

Leyton Jay

UX Portfolio

UX Designer with 10 years experience.

February 2025



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1 UI Design: Vehicle Appraisal Tools

UI Design

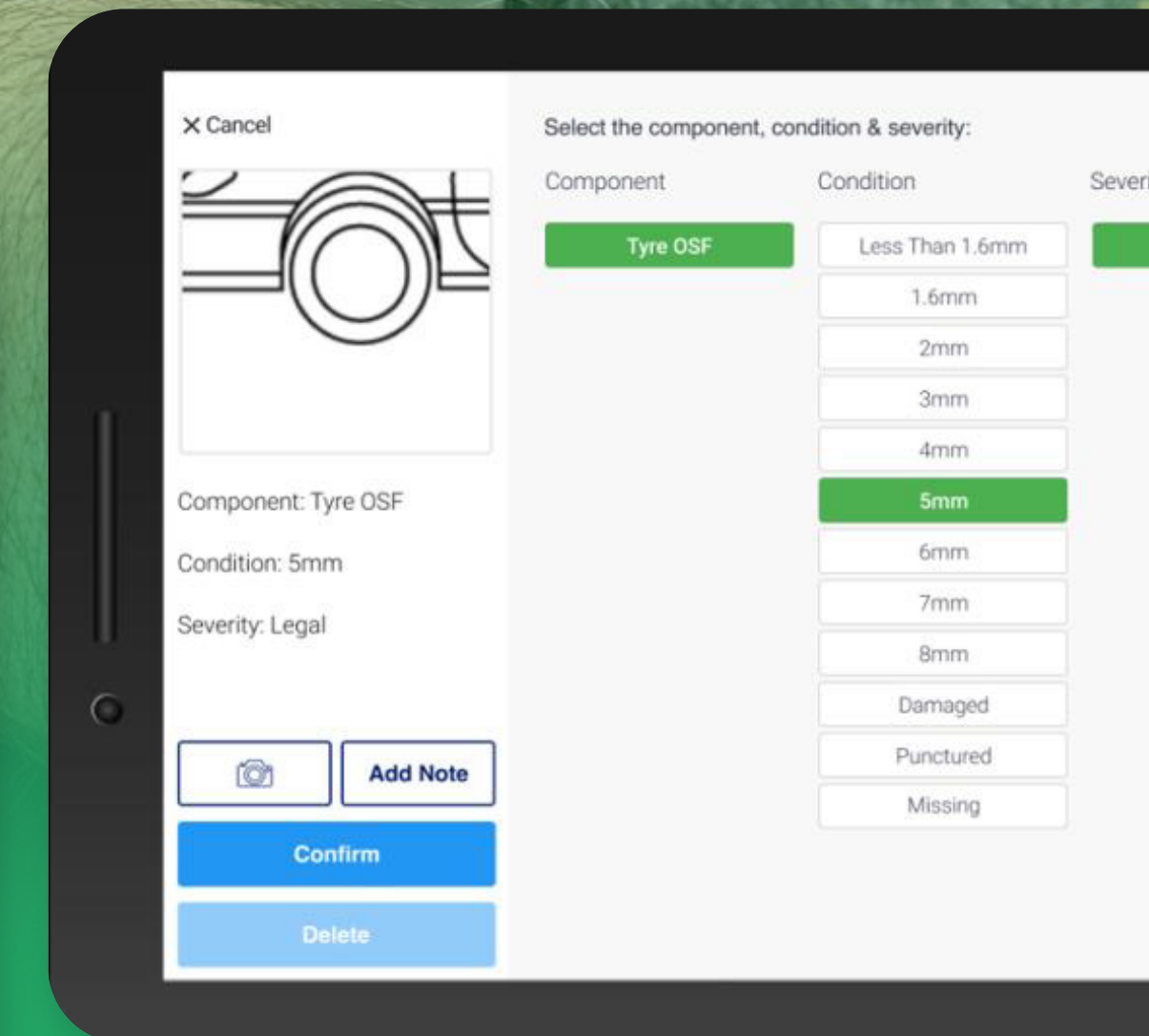
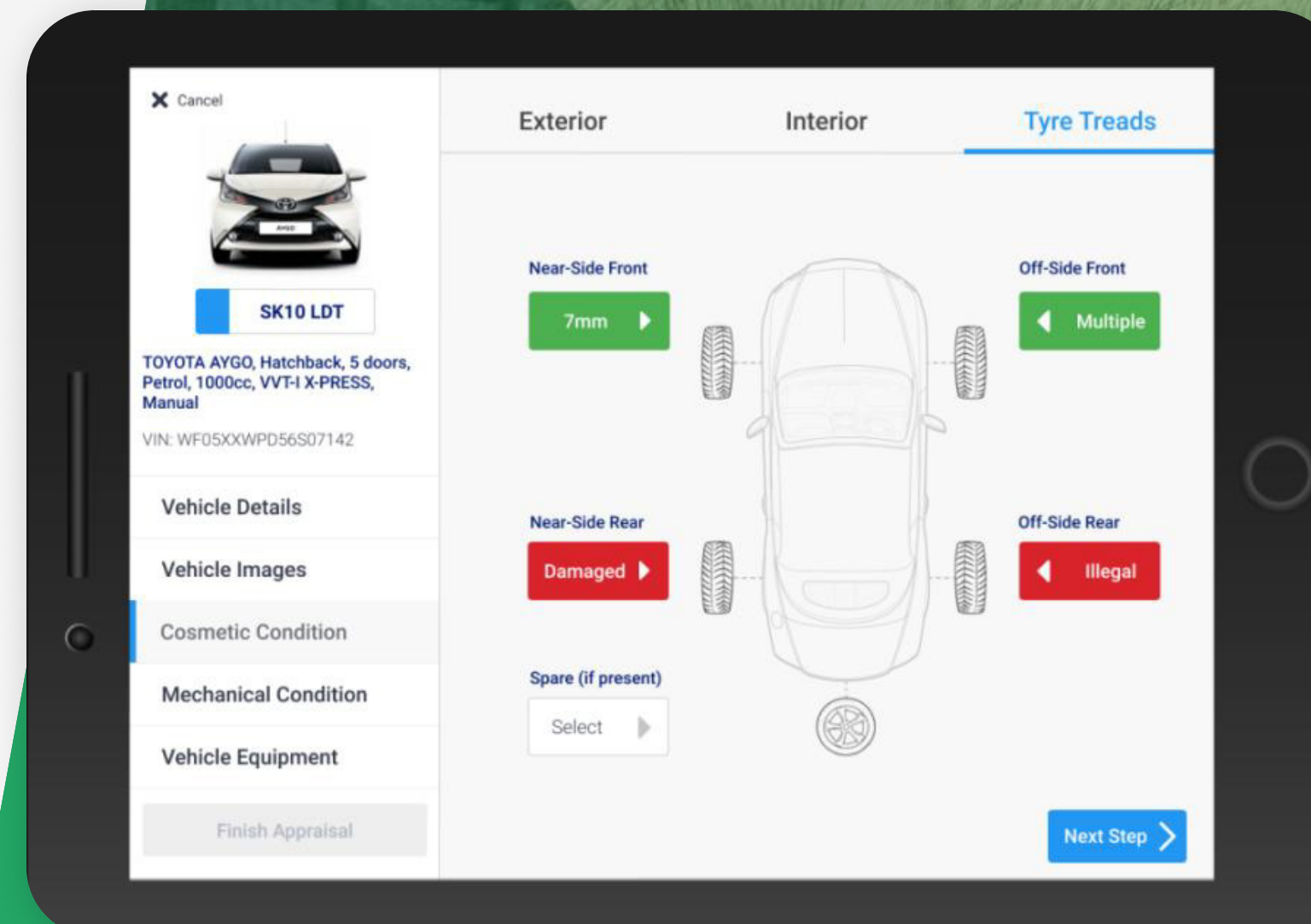
Refresh & Expand iOS App

Dealer Pro is a best-in-class iPad app from BCA used to appraise vehicles in thousands of dealerships in the UK.

