

Annabelle Webb

Service and Product Designer

 (864)434-2676

 annawebb.sc@gmail.com

 annabellewebb.com

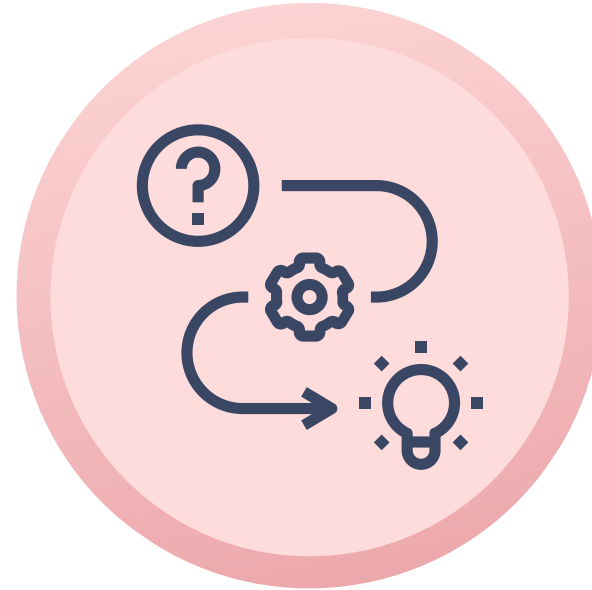


Skills



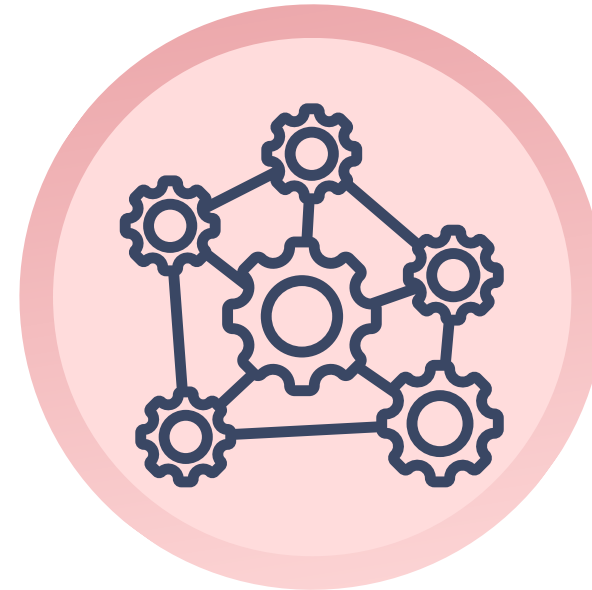
Team Player

- Collaborative facilitation
- Stakeholder engagement
- Cross-functional communication
- Time & project management



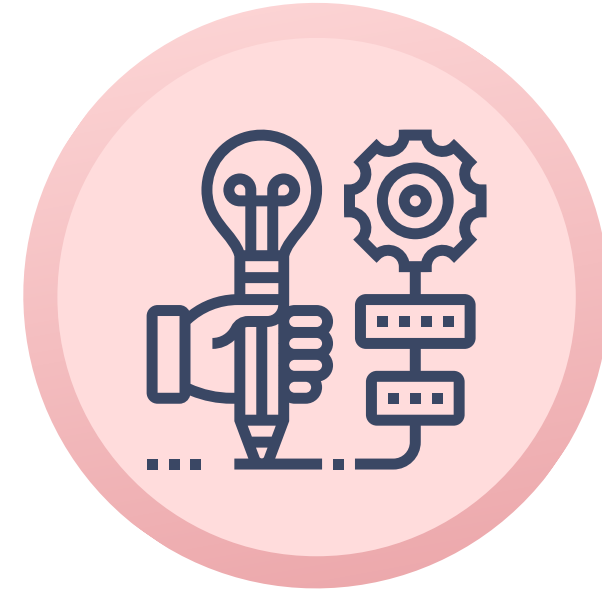
Problem Solving

- Design sprints & workshops
- Rapid prototyping
- User research synthesis
- Insight-driven iteration



Systems Thinking

- Journey mapping & service blueprints
- Complex problem framing
- Ecosystem analysis
- Context-aware design strategy



Creativity

- Visual storytelling
- Adobe Creative Suite expertise
- Designing engaging deliverables
- Brand-aligned design outputs



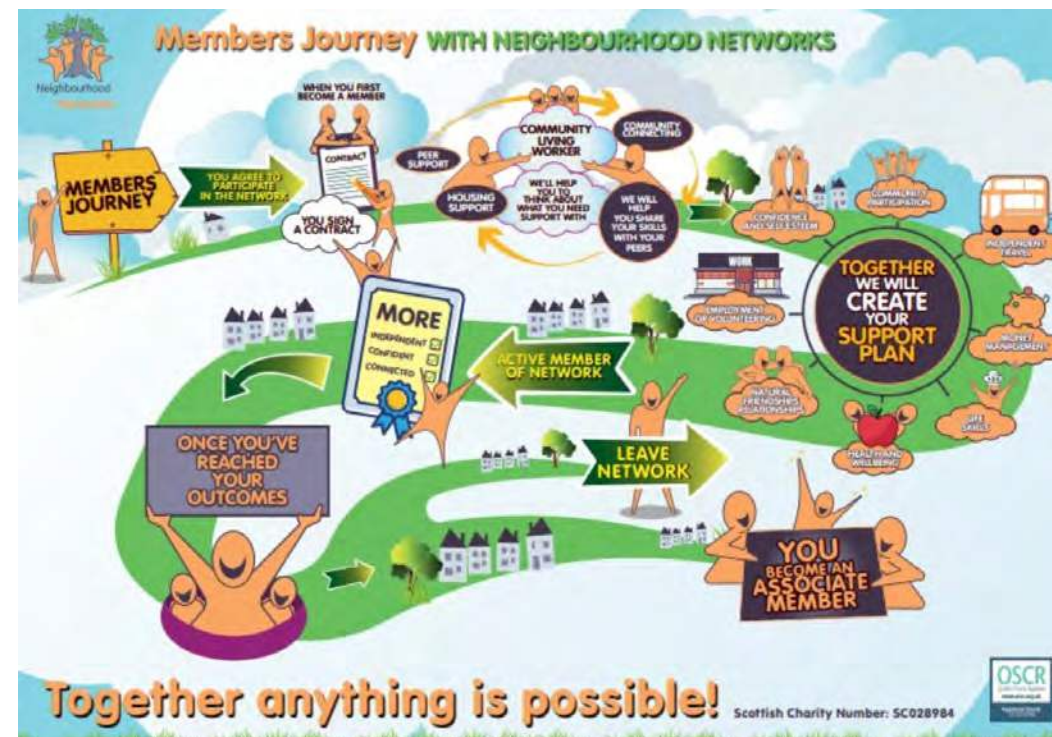
Neighborhood Networks is a Glasgow based charity that serves the central belt of Scotland.

