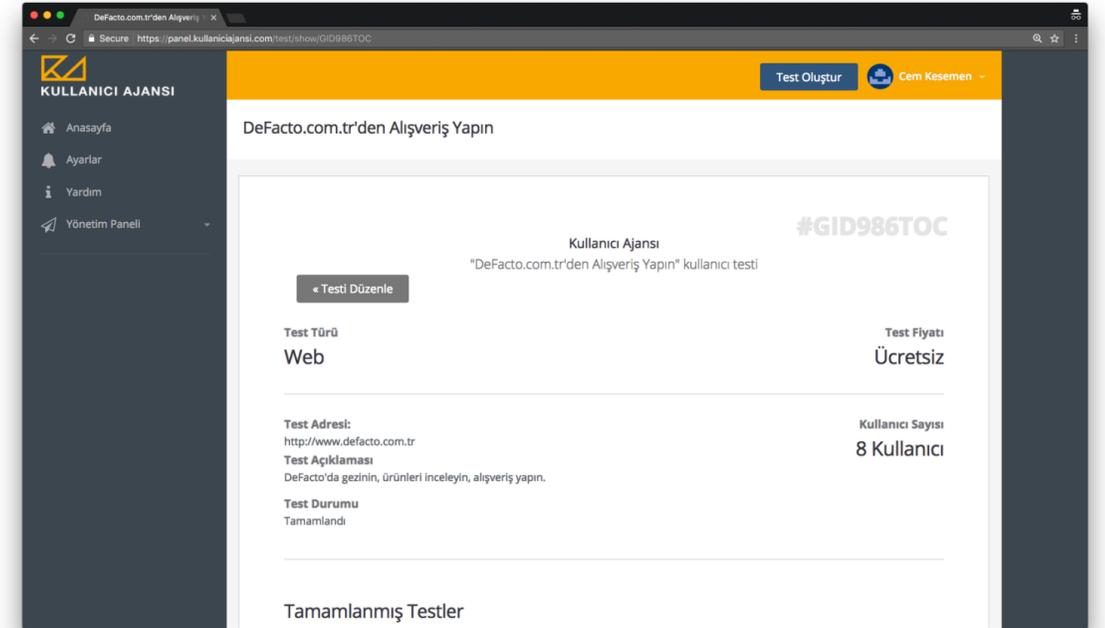


USER RESEARCH *for* EVERYONE

<http://www.kullaniciajansi.com/>

Founding a User Research Startup

Returning from Sweden to Turkey, I was confronted with a problem: There was no easy way to do user research with local users. So I co-founded a **user research and remote user testing platform** with a colleague who was dealing with the same issues.



Work We've Done

We not only helped ourselves, but also managed to gather a large client base and run hundreds of tests.

We helped **design agencies** big and small run user research and do user testing.

We helped **companies** see the benefits of user testing, and helped them fix their services and offerings.

We even provided users for other user research agencies that have in-house UX analysts.

Our clients are from a diverse collection of services, with names like Akbank (banking), Kale Seramik (product and services), DeFacto (ecommerce) and many others.

USABILITY & ACCESSIBILITY

ANALYSIS as a SERVICE

<http://some.design/>

Providing Usability Fixes

There is a proper way to start everything.

To cook a meal, you have to shop for groceries. To take a picture, you need to find light. To build a product, you need to design.

However, design is usually misunderstood, if not totally absent. Basic principles are eschewed, or worse, **simply forgotten**. This results in an unusable service or product, that creates problems for the whole company.

Usability is the building block of design, and that is why I provide usability consultancy to companies and products that need them. I go through **Nielsen's 10 Usability Heuristics**, as well as each individual platform's **Human Interface Guidelines** and **Design Guidelines** to catch basic problems. I also look at case studies and established user behaviours to find a more familiar pattern for the users.