My research identified that some clients wanted their staff to record tyre tread depths (sometimes multiple readings per tyre), with some dealership groups asking for it to be mandatory.

I used iterative design and onsite testing with end-users to develop a new UI for recording tyre condition and tread depths.

Upon release clients across the UK made the effort to upgrade to this new version.



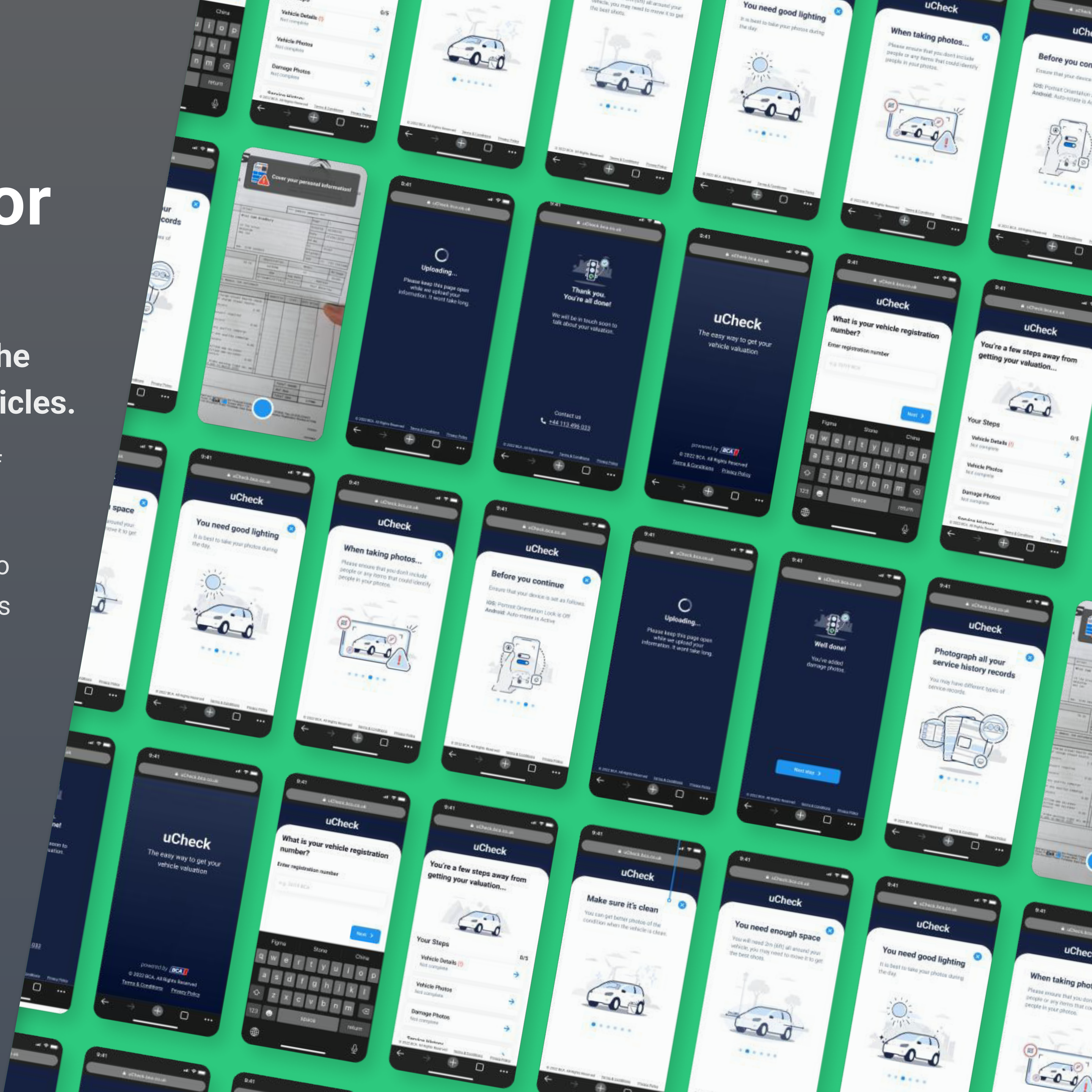
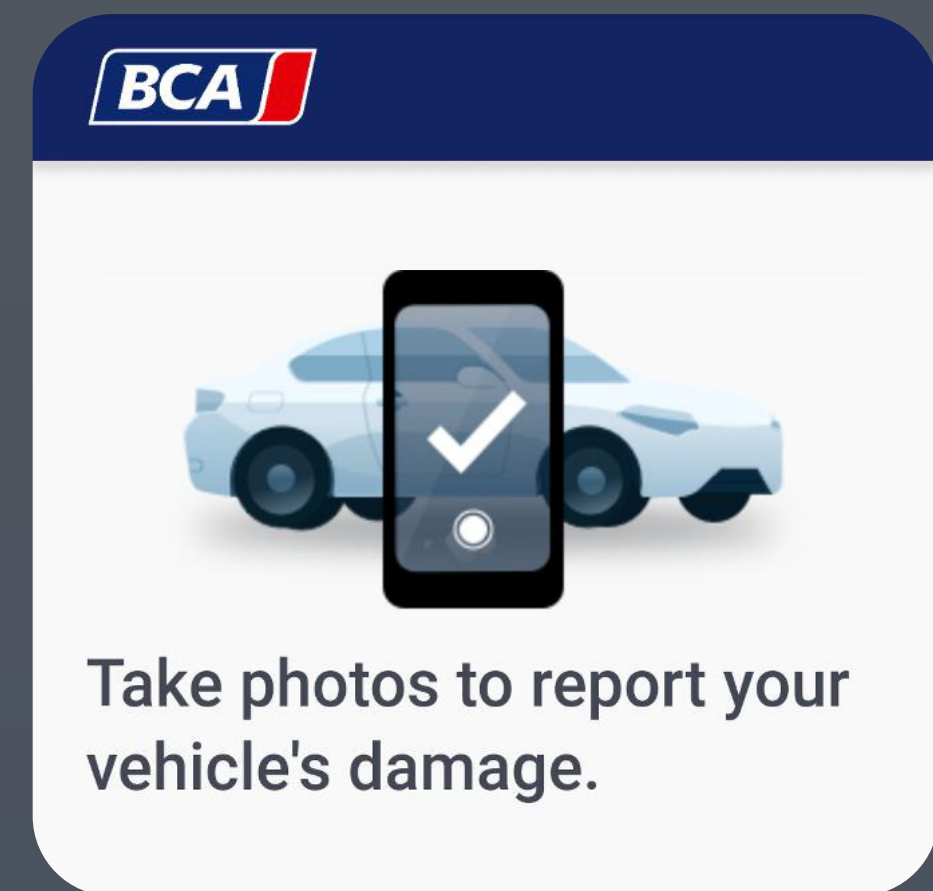
UI Design

Vehicle Self-Appraisal For Mobile Web

After designing a simple end-of-contract app, I saw the potential for the public to self-appraise their own vehicles.

