

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

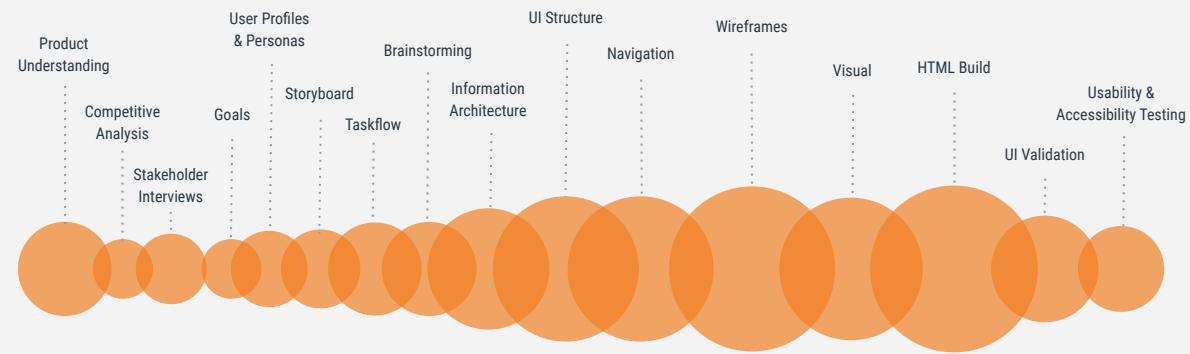


ACCESSIBILITY & INCLUSIVE DESIGN

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



USER INTERFACE



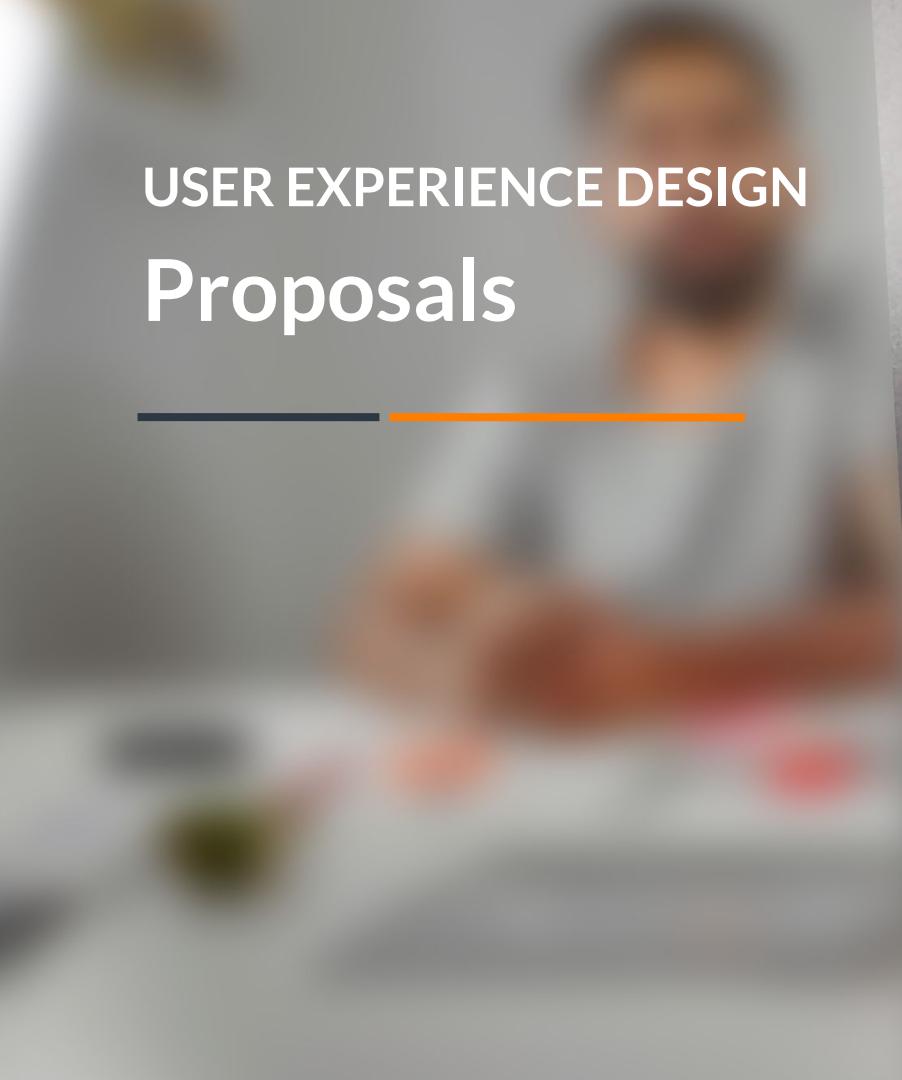
CONTENT STRATEGY



FUNCTIONALITY



ACCESSIBILITY



USER EXPERIENCE DESIGN

Proposals

HashedIn



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.

