

Digital Innovation Insight Summit

Aligning Digital Expectation with Physical Experience

Carlsbad, California • November 4 - 6, 2019



Digital Innovation
Insight Summit

HashedIn

ABOUT

Design @ HashedIn

Hashedin

HashedIn User Experience (HUX) Design Process



USER RESEARCH

Define goals of the redesign, define users, motivations and business goals



IDEATION

Analyze the content of the application, match that with the business goals and re-define the right user experience



DESIGNING

Explore design patterns and ways to visually represent the information. Sketching, wireframing, moodboards & style guides



USABILITY & EFFICIENCY

Validate the ideas, get feedback from users and or from stakeholders and quickly iterate to improve and align the results

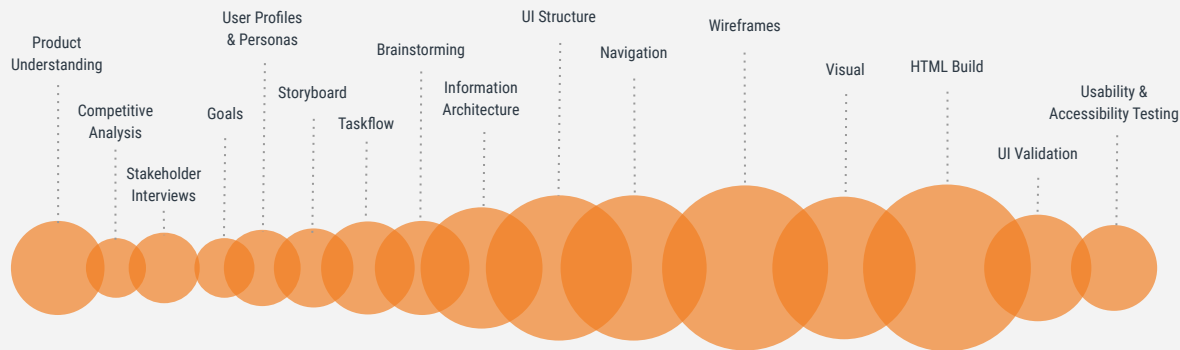


ACCESSIBILITY & INCLUSIVE DESIGN

Validate the UI against WCAG principles & Section 508/VPAT and render accessible UI

User Experience Breadth

Our priority is to enhance user satisfaction with a vision to improve the usability, accessibility and provide pleasure while you interact with the product.



Our UX Offerings

We focus on User Centric design. We combine our innovative design and technical mastery to deliver awesome experiences for various sizes and flavours



INTERACTION DESIGN



USABILITY



VISUAL DESIGN



INFORMATION ARCHITECTURE



TYPOGRAPHY



FUNCTIONALITY



USER INTERFACE



CONTENT STRATEGY



ACCESSIBILITY

USER EXPERIENCE DESIGN Proposals

Hashedin

pampered🍴chef

PROPOSAL



OWNED DIGITAL PLATFORM

Build our own digital platform - develop a platform to help our contract consultants (40k) connect with their customers, build a relationship and sell our products in an authentic engaging manner. The goal is to build customer loyalty, drive sales for pampered chef and enable our consultants to maximize their earnings in a simple manner.

OUR UNDERSTANDING

CONSULTANTS

- Easy to upload products, pitch videos or advertise products & offers
- Ability to measure earnings / sales and watch trends over time

CUSTOMERS

- It is easy to search & buy products, payments, tracking orders and giving feedbacks or taking help
- Customer engagement with rewarding experience, recurring & personalized notification, informative article & video

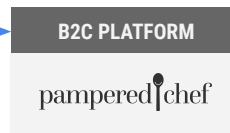


**CONSULTANT
CAN**

Upload products, Advertise & create offers
Measure earnings & sales

NEEDS

Intuitive experience, Transparency & Clarity of info.



B2C PLATFORM

pampered|chef

Owned products



**CUSTOMER
CAN**

Search & buy products, earn reward points
Provide feedback, Solicit customer desk help

NEEDS

Effective filtering experience

RESEARCH



Meeting with SME,
Analyse data points
& arrive at user
insights/patterns

10-12 DAYS

UX DESIGN



Strategize the
experience design
across personas

5-7 DAYS

WIREFRAMING



Low-Fi Wireframes,
Prototypes of all
user stories & flows

15-17 DAYS

VISUAL DESIGN



Moodboarding,
design inspirations
& style-guides

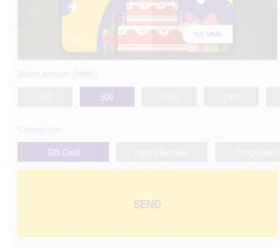
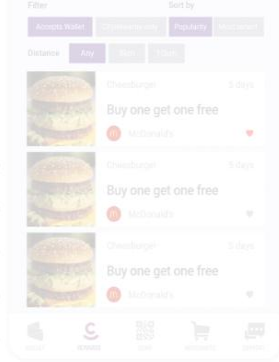
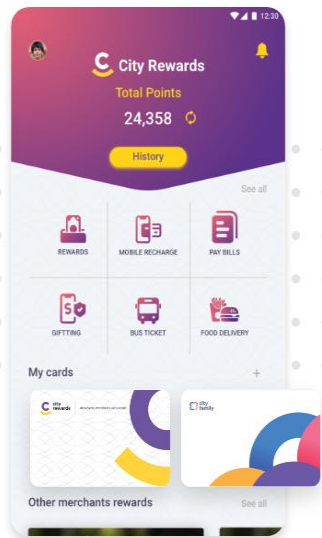
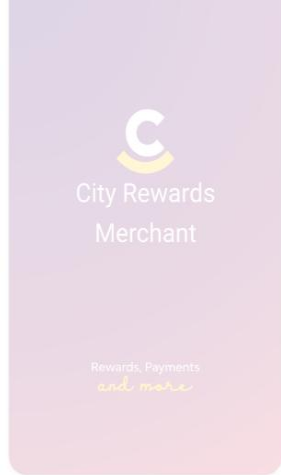
10-12 DAYS