I led many rounds of iterative design and testing to perfect a set of vehicle self-appraisal techniques for use by the general public.

I demonstrated the product at our group conference and brought to market a white-label product, now used by many clients and brands across several market sectors.



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UI Design:

AI-assisted Inspection Tool

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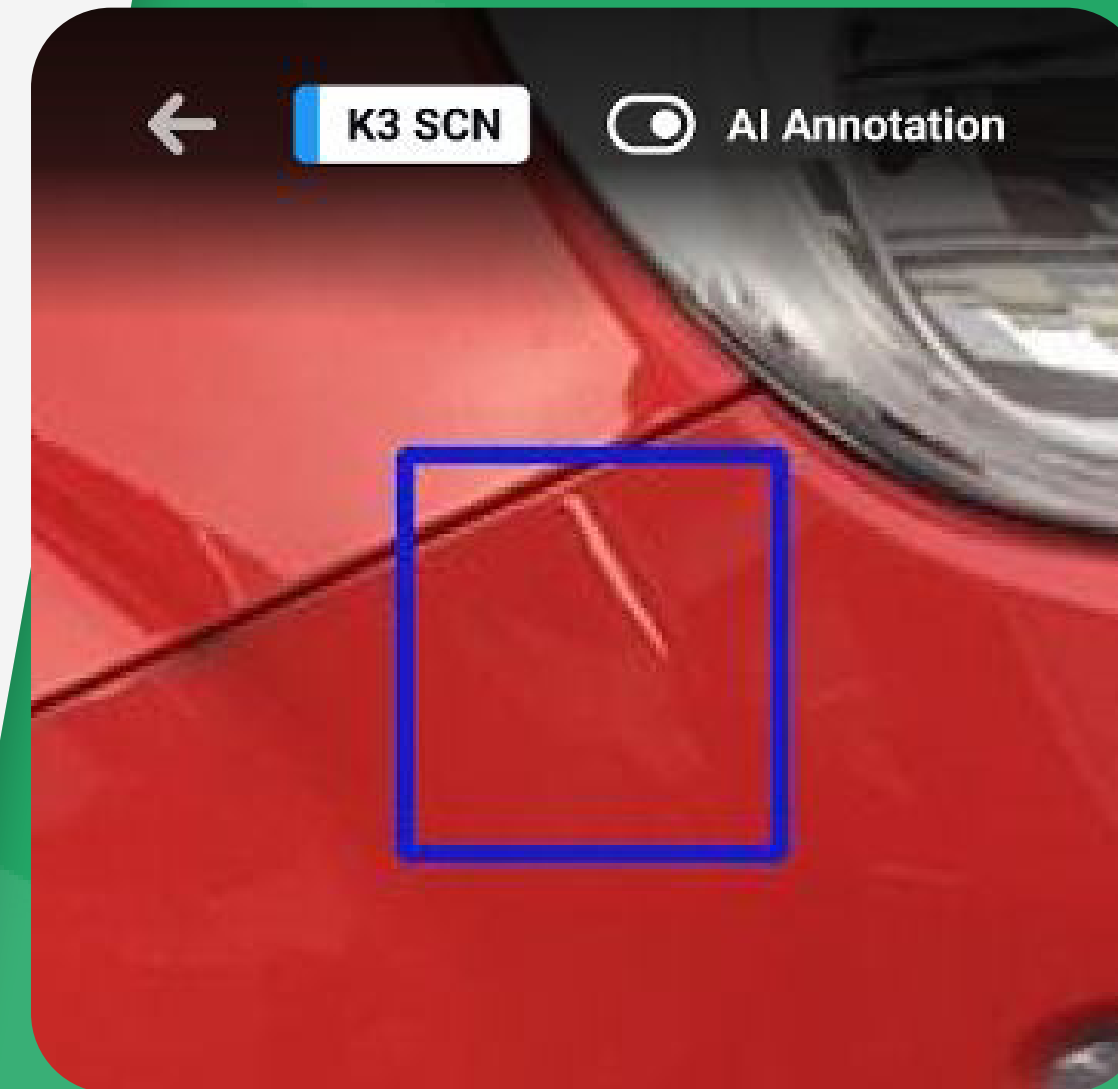
AI-assisted Inspection Tool

Enabling self-inspection of vehicles requires a remote inspection tool to validate that imagery. We saw this as an opportunity to also experiment with AI damage detection.

I designed a remote inspection tool that enabled human inspectors to validate and cost the damage detected in photos from customer self-appraisals.

Where applicable inspectors could also validate damage detected by AI and train it on how to correctly cost repairs. The tool was designed to be supplier agnostic and functioned with or without AI-assistance.

It was widely used by inspectors and provided the business with a platform to test the efficacy of a number of AI suppliers.



Damage

Front door nearside (3)

- AI** Door / Metal painted panel
Scratched Scratched Sc... Through Paint /
- AI** Door / Metal painted panel
Scratched Through Paint /
- AI** Door / Metal painted panel
Scratched Through Paint /

Front door offside (1)

Component

Area

Bonnet

Sector	Component
Bodywork	Bonnet mouldin
Front	Bonnet mouldin
Front door nearside	Nearside front
Front door offside	Derivative badg

Repair Method

Repair Method

Repair

Cost

Cost

£ 40.99

3

UX Research: Industrial Safety

UX Research

Risk Assessment For Drone Operations

Drone operators and industrial safety experts helped me to understand how risk assessments are performed in commercial aviation.

After conducting interviews and ethnographic research, I designed risk assessment functionality that enabled users to describe and score risks and control measures according to an internationally recognised standard.

The concept was tested and approved by drone operators, health & safety experts and a nationally recognised training provider.

This functionality became a key selling point of the drone operations platform. It created a H&S audit trail for drone operators as well as saving them time and improving the quality of their output.

LIKELIHOOD	IMPACT				
	MINOR	MODERATE	MAJOR	CRITICAL	CATASTROPHIC
ALMOST CERTAIN	LOW	MEDIUM	HIGH	VERY HIGH	VERY HIGH
PROBABLE	LOW	MEDIUM	HIGH	HIGH	VERY HIGH
POSSIBLE	VERY LOW	LOW	MEDIUM	HIGH	HIGH
UNLIKELY	VERY LOW	VERY LOW	LOW	MEDIUM	MEDIUM
RARE	VERY LOW	VERY LOW	VERY LOW	LOW	LOW



THALES SOARIZON

Dashboard

Risk Assessment PENDING

Perform a risk assessment and accept or reject the mission.