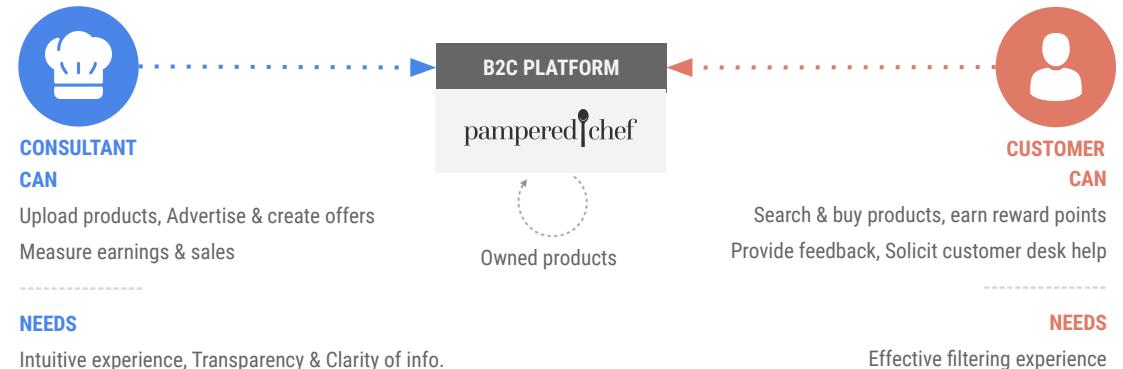
OUR UNDERSTANDING

CONSULTANTS

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

CUSTOMERS

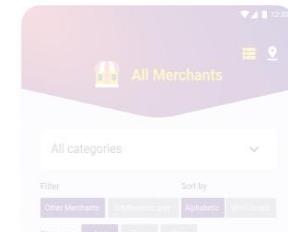
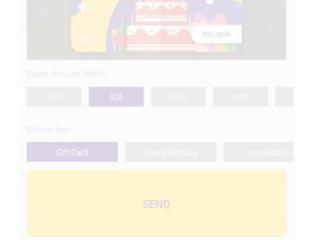
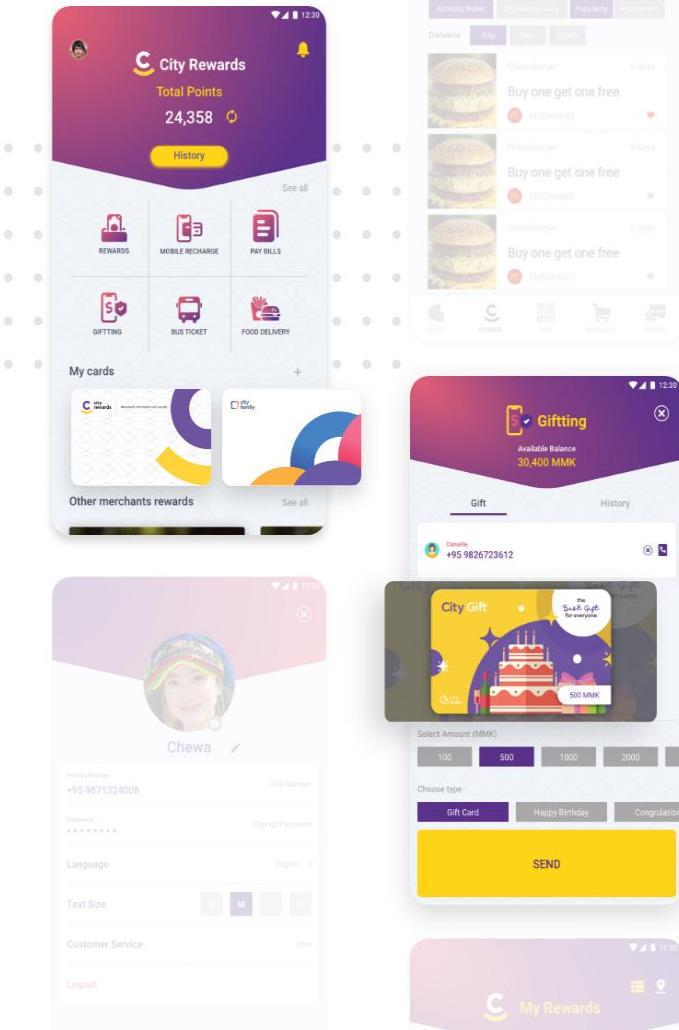
- It is easy to search & buy products, payments, tracking orders and giving feedbacks or taking help
- Customer engagement with rewarding experience, recurring & personalized notification, informative article & video



RESEARCH	UX DESIGN	WIREFRAMING	VISUAL DESIGN	COLLATERALS
				
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	Moodboarding, design inspirations & style-guides	Video footage & editing, explainer videos & brochures
10-12 DAYS	5-7 DAYS	15-17 DAYS	10-12 DAYS	T & M



Rewards, Payments
and more



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.

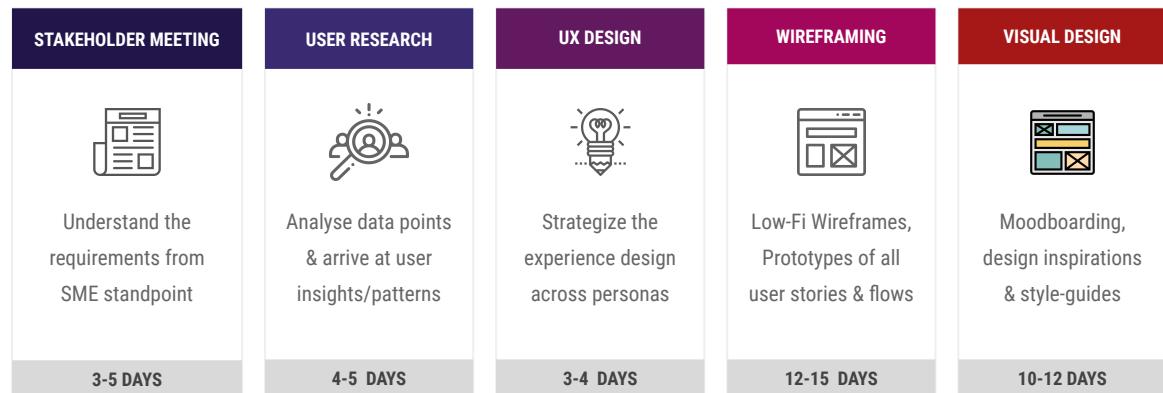
OUR UNDERSTANDING

EVENT ORGANIZERS

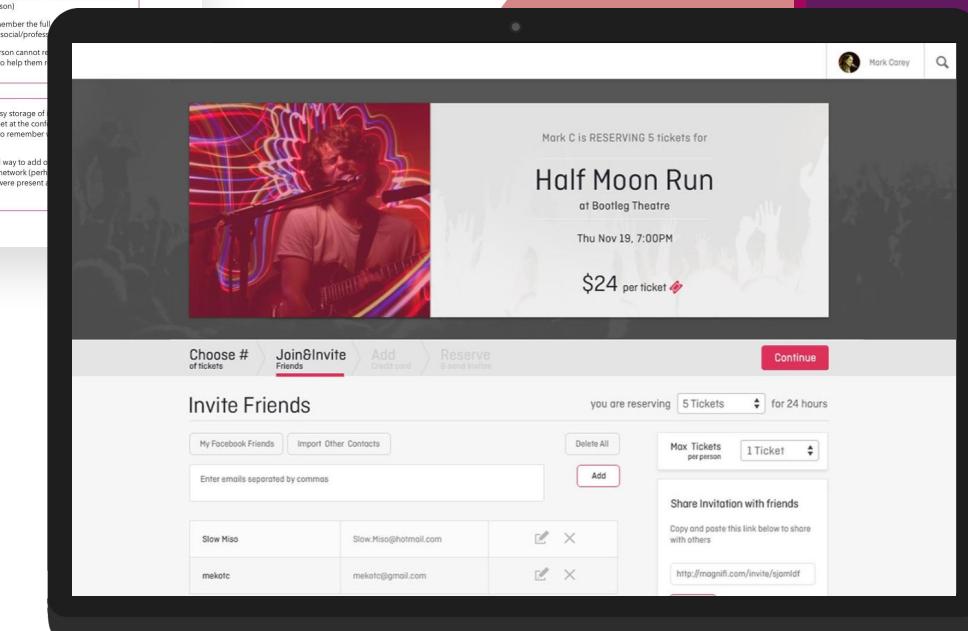
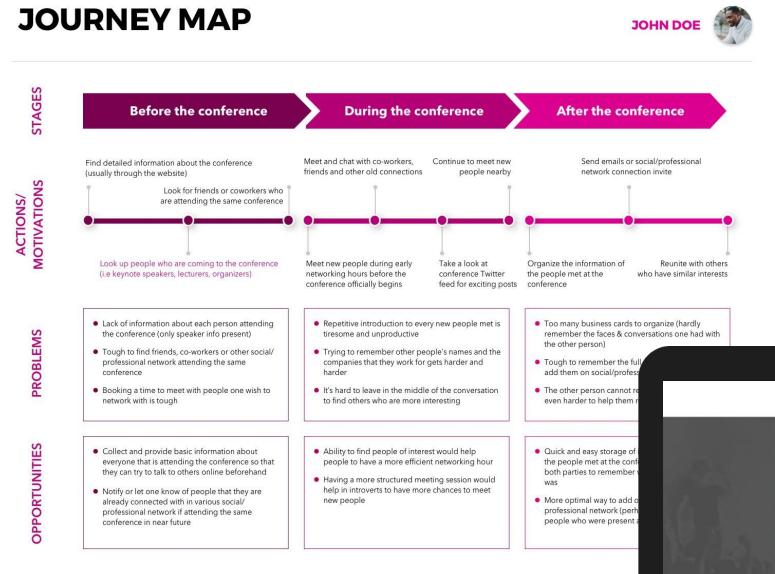
- Annual conference or event experience platform with attendees
- Counters of attendance and MQLs involved
- Success graph over a period of time and individual event as well
- Conference connectivity features and settings for interactive & easy setup.

