

Monthly UX Hour

Peyman - May 2018

Content

HUMAN-CENTERED DESIGN & CREATIVE CONFIDENCE

Let's  our customers

USABILITY TESTING & USER RESEARCH

Brief summary of internal usability testing sessions & feedback gathered from customers

CONTEXT AND MEANING

What have we been up to? Surfacing what matters most to our customers with good UX & UI practices

MOVING FORWARD

Future upcoming UX improvements and user research with customers

Human-Centered Design

What does it mean to be a Human-Centered designer?

Let's buy a chair together!



Me

MATERIAL

What fabric to use?

SIZE

How big or small is my chair going to be?

SHAPE

What is it going to look like? Modern? Traditional? Mid-Century 🧐?

PLACEMENT

Where am I going to put it?



Others

PURPOSE

Are they going to use it for work? Relaxing?

DURATION

How long do they need to sit in that chair?

LOCATION

Where will they be?

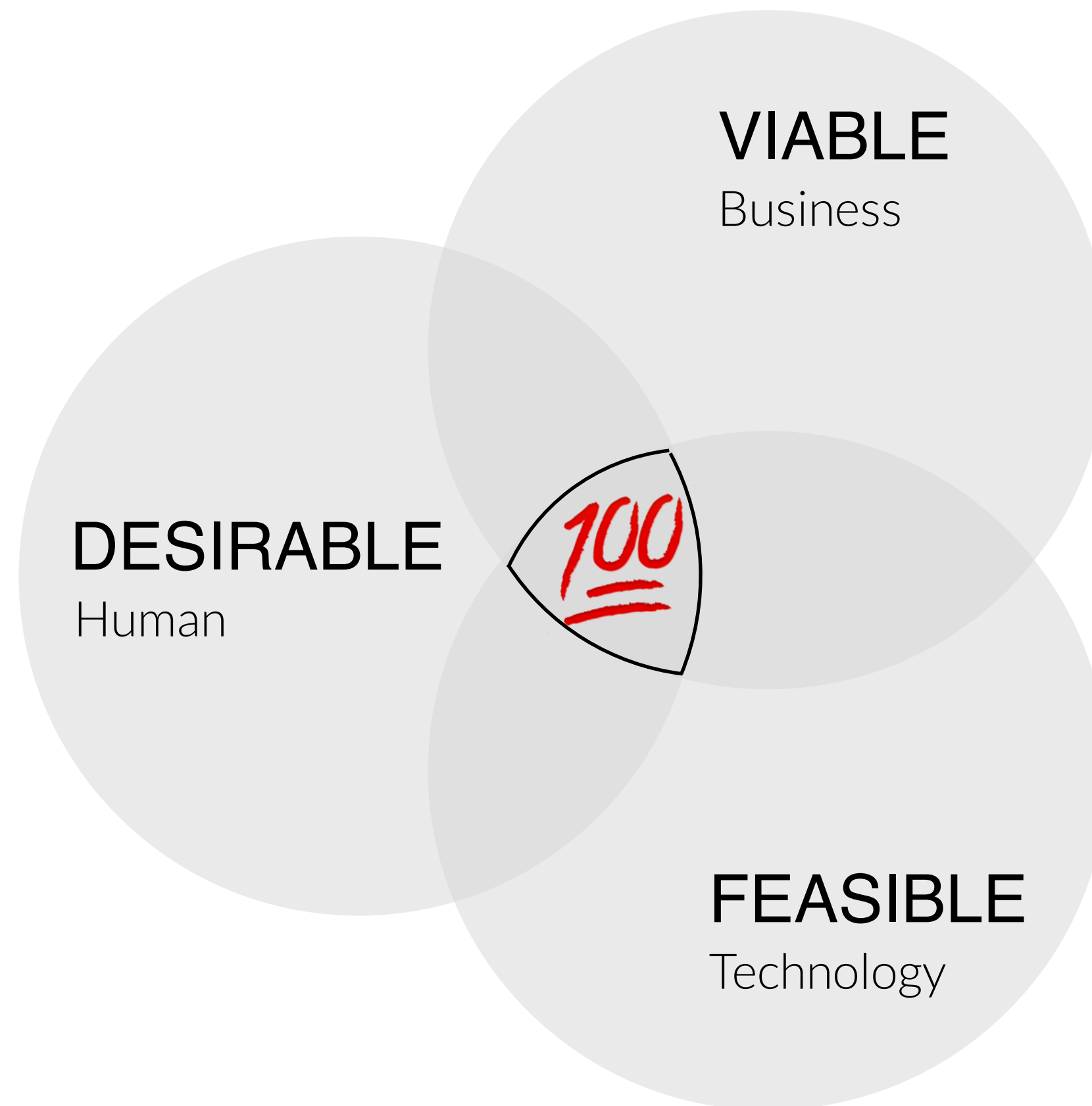
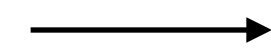
MONEY

What's the price point going to be?



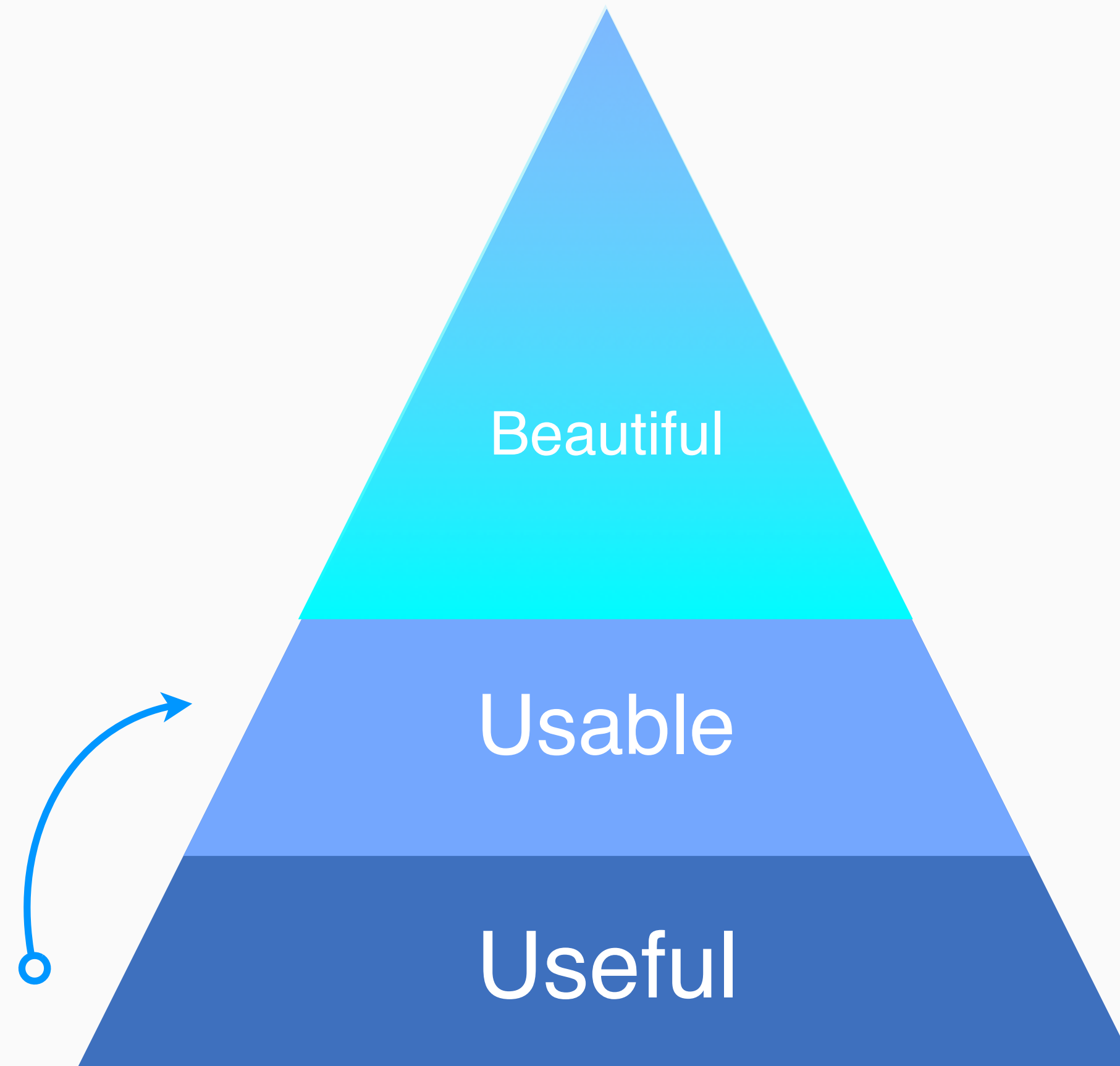
Three lenses of Human-Centered Design

Start here
(fall in ❤️ with your
customers!)