They aim to prevent social isolation in vulnerable adults using the peer support model.

They do this by helping them set goals in key areas like life skills, money management and independent travel.

Service Highlights

- Community Living Workers (CLW) manage networks
- Members meet with CLW's and in groups weekly
- Neighborhood Networks (NN) uses peer support model
- Members meet outcomes to gain independence



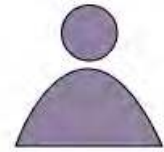
Project Summary

- Spring 2025
- 12 week
- Group Project

Project Process

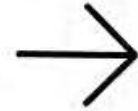
- Desk research
- Interviews
- Synthesis
- Journey mapping
- Co-design
- Rapid prototyping

Member Journey Map



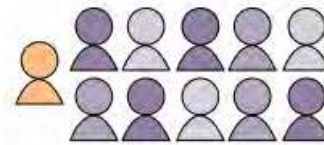
Entry

- Contact NN
- Chat about needs with CLW
- Sign Contract



Active Member

- Placed in Network
- Support Plan

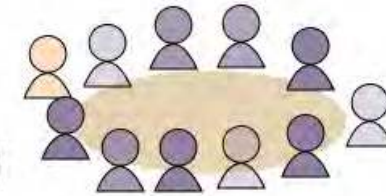


Optional
After 6+ months

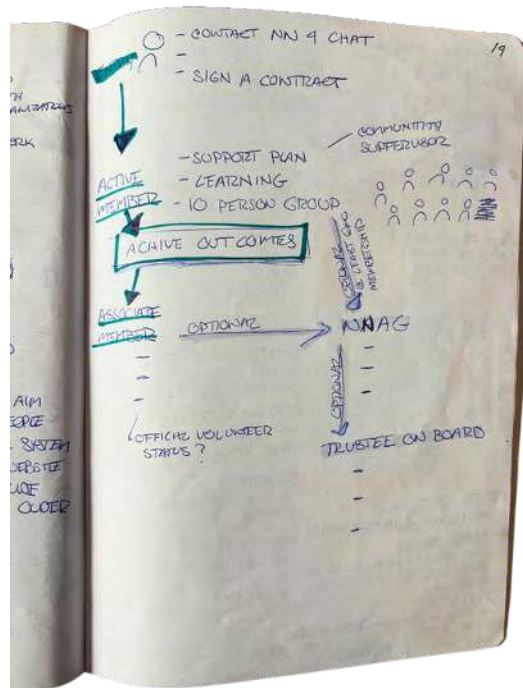
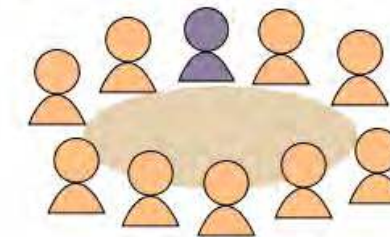
Achieve Outcomes

Associate Member or
Independent Network
Member

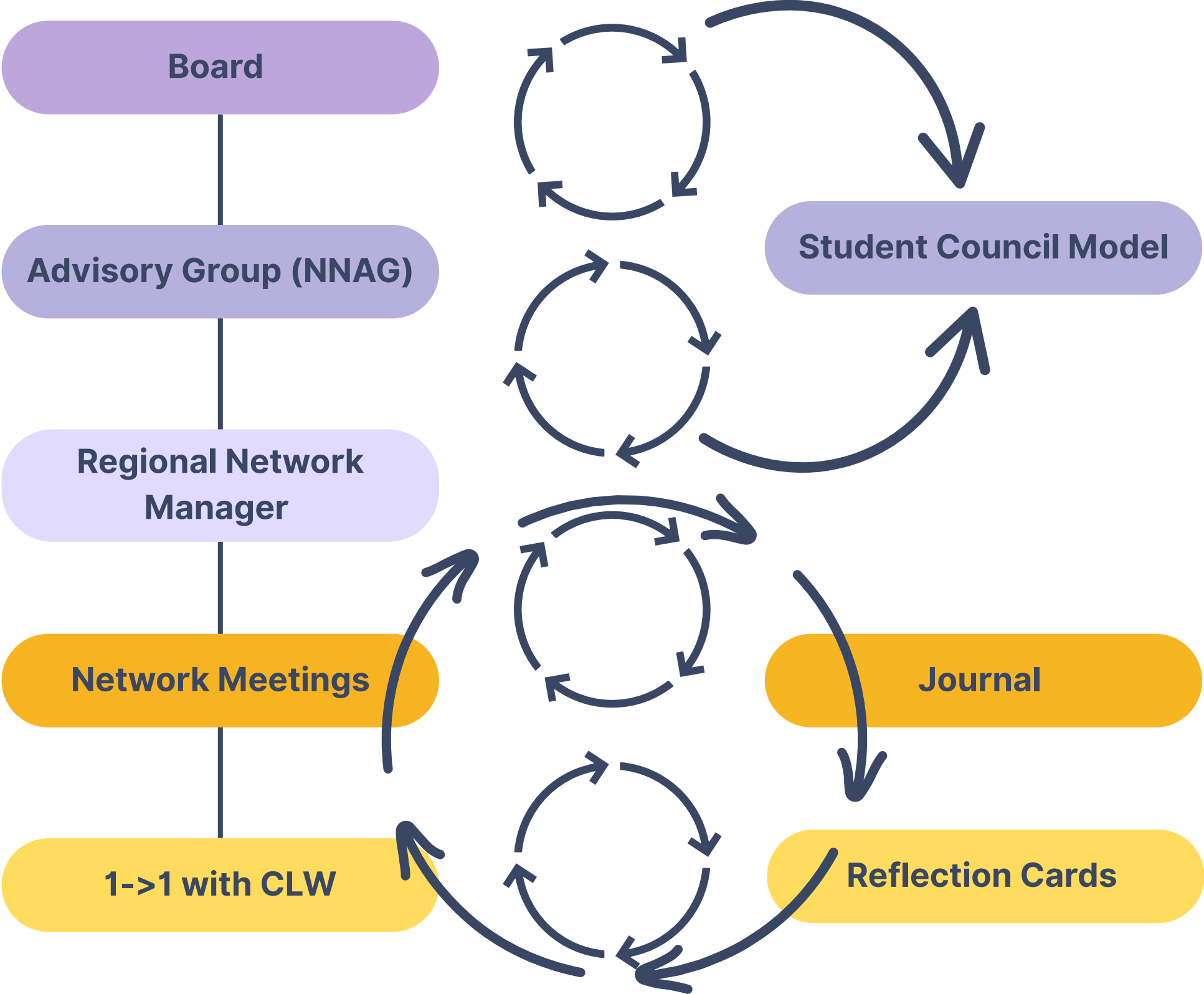
NNAG



Board of Trustees



**Design
Opportunities in
the Feedback
Loop**



Journal - Toolkit Item 1

WHY is this needed?

