

**Hello. Shalom**



# Hilit Egozi Koniarski

- Married +2 Girls + 2 Cats
- I live in Ness Tzyiona (20 km from Tel Aviv)
- I love cycling!
- Former Flight Attendant
- Self learner





# My Background



Autonomous Driving and ADAS  
Simulation Platform

## Product Design

Since April

**Clicktale**

Analytics Tool

## Senior Product Designer

1.5 years



Software UI/UX design  
Consulting Agency

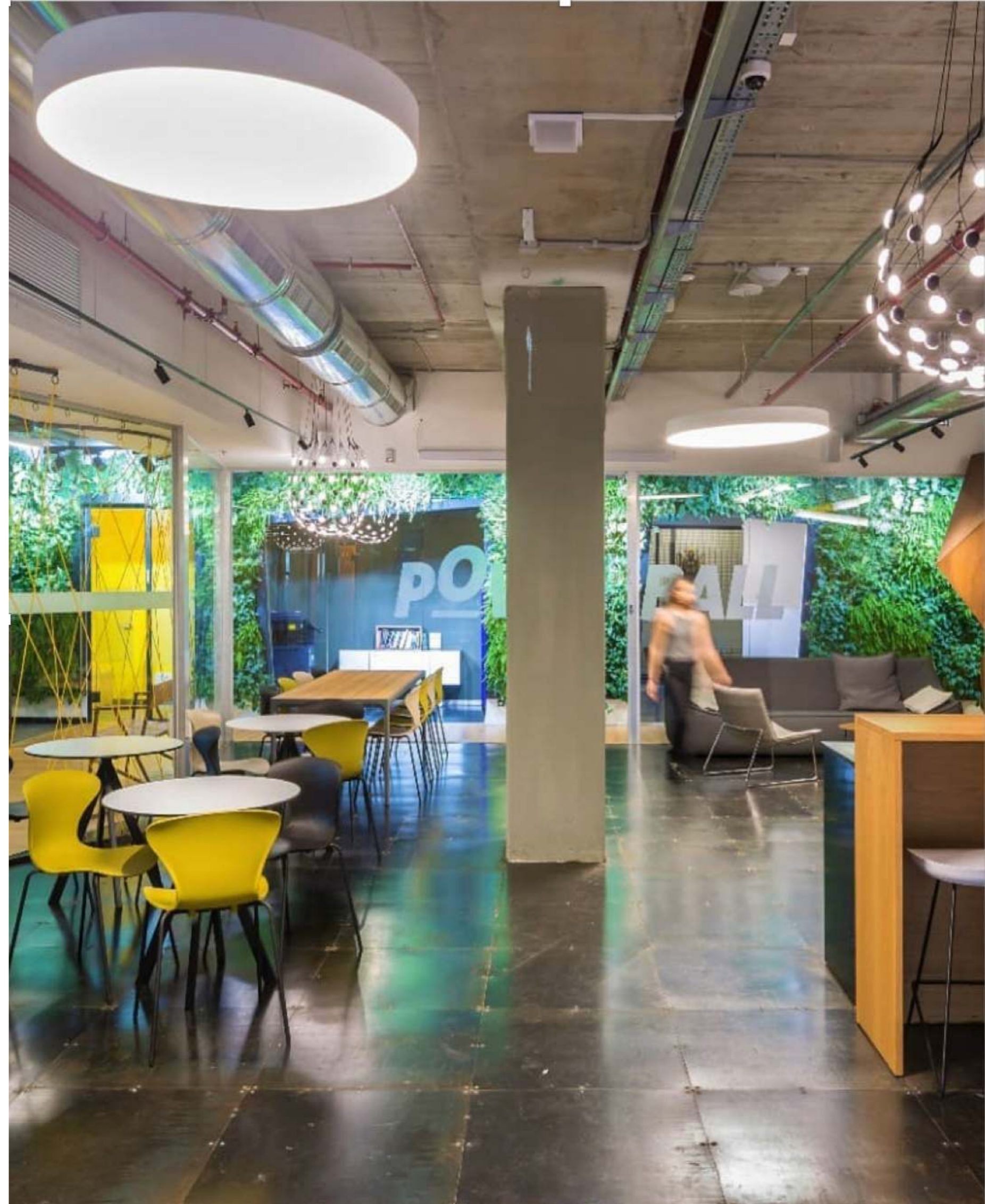
## Design Lead

5 Years

# **My Assignment**

# Goal

Design a system for Co-working space, so community members can report issues and track their resolutions.



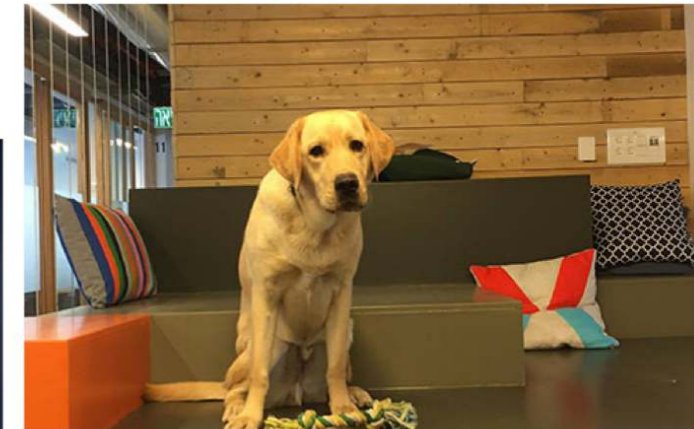


# Background

Co-working spaces are very popular today and *"Spring up like mushrooms after the rain."* In order to be attractive and competitive, **These communities are trying to provide added value beyond the attractive price:**

- Networking events
- Special discounts for community members (Gym, Restaurants ...)

One of the advantages in those spaces is that as a customer, you don't have to deal with operational problems. You report the problem and **the community manager prioritizes the problem** to deal first with the most severe ones and then he calls in the relevant expert.





# Research

As part of my research, I met **Tomer, the community manager at "Powerball"**.

Tomer is the one who coordinates the members' inquiries regarding everything related to the maintenance of the building and repairs.

Currently, Tomer gets the complaints either personally, by mail or WhatsApp.

He prioritizes them and books the relevant "Handyman".

**Today, he uses Excel.**

In addition to Tomer, I interviewed a few community members. I focused on the most common type of problems, the way they report it today and the way they prefer to report it in the future. To streamline the process.





**Igal,**

Graphic Designer



### **Individual Membership**

Renting a dedicated desk in a shared office space  
Uses a lot the shared space

*"If the air conditioner does not work and you know it will take hours to repair - it is better to get a WhatsApp message and stay at home for the day"*

### **Why "Co-working space"?**

- Networking
- Can't work from home (small kids)
- Meeting rooms (for presentations)

### **Top issues:**

- AC not working
- Soy milk ran out in the kitchen

### **How does he report issues today?**

- I go to Tomer (Community manager) and report the problem
- I don't always get feedback if the issue was solved.  
Unless he sees me and updates me





**Matan,**

Content Writer



**Private Office Membership**

Renting a private office (booth) in a shared office space

*"When there are events I prefer to know in advance.  
Sometimes it is better not to arrive that day"*

**Why "Co-working space"?**

- Networking
- Price (Cheaper than an office)

**Top issues:**

- AC not working or too noisy
- Printers issues

**How does he report issues today?**

- I send a WhatsApp message to the community manager.
- He lets me know when it's done.



**Lisa,**

Office Admin (a small startup, 20 people)



### **Team Membership**

Renting 6 dedicated rooms

### **Usually reports issues for her team**

*"Occasionally, I prefer that the technician will coordinate his time of visit so that it doesn't interfere with my work"*

### **Why "Co-working space"?**

- We are a small startup and keep growing. For now, It's more comfortable than have our own space.

### **Top issues:**

- Cleaning
- Keys/Parking for new employees
- Furniture for a new employee and re-organize the room

### **How does she report issues today?**

- Usually reports issues for her team
- I send an email and sometimes go to Tomer's room
- he notifies me by mail when the technician arrives

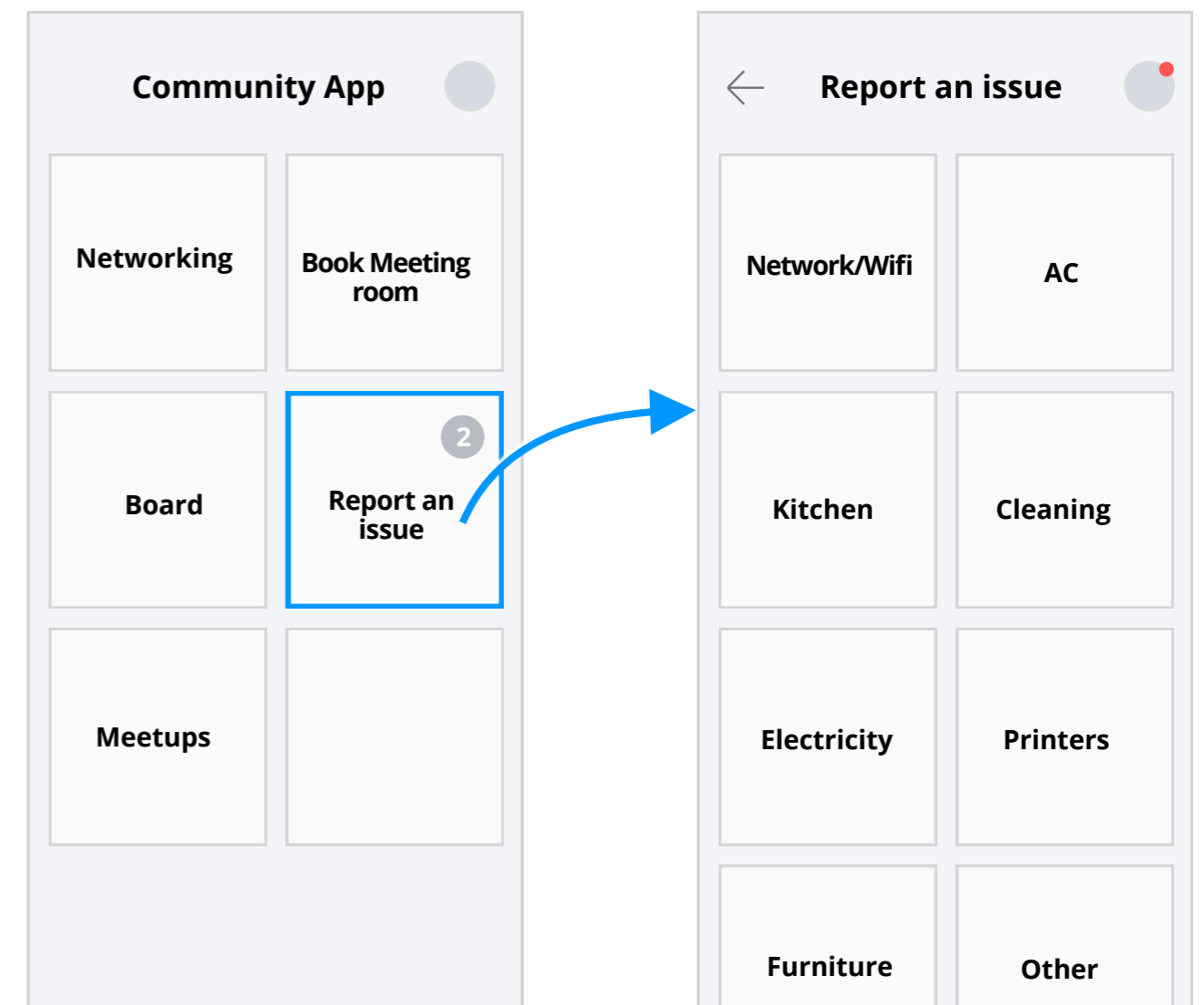


# **My Solution**

# Approach

Since issue reporting is a small part of all the services offered by the community, and not the main one, I decided that it will be a sub option in the general application that offers:

- **Networking services**
- **Meetups/ Happy hours**
- **Meeting room booking**
- **Bulletin Board**
- **ect...**





# Report an Issue Approach

In order to encourage users to use the app not only about their personal space but on the public spaces as well the app should be:

- **Very friendly**
- **Efficient**

## For example:

If you know my location: **suggest: "Is it your current location?"**

If not: suggest recent locations that I booked or close to my space

## Why I chose the "Whatsapp" style?

### 1. It includes all the familiar features:

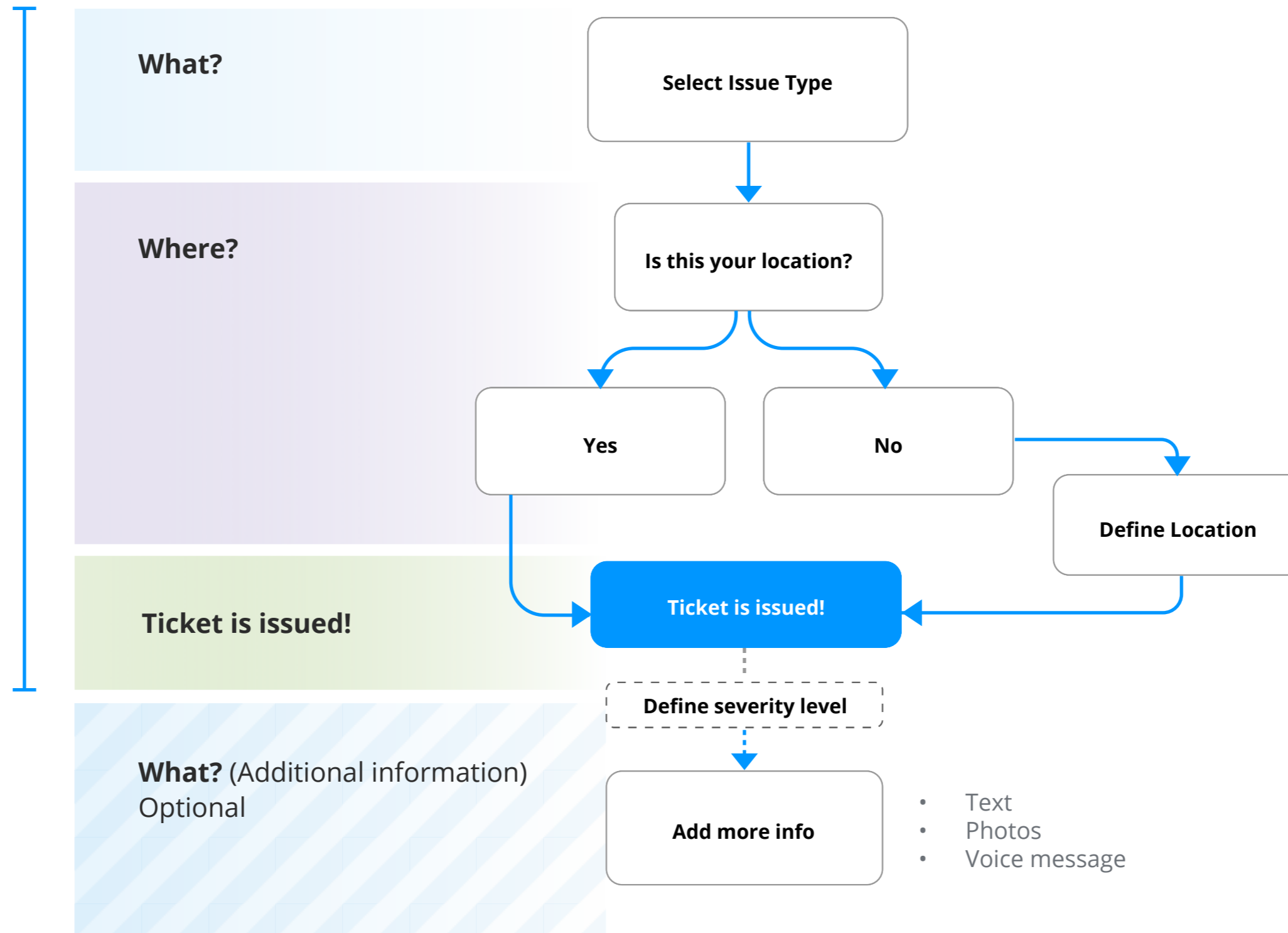
- Upload image/ video
- Voice message

### 2. The user gets the feeling that someone on the other side is listening and caring.



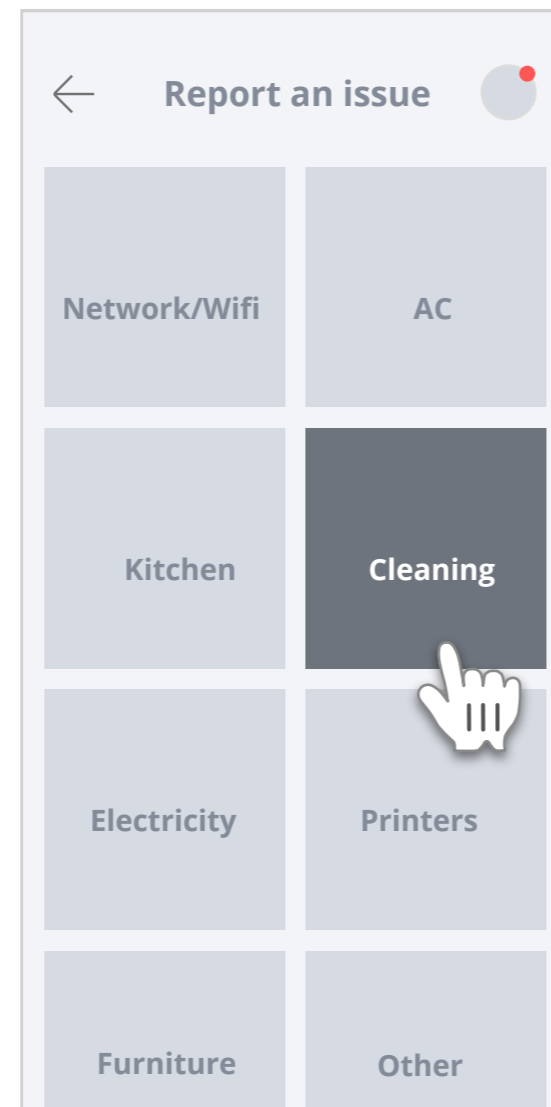
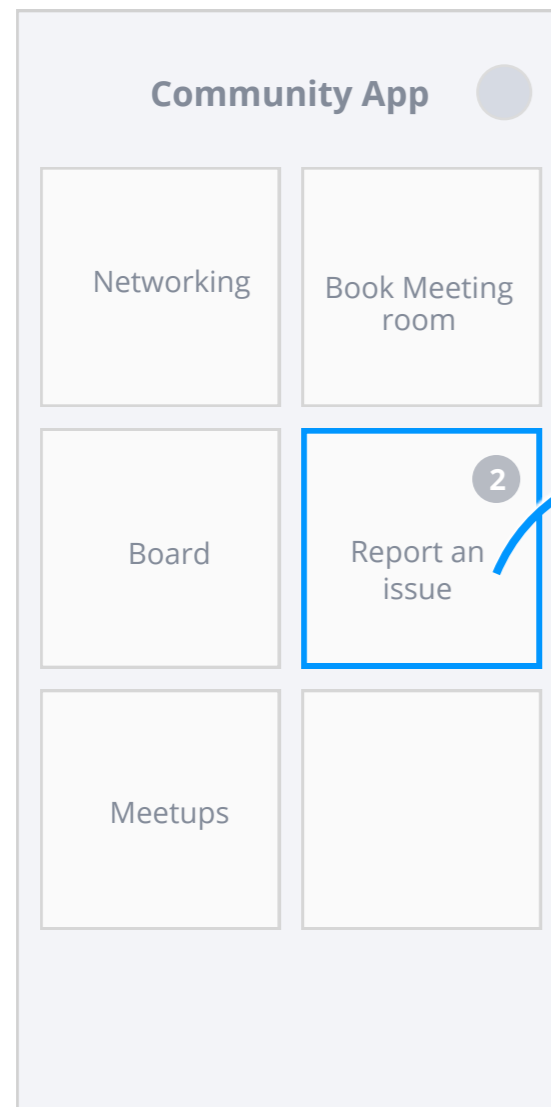
# Report an Issue Flow

Should be as short as possible

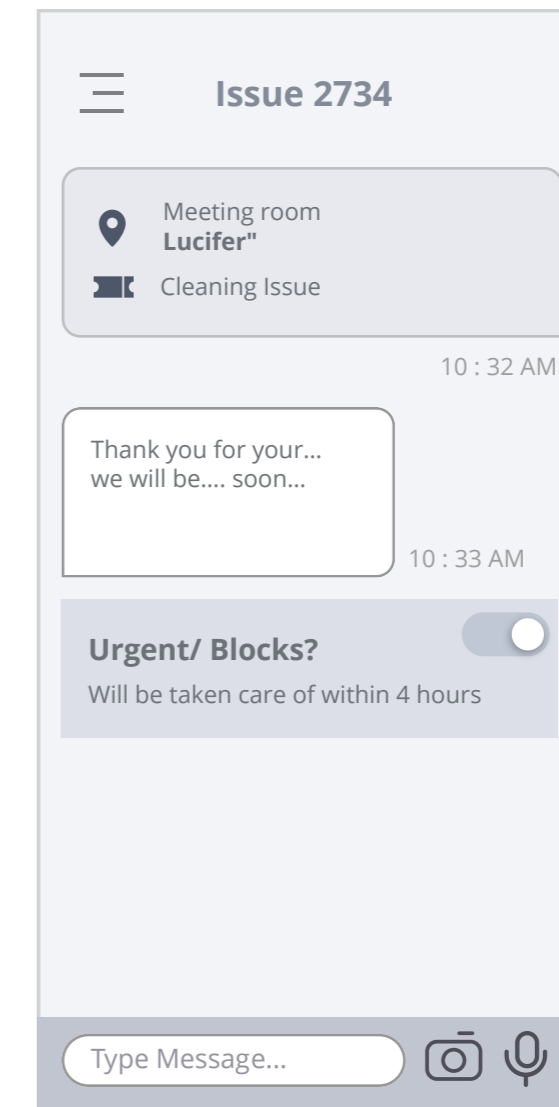




# Reporting an issue in 2 clicks



## The ticket is issued!

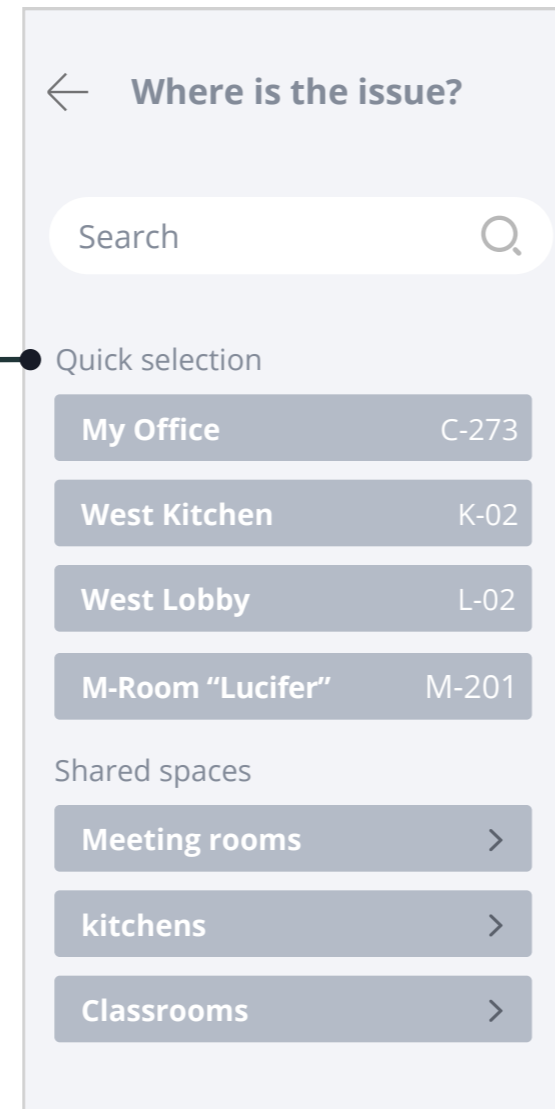


The urgency setting is not part of the ticket creation because it was important to keep the process short. It's an optional field, you don't have to interact with it, (That's why I used toggle).

