



## Resume Addendum: Summary of Major Clients and Industries

Donald Rickert, Ph.D., IDSA  
Online Portfolio: [www.DonRickertPortfolio.com](http://www.DonRickertPortfolio.com)

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### Major Clients and Industries

Client	Industry or Industries	The Product	Nature of Work (Summary)	Customer/ Stakeholder Focus
<b>HMV</b> <a href="http://www.hmv.com">www.hmv.com</a>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>Retail (Online)</b>  Video and audio media (i.e. DVDs and CDs)	Online Retail Website Re-Do	<ul style="list-style-type: none"> <li>• User Experience guidance and education</li> <li>• Field Usability Testing (actual users)</li> <li>• Usability Review</li> <li>• Information Architecture (complete site revision)</li> </ul>	External Internal
<b>WalMart</b> <a href="http://www.walmart.com/">www.walmart.com/</a>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>Retail (Online)</b>	Online Retail Website Re-Do	<ul style="list-style-type: none"> <li>• User Experience guidance and education</li> <li>• Field Usability Testing (actual users)</li> <li>• Lab Usability Testing (actual users)</li> </ul>	External Internal
<b>State Farm (Auto Insurance Division)</b> <a href="http://www.statefarm.com">www.statefarm.com</a>	<b>Insurance (Selling Auto Insurance)</b>	State Farm Auto Insurance Rate Quote Website Revision	<ul style="list-style-type: none"> <li>• User Experience consulting</li> <li>• Usability Testing</li> <li>• Design Research and guidance to Designers</li> </ul>	Internal External
<b>NCR</b> <a href="http://www.NCR.com">www.NCR.com</a>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>Retail Banking Devices (ATMs)</b>	New "Portable" (less than 2 tons) ATM to Compete with Diebold's "Portable" ATM	<ul style="list-style-type: none"> <li>• Usability and Ergonomics Research Design (100 research subjects)</li> <li>• Maintain good relations with NCR Design Team in Dundee, Scotland</li> <li>• Project Management and Logistics</li> <li>• Obtaining working ATMs from both vendors (had to purchase Diebold through "gray market")</li> <li>• Advanced Statistical Analysis</li> </ul>	Internal External
<b>NCR</b> <a href="http://www.NCR.com">www.NCR.com</a>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>Retail Checkout (Devices)</b>	New line of Self-Checkout Terminals (now fairly universal in many retail establishments)	<ul style="list-style-type: none"> <li>• Usability and Ergonomics Research Design</li> <li>• Usability Review</li> <li>• Advanced Statistical Analysis</li> </ul>	Internal
<b>NCR</b> <a href="http://www.NCR.com">www.NCR.com</a>	<b>Retail Checkout (Employee Aid)</b>	<b>APRICOTS</b> , a produce identification training system	<ul style="list-style-type: none"> <li>• Usability Testing and Evaluation</li> <li>• Depth Interviews</li> </ul>	Internal External

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<p><b>Project details at...</b>  <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a></p>	<p><b>Note:</b> Specific to fruit and vegetable identification in grocery stores</p>	for grocery store cashiers.	<ul style="list-style-type: none"> <li>Observational Research (Ethnography)</li> </ul>	
<p><b>Allergan Dermatology Division</b>  <a href="http://www.tazorac.com/">http://www.tazorac.com/</a></p>	<p><b>Pharmaceuticals:</b>  <b>Specialized Marketing Web site</b></p>	Website focused on “marketing” a new acne medication (TAZORAC)	Advisory/educational consultation to the primary consultants (another firm) on how to conduct a high-quality Usability/UX evaluation to yield useful design insights	Internal
<p><b>Pfizer Animal Health Division</b>  <a href="http://www.pfizerah.com/index_species.aspx?species=cn&amp;country=US&amp;lang=EN&amp;drug=PU">www.pfizerah.com/index_species.aspx?species=cn&amp;country=US&amp;lang=EN&amp;drug=PU</a></p> <p><b>Project details at...</b>  <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a></p>	<p><b>Vet. Pharmaceuticals:</b>  <b>Specialized Marketing Web site</b></p>	<p>In-development versions of Prototype websites related to <b>Rimadyl</b>, a Pfizer canine arthritis drug.</p> <p><b>Rimadyl.com:</b> education of Veterinarians and consumers</p> <p><b>Rimadog.com:</b> an attempt to build an interactive online community of pet owners</p>	<p>Usability and appeal evaluations of two prototype web sites, now part of the main Pfizer Animal Health website.</p> <ul style="list-style-type: none"> <li>Usability Evaluation</li> <li>Aesthetic Quality Evaluation</li> </ul>	Internal
<p><b>ThoughtMill (Now part of American Systems Corporation)</b>  <a href="http://www.americansystems.com">www.americansystems.com</a></p>	<p><b>Consulting</b></p> <p>Primarily Corporate Information Technology Related</p>	<ul style="list-style-type: none"> <li><b>Thoughtmill’s</b> public-facing corporate website</li> <li>Website of the <b>American Systems Corporation</b>, who had just acquired Thoughtmill</li> </ul>	<ul style="list-style-type: none"> <li>Usability Evaluation</li> <li>Terminology Study</li> <li>Appeal Study</li> </ul>	Internal
<p><b>American Systems Corporation</b>  <a href="http://www.americansystems.com">www.americansystems.com</a></p> <p><b>Project details at...</b>  <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a></p>	<p><b>National Security (i.e. Defense) and related work of a classified nature</b></p>	<p><b>American Systems Corporation</b> public-facing website</p> <p><b>Note:</b> Targeted users are actually U.S. Government procurement officers</p>	<ul style="list-style-type: none"> <li>Competitive Landscape Evaluation (<i>evaluation of about a dozen other company websites</i>)</li> <li>Usability Evaluation</li> <li>Terminology Study</li> <li>Appeal Study</li> </ul>	Internal
<b>S1 Corporation</b>	<b>Software:</b> Financial	<b>S1’s Public-Facing</b>	<ul style="list-style-type: none"> <li>Competitive Landscape Evaluations</li> </ul>	Internal