As a reflection tool for both community workers and members which help them progress towards reaching their learning outcomes and work towards independency

WHAT is the goal?

- To help members set achievable goals and reflect on their progress
- To help workers track the members' progress
- Reinforce educational nature of service



Reflection Cards ToolKit Item 2

WHY is this needed?

It creates a playful and inclusive space where all members can share their voices, especially those who may stay quiet, helping to balance power dynamics and spark open dialogue between members and CLWs.

WHAT is the goal?

- To help ALL members share their feedback
- Based on the concept of “Progressive Voice Building”
- CLWs act as a facilitator initially and then passively support the NNAG members to facilitate
- Encourage members by providing structured opportunities to voice their opinions instead of traditional methods like survey/formal meetings



THE GLASGOW SCHOOL OF ART ARCHIVES and COLLECTIONS

Our partners at the GSA archives researched the archives and their functions, looked at the unique positioning of GSA's archives and co-designed prototypes to **increase student awareness and involvement of the schools archives.**

Service Highlights

- Provide research materials to students, staff and academics
- Email to make appointment
- Meet 1 on 1 to view items
- Staff expertise is true value of visit



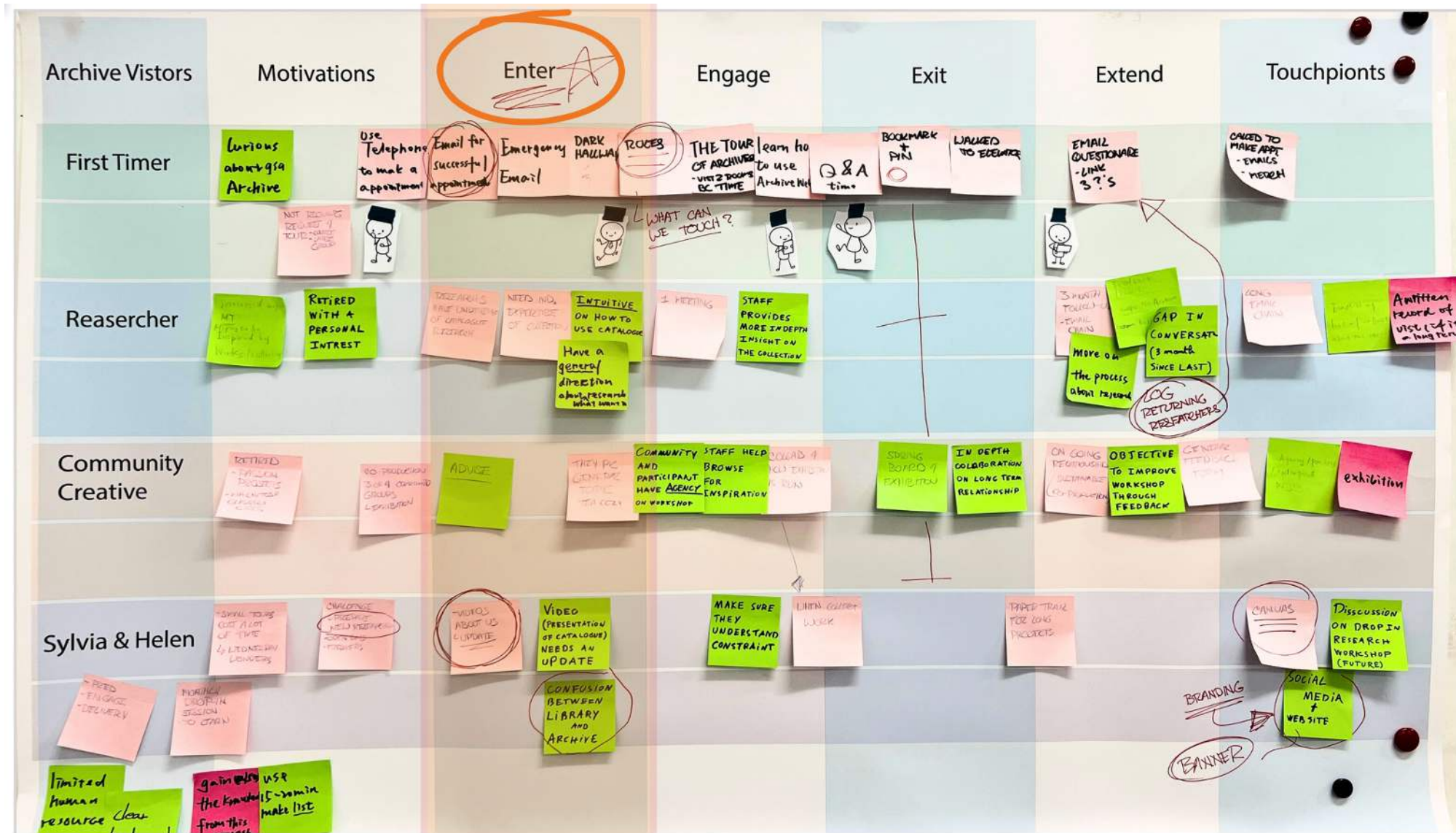
Project Summary

- Fall 2024
- 4 week
- Group Project

Project Process

- Desk research
- Interviews
- Synthesis
- Journey mapping
- Co-design
- Rapid prototyping

Journey Map



The journey map helped us see how our partners were delivering their services. It also made us realize that students can't take full advantage of the archives without the expertise of the people who work there. Their knowledge of the collection is the real value of engaging with the archives.