Hazard Name: Model aircraft club

Describe hazard & associated risk: During the protest, a model aircraft club will be holding an event in nearby Hyde Park and may

Likelihood: 4 - Occasional

Severity: 2 - Minor

Risk Rating: Review

8 / 25

Describe Control Measures: Contact the club and inform them of our flight. Use 2 additional spotters to improve situational awareness.

Post Mitigation Likelihood: 2 - Plausible

Post Mitigation Severity: 2 - Minor

Post Mitigation Risk: Acceptable

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I believe the risk from this hazard is as low as reasonably practicable (ALARP).

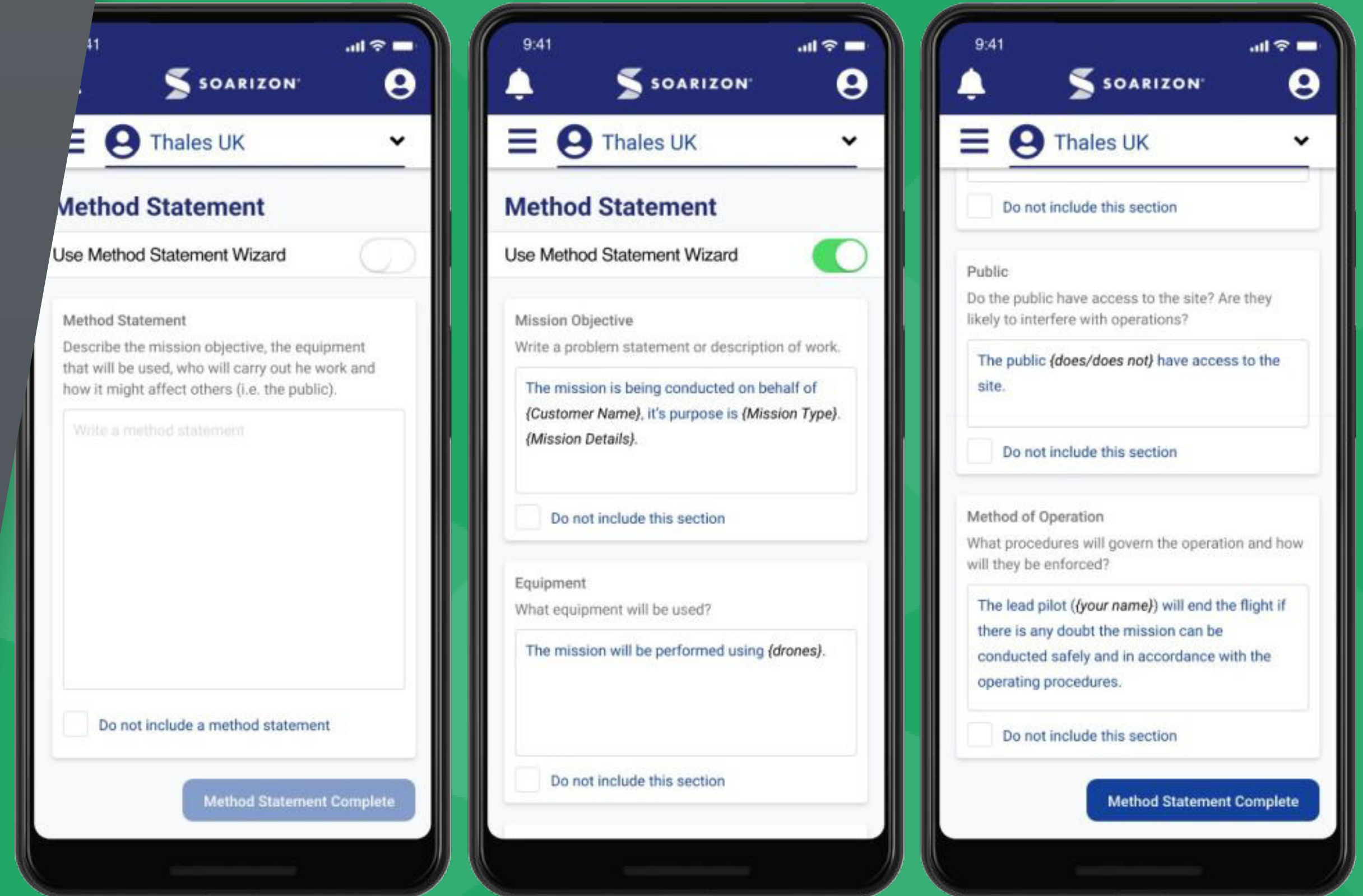
Method Statement Wizard For Drone Operations

Well-written method statements are also a key part of health and safety practices in commercial aviation.

I interviewed operators and their clients to understand the immense frustration (on both sides) around method statements.

I ensured our product gathered the information and designed a wizard for collating it into a legally compliant and human-readable report.

Safety Method Statement Evaluation					
Test	Yes	No	In Part	N/A	
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					



4

UX Research: User Journey Mapping

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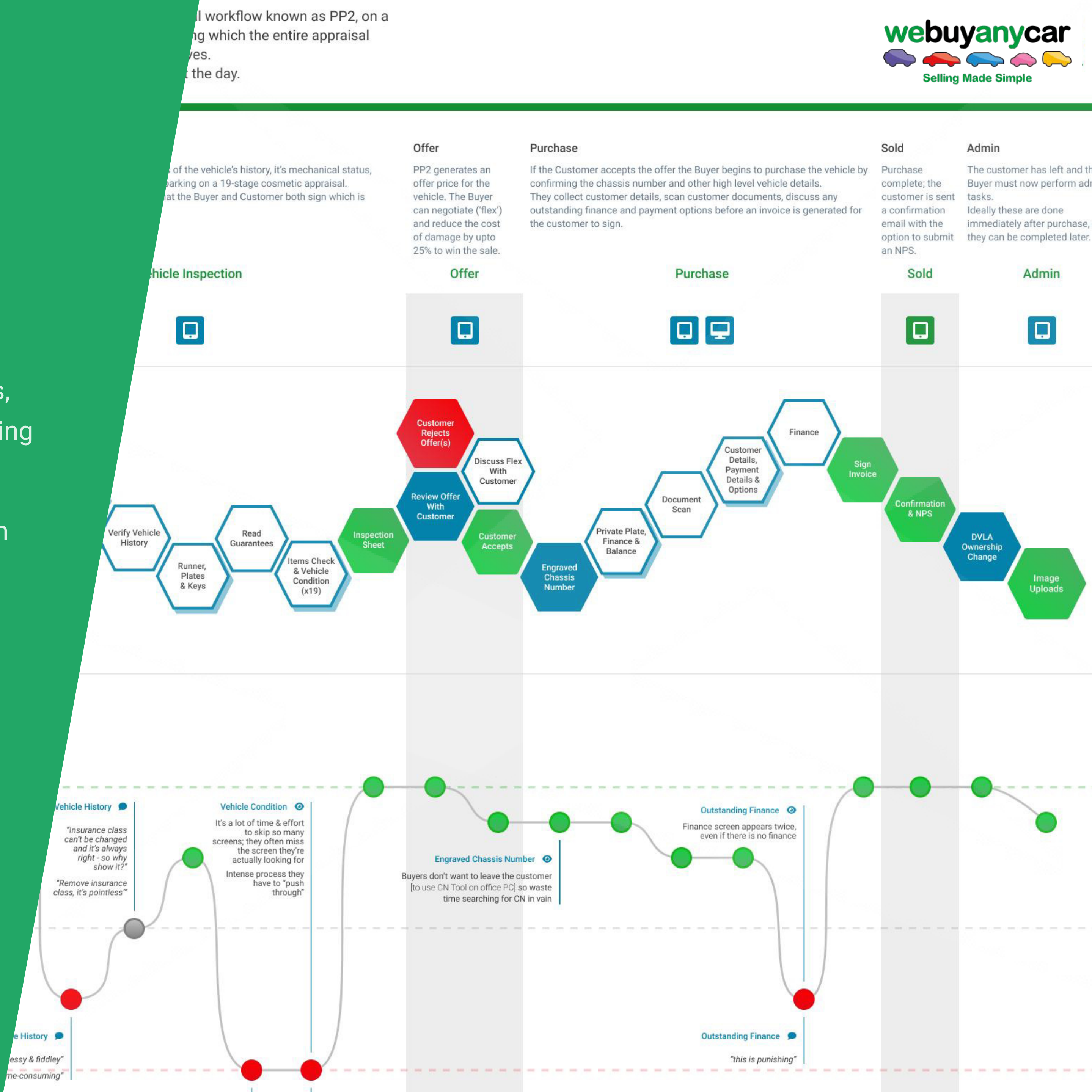
User Journey Mapping