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<a href="http://www.S1.com">www.S1.com</a>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	Services and Related	<b>Corporate Website</b> Note: Many versions over a period of almost a decade.	(evaluation of competitors' websites) <ul style="list-style-type: none"> <li>• Usability Evaluations</li> <li>• Usability Tests</li> <li>• Terminology Studies</li> <li>• Appeal Studies</li> </ul>	External
<b>M&amp;T Bank</b> <a href="http://www.mandtbank.com">www.mandtbank.com</a>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>CRM (Customer Relationship Management) and Related</b>	CRM and Bank Branch Teller Systems Prototypes	<ul style="list-style-type: none"> <li>• Depth Interviews</li> <li>• Observational Research (Ethnography)</li> <li>• Usability Testing</li> <li>• Information Architecture</li> <li>• UI Design</li> </ul>	Internal External
<b>TrustMark Bank</b> <a href="http://www.trustmark.com">www.trustmark.com</a>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>CRM and Related</b>	CRM and Bank Branch Teller Systems Prototypes	<ul style="list-style-type: none"> <li>• Depth Interviews</li> <li>• Observational Research (Ethnography)</li> <li>• Usability Testing</li> <li>• Information Architecture</li> <li>• UI Design</li> </ul>	Internal External
<b>Bank of America (under contract to GoldLeaf)</b> <a href="http://www.goldleaf.com/">www.goldleaf.com/</a> <a href="http://www.BankofAmerica.com">www.BankofAmerica.com</a>	<b>Banking and Finance:</b>	New Check processing and imaging "backroom" system, cross-continental work coordination/communication system  Interface with physical check sorting equipment	<b>Note:</b> Long-term consulting engagement <ul style="list-style-type: none"> <li>• Depth Interviews</li> <li>• Observational Research (Ethnography)</li> <li>• Usability Evaluation</li> <li>• Information Architecture</li> <li>• UI Design</li> </ul>	Internal
<b>S1 Corporation Enterprise Teller</b>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>Customer Service</b> for Bank Branch Tellers	New Bank Teller System by S1 Corporation	<ul style="list-style-type: none"> <li>• Depth Interviews</li> <li>• Observational Research (Ethnography)</li> <li>• Usability Evaluation</li> <li>• Usability Testing</li> <li>• Terminology Studies</li> <li>• Attractive Quality Studies</li> <li>• Information Architecture</li> <li>• UI Design</li> </ul>	Internal External
<b>Eggs Overnight</b> <a href="http://www.eggsovernight.com/">www.eggsovernight.com/</a>	<b>Shipping, Supply Chain and Logistics</b>	New system to interface with the major shipping firms to complement a proprietary physical container technology and logistics	<ul style="list-style-type: none"> <li>• Depth Interviews</li> <li>• Observational Research (Ethnography)</li> <li>• Usability Evaluation</li> <li>• Information Architecture</li> <li>• UI Design</li> </ul>	Internal

