Leyton Jay

UX Portfolio

UX Designer with 10 years experience.

February 2025

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UI Design:
Vehicle Appraisal Tools

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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.

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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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UI Design

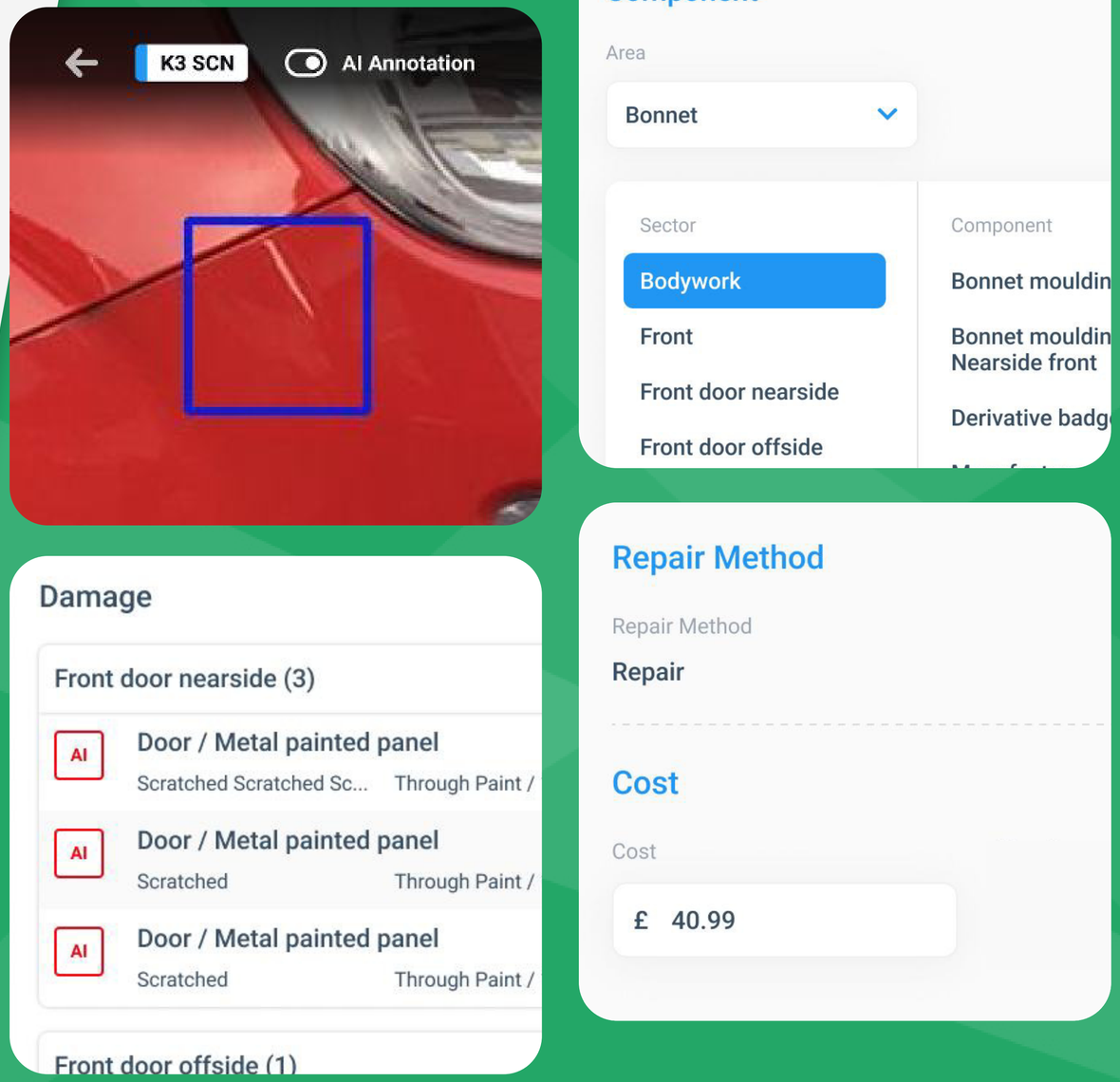
AI-assisted Inspection Tool

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.