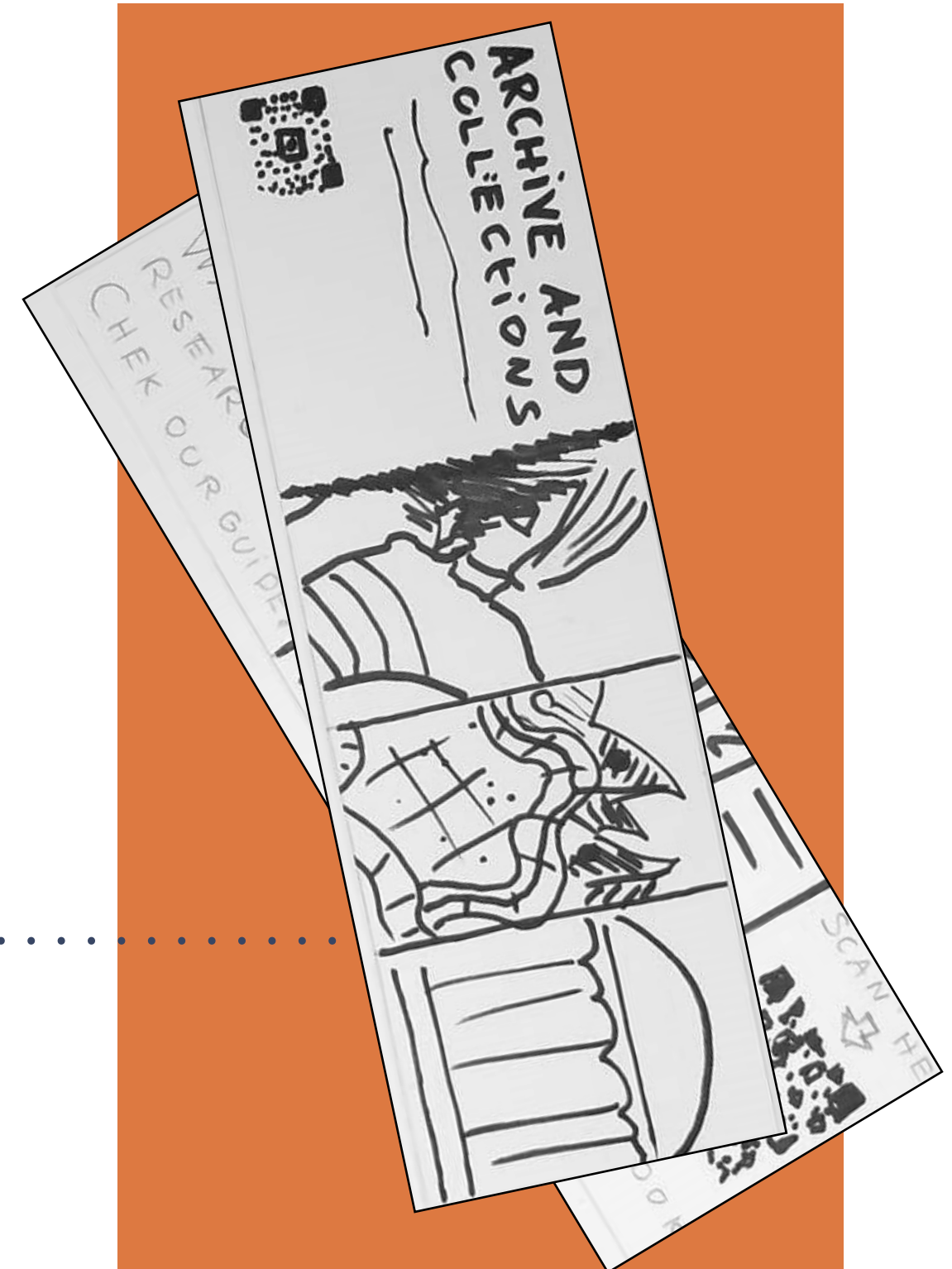
Co-design

We took prototypes of bookmarks, brochures, posters, their website page, and their Instagram page.



- • • These cards clearly communicate everything students need to know to be prepared for their appointment

Bookmarks left in the Library remind students how to make an appointment to visit the archives