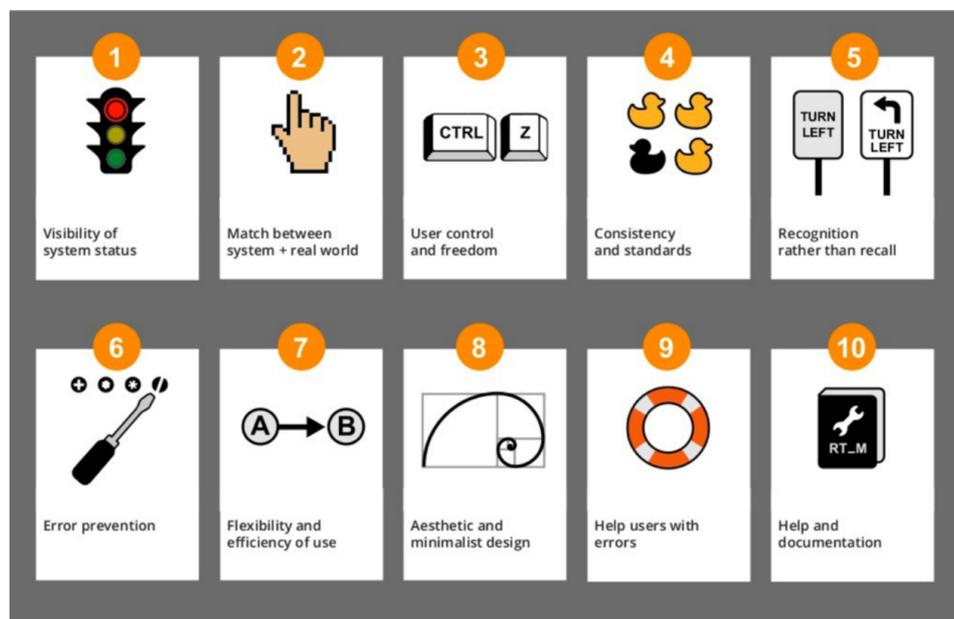
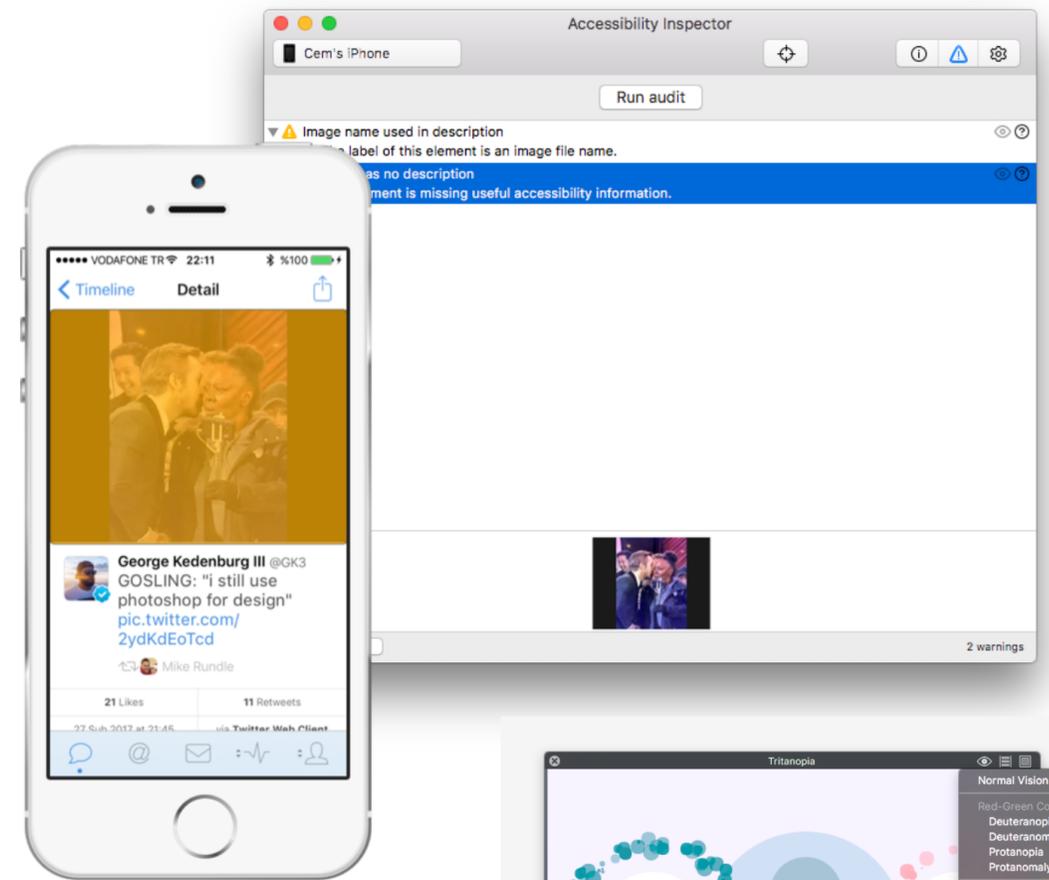


Image from a post by Kevin Scott on <https://chatbotmagazine.com/usability-heuristics-for-bots-7075132d2c92>



A11Y (Accessibility) Guidance

Accessibility is even more overlooked than usability. Even the most well designed apps are simply unusable for very large percentages of users.

If a **blind person can take a photograph** but cannot login to your service using your app, it's most definitely a problem for you.

I currently provide A11Y studies for **iOS apps and mobile websites** using Apple's **Accessibility Inspector** and running a manual review by turning on **VoiceOver**.