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UX Research: Industrial Safety

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UX Research

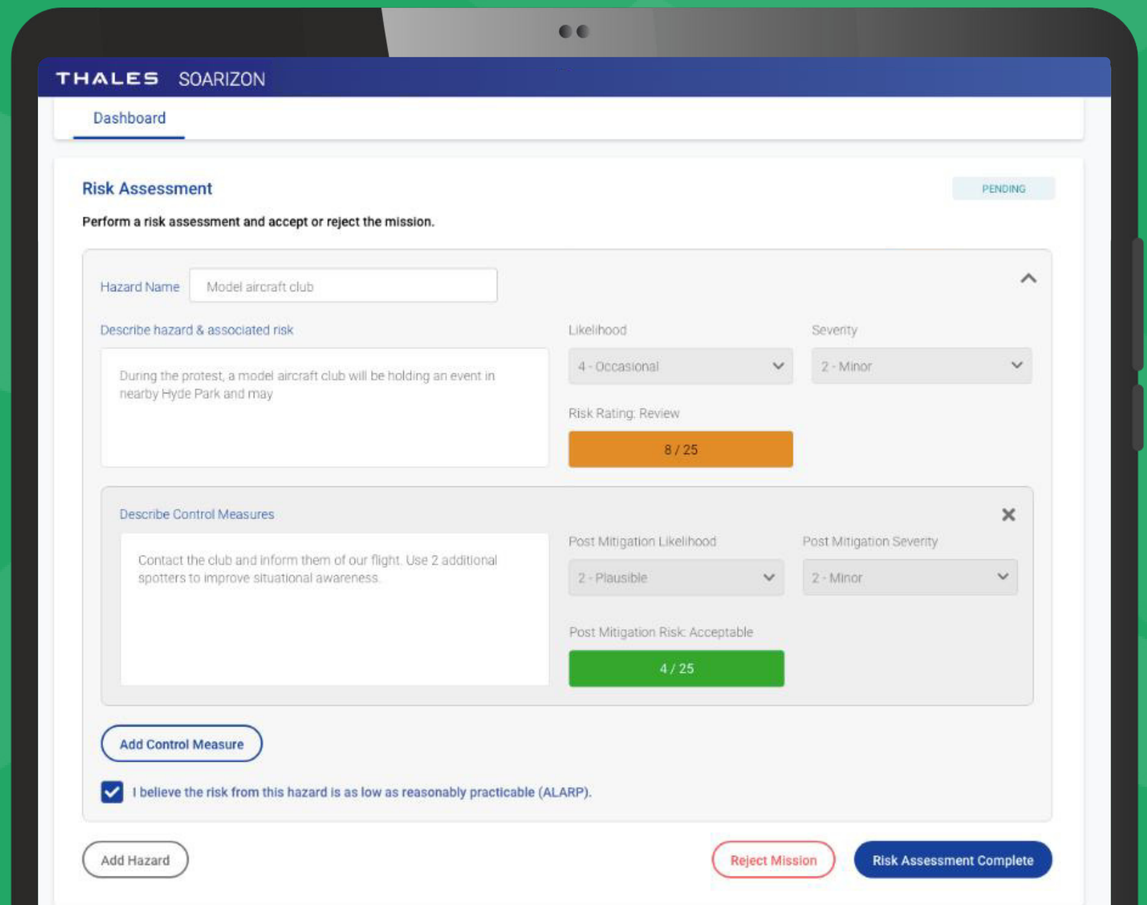
Risk Assessment For Drone Operations

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.



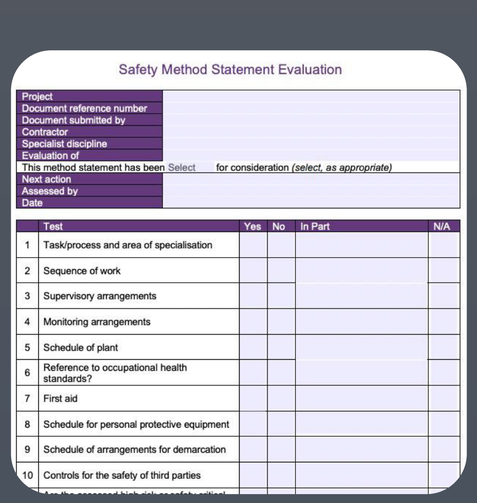
UX Research

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.