COLLATERALS



Video footage &
editing, explainer
videos & brochures

T & M



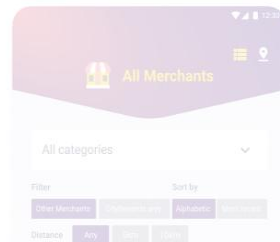
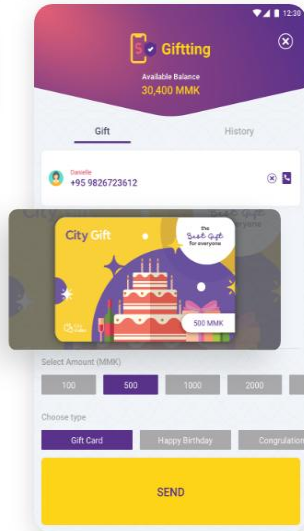
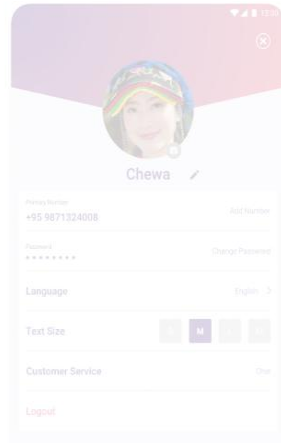
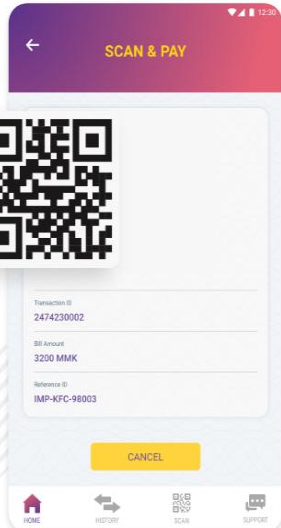
Deals of the day!

Promotion &
Offers

Easy
discoverability of
products

Loyalty & Gift
Cards

Payment Gateway
Integration





PROPOSAL



CONFERENCE EXPERIENCE

In the past, we have struggled to find ROI on our conference advertising and marketing investments. Last year we took an experiential approach to the conference and saw success. We want to take it further through more experience interactions and events at the conference to connect better with our buyers and influencers. MQLs and attendance will be the measures of success.

OUR UNDERSTANDING

EVENT ORGANIZERS

- Annual conference or event experience platform with attendees
- Counters of attendance and MQLs involved
- Success graph over a period of time and individual event as well
- Conference connectivity features and settings for interactive & easy setup.

ATTENDEES

- Intuitive, easy-to-use experience
- Soft push “nudging” enticing the user to attend more



STAKEHOLDER MEETING	USER RESEARCH	UX DESIGN	WIREFRAMING	VISUAL DESIGN
<p>Understand the requirements from SME standpoint</p>	<p>Analyse data points & arrive at user insights/patterns</p>	<p>Strategize the experience design across personas</p>	<p>Low-Fi Wireframes, Prototypes of all user stories & flows</p>	<p>Moodboarding, design inspirations & style-guides</p>
3-5 DAYS	4-5 DAYS	3-4 DAYS	12-15 DAYS	10-12 DAYS

