

Joshua Wilwohl Portfolio

Dashboard

A real-time event app used by international car brands. Users get agenda items, venue information, car details, and drive routes.

User Journey, 2-3

Error Message, 4-6

COVID-19 Message, 7-9

Walkthrough, 10-12

Onboarding, 13-14

Subaru Retail Training Challenge (Quiz)

A web-based quiz for Subaru's car salespeople. Users answer questions about car specifications and receive instant feedback.

Button, 15-16

Automotive Events (AE) Style Guide

Accessible online (<https://autoevents.app/style/>), the guide helps staff write better content and in-app messages.

Style Sample, 17-20

Dashboard, User Journey

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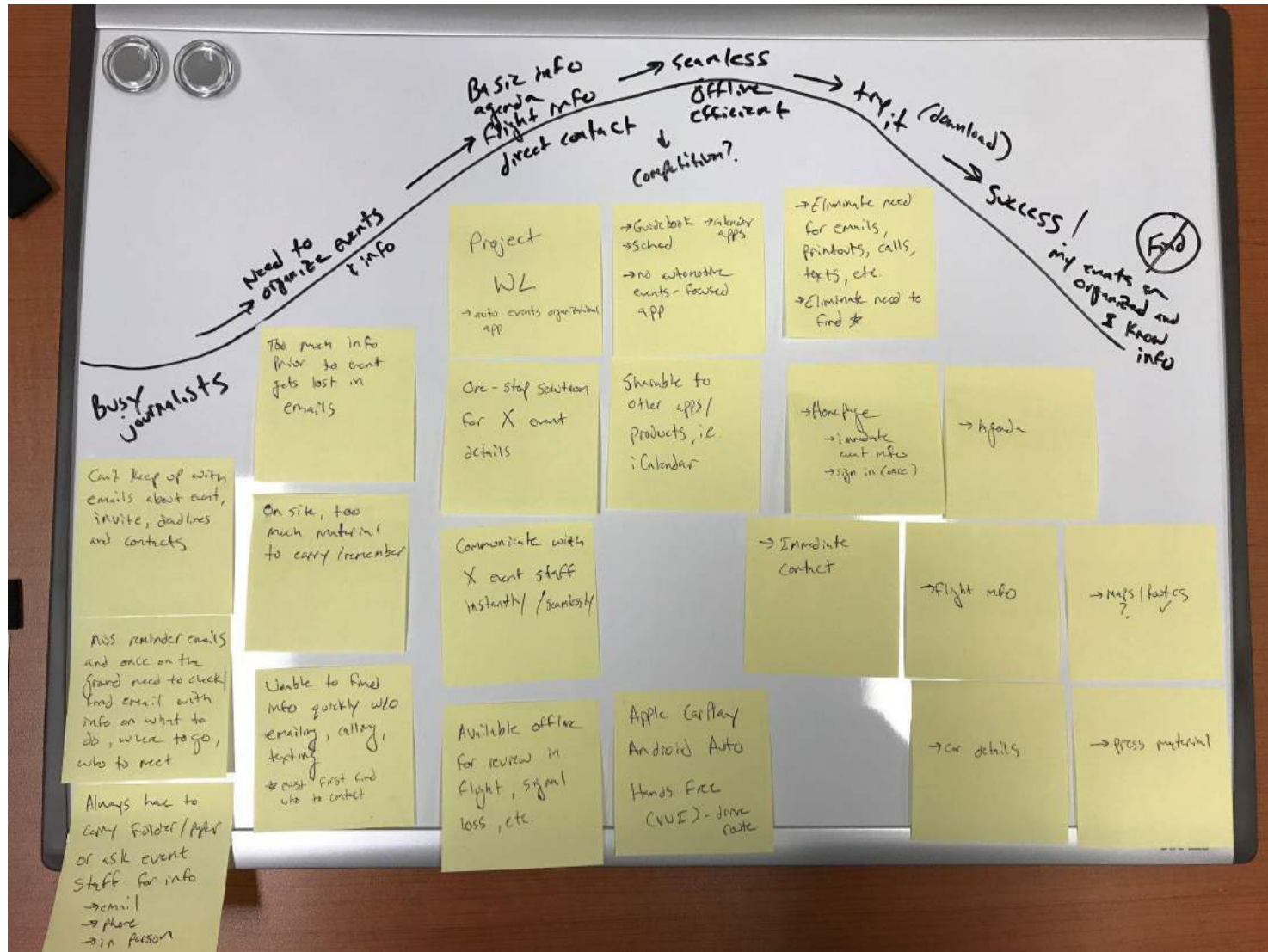
Product: Dashboard

Challenge: Car companies needed a cost-effective way to distribute information to event participants without providing a lot of printed materials. Participants kept losing information because there were too many papers.