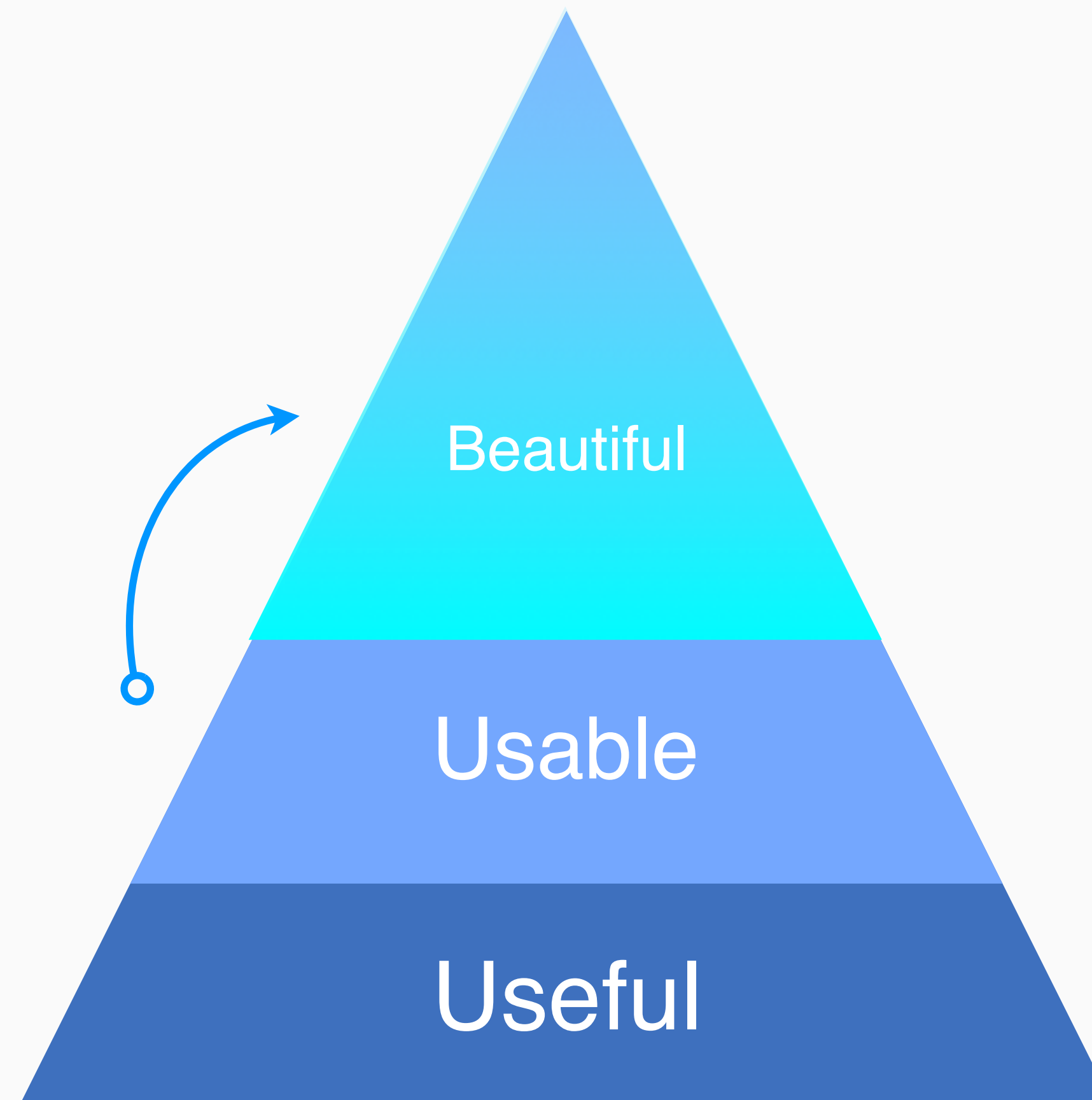


Good design is ... not just about *aesthetics*

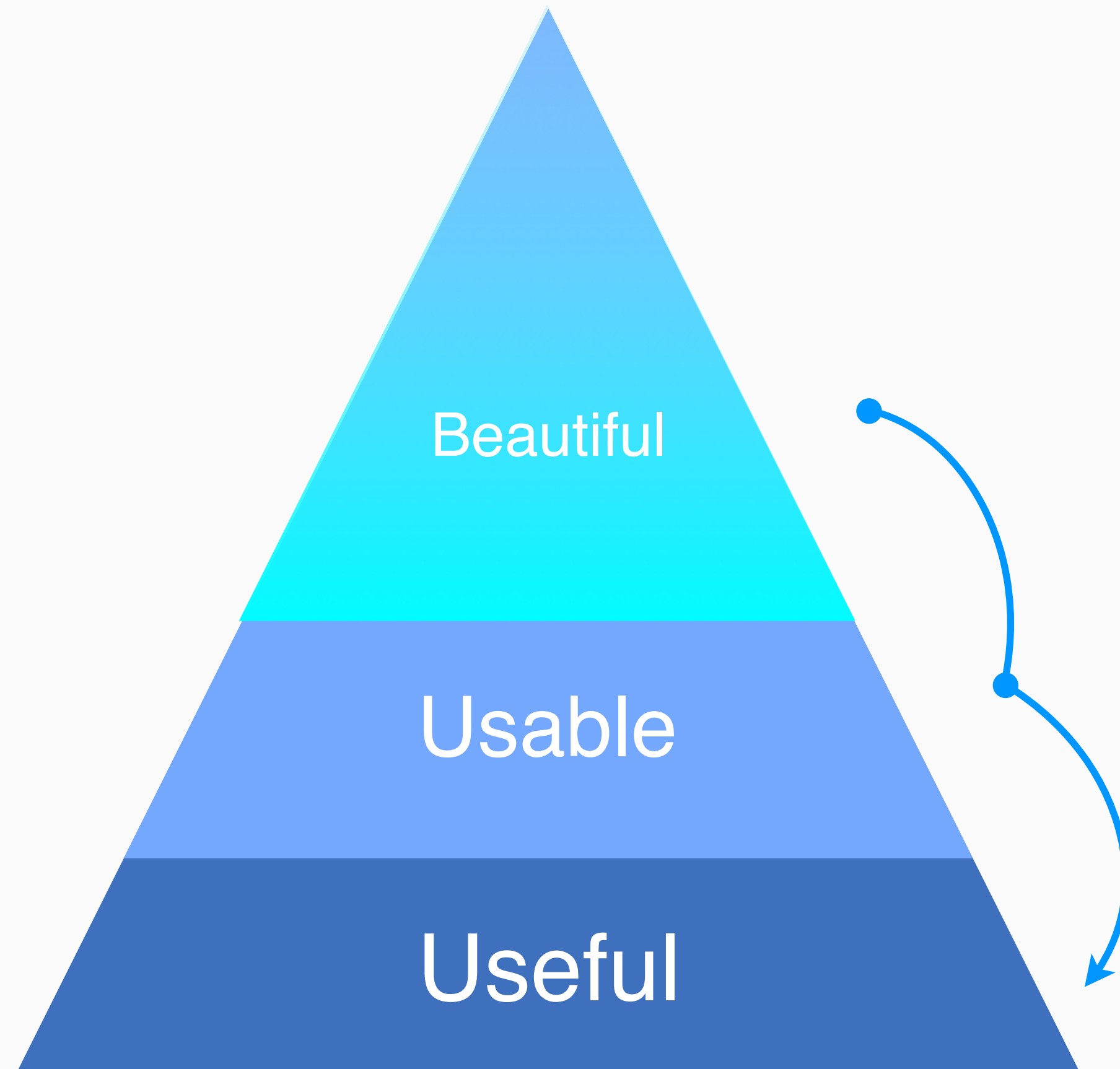
Good design is ... Useful. Usable. *Beautiful.*



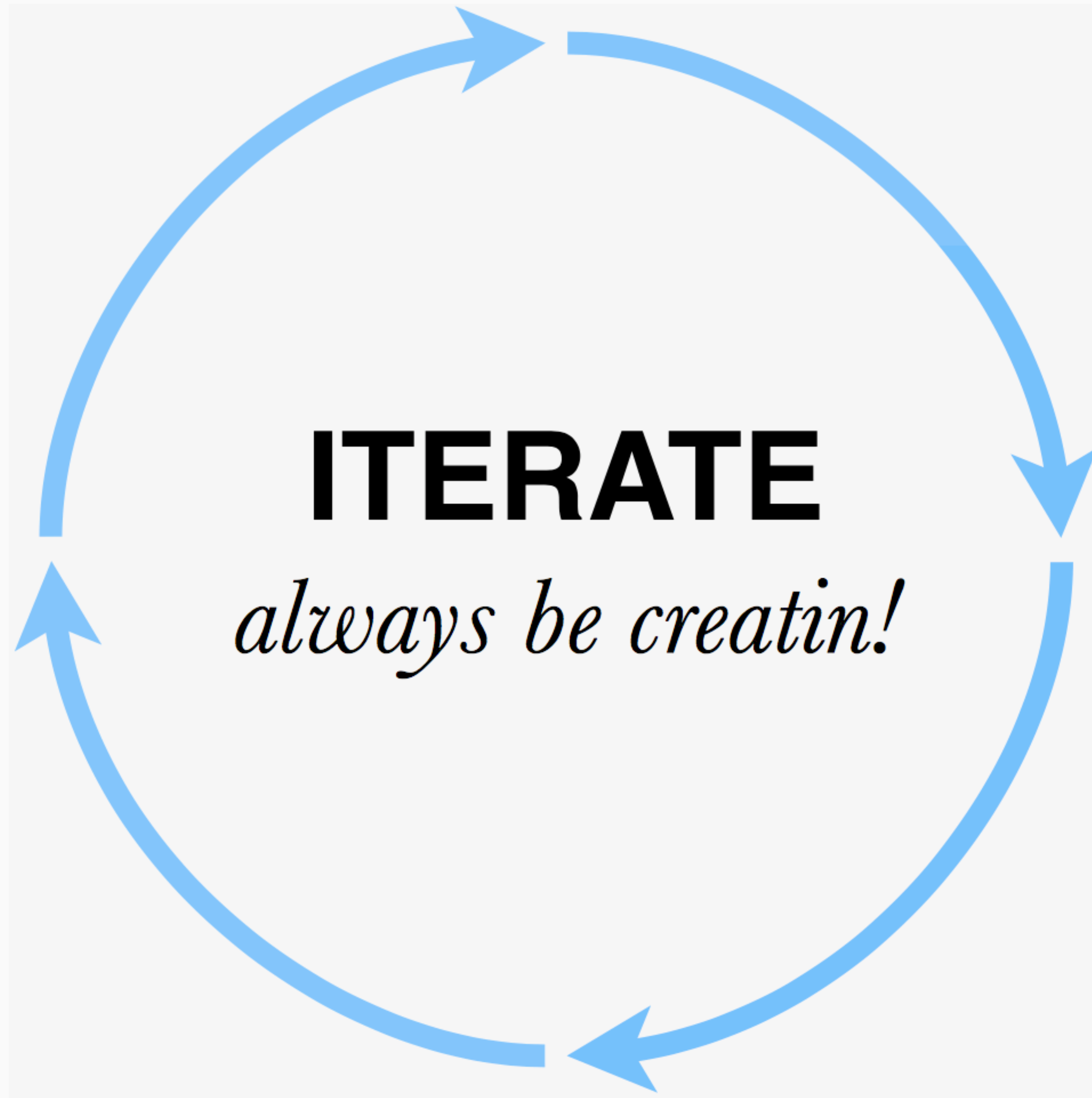
ALWAYS START WITH *useful*, THEN FOCUS ON *usable*...



FINALLY MAKE IT *beautiful.*



**DO IT THE OTHER WAY AROUND AND YOU'LL
END UP WITH *not so beautiful!***



Process

Explore, Build, Test & Fail... Fail again.

The people we are designing for are the roadmap to innovative solutions



OXO good grip prototype evolution

Design thinking is a *mindset*

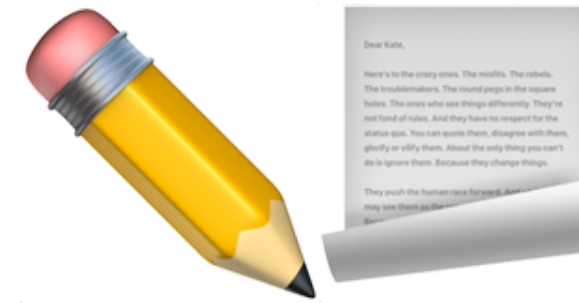
Creative Confidence

Everyone is creative!

BELIEVE that you can and will come up with creative solutions to big problems.



Pen & Paper



Display List

General

NAME

CATEGORY

Conversion

GOALS

MONTHLY BUDGET

\$USD

Targeting ⓘ

GEO

AGE

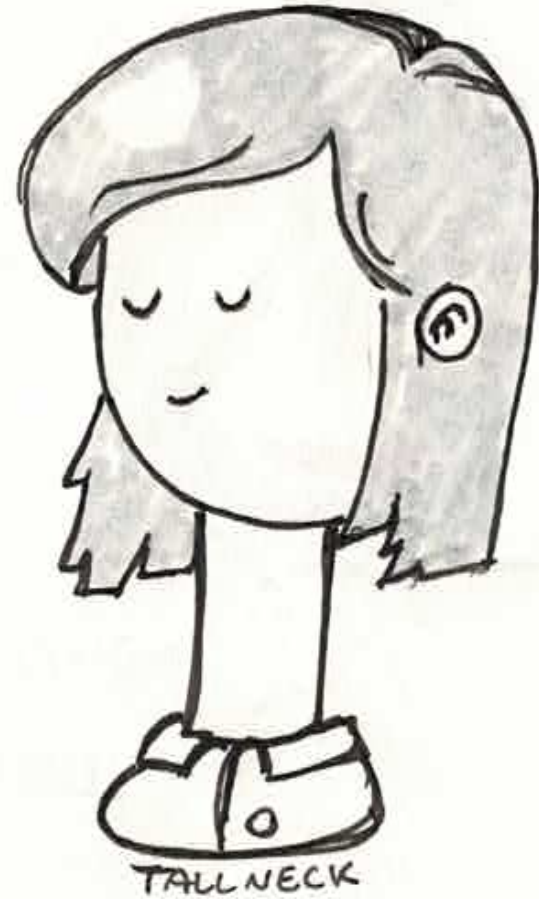
GENDER MALE FEMALE OTHER

PURPOSE DISPLAY RE-MARKETING

OPTIONAL

CANCEL

SUBMIT



Display

General Info

NAME

CATEGORY

GOALS

 Default

BUDGET

 \$USD

TARGETING

GEO

 D

AGE

 D

GENDER

 MALE FEMALE

UNKNOWN

 OTHER

PURPOSE

 DISPLAY RE-MARKETING

+ SHOW MORE OPTIONS

CANCEL

SUBMIT

- HIDE ADDITIONAL OPTIONS

MINIMUM IMPRESSIONS

LIMIT AD SERVING TO PAGES CONTAINING

DISPLAY METRICS

AD SERVER

 ADWORDS Double Click OpenX Other

ADDITIONAL COMMENTS

SAMPLE



Increase traffic

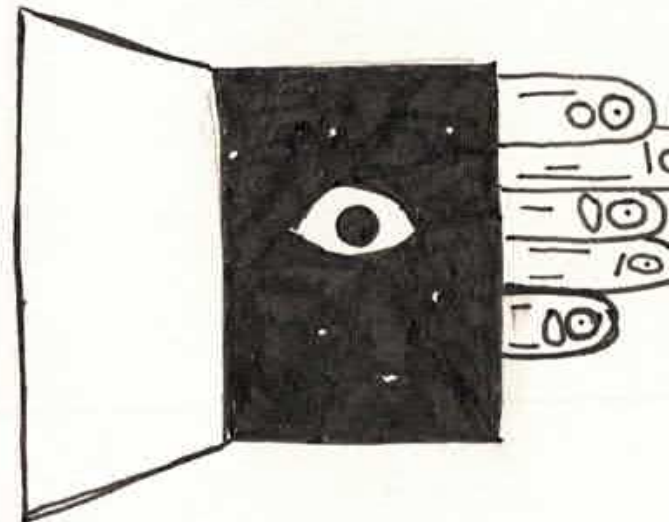


SUCCESS!