We Buy Any Car (WBAC)

WBAC had a low design maturity and approached us with a desire to radically improve their selling tool.

I conducted ethnographic research at a number of WBAC locations, building the first ever user journey map of their product, incorporating user satisfaction, opportunities and recommendations.

This was well received by upper management, placed on the wall in their headquarters and became an essential asset for the eventual redesign of the tool.



User Journey Mapping

EVO Driver Diary

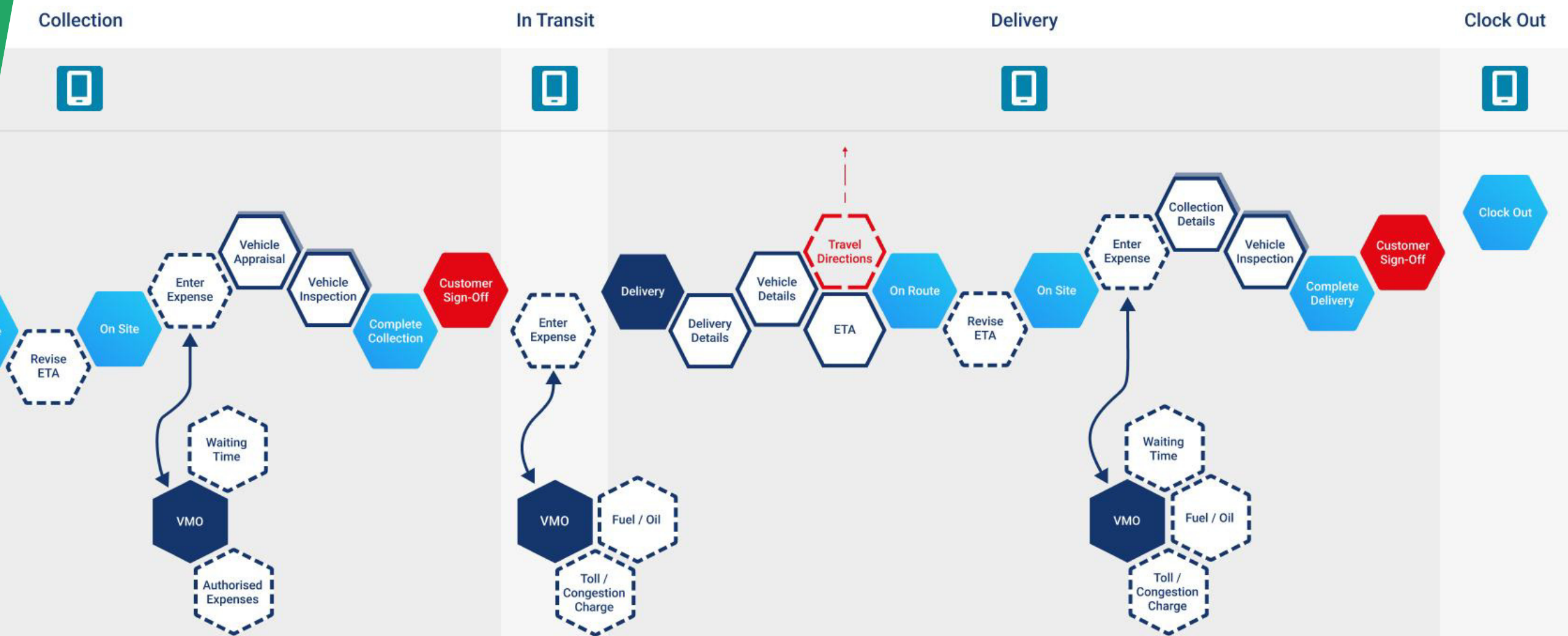
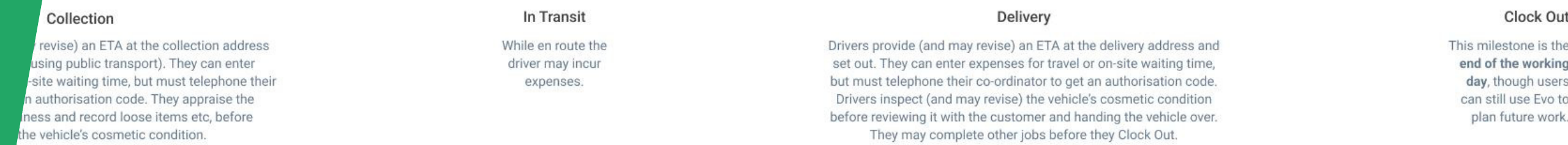
BCA Transport wanted to rapidly bring an outdated third party job management app in-house.

I underwent user training, interviewed users and worked with stakeholders to understand the complex third party tool we needed to replicate and vastly improve upon.

I rapidly produced a user journey map (including user satisfaction, opportunities and recommendations) that helped guide the design team to success.

Using a digital android phone. Although Evo activates Google Maps for travel directions, the device data allowance means it can not be used. They are advised to use their own device to provide travel directions en route.

Every day, collect vehicles,



App system functionality
The app is slow, clunky, and often doesn't save information correctly.

Dark interface background
makes it very hard to read outside, e.g. in bright sunshine.

The app small font sizes
make it hard to read for older users.

UI issues
selectable split diagram components where drivers gather vehicle damage. Drivers often tap on the incorrect components as the touch target is too small.