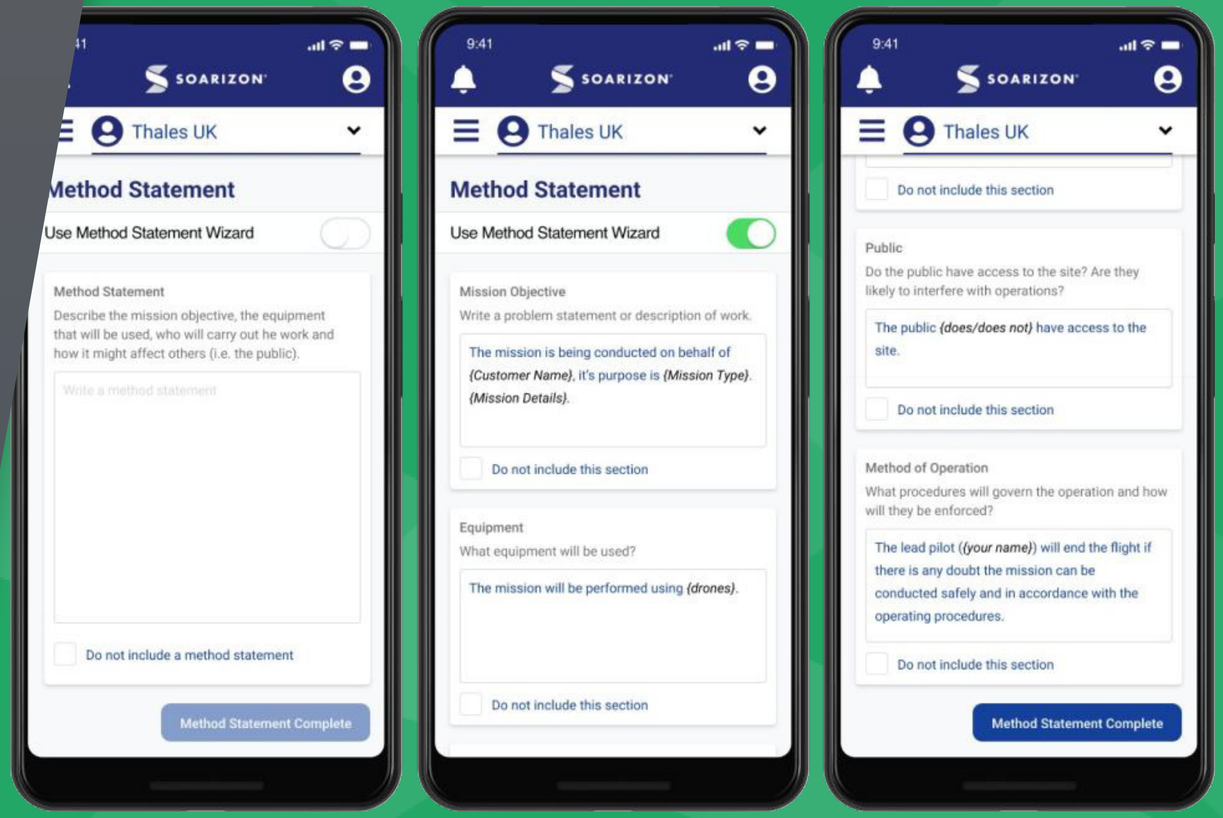
I ensured our product gathered the information and designed a wizard for collating it into a legally compliant and human-readable report.



Safety Method Statement Evaluation

Project	
Document reference number	
Document submitted by	
Contractor	
Specialist discipline	
Evaluation of	
This method statement has been Select for consideration *(select, as appropriate)*	
Next action	
Assessed by	
Date	

	Test	Yes	No	In Part	N/A
1	Task/process and area of specialisation				
2	Sequence of work				
3	Supervisory arrangements				
4	Monitoring arrangements				
5	Schedule of plant				
6	Reference to occupational health standards?				
7	First aid				
8	Schedule for personal protective equipment				
9	Schedule of arrangements for demarcation				
10	Controls for the safety of third parties				



Clickable Prototype

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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.

l workflow known as PP2, on a
g which the entire appraisal
ves.
the day.

webuyanycar
Selling Made Simple

of the vehicle's history, it's mechanical status,
arking on a 19-stage cosmetic appraisal.
at the Buyer and Customer both sign which is