# Define another location

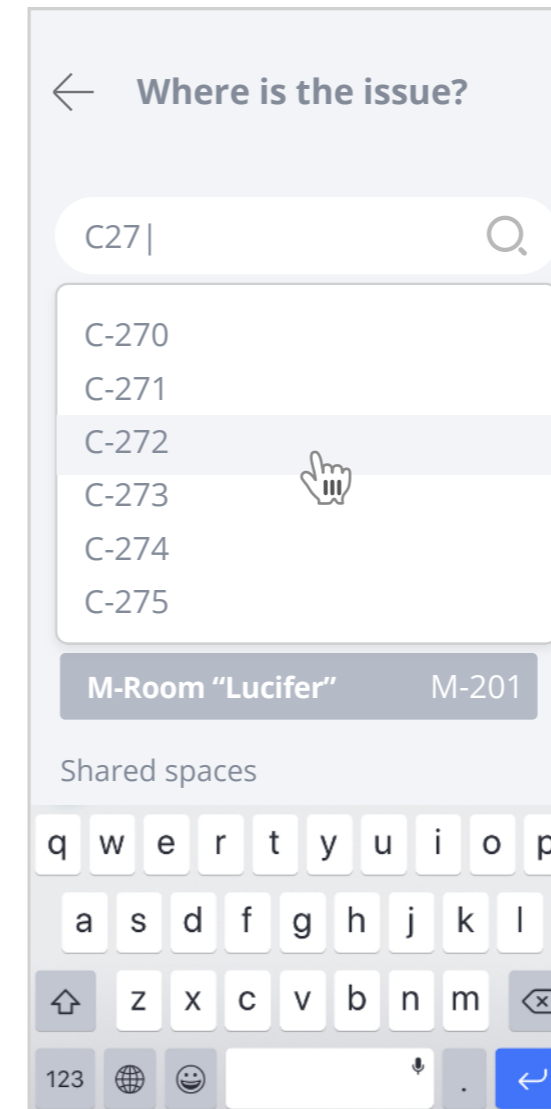


You can zoom out the map and find your correct location

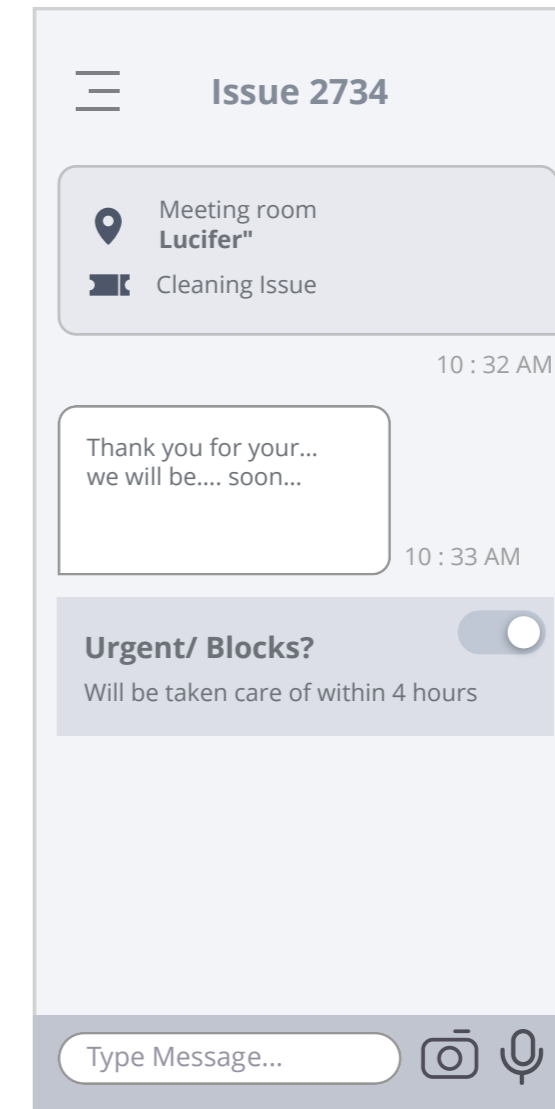


Close to my space?  
Recent?  
Rooms I Booked?

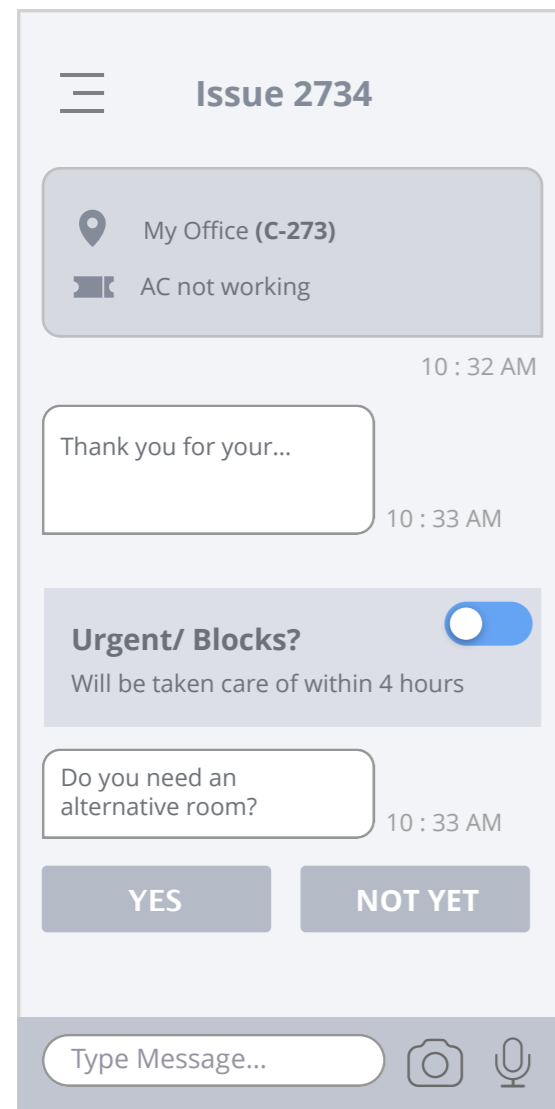
I can always select another location. With quick selection or search



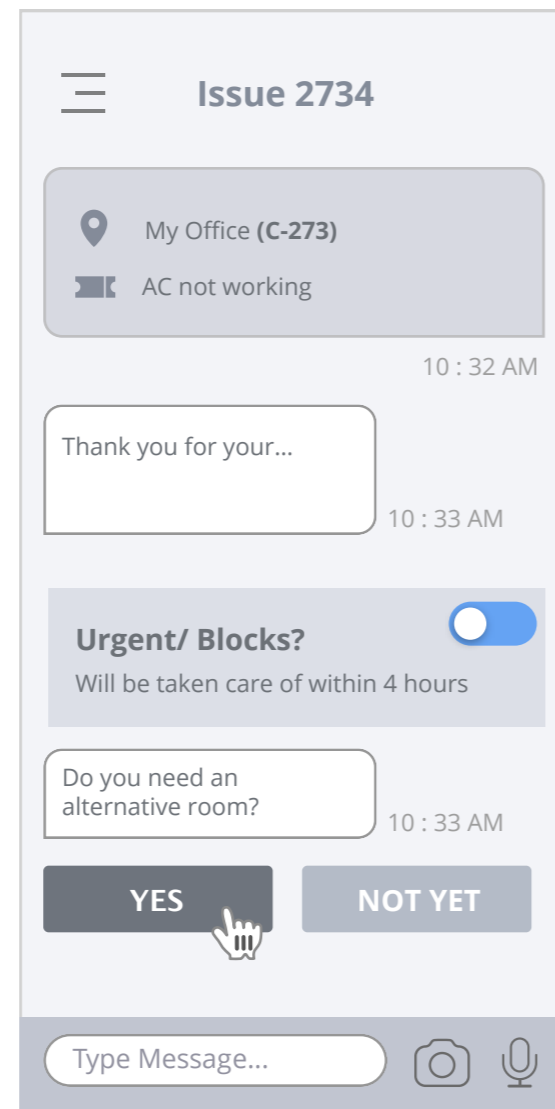
## The ticket is issued!



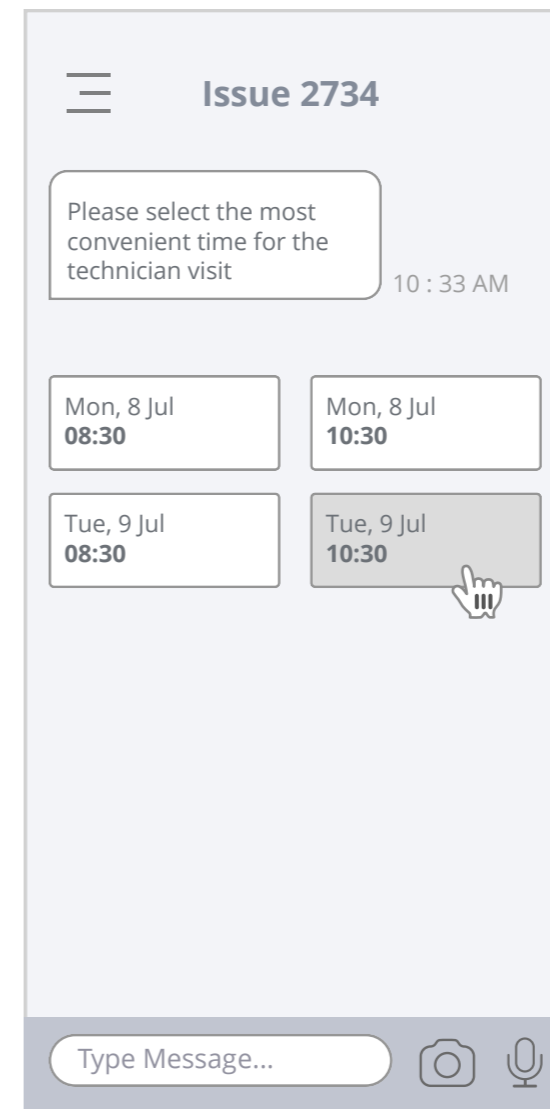
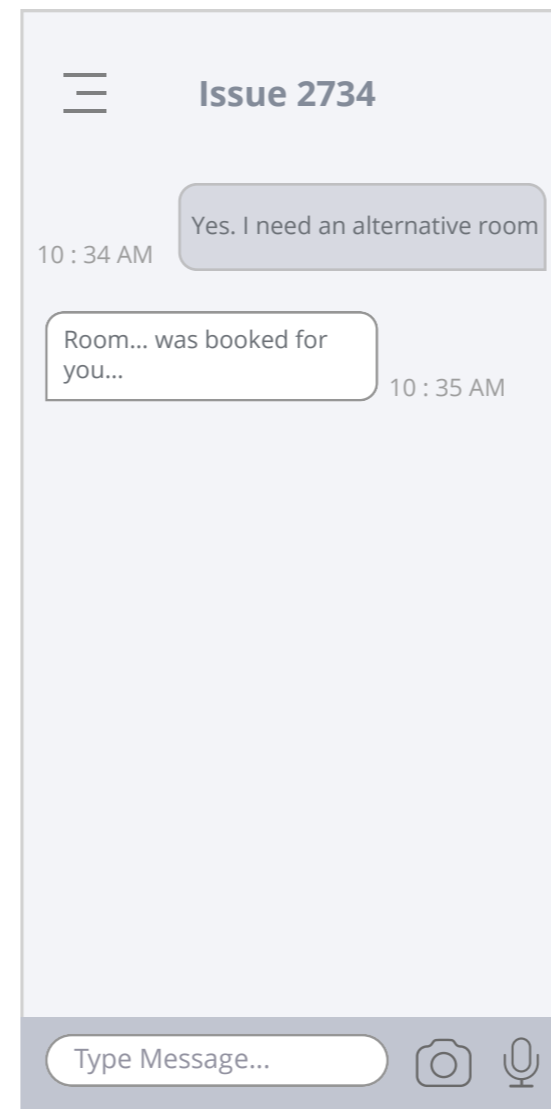
# Private space Uniqueness



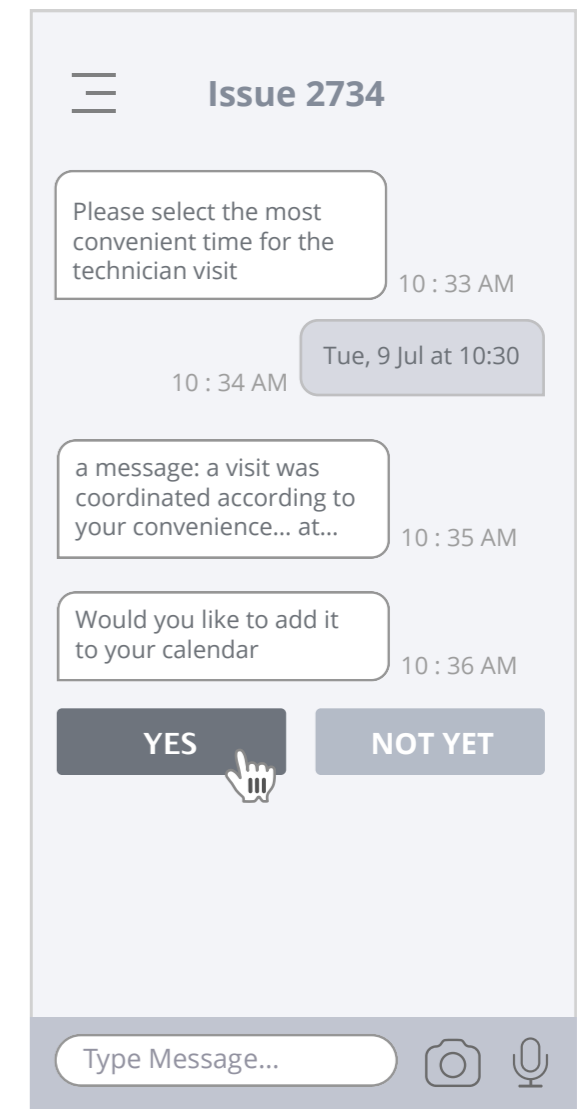
Urgent/ Prevents you from working



Alternative Room



Coordinate the time



Add to calender



# Resolve an Issue

I chose to separate between 2 types of problems:

- The type that **required a dedicated technician**
- A most common one that a **local handyman or a cleaner can fix.**

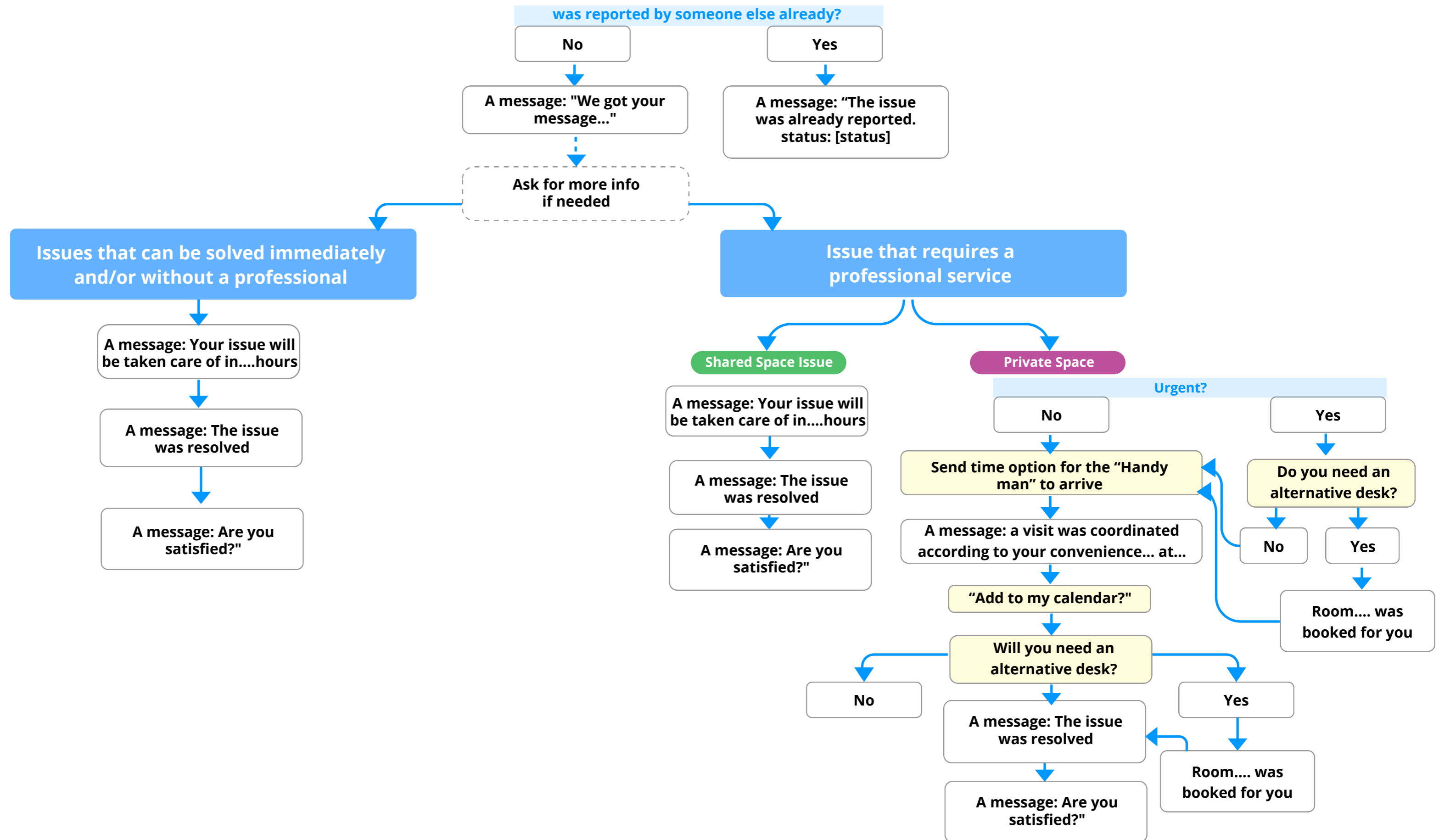
In addition, I separated between:

- Issues in the **Private Space**
- Issues in the **Public Spaces**

That because issues in the Private space must be solved in coordination with the user and also to give the user an option to use an alternative space.

