by Rasmus Gripenfrid

Selected Work Samples

Product Design – Talytic AB

Product Design for a startup business within the field of HR Tech.

Work description:
Create high-fidelity wireframes that are clickable for a startup business concept – Talytic, from scratch. With a total of 4 different screens/dashboards. Involving creating a complete product design, including color profile and a logotype for the business itself.

Background:
Taltytic is a web based software that aims to provide Human Resource organisations with insightful data analytics regarding their talent acquisition performance. So that they can optimise their workflow and become more effective in acquiring talent.

Clickable wireframes accessible here: https://www.figma.com/proto/wd3nEbwc228vvS7wH5ALrw/Hi-Fi-Wireframes?node-id=248%3A536&scaling=scale-down&page-id=248%3A535&starting-point-node-id=248%3A536

Software used: Figma.

Data visualization used in the designs are based on the D3 and React library: Nivo rocks

Lo-Fi Wireframes – Talytic AB

Screen 1 (top-left)

Talytic

- Home
- Talent Marketing
- Candidate Experience
- Costs

Welcome back John

What am I seeing on the screen?

Last 30 days

Data updated: current date and timestamp, name of source

Talent Marketing

# Active Job Ads	# Job Ad views	# Application views	Drop offs %	Application rate %
Total active job ads	Total job ad views	Total Application form views	Clicked the application form but didn't complete application	Clicked and completed the application form

Candidate Experience

# Applications	# Interviews	# Hires	Hire rate %
Total number of applications within selected time period.	Total number of interviews within selected time period.	Total number of hires within selected time period	Applications / Hires metric

Avg. Talent Acquisition Metrics

Avg. time to first interview	Avg. time to first hire	Avg. Recruitment cost
Avg. time it took from job ad view to first interview.	Avg. time it took from job ad view to first hire.	Avg. cost per recruitment, based on total ad cost / hires

35 %

Screen 2 (top-right)

Talytic

- Home
- Talent Marketing
- Candidate Experience
- Costs

Welcome back John

Last 30 days | 2 filters selected

Data updated: current date and timestamp, name of source

# Active Job Ads	# Job Ad views	# Application views	Drop offs %	Application rate %
Total active job ads	Total job ad views	Total Application form views	Clicked the application form but didn't complete application	Clicked and completed the application form

Recruitment sources:

7 % · 13 % · 9 % · 10 % · 28 % · 33 %

- Job ads
- Organic search
- Google
- Agency
- Social media
- Other

Job ads: 6 %, 8 %, 10 %, 36 %

Agency: 8 %, 11 %, 38 %

Social media: 7 %, 8 %, 10 %, 35 %

Screen 3 (bottom-left)

Talytic

- Home
- Talent Marketing
- Candidate Experience
- Costs

Welcome back John

Last 30 days | 2 filters selected

Data updated: current date and timestamp, name of source

# Applications	# Interviews	# Hires	Hire rate %
Total number of applications within selected time period.	Total number of interviews within selected time period.	Total number of hires within selected time period	Applications / Hires metric

87.06% · 83.76% · 88.79% · 42.11%

Screen 4 (bottom-right)

Talytic

- Home
- Talent Marketing
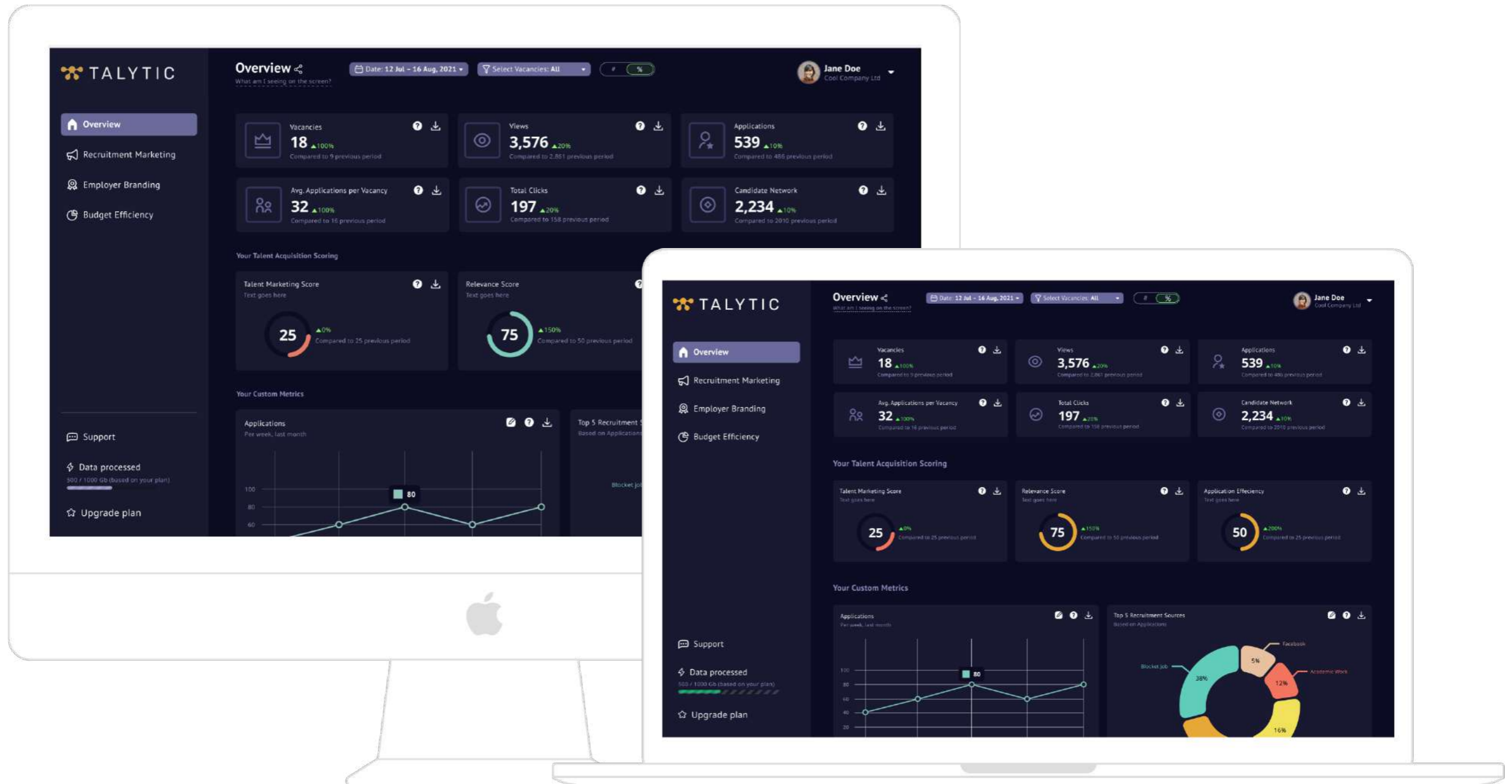- Candidate Experience
- Costs

Welcome back John

Last 30 days | 2 filters selected

Data updated: current date and timestamp, name of source

Travel	760	2,540	▲
Presentation	650	2,304	▼
Business	612	2,140	▲
Finance	598	1,976	▲
Travel	513	1,903	▼
Startup	498	1,320	▼