JOURNEY MAP

JOHN DOE



STAGES

ACTIONS/
MOTIVATIONS

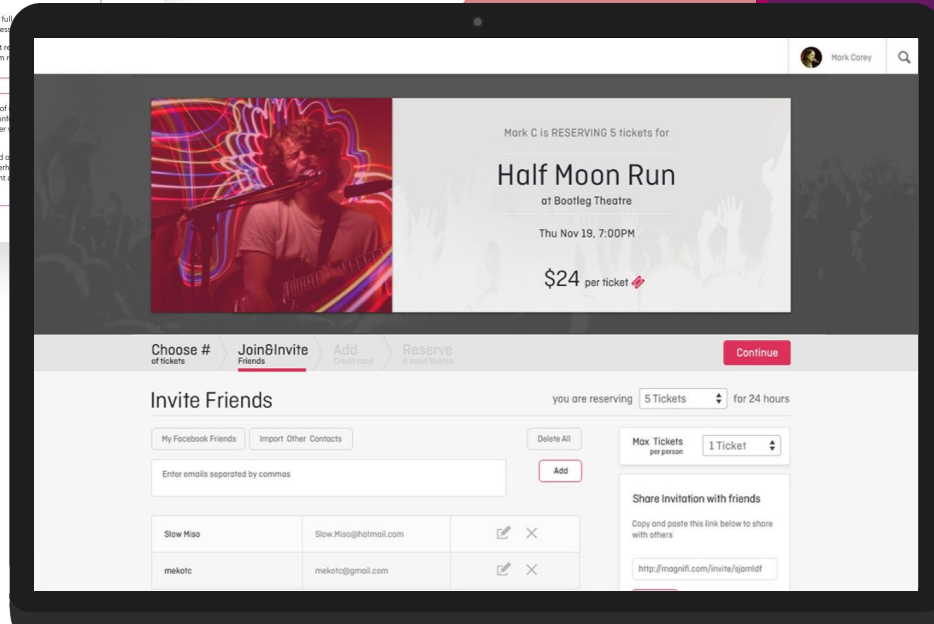
PROBLEMS

OPPORTUNITIES



Extending group invitations using social connections

Guiding user experience

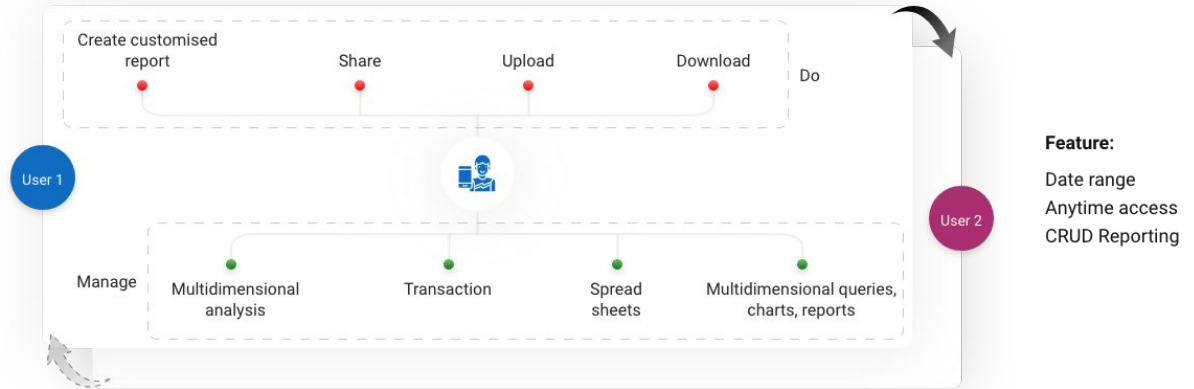


INTERACTIVE REPORTING

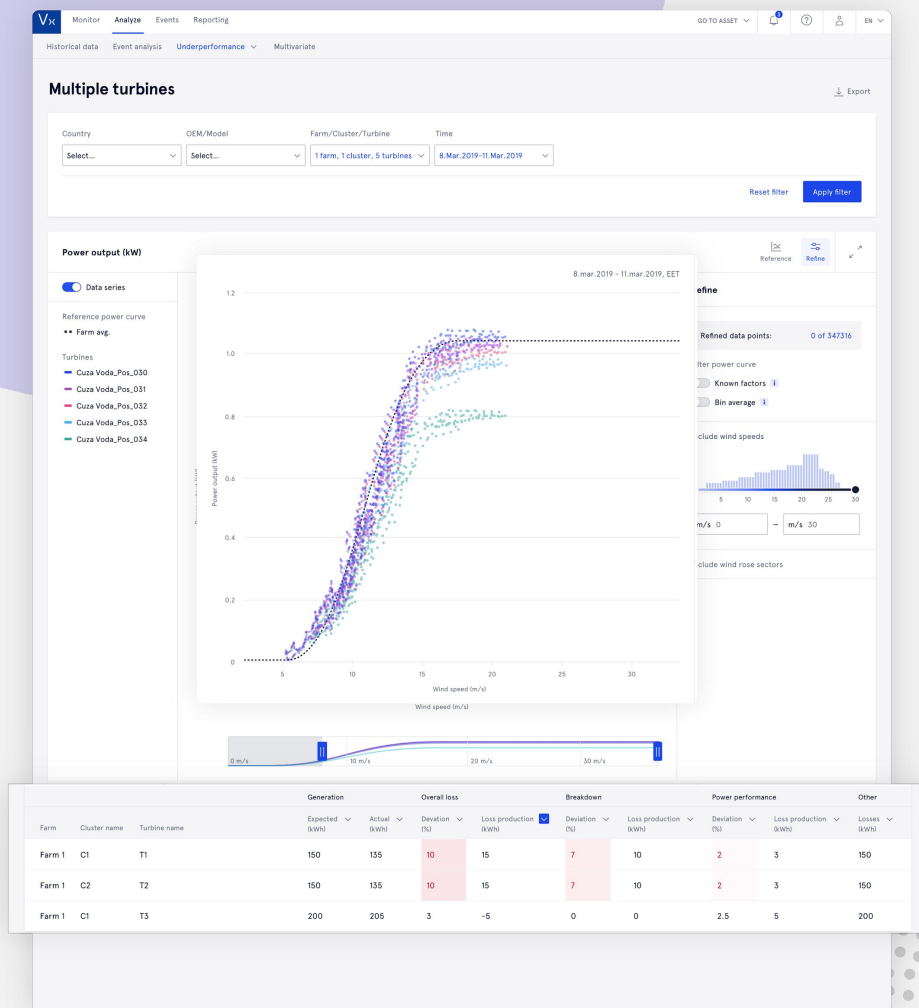
We are developing an interactive solution for assessment reporting. We are taking a user-centric approach through persona development and user interviews. We would like to serve up the right data to the right individual using a UI that is interactive and intuitive. Potentially using an API layer to serve data to integrate better with other online systems.

OUR UNDERSTANDING

- We would help you to build up an interaction design of the Reporting tool which will have the capability of auto customization of the report based on different user role
- User will have capability to customize the reporting dashboard ,take quick actions/decisions
- We need to work on the IA, Interaction design (Wireframes, Visual design and Prototype)



STAKEHOLDER MEETING	USER RESEARCH	UX DESIGN	WIREFRAMING	VISUAL DESIGN
Understand the requirements from SME standpoint	Analyse data points & arrive at user insights/patterns	Strategize the experience design across personas	Low-Fi Wireframes, Prototypes of all user stories & flows	Moodboarding, design inspirations & style-guides
3-5 DAYS	4-5 DAYS	5-7 DAYS	15-17 DAYS	12-15 DAYS



Filter power curve

☒ Known factors

☐ Bin average

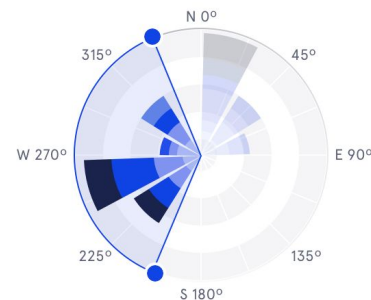
Include wind speeds

Reset



Include wind rose sectors

Reset



Business
Intelligence &
Analytics

Insights & Patterns

Sparklines,
Histograms,
Sunbursts

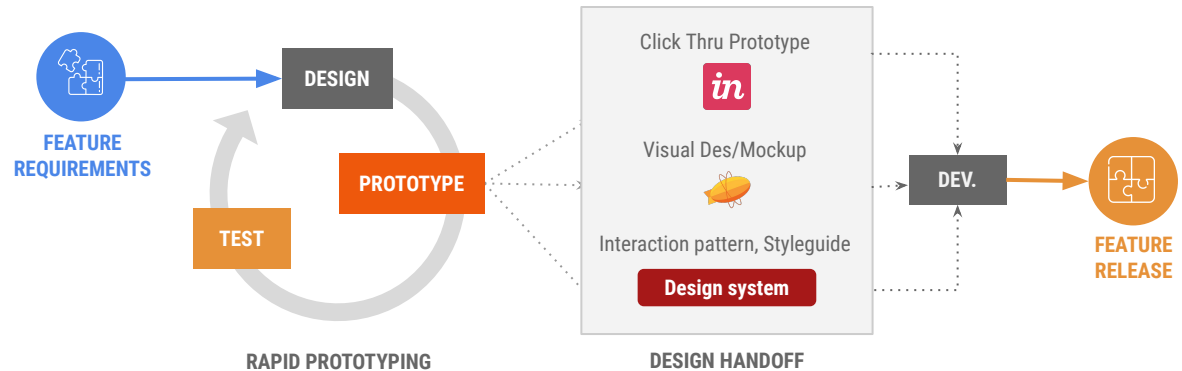
Thresholds,
Forecasting &
Information
Design

INTERACTIVE PROTOTYPES

We are in the process of creating interactive prototypes of existing software as well as products being developed. This approach has several advantages: commercial pitches, predictive product innovation, UX/UI testing, and seamless developer handoff.