ATTENDEES

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



JOURNEY MAP



Extending group invitations using social connections

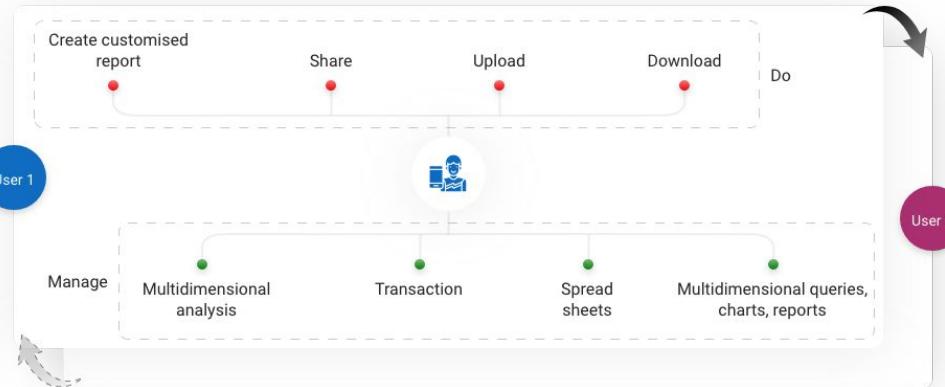
Guiding user experience

INTERACTIVE REPORTING

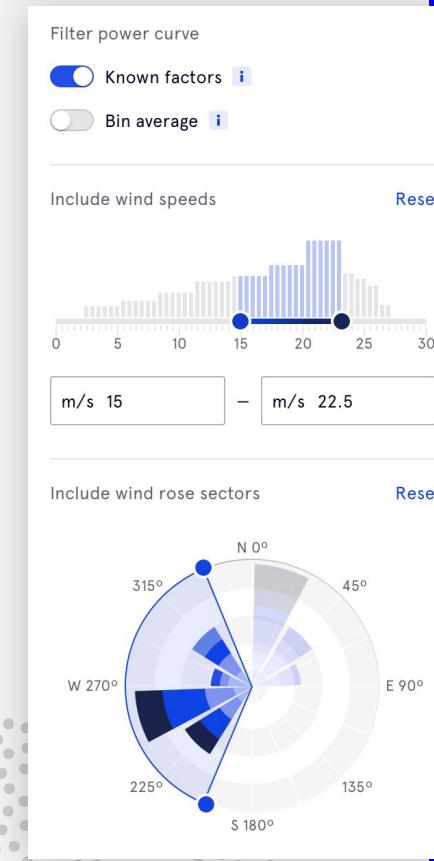
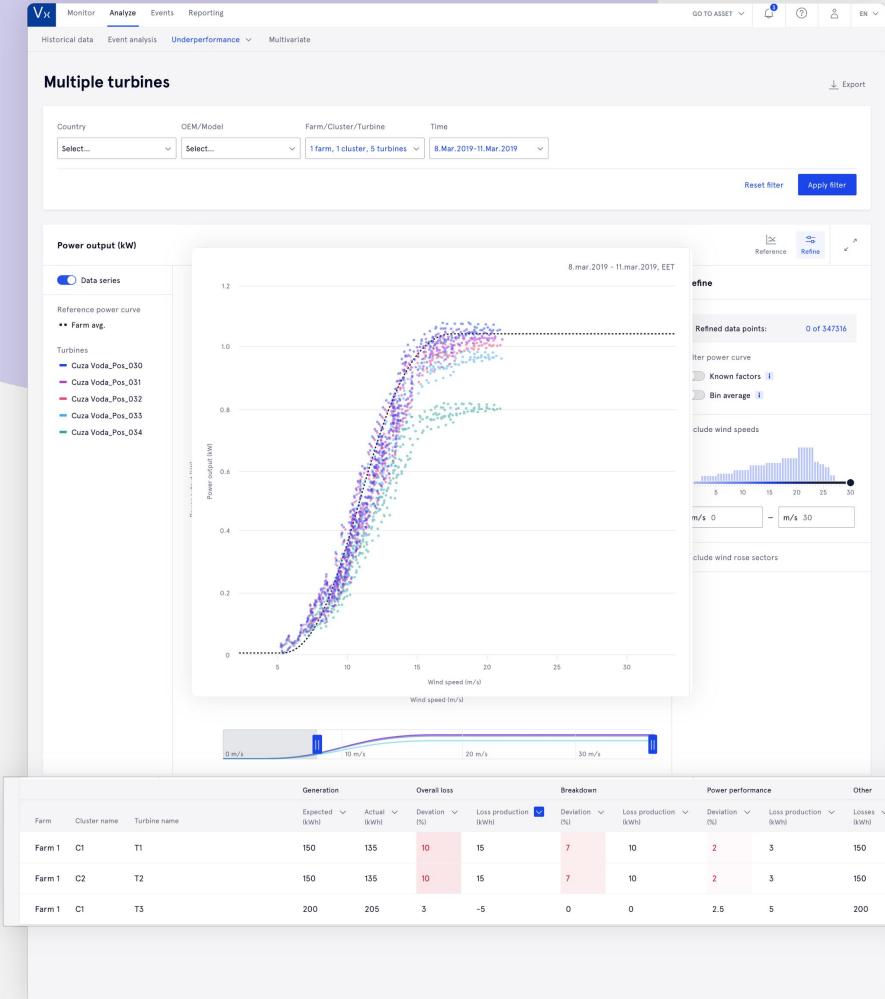
We are developing an interactive solution for assessment reporting. We are taking a user-centric approach through persona development and user interviews. We would like to serve up the right data to the right individual using a UI that is interactive and intuitive. Potentially using an API layer to serve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



