Chiara Knapman

Portfolio 2019

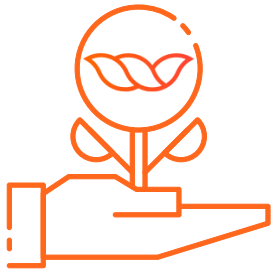
Case Study 1: Crypto Financing
Case Study 2: Enterprise Sales Reimagined
Case Study 3: Machine Learning & Magazines
Additional Work

wesupply

App Design | Crypto-Financing

wesupply

WeSupply provides financial assistance to green businesses that need the funds to fulfill large purchase orders. By providing a crypto-financing platform Wesupply's goal is to offer business owners a loan with a shorter turnaround time and lower interest rate based on an ethical scoring system.



OBJECTIVE

Design an onboarding platform and CRM

RESOURCES	PROCESS		IMPACT		
Inputs	**Activities**	**Outputs**	**Outcomes (short-term)**	**Outcomes (long-term)**	**Ultimate goals**
2 Developers 1 Product Designer 1 Agency 1 Founder 1 Beta company tester	Formulate application questions Provide a feedback system Design an educational tutorial Develop UI patterns with Material Design	UI assets A Client Relationship Management System	Users create an account Users fill out the application form successfully	Increase awareness of crypto-lending Have more owners make decisions in the interest of sustainable manufacturing Improve profitability for business owners in the sustainable space	Be the platform business owners use for all financial operations Build a socially conscious community Build a profitable business

OUTCOMES	INDICATOR METRICS
Account creation	• Track monthly trends
User-friendly application process	• Measure average completion time, errors, rejections, terminations and approvals • Measure the attrition rate • Track most commonly raised issues

USER RESEARCH

Segments and Personas

Segment A
Business Owners

Segment B
Token
Purchasers

Segment C
Liquidity Pool
Investors

NAME:
Brian Cullan

AGE:
32

GENDER:
Male

LOCATION:
Downtown

FAMILY STATUS:
Married

EDUCATION:
BA in Commerce

JOB TITLE:
CEO

INDUSTRY:
Restaurant - Coffee

IN SEGMENT:
Business Owners

QUOTE
I've had to turn down opportunities because I can't finance the purchase order.

BIO
Brian is an entrepreneur, who started a sustainable business five years ago. In his free time, Brian runs a successful blog where he rates coffee vendors anonymously and offers subscribers a unique membership to get coffee at a discounted rate. Brian also manages a healthy social life, is married and plans on having a family in the future.

MOTIVATORS

Dislikes, concerns & fears (-)

- Money and covering costs
- Finding credible partnerships
- Doesn't like traditional banking

Likes, interests & desires (+)

- New ideas
- Community
- Technology
- Sustainability

GOALS

- Secure financing
- Scale business
- Develop new products

HABITS AND ROUTINES

- He takes his dog into work every day
- Blogs three times a week
- Brian enjoys checking out new cafes and coffee brands