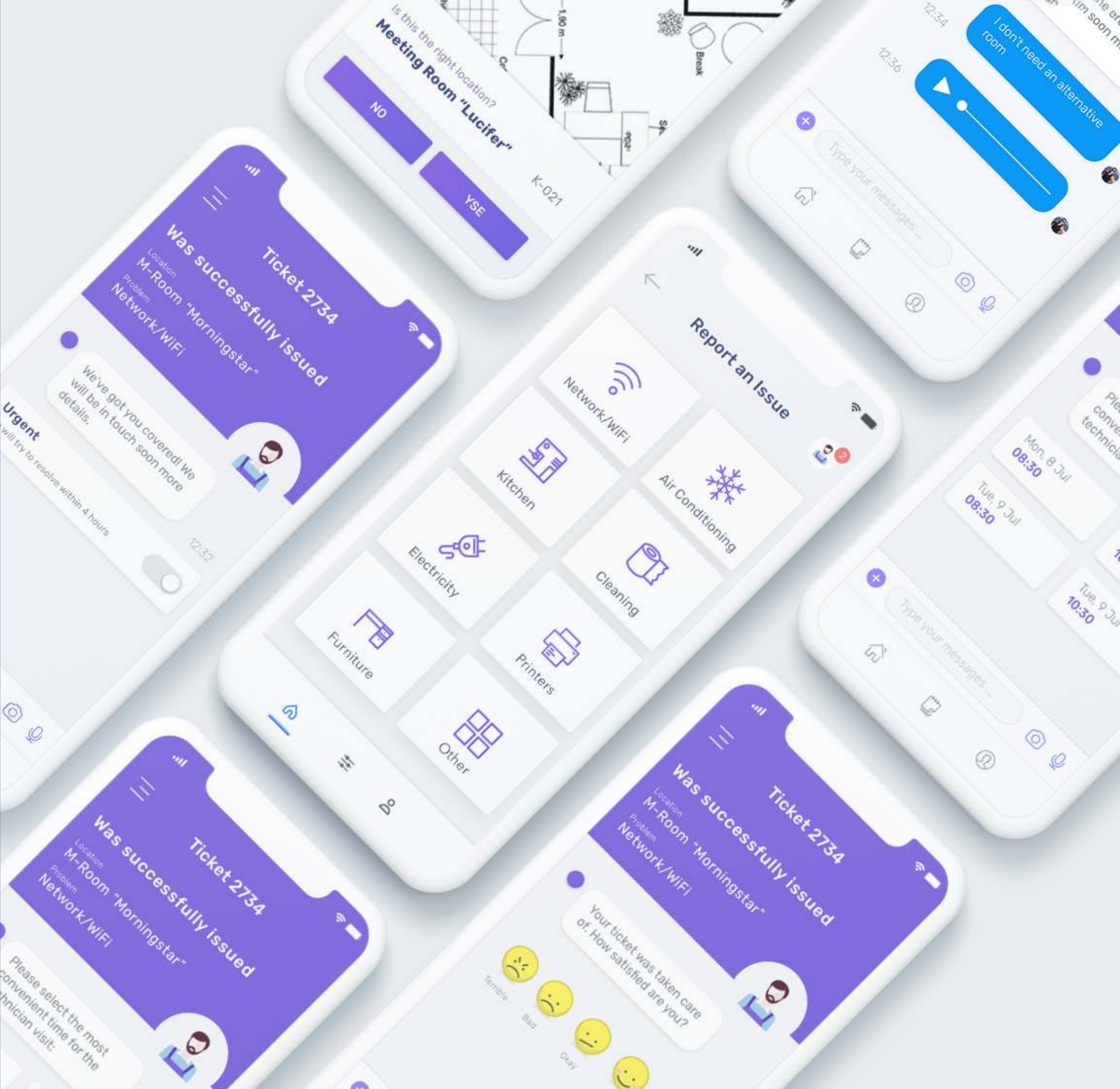


# Resolve an Issue Flow

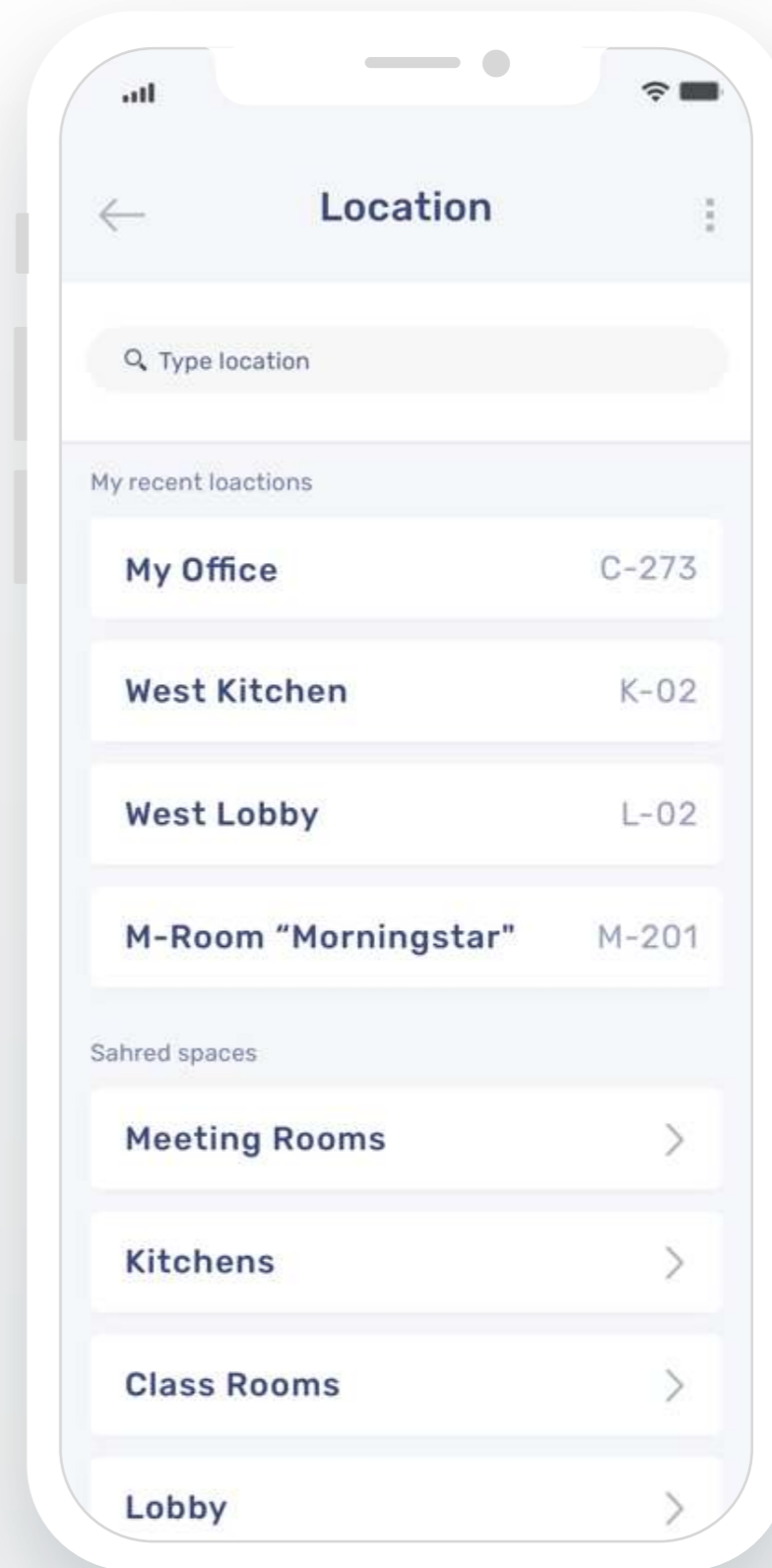
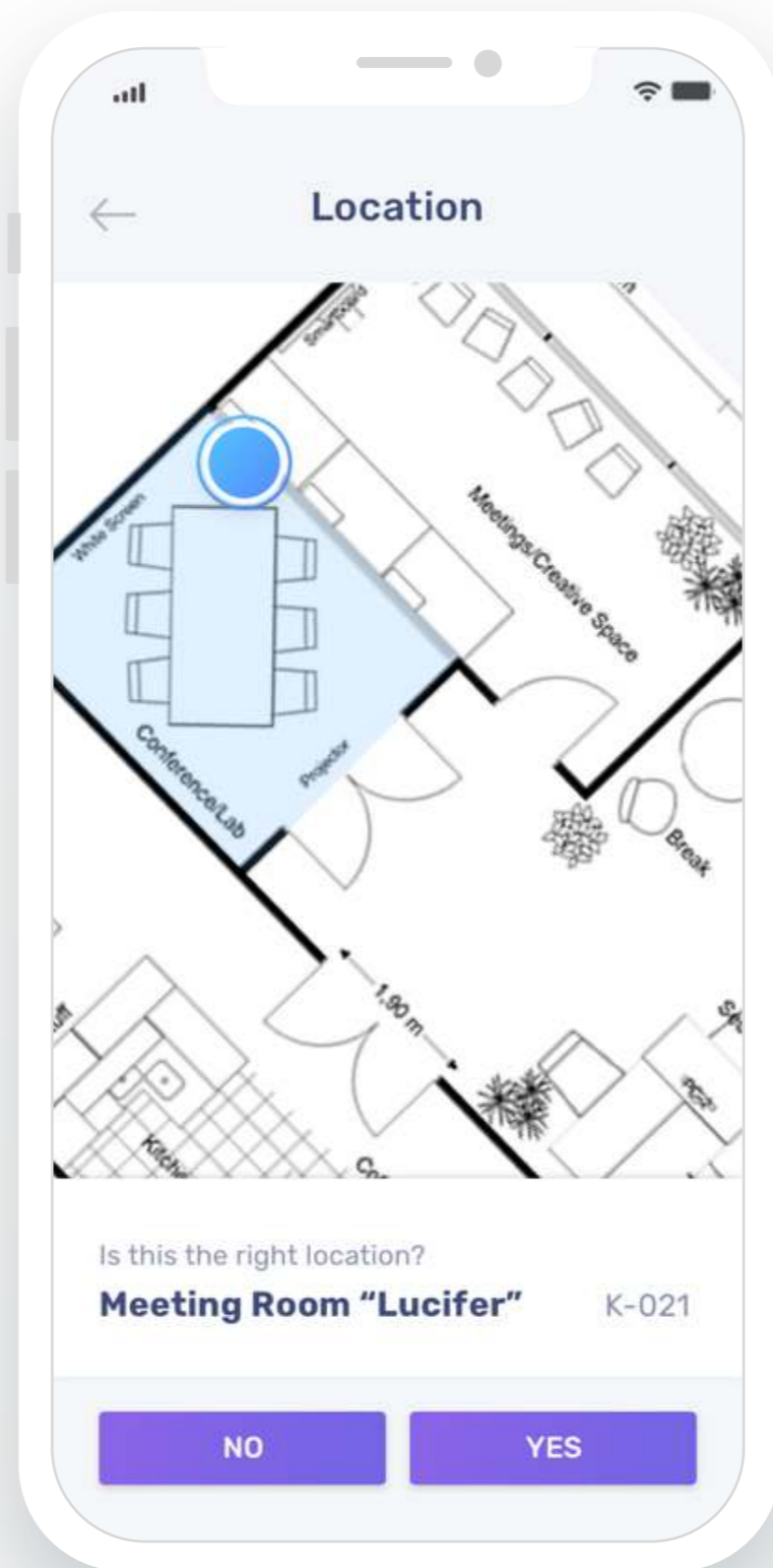
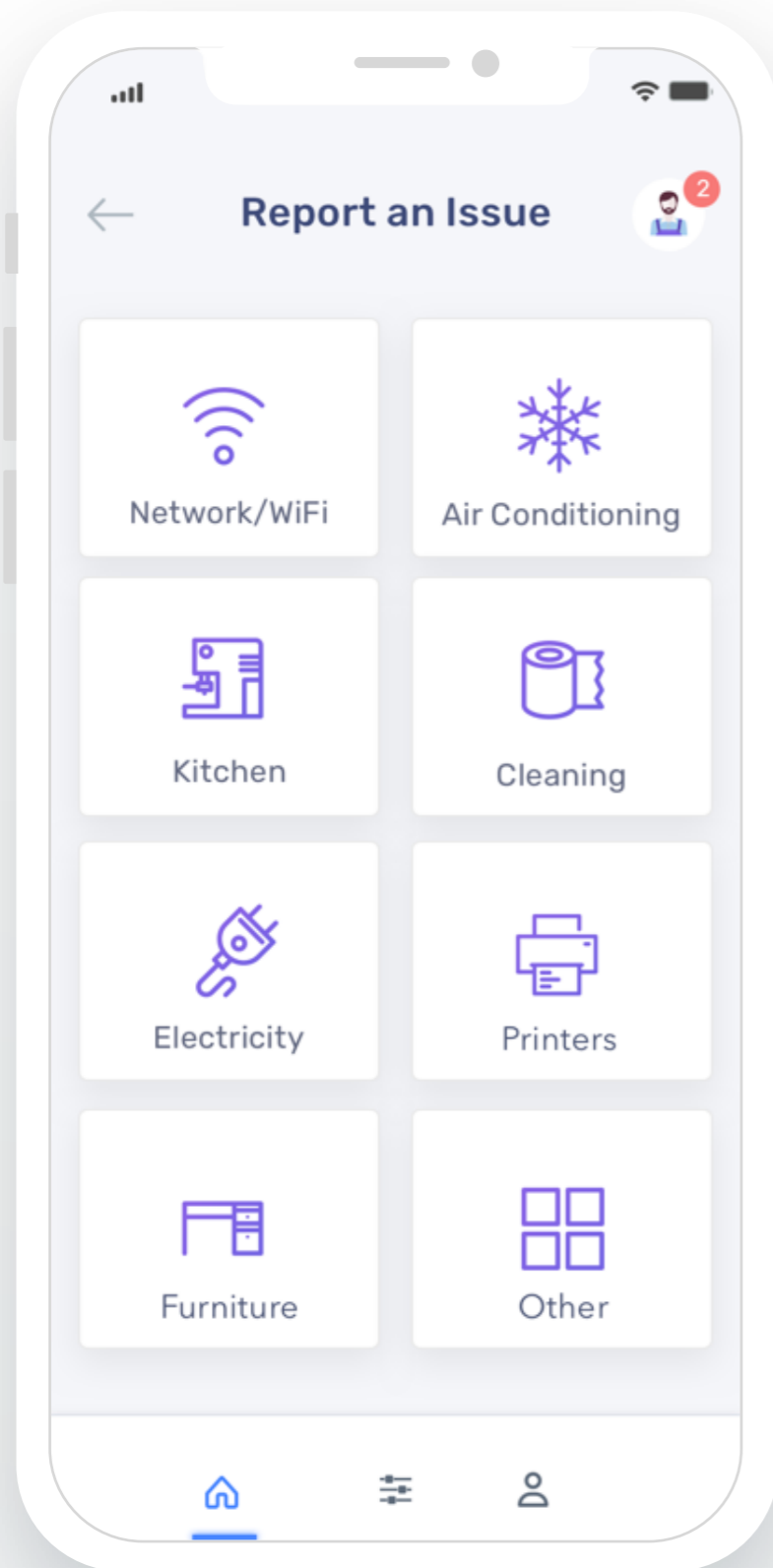


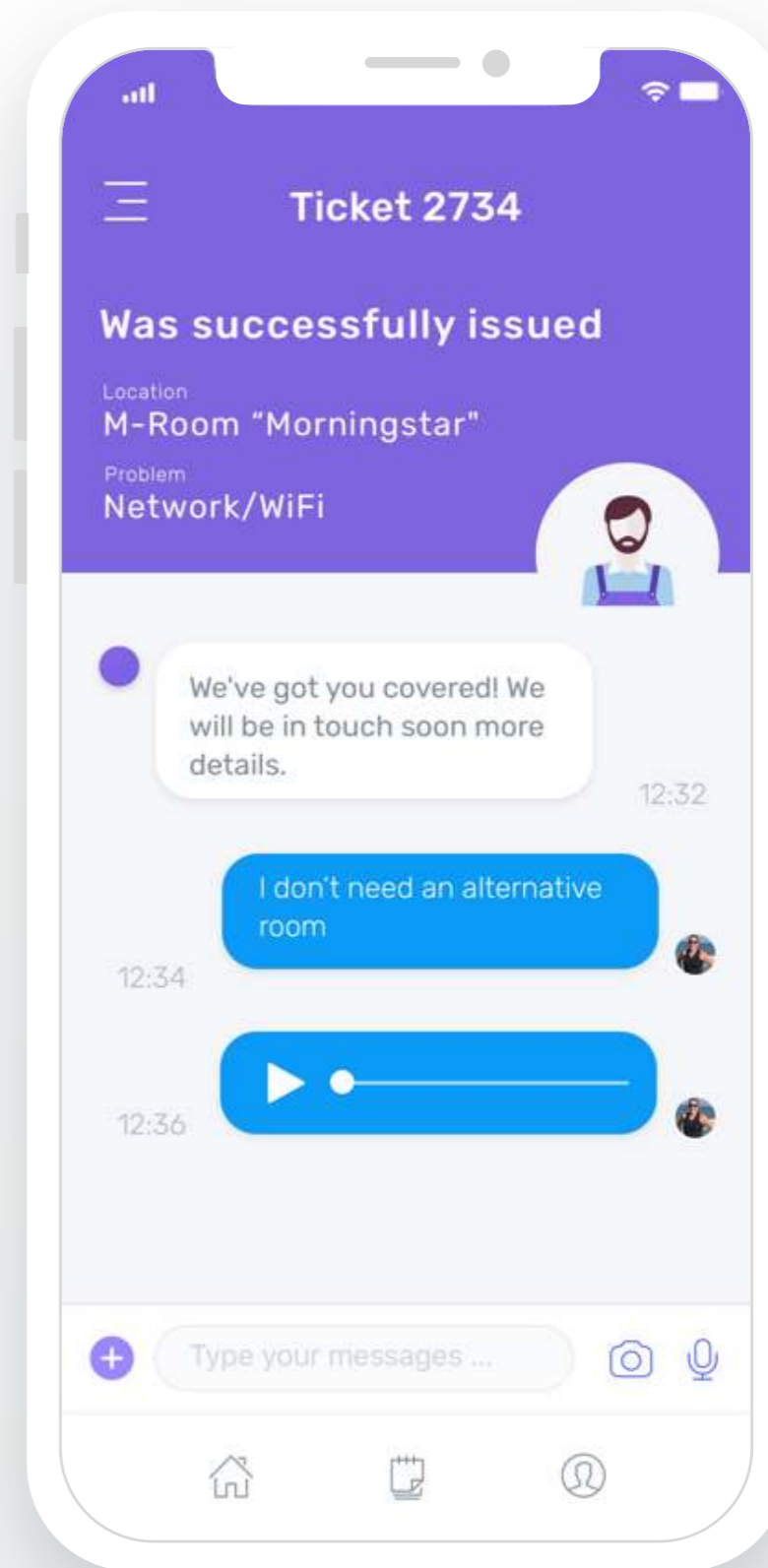
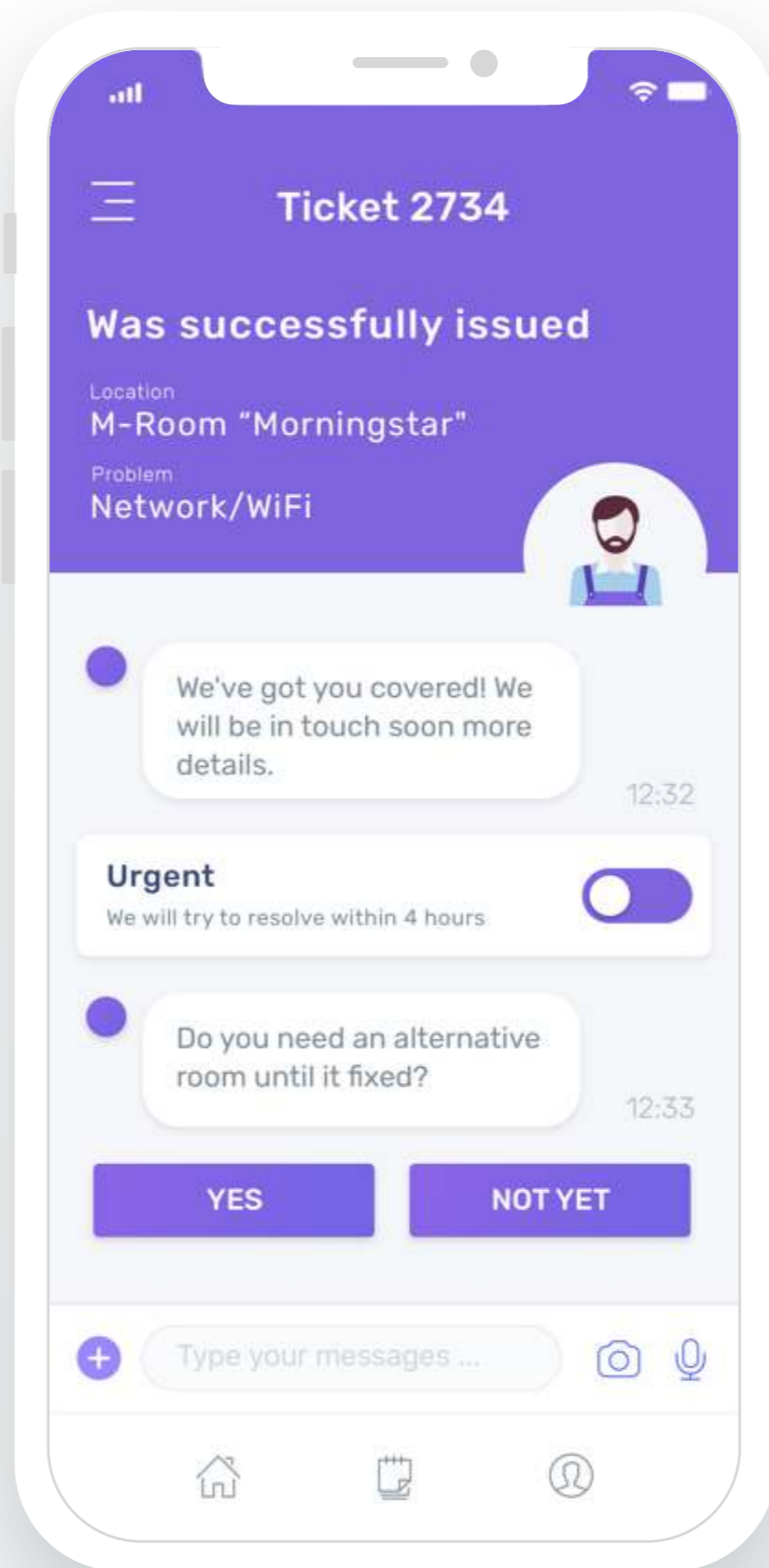
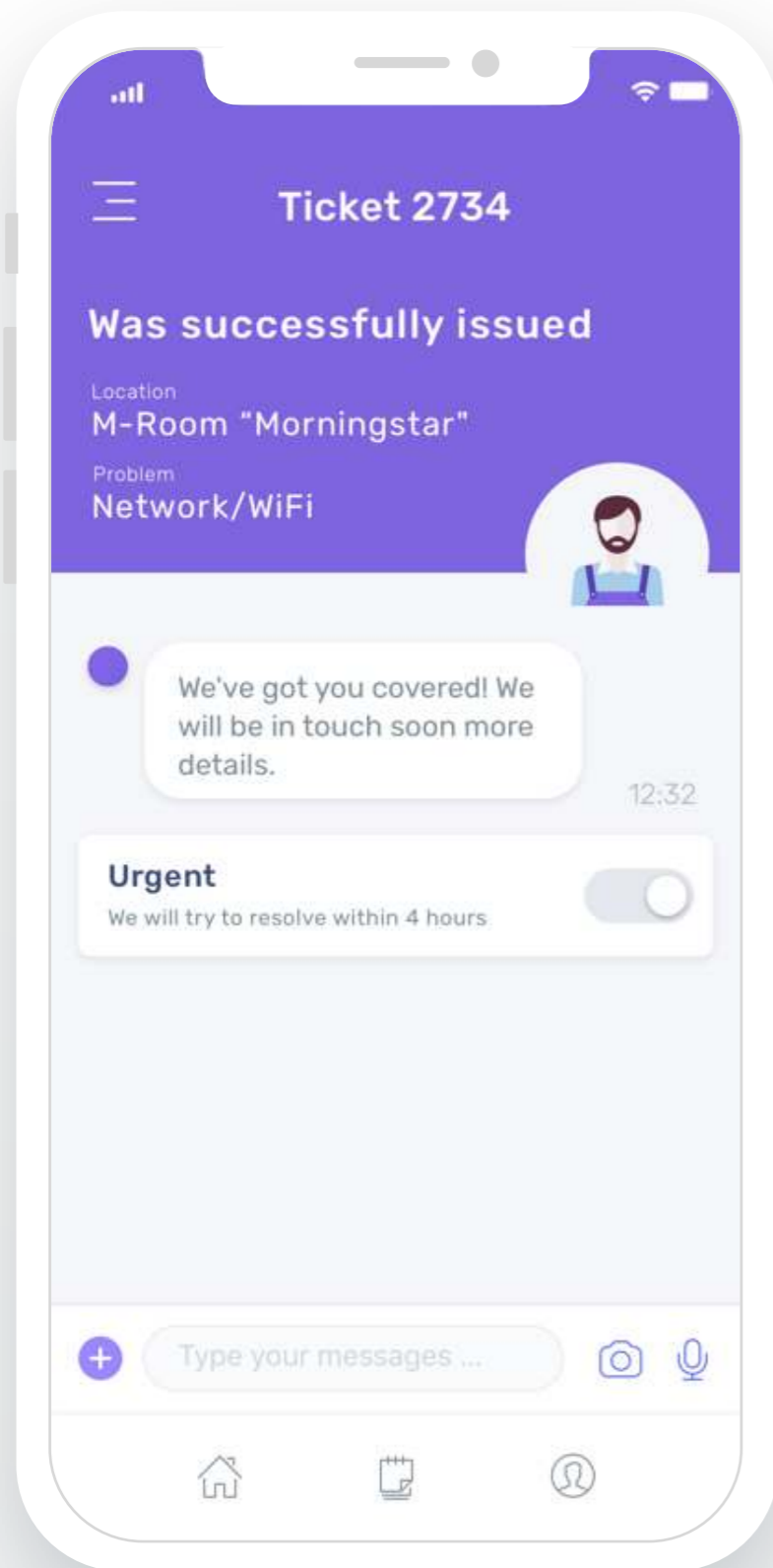
# Final Design