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		systems for high-value fragile items		
<b>State Farm Bank</b> <a href="http://www.statefarm.com">www.statefarm.com</a> (Choose State Farm Bank)  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>Online Banking</b>	Over a period of about 7 years, collaborated with numerous State Farm teams to create the current State Farm Online Banking system	<ul style="list-style-type: none"> <li>• Card-sort/naming/navigation studies (including the complex statistical analysis)</li> <li>• Usability Testing (lab-based)</li> <li>• Usability Testing (in the field)</li> <li>• Depth interviews (50+)</li> <li>• Ethnography</li> <li>• Visual Design</li> <li>• Standards and Guidelines</li> <li>• Information Architecture</li> </ul>	Internal External
<b>SunTrust Bank Small Business Banking</b> <a href="http://www.SunTrust.com">www.SunTrust.com</a>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>Online Banking for Small Businesses</b>	Evaluate the degree to which the current system was meeting the needs of SunTrust's small business users.	<ul style="list-style-type: none"> <li>• Ethnography (small business owners)</li> <li>• Depth Interviews</li> <li>• Usability Review</li> <li>• Usability Testing</li> <li>• Terminology Study</li> <li>• Attractive Quality Evaluation</li> <li>• Information Architecture</li> <li>• UI Design</li> </ul>	Internal External
<b>Regions Bank</b> <a href="http://www.Regions.com">www.Regions.com</a>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>Online Banking</b>	Customization of Personal Online Banking	<ul style="list-style-type: none"> <li>• Usability Review</li> <li>• Standards and Guidelines</li> </ul>	Internal
<b>M&amp;T Bank</b> <a href="http://www.mandtbank.com">www.mandtbank.com</a>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>Online Banking</b>	Evaluation of an online banking prototype	<ul style="list-style-type: none"> <li>• Depth Interviews</li> <li>• Observational Research (Ethnography)</li> <li>• Usability Testing</li> <li>• Information Architecture</li> <li>• UI Design</li> </ul>	Internal External
<b>TrustMark Bank</b> <a href="http://www.trustmark.com">www.trustmark.com</a>  Project details at... <a href="http://www.DonRickertPortfolio/special.html">www.DonRickertPortfolio/special.html</a>	<b>Online Bill Payment</b>	Evaluate the bill payment aspect of an online banking prototype	<ul style="list-style-type: none"> <li>• Depth Interviews</li> <li>• Observational Research (Ethnography)</li> <li>• Usability Testing</li> <li>• Information Architecture</li> <li>• UI Design</li> </ul>	Internal External



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### Notes and Definitions

#### Notes

“Retail” and “eCommerce”, while related, have distinct meanings as used here. **Retail** refers to organizations that sell goods. **eCommerce** refers to organizations that produce systems and equipment to support the **Retail** as well as the **Banking** industries.

#### Definitions

- **Internal:** Refers to users and/or stakeholders who work for the company that sells a product or service to consumers.
- **External:** The actual customers and/or users of a product.
- **Advanced Statistical Analysis:** By “advanced statistics”, I mean going beyond the typical cross-tabulations and pie charts. Advanced statistics are a mathematical way of giving meaning to the numeric data collected from things such as questionnaires, card sorting studies, usability tests and so forth. The statistical methods have names like multiple regression, canonical correlation, multivariate analysis of variance (MANOVA), analysis of covariance (ANCOVA), multivariate analysis of covariance (MANCOVA), Cluster Analysis (used for analyzing Card Sorting studies) etc. These are methods normally mastered in the context of Doctoral studies and, in some cases, as part of earning a Master’s Degree. These methods are very difficult to learn “on the job”.
- **Attractive Quality:** Usability is but one of three components of Product Value. A valuable product is one that customers want to buy and/or use. When it comes to visually-oriented products, people form their initial impressions about value in less than a second. The three components of value are:
  - **Usefulness:** Do people perceive the product as having a useful purpose?
  - **Usability:** Is it perceived as being relatively easy to learn and use?
  - **Desirability:** Is the product appealing enough on an emotional level such that people want it?
- **Aesthetic Quality Evaluation (different name for Attractive Quality Evaluation); Appeal Study:** There are several research techniques used for assessing perceived Attractive or Aesthetic quality, as well as overall Appeal. The two methods most commonly used are Visual Preference Surveys and a method called AttrakDiff. Both make use of special online questionnaire systems.
- 
- **Card-sort/Naming/Navigation studies (see also Terminology Study):** When designing a human-computer interaction, one of the main goals is to match users’ mental models of the interface to the conceptual model intended by the designer. This is especially important when deciding how to group a large number of items (e.g., links or menu selections) into meaningful categories (e.g., menus) in order to facilitate user navigation and decision-making.