Business Intelligence & Analytics

Insights & Patterns

Sparklines, Histograms, Sunbursts

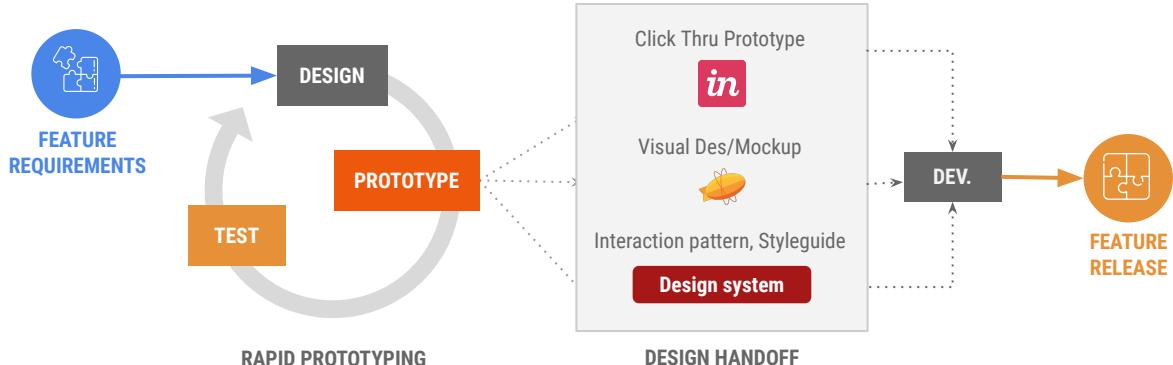
Thresholds, Forecasting & Information Design

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



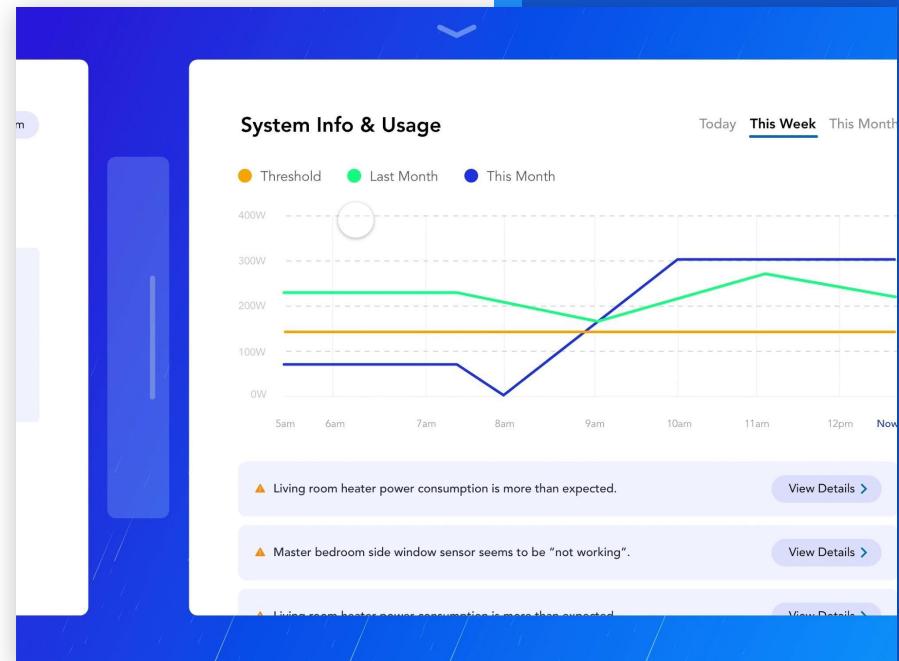
Smart Home Control Dashboard featuring a central circular lock icon with a green outline and a white padlock. Below it are two toggle switches: 'Silent exit' and 'Entry delay', both set to 'On' (green). The dashboard includes a large digital clock (12:52 PM) and date (Friday, Aug 27). A weather forecast indicates 'Drizzling now' with a 2pm clear-up. A line graph titled 'System Info & Usage' shows power consumption over the last week, with a threshold line at 150W. A warning message at the bottom left states: 'Living room heater power consumption is more than expected.' A 'See camera footages' button is located at the bottom right.



+ Add Room

Smart Home security & Control UI

Interaction designed using Adobe XD



Smart Home Control Dashboard showing a detailed 'System Info & Usage' graph. The graph tracks power consumption from 5am to 12pm, with three lines: 'Threshold' (orange), 'Last Month' (green), and 'This Month' (blue). The blue line shows a significant dip around 8am. A warning message at the bottom left states: 'Living room heater power consumption is more than expected.' Another message at the bottom left states: 'Master bedroom side window sensor seems to be "not working".' A third message at the bottom left states: 'Living room heater power consumption is more than expected.' Each message has a 'View Details' button to its right.