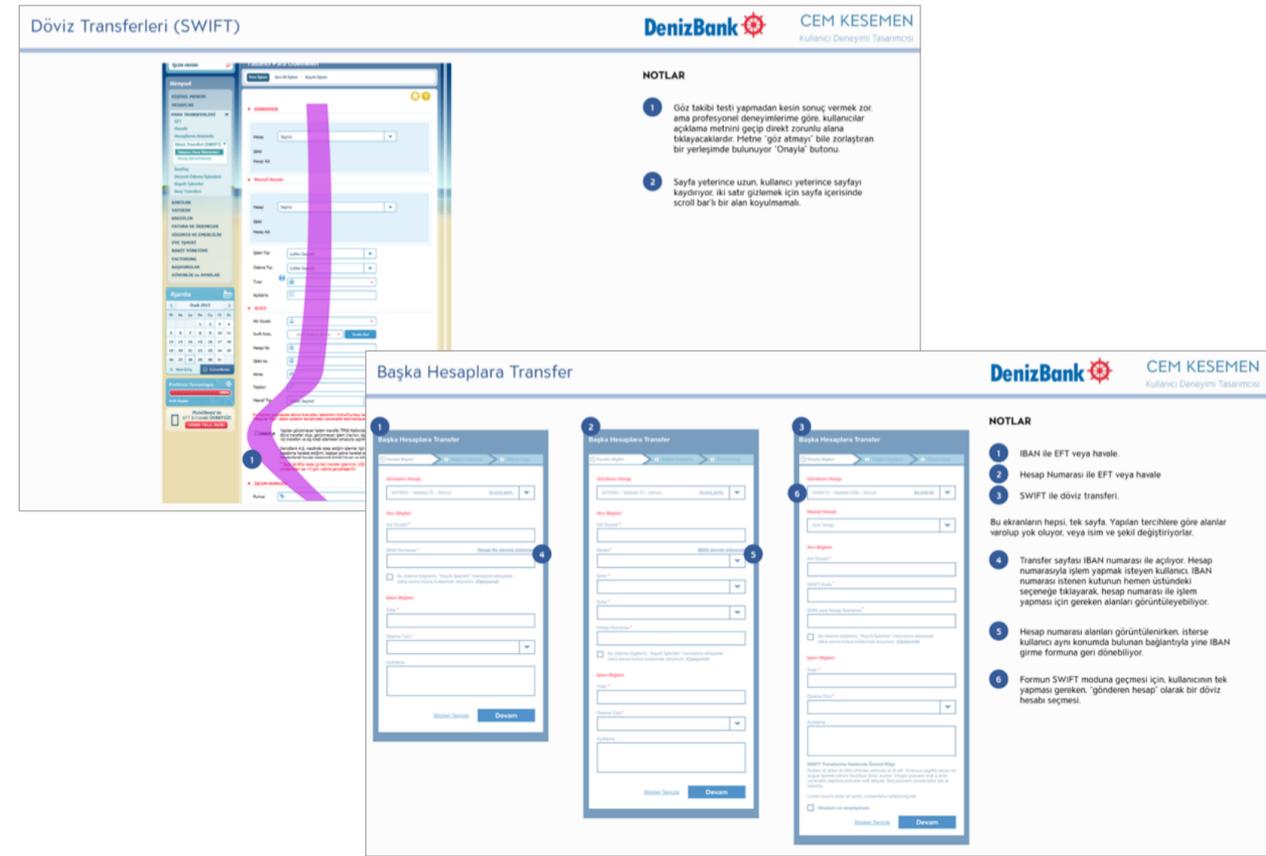
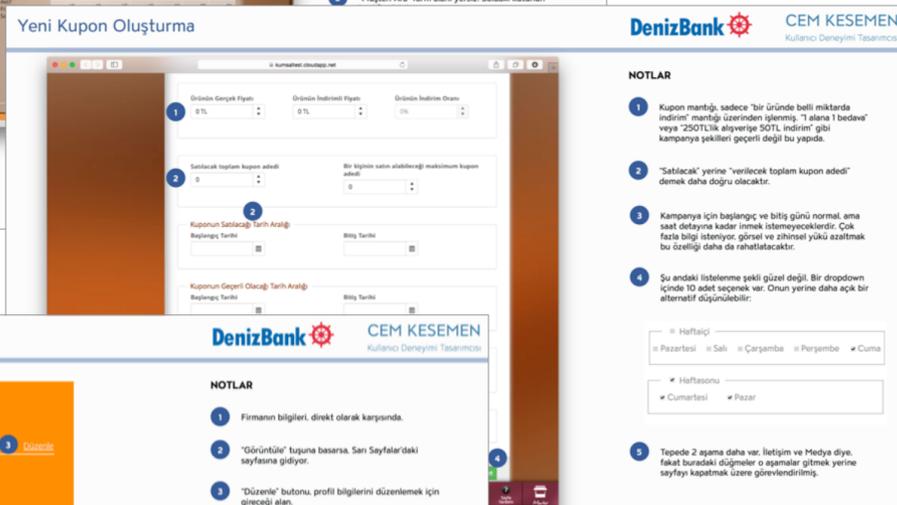
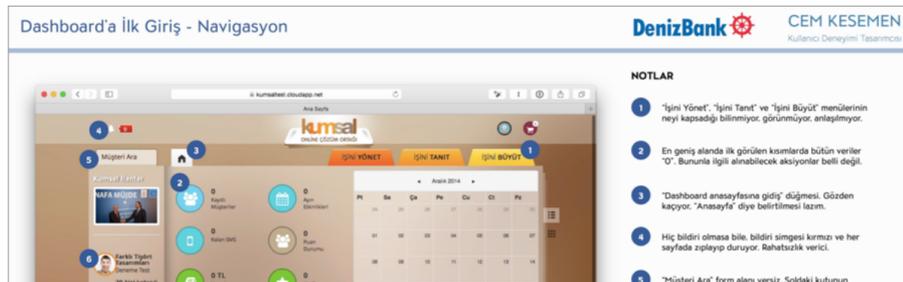
I also use tools such as **Sim Daltonism** and **Skala View** to check for color blindness issues, and use color checking tools to see if **WCAG AA/AAA requirements** are met for text contrasts.

USABILITY ANALYSIS *for* DENİZBANK

Digital Assistant for SME's

I was first contacted by Denizbank (a Sberbank corporation) to analyse a side-project for their SME customers. The project, named **Kumsal** aimed to be a social media management and payment tracking tool.

The project was coded for the most part, so I divided up the analysis to three parts: 1) Must fix, won't break anything; 2) Nice to fix, won't break much; 3) Should be fixed, will break all. The 3rd option showed design and process flows that would be impossible to fix without a rewrite, so a few options were deferred until version 2.



Online Banking

After the Kumsal analysis, **online banking division** wanted a meeting, asking for help with a few flows and interfaces, especially regarding **money transfers**.