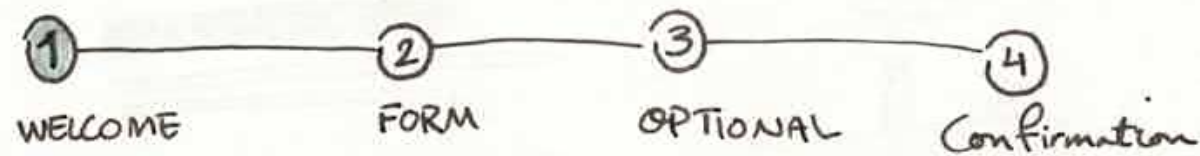
Your list has been successfully submitted. You should hear back from us in ~~7-10~~ 1-2 days with your finalized list.



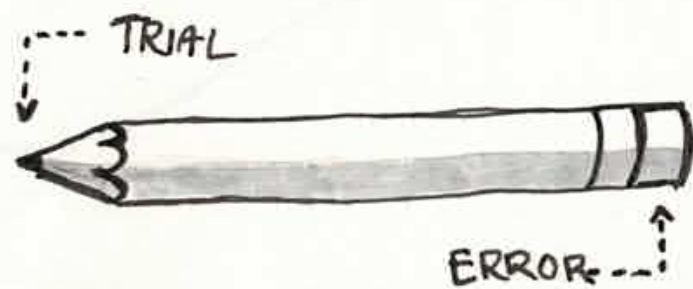
SLICE N' DICE



SUBMIT NEW LIST



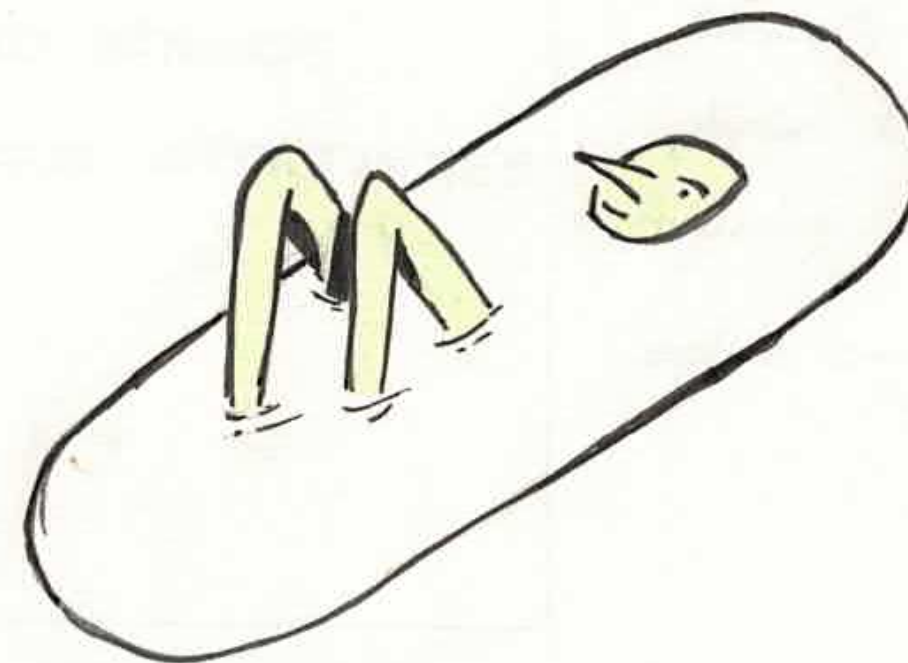
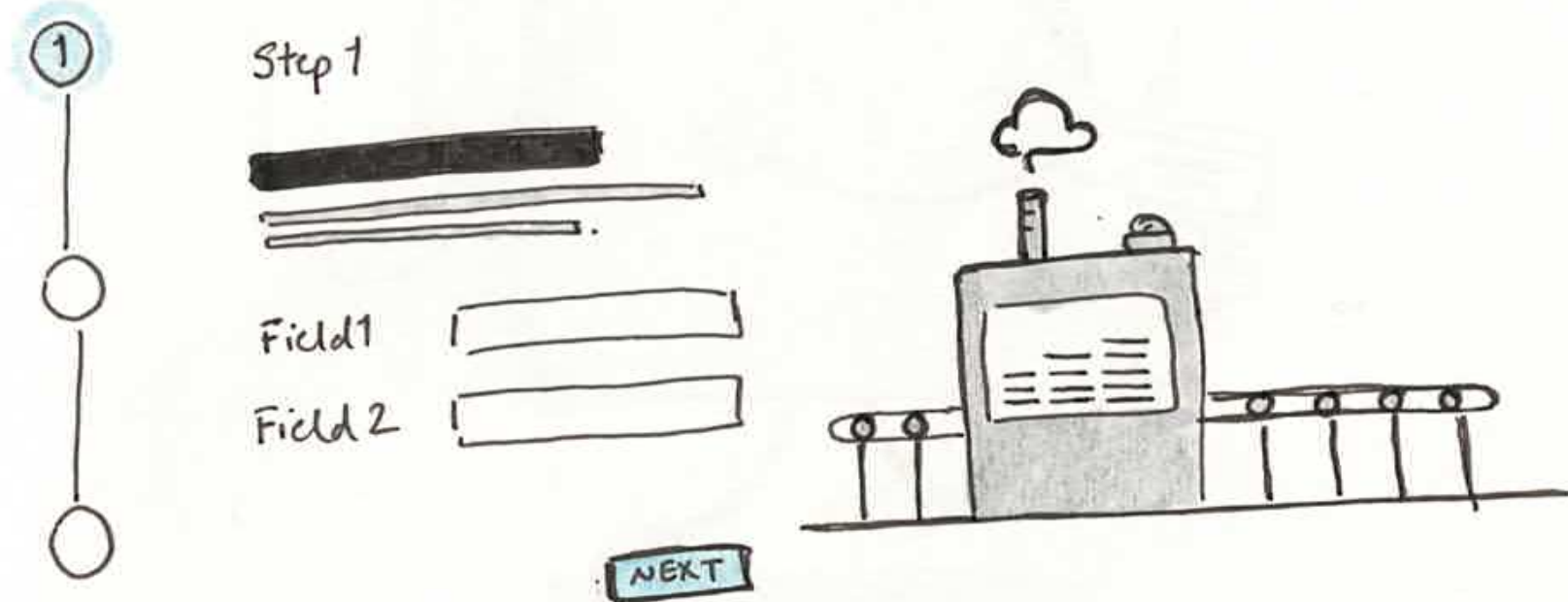
NEXT



LIST NAME	DATE PUBLISHED	STATUS
<input type="checkbox"/> list number 1	2/28/18	Active
<input type="checkbox"/> fall marketing campaign	1/17/18	Active
<input type="checkbox"/> Sneakers sale	2/12/18	pending
<input type="checkbox"/> fall 2016 marketing campaign	10/31/17	Archived

+ Create New List

Welcome Screen



Step 1

Welcome! Lets start with some basic information first.

Precision Targeting can find you the best websites to place your display ads to meet your goals. Tell us a bit about the display campaign you are running.



1

2

3

List Name

Give it a unique name

Category

Electronics, Apparel, ...

Goals

Select a goal



Monthly Campaign Budget

\$USD

NEXT

Internal Usability Testing

Overall Usage

- Inconsistent users



WHY?

Baselines for user performance

Task completion success rate and the amount of time it took

Design inconsistencies within our UI and content areas

Addressing design issues to improve efficiency, productivity, and end-user satisfaction

Navigation errors

Failure to locate functions or to follow recommended screen flows

Presentation errors

Selection errors due to labeling ambiguities

Getting started

Recruitment

Reached out to the customer success and marketing teams

Script

Created a set of tasks and user scenarios

Equipment

Laptop 

Length

Roughly 30 mins

Usability Testing Script

AUTHOR Peyman		CONTACT DETAILS peyman@demandjump.com		SESSIONS DURATION 30 - 40 mins
PRODUCT UNDER TEST Traffic cloud	TEST OBJECTIVES 1- Establish a baseline of user performance metrics for task completion and time on task 2- Evaluating UI patterns 3- Identify user pain points	PARTICIPANTS Customer success team (4)	TEST TASKS 1- First Impressions: 2- Find the top two channels that brought in the most traffic throughout the last 45 days. 3- Find the top 10 affiliate opportunities for this company. 4- Only compare it against your top 5 competitors 5- Create a list of top 5 organic google keywords and share it with customer. 6- Add a new user to your account. 7- Ask for thoughts on the overall structure of information.	RESPONSIBILITIES Peyman to conduct sessions and analyze data
BUSINESS CASE Validating the designs for Traffic Cloud, focusing on usability and navigation.		EQUIPMENT Macbook Quicktime for screen capture		LOCATION & DATES DJ office. Feb 20/21st
PROCEDURE What are the main steps in the test procedure?				
<pre>graph LR; A[2 mins Welcome and verbal consent] --> B[5 mins Pre-interview questionnaire]; B --> C[15 - 20 mins Carry out the test tasks]; C --> D[5 - 10 mins Post session feedback and summary];</pre>				

Participants

7 🧑🏻 🧑🏻

CS team + Interviews with Tyler & Anna

Comfort level

Making sure we have a good mix of novice and pro users

Frequency of usage

3-4 times a week

Metrics

1. Task completion rate 👍👎
2. Time on task ⌚
3. Points of frustration 😞😡😤

Tasks

1. Signing in and choosing a domain
2. Find the top two channels that brought in the most traffic
3. Find the top 10 affiliate opportunities for this company against their top 3 competitors
4. Create a list of top 5 unbranded organic keywords and share it with the customer
5. Add a new user to this account

Results

Participant	Task 1	Task 2	Task3	Task4	Task5
1	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
2	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
3	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
4	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
5	<u>100</u>	👎	<u>100</u>	<u>100</u>	<u>100</u>
6	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
7	<u>100</u>	👎	<u>100</u>	<u>100</u>	<u>100</u>
Success	7	5	7	7	7
Completion Rates	100%	71%	100%	100%	100%

Problem Severity Impact

High 🤬!!

Prevents the user from completing the task (critical error)

Moderate 😞!

causes user difficulty but the task can be completed (non-critical error)

Low 😊✓

minor problems that do not significantly affect the task completion (non-critical error)

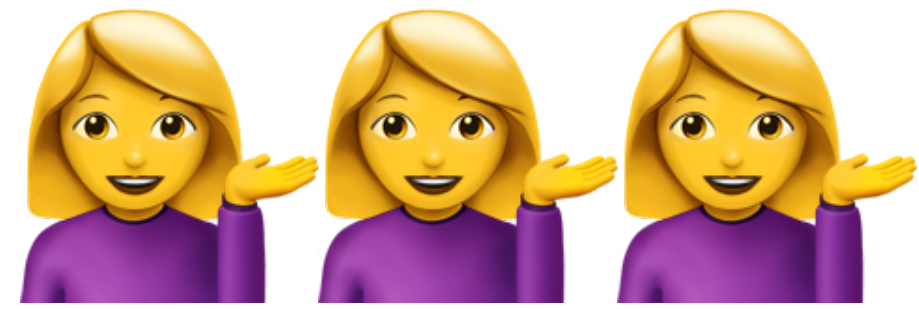
Frustration Chart

Participant	Task 1	Task 2	Task3	Task4	Task5
1	✓	!	!	!	✓
2	!	!	!	!	✓
3	✓	!	!	!	✓
4	✓	✓	✓	!	✓
5	!	!!	!	!	✓
6	!	!	✓	!	✓
7	✓	!!	✓	!	✓
Frustrated	3	6	4	7	0
Frustration Rate	42%	85%	57%	100%	0%


Issues

- Not enough context (clear labels/headers, tooltips, page descriptions ...)
- Difficulty comparing data sets or accessing historical data
- Not being able to do bulk edits to anything
- Lack of consistent UI patterns throughout different pages

User Delight



User Delight

 Peyman started a call. Today at 12:57 PM



positron Today at 12:58 PM

wait you didn't want me to pick up?