PROPOSAL

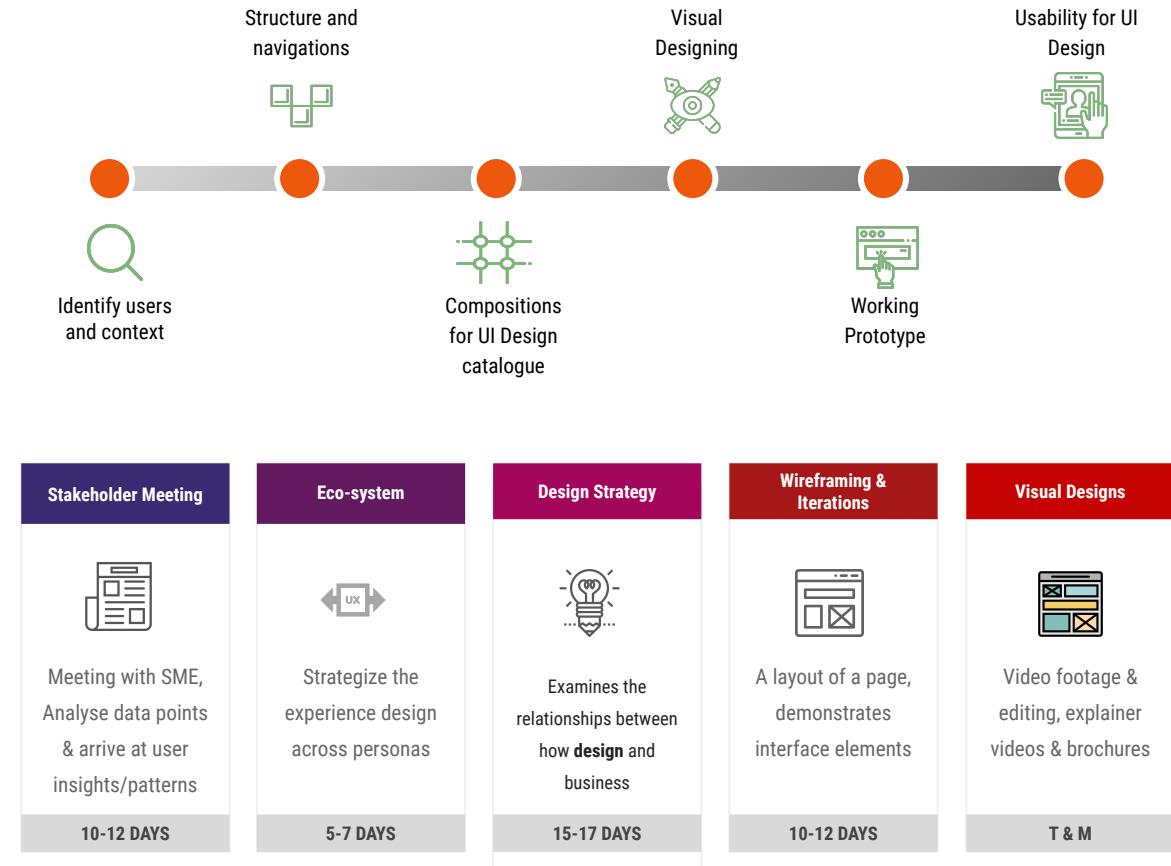


Design System

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

Design

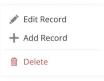


Fig A: Default View

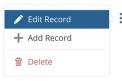


Fig B: Primary Link Hover View

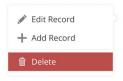


Fig C: Secondary Link Hover View

Specifications



STATES AND COLORS

Primary button:

	Active state		Primary color (F0F)
	Hover state		Primary color fill (F0F) - brightness (8) + saturation (8)
	Disabled state		Faded (#F0F0F0)

Secondary button:

	Active		Primary color (border)
	Hover state		Primary color fill (F0F) - brightness (8) + saturation (8)
	Disabled state		Text Faded (#F0F0F0), Outline Faded (#F0F0F0)

BUTTON GROUP

Button group states

	Active state		Primary color (F0F)
	Hover state		Primary color fill (F0F) - brightness (8) + saturation (8)
	Disabled state		Text Faded (#F0F0F0), Outline Faded (#F0F0F0)

UNISYS Design System

To build rich & consistent experience

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



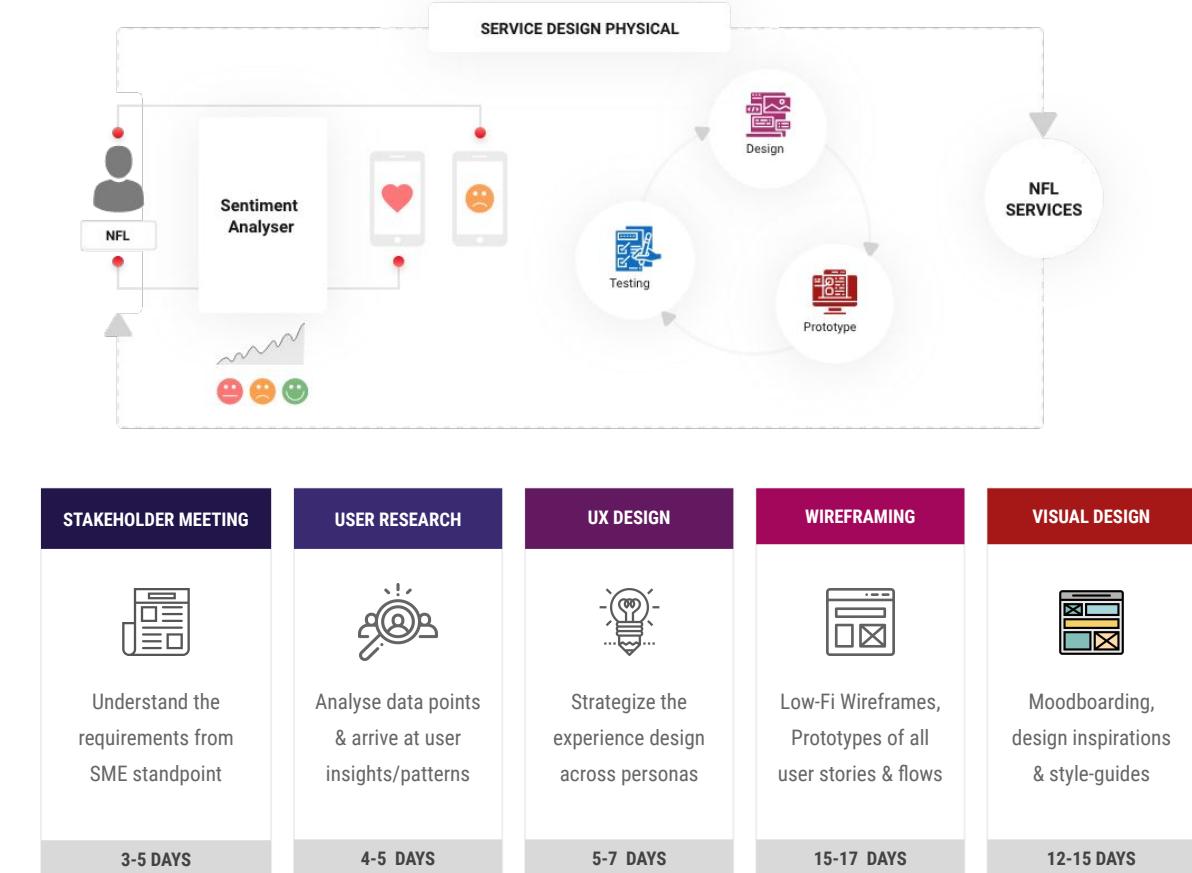
PROPOSAL





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.