Solution: I developed the idea for a mobile app to streamline information. I started by mapping the user's journey, which shows busy car journalists—the app's main users—do not have time to find information in printed materials. I then presented the idea to company stakeholders, who funded the project.

Result: It took about 6 months to build a prototype, and then another 3 months for version 1.0. We're now on version 3.0. I led the initiative as project manager, leading a team of six designers, developers, and researchers.

Dashboard, User Journey
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Dashboard, Error Message

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Product: Dashboard

Challenge: When users create a Dashboard account, it can take a few minutes for an event to appear. Event staff received a lot of questions from new users about why they couldn't see an event in the app. I worked with the registration team during an event to discover the hiccup was rooted in a confusing error message.

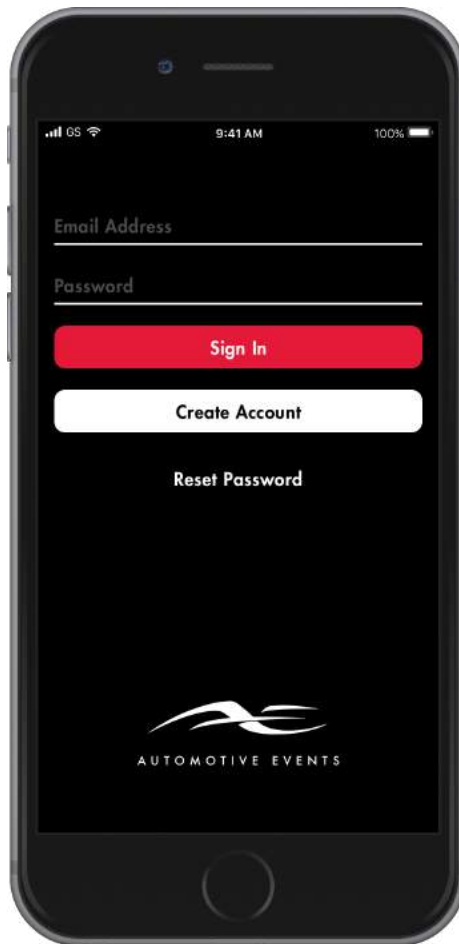
Solution: I rewrote the error message to provide clarity and instruction.

Result: Staff received no more questions.

Dashboard, Error Message

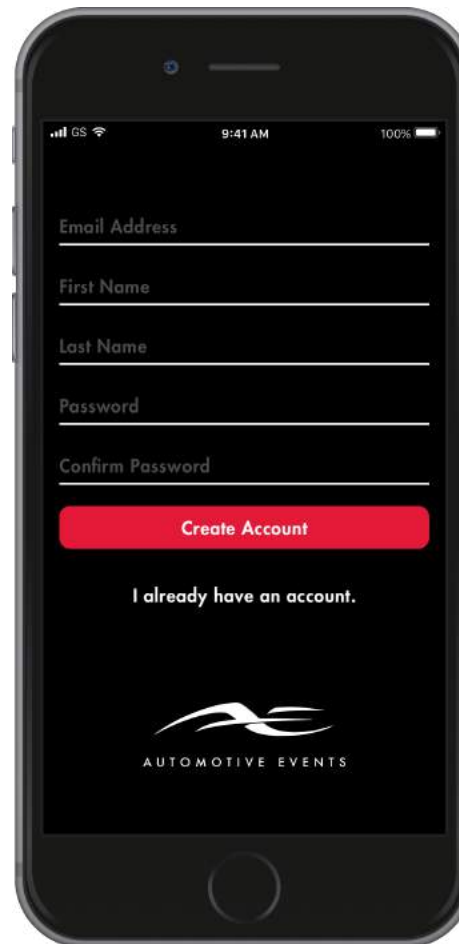
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Home Screen



The Home Screen of the Automotive Events app features a dark background with white text and a red button. At the top, the status bar shows signal strength, 4G LTE, Wi-Fi, 9:41 AM, and 100% battery. Below the status bar, there are two input fields: "Email Address" and "Password". A prominent red button labeled "Sign In" is positioned below the password field. Underneath the "Sign In" button is a white button with black text labeled "Create Account". At the bottom of the form area, there is a link labeled "Reset Password". The Automotive Events logo, consisting of a stylized white wave above the text "AUTOMOTIVE EVENTS", is centered at the bottom of the screen.

Create Account



The Create Account screen of the Automotive Events app features a dark background with white text and a red button. At the top, the status bar shows signal strength, 4G LTE, Wi-Fi, 9:41 AM, and 100% battery. Below the status bar, there are four input fields: "Email Address", "First Name", "Last Name", and "Password". A fifth input field labeled "Confirm Password" is located below the "Password" field. A prominent red button labeled "Create Account" is positioned below the "Confirm Password" field. Below the "Create Account" button, there is a link labeled "I already have an account.". The Automotive Events logo, consisting of a stylized white wave above the text "AUTOMOTIVE EVENTS", is centered at the bottom of the screen.