Peyman Today at 12:59 PM

yea! I'll tell you later but it's for my presentation tomorrow 😄



positron Today at 12:59 PM

ok, if you try again I won't pick up



NEW MESSAGES



Clyde BOT Today at 1:03 PM

It appears you've been by yourself in this call for more than five minutes. The bandwidth patrol has asked me to disconnect you to save bandwidth. That stuff doesn't grow on trees!

Only you can see this — [delete this message.](#)



Message @positron



User Delight

 Peyman started a call. Today at 12:57 PM



positron Today at 12:58 PM

wait you didn't want me to pick up?



Peyman Today at 12:59 PM

yea! I'll tell you later but it's for my presentation tomorrow 😁



positron Today at 12:59 PM

ok, if you try again I won't pick up



1

NEW MESSAGES



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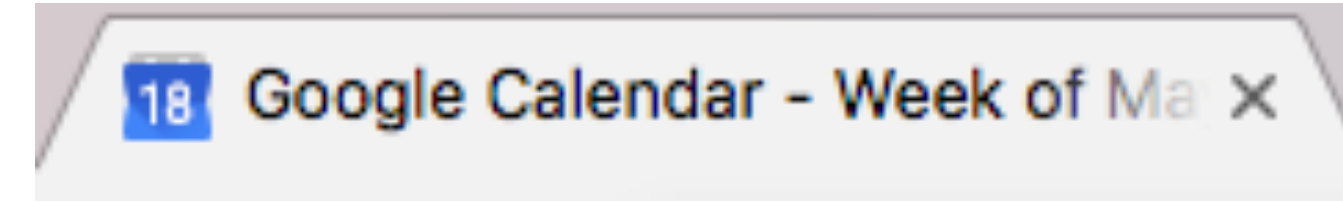
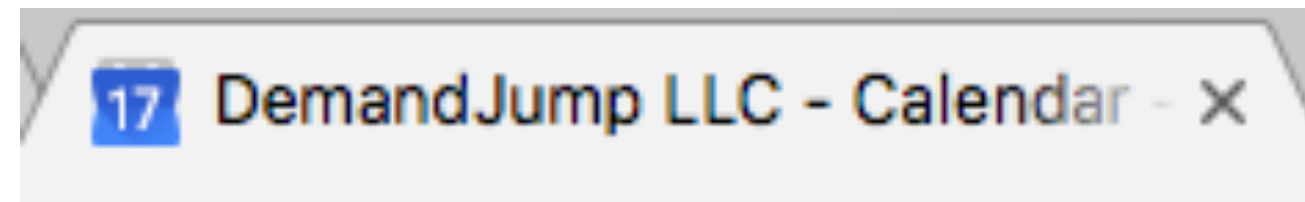
Only you can see this — [delete this message.](#)



Message @positron



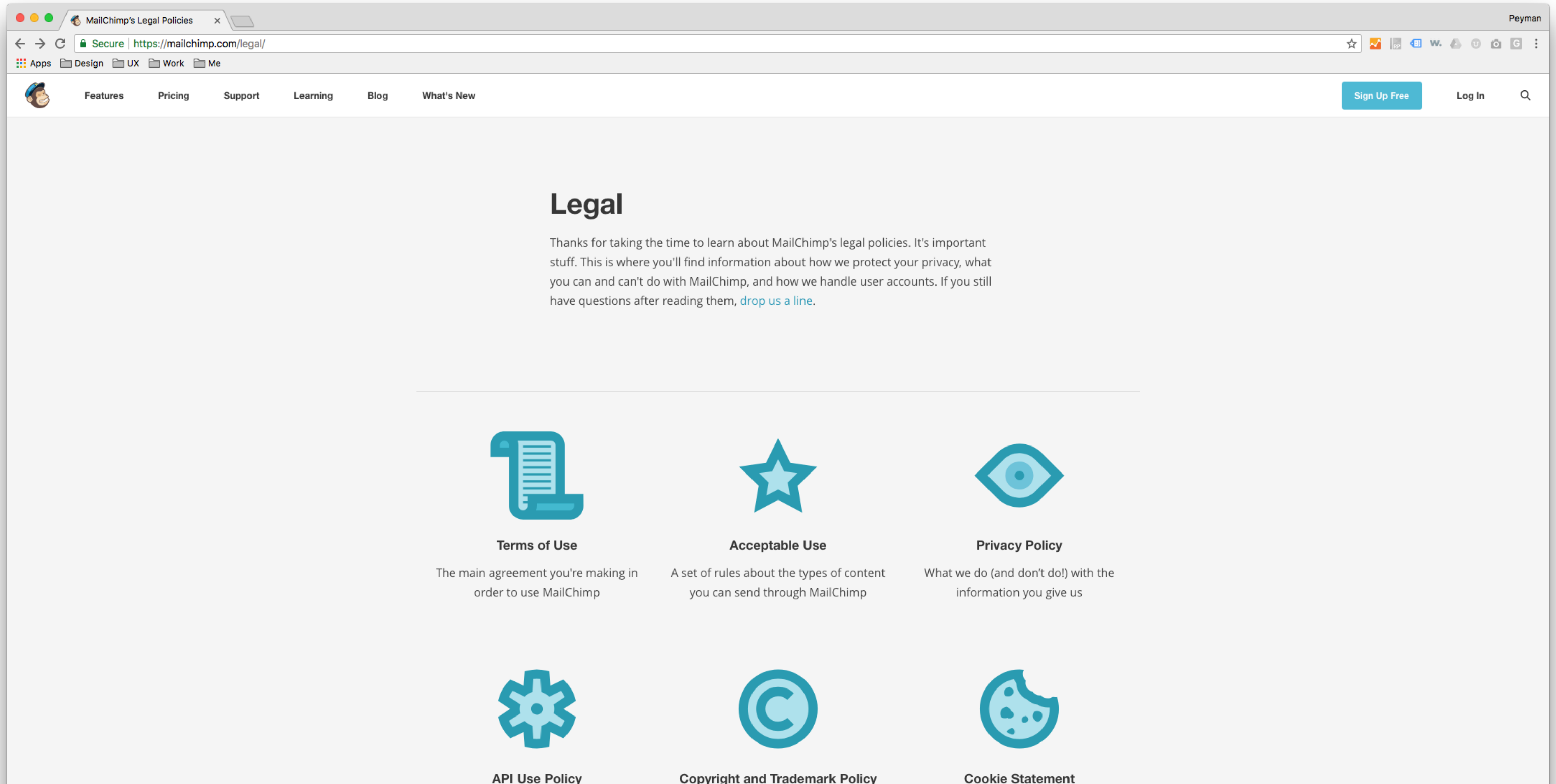
User Delight



Sticky Users



Sticky Users



The image is a screenshot of a web browser displaying the MailChimp legal page. The browser's address bar shows the URL <https://mailchimp.com/legal/>. The page features a navigation menu with links for Features, Pricing, Support, Learning, Blog, and What's New, along with buttons for Sign Up Free and Log In. The main content area is titled "Legal" and includes a paragraph of introductory text. Below this, there are six icons representing different legal policies: Terms of Use, Acceptable Use, Privacy Policy, API Use Policy, Copyright and Trademark Policy, and Cookie Statement. Each icon is accompanied by a brief description of the policy.

MailChimp's Legal Policies

Secure | <https://mailchimp.com/legal/>


Apps Design UX Work Me


Features Pricing Support Learning Blog What's New


Sign Up Free Log In


Legal


Thanks for taking the time to learn about MailChimp's legal policies. It's important stuff. This is where you'll find information about how we protect your privacy, what you can and can't do with MailChimp, and how we handle user accounts. If you still have questions after reading them, [drop us a line](#).



Terms of Use
The main agreement you're making in order to use MailChimp


Acceptable Use
A set of rules about the types of content you can send through MailChimp


Privacy Policy
What we do (and don't do!) with the information you give us


API Use Policy


Copyright and Trademark Policy


Cookie Statement

Sticky Users

The screenshot shows a web browser window with the URL <https://mailchimp.com/legal/privacy/>. The page title is "MailChimp's Legal Policies". The browser's address bar shows "Secure | https://mailchimp.com/legal/privacy/". The page has a navigation menu with links for "Features", "Pricing", "Support", "Learning", "Blog", and "What's New". There are also buttons for "Sign Up Free" and "Log In".

YOUR INFORMATION

5. Information We Collect

(a) **Information you voluntarily provide to us:** When you sign up for and use the Services, consult with our customer service team, send us an email, post on our blog, integrate the Services with another website or service (for example, when you choose to connect your e-commerce account with MailChimp), or communicate with us in any way, you are voluntarily giving us information that we collect. That information may include either your or your Subscribers' name, physical address, email address, IP address, phone number, credit card information, as well as details including gender, occupation, location, purchase history, and other demographic information. By giving us this information, you consent to this information being collected, used, disclosed, transferred to the United States and stored by us, as described in our [Terms of Use](#) and in this Privacy Policy.

(b) **Information we collect automatically:** When you use the Services or browse one of our Websites, we may collect information about your visit to our Websites, your usage of the Services, and your web browsing. That information may include your IP address, your operating system, your browser ID, your browsing activity, and other information about how you interacted with our Websites or other websites. We may collect this information as a part of log files as well as through the use of cookies or other tracking technologies. Our use of cookies and other tracking technologies is discussed more below, and in more detail in our Cookie Statement [here](#).

(c) **List and email information:** When you add a Distribution List or create an email with the Services, we have and may access the data on your list and the information in your email. If a Subscriber chooses to use the "forward to a friend" (FTF) link in an email campaign you send, it will allow the Subscriber to share your email content with individuals not on your Distribution List. When a Subscriber forwards an email to a friend, we do not store your Subscriber's email address or their friend's email address, and no one is added to any Distribution List as a result of the FTF. The Member who created the email campaign only sees an aggregate number of times

Sticky Users

The screenshot shows a web browser window with two tabs: "What's New at MailChimp" and "Login | MailChimp - email mark...". The address bar shows a secure connection to "https://login.mailchimp.com/?referrer=%2Fjump%2Fcreate-campaign%2Fpromote-landing-page%3F_ga%3D2.51355375.731073874.1526575553-1486367830.1518820800&wcookie=116745d46c533f1beede". The browser's taskbar shows "Apps", "Design", "UX", "Work", and "Me".

Left Panel (Login Form):

- MailChimp logo (a smiling monkey wearing a blue cap).

Log In

Need a MailChimp account? [Create an account](#)

Username

Password [Show](#)

Keep me logged in

[Forgot username?](#) · [Forgot password?](#)

©2001–2018 All Rights Reserved. MailChimp® is a registered trademark of The Rocket Science Group. [Privacy](#) and [Terms](#)

Right Panel (GDPR Notice):

Are you ready for the GDPR?
Get consent and respond to data requests with our new tools.

[Learn How To Get Started](#)

The right panel features a large, stylized illustration of a landscape with blue trees and yellow mailboxes. The trees have blue canopies and yellow trunks. The mailboxes are yellow and contain white envelopes. The background is a solid blue color with several white downward-pointing triangles scattered throughout.

Reflection



A silhouette of a person in a Batman costume, including the iconic cowl and cape, is shown from behind, holding a laptop. The background is dark with a bokeh effect of warm, out-of-focus lights. The text is overlaid in white on the person's torso.