LG Electronics OLED55E8PUA 55-Inch 4K Ultra HD Smart OLED TV (2018... > Customer reviews

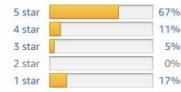
Customer reviews

★★★★★ 18



by LG

3.9 out of 5 stars



Write a review

Top positive review

See all 14 positive reviews >



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

May 5, 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

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

 Size: 55-inch | Change
 Price: \$2,296.99

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 5, 2018

OVERALL INSIGHTS

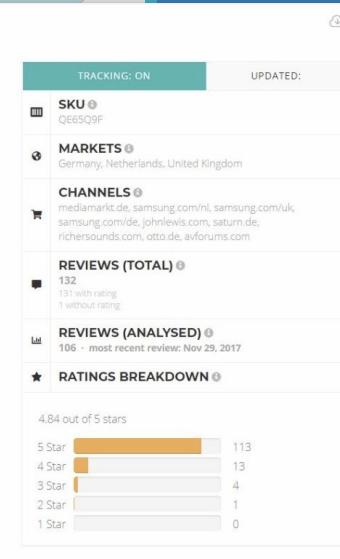
RATING AND REVIEWS INSIGHTS

- 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



Good Morning
Katrina Bennett

MARKMATTER

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: Q365Q9F

MARKETS: Germany, Netherlands, United Kingdom

CHANNELS: mediamarkt.de, samsung.com/ni, samsung.com/uk, samsung.com/de, johnlewis.com, saturn.de, netherlands.com, osce.de, altronics.com

REVIEWS (TOTAL): 132

REVIEWS (ANALYSED): 109 - most recent review: Nov 25, 2017

RATINGS BREAKDOWN: 4.84 out of 5 stars

Rating	Count
5 Star	113
4 Star	13
3 Star	4
2 Star	1
1 Star	0

Sentiment Meter

Overall ratings

Positive: 68.4%
Negative: 11.2%
Neutral: 20%

[View Recent Activity](#)

Sentiment Analysis

Month wise

Date Range: Apr - Jun

Showing for the month of APRIL

Month	Positive	Negative	Neutral
April	50	25	45
May	60	30	20
June	70	40	30

2,744 Positive 782 Negative 568 Neutral

1,233 No. of Posts

1.1 M Reaction Received

1.2 M Male Mentions

0.8 M Female Mentions

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



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

hotjar

Refer Friends Help

Hotjar HOTJAR LTD BUSINESS

28 Tracking Active

Heatmaps > Plans Page - Feb 3 Share Heatmap

DEVICE Click Move Scroll Download

This heatmap is based on a sample of your total visitors. [Learn more.](#)

PathSpot™

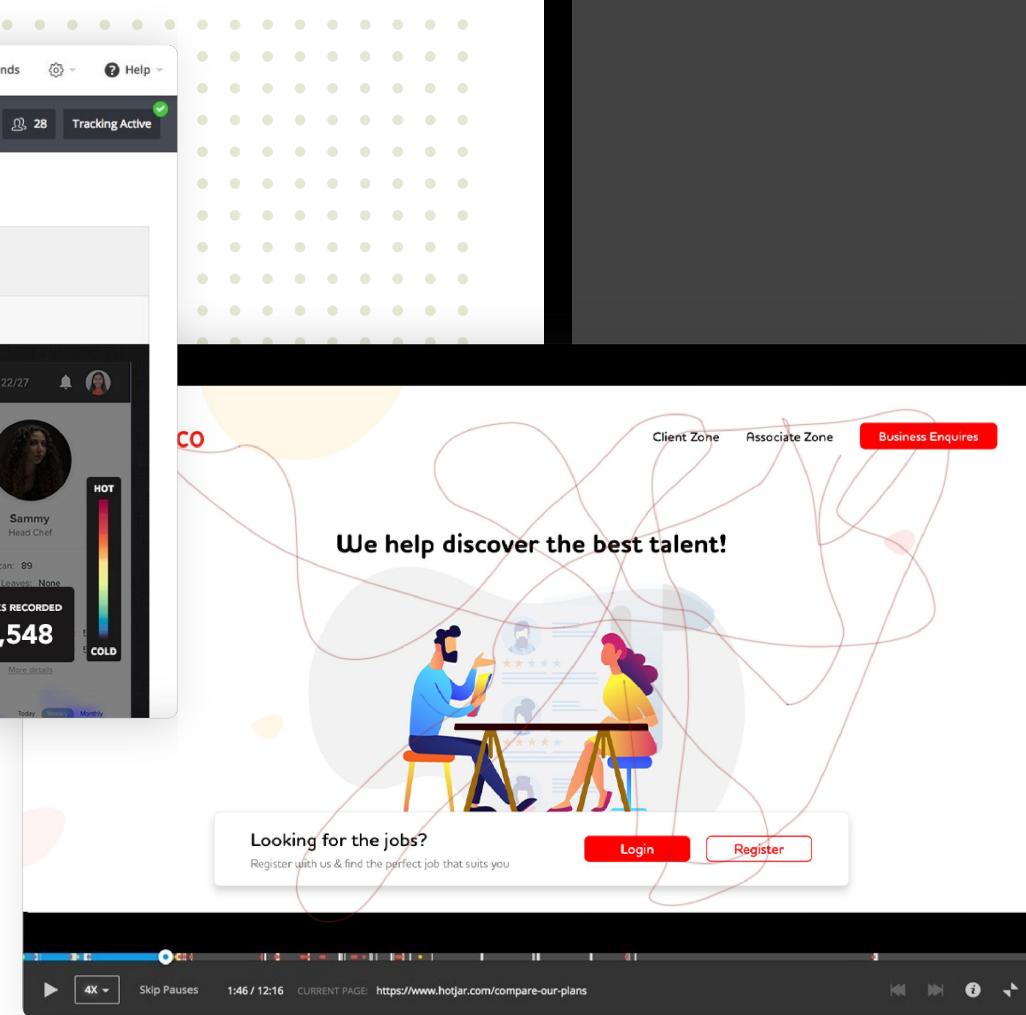
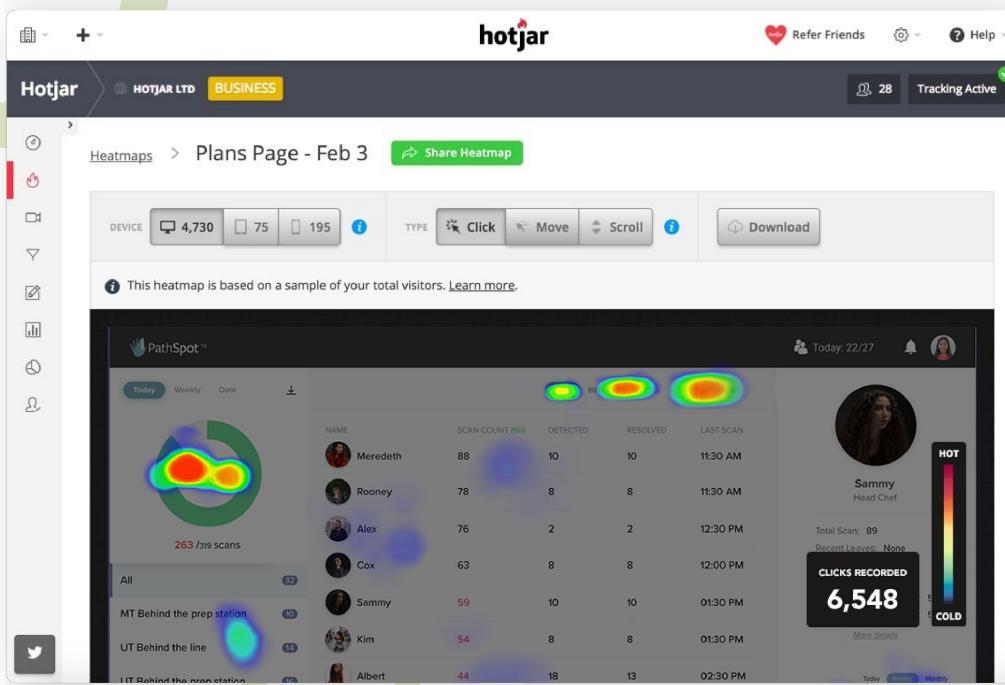
Today: 22/27