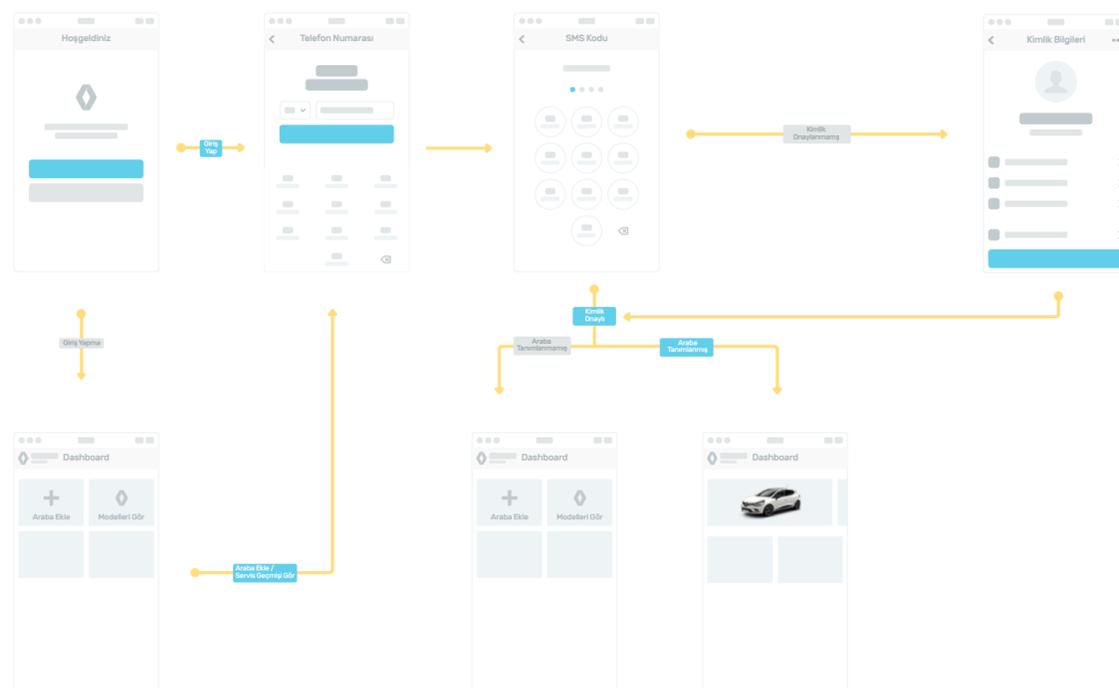
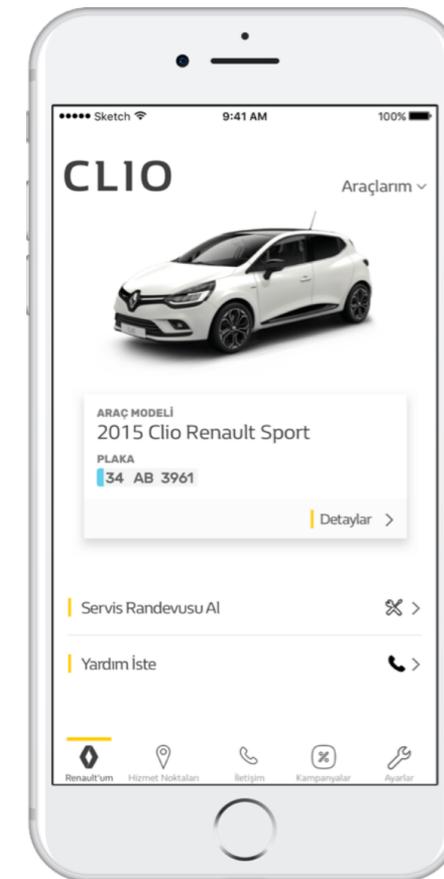
The review started with a log of user complaints, which showed me that the problem was mainly because there was a lot of **inconsistency** (differently labeled buttons for similar actions on different pages), **redundancy** (either/or questions asked one after the other in the same form, resulting in collision errors) and **lack of error prevention and documentation** (user expected to know banking lingo). An overview and analysis of the interface and processes approved these assumptions, and fixes for these issues could be quickly deployed, improving usage percentages and decreasing support calls.

PRODUCT DESIGN *for* RENAULT

Starting from Scratch

Renault Turkey has been a perceptive client with a burning desire to offer the best of *anything* to their clients. This included a revamp of their digital offerings, starting with a brand new, locally developed mobile app.

As this would have been the starting point of a digital revolution on their part, a quickly developed MVP would help them learn how a digital product should be managed.



Research, Design, Develop; Repeat.