Client specifically wanted a dark theme. Key statistics and numbers are always at the top, most accessible.
The dashboard itself is divided into sections with headlines for each section, describing what the data represents.
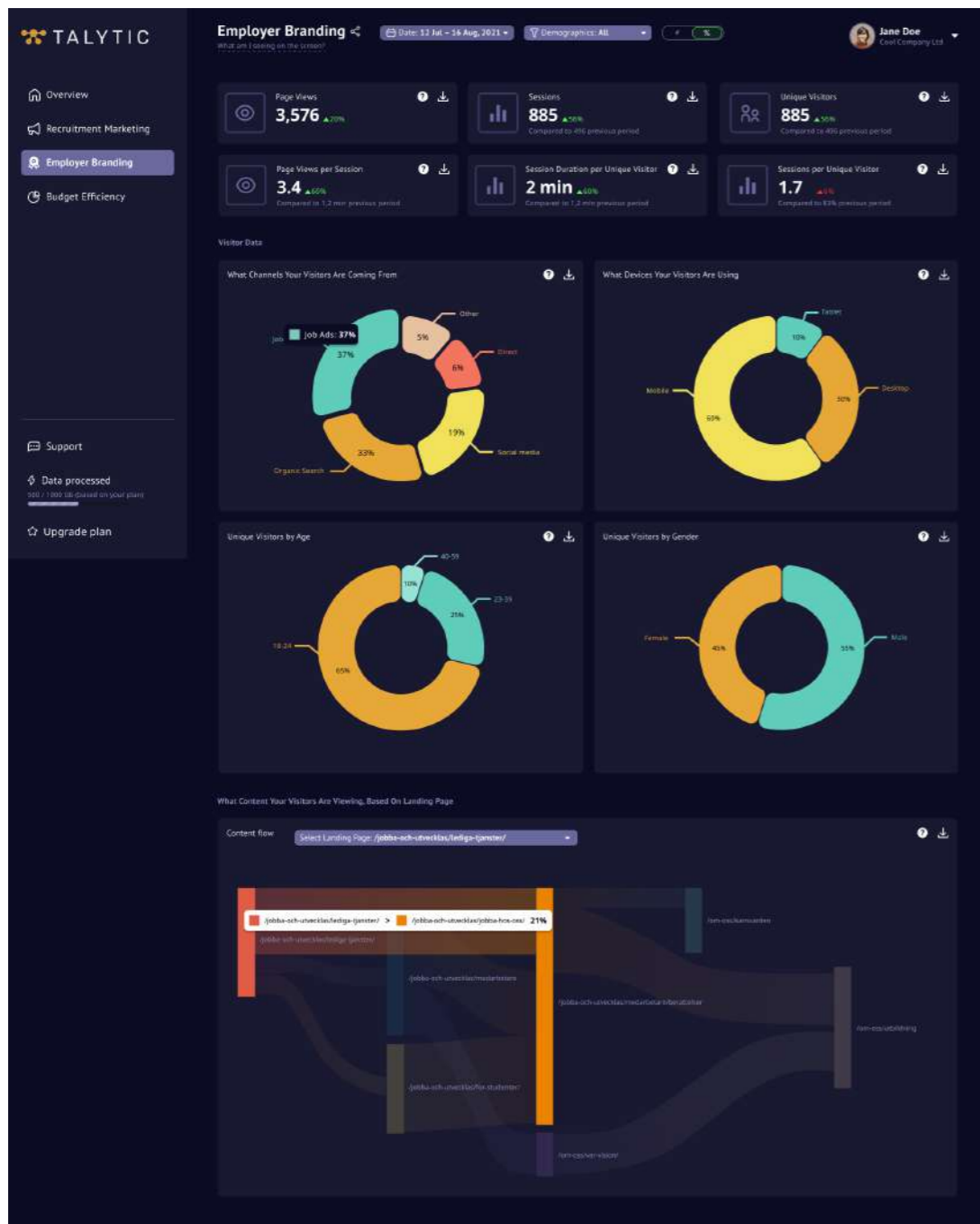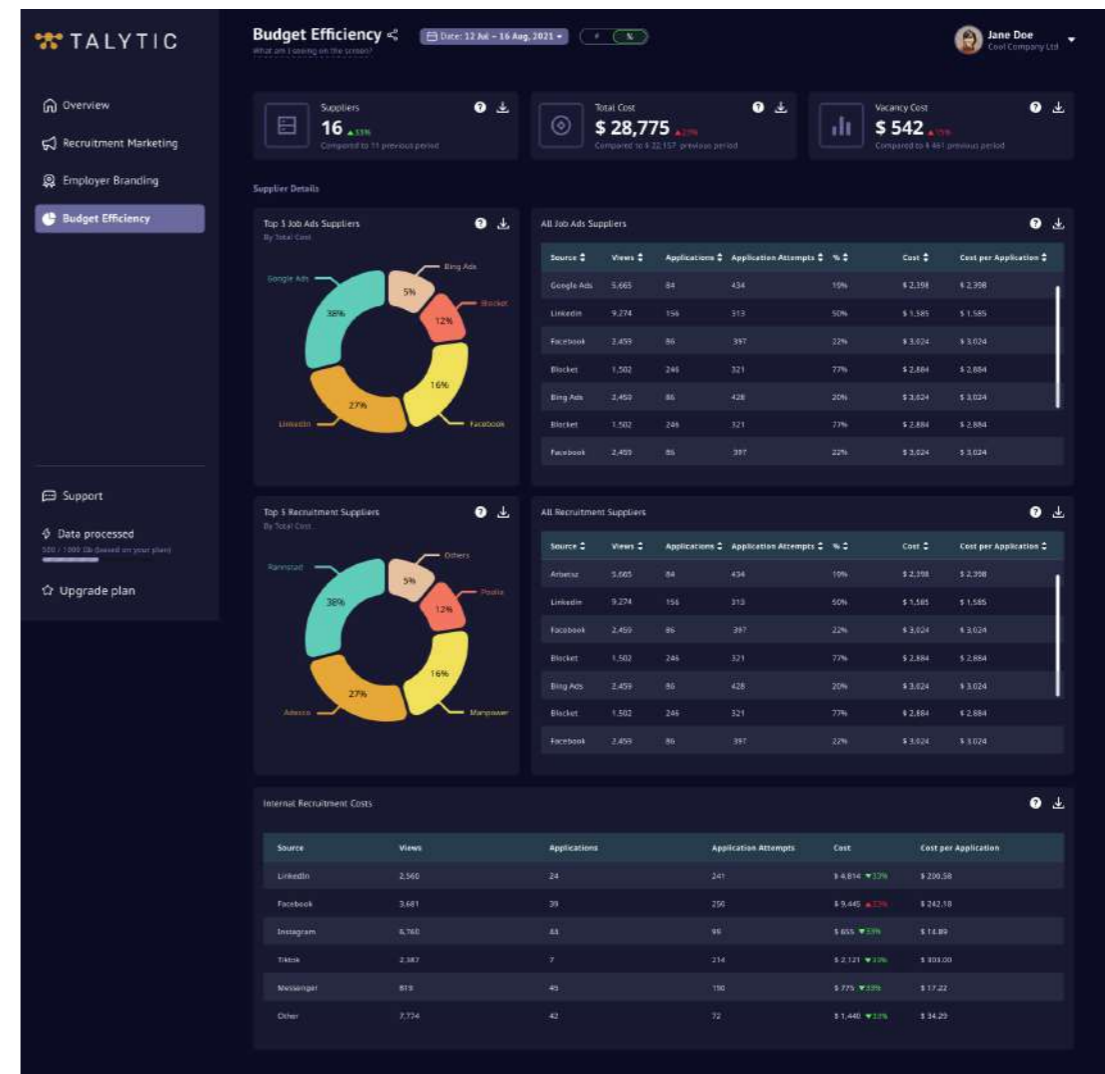
1. Overview – Dashboard

2. Recruitment Marketing – Dashboard

Clickable wireframes accessible here: https://www.figma.com/proto/wd3nEbwc228vvS7wH5ALrw/Hi-Fi-Wireframes?node-id=248%3A536&scaling=scale-down&page-id=248%3A535&starting-point-node-id=248%3A536

3. Employer Branding – Dashboard

4. Budget Efficiency – Dashboard

Clickable wireframes accessible here: https://www.figma.com/proto/wd3nEbwc228vvS7wH5ALrw/Hi-Fi-Wireframes?node-id=248%3A536&scaling=scale-down&page-id=248%3A535&starting-point-node-id=248%3A536

Redesign of a Questionnaire – Refapp

Design Case for the HR Tech provider Refapp – *Make better recruitment decisions with digital reference checking*

Work description:

[…] The current questionnaire works well today, we have a high completion rate and references are very satisfied with the experience. However, we believe firmly that we need to constantly evolve and improve and with a pair of fresh design eyes we hope that it can be improved and elevate the reference experience further.

Background:

This questionnaire is our most important outwards-facing channel with more than 350.000 references (that was last year) completing the questionnaire via Refapp. It is the first impression of Refapp in many ways and is critical for us in order to create a ripple effect through markets.

Wireframe accessible here: https://www.figma.com/proto/VjctAfpXR6lyro2RDKbDaQ/Head-of-Design-Case?node-id=4%3A124&scaling=scale-down&page-id=4%3A123&starting-point-node-id=4%3A124

Software used: Figma.

The design is based on Refapp's brand guide, using predetermined color palette and font.

Old (current design)

New (proposed design)

Light theme

Dark theme

Design Rationale

1. **Chunking** – Less cognitive load, bring more focus to the questions at hand.

2. **Humanise** – Candidate faces, a connection to the "real world".

3. **Progression** – Giving the user a sense of progress and a sense of time of completion.

4. **Organize** – Easy start, open-ended question in the middle, rating in the end.

5. **Visual Surprise** – Thank you screen with a micro animation.

[2, 4]

[1, 3]

Reference Check
Susan Smith

Thanks!

Thank you for providing Susan with a reference and helping us proceed with our recruitment process.

Let's connect on LinkedIn.

Matthew Recruiter
matthew|recruiters.com
|1 |415| 555-5555

[5]

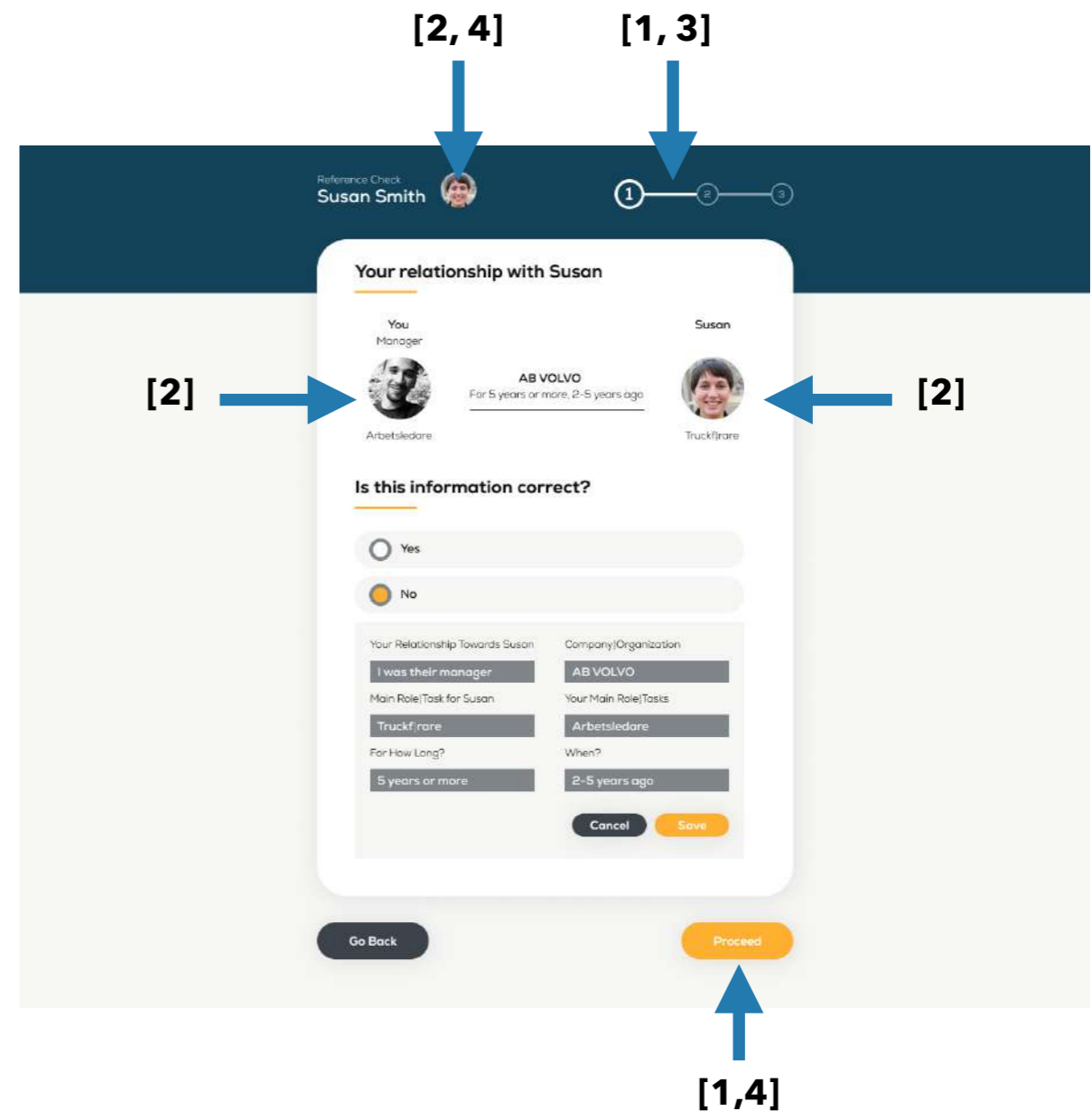Some type of micro animation for a visual surprise and appreciation

How did you like the Refapp service?