263 / 319 scans

NAME	SCAN COUNT (80)	DETECTED	RESOLVED	LAST SCAN
Meredeth	88	10	10	11:30 AM
Rooney	78	8	8	11:30 AM
Alex	76	2	2	12:30 PM
Cox	63	8	8	12:00 PM
Sammy	59	10	10	01:30 PM
Kim	54	8	8	01:30 PM
Albert	44	18	13	02:30 PM

CLICKS RECORDED **6,548**

CO Client Zone Associate Zone Business Enquires



We help discover the best talent!

CO Client Zone Associate Zone Business Enquires

Looking for the jobs?

Register with us & find the perfect job that suits you

Login Register

4X Skip Pauses 1:46 / 12:16 CURRENT PAGE: <https://www.hotjar.com/compare-our-plans>



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.

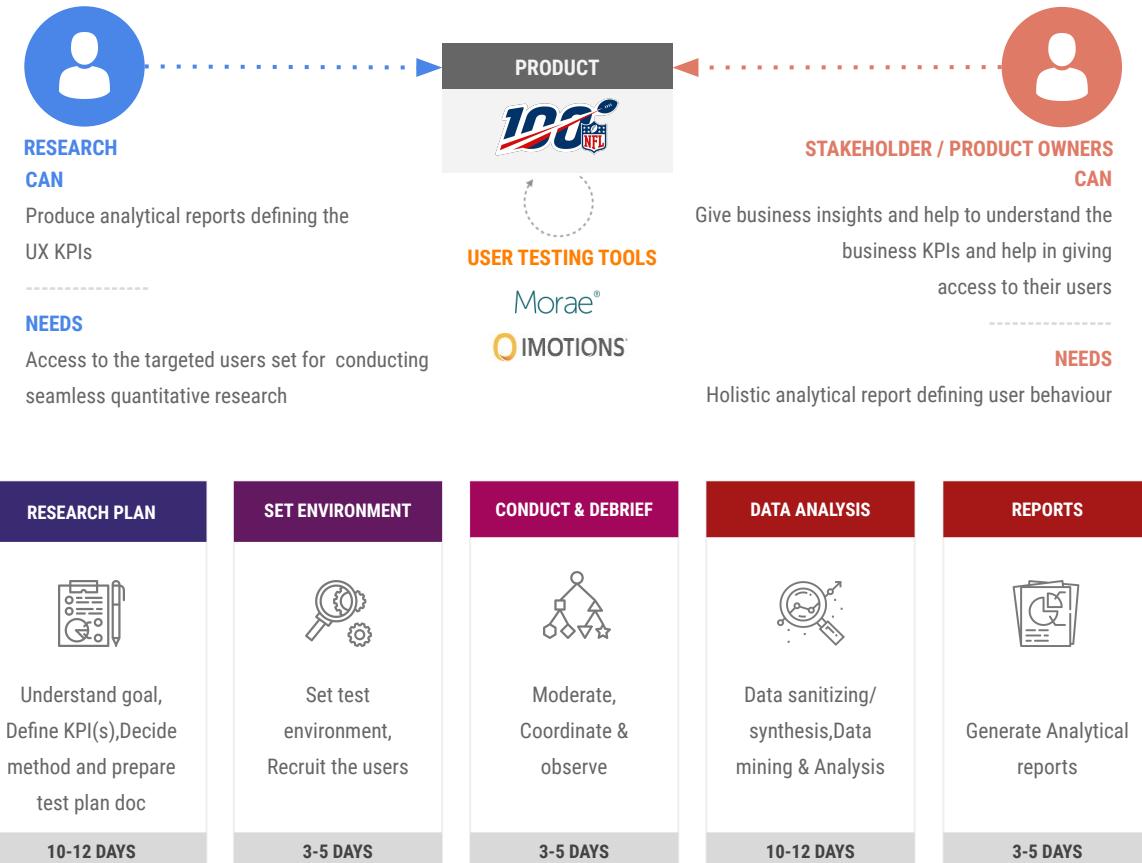
OUR UNDERSTANDING

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



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"/>

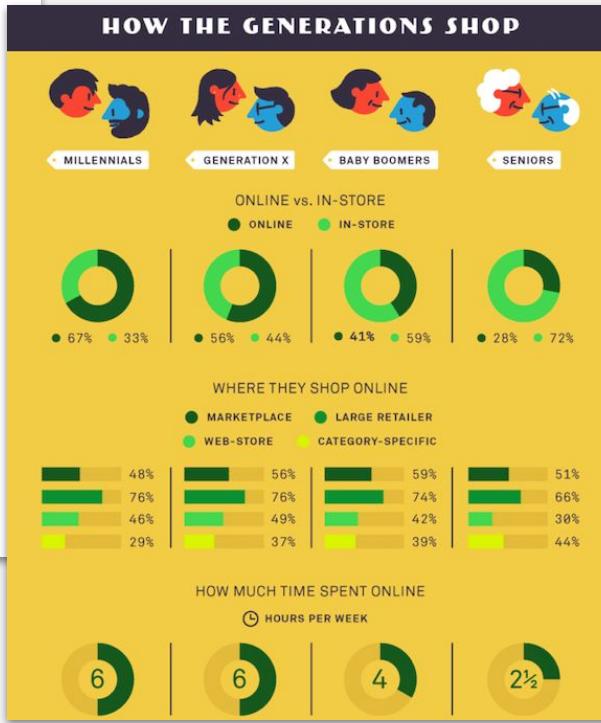
Q9 What else would you like to purchase online other than above mentioned items?
 Item 1: _____ Item 2: _____ Item 3: _____
Q10 What do you don't want to buy online? Rank your top 5 unwanted with 1 to 5.