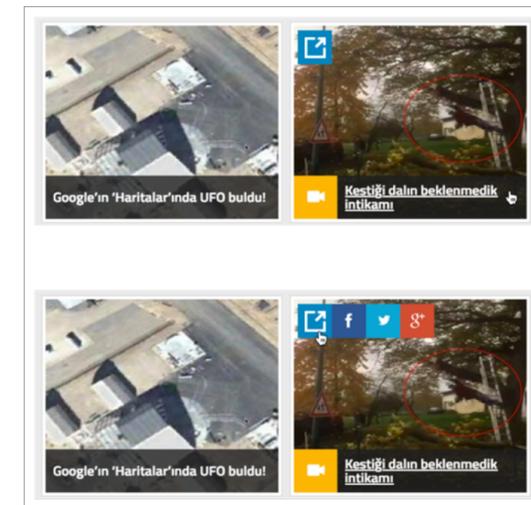
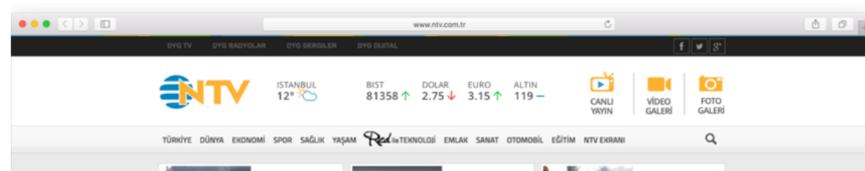
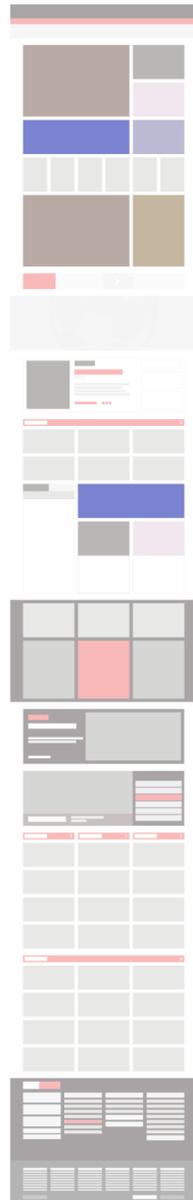
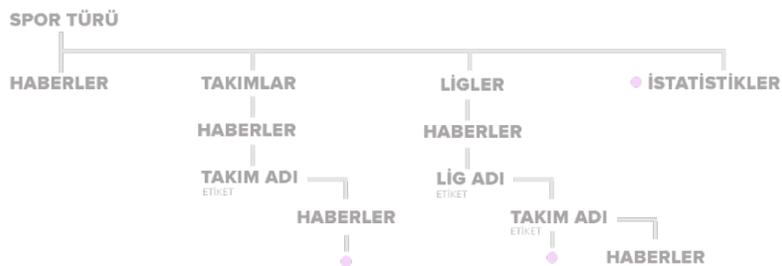
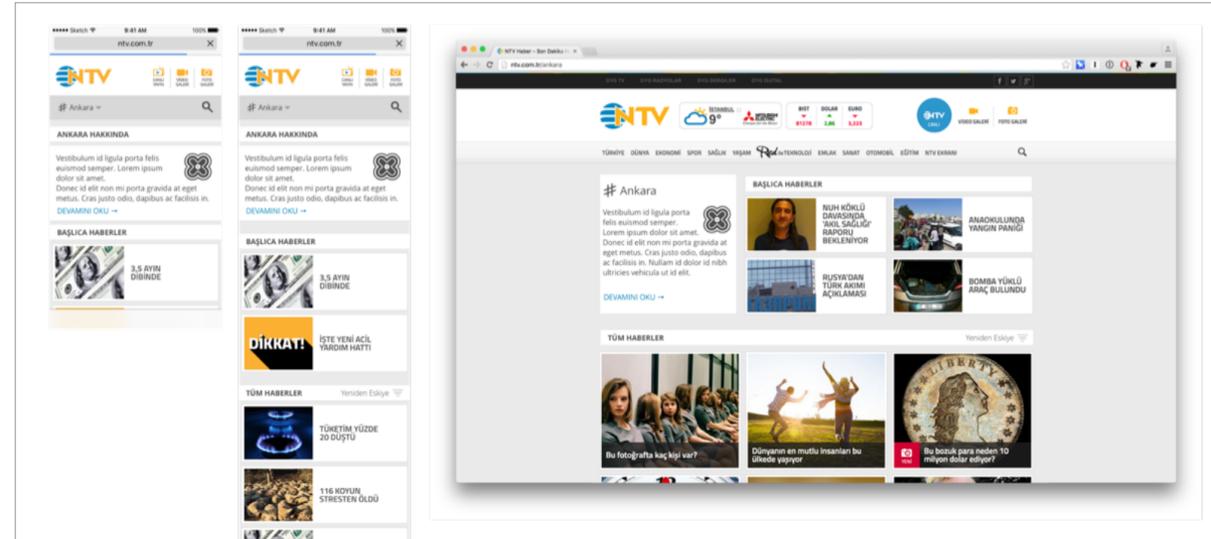
Even though I was hired to be the **product designer** for the project, I undertook any part necessary to complete the project —short of developing it. As a *product-team-of-one*, I ran all the necessary researches, from stakeholder requests to user researches, to even development requirements.

I created a new design guideline for the UI of the app, extending the existent style guideline from Renault. I also created the user and process flows for the processes that will take place in the app, and

DESIGN for NTV

Every type of news...

NTV is a news organization owned by Doğuş Yayın Grubu. They consist of a few channels, a few websites and a few mobile apps for finance, sports, general news and even entertainment.



...reorganized.

The organization wanted to bring some order to its assets; make them more consistent while also bringing some outdated components up to date.