Bad UX wording
Foreign drivers or non-native english drivers struggle to understand automotive language

allowance on work devices
Drivers do not enough data allowance on their work phones, to activate Google Maps for travel directions. Drivers have to use their private phones for travel directions.

No reminders are send out to drivers to submit their expenses
throughout the job.

No accelerators
postcodes) useful information like phone numbers are not clickable.

No usage of abbreviations, e.g. VOM which stand for 'expenses'. Especially new drivers don't understand them.

Hard to back-out of various screens

Much work and effort
Bad page navigation

Unnecessary Photos
"Confirming NO INFLATION KIT requires you to take a useless photo"

Better Ordering
"Put things in the order that you walk around the vehicle."

Improvements
Many drivers said they would like us to improve the expenses process

Could Be Simpler
71% of users surveyed said this could be simpler

Automate MOT
"Why do drivers have to check this themselves?"

Overly Complex
Often customers aren't interested in signing / being responsible for the collection or receiving an email

Not Useful
48% of users surveyed said Travel Directions were not useful. Probably due to restricted data allowance

Waiting Time Goes Unsigned
No one wants to be responsible

Remove Customer Sign-Off
Often this is signed by the driver or is not even a signature as no one wants to take responsibility. It has no meaning, so should be removed. In general we should be collecting as few signatures as possible

Improve Appraisal
This should be as simple and intuitive as possible.
Use data from DVR / VOSA to ensure vehicle has valid MoT.

Improve Inspections
Inspections manager felt that the basic inspection should be as light-touch as possible (omitting severity) to protect the Inspect Pro proposition (as customers pay a premium for the costs it produces).
Future development should be tailored to avoid duplication with whatever Inspection Product (if any) is being used in conjunction.

Improve Expenses
Expenses occur ad-hoc in a non-linear manner, so users should be able to enter them at any (appropriate) time without leaving the main collection and delivery user flow.
Simplify the process and the terminology used.
Enable users to submit expenses and have them approved by co-ordinators in real-time, reducing the need for drivers to telephone the office. This is a less time-critical means of operation and might be less stressful and more productive for everyone.
It could be achieved using a chat feature or by enabling approve/deny feedback on individual expenses

Further Investigation Required
We should research or workshop our options in this area.
It's possible we could offer the user something helpful, even if it's just a QR code that opens the route on their personal device, saving them time and effort.

Intuitive Inspection
In practise this is often just a quick check of the car to ensure nothing has changed or nothing was missed. It should be seen more as an opportunity to add more data than a full inspection.

Intelligent Signature Collection
Customers should never be asked to sign twice. Future development should be tailored to avoid duplication with Inspection Pro or any other process that requires a customer signature.

Poor Data (Collection & Delivery)
"Quite often the address is wrong, or the name and/or contact number is missing."

Richer Data
"More information should be allowed to be entered on individual panels."
"...damage description doesn't always allow an accurate choice."

Finer Granularity
"Make drop down lists more comprehensive or allow driver comments at point of recording damage"

Improve Splat Diagram
"...tricky to match components to the picture."
"diagrams for vans need a complete overhaul."

There Are Limits To How Much Help We Can Give Them
There are limits to how prescriptive we can be about a task when dealing with casual workers. Too much direction could be seen as treating them like permanent employees

5 Heuristic & Design Analysis

Analysis

Heuristic Analysis

BCA Transport had a low design maturity and asked us to improve an app used by drivers of their heavy goods vehicles.

The stakeholders were very hands-on with no experience of working with designers, so I triaged the product in an open and accessible way to bring them along 'on the journey'.

I performed a heuristic analysis, evaluating the app against 10 industry standard usability metrics with easy to understand examples of 'what good looks like' in each case.

The analysis highlighted key successes and failures, with general guidance, specific recommendations and a score in each area.

This was popular with stakeholders, earned their trust and led to the creation of a UX strategy.

Usability Heuristic #4

Consistency & Standards

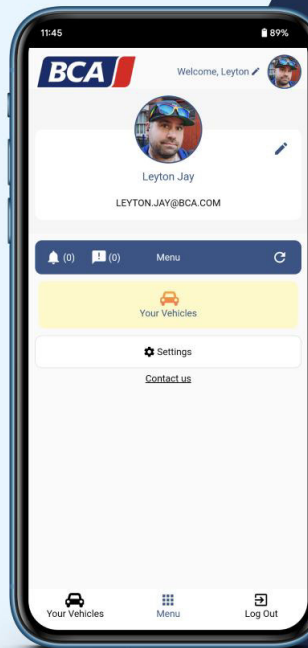
Try to follow platform and industry conventions. Enforcing consistency and meeting the users expectations reduces their cognitive load.

Users should not have to wonder whether different words, situations or actions mean the same thing.

Inconsistent with other BCA apps.

It's unclear what 'announcements' are.

Header design and logo size varies, there are multiple ways to access notifications and two different settings menus



Internal Consistency
Multiple systems created by a single company should have internal consistency to meet expectations and reduce cognitive load. Using a design system help to enforce this consistency.

External Consistency
Don't make things confusing or difficult by defying established industry conventions. Everyone expects a hotel check-in desk to be on the ground floor near the main door. Imagine the constant, daily confusion that would be caused by locating it somewhere else. App users make similar assumptions about how to use and navigate digital spaces.

Score **40%**

BCA

Usability Heuristic #2

Match System & Real World

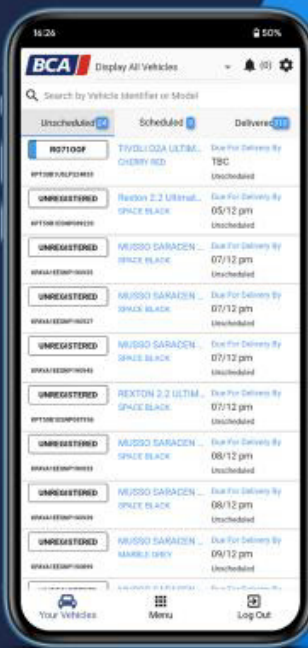
The design should speak the users' language.

Use words, phrases and concepts familiar to the user, rather than internal jargon.

Follow established conventions and present information in a natural and logical order.

The app is relatively simple and the concept of vehicles being unscheduled, scheduled or delivered fits with reality.

It's not made clear how vehicles move through the system, what VINs are or what 'loads' are.



Score **70%**



Analysis

Design Analysis

The decision to bring the Driver Diary functionality in-house was made after my design analysis.

I avoided subjective discussion and decided to focus on how well the app communicated its message and drove specific actions to achieve specific outcomes.

The document explored the three key user journeys, detailed major insights from research, drew conclusions, outlined recommendations and suggested a new design direction.

My design analysis provided the business with the information it needed to bring this functionality in-house before the third party contract had to be renewed.

Evo (aka TBS) Design Analysis

Design Analysis

We conducted a design analysis to evaluate the quality of the design against its intended purpose.

Design can be very subjective, and the criteria by which we judge a design can vary depending on its purpose.

Ultimately, designs are created to **communicate a message** and subsequently **drive specific actions to achieve specific outcomes**. Design Analysis can be used to assess the efficacy of a design against these key metrics.