OUR UNDERSTANDING

- Create rich interactive prototypes, transitions and add micro-interactions to transform your static screens into working prototypes.
- Easy for developer to navigate and understand flow of information and screens.
- To create a performance hypothesis and then validate (or invalidate) it with data.
- Test product performance to see if it meets customer satisfaction



INFO. ARCHITECTURE	WIREFRAMING	RAPID PROTOTYPING	USABILITY TESTING	VISUAL DESIGN
Structuring content in sustainable format to understand task analysis & user flows	Paper Sketches, Low-Fi Wireframes, Prototypes of all user stories & flows	Think-aloud protocol to understand user's pain points	Think-aloud protocol to understand user's pain points	Moodboarding, design inspirations & style-guides
3-5 DAYS	15-17 DAYS	60 DAYS	60 DAYS	12-15 DAYS

My Smart Rooms

+ Add Room



Living Room

6 devices active



Lounge

3 devices active



Master Bedroom

4 devices active



Kitchen

3 devices active



Study Room

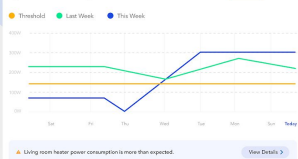
No active devices



Bathroom

No active devices

System Info & Usage



12:52 PM
Friday, Aug 27

Drizzling now
It should clear up by 2pm

64°F 20% 2km/h



Silent exit ☒

Entry delay ☒

See camera footages



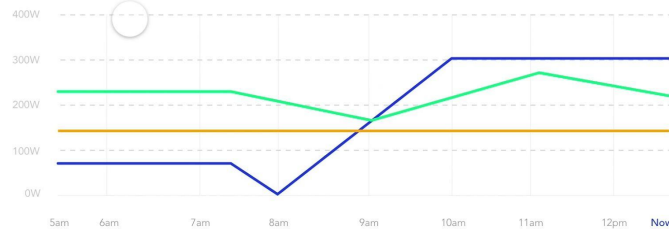
Smart Home security
& Control UI

Interaction designed
using Adobe XD

System Info & Usage

Today This Week This Month

● Threshold ● Last Month ● This Month





PROPOSAL



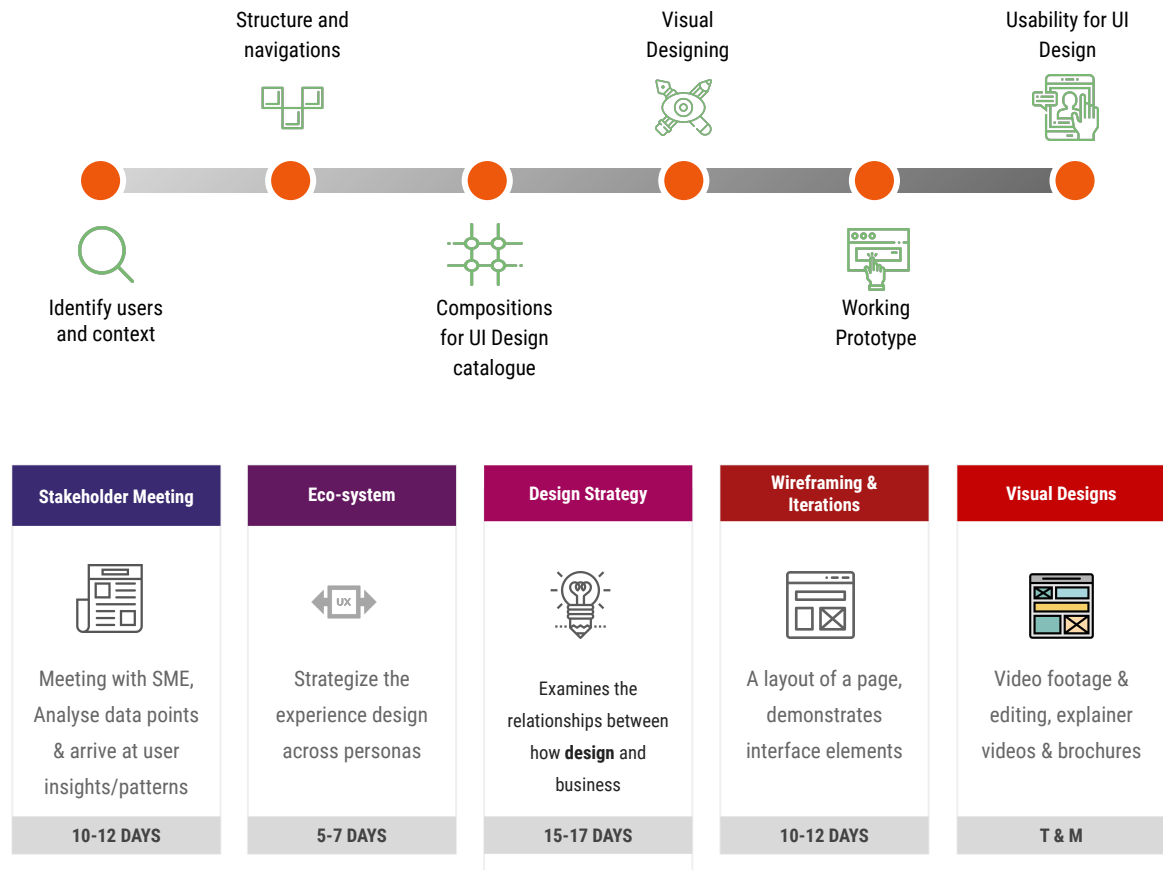


Design System

To create a Design System that can afford us consistency in our Designs and create a One Bank experience across our business lines. Concerns with making the system extensible enough to support all business lines, and the technology and talent needed to deliver on the value statement.