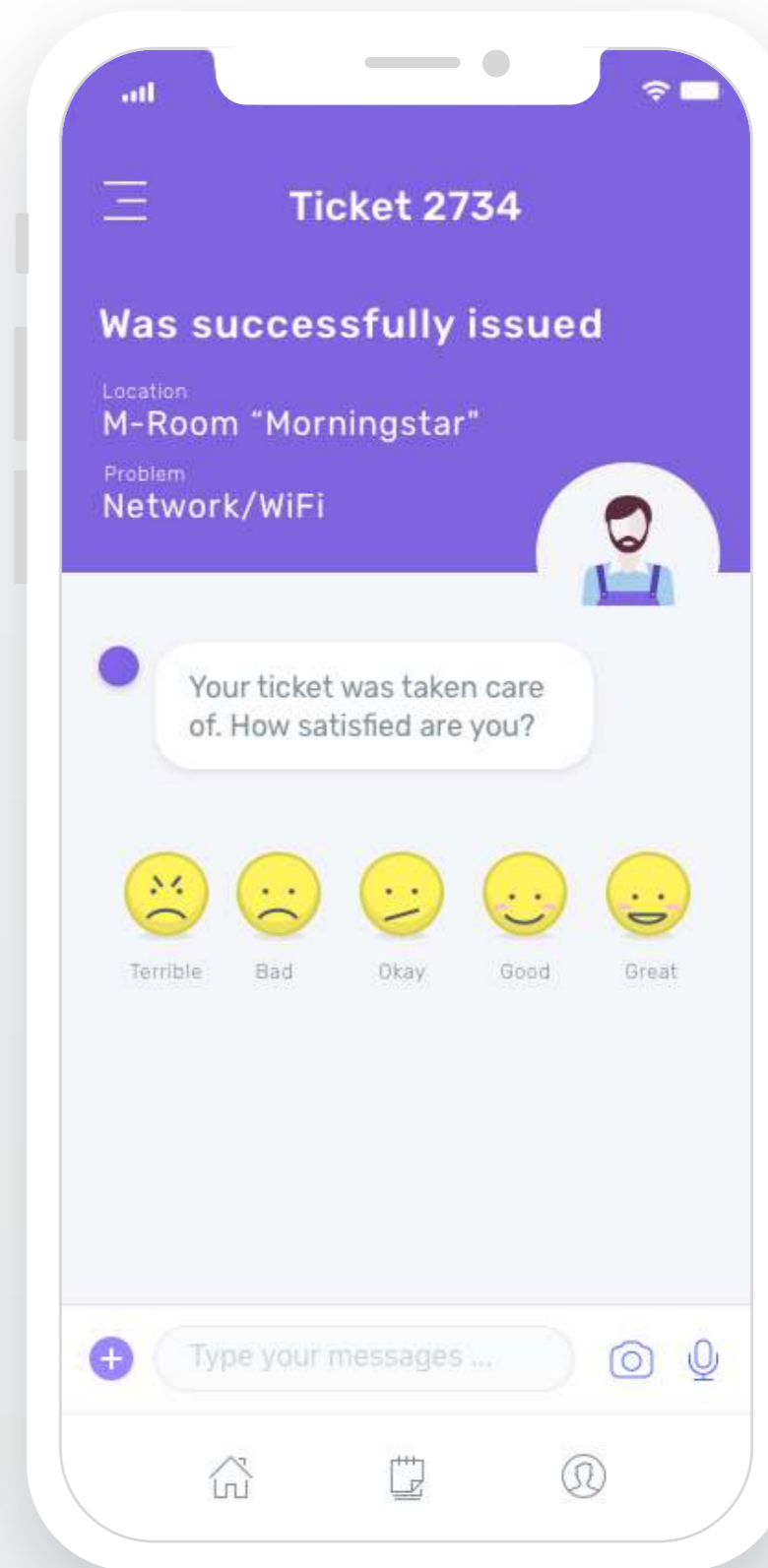
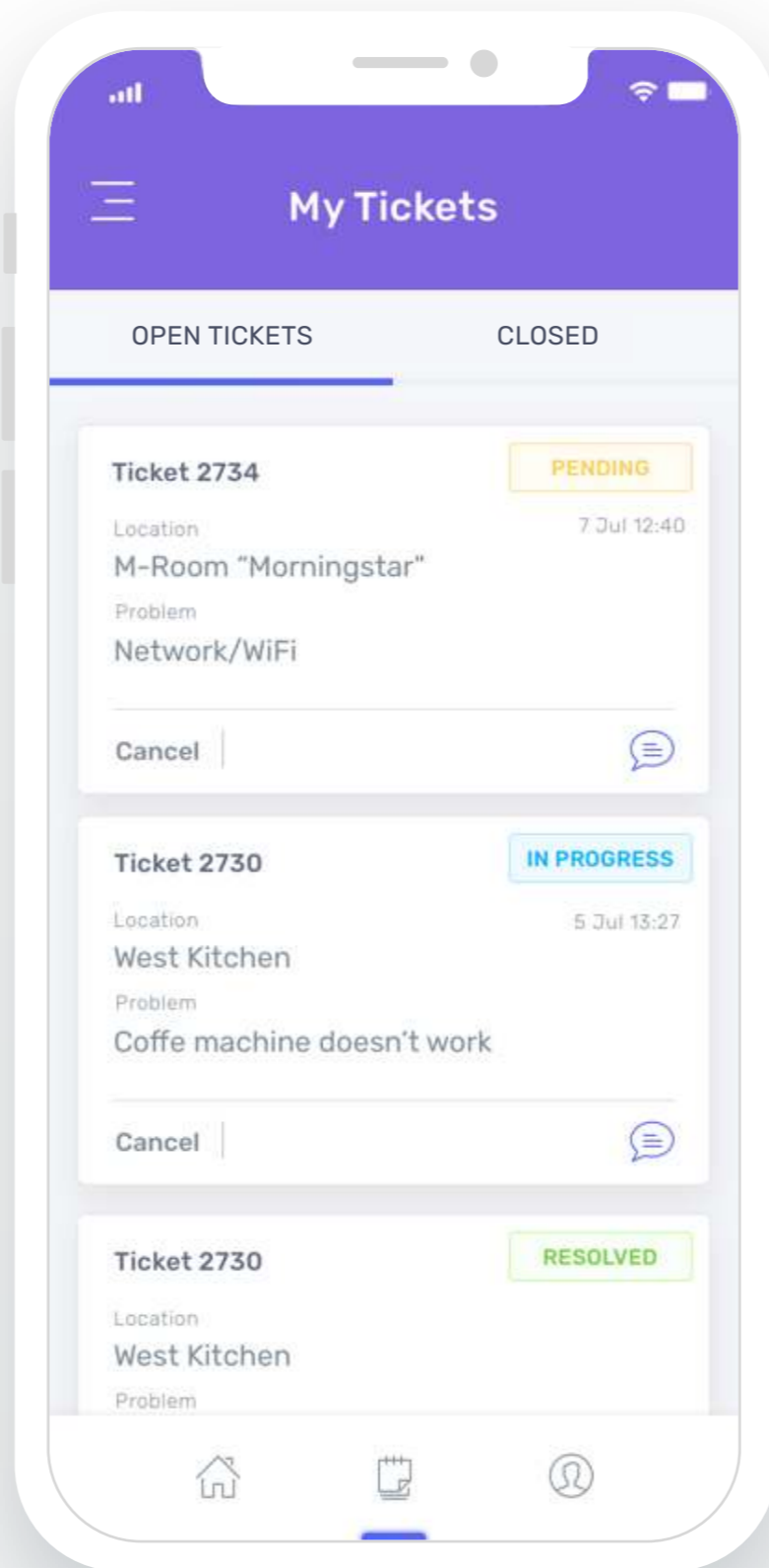
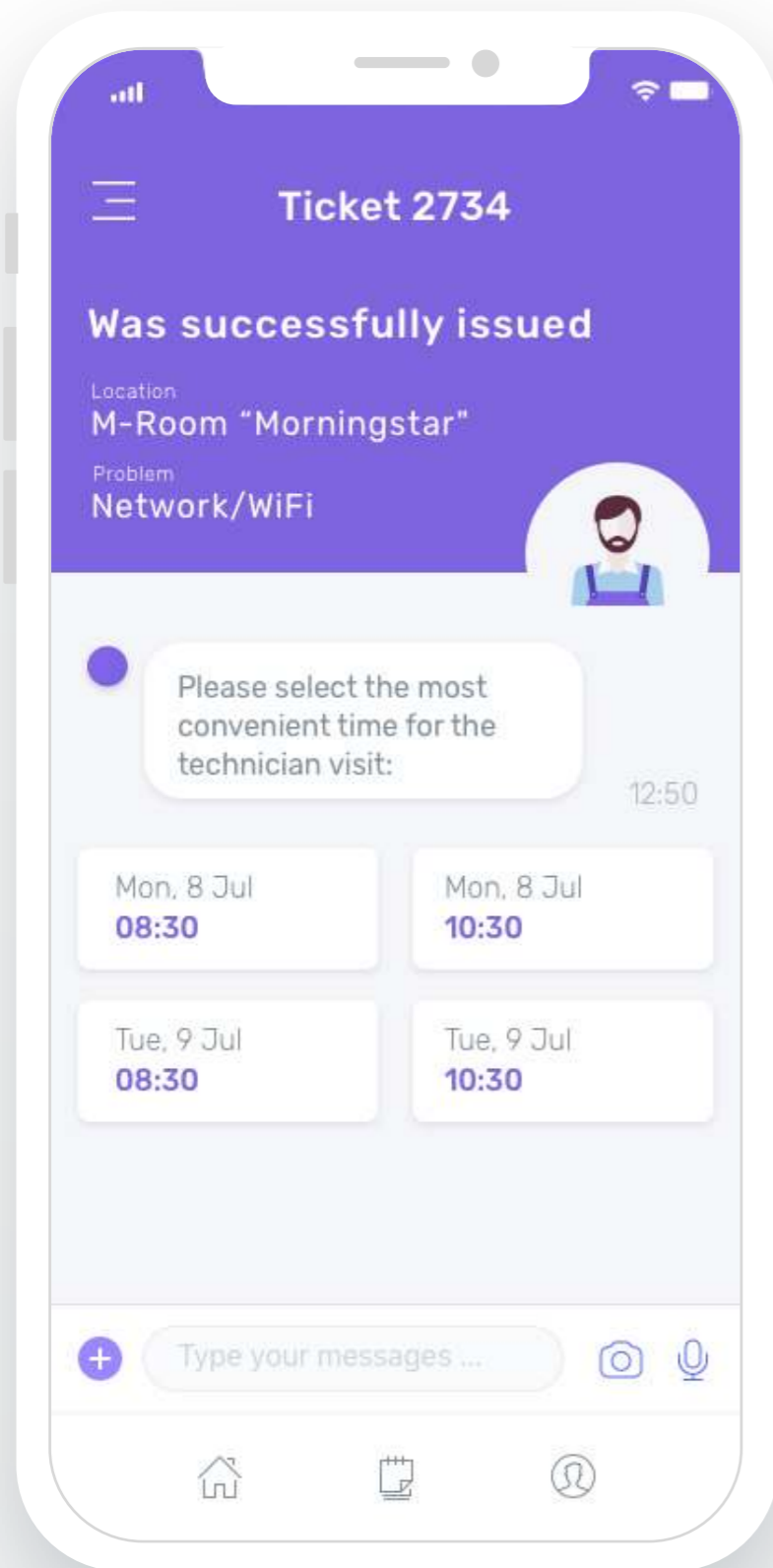
Rolls royce with a touch of a family car














# My Tickets Status

**Ticket 2734** PENDING

Location 7 Jul 12:40  
M-Room "Morningstar"


Problem  
Network/WiFi

Cancel | 

**Ticket 2730** IN PROGRESS

Location 5 Jul 13:27  
West Kitchen

Problem  
Coffe machine doesn't work

Cancel | 

You can always cancel a ticket here,  
or by sending a text message to cancel

**PENDING**

Sending → "Read"

**IN PROGRESS**

The community manager is "On it"

**FIX BOOKED**

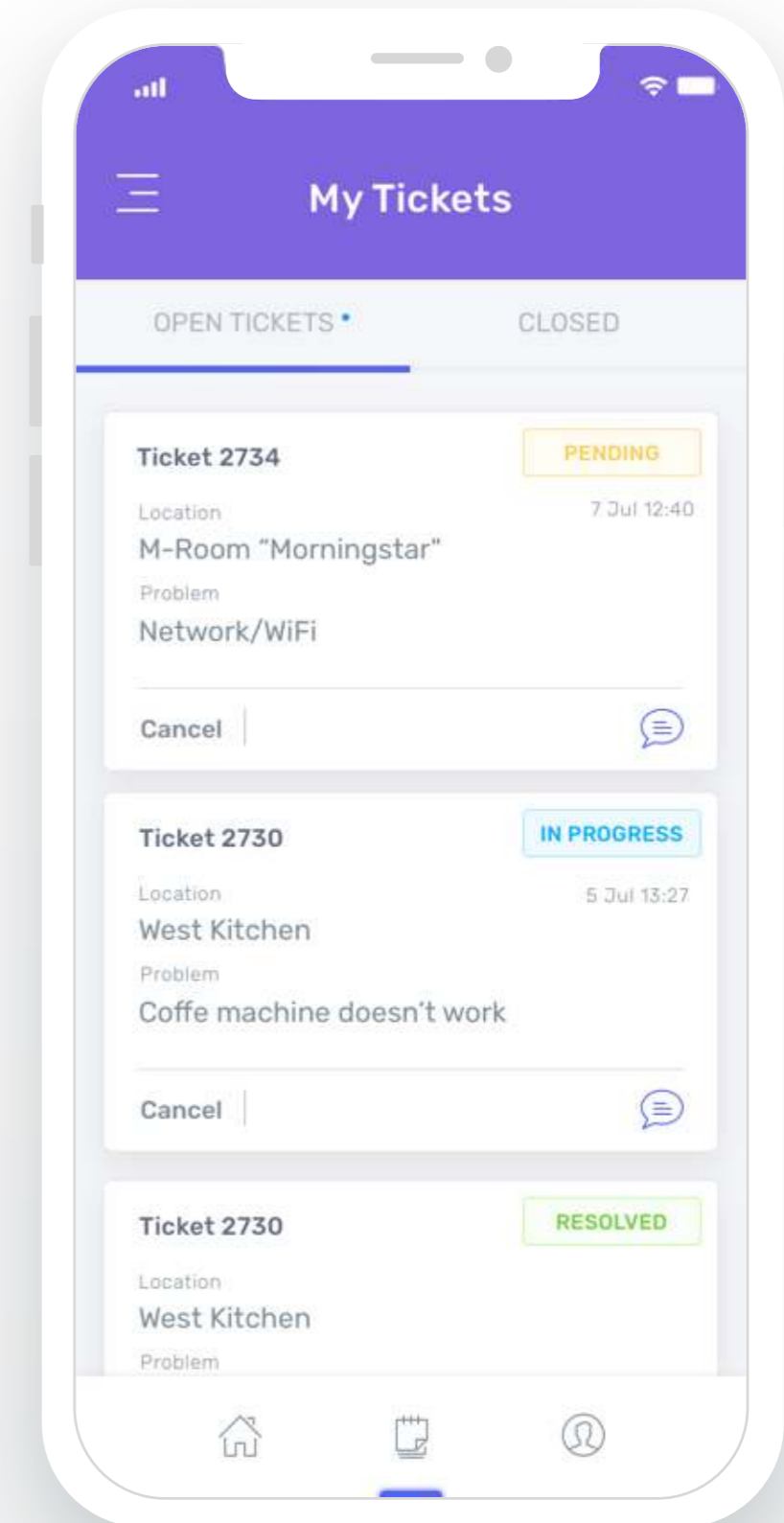
A "Handyman" visit was booked

**RESOLVED**

Technician/ Cleaner reported "Done"

**CLOSED**

Can be done by the user or the admin



# Future Thoughts

- **QR Code**

Use QR code to easily report common issues:

We know where you are, you know who you are. We know the Problem

**Example:**

Coffee machine - "Machine isn't working... scan to report"

- **Voice messages**

Use voice message to report instead of typing.