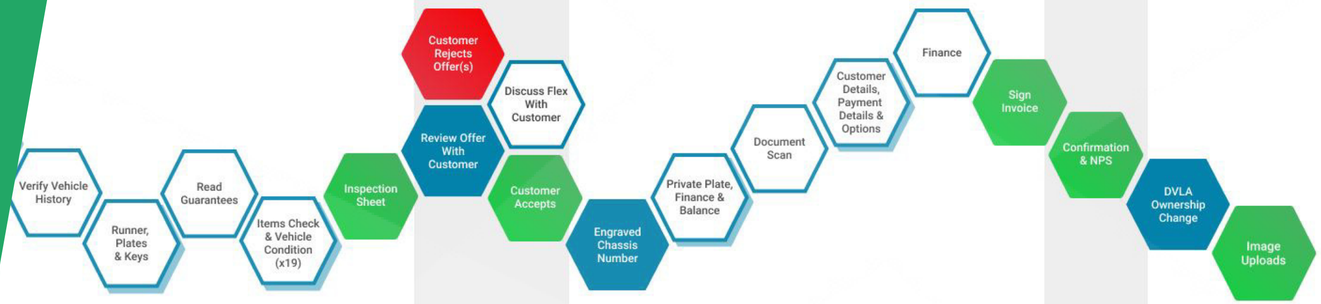
Offer
PP2 generates an offer price for the vehicle. The Buyer can negotiate ('flex') and reduce the cost of damage by upto 25% to win the sale.

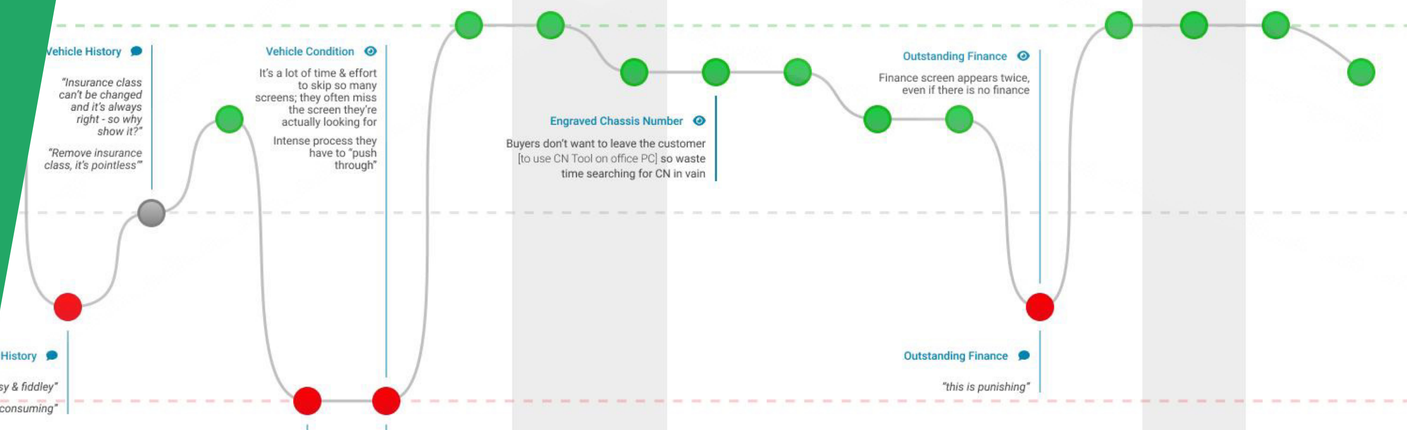
Purchase
If the Customer accepts the offer the Buyer begins to purchase the vehicle by confirming the chassis number and other high level vehicle details. They collect customer details, scan customer documents, discuss any outstanding finance and payment options before an invoice is generated for the customer to sign.

Sold
Purchase complete; the customer is sent a confirmation email with the option to submit an NPS.

Admin
The customer has left and th
Buyer must now perform adr
tasks.
Ideally these are done immediately after purchase, they can be completed later.