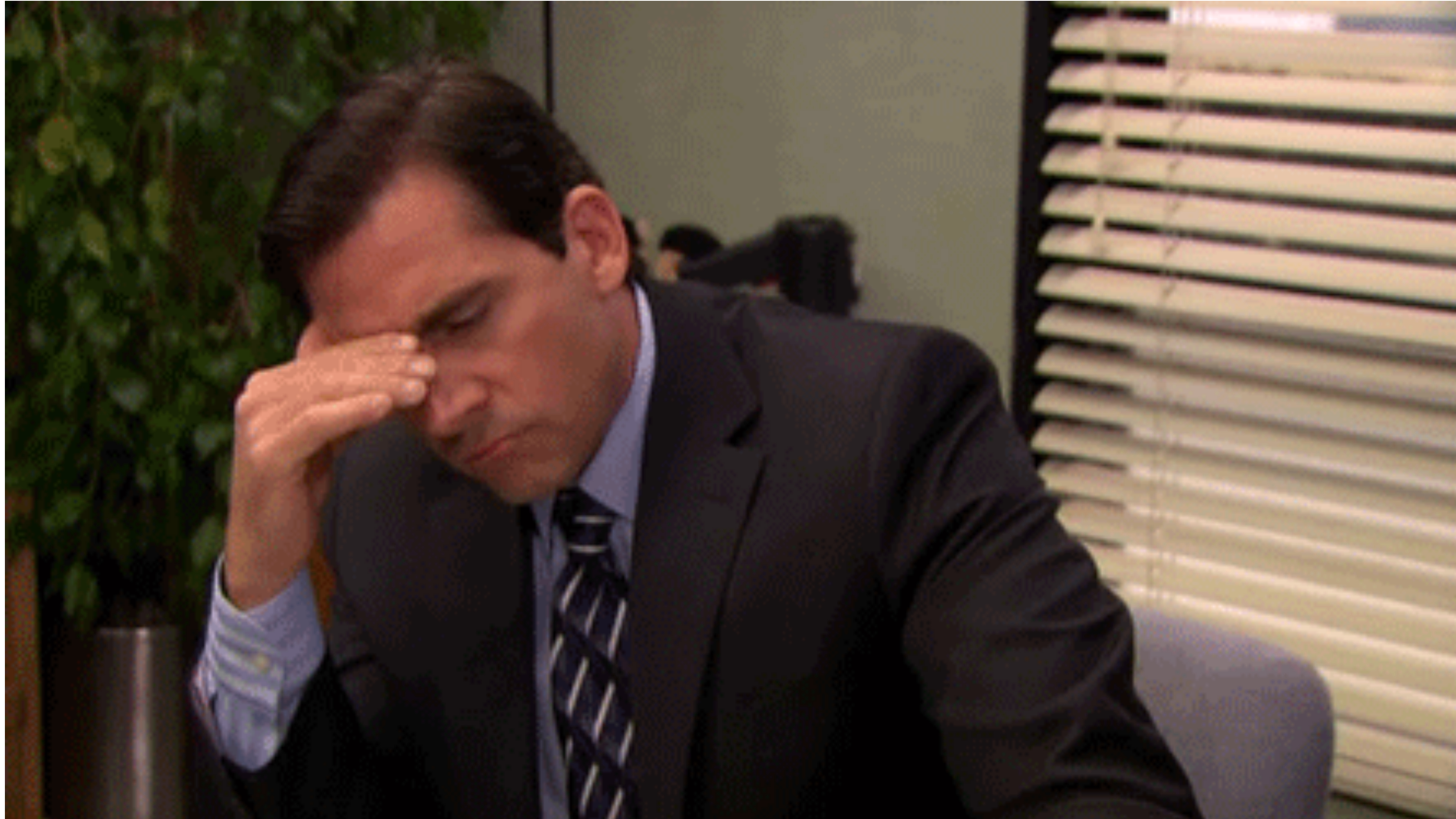
“I feel like, the way we currently present information in our platform is so counterintuitive to our marketing message. As a marketer, I would like to go to one place that gives me insights for a specific time frame.”

A dark silhouette of a person holding a camera. On top of the camera is a small figure of Batman's head with his wings spread. The background is a dark, out-of-focus cityscape at night, with many small, glowing circles of light (bokeh) in shades of orange, yellow, and white. The overall mood is mysterious and cinematic.

“Our users don’t need more data, they need more information.”

Context & Meaning

Establish Context



Tooltips

CHANNELS ⓘ Drag and drop channels to specify the order in which they should be applied.

- 1. Affiliates ⋮ Create New Channel
- 2. Organic Search ⋮
- 3. Paid Search ⋮
- 4. Display ⋮ More Actions
- 5. Social ⋮
- 6. Email ⋮
- 7. Direct ⋮ Delete Channel

Affiliates

Return to Welcome Page

General Information

Channel Name

Rules

Create one or more channel rules to identify which consumer actions are relevant to this channel.

#	Field	Operation	Label		
1.	Marketing Sources	is one of		⋮	🗑️ +
2.	Marketing Medium	equals		⋮	🗑️ +
	Marketing Medium	equals		⋮	🗑️ +

Delete Rule Add New Rule

Rule Logic

Create the logic to determine how your rules relate to one another. Any events matching this ruleset will be grouped as a Channel on the Attribution dashboard.

CANCEL SAVE

Tooltips

The screenshot shows a user interface for configuring channels. On the left, a list of channel types is visible: 1. Affiliates, 2. Paid Search, 3. Display, 4. Social, 5. Email, 6. Direct. The 'Affiliates' channel is selected and highlighted in blue. A tooltip above the list says 'Drag and drop channels to specify the order in which they should be applied.' Below the list, a 'More Actions' button is shown with a dropdown menu containing 'Delete Channel'. The main content area for the 'Affiliates' channel is titled 'Affiliates' and contains a 'Rules' section. The 'Rules' section has a heading 'Rules' and a sub-heading 'Create one or more channel rules to identify which consumer actions are relevant to this channel.' Below this is a table with columns: '#', 'Field', 'Operation', and 'Label'. The table contains three rows of rules:

#	Field	Operation	Label
1.	Marketing Sources	is one of	
2.	Marketing Medium	equals	
	Marketing Medium	equals	

Each row has a trash icon and a plus icon. A 'Delete Rule' tooltip is positioned over the trash icon of the second row, and an 'Add New Rule' tooltip is positioned over the plus icon of the third row. Below the table is a 'Rule Logic' section with the heading 'Rule Logic' and the text 'Create the logic to determine how your rules relate to one another. Any events matching this ruleset will be grouped as a Channel on the Attribution dashboard.' Below this text is a text input field with the example 'E.g. 1 AND (2 OR 3)'. At the bottom right of the interface, there are 'CANCEL' and 'SAVE' buttons. A 'Return to Welcome Page' button is also visible in the top right corner of the main content area.

Clear Descriptions

Step 2

Tell us about the audience you are targeting.

If you want to take your targeting to the next level, click on "Show Advanced Settings" for additional options.



Location

US Only

Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Gender

- Male
- Female
- Unkown

Campaign Purpose

- Display
- Remarketing

+ Show Advanced Settings

BACK

SUBMIT

Clear Descriptions

Step 2

Tell us about the audience you are targeting.

If you want to take your targeting to the next level, click on "Show Advanced Settings" for additional options.

Location

Age

- 18-24
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- 35-44
- 45-54
- 55-64
- 65+

Gender

- Male
- Female
- Unkown

Campaign Purpose

- Display
- Remarketing

+ Show Advanced Settings

BACK

SUBMIT

Help Text / Hints 🤗

Organic Search



General Information

Channel Name

Rules

Create one or more channel rules to identify which consumer actions are relevant to this channel.

#	Field	Operator	Criteria		
1.	Referring Medium <input type="text" value=""/>	equals <input type="text" value=""/>	search <input type="text" value=""/>		<input data-bbox="2565 947 2618 984" type="text" value="+"/>
2.	Referring Source <input type="text" value=""/>	is one of <input type="text" value=""/>	20 items... <input type="text" value=""/>		<input data-bbox="2565 1069 2618 1106" type="text" value="+"/>
3.	Marketing Network <input type="text" value=""/>	is null <input type="text" value=""/>	N/A <input type="text" value=""/>		<input data-bbox="2565 1191 2618 1228" type="text" value="+"/>
4.	Marketing Medium <input type="text" value=""/>	is null <input type="text" value=""/>	N/A <input type="text" value=""/>		<input data-bbox="2565 1313 2618 1350" type="text" value="+"/>

Rule Logic

Create the logic to determine how your rules relate to one another. Any events matching this ruleset will be grouped as a Channel on the Attribution dashboard.

(1 AND 2) AND (3 AND 4)

Tip: Use AND and OR statements to define how the rules should be applied and parentheses to group them.

Help Text / Hints 🤗

Organic Search ✕

General Information

Channel Name

Rules

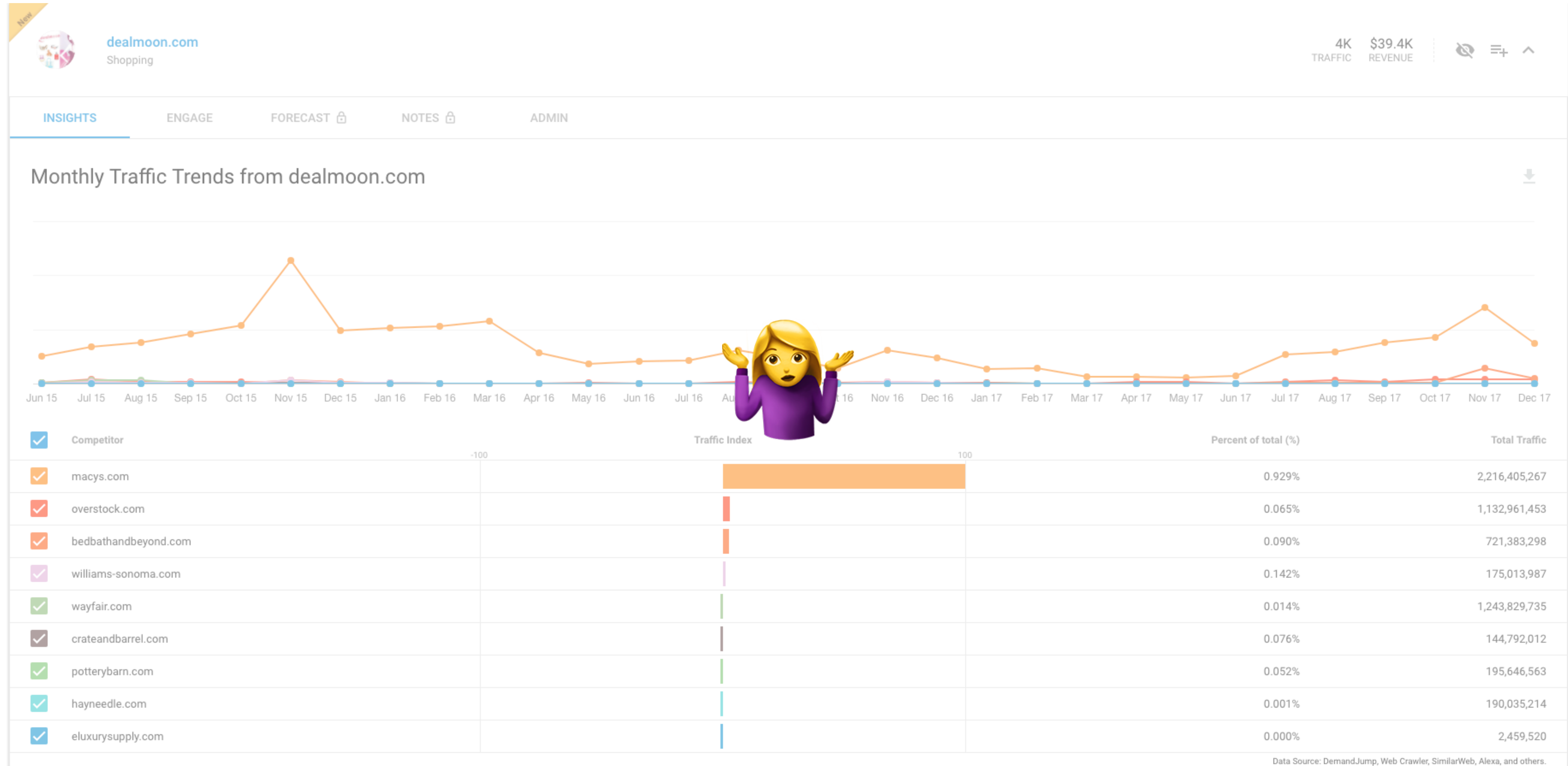
Create one or more channel rules to identify which consumer actions are relevant to this channel.