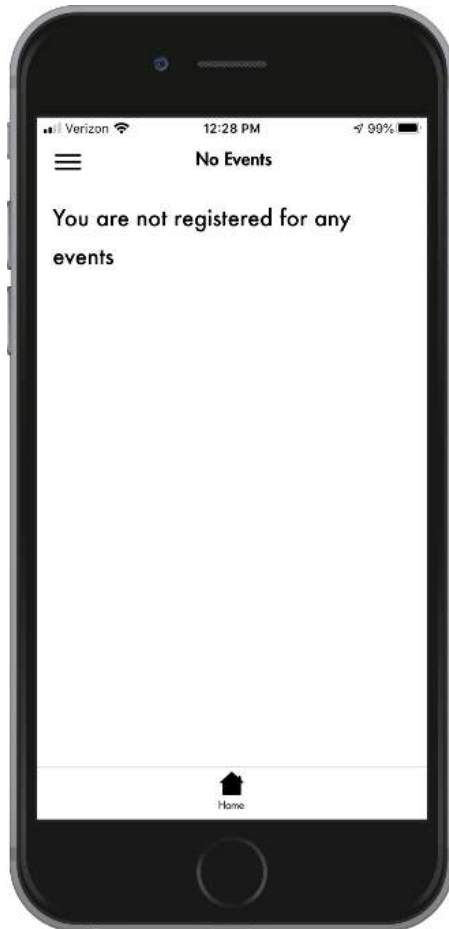
Notes

After opening Dashboard, users have two main options: Sign In or Create Account. If a user creates an account, they're automatically signed in from the second screen after selecting Create Account.

Dashboard, Error Message

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Old Message



New Message



Notes

After a user signs in from the Create Account screen, it takes a few minutes for an event to appear. An old error message informed users they are not registered for any events, which is not true. Instead, their account is not yet linked to an event, and they need to wait a few minutes for this to happen. They also need to refresh the app. I rewrote the message to explain the situation and to provide instruction.

Dashboard, COVID-19 Message

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Product: Dashboard

Challenge: Event participants had to agree to COVID-19 safety requirements by using Dashboard's chat, but requirements were cumbersome and needed condensed for a quick response.

Solution: Working with the design and legal team, I cut all text except for the three points we wanted people to do and the consequence if they didn't agree: "Wear a mask. Keep your distance. Wash your hands. Do you agree? Reply yes to accept our virus safety requirements. If you don't agree, you'll need to go home." I avoided using "COVID" in the message because testing showed a negative connotation associated with seeing the name. The text appeared as a notification and as an in-app message. When one was tapped, it opened the chat, where users typed their response.

Result: 93% of participants responded.

Dashboard, COVID-19 Message
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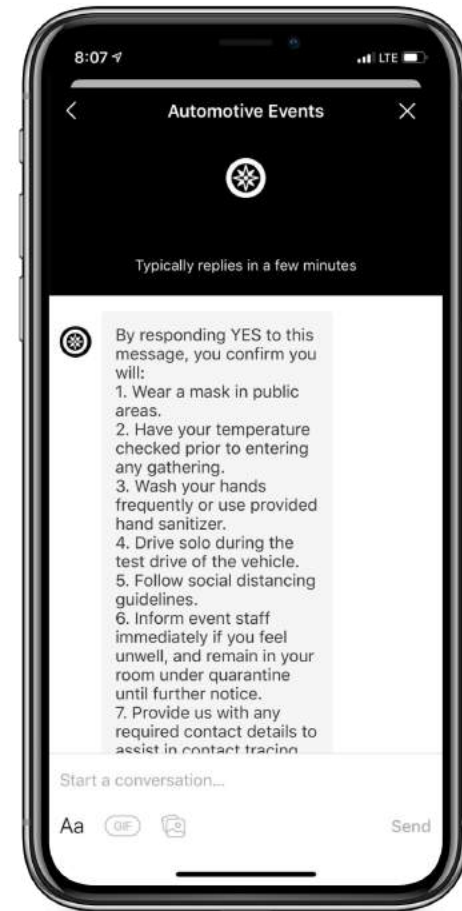
First Draft