hicle Inspection | Offer | Purchase | Sold | Admin





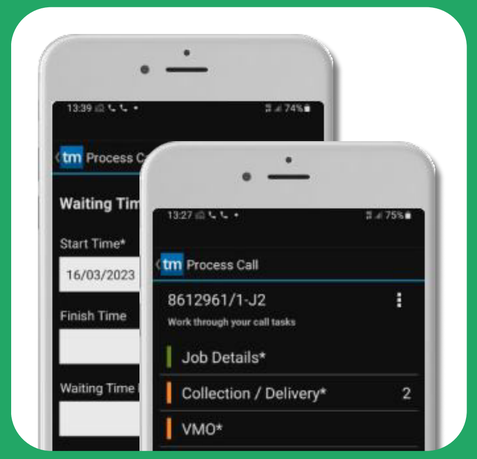
User Journey Maping

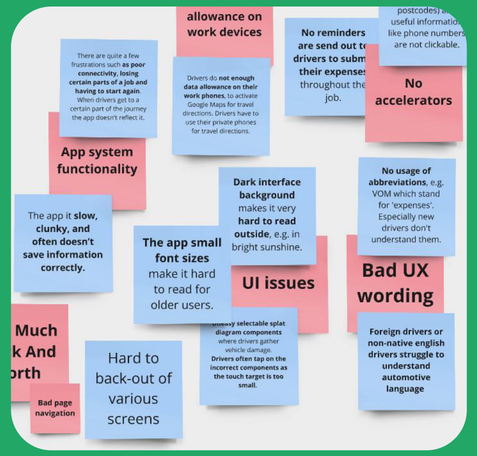
EVO Driver Diary

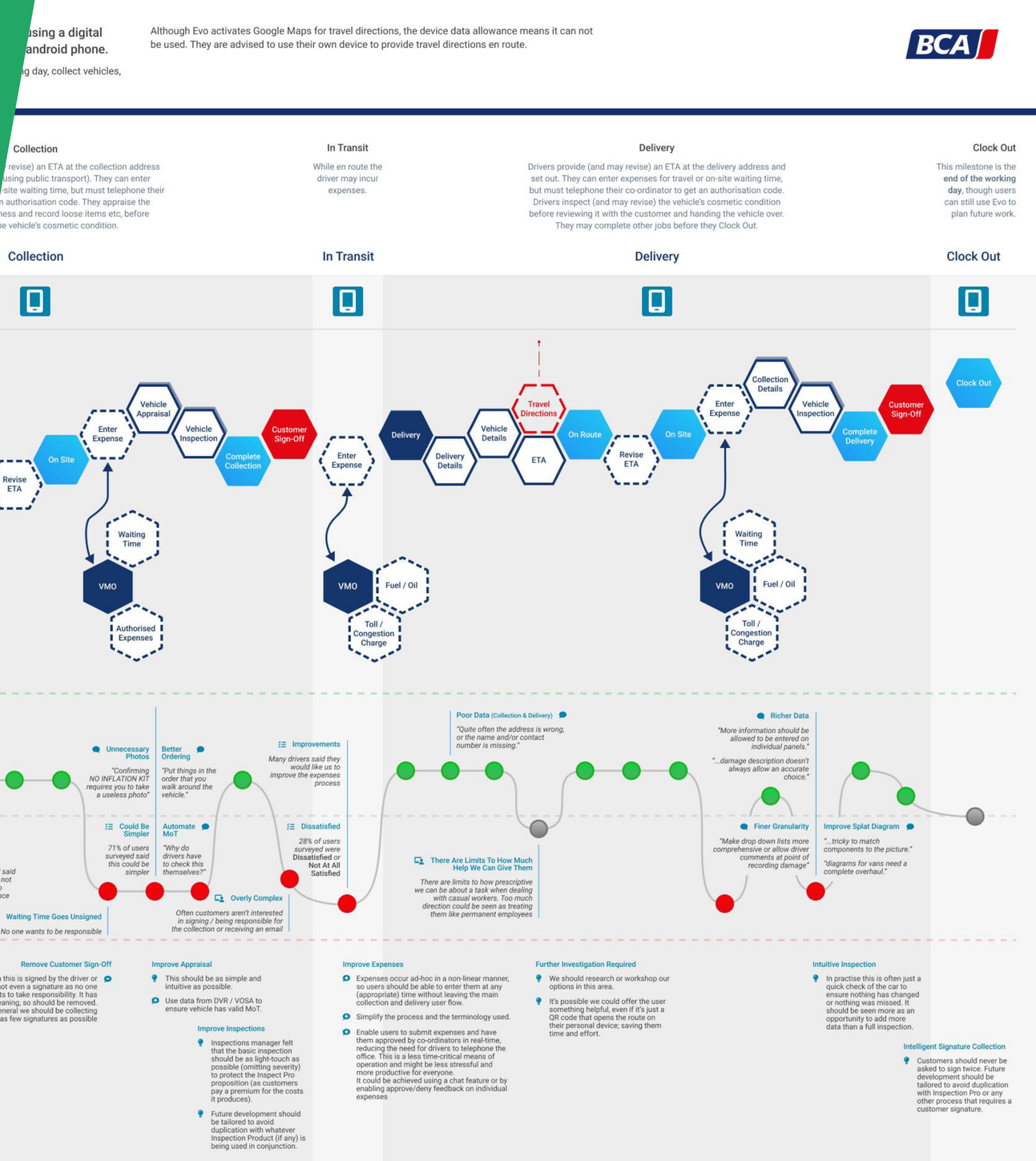
BCA Transport wanted to rapidly bring an outdated third party job management app in-house.

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.