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



PROPOSAL

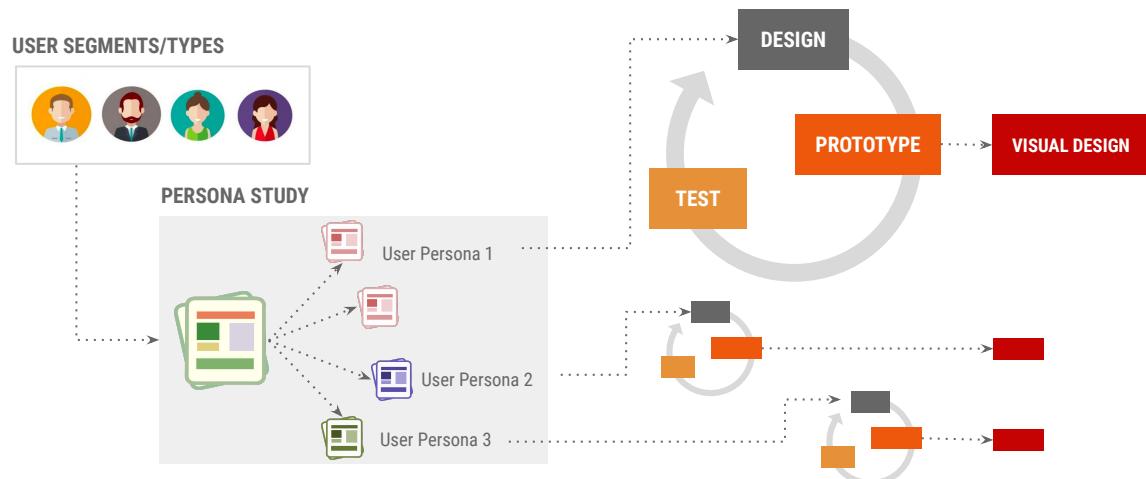


e-COMMERCE PERSONALISATION

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



UBER

FORECASTING

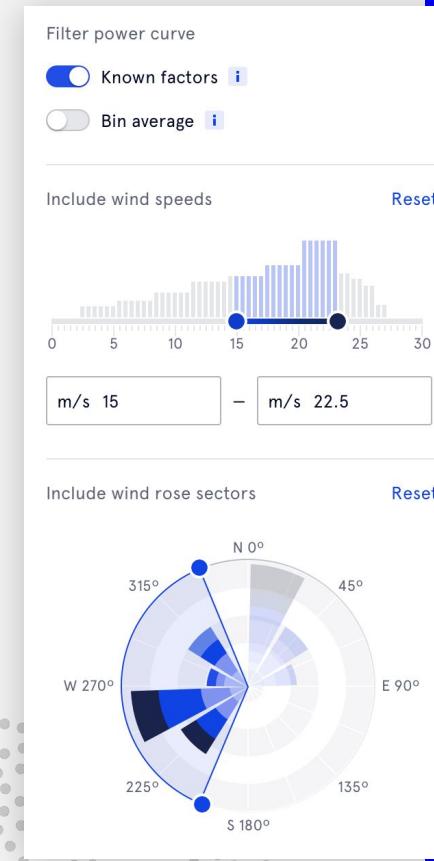
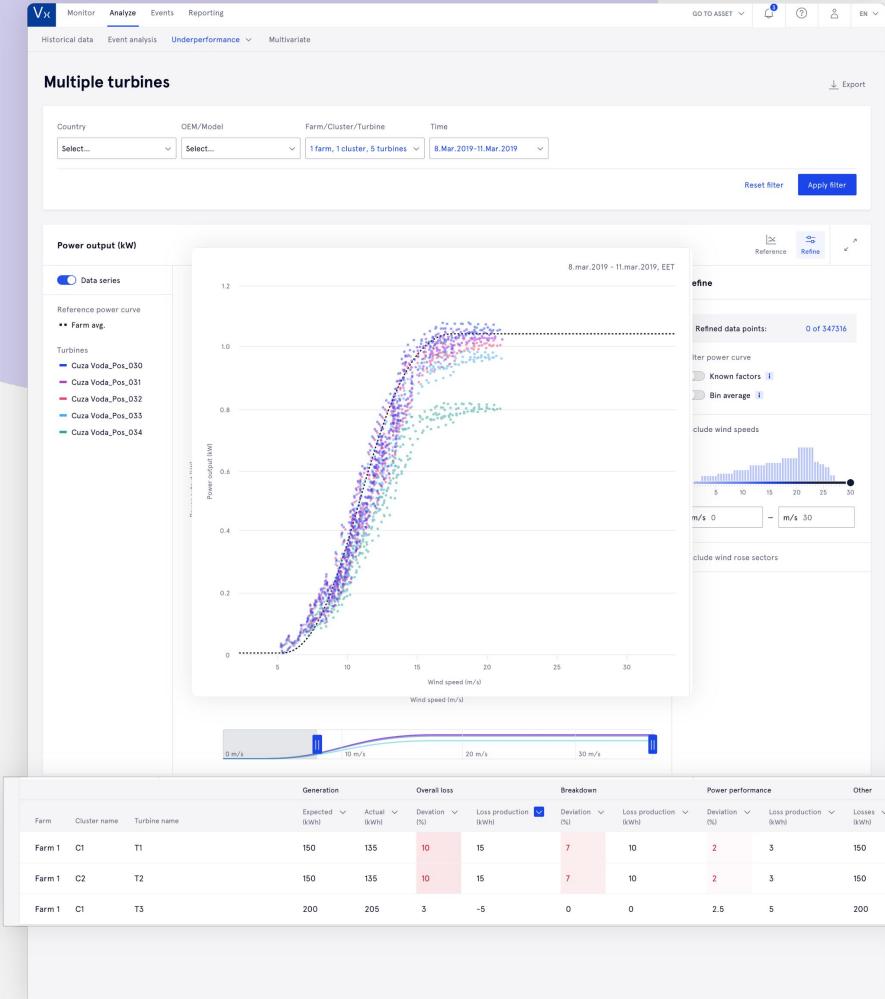
Allow for everyone within the organisation to easily access data which is available in an easy to use, UX friendly manner. The grand vision of the forecasting platform is to provide forecasts at the push of a button. Be able to develop the ability to automatically and dynamically set thresholds for metrics 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
				
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	Moodboarding, design inspirations & style-guides	Video footage & editing, explainer videos & brochures
10-12 DAYS	5-7 DAYS	15-17 DAYS	10-12 DAYS	T & M



Business Intelligence & Analytics

Insights & Patterns

Sparklines, Histograms, Sunbursts

Thresholds, Forecasting & Information

Thank you

HashedIn