We are grateful for your feedback.

Do you also want to improve your work with references?

Refapp is the tool that helps you secure and make your reference checks more e|ective.

Read more

UI/UX Design – In App Landing Page

First view after logging into app.dreamdata.io

Work description:

Create an introductory landing page within the web based application itself (app.dreamdata.io) with the purpose of providing a visual explainer regarding how the application is supposed to work. Ultimately also indicate whether the application is functioning or not, if user action is required.

Background:

Heavy constraints to the project from start. The requirement required a simplistic approach, both in terms of the visualization itself, but also in terms of development. The workload towards the tech department needed to be very low. At the same time the project deemed to be valuable in terms of onboarding new users to the application.

Wireframe accessible here: https://www.figma.com/proto/j2DDzudeOU0Ef3CO9JEhss/In-App-Landing-Page-%E2%80%93%C2%A0Design?node-id=1136%3A6301&scaling=min-zoom&page-id=1059%3A0

Software used: Figma.

Design Sprint - Collecting ideas

Project started with a design sprint trying to identify a feasible approach, based on the previously mentioned constraints.

Hi-Fi wireframes

These wireframes was the result of the 1st design iteration.

Next step was to test it, but because of the tight time frame and difficulty in recruiting users, the testing was performed internally, across all departments.
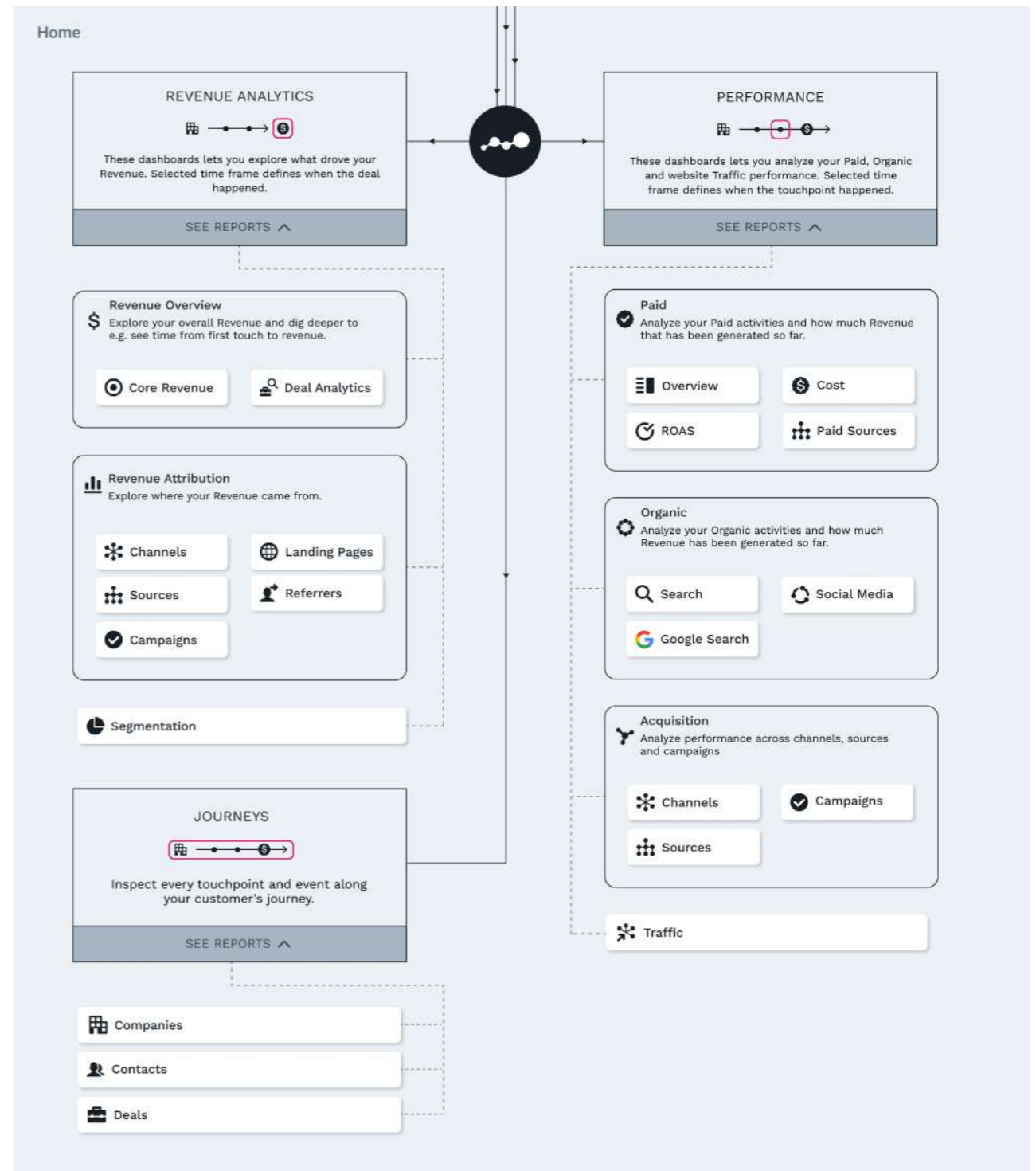
Internal User Research/Feedback round

The testing was conducted online/remote via zoom, using the prototype function within Figma.

The user could then click around in the wireframes and think-aloud while doing so.

Hi-Fi wireframe – 2nd design iteration

The results in the testing made it really clear to keep the design really simple.

The real design included micro animation which basically made the arrows move from rectangle to rectangle. The rationale behind it was to indicate that data was collected from the data sources into the platform and ultimately into the dashboards themselves.
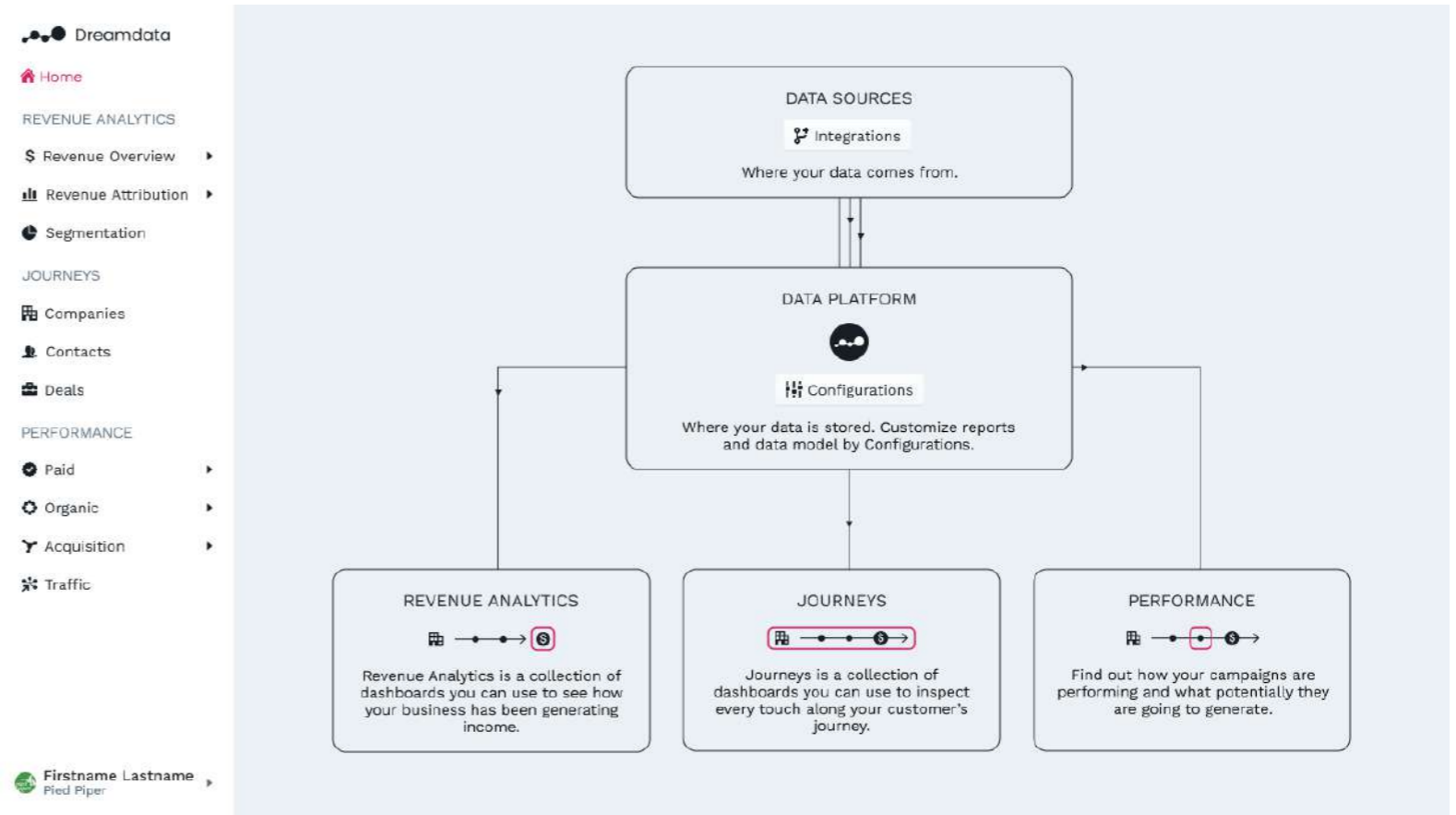
Hi-Fi wireframe – Responsive Design

The design in different screen sizes.