5 Heuristic & Design Analysis

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Analysis

Heuristic Analysis

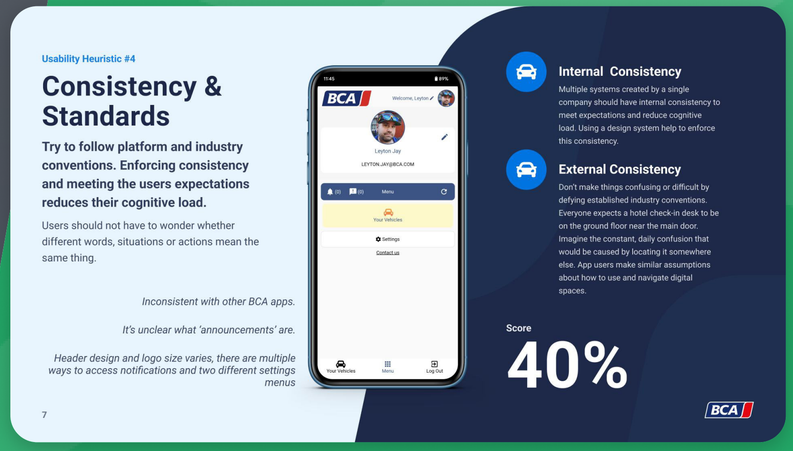
BCA Transport had a low design maturity and asked us to improve an app used by drivers of their heavy goods vehicles.

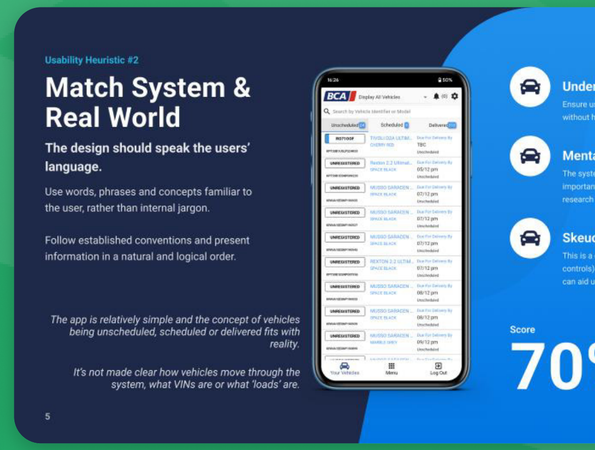
The stakeholders were very hands-on with no experience of working with designers, so I triaged the product in an open and accessible way to bring them along ‘on the journey’.

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.





Analysis

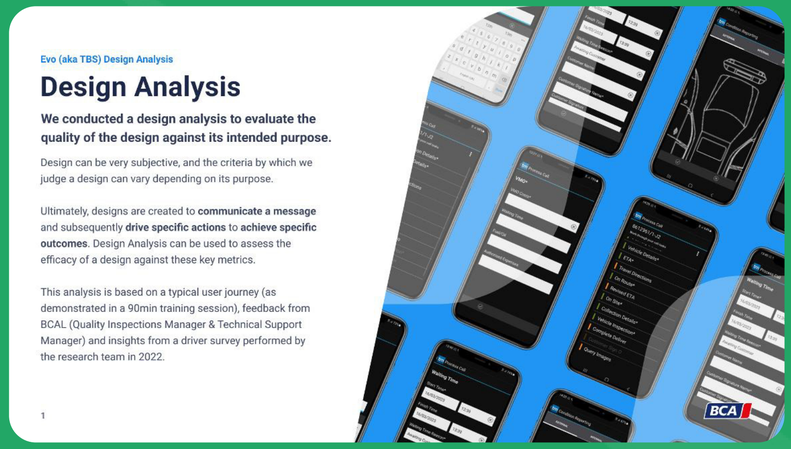
Design Analysis

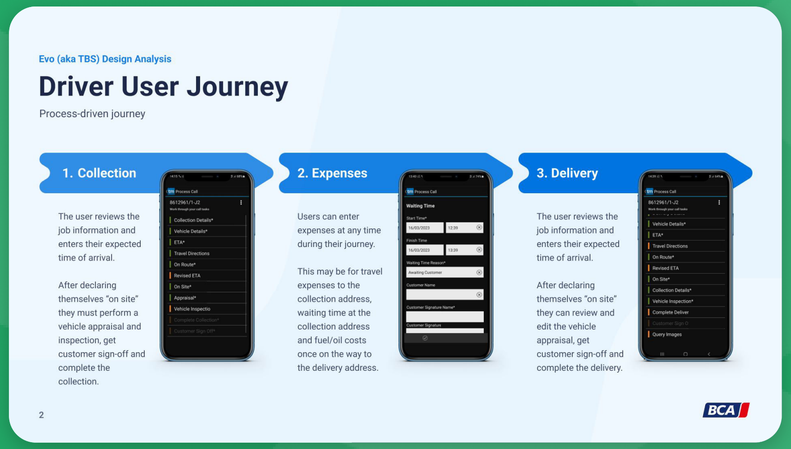
The decision to bring the Driver Diary functionality in-house was made after my design analysis.