This analysis is based on a typical user journey (as demonstrated in a 90min training session), feedback from BCAL (Quality Inspections Manager & Technical Support Manager) and insights from a driver survey performed by the research team in 2022.

1



Evo (aka TBS) Design Analysis

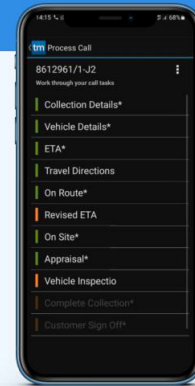
Driver User Journey

Process-driven journey

1. Collection

The user reviews the job information and enters their expected time of arrival.

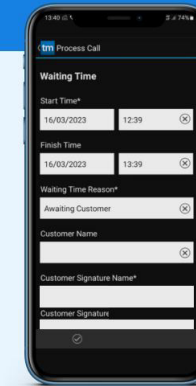
After declaring themselves "on site" they must perform a vehicle appraisal and inspection, get customer sign-off and complete the collection.



2. Expenses

Users can enter expenses at any time during their journey.

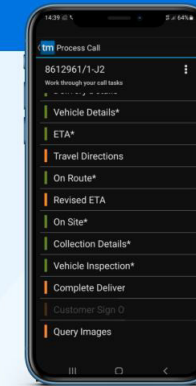
This may be for travel expenses to the collection address, waiting time at the collection address and fuel/oil costs once on the way to the delivery address.



3. Delivery

The user reviews the job information and enters their expected time of arrival.

After declaring themselves "on site" they can review and edit the vehicle appraisal, get customer sign-off and complete the delivery.



2



Evo (aka TBS) Design Analysis

Insights From Research

Driver survey conducted in 2022

Problem

Lots To Push Through

Irrelevant questions and the need to photograph things which are not present were major sources of frustration for users.

They were also frustrated by the navigation ("too many clicks") and the order the information is presented in.

Problem

Massive Overlap w/ Inspect Pro

27% of users surveyed reported that they must carry out a Vehicle Appraisal in both Evo and Inspect Pro.

This figure rises to 46% for Vehicle Inspections.

Opportunity

Help With Communication

Users expressed dissatisfaction with the time they spend on the phone, waiting to talk to job co-ordinators about routine things like expenses.

The research team identified an opportunity handle these communications via the app and reduce the number of phone calls.

5



Evo (aka TBS) Design Analysis

Conclusion

Our design analysis revealed deficiencies in three key areas



Too Much Back And Forth

The app is gated and **overly process driven** to help the user follow linear business processes. But because the real-world is non-linear we often have to **back-out** of various screens and **reverse** up some deep hierarchies in order to enter expenses.

The app is **very poorly signposted** and it's **easy to get lost** with so many screens looking the same and having confusing names.



Duplication And Irrelevance

Some of the questions the user is asked in the app are **not of interest** to BCA any more or are **no longer relevant** to the car or car industry. Users are even required to **photograph things which are not present**.

There is also a **huge amount of duplication** between the inspections and appraisals done in Evo and that which is required by Inspect Pro. This results in many users **refusing to carry out the appraisal** in both systems.



No Acceleration

Users are **unable** and useful information is **not clickable**.

Answers to quest status, are available should be provided. Mileage (at last known) is also known to users and helps reduce and/or enters.

4

Evo (aka TBS) Design Analysis

Recommendations

While processes remain important, they can be **simplified, made non-linear and generally improved to feel more useful and relevant**.

Currently, the app largely determines how the user performs the job and forces them to pause and seek guidance or approval over the phone in real-time.

The app should be guiding and supporting the user while they perform the job with some freedom.

Any overlap with a companion product (i.e. Inspect Pro) should be minimised and wherever possible data should be shared between them.

6



Simplify and Use Content

Rather than making everything, even the most basic, we should focus on the next best thing. We should enable them to kick-off non-linear expenses, at any time.



Ask Better Questions And Answers

Only ask questions that provide useful data. We should pre-populate other apps that already answered (i.e. Inspect Pro) to avoid duplication.



Validate And Accelerate

Provide the user with useful data and validate the data. Support affordances for specific data types, (i.e. clipboard for use in Google Maps, phone number).



Communicate Through Chat

Utilise chat technology for the approval of expenses and communications. Switching to a less time-sensitive get on with their job while co-ordinators look into the provides approval codes or guidance. This also documents the communication.

Evo (aka TBS) Design Analysis

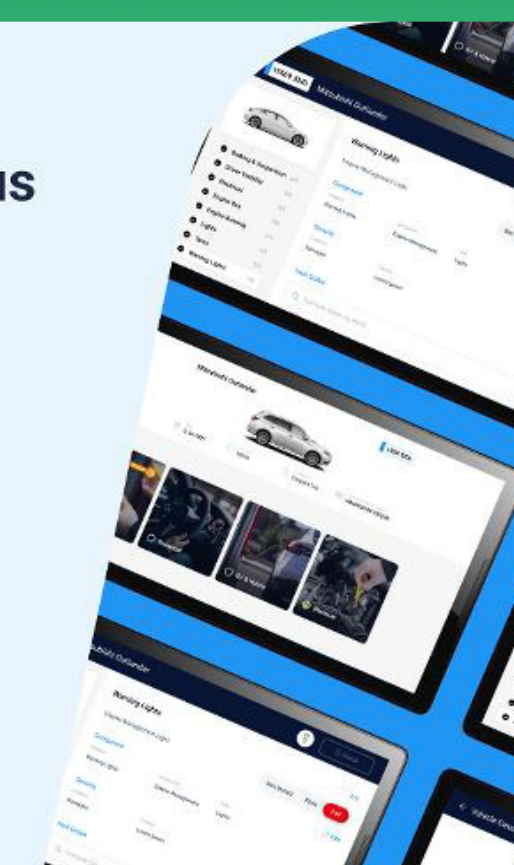
Design Direction - Genus

Evo's functionality could be replicated in Genus - our inhouse Vehicle Inspection and Appraisal Tool.

Genus uses modern, industry leading design patterns to guide users in different areas of BCA through complex processes.

At some point a module will be created in Genus that will replace Inspect Pro. This module and the Evo replacement could work in conjunction and share as much data as possible to prevent duplication of effort.