Wireframe accessible here: https://www.figma.com/proto/j2DDzudeOU0Ef3CO9JEhss/In-App-Landing-Page-%E2%80%93%C2%A0Design?node-id=1136%3A6301&scaling=min-zoom&page-id=1059%3A0
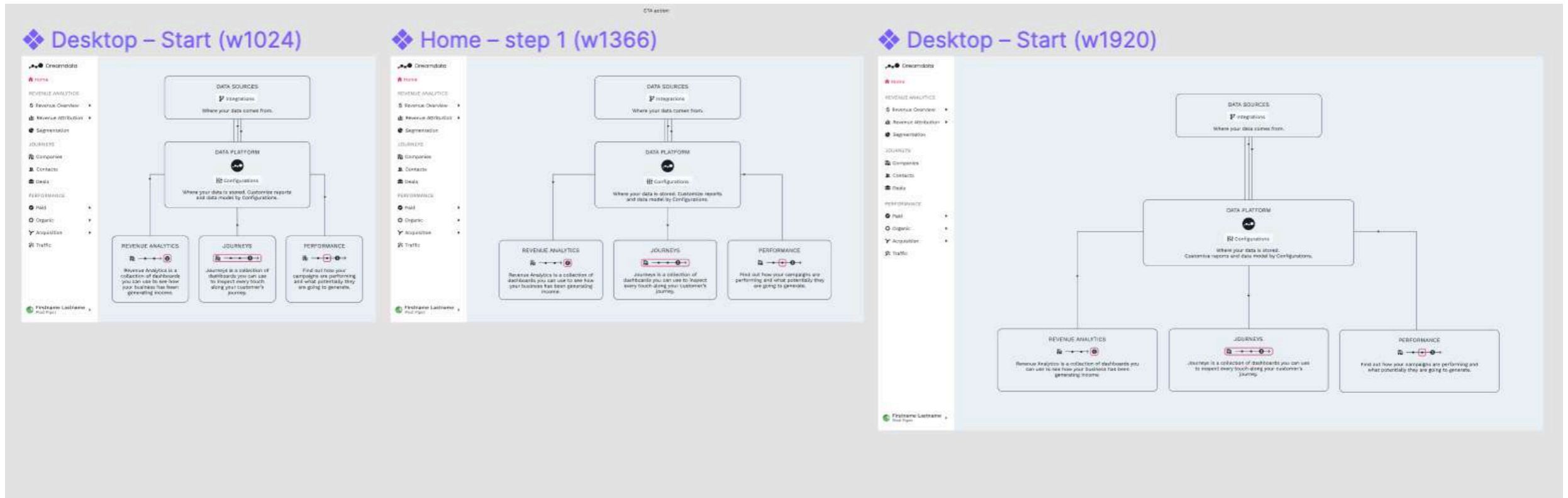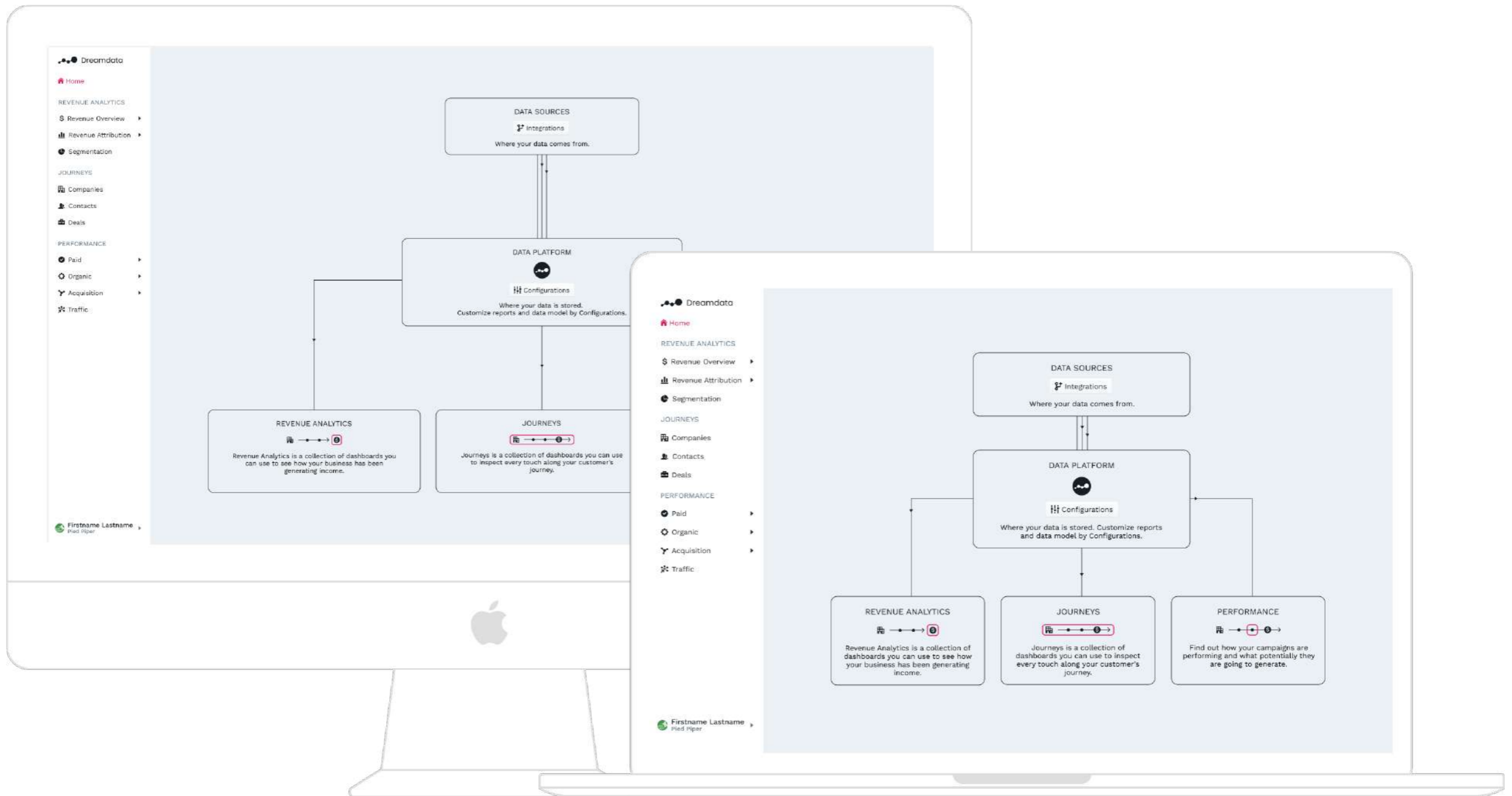
UI/UX Design – Online Treatment Program

SIOS is an online self-help program for players who either want to change their gambling habits or stop playing altogether.

Work description:
Redesigning a previous old version of the program. To make the online treatment program more accessible to the end-user, a mobile-first approach was decided.

All wireframes, including Lo-Fi and Hi-Fi are accessible here: https://www.uxunicorn.se/start/online-treatment-program

Software used: Sketch.

1. Log in page 2. Start page 3. Menu

Phone 1 (left):

●●●○○ InVision 📶　　8:00 PM　　100% 🔋

☰ MENU

COMPLETION 100%

OSA 1

Johdanto

Tervetuloa oma-apuoppaan ensimmäiselle hoitoviikolle!

Ennen kuin kerromme lähemmin hoito-ohjelman käytännön yksityiskohdista, haluamme antaa sinulle tunnustusta tähän mennessä tekemästäsi hyvästä työpanoksesta! Olet jo täyttänyt useita lomakkeita ja vastannut moniin henkilökohtaisiin kysymyksiin. Se on voinut tuntua työläältä ja osoittaa sen vuoksi, että olet motivoitunut osallistumaan hoitoon, mikä on erittäin hyvä asia. Jo se, että pakottaa itsensä miettimään ja pukemaan ongelmiaan sanoiksi, voi olla ohputtävää

4. Content type: text

Phone 2 (middle):

●●●○○ InVision 📶　　8:00 PM　　100% 🔋

☰ MENU

COMPLETION 25%

OSA 1

yrittäneet. Näitä esteitä tutkiessaan voi havaita, että useimmat ovat voitettavissa, jos etenee vähitellen ja yrittää nähdä esteiden sijaan mahdollisuuksia. Olitpa asiasta mitä mieltä tahansa, unelmoiminen ja toivominen ei maksa mitään. Pyydämme sinua sen vuoksi miettimään seuraavia kysymyksiä.

Tehtävä 1
Mikä on sinulle tärkeintä ja arvokkainta?

Esimerkki

Muokata | Poistaa

+ Lisää argumentti

Tehtävä 2
Tee lista sinulle tärkeistä asioista! Kirjoita kaikkein tärkein ensimmäiseksi ja laita muut asiat sen jälkeen tärkeysjärjestykseen.

+ Lisää argumentti

5. Content type: argument input

Phone 3 (right):

●●●○○ InVision 📶　　8:00 PM　　100% 🔋

☰ MENU

COMPLETION 25%

OSA 1

tärkein ensimmäiseksi ja laita muut asiat sen jälkeen tärkeysjärjestykseen.

+ Lisää argumentti

Tehtävä 3
Mitä tavoitteita haluaisit saavuttaa elämässäsi? Valitse kolme tärkeintä.

+ Lisää argumentti

Tehtävä 4
Onko pelaaminen auttanut sinua saavuttamaan tavoitteesi tai estänyt sinua siinä? Millä tavalla?

6. Content type: free text input

Screen 7:

MENU

COMPLETION 25%

OSA 1

Tehtävä 6
Onko pelaamisessasi mielestäsi tällä hetkellä ongelmia? Yritä arvioida ongelmia alla olevalla asteikolla numeroilla 1–10. Merkitse rasti sen luvun kohdalle, joka vastaa parhaiten sinun tilannettasi.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Ei ongelmia — Hyvin paljon ongelmia

Tehtävä 7
Arvioi asteikolla 1–10, miten tärkeää sinusta on muuttaa pelitapojasi.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Ei ongelmia — Hyvin paljon ongelmia

Voit halutessasi kirjoittaa asiaa koskevia mietteitä tähän:

Screen 8:

MENU

COMPLETION 25%

OSA 1

Tehtävä 13
Pelaan, koska...