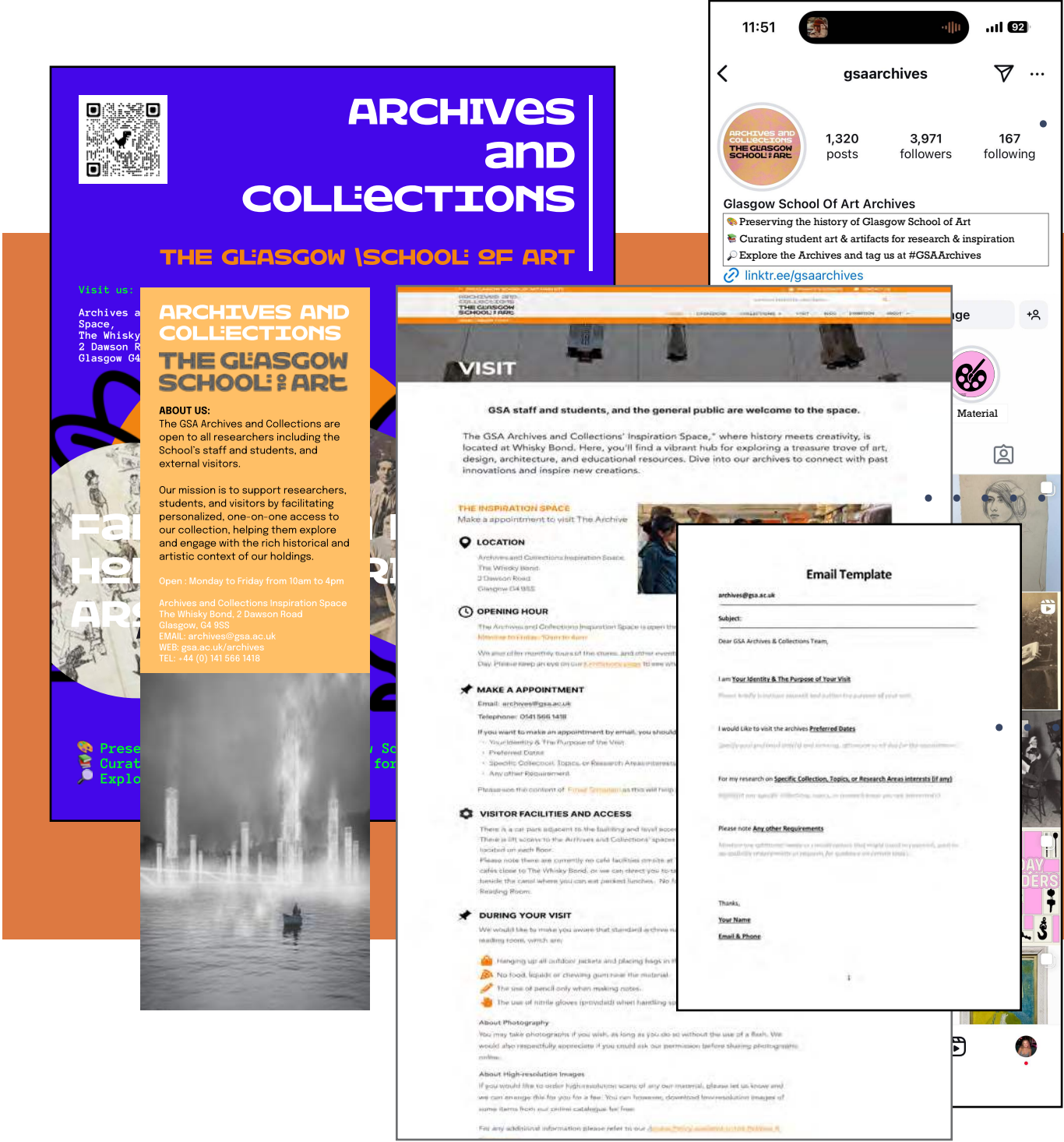
Solution

Our Solution Includes

- Bookmark
- Website page
- Instagram
- Posters
- Email Template

These updated touchpionts create a series of ways for students to learn about how to engage with the archives.

The email template will help them decide to make an appointment or take a private tour and attend Wednesday Wonders.



Directions on how to engage with the archives were added to Instagram stories and pinned post for easy access.

As a team we streamlined information on the visit page of the website and added icons for clarity.

Email template helps students make appointments with the archives.



Over the course of this semester long collaboration with Trek I learned a lot about how physical touchpoints effect service experiences. This project was designed for physical display at the kaleidoscope end of year design show at Auburn University.



Service Highlights

- Helps local bike shops facilate cycle race events
- Increases participation in ccyling
- Provides framework for branding
- Allows Trek to promote participataion in cycling races

Project Summary

- Spring 2024
- Sponsored Studio

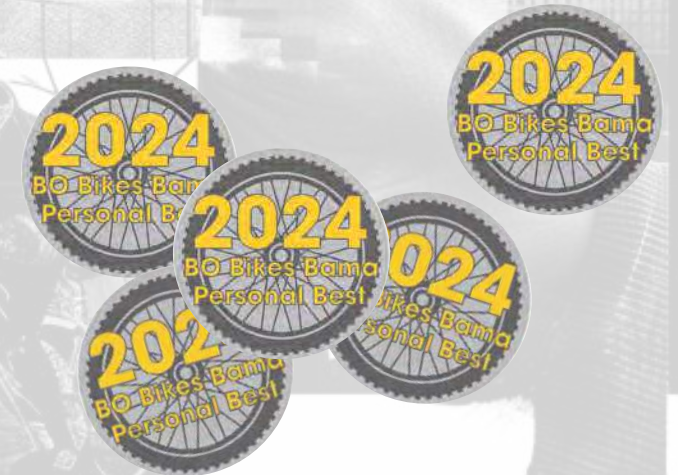
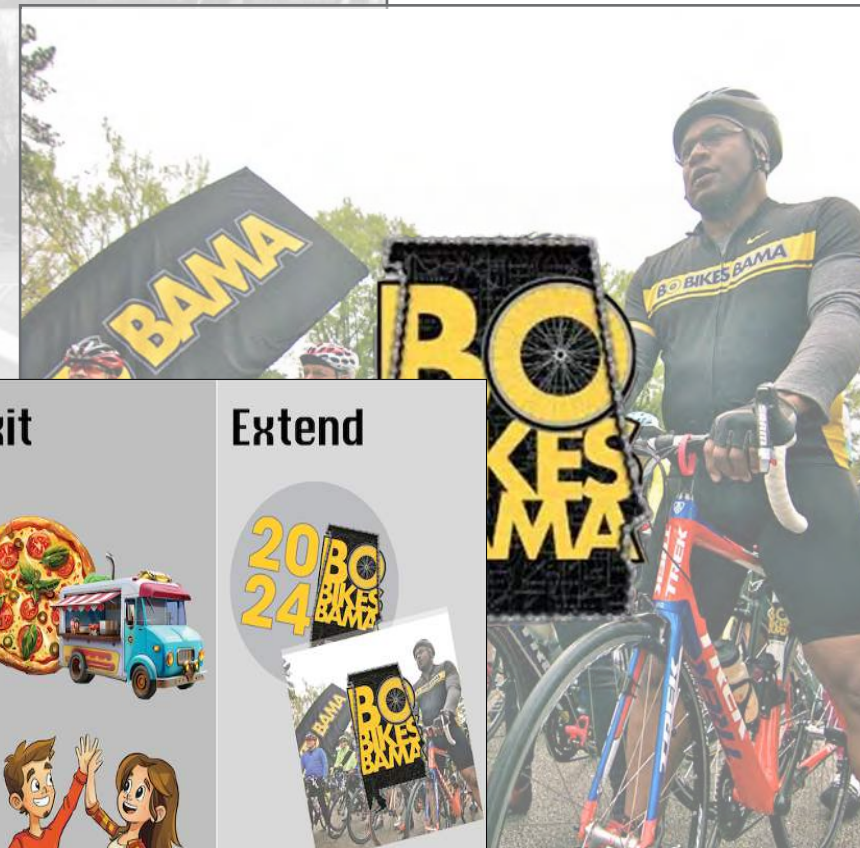
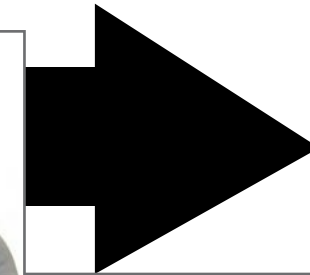
Project Process

- Desk Research
- Journey Mapping
- Ai Rapid Prototyping
- Used Midjourney
- Story Boarding

The RACE! kit is a cycling race facilitation guide that includes event signage and communication templates easily adapted to race branding. Trek has the opportunity to distribute these event kits to Trek stores, encouraging them to organize more cycling events within their local communities, all with the charming assistance of Trek's mascot, Herman the sheep.