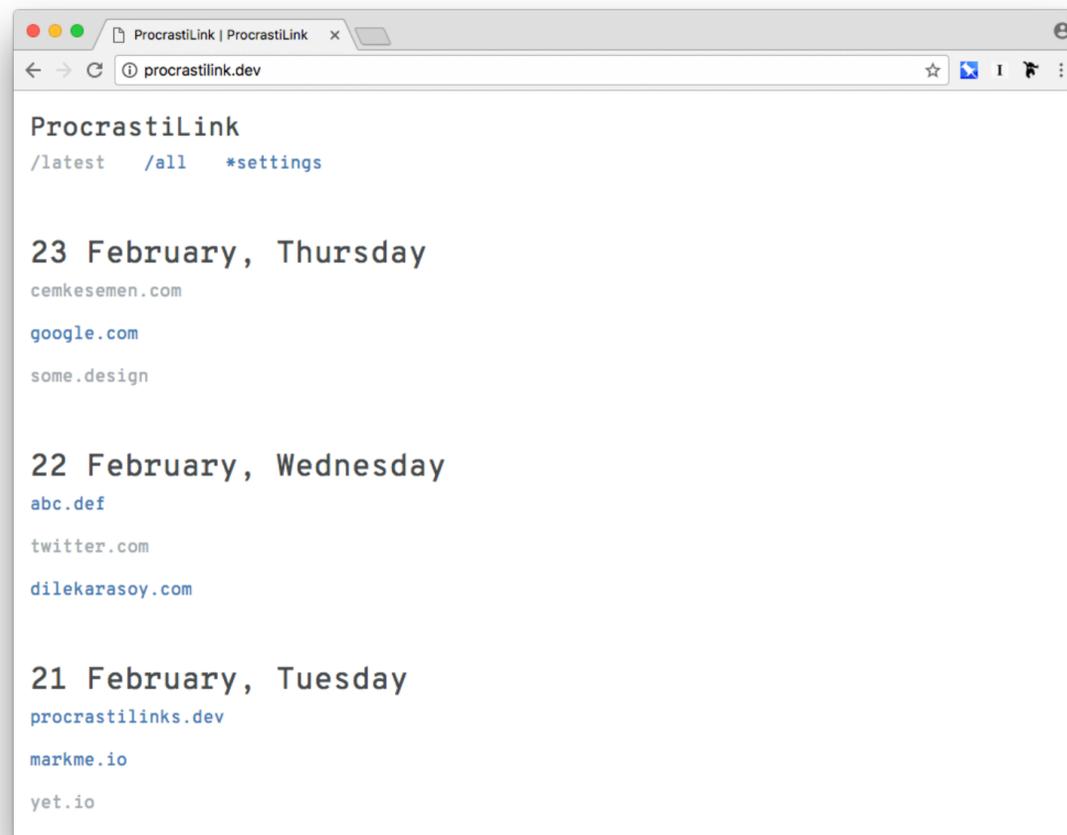
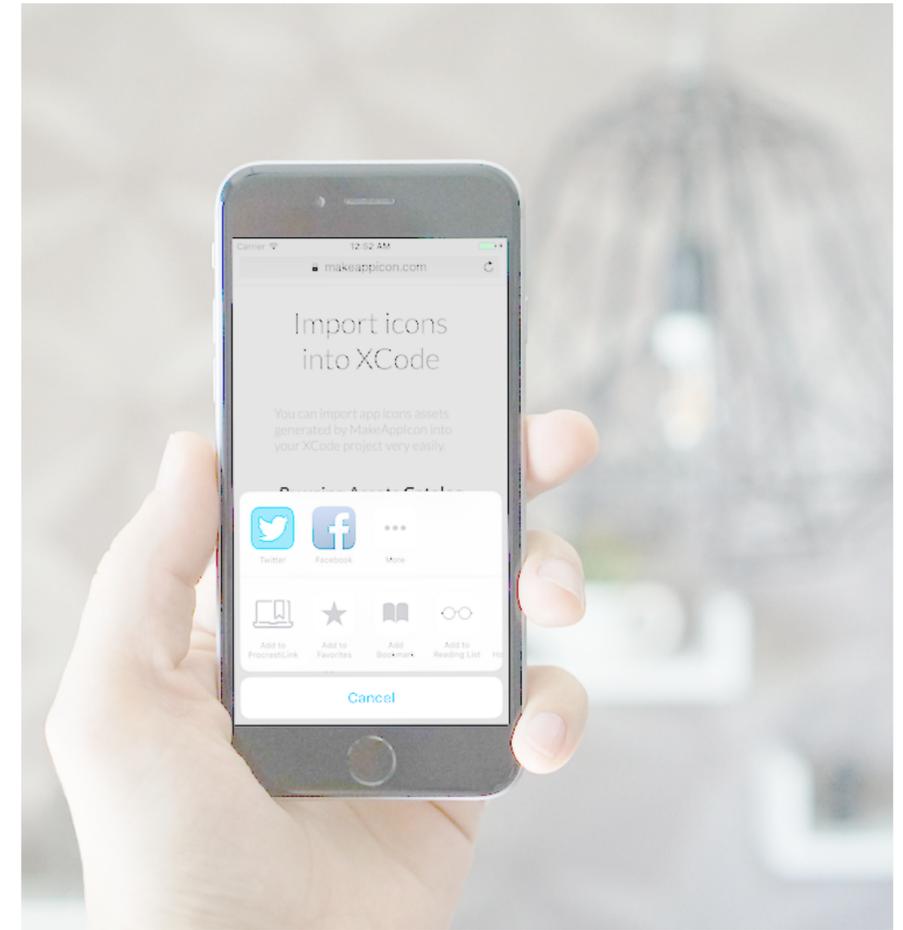
We ran usability studies, designed new information architectures and developed prototypes for new features in a few months. These included new micro video sites as well as internal analytics screens for stakeholders to glance while walking through the offices.