- **Direct access**

Report an issue directly to the designated "Handyman" and access their calendar

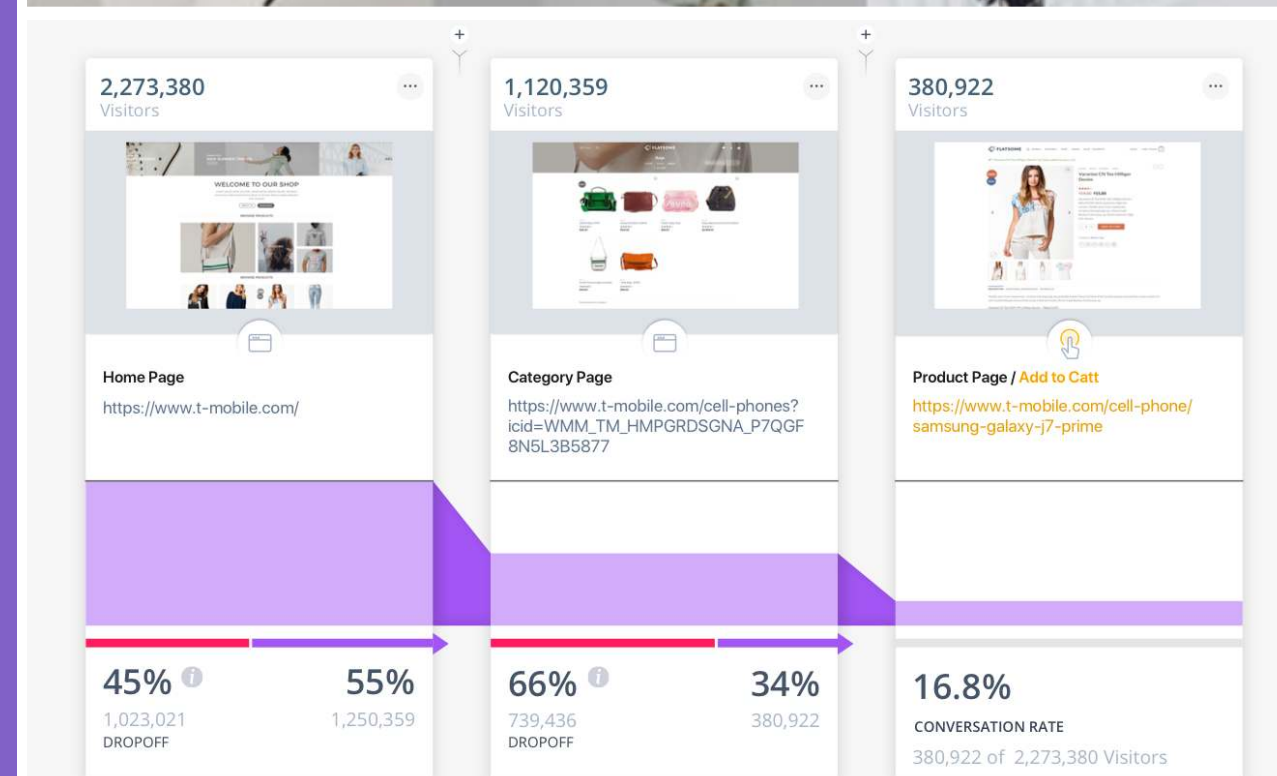
# Case Studies



# Clicktale

Data analytics tool

“Sandbox Heatmap” New feature

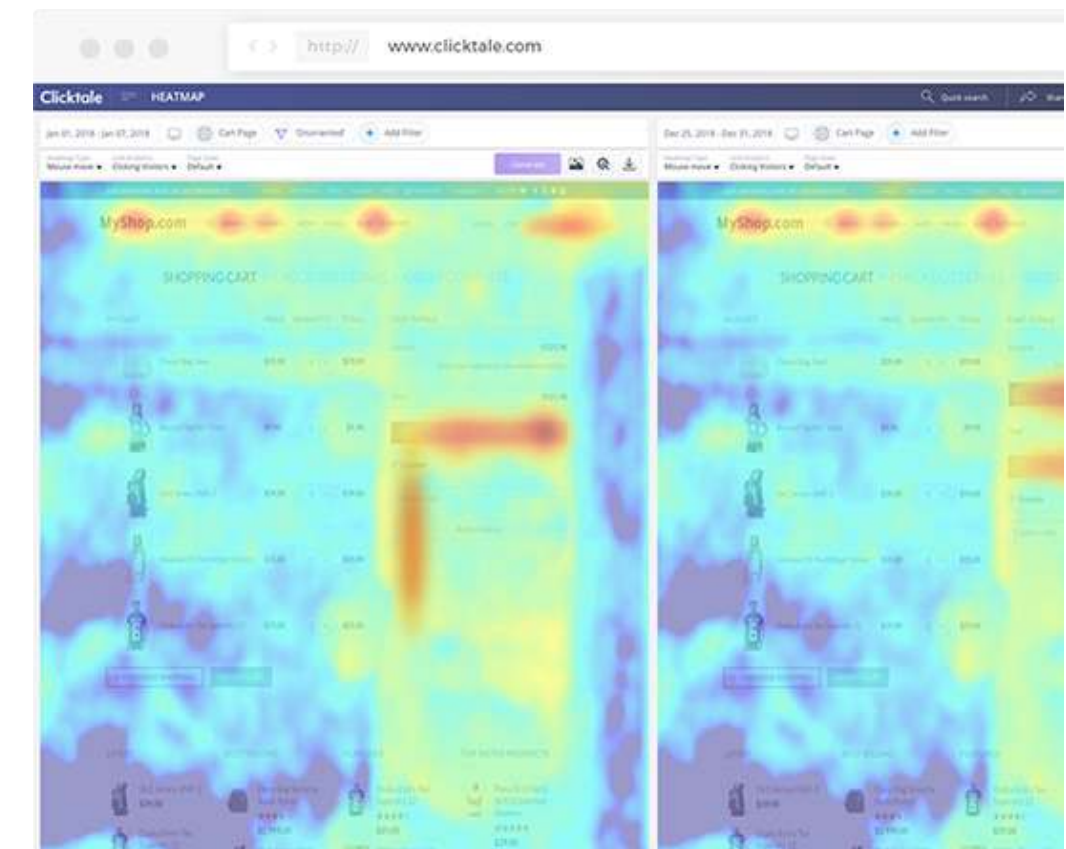
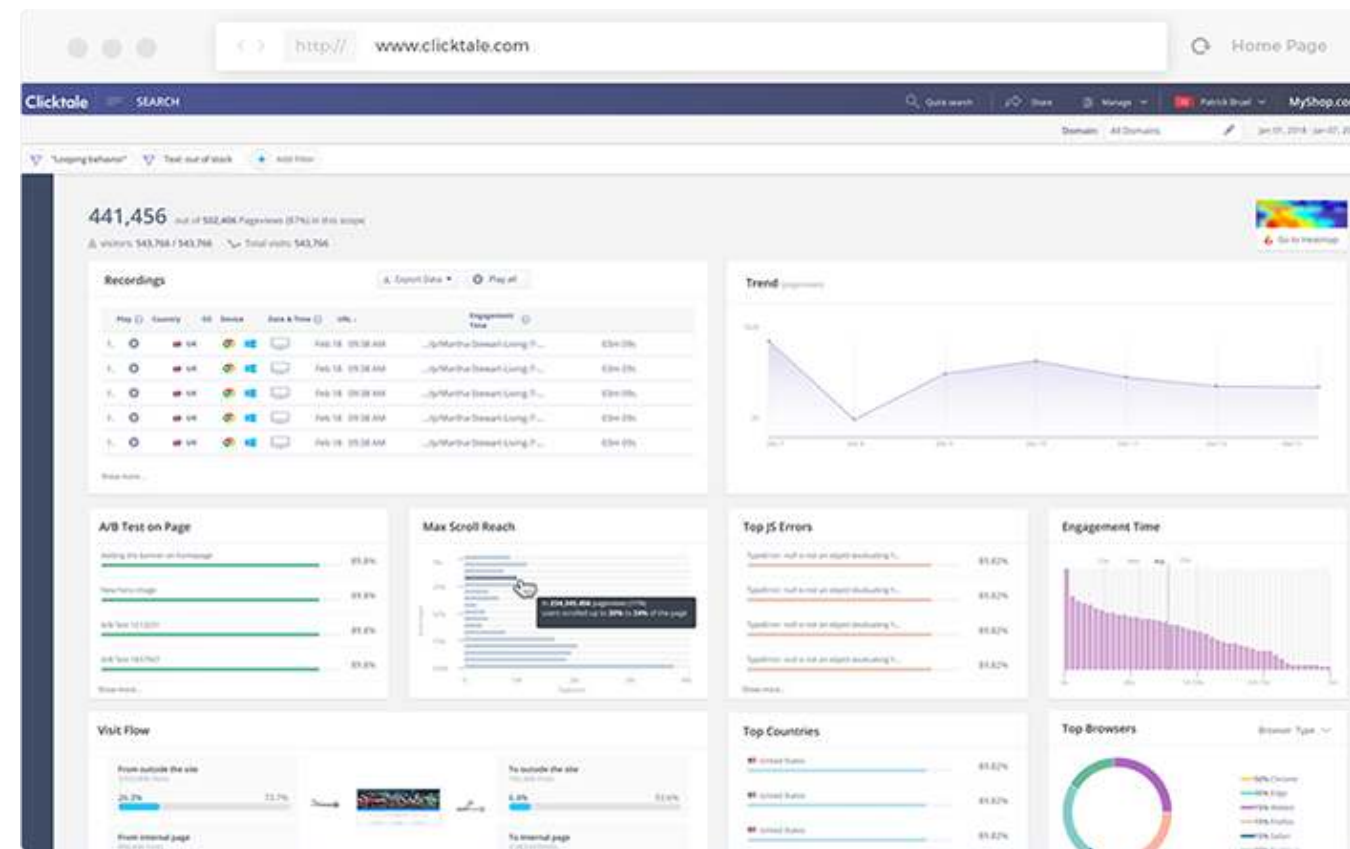
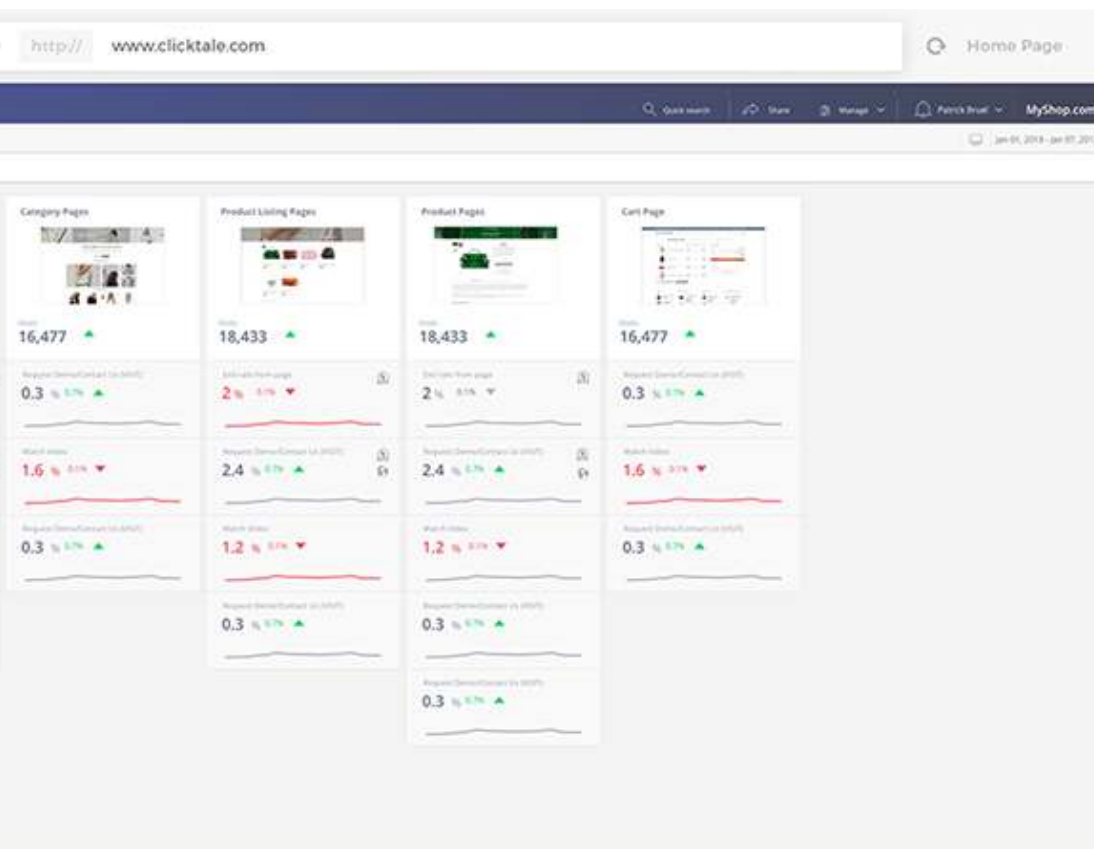


# Product Overview

Clicktale is a SaaS, cloud-based analytics system that allows customers to understand their visitor's experience on their website.

With tools like:

- **Heatmaps**
- **Funnels**
- **Form analytics**
- **Visitor recordings**





# The Problem

When Clicktale came out with the new product, we realized that some users were still using the "Old tool" for Heatmaps. The "New tool" was aimed to be more "Simple to use" but was missing a very important feature:

## **The ability to create an Ad Hoc Heatmap.**

In the new tool, you had to set up a workspace prior to being able to generate heatmaps. This a lengthy process that many customers found too cumbersome for day-to-day work.

**When we came to the point that we had to "Kill" the old tool (It was based on outdated technology), we knew we had to come up with a new solution that will combine the two:**

### The old tool



- Based on **outdated technology** (Flash)
- **Overwhelming** for simple users

### The New tool



- Requires **setting up a workspace prior** to being able to generate Heatmaps



## The **Goal**

Create a heatmap tool that supports ad-hoc analysis to replace two existing similar heatmap tools.

## Main **Challenges**

- **Time frame**
- **Keep it simple**

As we addressed 2 kinds of personas, we had to enable complex filtering capabilities and at the same time keep it simple for the "simple user" (Business user)

# Persona

## Analyst

Web and mobile analyst responsible for analyzing digital analytics in the organization. Understands analytics, understand the numbers, knows what to ask, has time to drill to the details.

## Business User

Product owner, UX researcher, Marketing manager, content strategist. Does not always know what to ask. Has specific KPIs to improve. Does not have time or will to drill to the details.



# My **Role**

- Senior Designer. I led the design concept
- I used user interviews and observations to understand the real needs and feelings of the users.
- I conducted usability tests to validate the design.
- I mapped and defined the different types of filters and prepared a spec for the R&D (complete style guide)





# User **Main Actions**

While generating a Heatmap

The only mandatory field



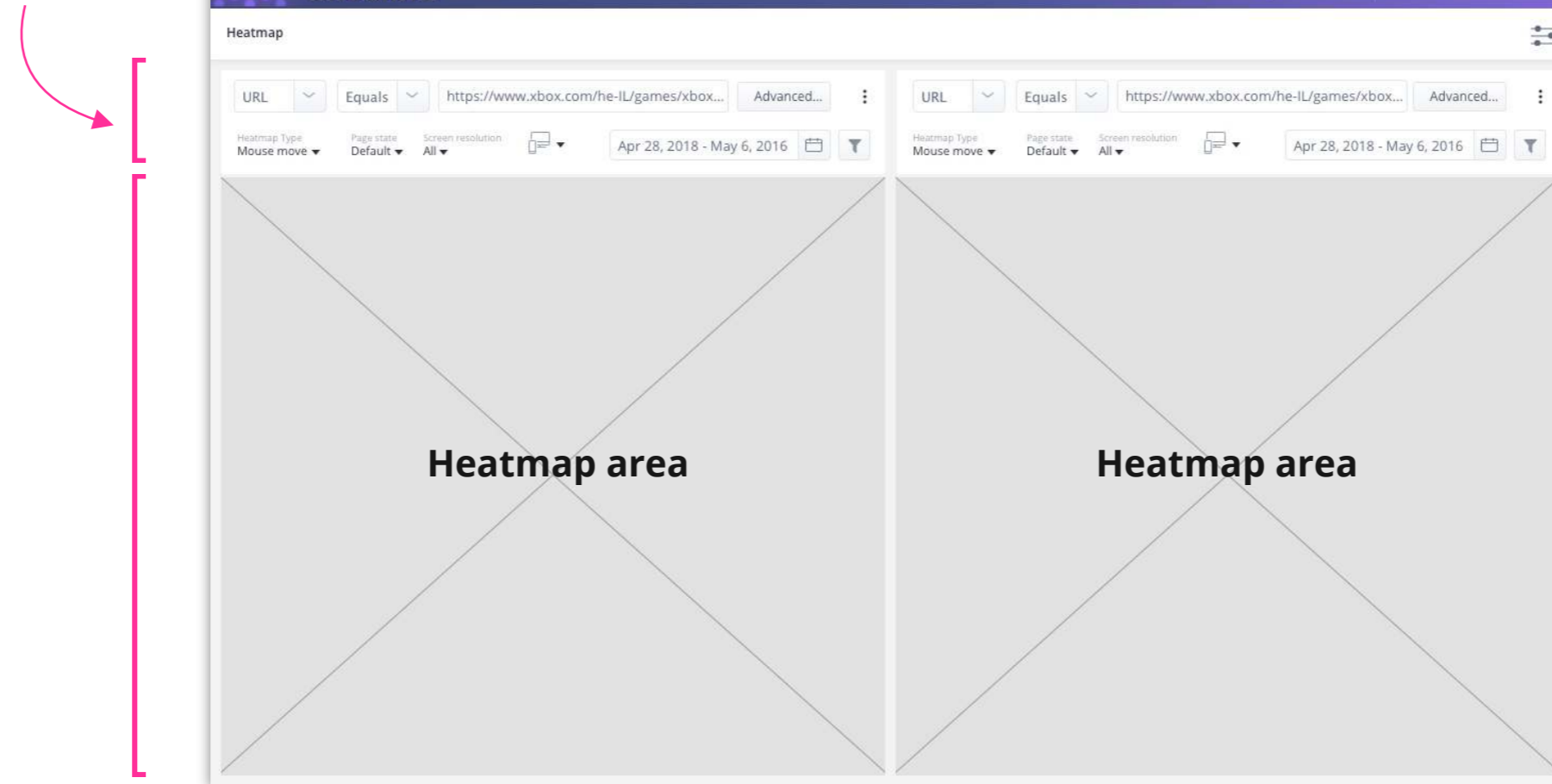
- **Define scope** (URL, pages, event)
- **Define date range** (Default is 2 weeks)
- **Select device** (Default is 'Desktop')

## **Additional Task**

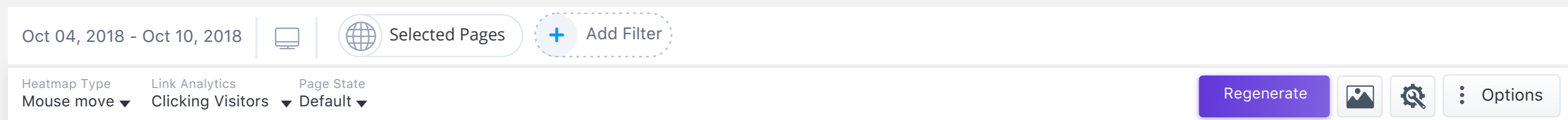
- Edit/remove filters
- Save filters as a segment (for re-use)
- Add action and the opposite action (Did click "Add to Cart" / Didn't click "Add to Cart")
- Add a comparison heatmap with minimum interaction
- Change the heatmap background
- Edit the Heatmap settings (Transparency, contrast)
- Remove Heatmap
- Download the Heatmap

# So where all this **magic happens?**

Right Here  
in the "Filter Bar"



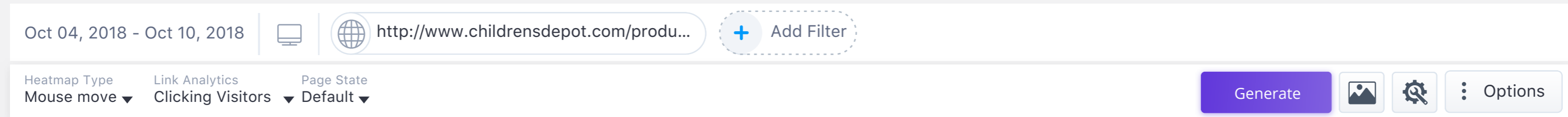
## The "Filter Bar"



Can grow to 80 px  
(2 Rows)

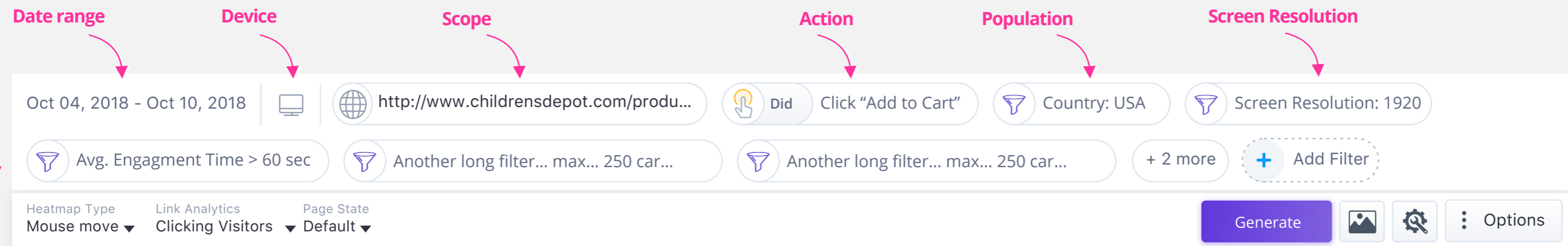
# The Filter Bar

Can be as simple as:



A simple filter bar interface. The top row contains a date range 'Oct 04, 2018 - Oct 10, 2018', a device icon, a URL 'http://www.childrensdepot.com/produ...', and a '+ Add Filter' button. The bottom row contains three dropdown menus: 'Heatmap Type' (Mouse move), 'Link Analytics' (Clicking Visitors), and 'Page State' (Default). On the right side, there is a 'Generate' button, a screenshot icon, a settings icon, and an 'Options' button.