OUR UNDERSTANDING

- Understanding the potential user's capabilities of the product and their real life scenarios.
- Ranking the scenarios based on the users interaction form their goals with the product.
- Understanding the brand identity and meet the visual elements with brand-standards.
- Conduct testing with the users, record those videos and eliminate the weak points and recommend the visual compositions









Review overview

Pillar status







Security :	🔴 Partially Answered
Cost :	🟢 Answered
Operations :	🟢 Answered
Reliability :	🔴 Not Answered
Performance :	🔴 Partially Answered

STATES AND COLORS

Primary button:

	Active state		Primary color (B)
	Hover state		Primary color fill (B) - brightness (B) + saturation (B)
	Disabled state		Fixed (#626262)

Secondary button:

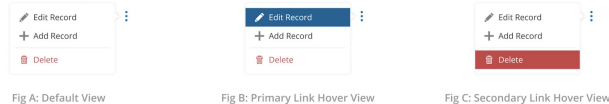
	Active		Primary color (border)
	Hover state		Primary color fill (B) - brightness (B) + saturation (B)
	Disabled state		Text Fixed (#979797), Outline Fixed (#626262)

BUTTON GROUP

Button group states

	Active state		Primary color (B)
	Hover states		Primary color fill (B) - brightness (B) + saturation (B)
	Disabled state		Text Fixed (#979797), Outline Fixed (#626262)

Design



Specifications



UNISYS Design System

To build rich & consistent experience

UI Component Libraries, Sketch & Adobe XD plugins (Craft, Abstract)



PROPOSAL

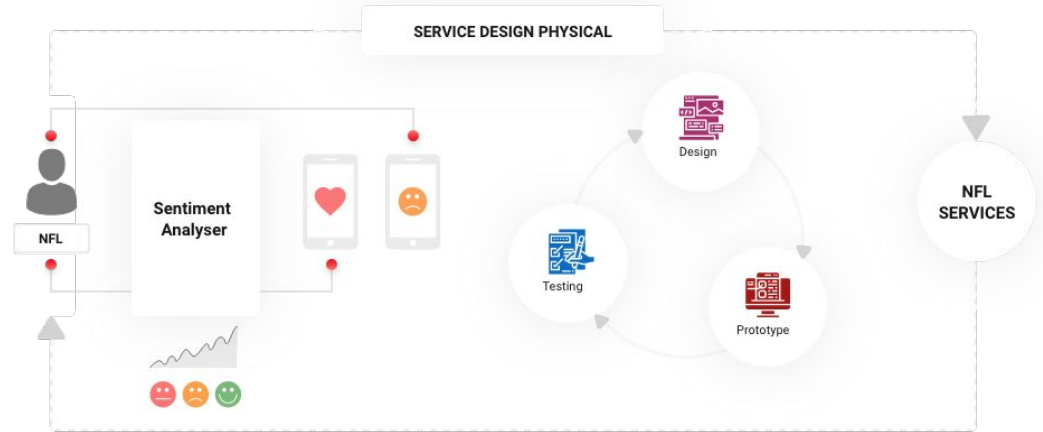


SENTIMENT ANALYSIS

Creating a dynamic, near real time monitoring system to track user sentiment engagement with digital product experience. Due to the power of our brand, the user's impression of our brand versus their actual experience with the digital products can be divergent. Being able to separate the brand halo effect from the actual product pain points would enable the team to know where to improve the product.

OUR UNDERSTANDING

- Live tracking system for user experience and emotional mapping.
- Visualization consist actual versus believed in the feedback of the system.
- Engaging events for the user to spend more screen time.



STAKEHOLDER MEETING	USER RESEARCH	UX DESIGN	WIREFRAMING	VISUAL DESIGN
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3-5 DAYS	4-5 DAYS	5-7 DAYS	15-17 DAYS	12-15 DAYS

All

Q

[Buy Again](#)
[Browsing History](#)
[Cody's Amazon.com](#)
[Early Black Friday Deals](#)
[Gift Cards](#)
[Registry](#)
[Sell](#)
[Help](#)

[LG Electronics OLED55E8PUA 55-Inch 4K Ultra HD Smart OLED TV \(2018...\) > Customer reviews](#)

Customer reviews

★★★★☆

18

3.9 out of 5 stars

5 star

67%

4 star

11%

3 star

5%

2 star

0%

1 star

17%

Write a review

LG Electronics OLED55E8PUA 55-Inch 4K Ultra HD Smart OLED TV (2018 Model)

by LG

Size: 55-inch

Change

Price: \$2,296.99

prime

Top positive review

See all 14 positive reviews >

Mayra S. **TOP 1000 REVIEWER**

★★★★★

With Google Assistant and new Alpha 9 Processor, 2018 LG Oled's are great upgrades for first time 4K/HDR/Oled Owners

May 3, 2018

(This is a lengthy review broken into two parts. The first part is what's new with 2018 Oleds with my review, and the second goes over general Oled info and 2018 specs. Please note that I am waiting on my 2018 C8 Oled and will update my review accordingly).

Since 2016, LG's Oleds have become front runners on what to expect from a top of the line television in terms of visual ability and features. Now with several other companies

[Read more](#)

146 people found this helpful

Top critical review

See all 4 critical reviews >

Brett W.

★★★★☆

Extreme stuttering (no soft transition between frames) is an important factor to consider with OLED TV's

August 3, 2018

When frame a 0 m Read 27 pe

OVERALL INSIGHTS

RATING AND REVIEWS INSIGHTS

- Customers are very satisfied with the clear picture quality and brilliant colors. (27)
- Customers appreciate the thin design of the device, which makes it look like a piece of art on the wall. (11)
- Customers are very happy with the fast installation/setup which allows them to have the TV ready in few minutes. (10)
- Customers appreciate how the One Connect Box easily connects to all the devices. (8)
- The reviews were collected as part of a promotion. (6)
- Customers was pleasantly surprised to see how the remote could control all the connected devices. (6)
- Customers are delighted with the sound quality, and state that there is no need for an extra soundbar. (4)
- Customers are very happy with the voice command function as they can use it very easily and accurately. (2)
- Customers are comparing the Q9F with other devices stating that this provides better images in any light condition. (2)
- Customers perceive Samsung attention to details: as all the pieces inside the box are in the order that they will be needed during the installation. (2)

Brand Monitoring

Manage crises better

Meaningful product analytics

TRACKING: ON

UPDATED:

SKU

Q66SQ9F

MARKETS

Germany, Netherlands, United Kingdom

CHANNELS

mediamarkt.de, samsung.com/nl, samsung.com/uk, samsung.com/de, johnlewis.com, saturn.de, richersounds.com, otto.de, avforums.com

REVIEWS (TOTAL)

132

131 with rating

1 without rating

REVIEWS (ANALYSED)

106 - most recent review: Nov 29, 2017

RATINGS BREAKDOWN

4.84 out of 5 stars

5 Star

113

4 Star

13

3 Star

4

2 Star

1

1 Star

0

Good Morning
Katrina Bennett

MARKMATTE

Sentiment Meter

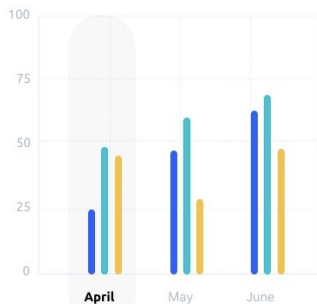
Overall ratings



[View Recent Activity](#)