DESIGNING MVP's

Procrastinating to Prototyping

I sometimes come up with ideas for tools, and then I set my mind on doing them.

ProcrastiLink is a procrastination tool for URL's. It's a simple **view it later tool** that allows the users to view the URL's they've seen on their phones, later when they are on their computers.



Prototyping to Production

From time to time, I'd like to work on new ideas. And sometimes, I even bring them to life.

This was an exercise in both minimalistic design, as well as a way to learn more about API development and technical details about API design.

I used PHP and Kirby Framework for the prototyping, Laravel Lumen to create an API for security and currently work with Jasonette for a feasible iOS app.

The source is available on <https://github.com/cemk/procrastilink> and ready to install. More can be read about it in a blog post at <http://some.design/x/158rwm9>

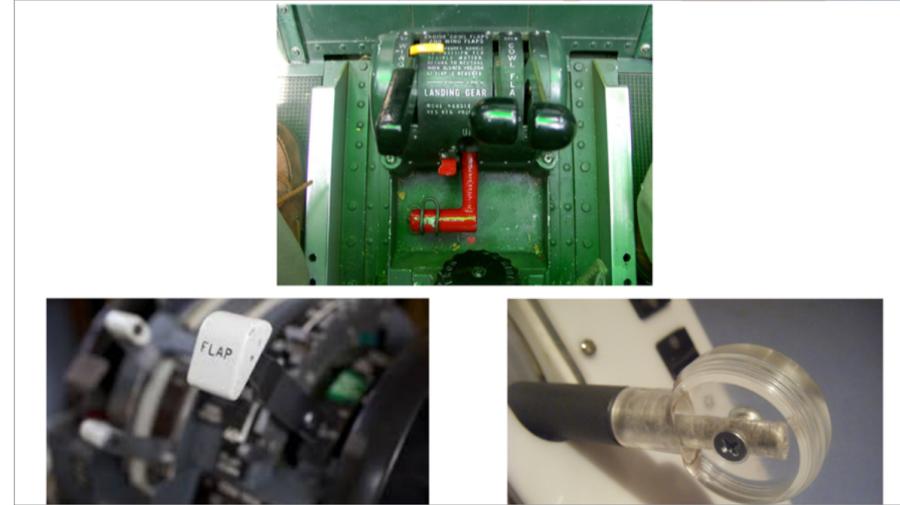
EDUCATION *for* RENAULT

To UX, or not to UX...

Renault is either the runner-up or the champion of car sales in Turkey every year –no exceptions. Their success is dependent on many factors, including a great IT department that allows services to run smoothly for the business, the sales people and the service departments.



KART GRUPLAMA
(CARD SORTING)



KULLANICI DENEYİMİ SÜRECİNİN 5 TEMEL KATMANI



Strateji

- Hedef veya niyet ne
- Kullanıcılar ne istiyor
- Firma/kurum ne istiyor
- Kullanıcılar kitap almak istiyor.
- Firma kitap satmak istiyor.

USABILITY HEURISTICS

4) TUTARLILIK VE STANDARTLAR

Kullanıcılar farklı kelime, durum ve eylemlerin aynı anlama gelip gelmediğini düşünmek zorunda kalmamalı. Platformun özelliklerine uyun.



Improving by Learning

For the IT department of Renault Turkey, I gave lectures on what UX is, what methods they can use to aim for better usability and what pitfalls they should avoid to minimize human errors.

The talk was enhanced with exercises, physical and digital, so that the attendees could grasp more of the talk.

As a result of these workshops, I was hired to do more work for them, including design and analysis jobs for new projects.

WORKSHOP for MIGROS

http://sanalmarket.com.tr/

First Grocery E-commerce

Migros is one of the oldest grocery store chains in Turkey. Started out as a partnership between a Turkish conglomerate and Migros of Switzerland, the first stores were actual trucks that drove from street to street, and stopped to allow people shop inside it.

Migros stores now come in varying sizes, but the convenience of having things delivered remains, since 1997, when Sanal Market was first launched.

E-Ticaret Kullanıcısı 5 farklı tip

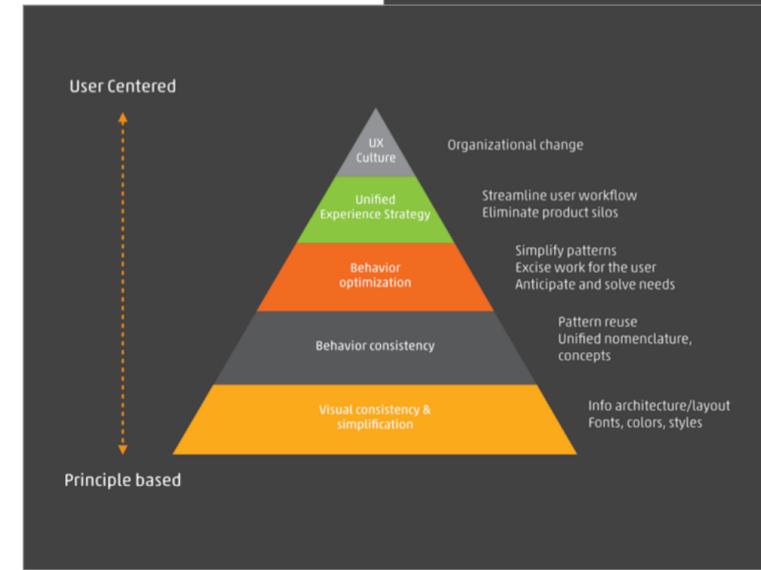
1. Ürün odaklı (Product focused)
Ne istediklerini bilen ve temel hedefleri hız olan