...olen ikävystynyt

Ei koskaan | Joskus | Aina

...olen masentunut ja surullinen

Ei koskaan | Joskus | Aina

...olen yksinäinen

Ei koskaan | Joskus | Aina

Screen 9:

MENU

COMPLETION 25%

OSA 3

Tehtävä 1
Miten pelaamiseni on näkynyt sinulle?

Pelaaminen on hauskaa ja jännittävää

Pitää paikkansa | Ei pidä paikkaansa

En näytä tunteitani (tunteeton)

Pitää paikkansa | Ei pidä paikkaansa

Ärsyynnyn ja suutun helpommin

Pitää paikkansa | Ei pidä paikkaansa

7. Content type: likert scale 1-10

8. Content type: radio 3 alternatives

9. Content type: radio 2 alternatives

Phone 1 (OSA 1)

●●●○○ InVision 📶 8:00 PM 100% 🔋

MENU

COMPLETION 25%

OSA 1

Tehtävä 8
Pelaamisen myönteiset vaikutukset

Pelaaminen on hauskaa ja jännittävää

| Tällä hetkellä | | Aikaisemmin | |
| Kyllä | Ei | Kyllä | Ei |

Pelaaminen lievittää tylsyyden ja toimettomuuden tunnetta

| Tällä hetkellä | | Aikaisemmin | |
| Kyllä | Ei | Kyllä | Ei |

Voin pelatessani hyvin/paremmin

Phone 2 (Jälkitutkimus 12 kk)

●●●○○ InVision 📶 8:00 PM 100% 🔋

MENU

COMPLETION 25%

Jälkitutkimus 12 kk

6. Kuinka paljon rahaa olet keskimäärin käyttänyt pelaamiseen kullakin pelikerralla viimeisen kuukauden aikana?

—

7. Kuinka paljon rahaa olet keskimäärin käyttänyt pelaamiseen viikossa viimeisen kuukauden aikana?

€20 – €10 000

Phone 3 (OSA 5)

●●●○○ InVision 📶 8:00 PM 100% 🔋

MENU

COMPLETION 25%

OSA 5

...mielellään ...ueiin edellisia tuloksia uskotellukseen meille, että niillä on jotain merkitystä. He laativat pelit siten, että olemme usein "vähällä voittaa", koska he tietävät, että uskomme siten pian voittavamme ja jatkamme sen vuoksi pelaamista.

Tehtävä 2
Merkitse rastilla ne pelaamista koskevat järjenvastaiset ajatukset/ajatusansat, joita mielessäsi liikkuu.

- ☑ Pelaaminen on helppo tapa ansaita rahaa
- ☐ Pelaamiseni on minulla hallinnassa
- ☐ Voin voittaa takaisin menettämäni rahat
- ☐ Olen fiksu. Minulla on järjestelmä, joka päihittää ennusteet/asiantuntijat
- ☐ Jonakin päivänä saan vielä suurvoiton
- ☐ Pelaaminen tulee ratkaisemaan ongelmani

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10. Content type: radio 4 alternatives

11. Content type: number span (€)

12. Content type: checkboxes

13. Content type: therapeut introduction

14. Content type: messages

15. Content type: sitemap

Phone 1 (left) — Settings screen

●●●○○ InVision 🛜 8:00 PM 100% 🔋

☰ MENU

Muuta asetuksiasi

Käyttäjätunnus

Demo 1 Muutos

S-postiosoite

john.doe@doe.fi Muutos

Etunimi

Muutos

Sukunimi

User Muutos

Puhelinnumero

No Muutos

Kännykkänumero

Phone 2 (right) — Forum screen

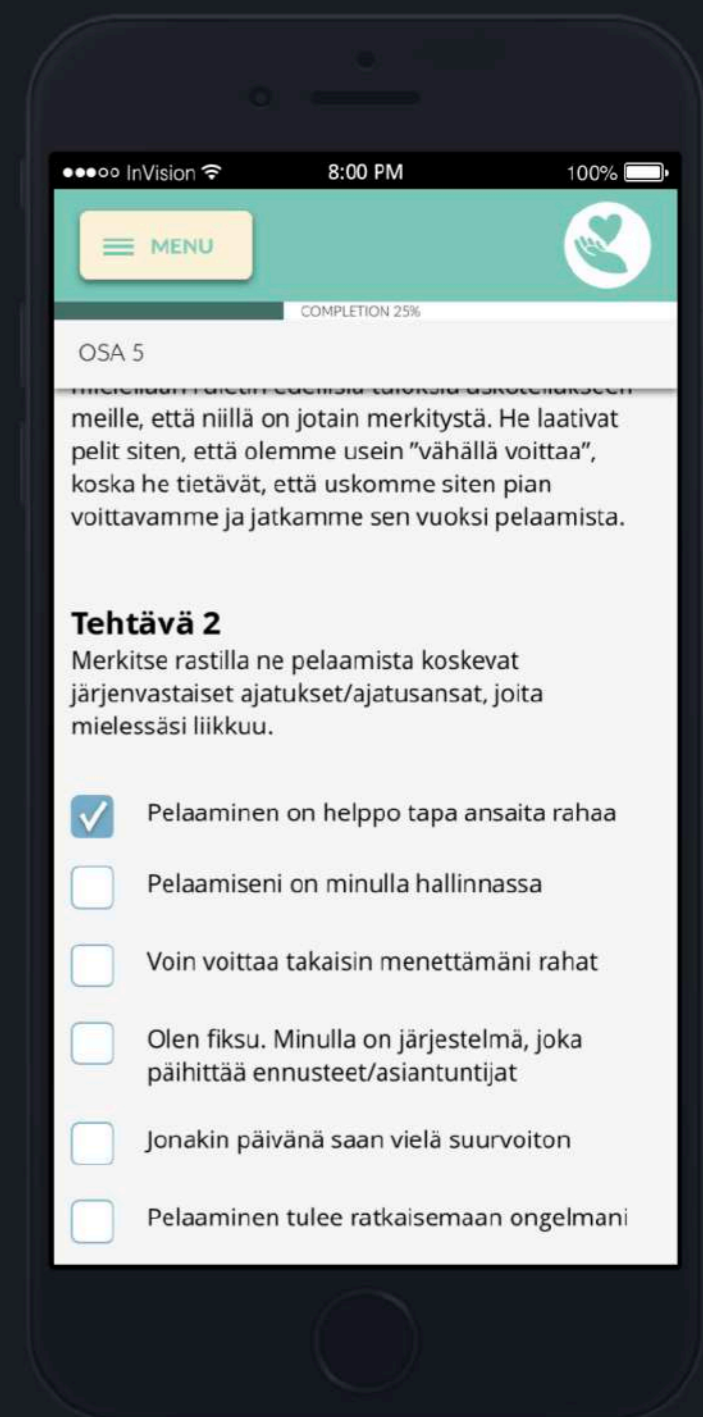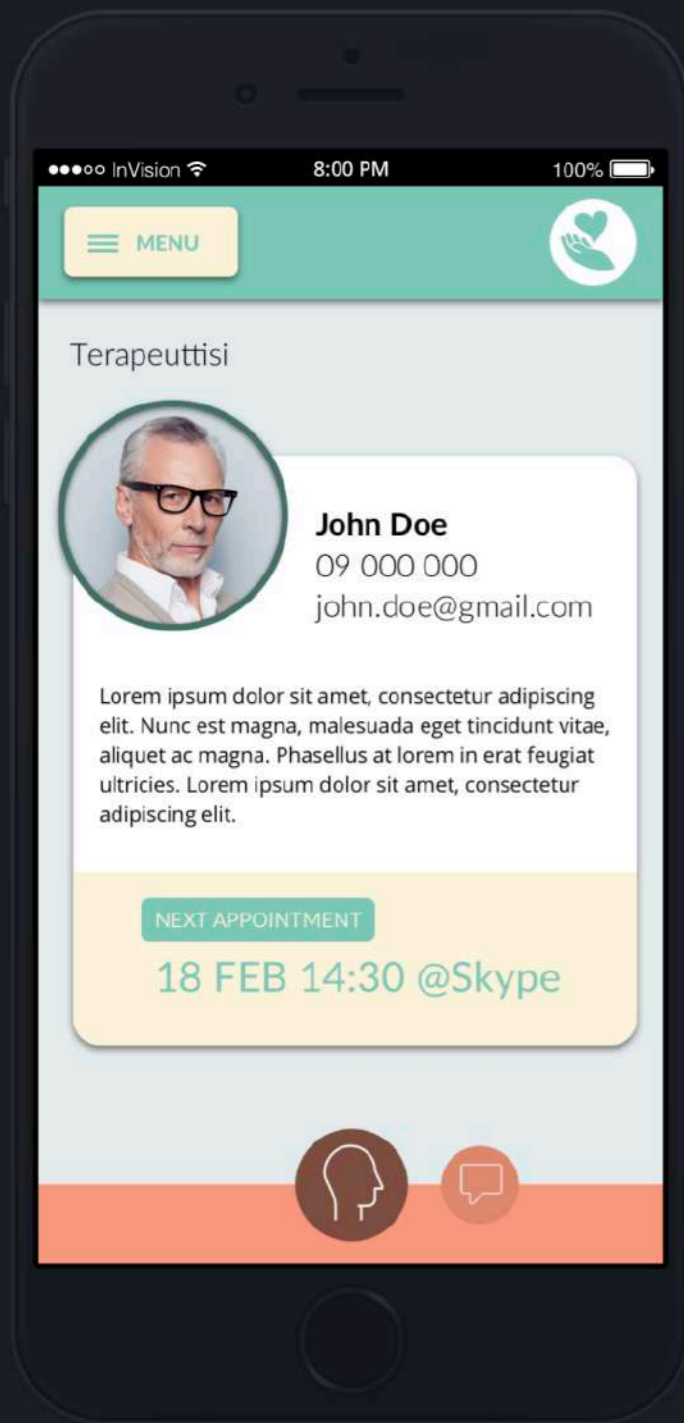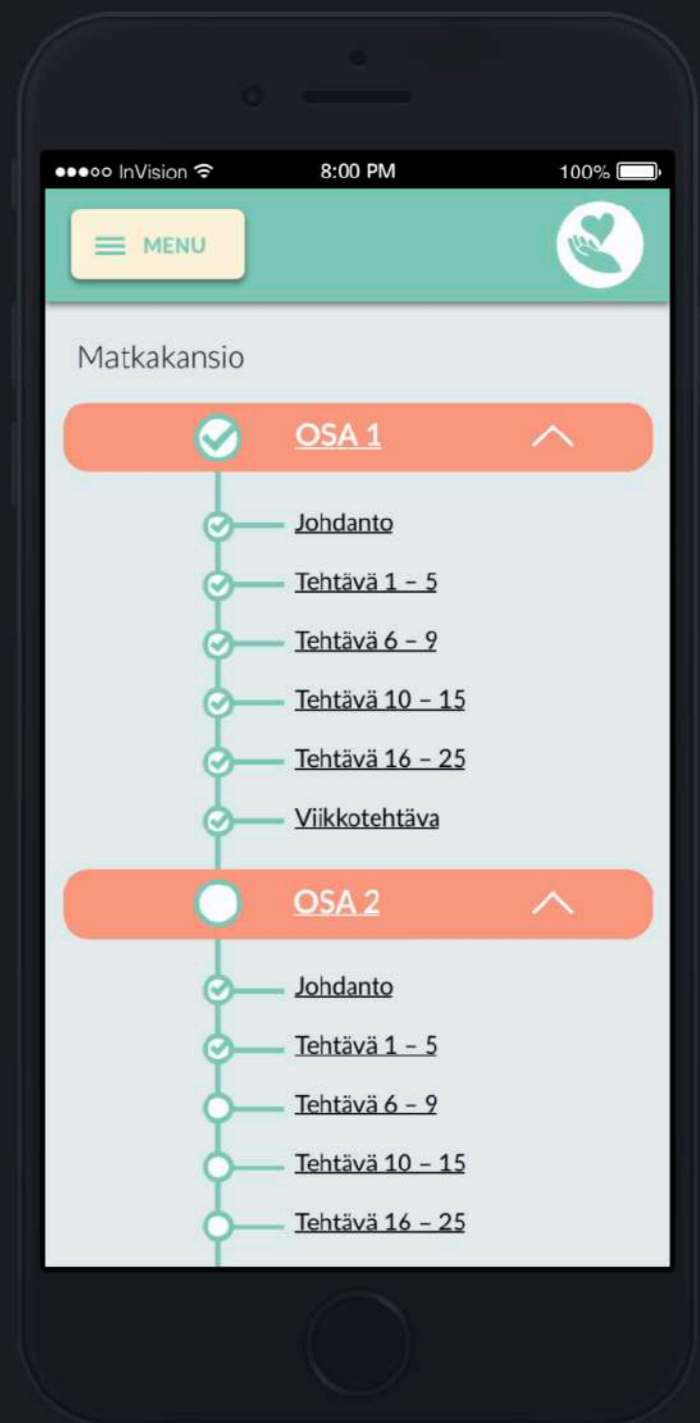●●●○○ InVision 🛜 8:00 PM 100% 🔋