Second Draft



Initial Chat Text



Dashboard, COVID-19 Message
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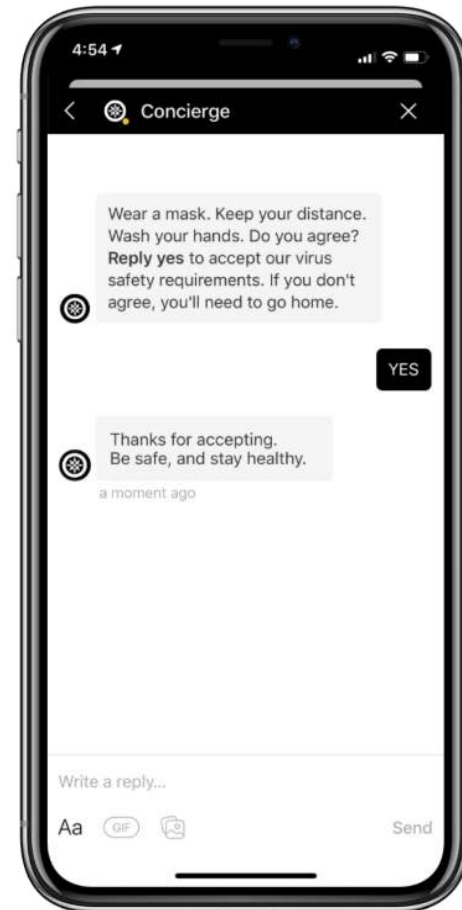
Final Message



Final In-App Message



Final Chat Text



Dashboard, Walkthrough

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Product: Dashboard

Challenge: Dashboard's Routes feature relies on manual operation, not automation. Since most users expect navigation tools to act like the ones they always use, such as Google Maps, they need to know Routes is different.

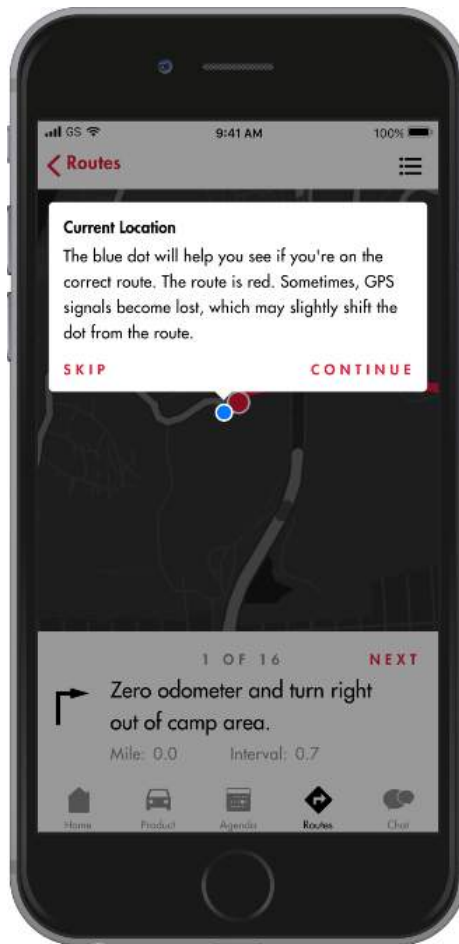
Solution: I wrote a walkthrough that provides event participants with instructions. It appears when someone first uses Routes.

Result: Efficacy of this feature is still under review.

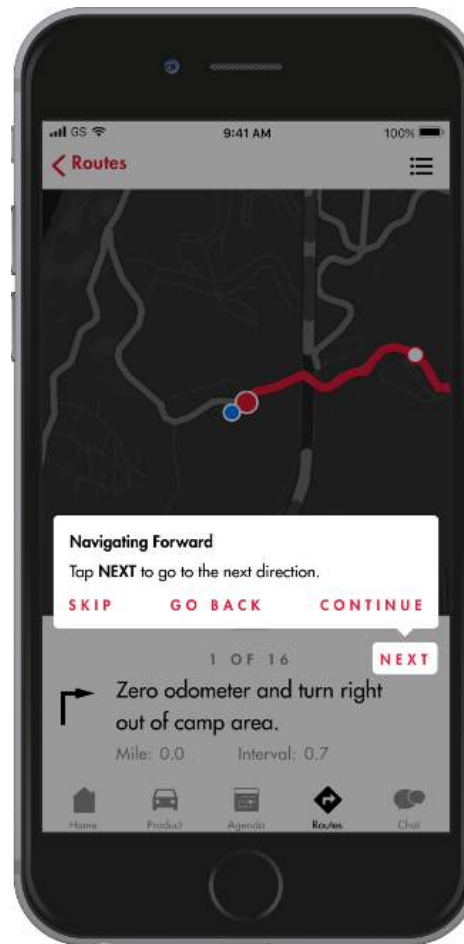
Dashboard, Walkthrough

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1



2



Notes

I opted to use the verbs “go” and “see” instead of the preposition “for” because the verbs are more descriptive of the action that occurs when a participant selects the button.