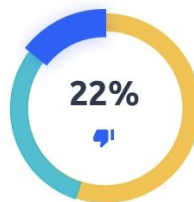
Sentiment Analysis

Month wise



Date Range **Apr - Jun**

Showing for the month of
APRIL



1,233
No. of Posts

1.1 M
Reaction Received

1.2 M
Male Mentions

0.8 M
Female Mentions

OVERALL INSIGHTS

RATING AND REVIEWS INSIGHTS

- > Customers are very satisfied with the clear picture quality and brilliant colors. (27)
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TRACKING: ON	UPDATED:
SKU @ Q9FQ9F	
MARKETS @ Germany, Netherlands, United Kingdom	
CHANNELS @ mediamarkt.de, samsung.com/nl, samsung.com/uk, samsung.com/de, johnlewis.com, saturn.de, richersounds.com, otto.de, avforums.com	
REVIEWS (TOTAL) @ 132 132 with rating 1 without rating	
REVIEWS (ANALYSED) @ 106 - most recent review: Nov 29, 2017	
RATINGS BREAKDOWN @	
4.84 out of 5 stars	
5 Star	113
4 Star	13
3 Star	4
2 Star	1
1 Star	0

Brand Monitoring

Manage crises
better

Meaningful
product analytics



MULTI-VARIATE TESTING

Create the ability to run multivariate tests with a beta user community that requires a low development effort. The tests should be self service and would need to be targeted to a beta community. The environment would need to be able to track user behavior.

OUR UNDERSTANDING

BETA USERS

- Start using the prototype version of the product from the said date
- Try completing a typical task
- Provide feedback to selected features (if felt stuck)

STAKEHOLDERS / PRODUCT OWNERS

- Understand KPIs like # of users logged in versus currently using
- Look into User Behavior on screens / flows / product
- Watch usage trends and sentiments



BETA USERS CAN

Use the product, try out features,
provide feedback (if felt stuck)

NEEDS

Seamless experience & should not get
hindered in any way



USER TESTING TOOLS



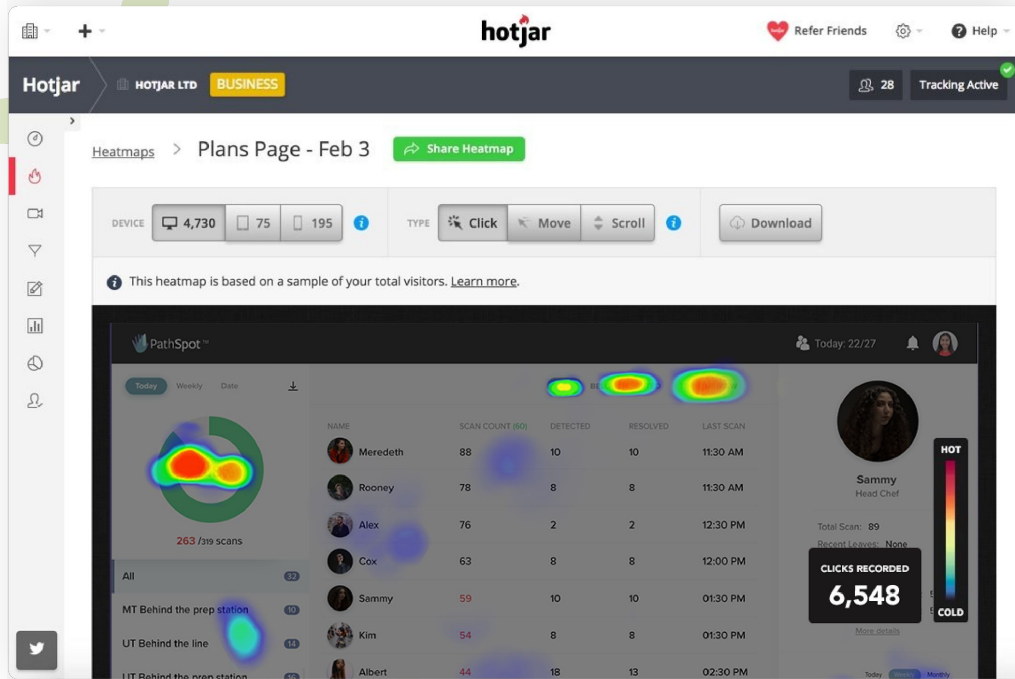
STAKEHOLDER / PRODUCT OWNERS CAN

Conduct multivariate testing with set of beta
users (5-seconds testing, Usability testing
and/or A/B testing)

NEEDS

Track user behavior, screen clicks/movements


CHOOSE THE TOOL	CODE INJECTION	BETA LAUNCH	TESTING & SUPPORT	REPORTING
Select the tool based on context, environment & pricing	Insert Javascript Code snippet into HTMLs and perform code testing	Prepare for beta launch and go-live on necessary environment	Testing window starts and beta users log into the product	The tool provides user analytics report (heat maps, conversion funnel)
2 DAYS	1 DAY / 5 SCREENS	--	T & M	1 WEEK



CO

Client Zone Associate Zone Business Enquires

We help discover the best talent!



Looking for the jobs?

Register with us & find the perfect job that suits you

Login Register



QUANTITATIVE UX RESEARCH

Increase data mining abilities of collected user behavior data that can provide insights to optimizing user flows, targeting content & driving personalization. Would need to be able to integrate a variety of data sets, normalize and create reporting and analysis.

OUR UNDERSTANDING

UX RESEARCHER

- Prepare a perfect quantitative research test plan based on the business goal
- Conduct best suited Quantitative research techniques to achieve an efficient data set for identifying user behaviour related to specific user flows /contents etc
- Produce end research reports (Analytical)through data sanitization,data mining and analysis.
- Produce report of UX KPI(s) Task Success rate ,Time on task,User error rate/retrieve rate

STAKEHOLDER / PRODUCT OWNER

- Understand Business KPIs like Business goal, Expected ROI, User adoption to the target business goal
- Collaborate with testing team and validate if expected vs actual user behaviour is aligned to business need



RESEARCH CAN

Produce analytical reports defining the UX KPIs

NEEDS

Access to the targeted users set for conducting seamless quantitative research



USER TESTING TOOLS

Morae®

QIMOTIONS®



STAKEHOLDER / PRODUCT OWNERS CAN

Give business insights and help to understand the business KPIs and help in giving access to their users