#	Field	Operator	Criteria		
1.	Referring Medium <input type="text" value=""/>	equals <input type="text" value=""/>	search <input type="text" value=""/>	<input type="button" value="🗑️"/>	<input type="button" value="+"/>
2.	Referring Source <input type="text" value=""/>	is one of <input type="text" value=""/>	20 items... <input type="text" value=""/>	<input type="button" value="🗑️"/>	<input type="button" value="+"/>
3.	Marketing Network <input type="text" value=""/>	is null <input type="text" value=""/>	N/A <input type="text" value=""/>	<input type="button" value="🗑️"/>	<input type="button" value="+"/>
4.	Marketing Medium <input type="text" value=""/>	is null <input type="text" value=""/>	N/A <input type="text" value=""/>	<input type="button" value="🗑️"/>	<input type="button" value="+"/>

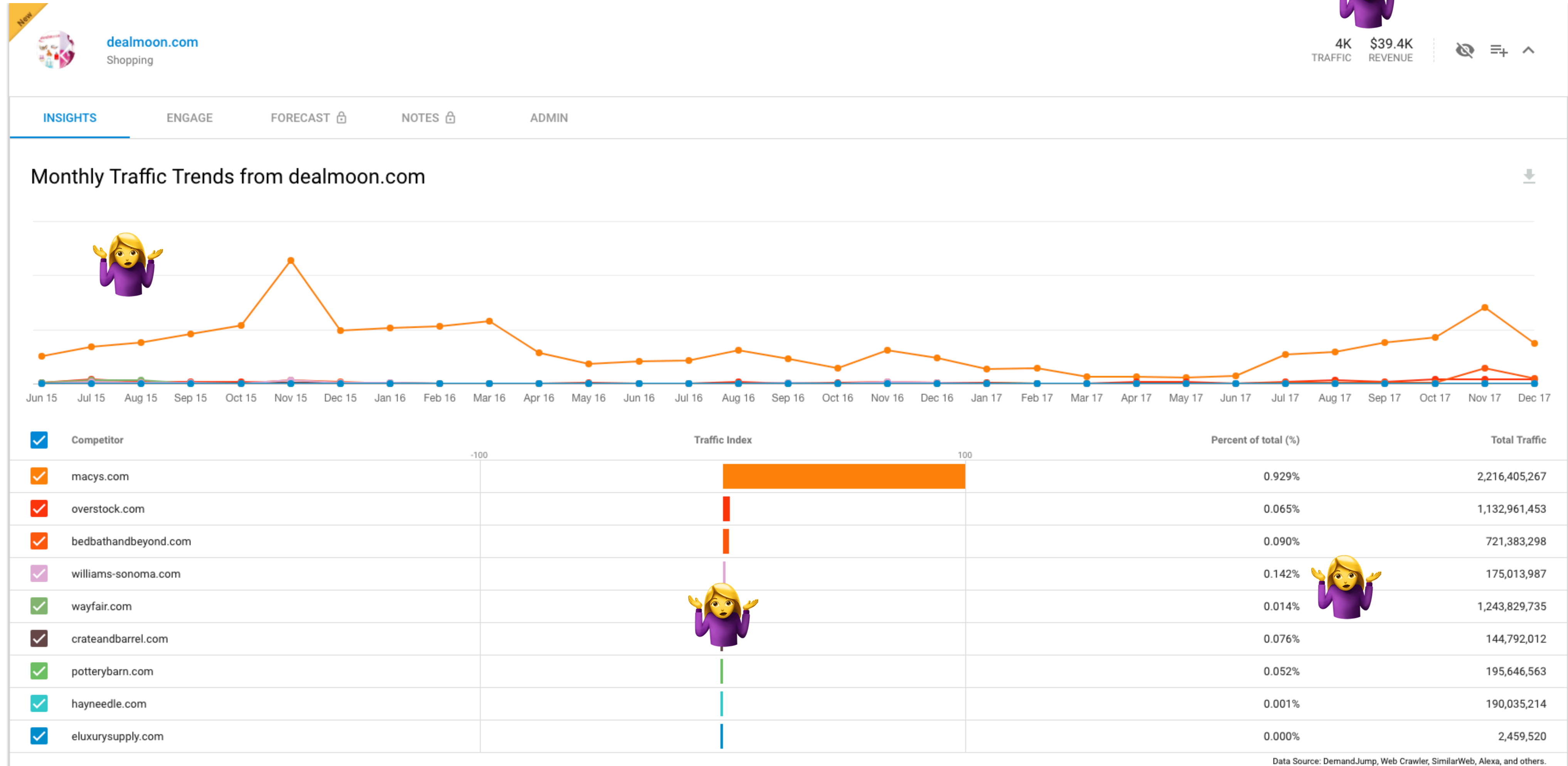
(1 AND 2) AND (3 AND 4)

Tip: Use AND and OR statements to define how the rules should be applied and parentheses to group them.

Confusion & Context



Context and Meaning



Traffic Cards



Premier League ▾

Fantasy ▾

Stats

Video

Communities ▾

More ▾



Sign in

Home

Fixtures

Results

Tables

Transfers

Broadcast

Tickets

Clubs

Players

Managers

News

Social

Youth

⋮ More

Filter by Competition
Premier League ▾

Filter by Season
2017/18 ▾

Filter by Matchweek
All Matchweeks ▾

Filter by Home or Away
All Matches ▾

Reset Filters ↻

Premier League

More	Position	Club	Played	Won	Drawn	Lost	GF	GA	GD	Points	Form	Next
▾	1 ●	Manchester City	29	25	3	1	83	20	+63	78	W D W W W	
▾	2 ●	Manchester United	29	19	5	5	56	22	+34	62	L W L W W	
▾	3 ●	Liverpool	29	17	9	3	67	32	+35	60	W D W W W	
▾	4 ●	Tottenham Hotspur	29	17	7	5	55	24	+31	58	W D W W W	
▾	5 ●	Chelsea	29	16	5	8	50	26	+24	53	L L W L L	
▾	6 ●	Arsenal	29	13	6	10	52	41	+11	45	L W L L L	
▾	7 ●	Burnley	29	10	10	9	24	26	-2	40	D D L D W	
▾	8 ●	Leicester City	29	9	10	10	41	42	-1	37	L D L D D	
▾	9 ▲	Watford	29	10	6	13	39	47	-8	36	D W L W W	

Traffic Cards

6		Arsenal	29	13	6	10	52	41	+11	45	L	W	L	L	L	
7		Burnley	29	10	10	9	24	26	-2	40	D	D	L	D	W	
8		Leicester City	29	9	10	10	41	42	-1	37	L	D	L	D	D	



Leicester City

Recent Result - Saturday 3 March 2018

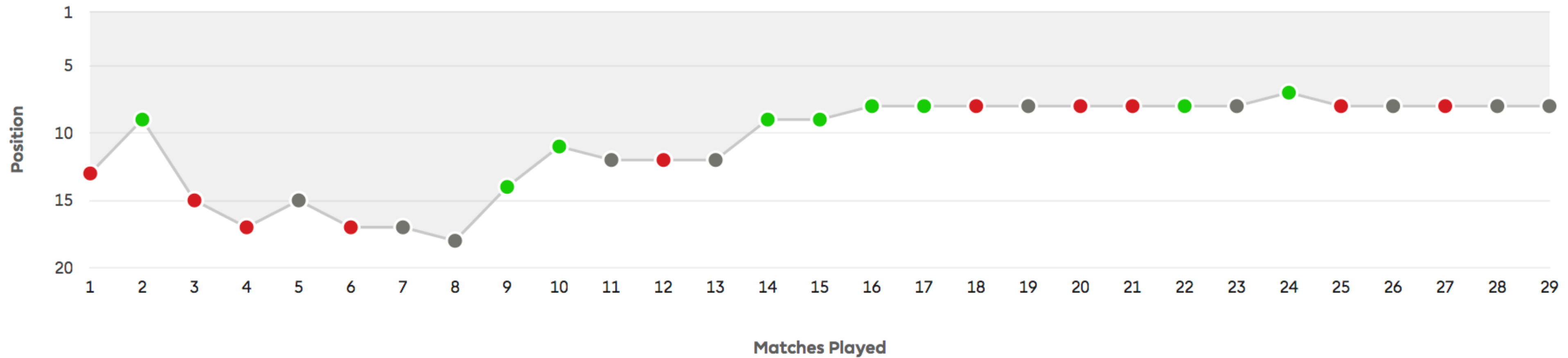
Next Fixture - Saturday 10 March 2018

LEI 1 - 1 BOU →

WBA 15:00 LEI →

[Visit Club Page](#) →

Performance Chart



9



Watford

29

10

6

13

39

47

-8

36

D

W

L

W

W

W



Headers/Labels

Search here...

Feb 2017 - Feb 2018

Traffic Overview

TRAFFIC	CONVERSION	REVENUE
125,574	3,775	\$331,025

Traffic Opportunities

TRAFFIC	CONVERSIONS	REVENUE
236,668 ↗	5,997 ↗	\$423,507 ↗

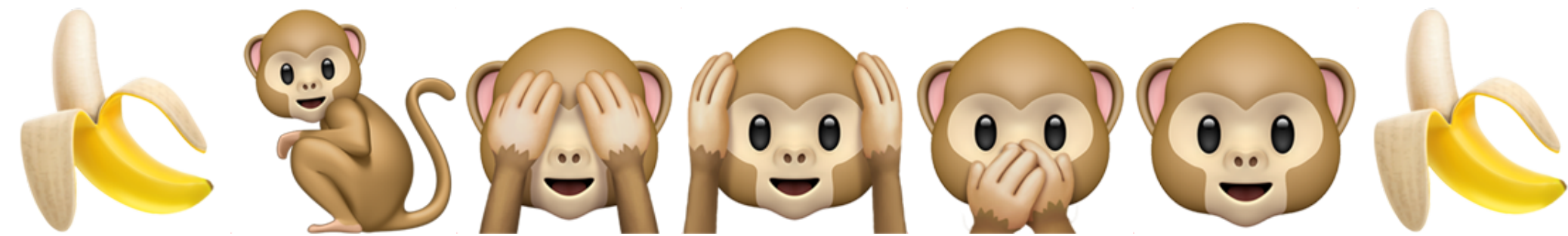
Detailed Traffic List



sort by: Rank

Rank	Name	Your Share	Avg. Competitors Share	Traffic Performance	Estimated Conversions	Estimated Revenue
<input type="checkbox"/>	1. Gizmodo.com	0.00%	2.78%	2.78% ↓	3,749 ↓	\$8,171 ↓
<input type="checkbox"/>	2. Consumersearch	20.84%	44.69%	23.85% ↓	10,677 ↓	\$35,684 ↓
<input type="checkbox"/>	3. Scoutmastercg.com	55.15%	21.14%	33.74% ↑	12,258 ↑	\$79,851 ↑
<input type="checkbox"/>	4. Dealspotr.com	21.41%	55.15%	33.74% ↓	27,856 ↓	\$14,474 ↓
<input type="checkbox"/>	5. Twitch.tv	69.15%	13.15%	56.00% ↑	69,424 ↑	\$83,755 ↑

Guerilla Testing



Headers/Labels

Traffic Overview

TRAFFIC	CONVERSION	REVENUE
125,574	3,775	\$331,025

Traffic Opportunities ⓘ

TRAFFIC	CONVERSIONS	REVENUE
236,668 ↗	5,997 ↗	\$423,507 ↗

Detailed Traffic List



sort by:

Rank



Feb 2017 - Feb 2018



Traffic Source <small>ⓘ</small>	% Traffic Share <small>ⓘ</small>		Estimated Performance <small>ⓘ</small>			
	Yours	Competitors	Traffic	Conversions	Revenue	
<input type="checkbox"/> 1. Sleepopolis.com	12.45%	23.69%	-11.24%	252,345	\$210,203	▼
<input type="checkbox"/> 2. Slickdeals.net	35.24%	14.64%	20.60%	647,235	\$850,325	▼
<input type="checkbox"/> 3. Amazingribs.com	07.34%	13.95%	-06.61%	145,257	\$85,236	▼
<input type="checkbox"/> 4. BarbecueBible.com	02.12%	12.97%	-10.85%	1,252,463	\$642,235	▼
<input type="checkbox"/> 5. Dealspotr.com	00.00%	2.78%	-2.78%	17,234	\$21,042	▼

Navigation

The screenshot displays a web browser window with the following elements:

- Browser Tabs:** "Roller coaster GIFs - Find & Sh x" and "Traffic Cloud™ - Competitive Se x".
- Address Bar:** "Secure | https://trafficcloud.demandjump.com/51/dashboard/397".
- Page Header:** "Competitive Set Traffic" on the left and "DemandJump demandjump.com" with a user profile icon on the right.
- Filters:** "FILTERS" section with "Month Range is in the past 7 days" and a "Run" button.
- Dashboard Grid:**
 - Top-left: "Competitive Set- Direct"
 - Top-right: "Competitive Set- Blog/News"
 - Bottom-left: "Competitive Set- Social"
 - Bottom-right: "Competitive Set- Affiliate & LeadGen"
- Footer:** "Competitive Set- Display" and "Competitive Set- Search" with a navigation arrow and a vertical ellipsis.
- UI Elements:** A vertical sidebar on the left with various icons, and a blue chat bubble icon in the bottom right corner.