7



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6 UX STRATEGY

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Strategy

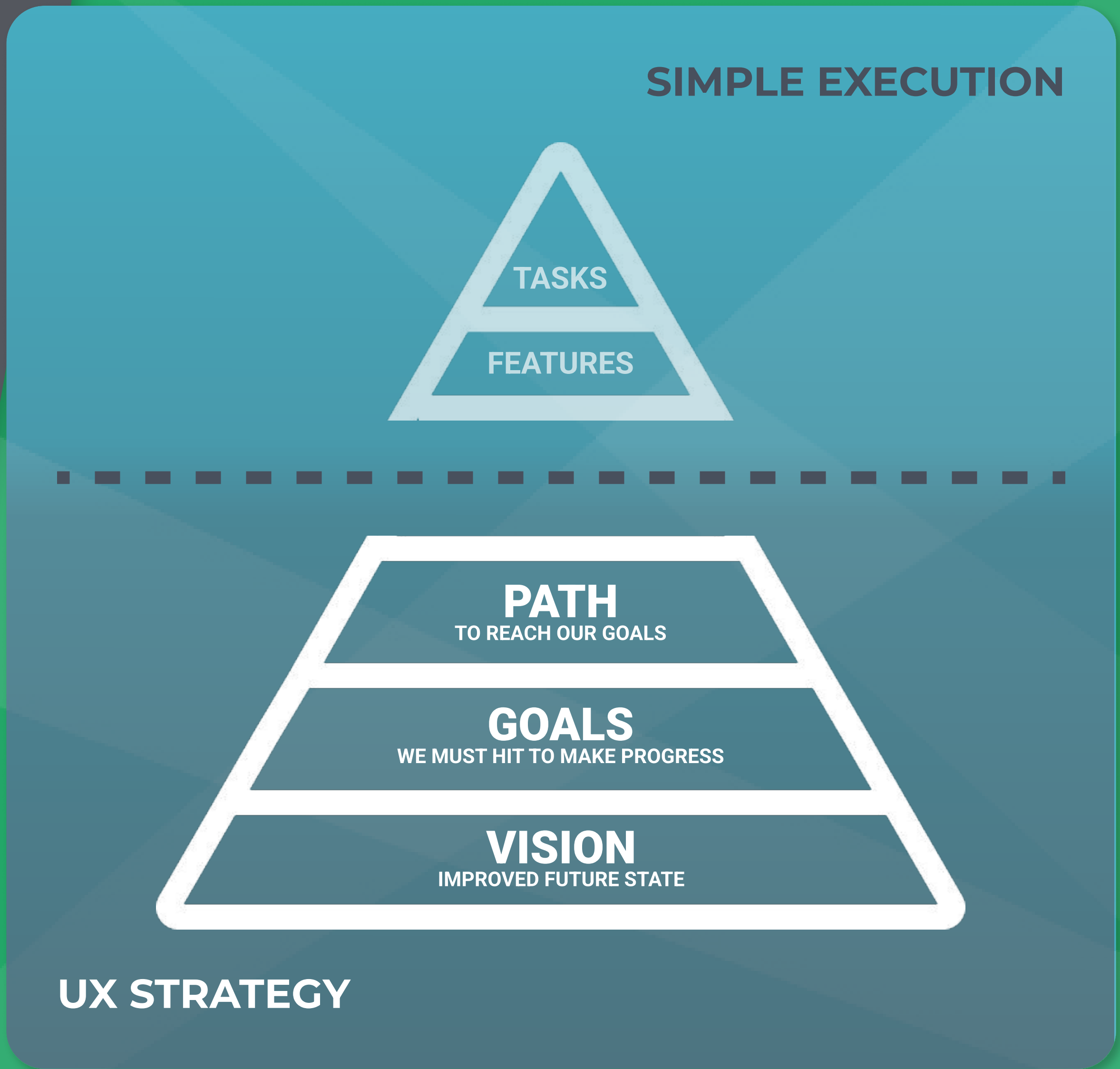
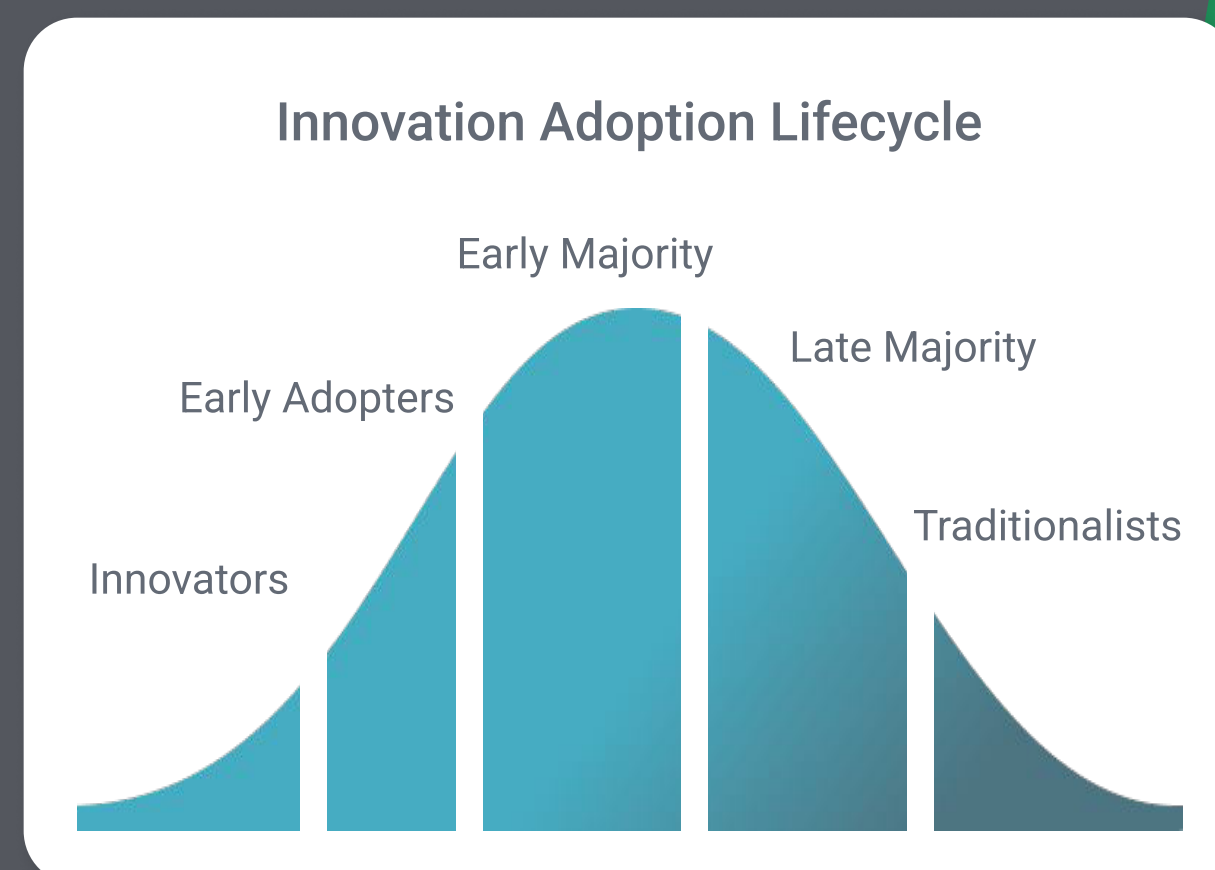
UX Strategy

Transforming the user experience of a vast digital environment requires a UX Strategy.

BCA Transport wanted to overhaul their sprawling digital estate that had evolved over many years with no clear ownership.

I brought together forwarding thinking stakeholders whom I identified as 'innovators' and 'early adopters'. I facilitated the creation of Product Visions and helped them to identify their Product Goals.

By creating plans to achieve these goals and visions we hoped to slowly work through the adoption lifecycle, bringing onboard the majority of stakeholders (and eventually the 'traditionalists') over several years.



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