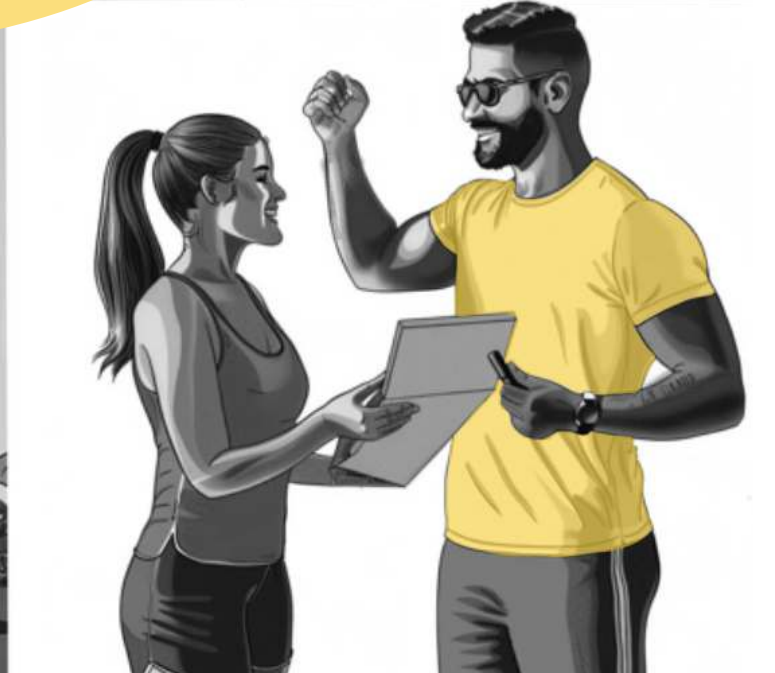


BO Bikes Bama Event Parking





Development of storyboard communicated cyclist experiences and painpoints on race day





Post race package includes race time, picture of cyclist and badge





Grubhub On Site is a service integrated into the Grubhub app that serves campuses for large companies and colleges.

Service Highlights

- saving campus dining locations to your grubhub app
- the use of campus dining cards
- kiosk check in stations
- food locker pick up & delivery robots (being tested on select campuses)



Project Summary

- Summer 2023
- 4 week sprint
- Mentor Guidance

Project Process

- Desk research
- Create facilitation guide
- Interviews
- Synthesis
- Journey mapping existing and ideal state
- Final presentation

Students are saying ...



"It doesn't handle the influx of people who order at noon. The number of times it has crashed on campus I knew I couldn't trust it."

"Sometimes you don't have a choice to wait or not, there has been a few times I had to go to class and leave the food. I texted someone else and told them they could have it."

"Usually I am hovering wherever waiting for my order, GH doesn't update when it finishes the food since it's busy, no service, or it hasn't updated"



Our Goals

- Build student's trust in the Grubhub System
- Reduce wait times as well as food waste
- Give students control over what happens when orders are delayed

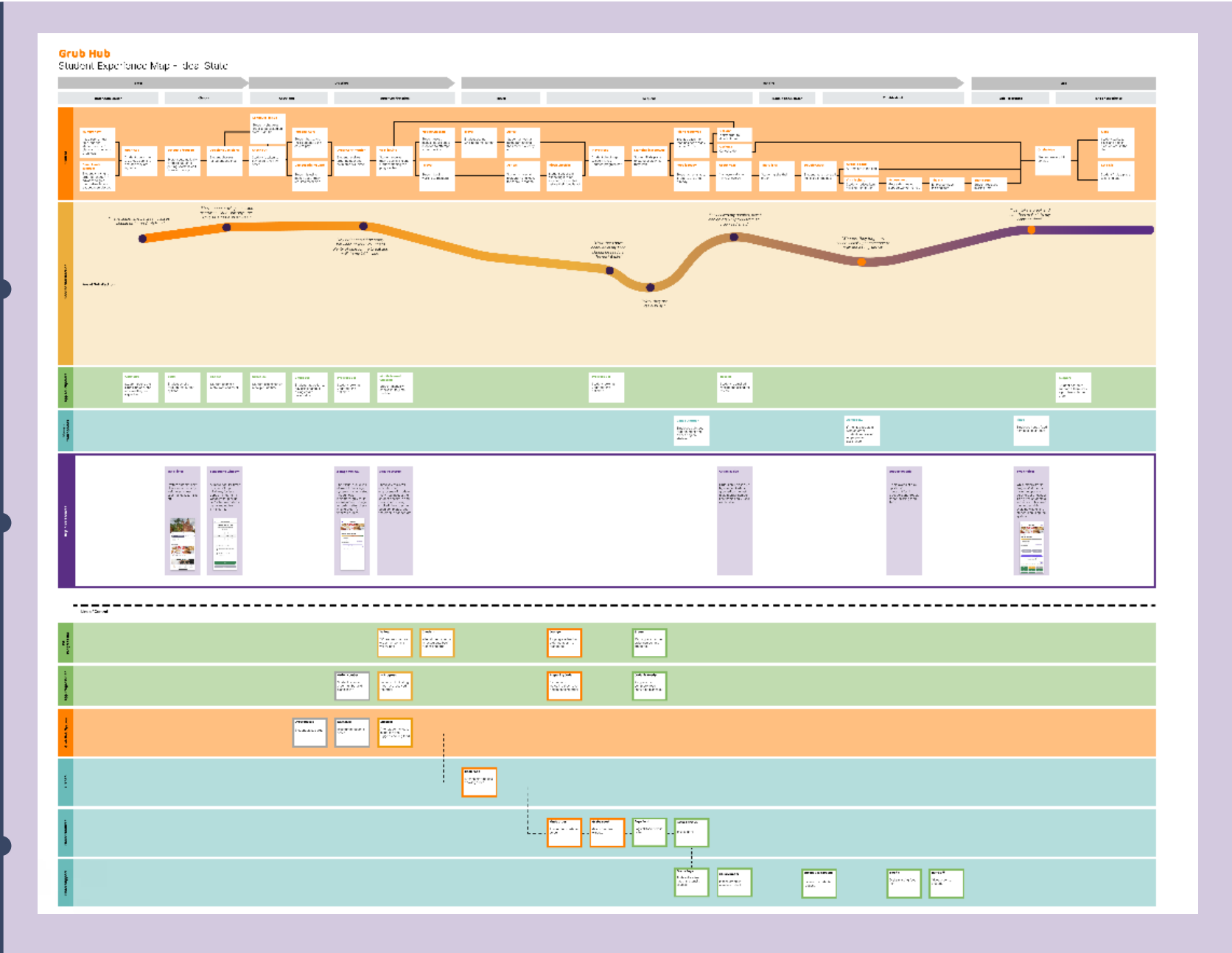
A Better System

Journey mapping pinpointed key areas where inconsistency in service delivery was creating distrust from students. The new system addresses these design opportunities both physically and digitally.