Navigation

The screenshot shows a web browser window with two tabs: "Roller coaster GIFs - Find & Sh x" and "Traffic Cloud™ - Competitive Se x". The address bar shows a secure connection to <https://trafficcloud.demandjump.com/51/dashboard/397>. The browser's top bar includes navigation icons, a search bar, and a user profile icon labeled "Peyman".

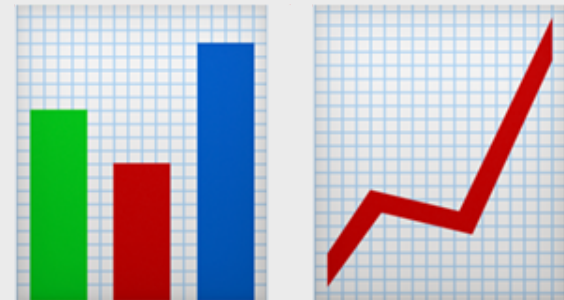
The main content area is titled "Competitive Set Traffic" and features a sidebar on the left with the following menu items: DASHBOARDS, CUSTOM DASHBOARDS, TRAFFIC, SEARCH, DISPLAY, CONTENT, SOCIAL, LISTS, and SETTINGS. The main area contains a filter bar with the text "FILTERS Month Range is in the past 7 days" and a "Run" button. Below the filter bar is a 2x2 grid of traffic categories:

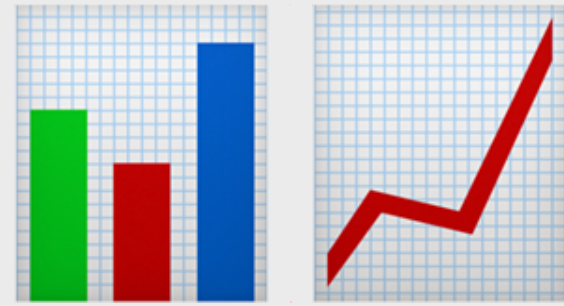
- Top-left: Competitive Set- Direct
- Top-right: Competitive Set- Blog/News
- Bottom-left: Competitive Set- Social
- Bottom-right: Competitive Set- Affiliate & LeadGen

At the bottom of the grid, there are two additional categories: "Competitive Set- Display" and "Competitive Set- Search". A blue chat icon is visible in the bottom right corner of the dashboard.

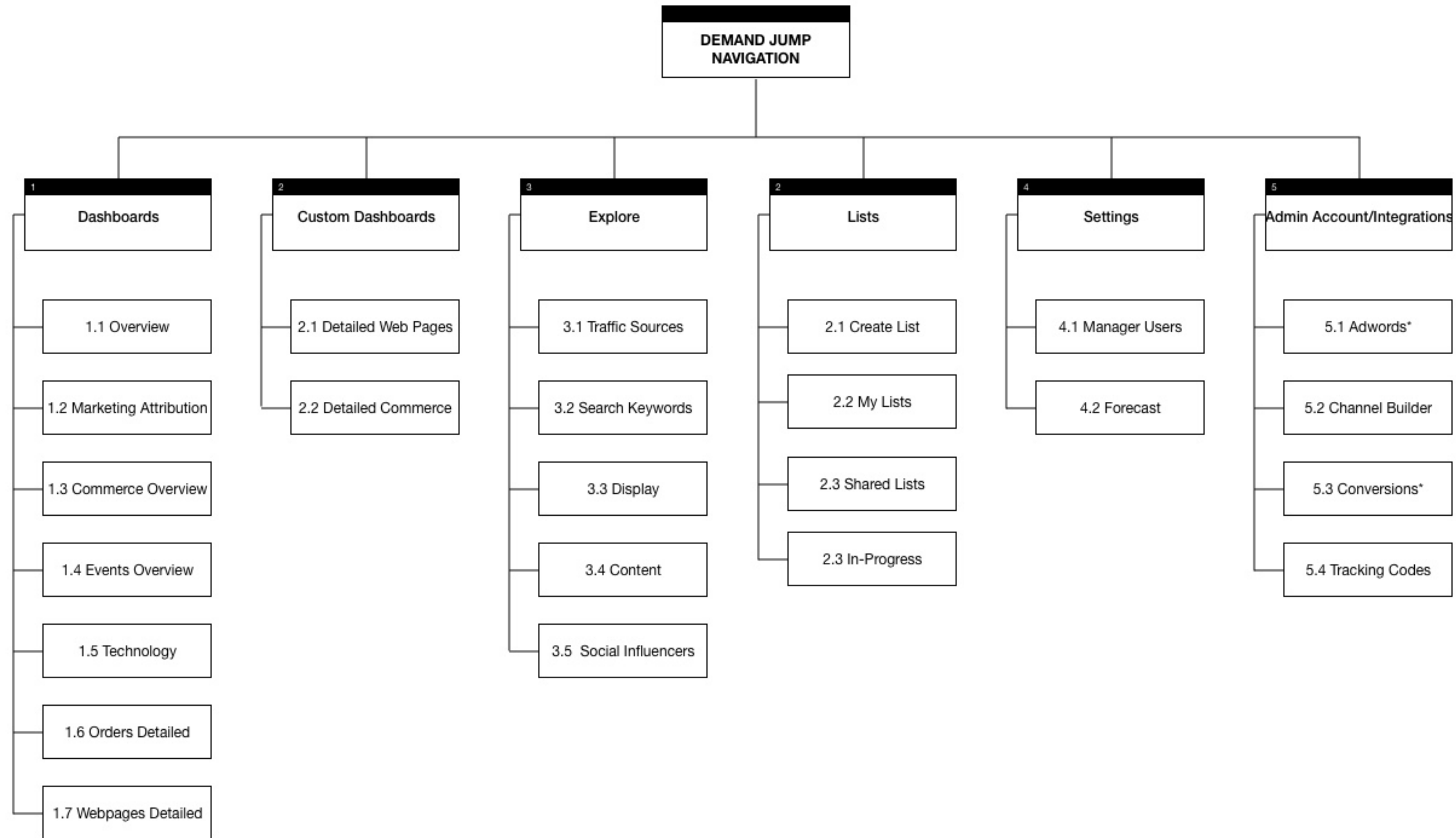
Mood Boarding

Moving forward





Clear Navigation Paths



Revamping the Nav

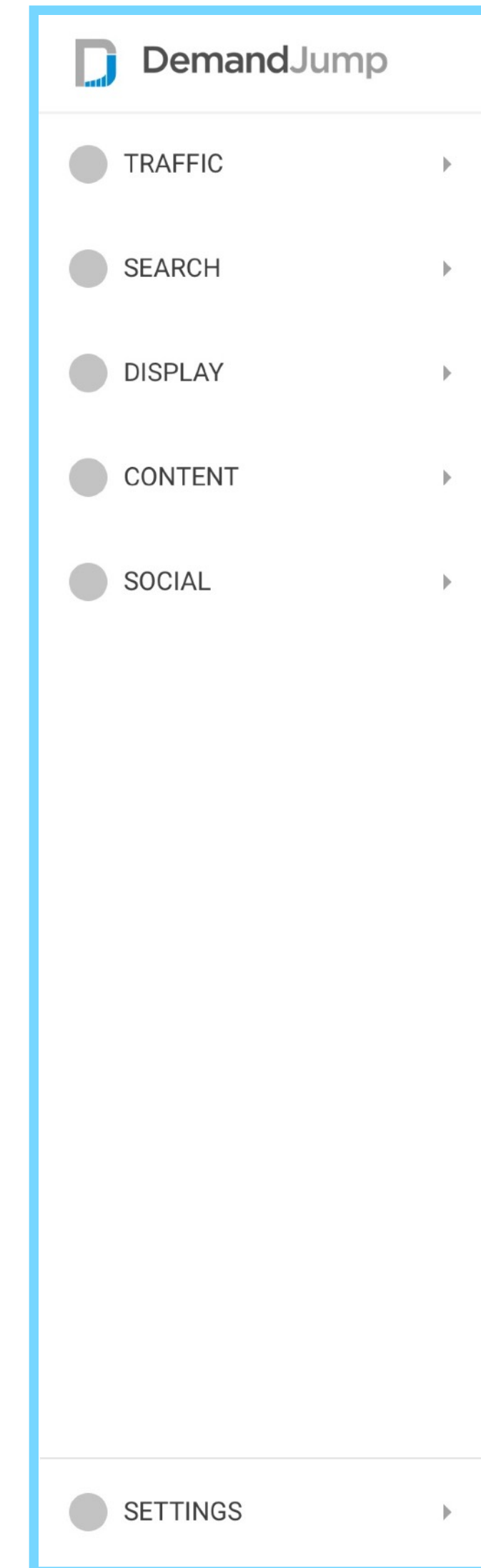
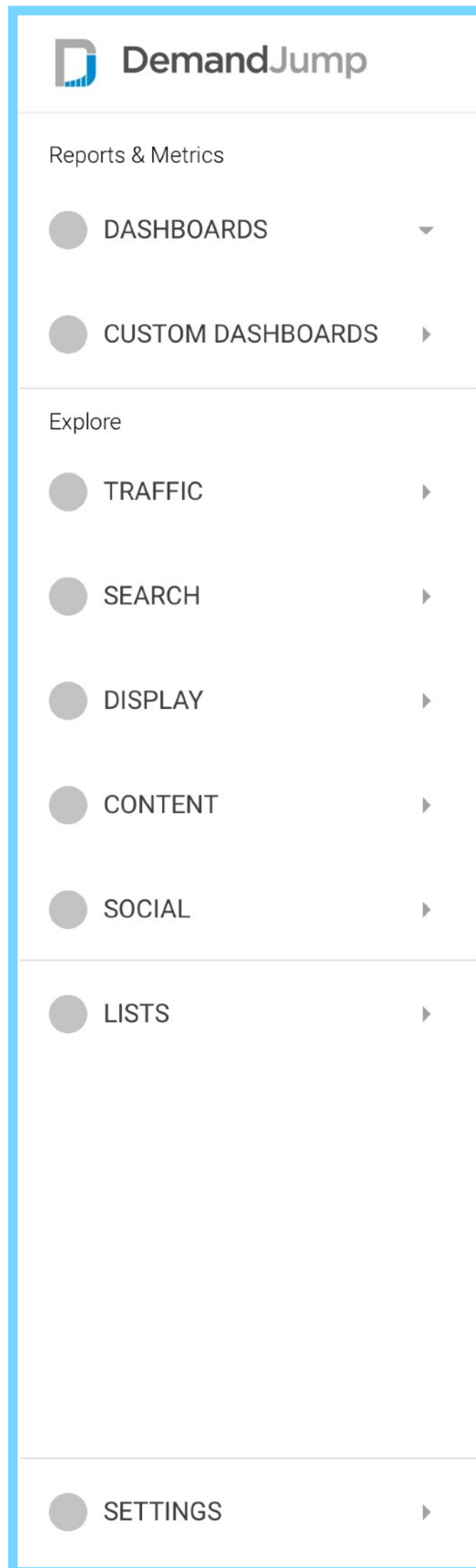
Channel Based