☰ MENU

Foorumi

AIHE	UUDET TIEDOT	KOMMENTTI	VIIMEISIN KOMMENTTI
Löytölaatikko Linkit ja vinkit	15	23	2018-01-15, 12:17
Ajankohtaista ohjelmasta Hallinnon ja terapeutin tie...	15	23	2018-01-15, 12:17
Yleisiä kysymyksiä ja pohdintaa Tänne kirjoitetaan kaikki m...	15	23	2018-01-15, 12:17
Osa 1 Kerro mitä myönteisiä ja ki...	15	23	2018-01-15, 12:17
Osa 2 Kerro, mitä mielessäsi liikk...	15	23	2018-01-15, 12:17
Osa 3 Kerro mitä myönteisiä ja ki...	15	23	2018-01-15, 12:17
Osa 4 Kerro mitä myönteisiä ja ki...	15	23	2018-01-15, 12:17
Osa 5 Kerro mitä myönteisiä ja ki...	15	23	2018-01-15, 12:17
Osa 6 Linkit ja vinkit	15	23	2018-01-15, 12:17

16. Content type: settings

17. Content type: forum

Web Design - Sustainable Interaction

Web Design and business strategy - sitemap

Work description:
Redesign and update new webpages concerning the businesses structure of Sustainable Interaction Sweden AB. The business areas are all within the same organization, they are intertwined. Thus, the user should recognise themselves as part of the design profile.

Background:
Sustainable Interaction has quite a few business areas very different from each other, namely: Responsible Gambling, Conflict Management and HealthTech. Due to its target audience some of these business areas is best communicated in English, others in Swedish. Also, having just one webpage trying to cover all these areas of business was deemed difficult and somewhat confusing to web page visitors.

More information about the project: https://www.uxunicorn.se/start/sustainable-interaction-web-project

Software used: Sketch, Illustrator, Squarespace

Top menu

THIS IS WHAT WE DO

This is Sustainable Gambling (not just responsible, but sustainable gambling), a part of Sustainable Interaction

Trainings	Digital tools	Consulting
Live and Online	Online Treatment Program, Self Assessment test, PTS	RG Strategy and policies

CUSTOMERS

Selection of customers to Sustainable Interaction

EXPERTS

Experts in RG

LATEST NEWS

FOOTER

contact info, newsletter subscription, social media

Top menu

Choose language/Välj språk

ENG   SV

FOOTER

contact info, newsletter subscription, social media

Top menu

THIS IS WHAT WE DO

Sustainable Interaction is all about transforming knowledge about psychology and pedagogy into innovative products for change and progress – constantly exploring, developing and enhancing the interaction between psychology and technology.

Sustainable Gambling	Sustainable Care	Conflict management
E-learning, Player Tracking, Online Treatment, Self Assessment Test, Lectures	Online Treatment Program, Lectures	E-learning, Lectures

CUSTOMERS

Selection of customers to Sustainable Interaction

TEAM

Our Sustainable Interaction team

FOOTER

contact info, newsletter subscription, social media

Top menu

THIS IS WHAT WE DO

This is Sustainable Care, a part of Sustainable Interaction

Trainings	Digital tools
Live and Online? – MI	Online Treatment Programs, Self Assessment test, BTS

CUSTOMERS

Selection of customers to Sustainable Interaction

EXPERTS

Experts

LATEST NEWS

FOOTER

contact info, newsletter subscription, social media

Top menu

VAD VI GÖR

Ett samarbete mellan Alexander Tilly och Sustainable Interaction

Föreläsningar	Webbutbildningar
Blended Learning, Föreläsningar/Seminarium på plats hos er	Webbutbildningar anpassade mot socialtjänsten, fastighetsbolag, HVB-hem, anpassade utbildningar vid behov

KUNDER

Ett urval av kunder och citat

EXPERTER

Alexander Tilly, Erik Jönsson

SENASTE NYTT

FOOTER

contact info, newsletter subscription, social media

SUSTAINABLE INTERACTION
sustainableinteraction.se
sustainableinteraction.com
Språk: ENG/SV

EXTERN
alexandertilly.se

SUSTAINABLE GAMBLING
sustainablegambling.se
sustainablegambling.solutions
Språk: ENG

SUSTAINABLE CARE
sustainablecare.se
sustainablecare.solutions
Språk: ENG/SV

HOT & VÅLD
hotochvald.com
hotochvald.expert
Språk: SV

Sustainable Gambling sub-menu:
- Academy/Training
  - Lectures
    - Bokning
  - Online
    - Basic Training
    - Customer Service
    - Product/Marketing
    - Customized
- Digital Tools
  - Self Assessment Test
  - Player Tracking System
  - Online Treatment Program
- Consulting
  - RG Strategy/Policy
- News (Blog)
- About
- Contact

Sustainable Care sub-menu:
- Digital Tools
  - Self Assessment Test
  - Behavioural Tracking System
  - Online Treatment Programs
- Training
  - Lectures (MI)
- News (Blog)
- About
- Contact

Hot & Våld sub-menu:
- Föreläsning
- Webbutbildning
  - Socialtjänsten
  - Fastighetsbolag
  - HVB
  - Skyddslämynd
- Nyheter (Blog)
- Om-oss
- Kontakt

Showcase: Sustainable Gambling   Showcase: Sustainable Care   Showcase: Hot & Våld

Sustainable Interaction

LinkedIn

Bakar in Hot & Våld i Sustainable Care webbsidan, istället för att hålla hot och våld separat.

UI/UX Design – "Customer Journey" feature

The Customer Journey helps users uncover patterns of how B2B deals are made.

Work description:
Create a view that helps the user to understand who and when B2B prospects are interacting with the end-users material. Use case; "Streamline the overview of customer journeys; Quantify (and validate) number of necessary touchpoints needed for first & repeated deals" – User comment and use case

Background:

- Prove the value of marketing and content

- Understand the origin of customer touchpoints and events.

- Make it easier to see significant activities/milestones/deals

More information about the project: https://www.uxunicorn.se/start/sustainable-interaction-web-project

Software used: Sketch/Figma

User Research – "Customer Journey" feature

Background research based on users goals and motivations.

Understanding the customer journey

I Don't know where/when the person came in from the webinar.

Jonas, CMO

Being able to get the "full picture".

Martin, CMO (info provided in allhands, from sales/communication)

Understand the customer journey which initiative to scale.

Martin, CMO (info provided in allhands, from sales/communication)

Being able to map out campaigns.

Martin, CMO (info provided in allhands, from sales/communications)

Understand where deals are taking place and finding out the time to revenue in each channel.

Philip, Performance Marketing Manager

Where are the touchpoints? What does the journey look like?

Christian, Global Digital Marketing Manager

Understand user behaviour, who, what, type and role?

Anton, Content Marketing Manager

What exactly did we do right for a customer to order?