Reflecting the new experience

Key Interfaces

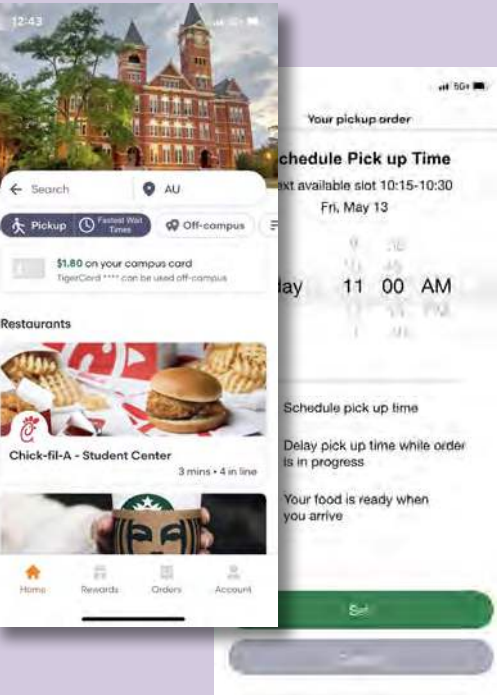
Backend system that promotes efficiency and trust



Final Prototypes

While orders are in progress students can reschedule orders so they don't have to be abandoned

New progress bar updates are color coordinated with TV monitors displaying que



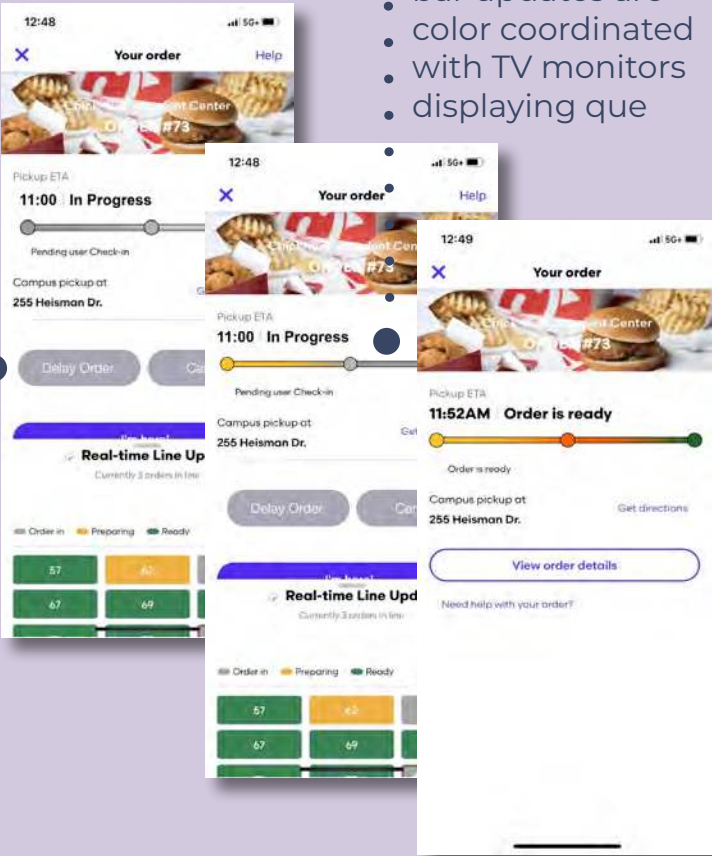
System automatically filters restaurants by wait times unless user manually turns it off.



Student check in triggers the order to begin in the kitchen.

Kitchen is cooking the order

Order support and hand off finalized the order



Bar turns yellow when kitchen starts cooking order and students lose their ability to cancel order



Kagefit Academy is home to some of the most anticipated Mixed Martial Arts fighters in the region. We have set high standards for training and instruction and we are proud to share that with every one in our community.

Our training systems include everything from Muay Thai and Brazilian Jin Jitsu to Kick boxing, Group Fitness, and even high-energy Kids Martial Arts classes. We are helping people of all skill levels and ages find success with hands-on instruction and an ego-free environment.

Service Highlights

- Workout classes
- Self defense classes
- Community around the sport



Project Summary

- Spring 2023
- 2 week sprint
- Collaborated with Katie Ann

Project Process

- Desk research
- Ethnography
- Interviews
- Synthesis
- Service Blueprint
- Final presentation

Space

Design a floor plan that includes all spacial needs and maximizes training space


Flow of People


Design a space that reconfigures into divided smaller spaces or opens for large class sizes

Storage


Understand equipment usage and storage needs for gym and client gear.


Consolidating our research, I made a service blueprint of Kagefits schedule to portray a realistic view of the spatial pain points occurring during the busiest times.

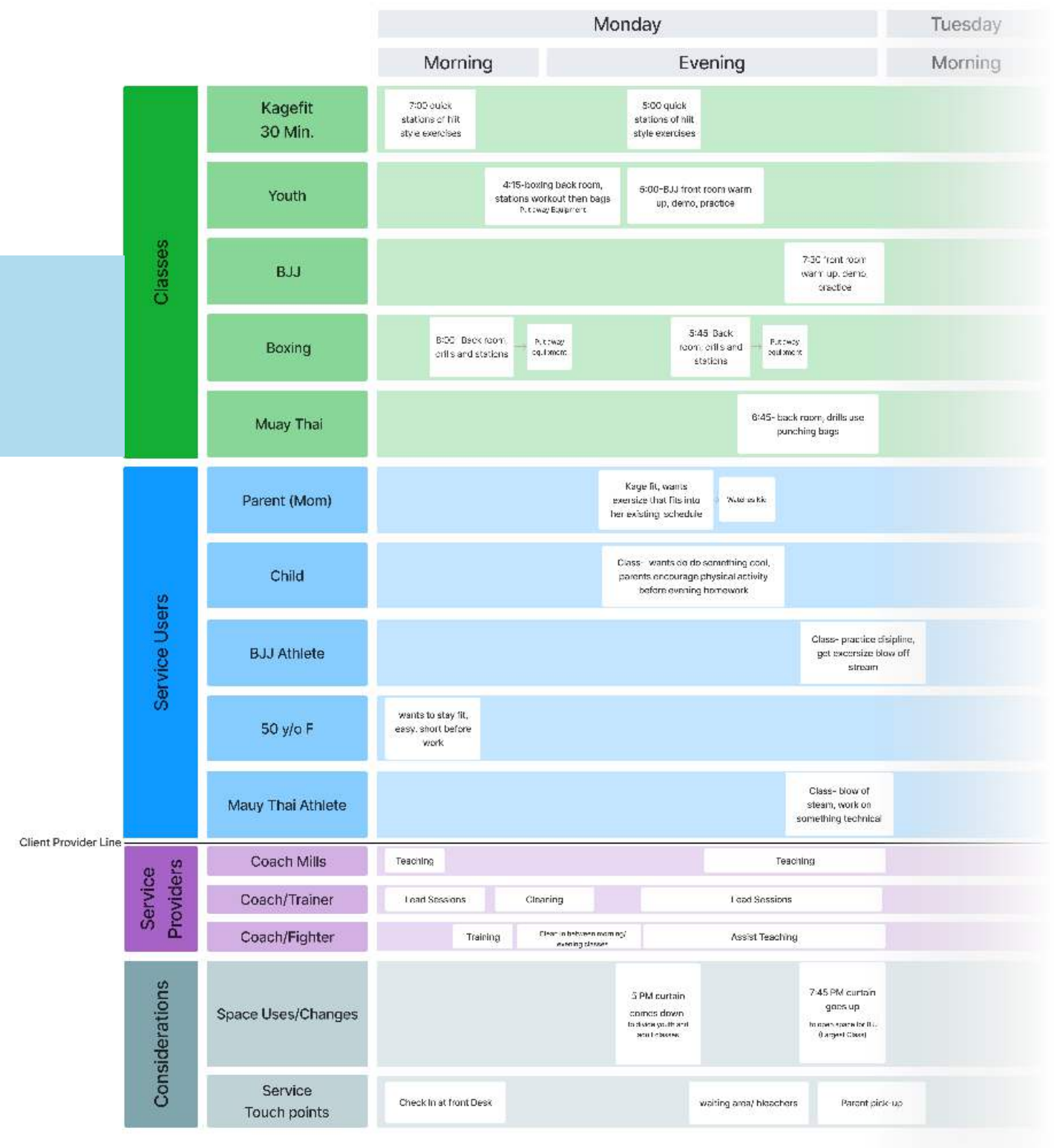
-  **BATHROOMS**
- bathrooms (family, showers, lockers, changing rooms)
 - water fountain + water bottle filling station