Explore through each individual channel

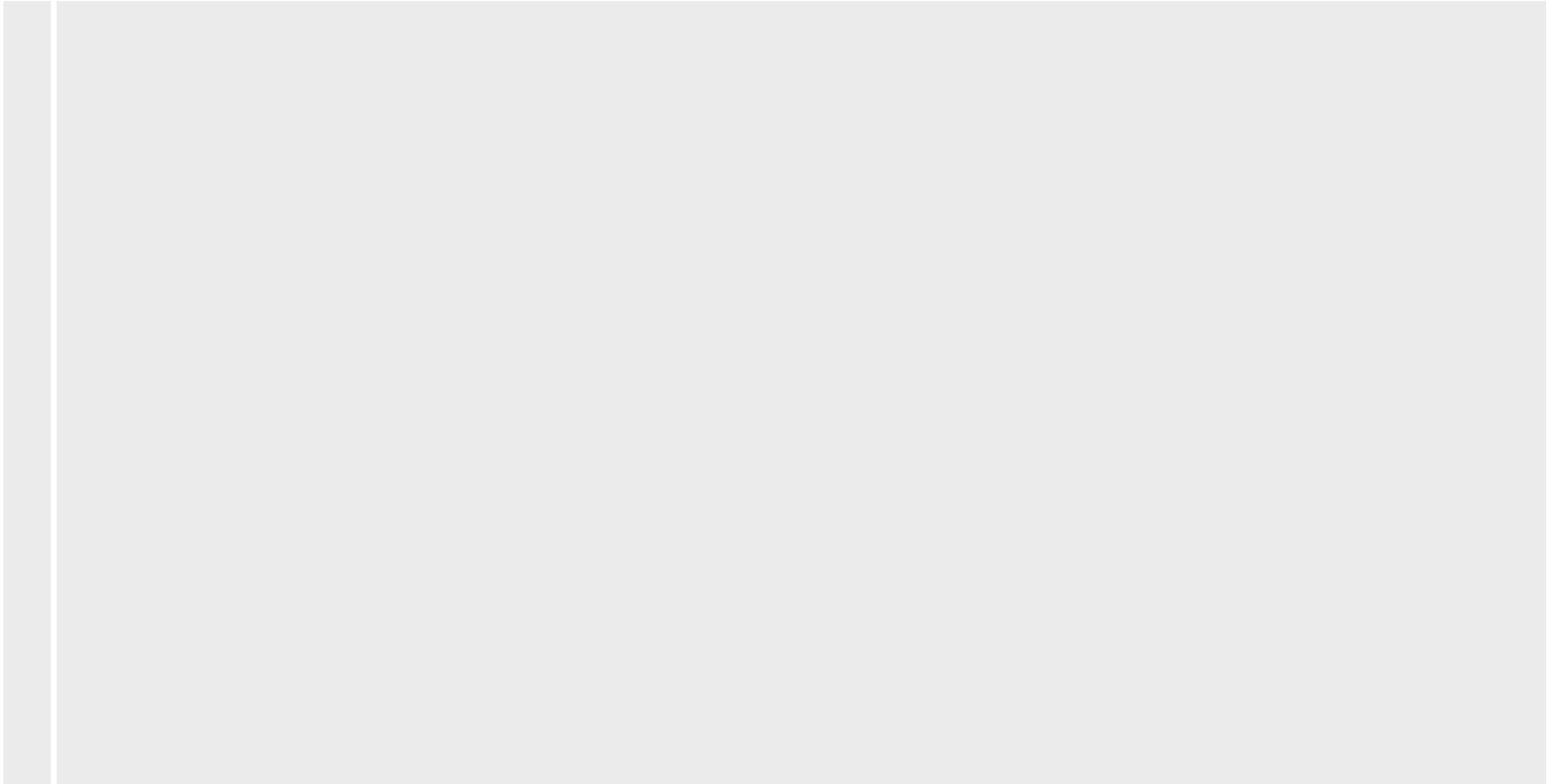
Action Based

Group nav items based on various actions users can take

Revamping the Nav



Insights



Insights

ALL FILES ⓘ
Email Product Recs ▾

📁 Spring Campaign Recs ⋮

📁 July Prodcut Recs ⋮

📁 Archived (3) ▶

Insights

ALL FILES ⓘ Email Product Recs ▾ ×


Email Product Recs ▾


- Spring Campaign Recs ⋮
- July Prodcut Recs ⋮


Archived (3) >

Insights


ALL FILES ⓘ
Email Product Recs ▾ ×

 Spring Campaign Recs ⋮

 July Prodcut Recs ⋮


 Archived (3) >

INSIGHTS ⓘ
Paid Search Insights ▾ ×

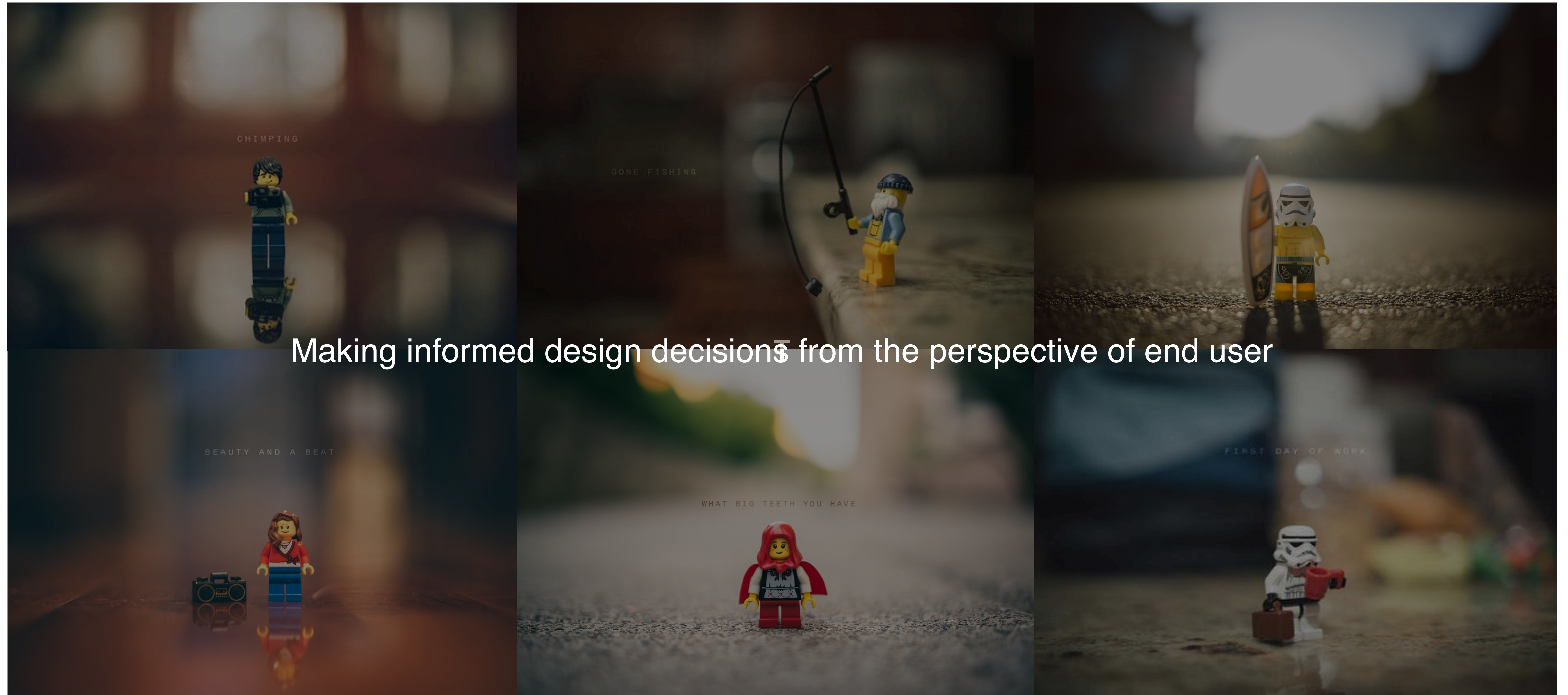
 Add an insight ⋮

Create New Campaign ⋮

Increase Paid Search Budget ⋮

 Completed (2) >

Personas



Making informed design decisions from the perspective of end user

Personas

BRYAN WHEELER

AGE 45

GENDER Male

OCCUPATION Director of Marketing

INDUSTRY CPG

STATUS Potential Customer

Aggressive Data advocate Resourceful



Marketing expert, SEO noob

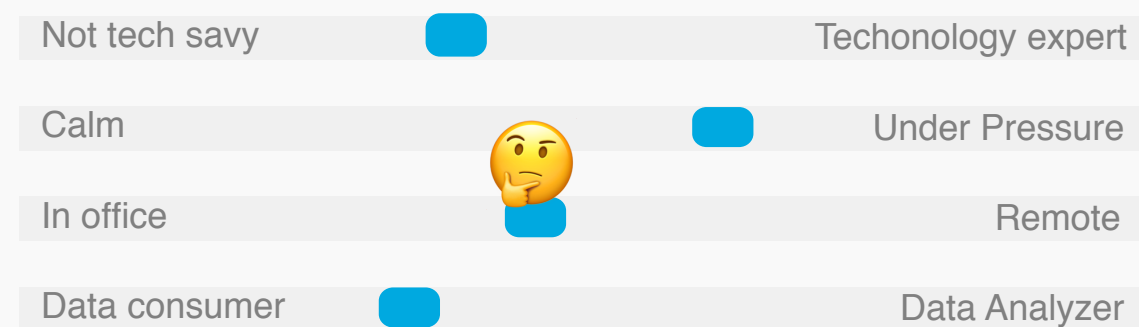
NEEDS/GOALS 🤔

- What is my true ROI across all marketing channels
- Make sense of all my data
- Acquire new users and retain existing customers

FRUSTRATIONS 🤔

- Current data doesn't offer clear actionable items
- Can't easily share data/insights with my team
- Social marketing isn't bringing much success

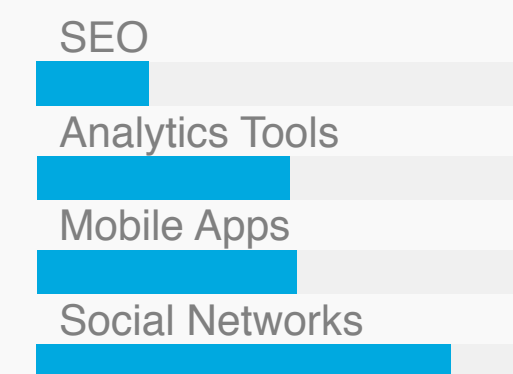
PERSONALITY



BIO

- More familiar with business than technology
- Not afraid to speak his mind in meetings
- Looking to gain insights from all my data

TECHNOLOGY



ANALYTICS TOOLS



Personas

Slice-n-Dicers 

The do-ers of our world

Busy Bees 

Just tell me what to do

Prospects 

Potential customers

Customer Success!

Insert “Baby Brennan” emoji here

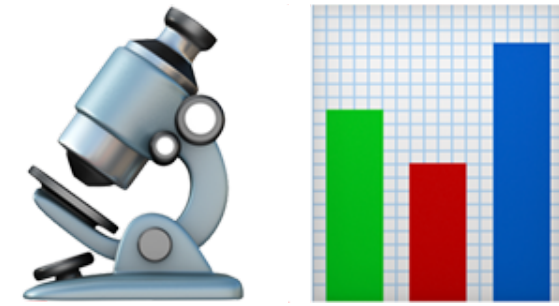
Personas & Prioritization



Pattern Library



Formal User Testing with Customers



Thanks 🙌 Questions?