Anton, Content Marketing Manager

Understand contribution to revenue

Christian, Global Digital Marketing Manager

To test and understand what formats and channels resonate with our target audience

Sarah, Marketing Director

Sticky Note

I need something that could help us better understand what happens when traffic gets into the funnel and eventually becomes consumers or what it does

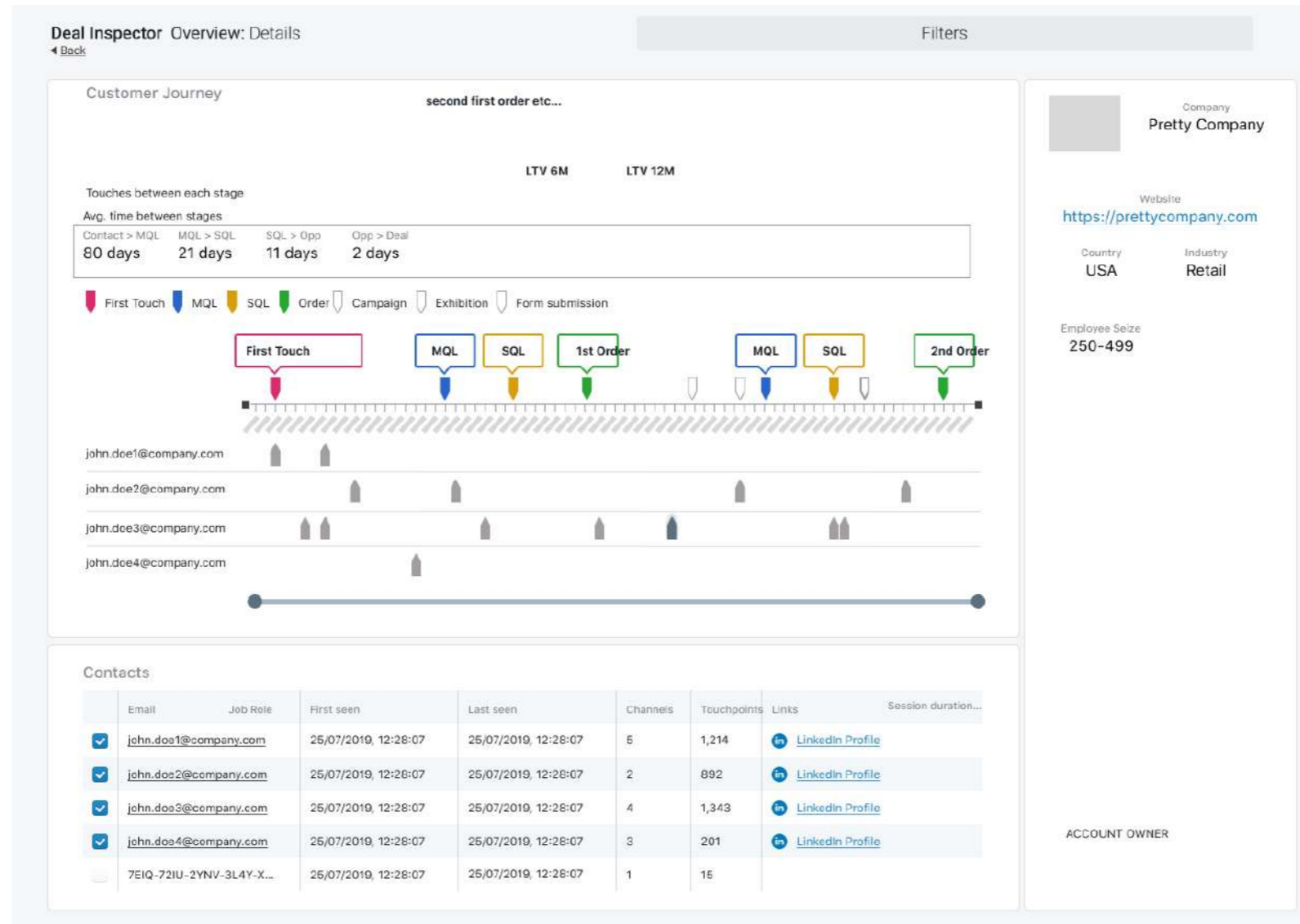Jakob, Director of Demand Generation (notes taken from sales meeting recordings)

Sticky Note

Looking into customer journey perspective. What happened until handing over the contact

Jakob, Director of Demand Generation (notes taken from sales meeting recordings)

Sticky Note

Need to be better on looking back, what worked, what didn't work. Which sources worked well, or any relevant insights.

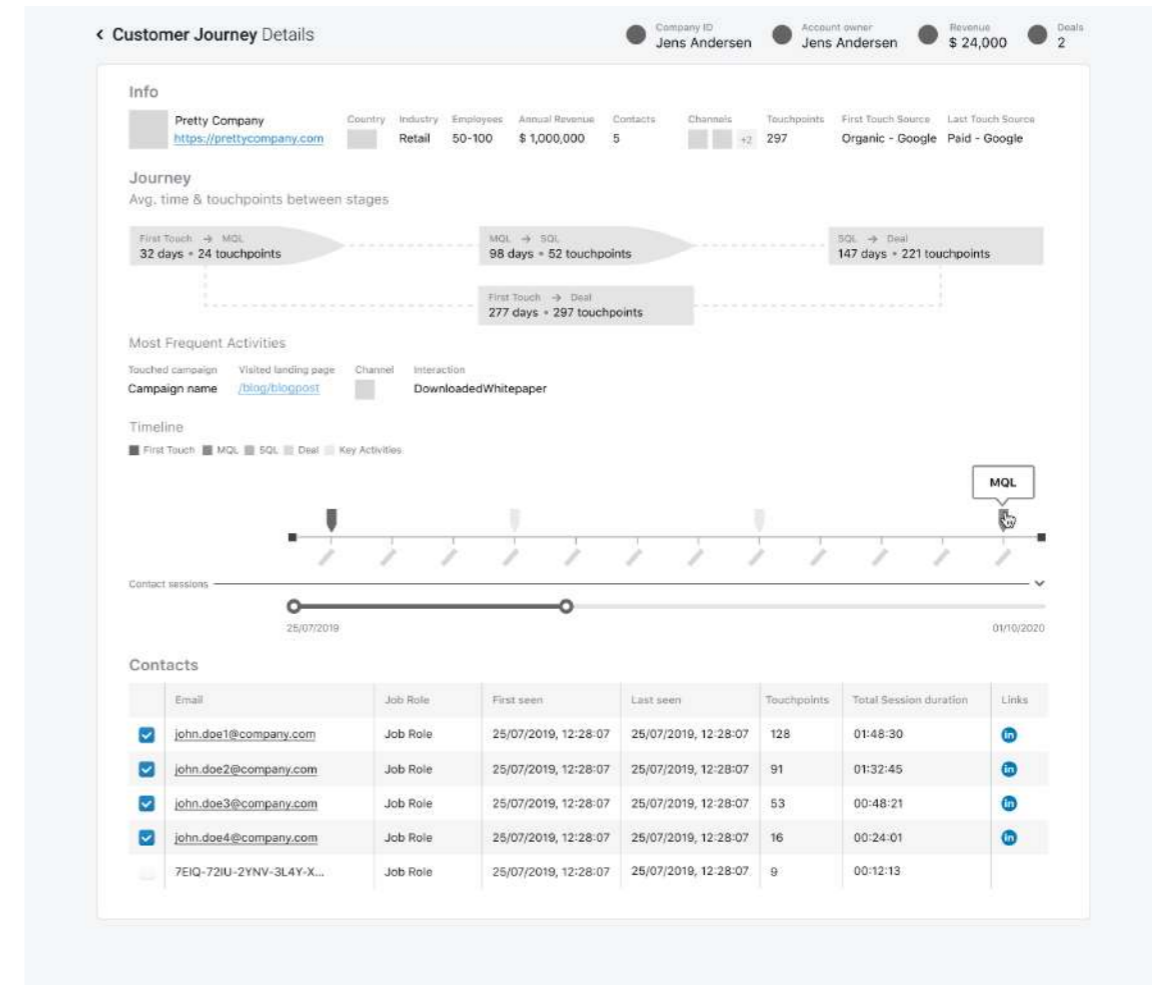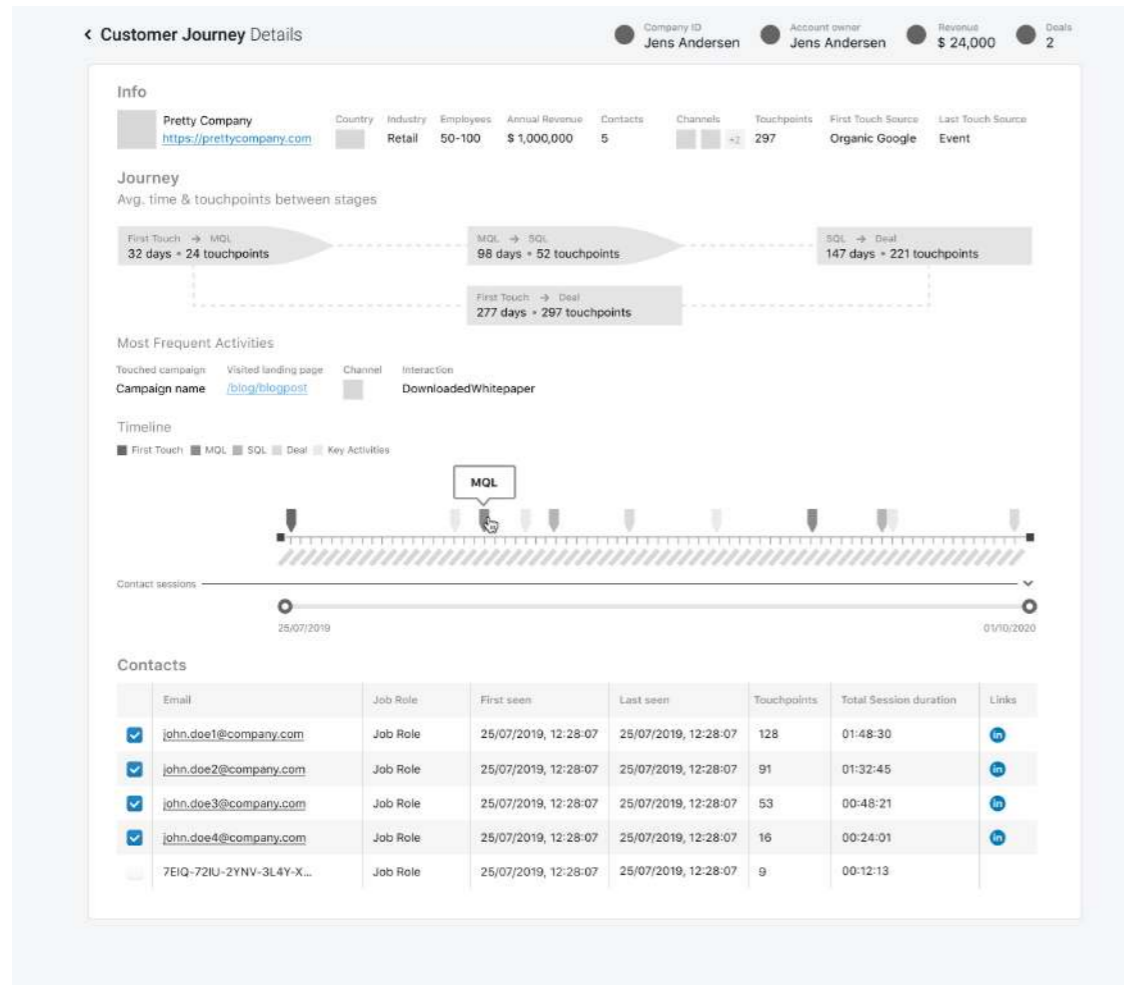Jakob, Director of Demand Generation (notes taken from sales meeting recordings)