Or very complex:



A complex filter bar interface with annotations. The top row contains: 'Date range' (Oct 04, 2018 - Oct 10, 2018), 'Device' (desktop icon), 'Scope' (globe icon, http://www.childrensdepot.com/produ...), 'Action' (hand icon, Did Click "Add to Cart"), 'Population' (funnel icon, Country: USA), and 'Screen Resolution' (funnel icon, Screen Resolution: 1920). The bottom row contains: 'Avg. Engagement Time > 60 sec', 'Another long filter... max... 250 car...', 'Another long filter... max... 250 car...', '+ 2 more', and '+ Add Filter'. The bottom row also includes the same dropdown menus and 'Generate', 'Screenshot', 'Settings', and 'Options' buttons as the simple version. A red arrow points from the 'Any other metrics such as:' text to the first filter in the bottom row.

Any other metrics such as:

JS Error, Time on Page...

or Predefined segments: "Logged in Users", "Returning Users"...

# The **Filter Composer**

Oct 04, 2018 - Oct 10, 2018 | | http://www.childrensdepot.com/produ... | Add Filter

Heatmap Type: Mouse move ▼ | Link A: Clicki

Create Filter | Select Segments

Select Filter ▼

Add Filter | Add Group

Cancel | Apply & add another | Apply

The Filter composer



## Filter:

- Scroll reach
- Engagement time
- Time on page
- Click on page
- Scroll reach
- Google client ID
- Action
- Screen resolution
- ...
- ...



# The **Filter Composer**

Oct 04, 2018 - Oct 10, 2018 | | http://www.childrensdepot.com/produ... | + Add Filter

Heatmap Type: Mouse move | Link Action: Click

**Create Filter** | **Select Segments**

**Country** In the visit ✕

is one of the following **USA, Isreal** 🗑️

and

**Engagment time** [in a pageview](#) ✕

From  seconds To  seconds 🗑️

and

**Include Group** ✕

Select Filter ✕

[+ Add Filter](#)

and

**Exclude Group** ✕

Select Filter ✕

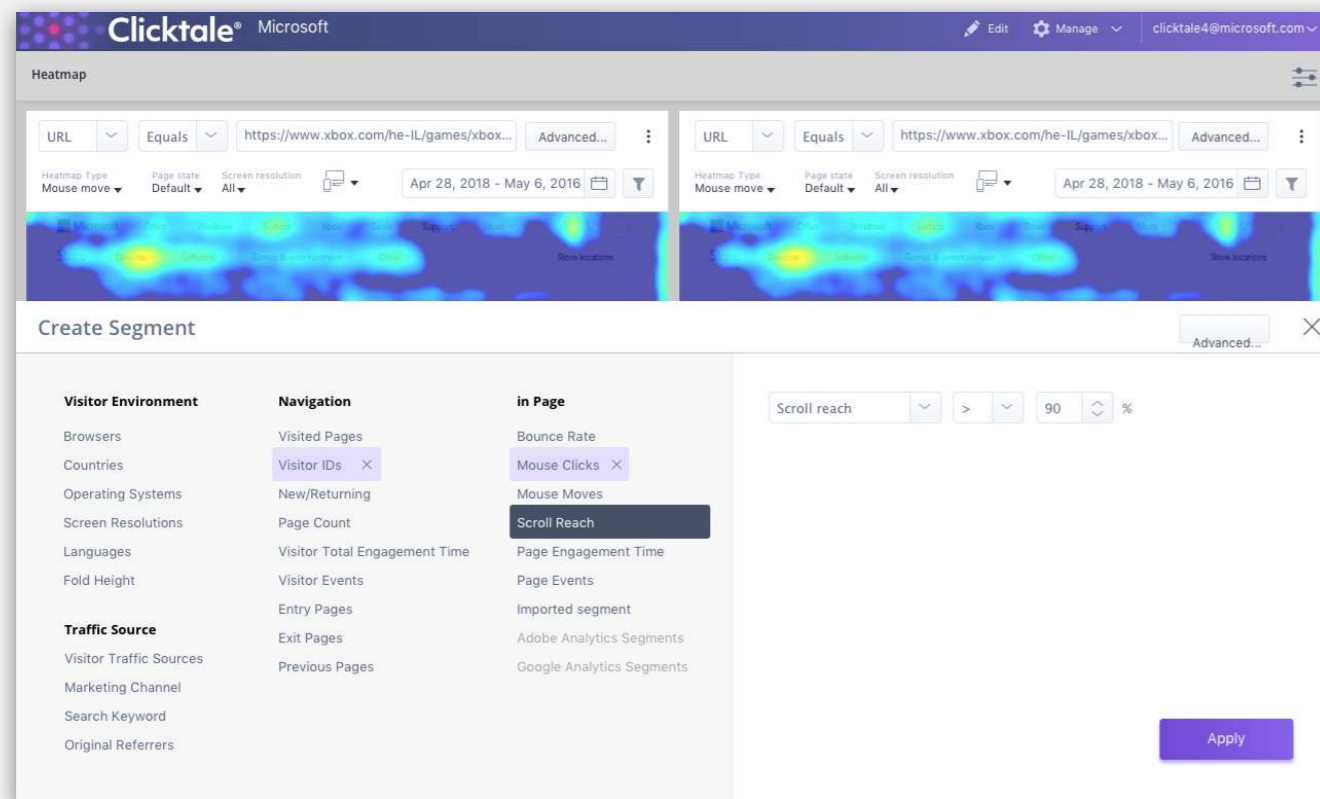
The Filter composer



A very complex filters too...



# Design Debate

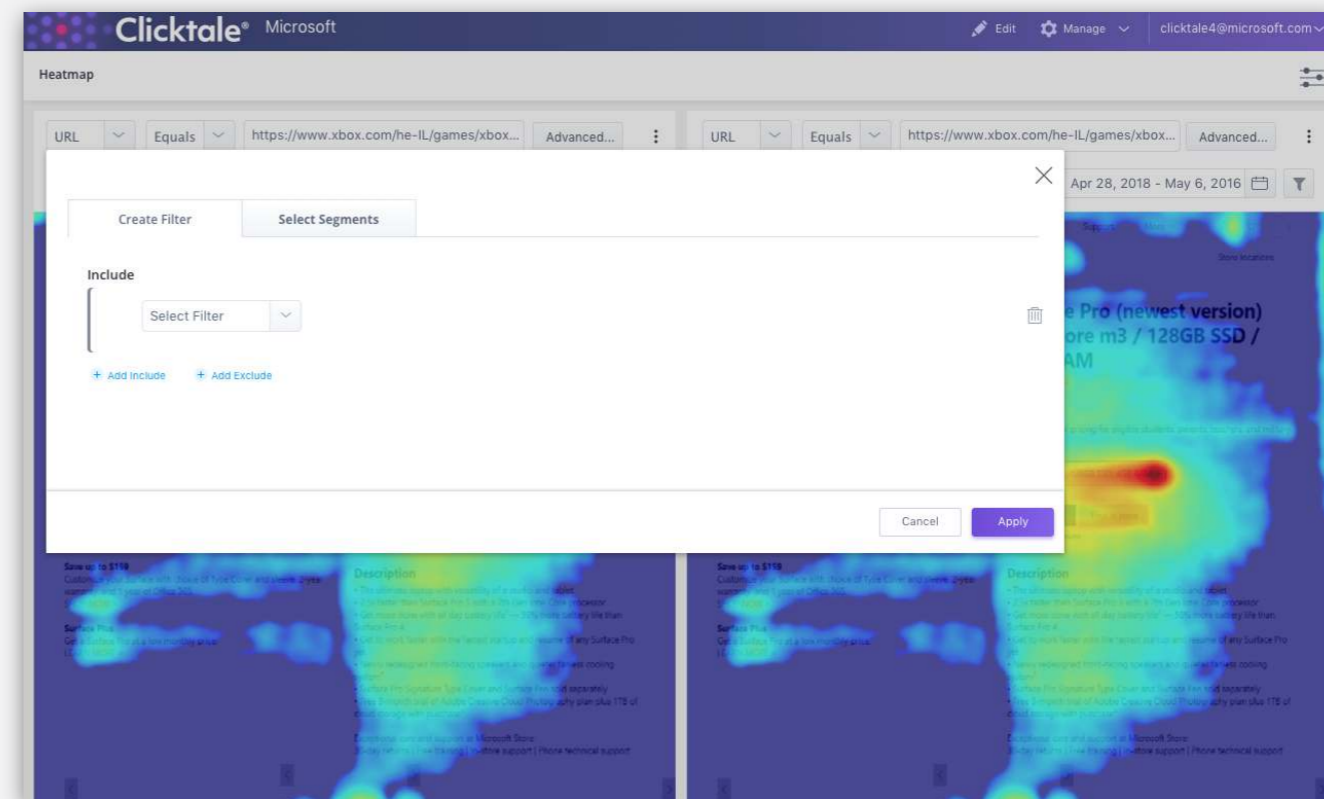


## Pros:

- More Space
- Visabilty of all the filters

## Con:

- Time to target too long (Fitts's Law)



## Pros:

- Time to Target
- Oreientatiion

## Con:

- Small space

# Other Actions

- Did Interaction with Searchbox
- Did Interaction with Searchbox
- Not Interaction with Searchbox

Save filters as a segment

Add action and "Non-action"

- Download
- Change HM Background
- Change settings (Opacity...)

The screenshot displays the Clicktale Heatmaps interface for a Microsoft Surface Pro product page. The interface includes a top navigation bar with 'Clicktale HEATMAPS', a 'Manage' dropdown, a user email 'clicktale4@childrensdepot.com', and the site name 'Children's Depot'. Below this, the 'Heatmaps' section shows the date range 'Oct 04, 2018 - Oct 10, 2018', a 'PagesetName #2' filter, and a filter for 'Interaction with Searchbox'. A 'Save filters as a segment' dialog box is open, allowing the user to save the current filter configuration. The dialog box contains a 'Filter Name' field with the text 'Segment name', a 'Selected Filters' list with four items (all checked), and 'Cancel' and 'Save' buttons. The background shows a heatmap overlaid on the product page, with a 'Generate' button and icons for background, settings, and download.







# Complete **Style Guide**

for all the different use cases and edge cases:

- **Single heatmap vs. side-by-side** heatmaps
- **Height of the filter bar** (one row by default, can expand to two rows if needed)
- **Maximum “Pill”** (filter) width
- **Defining different behaviors** for different types of filters (some filters may be both be edited and removed while others can be edited only)
- **Defining edge cases** (e.g. the user added more filters than the two rows can contain)

# Single Map

Default height: 1 row

5px 5px 5px 5px 5px 5px

Oct 04, 2018 - Oct 10, 2018 Desktop Selected Pages + Add Filter

Heatmap Type Mouse move Link Analytics Clicking Visitors Page State Default

Regenerate Options

10px 10px

Max Height: 2 rows (max 4 custom filters)

5px 5px 5px 5px 5px 5px

Oct 04, 2018 - Oct 10, 2018 Desktop Selected Pages Custom filter 1 - max size 250 pixels... Custom filter 2 - max size 250 pixels...

Custom filter 3 - max size 250 pixels... Custom filter 4 - max size 250 pixels... +

Heatmap Type Mouse move Link Analytics Clicking Visitors Page State Default

Regenerate Options

10px

Options

- + Add Heatmap to Compare
- Download

Single Map (No 'Delete' option)

Options

- Download
- Close Heatmap

Side by Side (No 'Add' option)

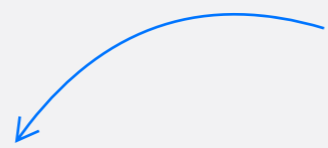
# Side by Side

Default height: 1 row

Oct 18, 2018 Desktop Selected Pages + Add Filter

Heatmap Type Mouse move Link Analytics Clicking Visitors Page State Default Regenerate Options

"Plus" will be shown until 4 "custom filters" are added



Max Height: 2 rows (max 4 custom filters)

Minimum resolution case

Oct 18, 2018 Desktop http://www.childrensdepot.com/produ...

max pill si100... min pill si100... max pill si100... max pill si100... +

Heatmap Type Mouse move Link Analytics Clicking Visitors Page State Default Regenerate Options

When 4 custom filters" are applied - The "Plus" button becomes Disable and appears in short version (without text)



Min pill size : 100



Higher-resolution case

Oct 18, 2018 Desktop http://www.childrensdepot.com/produ... Custom filter 1 - max size 270 pixels...

Custom filter 2 - max size 250 pixels... Custom filter 3 - max size 250 pixels... Custom filter 4 - max size 250 pixels... +

Heatmap Type Mouse move Link Analytics Clicking Visitors Page State Default Regenerate Options

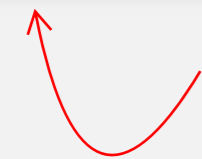
Max pill size : 250

Oct 18, 2018 Desktop http://www.childrensdepot.com/produ...

max pill si100... max pill si100... max pill si100... max pill si100... +

Heatmap Type Mouse move Link Analytics Clicking Visitors Page State Default Regenerate Options

With "change Background" (when Heat map us displayed)



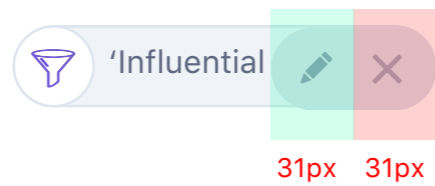


## Pill Structure

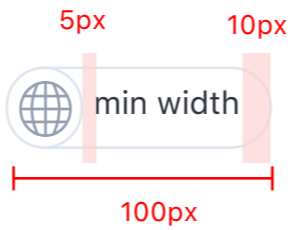
### Margins



### Icons



### Min pill width



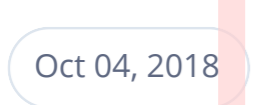
### Max pill width



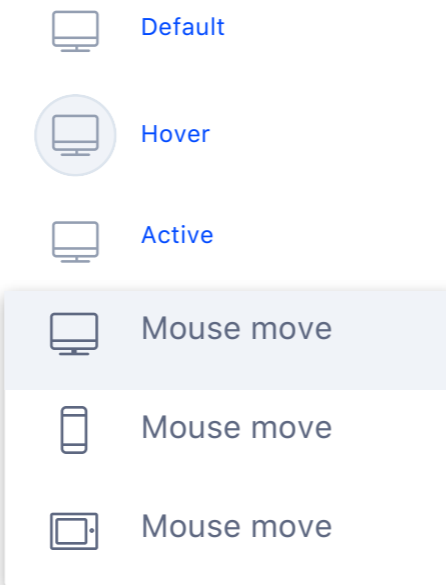
### Date Pill



### Single date

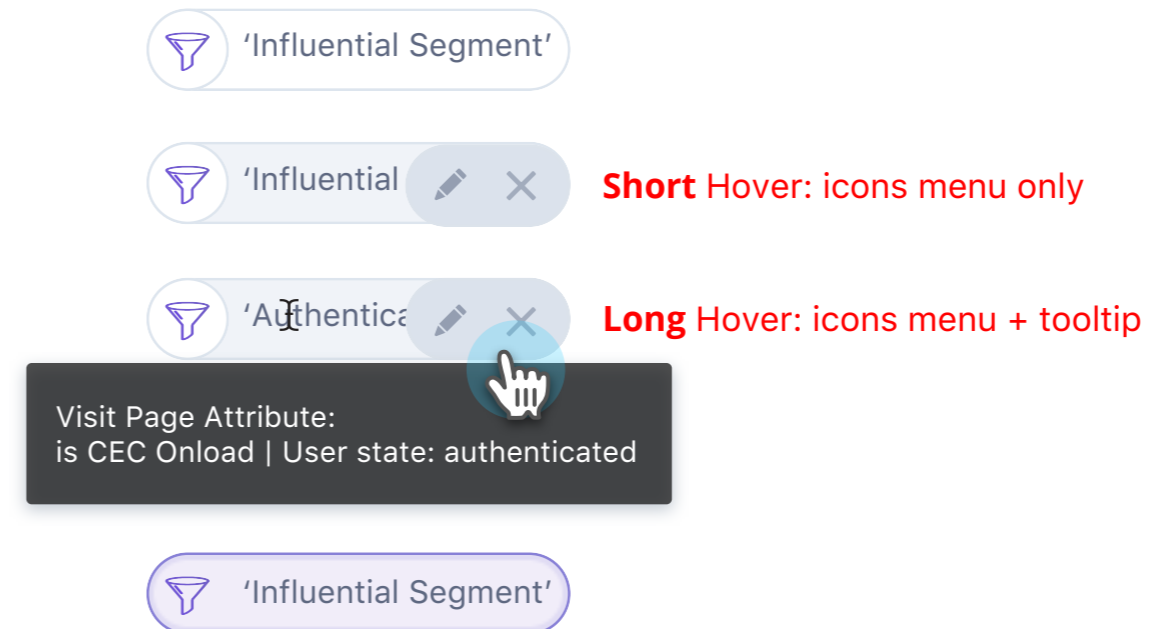


### Device Pill

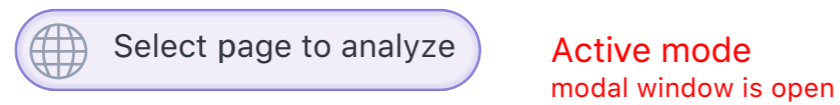
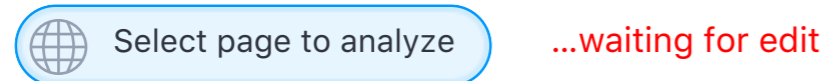