One powerful method that can be used to aid in such decisions is the **card-sort**. **Card-sorting** is a research method where users sort cards representing relevant concepts into categories. This method has a long tradition in the Human Factors field as well as other fields, such as marketing research. Such studies are usually done online using special systems such as **WebSort**, which automatically performs the necessary statistical technique (Cluster Analysis), a process that used to take weeks with tradition card-sorting studies, which used physical index cards.

- **Competitive Landscape Evaluation:** This refers to comparing your website (or prototype) to those used by organizations judged to be plausible competitors. The criteria used vary; however, a simple usability assessment based on known usability rules (called



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“heuristics”) is usually the method of choice. The most time-consuming aspect of such studies is often the identification of competitors.

- **Depth Interviews:** A Depth Interview is more or less the opposite of a Structured Interview, where the questions have been constructed in advance. Depth interviews, almost always on the interviewee’s turf, are constructed “on the fly”, asking questions that are relevant to what the interviewee thinks is important. An extremely powerful, but difficult to analyze technique, requiring much skill and experience on the part of the interviewer.
- **Design Research:** A general term applying to any consumer research method designed to yield actionable insights to Designer’s of a product (e.g. a website)
- **Ethnography** (see also **Observational Research**): Skilled observation of end-users of a project on their own turf in order to gain insights that will be relevant to design the best product for meeting their real needs. Often combined with **Depth Interviewing**.
- **Information Architecture:** The formal diagrammatic representation of the flow of a system (website) in terms that the designers and engineers who build the system can understand
- **Observational Research (see Ethnography):** Often used as a synonym for **Ethnography** when applied to obtaining practical business insights
- **Standards and Guidelines:** The principles that should be applied by all teams when designing and building any product, including websites. Standards and Guidelines are often called “**Design Patterns**.”
- **Terminology Study** (see **Card Sort/Naming/Navigation Study**)
- **Visual Design:** The actual “look” of a user interface and all of its elements
- 
- **UI Design:** Applying the **Visual Design** to the **Information Architecture**, following all of the agreed upon **Standards and Guidelines**. Often called “**Mocking up**” and **Prototyping** in its early iterations.

The earliest iteration of a **UI Design**, prior to the **Visual Design** being applied, is usually called a “**Wire Frame**” or “**Wire Frame Prototype**”. There are special software tools specifically designed for wire frame prototyping, such as a product called **Axure. Visio** is often used for this purpose as well.

- **Usability and Ergonomics Research Design:** Specification of protocols to be followed and analyses to be performed for a usability test or more formal type of research study
- **Usability Evaluation:** The general phrase given to all levels of usability assessment, regardless of rigor or whether actual users were involved in the study. There are actually 5 levels of Usability Evaluation rigor. The interested reader can refer to [www.donrickertdesign.com/usability\\_evaluation/](http://www.donrickertdesign.com/usability_evaluation/).
- **Usability Review:** Review of a product or website user interface by several experts, following a standard comprehensive set of guidelines. Useful for finding really serious problems, but not useful for obtaining actionable insights on subtle problems, which are most effectively discovered by actual end-users or customers. Bottom line...it is better than nothing.
- **Usability Testing:** Usability testing means having actual potential users or customers use the product or working prototype to accomplish plausible tasks. Usability testing ranges from fairly informal to extremely rigorous, with metrics recorded and analyzed using inferential statistics. See [www.donrickertdesign.com/usability\\_evaluation/](http://www.donrickertdesign.com/usability_evaluation/). The cost differential between informal usability testing and rigorous, scientifically defensible



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usability testing is exponential. The cost is, however, always far less than the reputation and financial costs associated with releasing a flawed product.

- **Usability Testing (in the field); Field Usability Testing:** Usability testing carried out in an environment similar to where the product (website) will actually be used. With online retail websites, this testing may actually take place in end-users' homes.
- **Usability Testing (lab-based); Lab Usability Testing:** Usability testing carried out in a controlled laboratory environment. To see a video of the observation area of an actual usability lab, go to [http://donrickert.typepad.com/portfolio/usability\\_testing/](http://donrickert.typepad.com/portfolio/usability_testing/) .
- **User Experience consulting; User Experience guidance and education:** This is like any other kind of advisory consulting. The process starts with an assessment of stakeholders' current knowledge and how much they have to learn to accomplish what needs doing.

Usually, clients know far less than they think they know. Overcoming this problem requires mastery of diplomacy!