Sticky Note

The stuff that happens in between is very important, journey mapping, what a person does in between, is super important.

The biggest thing for me, mapping up first touch to actual paying, being able to identify what did they do on our actual marketing page.

Jesse, Digital Marketing Manager (notes taken from sales meeting recordings)

User Goals

Number of participants: **32** (sales-meeting recordings: 6) (collected from user interviews/meetings: 5) (collected from screener survey: 21)

Screener Survey: https://docs.google.com/spreadsheets/d/1-PPlr7-cMZjjPJXs1-NuMFrwrrZ5ZLmbaUiWIVoyHGU/edit?usp=sharing

User Goals

Based on Screener Survey: https://docs.google.com/spreadsheets/d/1-PPlr7-cMZjjPJXs1-NuMFrwrrZ5ZLmbaUiWIVoyHGU/edit?usp=sharing

Number of participants: **20**

Roles

Growth (Consultant, Marketer) = 21,1%

Lo-Fi wireframe – "Customer Journey" feature

Lo-Fi wireframes – "Customer Journey" feature

User Research – "Customer Journey" feature

A remote moderated testing session was conducted based on wireframes. The purpose was to find out if users would understand and be successful in navigating the new UI.
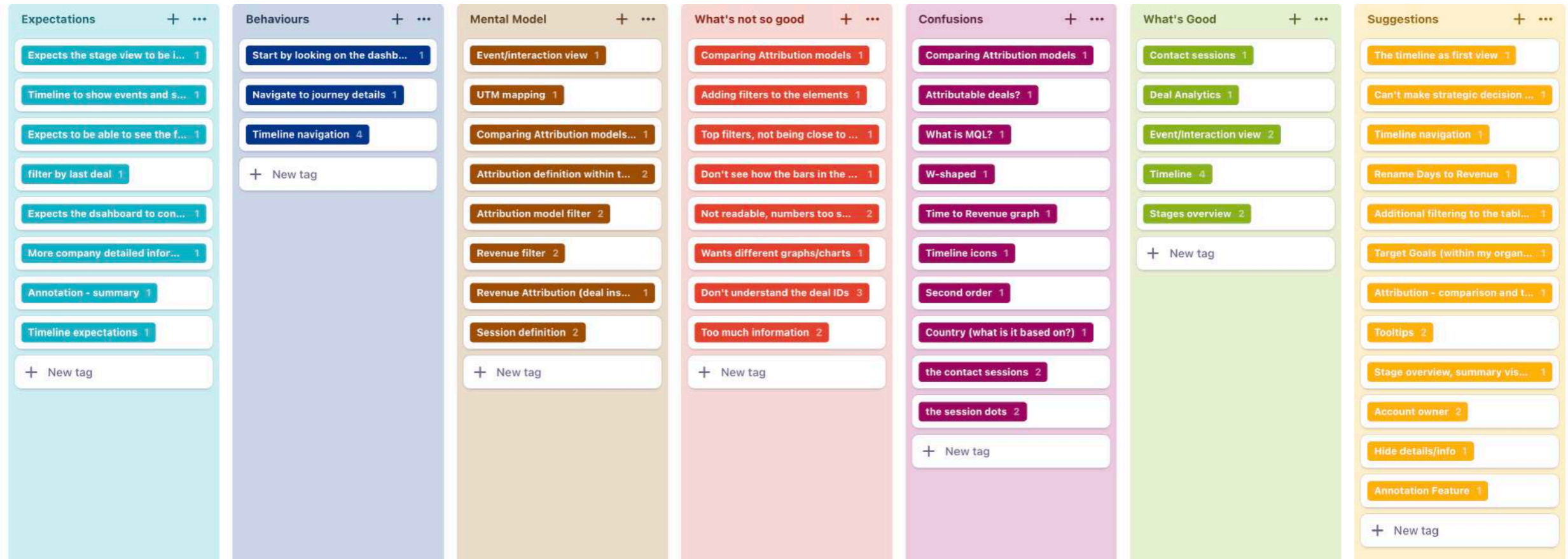

Collection of Interviews

Transcription

Video Interview

User Research – "Customer Journey" feature
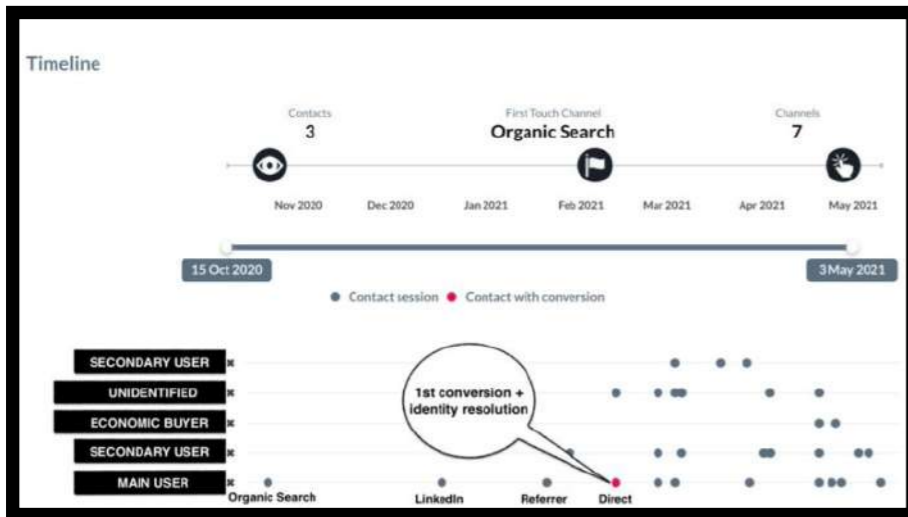
Collected insights from the user testing sessions.

Expectations
- Expects the stage view to be i... 1
- Timeline to show events and s... 1
- Expects to be able to see the f... 1
- filter by last deal 1
- Expects the dsahboard to con... 1
- More company detailed infor... 1
- Annotation - summary 1
- Timeline expectations 1
- + New tag

Behaviours
- Start by looking on the dashb... 1
- Navigate to journey details 1
- Timeline navigation 4
- + New tag

Mental Model
- Event/interaction view 1
- UTM mapping 1
- Comparing Attribution models... 1
- Attribution definition within t... 2
- Attribution model filter 2
- Revenue filter 2
- Revenue Attribution (deal ins... 1
- Session definition 2
- + New tag

What's not so good
- Comparing Attribution models 1
- Adding filters to the elements 1
- Top filters, not being close to ... 1
- Don't see how the bars in the ... 1
- Not readable, numbers too s... 2
- Wants different graphs/charts 1
- Don't understand the deal IDs 3
- Too much information 2
- + New tag

Confusions
- Comparing Attribution models 1
- Attributable deals? 1
- What is MQL? 1
- W-shaped 1
- Time to Revenue graph 1
- Timeline icons 1
- Second order 1
- Country (what is it based on?) 1
- the contact sessions 2
- the session dots 2
- + New tag

What's Good
- Contact sessions 1
- Deal Analytics 1
- Event/Interaction view 2
- Timeline 4
- Stages overview 2
- + New tag

Suggestions
- The timeline as first view 1
- Can't make strategic decision ... 1
- Timeline navigation 1
- Rename Days to Revenue 1
- Additional filtering to the tabl... 1
- Target Goals (within my organ... 1
- Attribution - comparison and t... 1
- Tooltips 2
- Stage overview, summary vis... 1
- Account owner 2
- Hide details/info 1
- Annotation Feature 1
- + New tag

User Research – "Customer Journey" feature

Collected insights from the user testing sessions.

Left radar chart labels:
- Too much information (2)
- Adding filters to the elements (1)
- Not readable, numbers too small (2)
- Don't see how the bars in the table adds value (1)
- Don't understand the deal IDs (3)
- Wants different graphs/charts (1)
- Comparing Attribution models (1)
- Top filters, not being close to the element it controls (1)

Right radar chart labels:
- Event/Interaction view (2)
- Contact sessions (1)
- Deal Analytics (1)
- Stages overview (2)
- Timeline (4)

Use Cases – "Customer Journey" feature

Collected use cases amongst Dreamdata's account executives and the way they demonstrate the benefits of the Customer Journey feature.

Hi-Fi wireframes – "Customer Journey" feature

Hi-Fi wireframes – "Customer Journey" feature

Thanks for viewing! 🙌

Please let me know if you have
any questions or feedback 📫

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