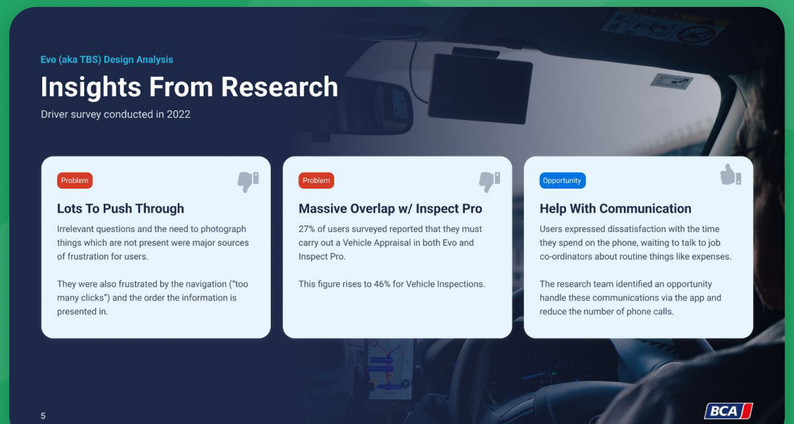
I avoided subjective discussion and decided to focus on how well the app communicated its message and drove specific actions to achieve specific outcomes.

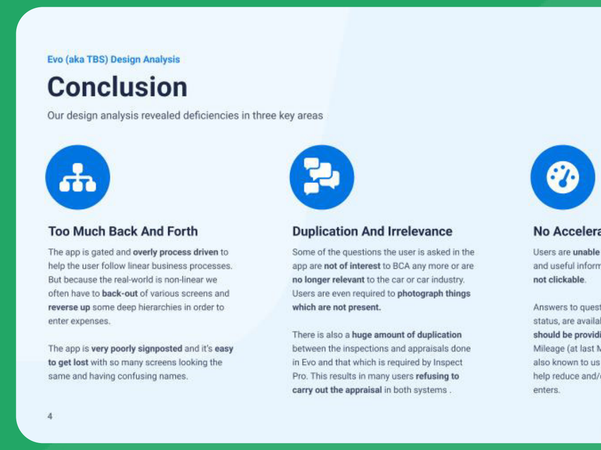
The document explored the three key user journeys, detailed major insights from research, drew conclusions, outlined recommendations and suggested a new design direction.

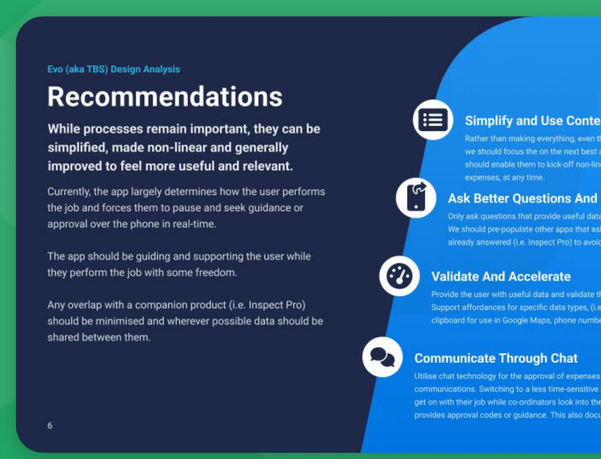
My design analysis provided the business with the information it needed to bring this functionality in-house before the third party contract had to be renewed.