NEEDS

Holistic analytical report defining user behaviour

RESEARCH PLAN	SET ENVIRONMENT	CONDUCT & DEBRIEF	DATA ANALYSIS	REPORTS
Understand goal, Define KPI(s),Decide method and prepare test plan doc	Set test environment, Recruit the users	Moderate, Coordinate & observe	Data sanitizing/ synthesis,Data mining & Analysis	Generate Analytical reports
10-12 DAYS	3-5 DAYS	3-5 DAYS	10-12 DAYS	3-5 DAYS

Customer expectations of online retailers in Bangladesh

Interviewer: Name _____ BRACU ID: _____
 Interviewee: Name _____ Phone No: _____

Q1) Which Year you were born? _____ Q2) Started to use computer at _____ years of age

Q3) Gender: Male / Female _____ Q4) Your highest level of education: _____

Q5) Have you ever shopped online: Yes / No _____ Q6) Do you actively use Facebook: Yes / No _____
 If Yes, which site: _____ Do you use: Twitter / Instagram / Pinterest / Viber / Skype _____

Q7) Which language do you prefer when reading online: English / Bengali _____

Q8) What do you want to buy online? Rank your top 5 choices with 1 to 5.

Books <input type="checkbox"/>	Consumer electronics and computers <input type="checkbox"/>	Grocery <input type="checkbox"/>	Toys <input type="checkbox"/>
Household appliances <input type="checkbox"/>	Furniture and homeware <input type="checkbox"/>	Jewellery and watches <input type="checkbox"/>	Sports equipment and outdoor <input type="checkbox"/>
Clothing and footwear <input type="checkbox"/>	Do-it-yourself and home improvement <input type="checkbox"/>	Health and beauty/ cosmetics <input type="checkbox"/>	Fast food/ Lunch/Dinner <input type="checkbox"/>

Q9) What else would you like to purchase online other than above mentioned items?

Item 1: _____ Item 2: _____ Item 3: _____

Q10) What do you **don't** want to buy online? Rank your top 5 unwanted with 1 to 5.

Books <input type="checkbox"/>	Consumer electronics and computers <input type="checkbox"/>	Grocery <input type="checkbox"/>	Toys <input type="checkbox"/>
Household appliances <input type="checkbox"/>	Furniture and homeware <input type="checkbox"/>	Jewellery and watches <input type="checkbox"/>	Sports equipment and outdoor <input type="checkbox"/>
Clothing and footwear <input type="checkbox"/>	Do-it-yourself and home improvement <input type="checkbox"/>	Health and beauty/ cosmetics <input type="checkbox"/>	Fast food/ Lunch/Dinner <input type="checkbox"/>

Q11) Why did you purchase online if your answer is Yes for question 5 above?

Q12) Why did you stopped purchasing online / why didn't you shop again if your answer is Yes for Q5?
 1) Quality issue 2) Not as described 3) Delay in delivery 4) Other: _____

Q13) What do you want online from retailers and your general view of online shopping in Bangladesh?

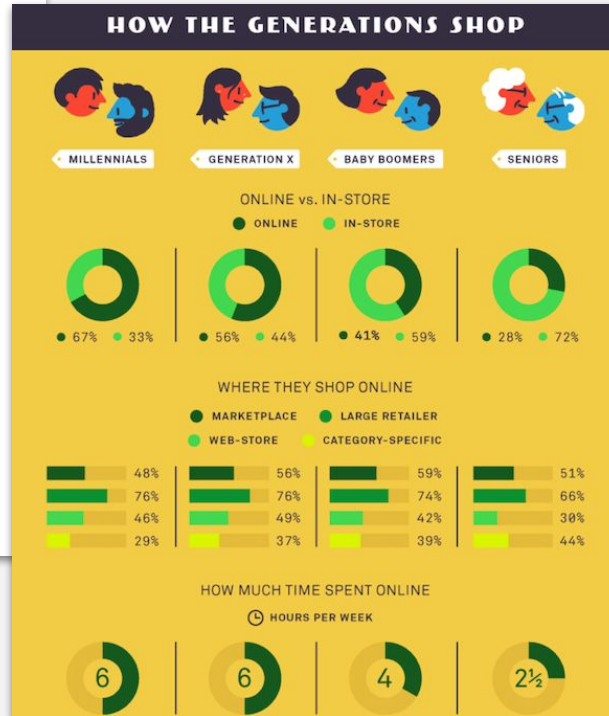
Q14) What do you mostly use internet for i.e. reading newspaper, using Facebook, study, YouTube etc.
 1) _____, then 2) _____, then 3) _____

Q15) What device do you mostly use to surf internet?
 1) Desktop Computer or 2) Laptop or 3) Tablet or 4) Mobile Phone

I acknowledge to provide above answers

Verified by:
Date: _____

Signature of the interviewee with date



Think-aloud
Protocol

Survey &
Questionnaire

Software Usability
Score (SUS)

Task Completion
Rate

User Happiness
Index



MATTRESSFIRM

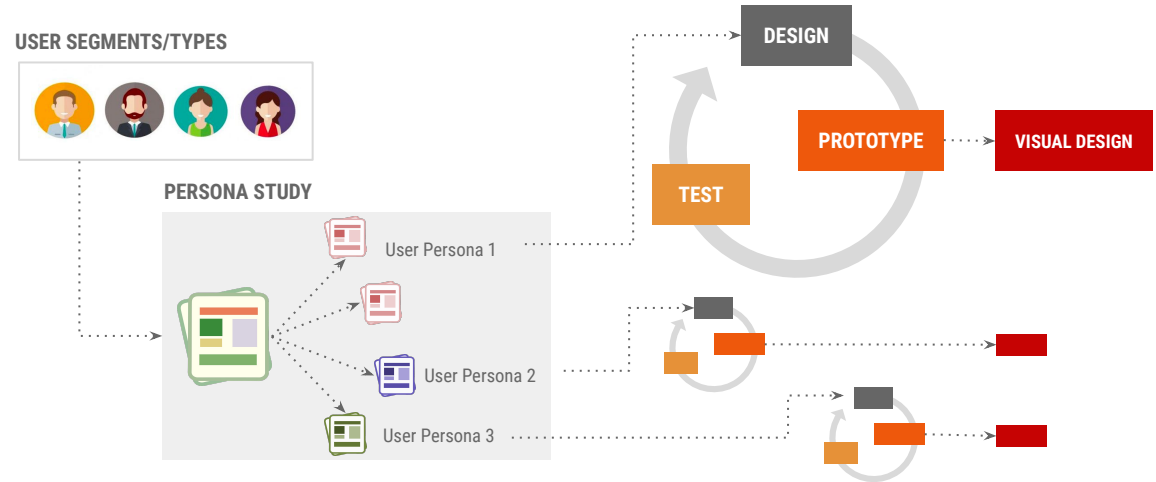
PROPOSAL

e-COMMERCE PERSONALISATION

Our team has an initiative to tailor experiences online and offline for 12 personas. The goal of this is to improve website conversion, engagement, and increase traffic into our brick and mortar retail locations. The strategy incorporates both incremental and long-term growth.