CHALLENGES AND BARRIERS

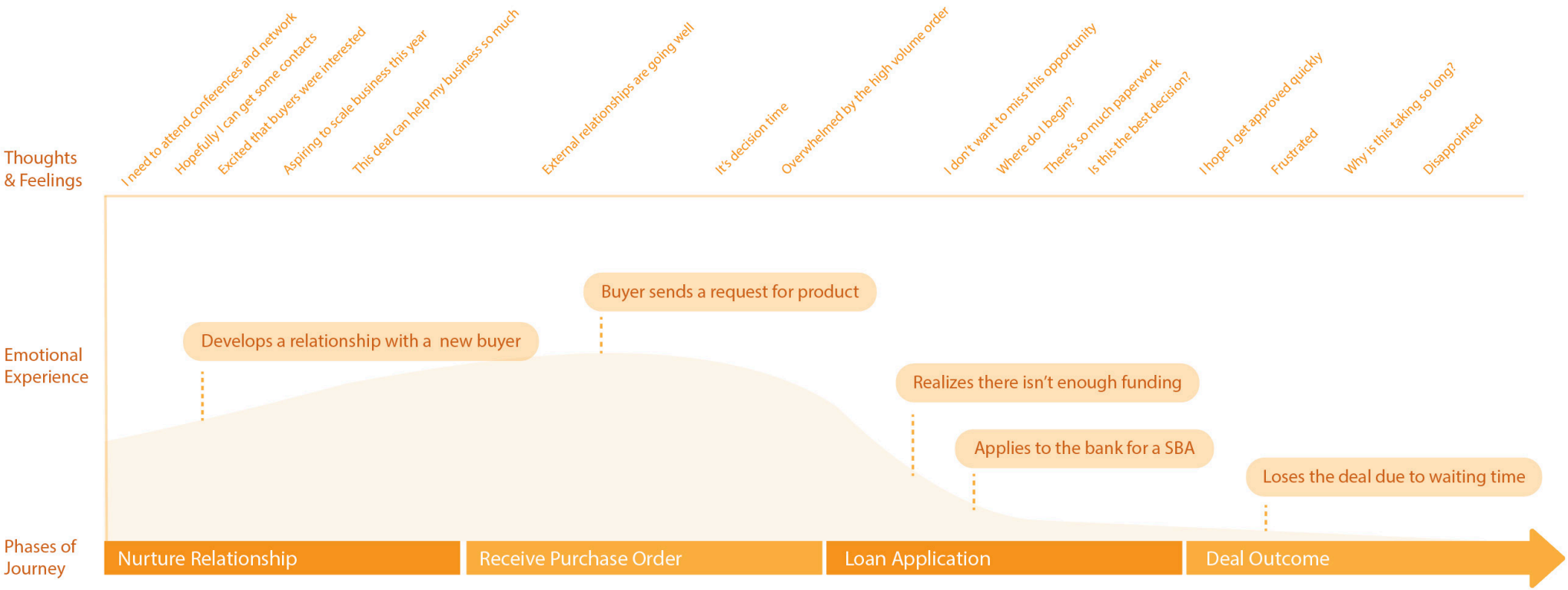
- Struggling to get financing on time
- Can't meet the high demand
- Business is relying on a single product

VALUES

Brian is a non-traditionalist, pragmatic and is on the lower end of reactivity.

USER RESEARCH

Customer Journey Map



Small Business Loans
Banks typically take 60-90 days to approve an application. Typically there is very little transparency through out the process.