Default value is : Desktop

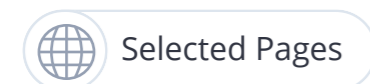
### Filter Pill



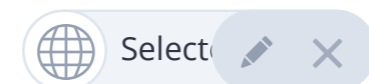
### Select Location



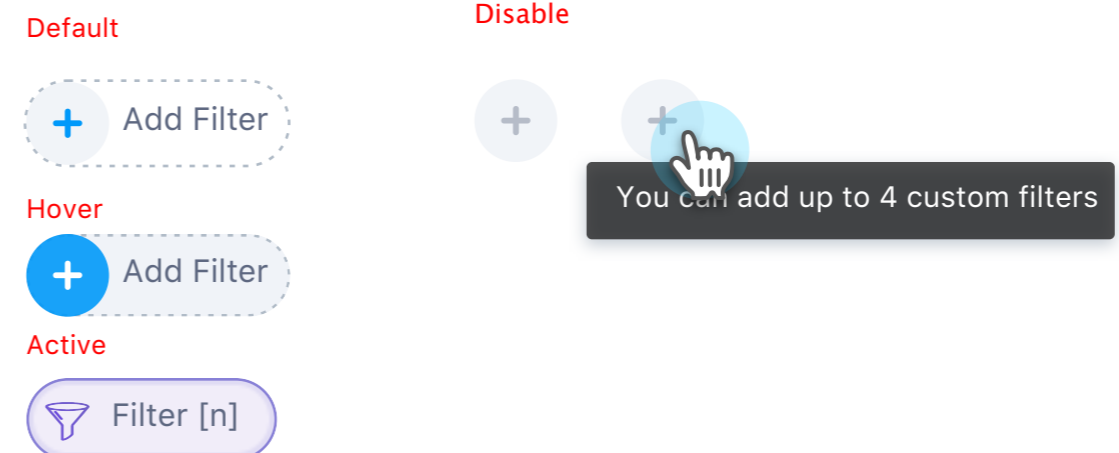
### With Location



### With Location On Hover



### Plus Pill



# Verified Planet

Keeping your lab samples safe

Desktop & Tablet app





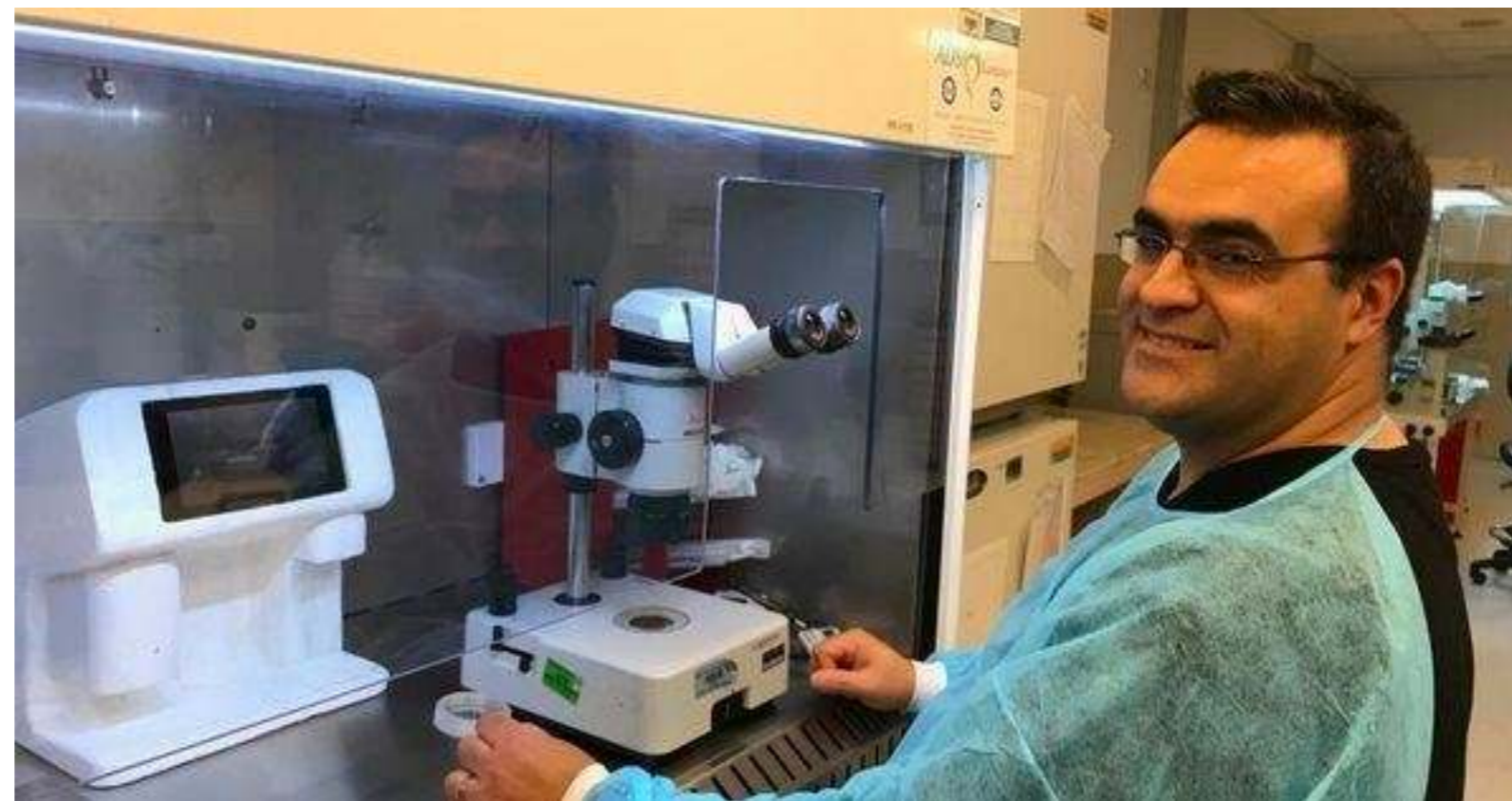
## **The story** behind the product

The client approached me with a problem he encountered himself.

He went to Nepal for an IVF Process. After coming back to Israel, without performing the needed test because of a heart quake in this country he realized that the child is not his or his partner.

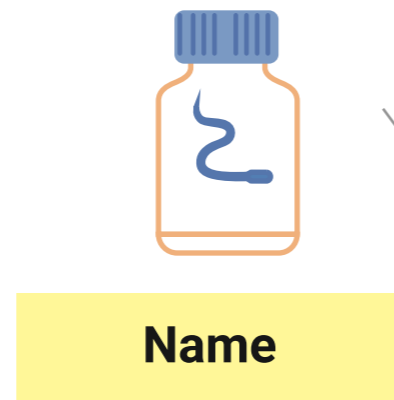
**Chen, The founder**

**The "Machine"  
Prototype**



# What caused the mistake?

Family A



A Human error



Family B



Common Israeli last name



Miscarriage



# Task

Designing an app to help the lab technicians avoid human errors.



# Project Limitations

- **Accessibility to users**  
Due to safety issues, we couldn't visit a real lab and interview users.
- **Low budget. short term project**

## My role

- Working together with the client and his PM and help them create the right flow.
- Improve the UX
- Create the UI and work together with the dev team to prepare a working mockup in order to raise money from potential investors.

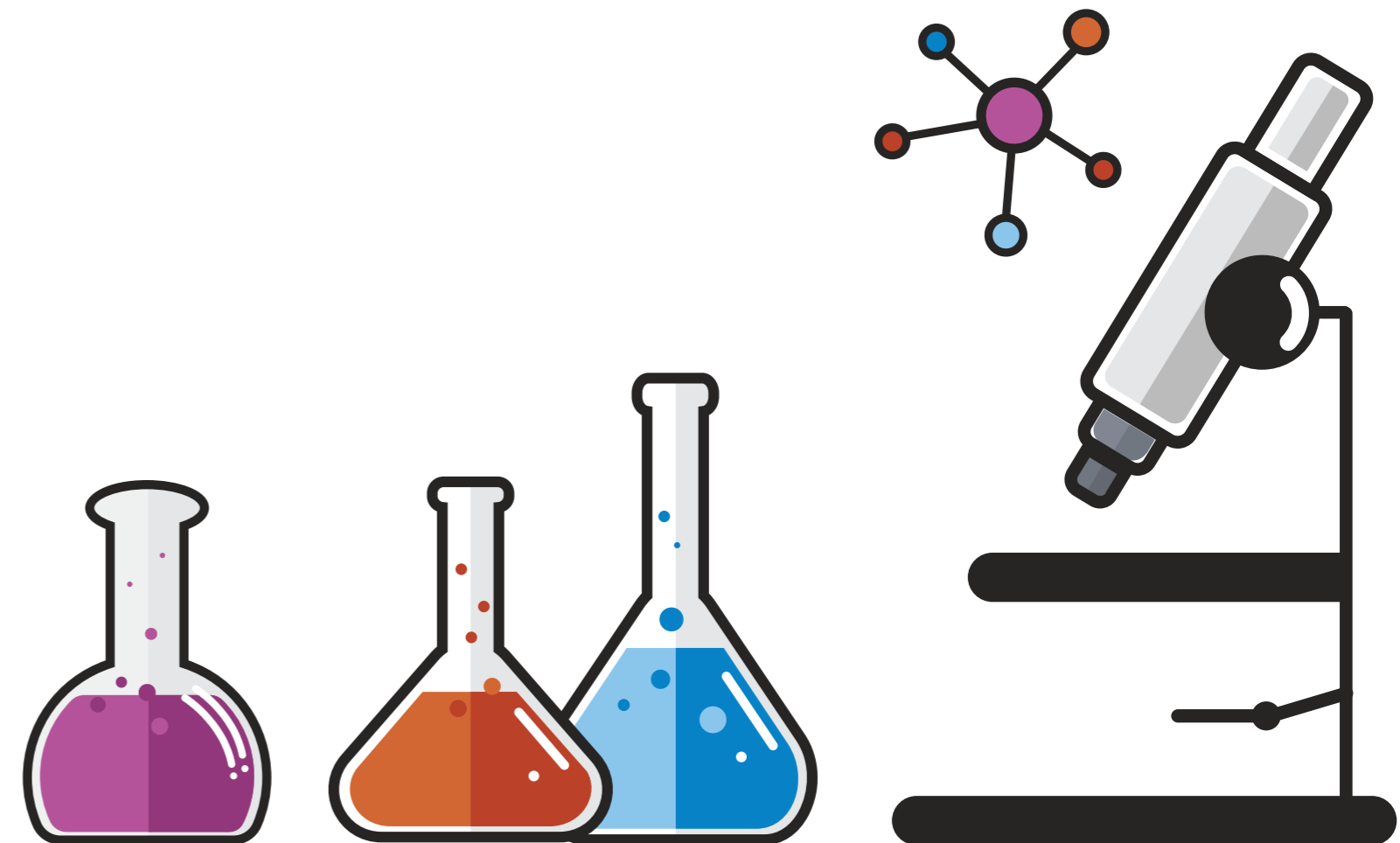
# The product is made of **2 solutions**

- **A patent lock** that locks the lab containers (Tubes, Petri dishes...) and requires a special "machine" to lock/open
- **An app** that guides the user through his process to prevent mistakes and requires identification before each critical step (open/lock, mixing two tubes...)



# Main **Challenges**

- No accessibility to users
- To design a system so that it will "do the job" with minimum interruptions to the crew.
- How to ensure that the users adopt the app without bypassing it (and create "Hollers")
- To give the users added value to engage them to the app (Save time filling forms)
- To design a generic app different labs





# Persona

- Lab technicians
- “Knows his stuff”. Doesn't need any “hi-tech tools”
- Working environment is very crowded
- Wear medical gloves



# Research

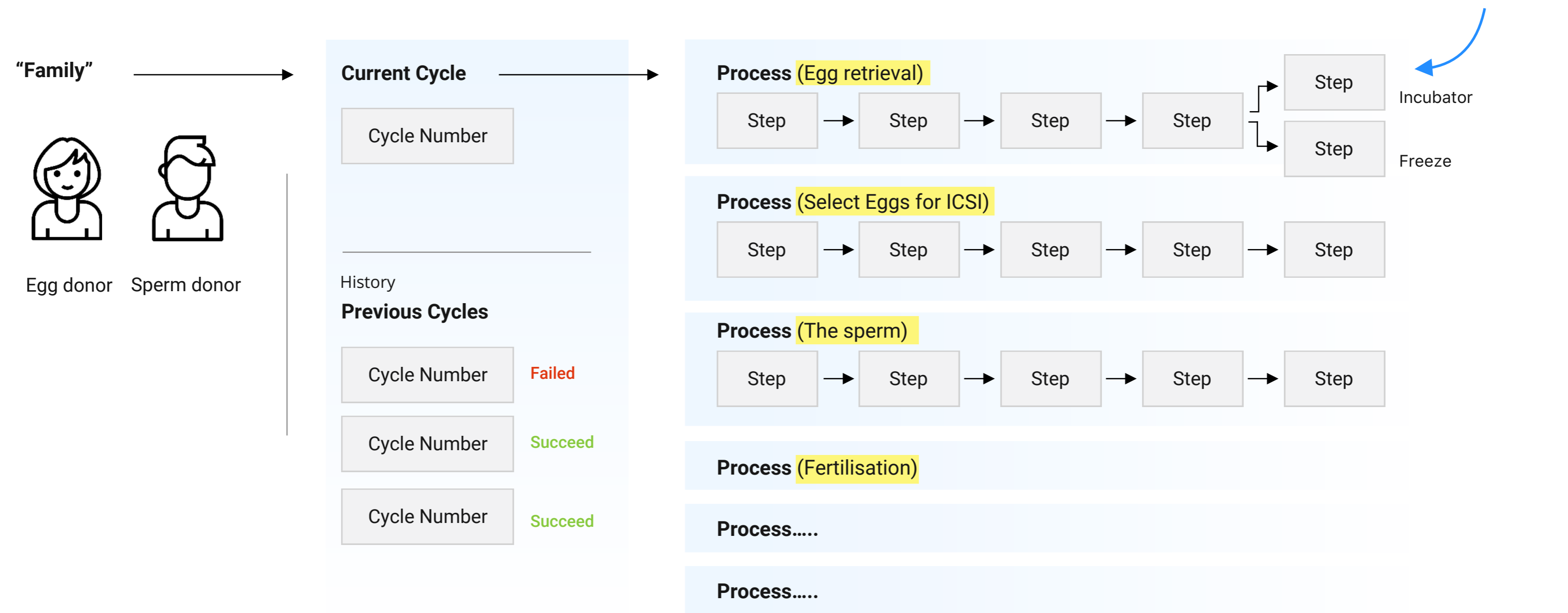
## My research was done mainly by:

- Reading online data about the fertilization process and fertilization labs
- Interviewing the client and the PM
- Watching photos (so I can “feel” the environment)
- Analyzing “Process list” from 2 labs who worked in a collaboration with us



# Research

## Understanding the IVF Process

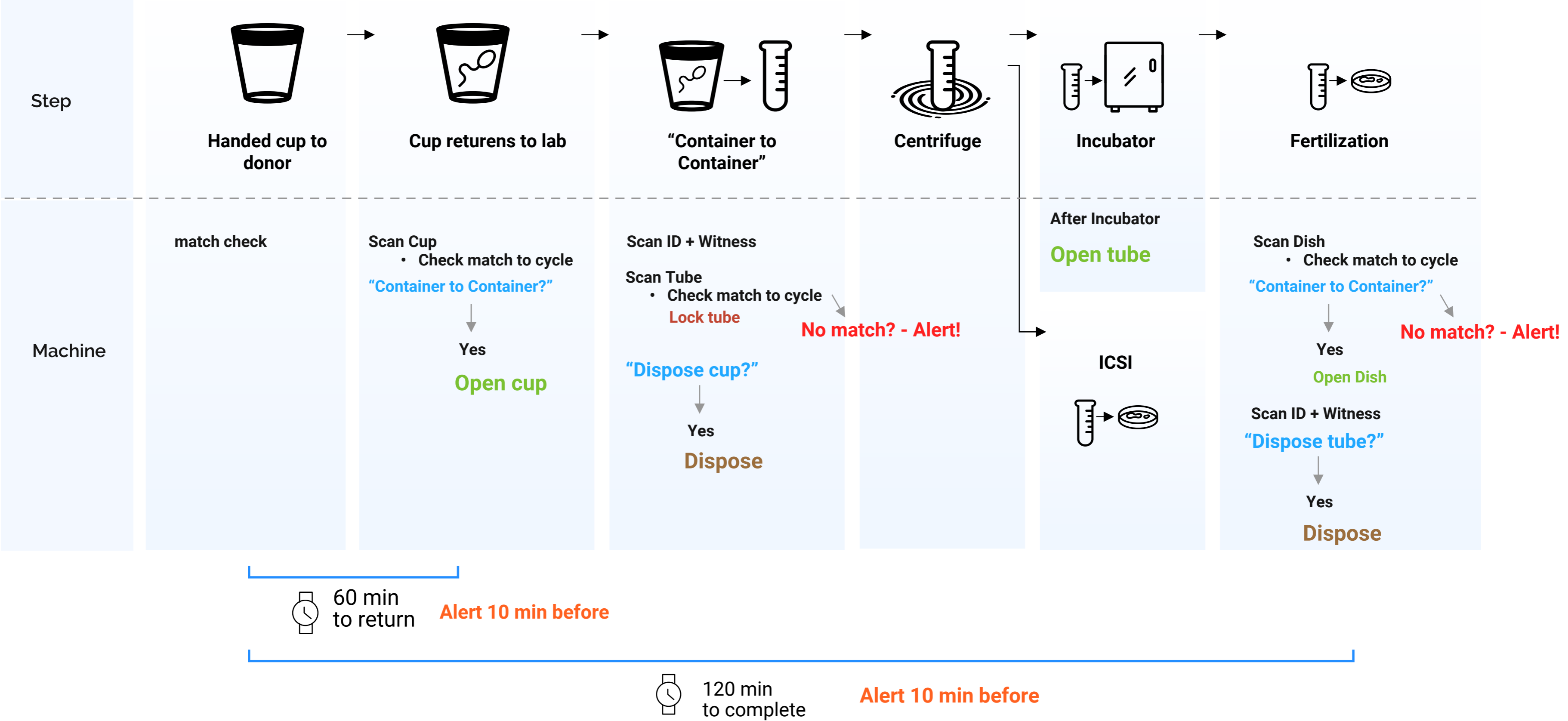


### Findings:

- Processes are always the same
- Steps can vary from lab to lab (Predefined in the back office).
- One cycle at a time

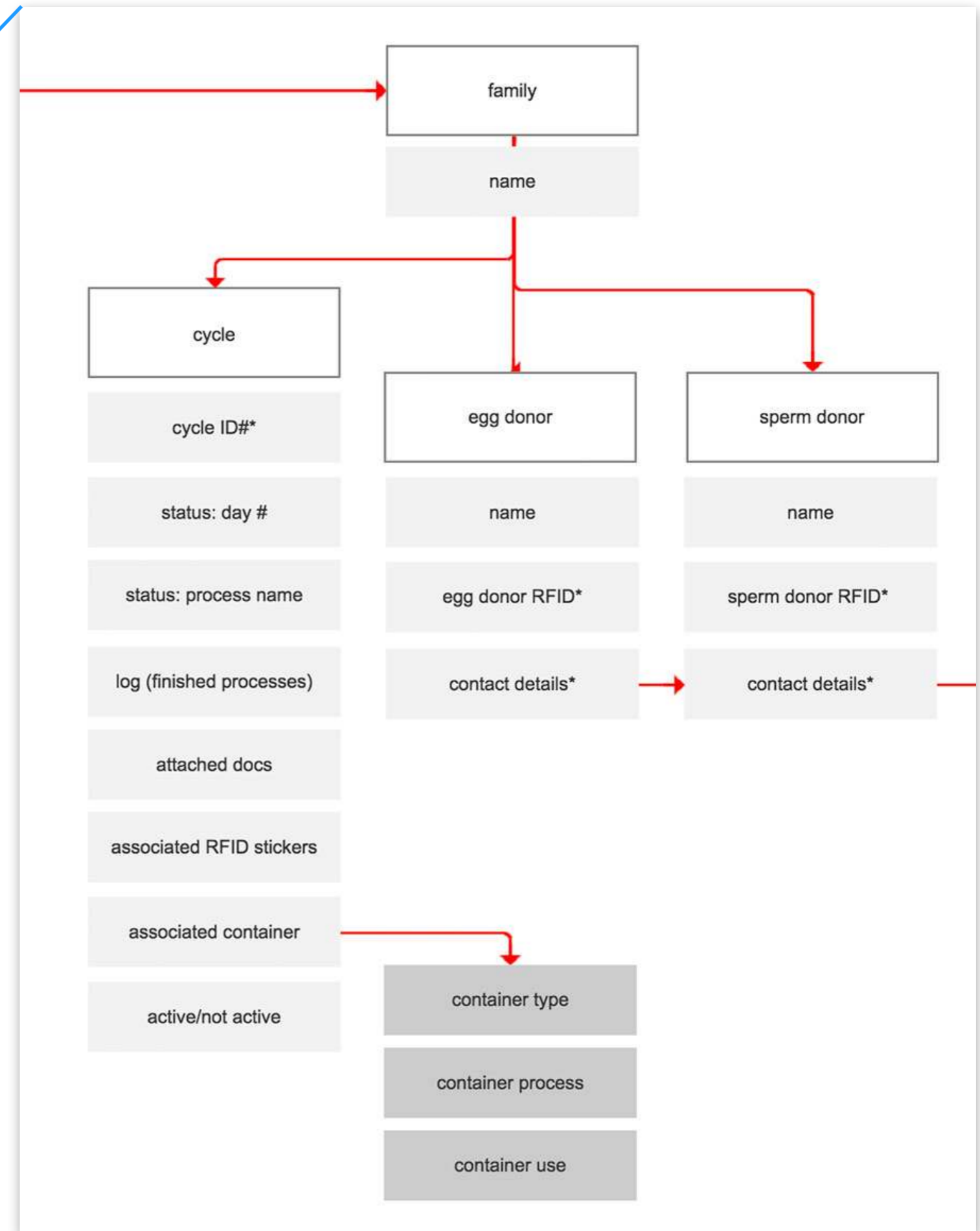
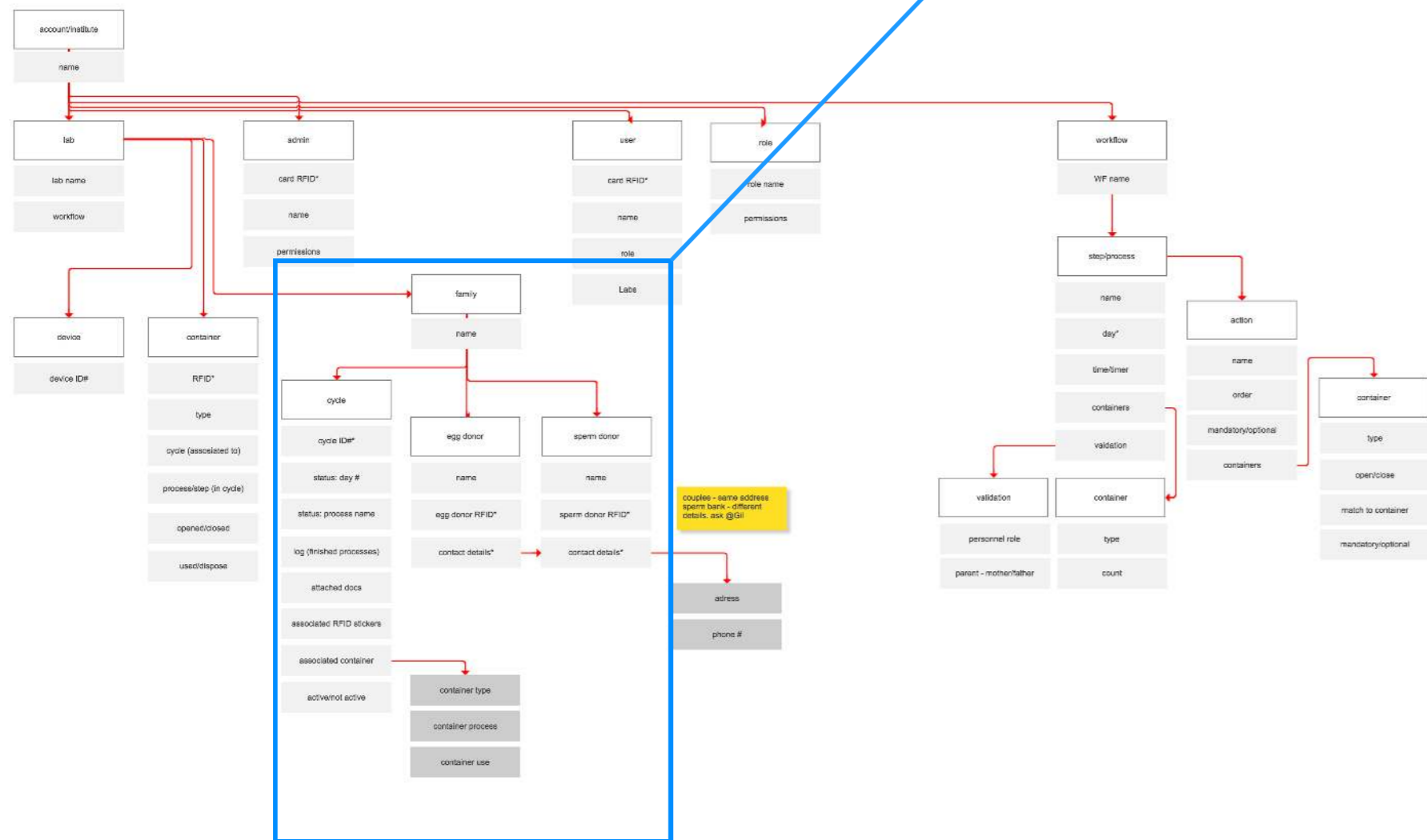
# Understanding each process