6 UX STRATEGY

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Strategy

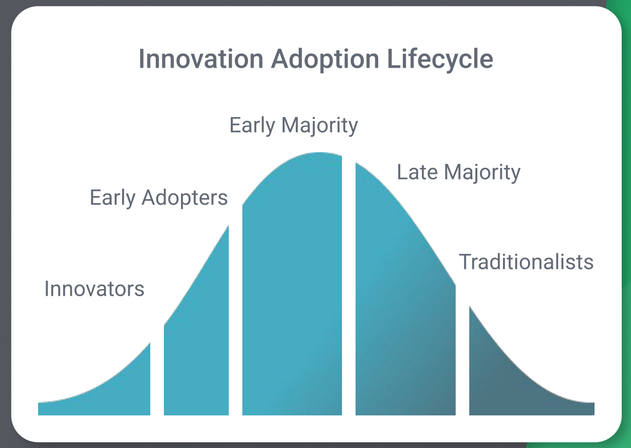
UX Strategy

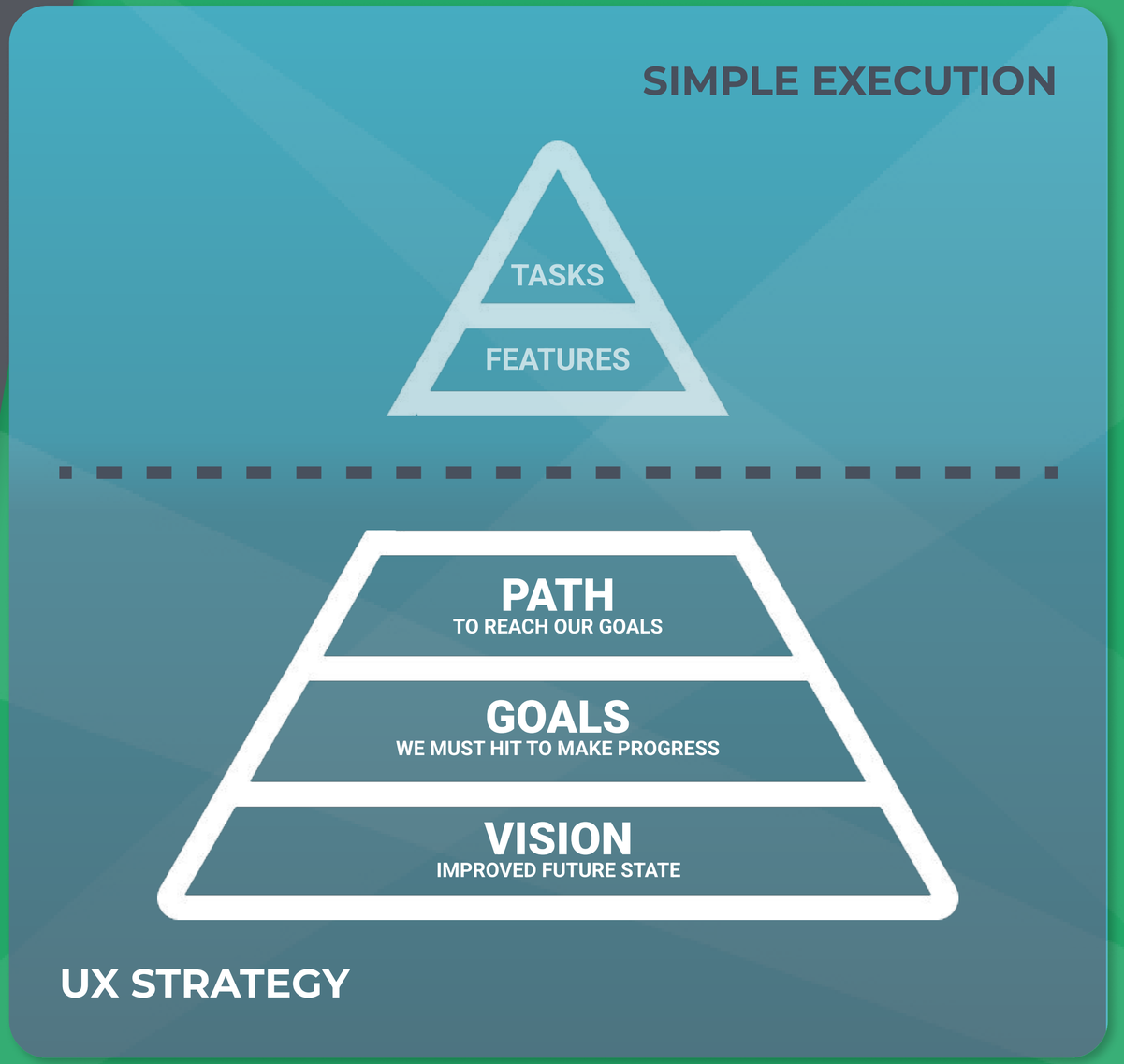
Transforming the user experience of a vast digital environment requires a UX Strategy.

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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