-  **STORAGE**
- business storage frequent (loaner equipment, pads, gloves)
 - business storage infrequent (...some of the following fitness equipment)
 - place for merch, place for awards
 - place for fitness equipment (kettlebells, medicine balls, sand bags)
 - lockers/storage for student's personal bag / equipment
 - cleaning equipment (washer, drier, swiffer, vacuum, etc.)
 - drying area (muay thai pads, gloves, shin guards)
 - banana bags, heavy bags, water bags exercise equipment

-  **OFFICE SPACE**
- office for coach
 - front desk area with employee

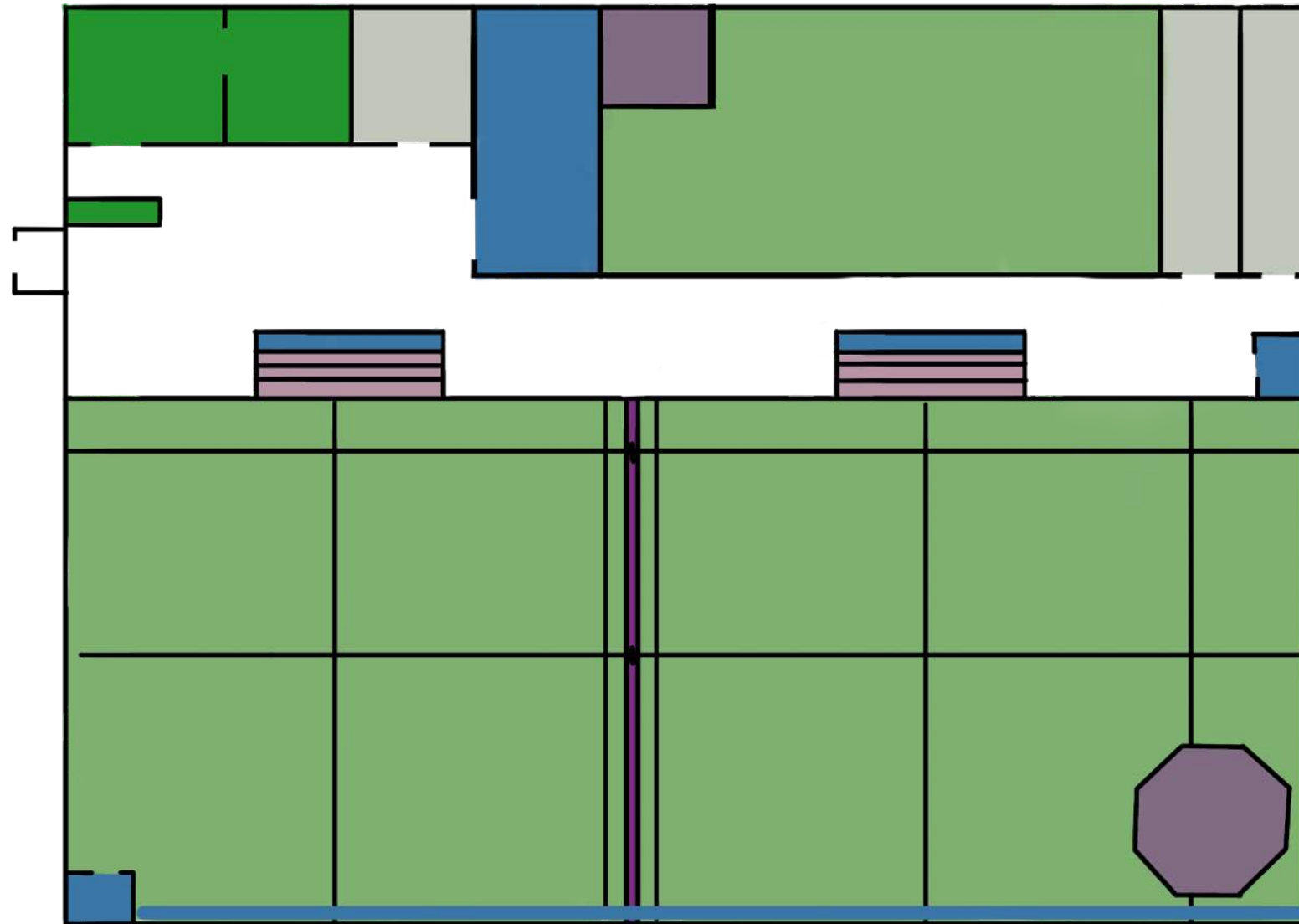
-  **ADJUSTABLE CLASSROOMS**
- safe walkways out of the way
 - retractable walls

-  **OTHER**
- place to gather while waiting on class to start
 - trainers / personal room
 - seating for parents
 - cage + boxing ring
 - mirror for shadow boxing








Final

The final design maximizes workout space while allowing smooth flow of traffic during Kagefits busiest times



Gym layout

-  Office
-  Adjustable class space
-  Storage
-  Parent Seating
-  Restrooms