## Sperm process - Step by step

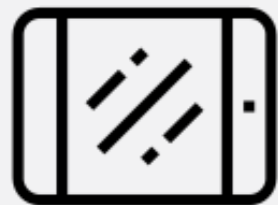




# We mapped all the entities in the system



# Mapping **the actions**



## **“Machine” tablet app**

Necessary actions" during the process

- Open/close container
- Identify container
- Scan ID
- Attach container to cycle
- Dispose containers
- Alerts



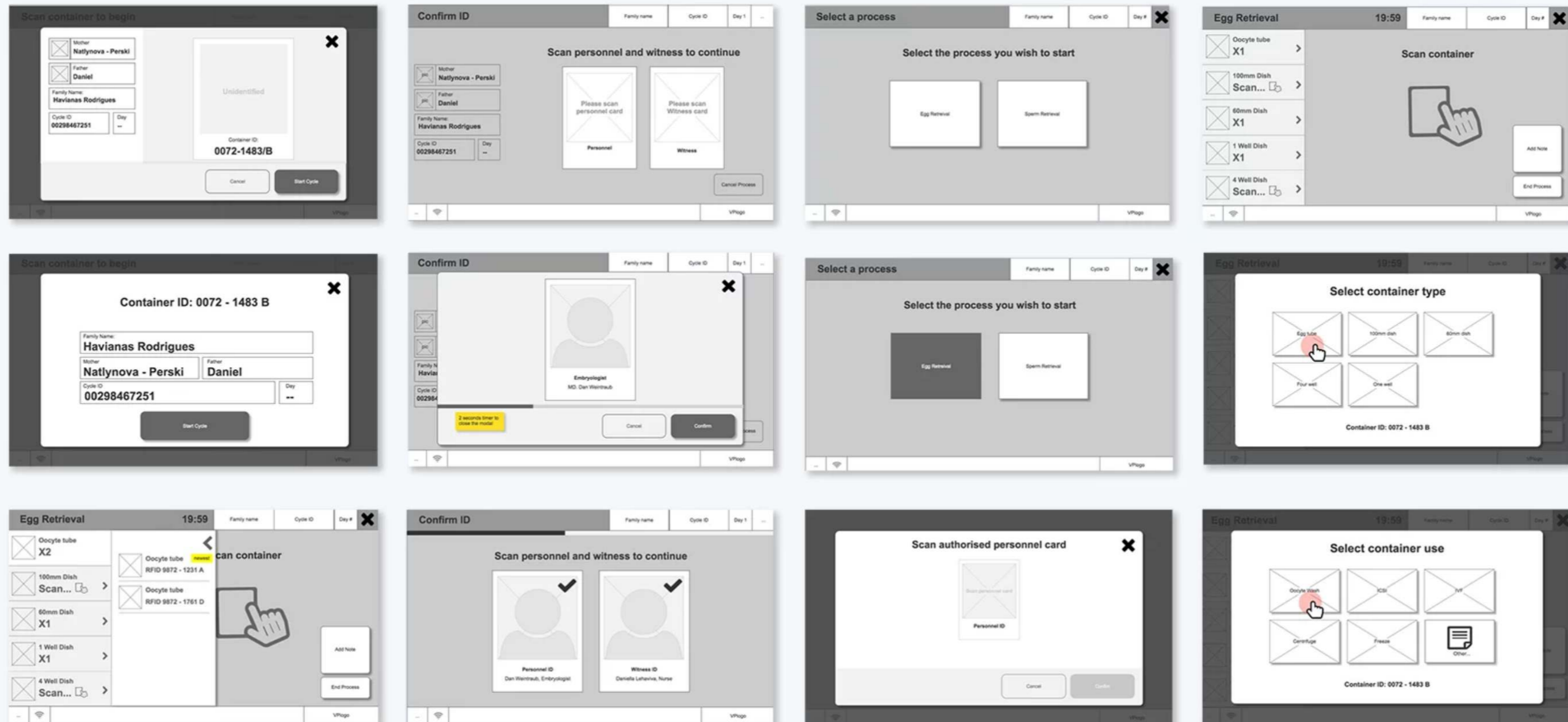
## **Desktop app**

Other actions

- View family history
- Manage family info
- Appointments
- Pre attached container

# Interactive **mockup**

We wanted to test the flow and the size of the buttons, so we prepared an interactive mockup and tested it on a touch screen





# Graphic **design**

- **Bold, High-Contrast**
- **Appealing, yet professional**
- **Touch screen Compliance**





# Scan container to begin

The user scans any container and selects the desired process he wants to start

## Select a process to associate

  
New Egg

  
New Sperm

Cancel

Continue



Family  
**Perski - Rodrigues**

Egg Donor  
**Natlynova Pe...**

Sperm Donort  
**Havianas Rod...**

Cycle ID  
**3729-4568-B**

Day  
--

### Scan personnel and witness to continue

Personel



Witness



Family  
**Perski - Rodrigues**

Egg Donor  
**Natlynova Pe...**

Sperm Donort  
**Havianas Rod...**

Cycle ID  
**3729-4568-B**

Day  
--

### Scan personnel and witness to continue

Embryologist  
**MD. Dan Weintraub**



Lab Assistant  
**Mor Trager**



Progress bar: "x" sec



**No need to touch the screen.**

The user scans his ID (contactless card) and the witness' ID (If requested by the lab procedure)

**Approved:**

Progress bar is shown for x sec and moves to the next screen

**Not approved:**

Alert is shown

## Select a process to associate



New Egg



New Sperm

Cancel

Continue

VERIFIED PLANET™

User chooses between 2 available options.

At this moment we decided to add the "Continue" button so the user can clearly see his selection.

We didn't want to overwhelm and to build the trust between the user and the app.

Further on, we will have to validate this decision with the users.

## Select Container Type



ID: 0072 - 1483 B

Container Type - Un-Identified



Egg Tube



100 mm Dish



60 mm Dish



1 Well



4 Well

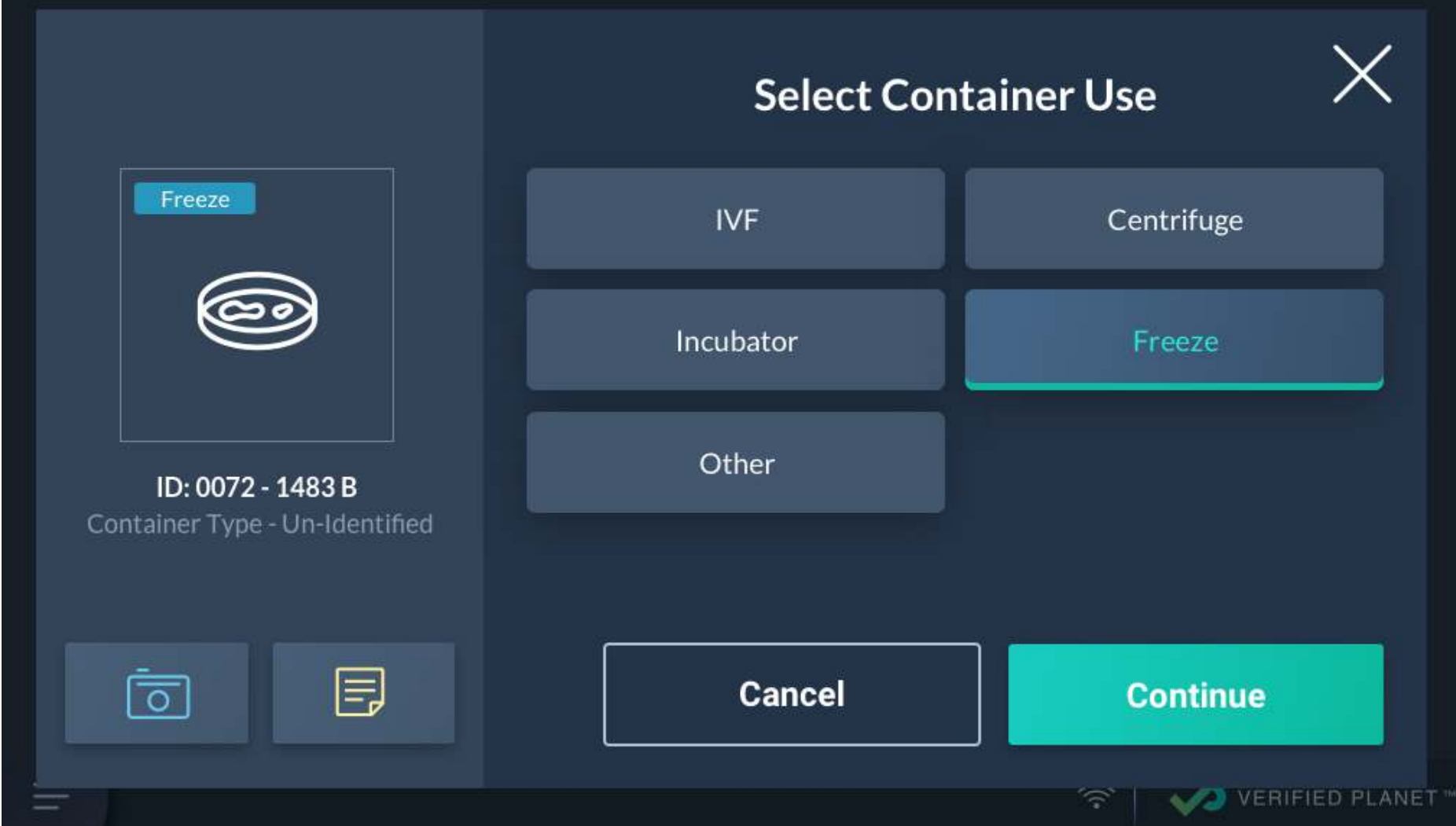
Cancel

Continue

VERIFIED PLANET™

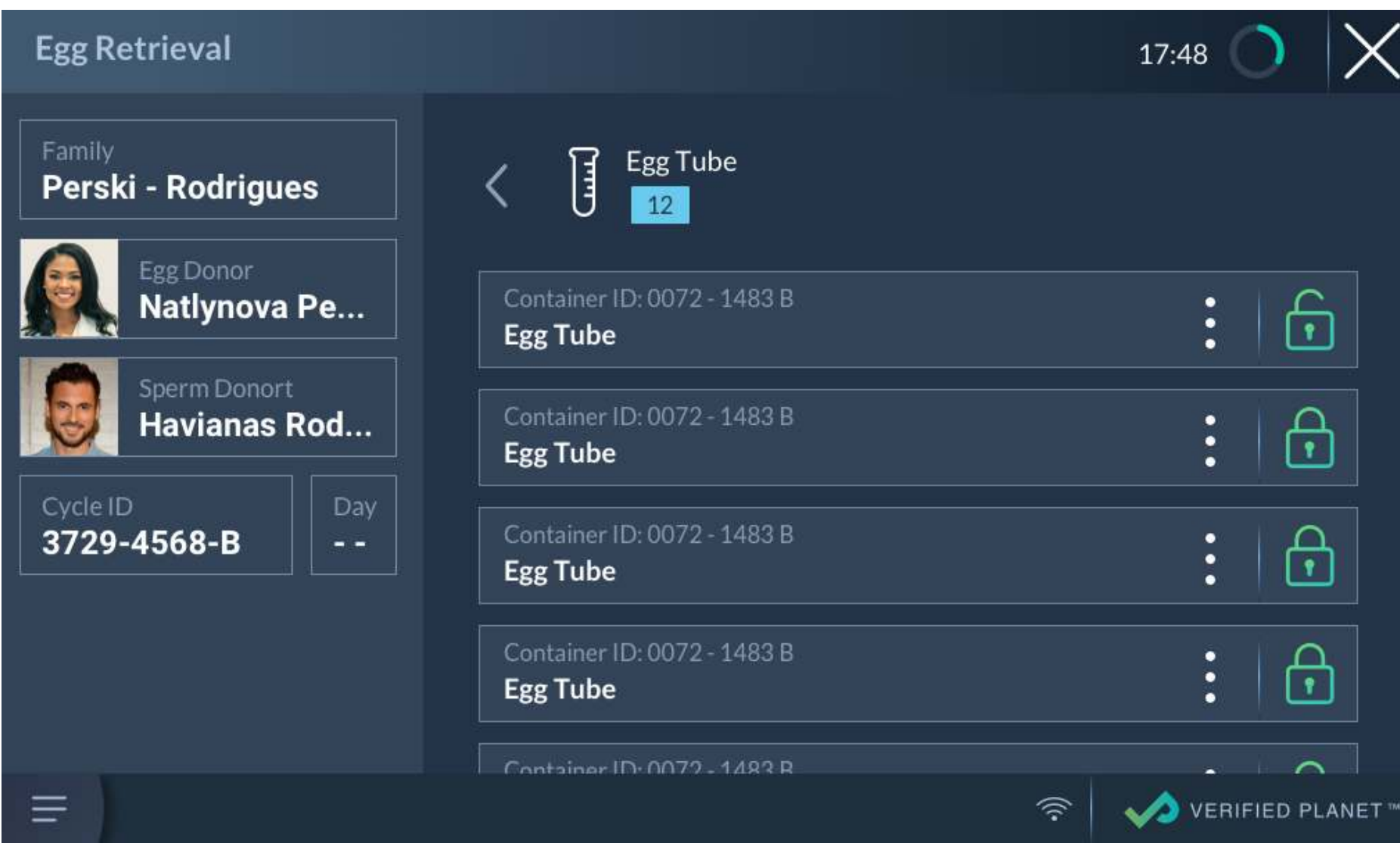
There are certain containers involved in each process. all of them are pre-attached to "Cycle".

The app **checks the match** between the container and the "cycle" but doesn't know **what type** it is



### “Split” option

In some cases, the app knows what is the next step but in other cases, the user can select between a number of options.



### Cycle Overview

At any time, the user can have an overview of all the containers that participate in the process.



## Unidentified Container



ID: 0072 - 1483 B  
Container Type - Un-Identified

! This container was not attached to any cycle.

OK



## Alert messages

## Wrong Container

Family  
**Perski - Rodrigues**



Egg Donor  
**Natlynova Perski**



Sperm Donor  
**Havians Rodrigues**

Cycle ID  
**3729-4568-B**

Day  
--

OK

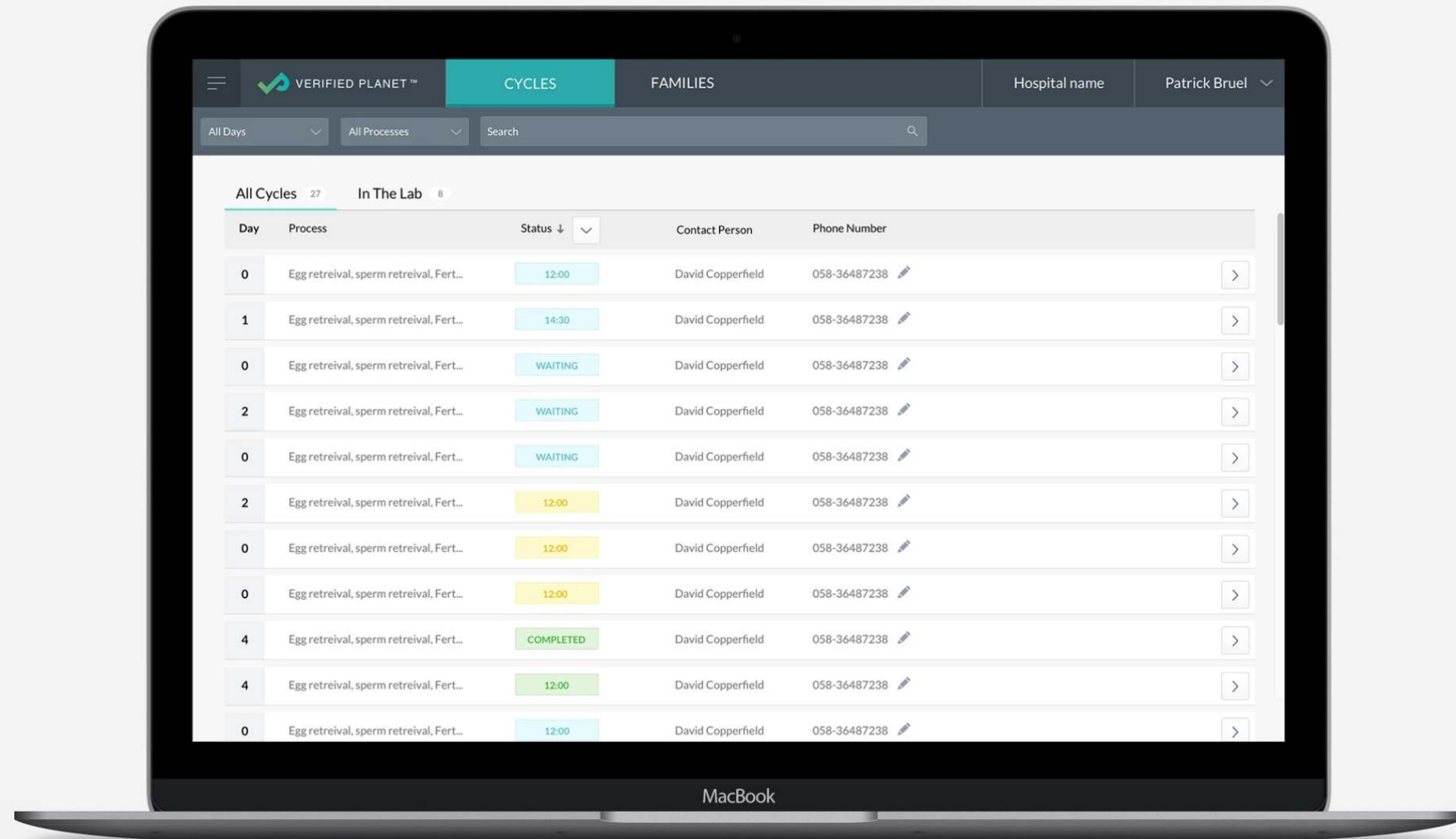


# Web Application

We also designed a web application to support the machine.


On this app, the users can manage the families, make appointments, attach the required containers to the right fertilization cycle, etc..







### Create a New Cycle

- Egg Donor
- Sperm donor
- Print Stickers**
- Containers
- Start Cycle




Egg Donor  
**Donna Summer**


 Print Stickers



Sperm Donor  
**David Copperfie...**



Scan Patient Card


 Print Card

[Next](#)

### Create a New Cycle

- Egg Donor
- Sperm donor**
- Print Stickers
- Containers
- Start Cycle

#### Fill in the Sperm donor details




[Take a Pic](#)

**National Identity Number\***  
27786808-9

**First Name\***  
Donna

**Family Name\***  
Summer

**Date of Birt\***  
27/03/1972 

**Phone Number\***

**Sterrt\***  
Rothchild

**City\***

**State\***

**Country\*** **ZIP Code\***  
USA 90210

[Next](#)

**Thank You!**