2. Tarayıcılar (Browsers)
Acelesiz alışveriş yapanlar, neyin değiştiğini, başkaların ne aldıklarını görmek isteyenler

3. Araştırmacılar (Researchers)
Araştırma yapanlar, hedefli olanlar, bilgi toplayan

4. Kelepirci (Bargain hunters)
İyi fiyatı arayan, fiyat karşılaştıran

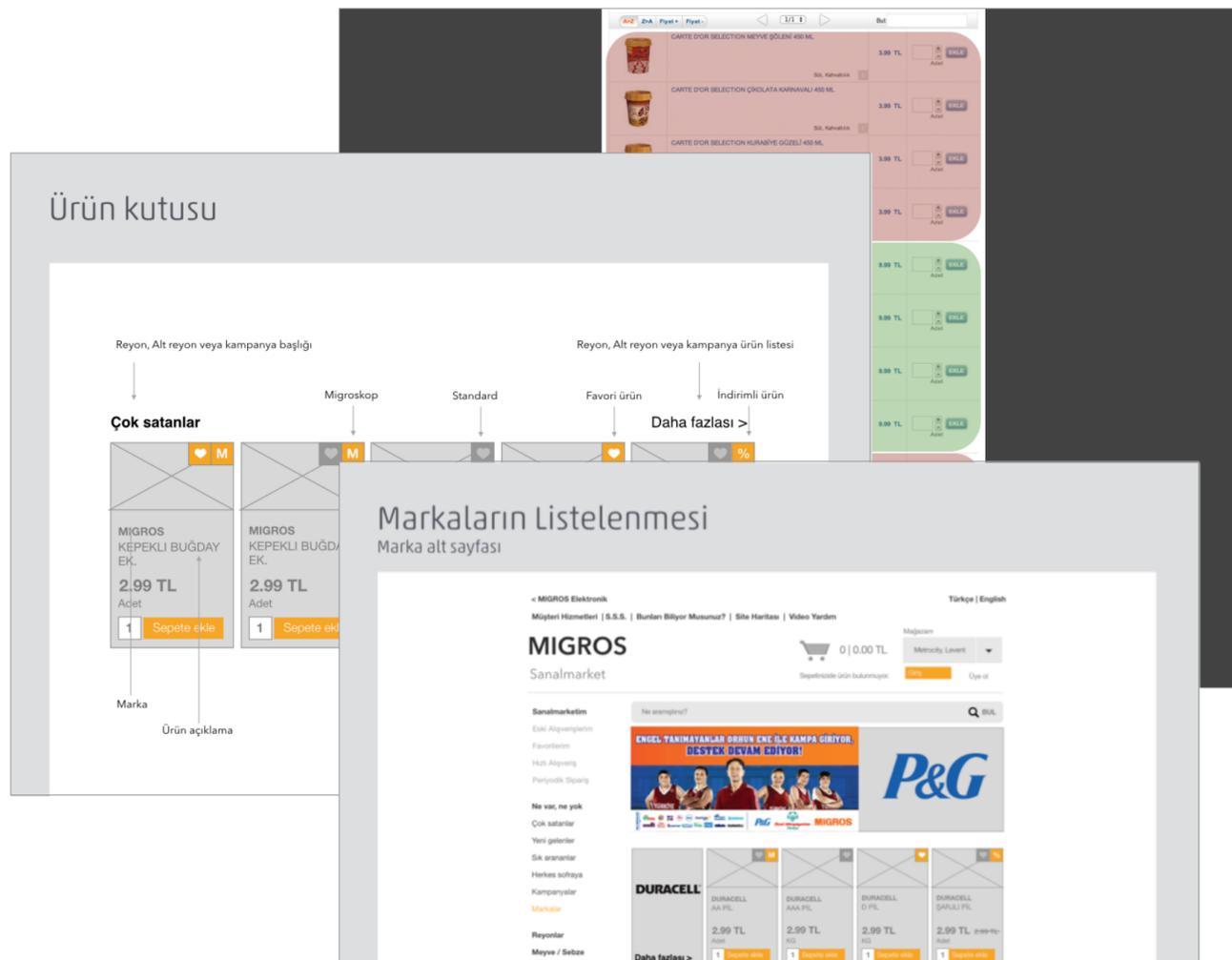
5. Tek seferlik müşteri (One-time shoppers)
Kredi kartı sahibi olan, tek seferlik sitede gelen



Catching Up to Today

Being one of the firsts or the biggest does not guarantee a place as the best, and Migros knows this very well. With all the new advancements in user testing, mobile usage habits and technological refinements, you have to study to keep up.

For 8 weeks, I helped Migros catch up with ways they can enhance their users experiences, add new features and test things they want to get right. The workshop started with **usability studies** of current offerings, continued with **applied user research and design techniques**, and ended with **benchmarks** of startups and other companies from around the world. We went through every little detail, from **emails sent** to **courier behaviour**.



THANKS *for* **READING**

Really, thank you.

I hope it was everything you wanted to know about me and my work.
If not, **I'm always available for a chat.**

CONTACT

You can reach me via email at hello@cemkesemen.com

TAKE CARE!