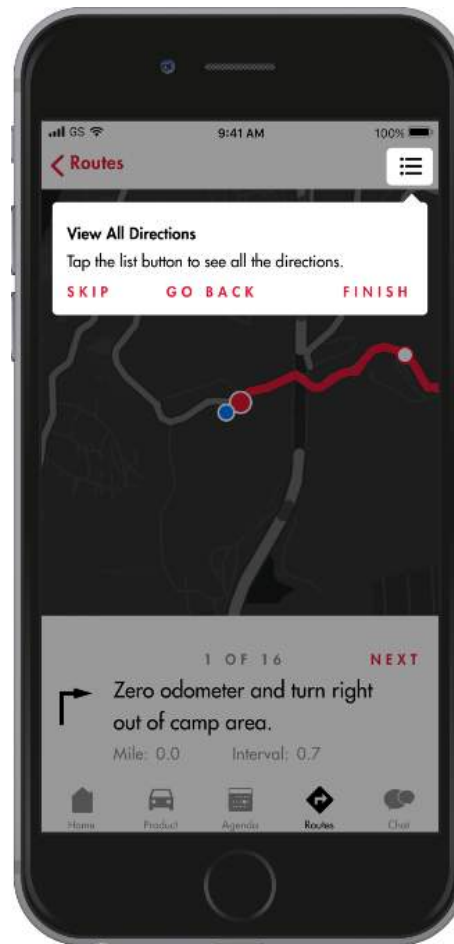
Dashboard, Walkthrough

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3



4



Notes

The first release of this feature used the words Next and Previous to move through the walkthrough. This caused confusion because they are the same words used to move through the directions. I changed them to Continue and Go Back.

Dashboard, Onboarding

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Product: Dashboard

Challenge: Sign-ups were difficult because many event participants were used to receiving papers at check-in. The event registration team said they fielded questions about why they should download the app and how to download the app.

Solution: I came up with the idea for a printed card that explains the app and is handed to participants upon arrival. I worked onsite with the registration team to identify the most-asked question by event participants: What's the drive route? I used this research to write the copy. Using the rule of three, I wrote steps to download the app. But a QR code on the back with a single verb explains it all.


Result: App sign-ups increased by 35%.

Dashboard, Onboarding
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Front



Get your drive route,

location info, dining details, and product specs in the app, Dashboard—plus everything else you need to know. Questions? You can chat with us there, too.



- 1 Open App Store or Google Play.
- 2 Search for **Dashboard AE** and download.
- 3 If you have an account, sign in with your email address and password.

If you're new, tap **Create Account**.



Back

Download.



Be safe.

Wear a mask.
Keep your distance.
Wash your hands.

Subaru Retail Training Challenge (Quiz), Button

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Product: Subaru Retail Training Challenge (Quiz)

Challenge: Subaru of America wanted to convey that the quiz was more than a quiz. It was a competition among car salespeople to see who knew the most about the product they were selling.

Solution: I wrote and tested every variation of the start button text: Sign Up, Start the Quiz, Take the Quiz, Test Your Knowledge, and Take the Challenge. The latter worked best. People preferred “challenge” because it sounded competitive. Sign Up remained as the label for the popup window after selecting Take the Challenge because it is clearer about what people then need to do. Subaru has used this quiz for new products every year since we developed it in 2018.

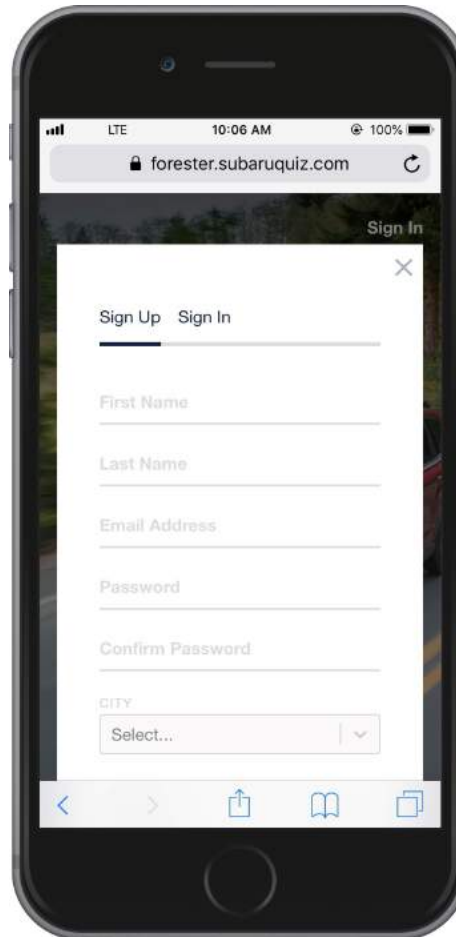
Result: Registration rate was 97%.