OUR UNDERSTANDING

- Understand the user needs & expectations of various personas
- Identify similarities vs differences & document findings
- Strategize the user experience design principles across the various user types
- Design the experiences
- Validate them using Usability Testing technique



RESEARCH	UX DESIGN	WIREFRAMING	USABILITY TESTING	VISUAL DESIGN
Meeting with SME, Analyse data points & arrive at user insights/patterns	Strategize the experience design across personas	Low-Fi Wireframes, Prototypes of all user stories & flows	Think-aloud protocol to understand user's pain points	Moodboarding, design inspirations & style-guides
45 Days -12 Personas	30 DAYS	45 DAYS	60 DAYS	30 DAYS

Before



After

eCommerce
platform for
selling precious
jewelry

Customized
experience across
personas like
inventory
manager,
operations &
buyer

More of filtering
and less of
searching

UBER

PROPOSAL








FORECASTING

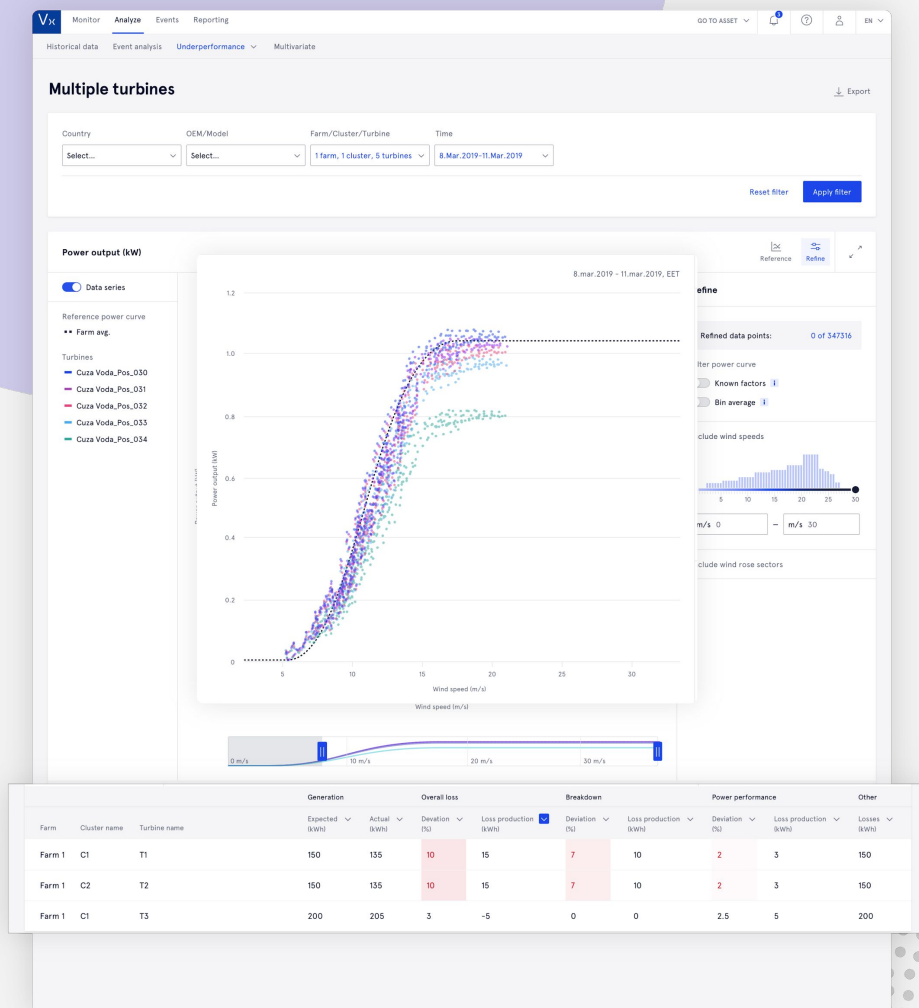
Allow for everyone within the organisation to easily access data which is available in an easy to use, UX friendly manner. The grand vision of the forecasting platform is to provide forecasts at the push of a button. Be able to develop the ability to automatically and dynamically set thresholds for metrics from the data available to the company.

OUR UNDERSTANDING

- Achieve an efficient data, produce end research reports (analytical) through data sanitization, data mining and analysis
- User will have the capability to customize the reporting dashboard, take quick actions/decisions
- Intuitive, easy-to-use experience
- Designing an end to end flexible, scalable experience with a one-click data metrics analysis



RESEARCH	UX DESIGN	WIREFRAMING	VISUAL DESIGN	COLLATERALS
 <p>Meeting with SME, Analyse data points & arrive at user insights/patterns</p>	 <p>Strategize the experience design across personas</p>	 <p>Low-Fi Wireframes, Prototypes of all user stories & flows</p>	 <p>Moodboarding, design inspirations & style-guides</p>	 <p>Video footage & editing, explainer videos & brochures</p>
10-12 DAYS	5-7 DAYS	15-17 DAYS	10-12 DAYS	T & M



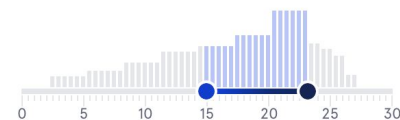
Filter power curve

☒ Known factors

☐ Bin average

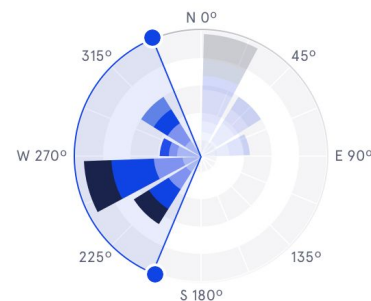
Include wind speeds

Reset



Include wind rose sectors

Reset



Business
Intelligence &
Analytics

Insights & Patterns

Sparklines,
Histograms,
Sunbursts

Thresholds,
Forecasting &
Information

Thank you

Hashedin