Subaru Retail Training Challenge (Quiz), Button
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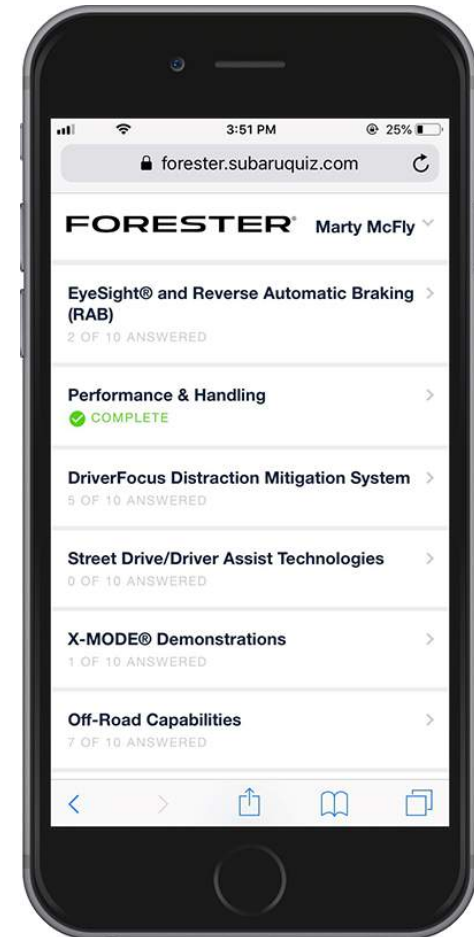
Home Screen



Sign Up Screen



In-Quiz Main Screen



Automotive Events (AE) Style Guide

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Product: Automotive Events (AE) Style Guide

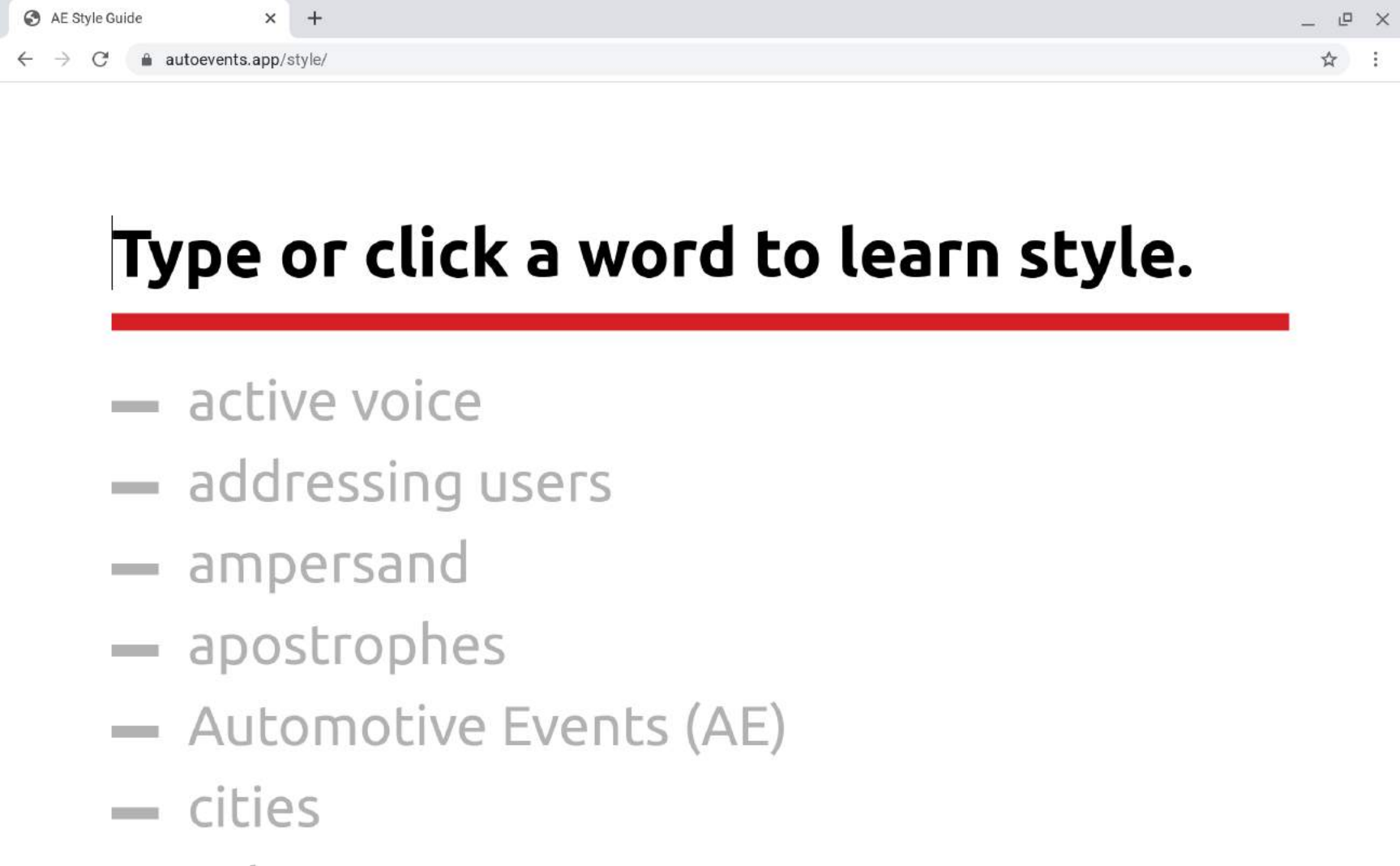
Challenge: When I started with the company, AE had no unified language when talking with event participants. External messages to clients and event participants took the voice and tone of the staff member. I approached company management about creating a style guide alongside the creation of Dashboard. They agreed.

Solution: I established AE's first style guide to unify company language when communicating through digital products.

Result: AE staff wrote better event copy, emails, chats, and push notifications in line with the company's voice and tone.

Automotive Events (AE) Style Guide

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AE Style Guide

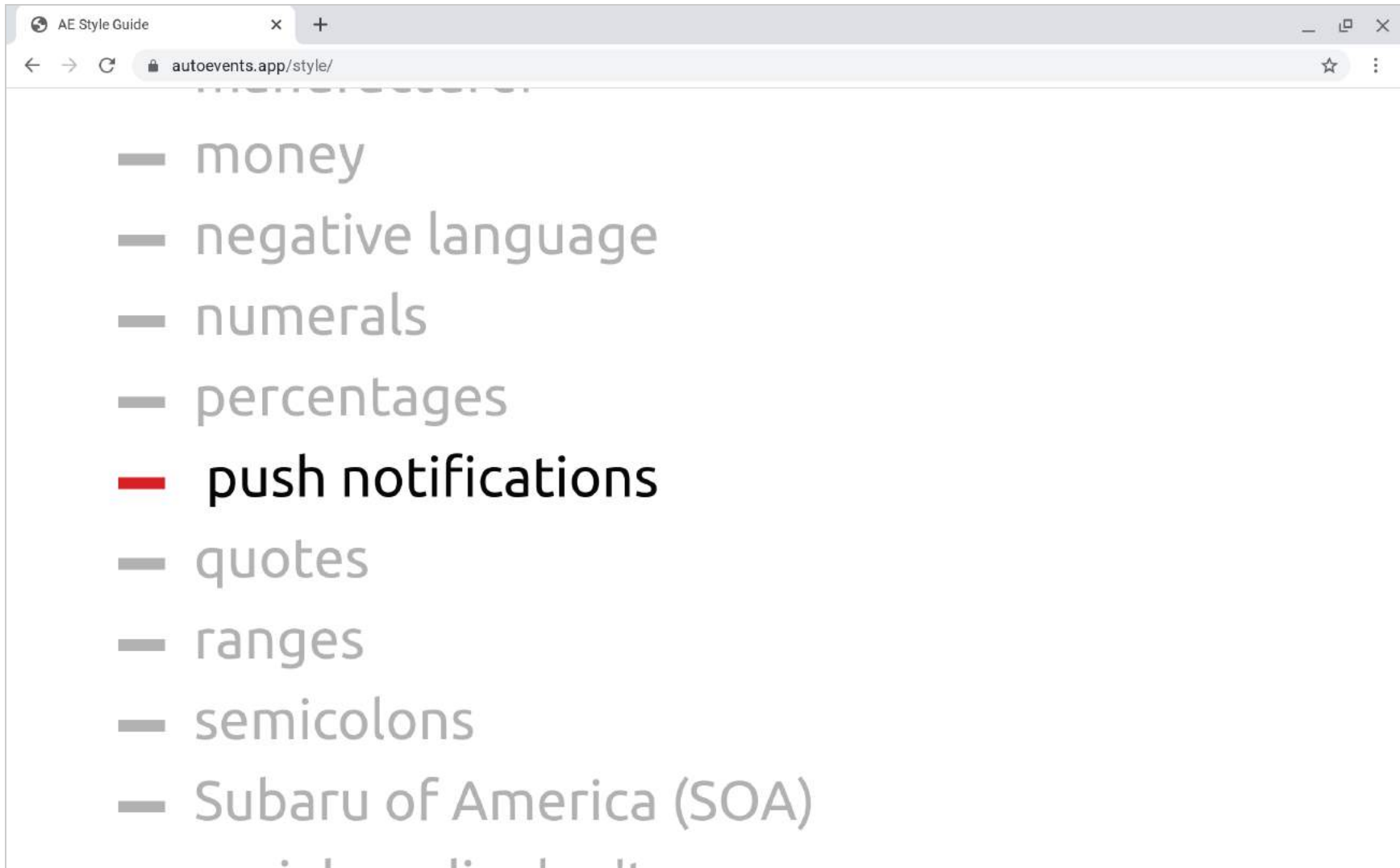
autoevents.app/style/

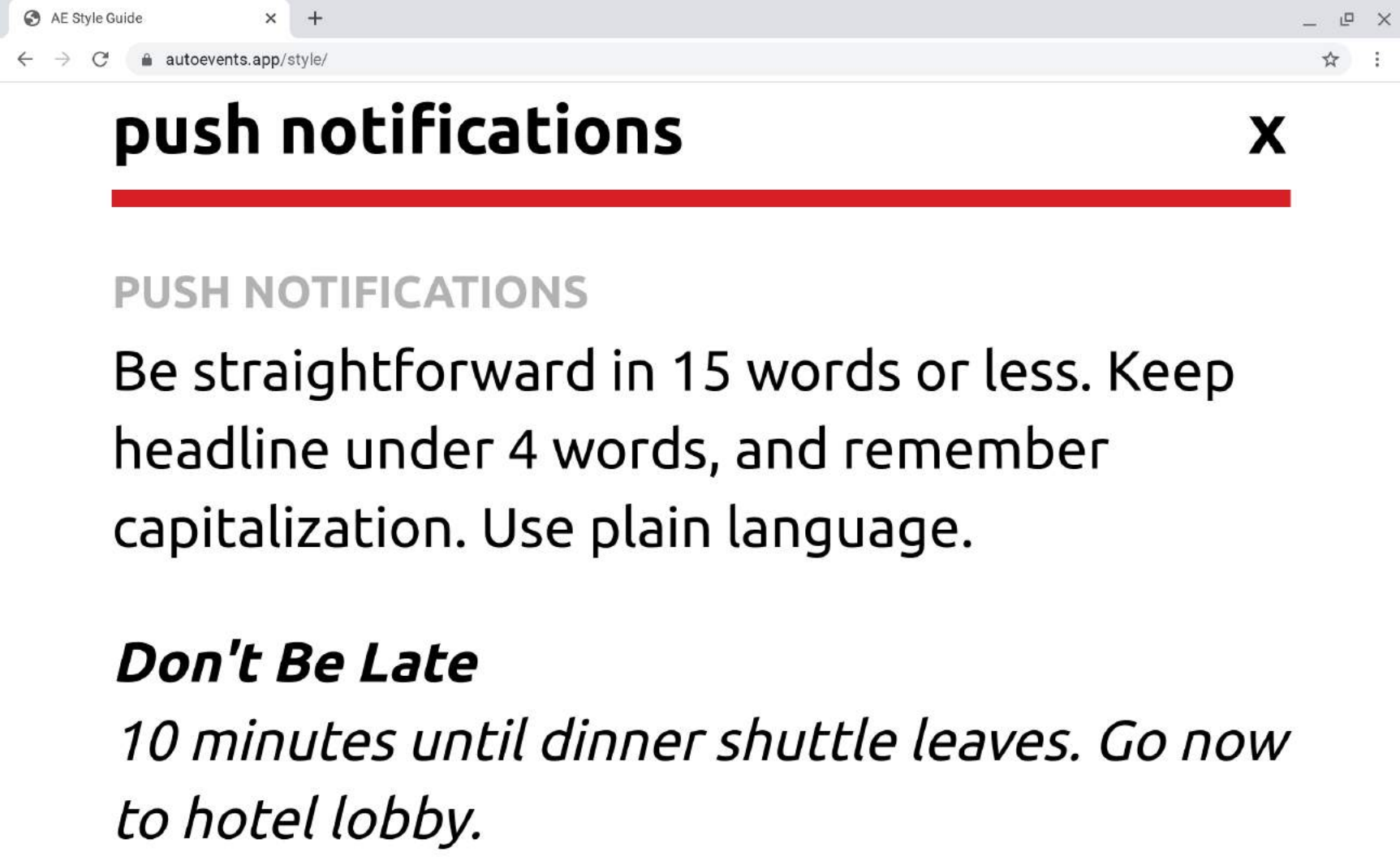
Type or click a word to learn style.

- active voice
- addressing users
- ampersand
- apostrophes
- Automotive Events (AE)
- cities

Automotive Events (AE) Style Guide

Joshua Wilwohl portfolio





The image is a screenshot of a web browser window. The browser's address bar shows the URL "autoevents.app/style/". The page content is a style guide for push notifications. At the top, the words "push notifications" are written in a large, bold, black sans-serif font, followed by a thick red horizontal line. To the right of this line is a large, bold, black "X" icon. Below the line, the words "PUSH NOTIFICATIONS" are written in a smaller, bold, grey sans-serif font. The main body of text is in a black sans-serif font and reads: "Be straightforward in 15 words or less. Keep headline under 4 words, and remember capitalization. Use plain language." Below this, the phrase "***Don't Be Late***" is written in a bold, italicized black sans-serif font. Finally, the sentence "*10 minutes until dinner shuttle leaves. Go now to hotel lobby.*" is written in a black italicized sans-serif font.

push notifications **X**

PUSH NOTIFICATIONS

Be straightforward in 15 words or less. Keep headline under 4 words, and remember capitalization. Use plain language.

Don't Be Late

10 minutes until dinner shuttle leaves. Go now to hotel lobby.