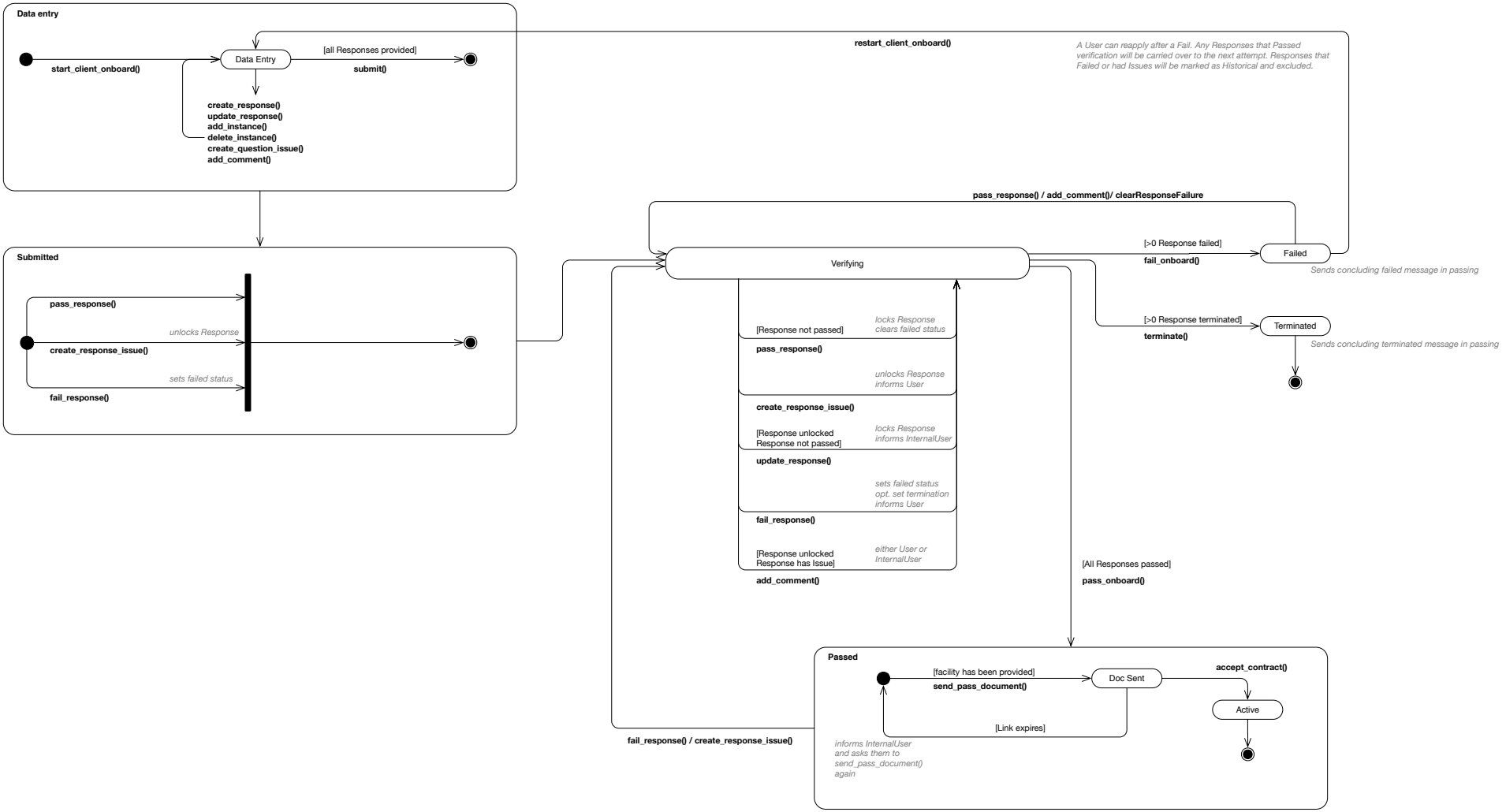
USER RESEARCH

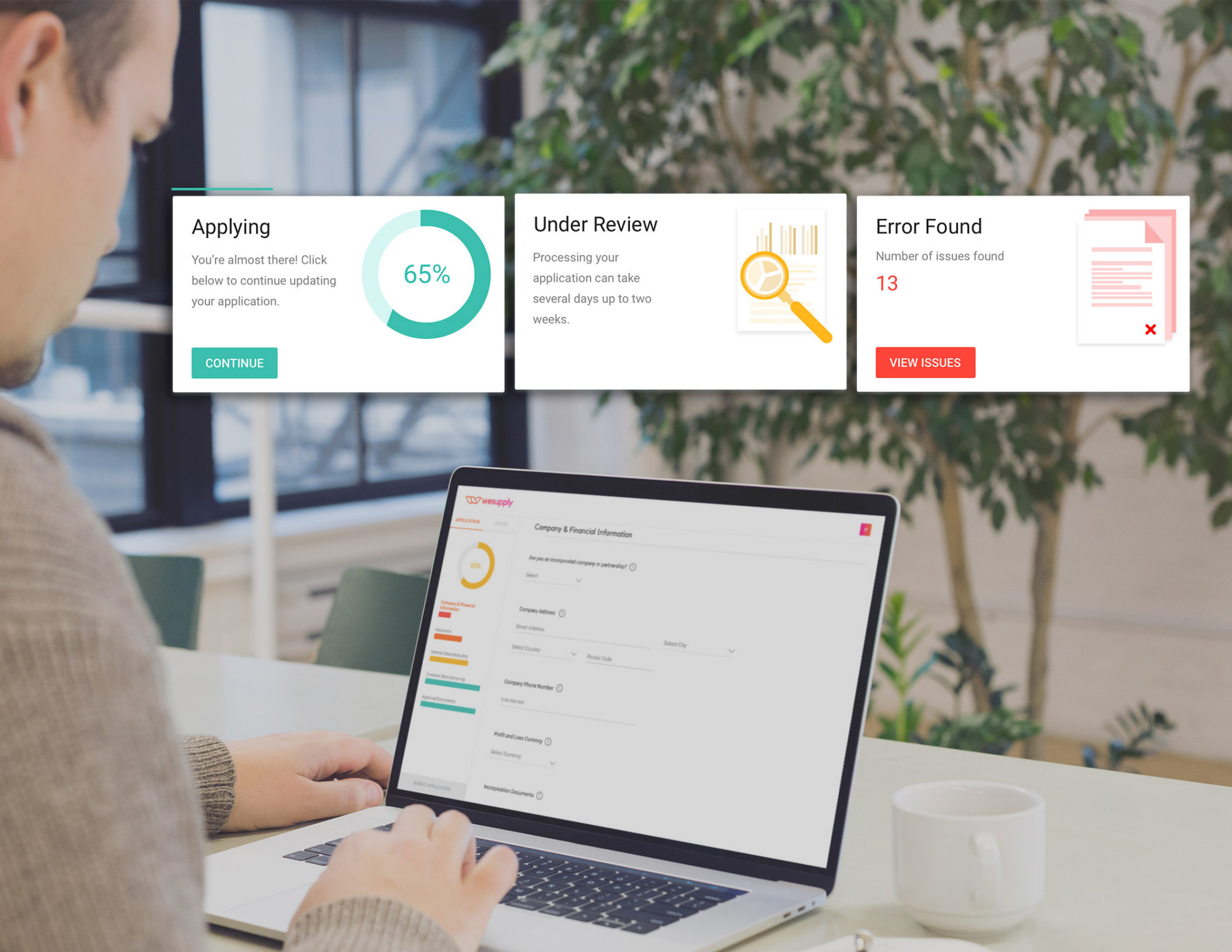
Audience Influence Model

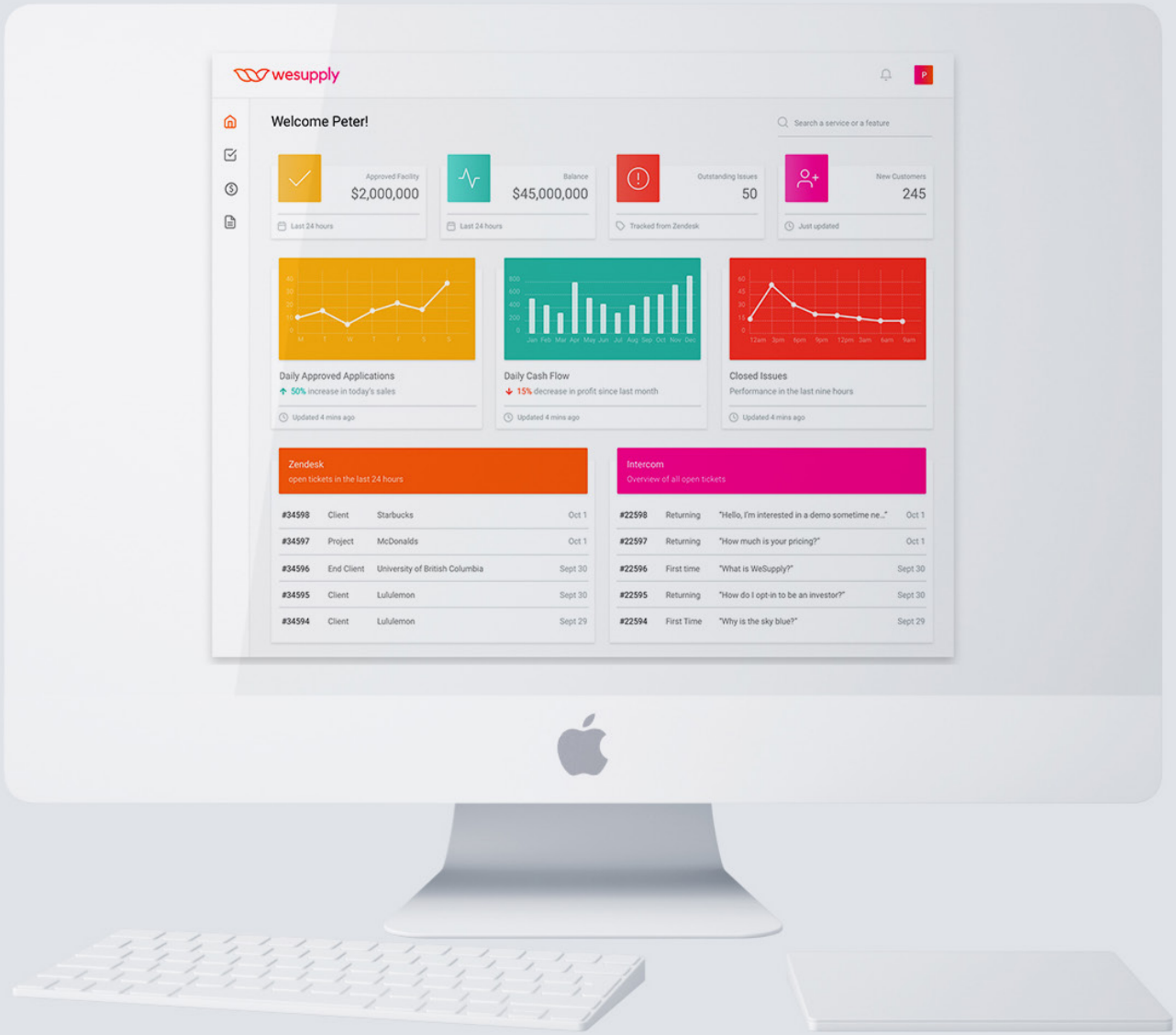
Stages	AIM	Target outcomes	Behavioral Design Ideas
ACQUISITION	**Concentrating (Aware)**	• Aware of our organization's whitepaper and web app.	Use a branding colour system, with a modern colour hierarchy
	Comprehending (Informed)	• Understand what our app does. • Understand that we provide loans per purchase order.	Use plain and assertive language descriptions of what we do in most communications
CONVERSION	**Desiring (Motivated)**	• Wish to get accepted quickly to apply for a loan	Use a chat window during onboarding and a regularly updated dashboard to inform them of their progress
	Deciding (Intent)	• Decide on credibility and risk	Offer information and human support on all questions one needs to consider when sharing sensitive company information
	Trusting (Confident)	• Develop trust in our brand and app • Develop trust that the system is secure	Provide a live support chat window throughout the application process Use common security techniques used by financial institutions such as two-step authentication
	Acting (Short-term)	• Create an account	Make it easy to complete a personal account
RETENTION	**Maintaining (Long-term)**	• Monitor the application progress • Interact with client to complete outstanding issues	Reminding user by email the status of their application Communicating to customer via chat

ARCHITECTURE

Onboarding & CRM User Flow




Applying
You're almost there! Click below to continue updating your application.
65%
CONTINUE
Under Review
Processing your application can take several days up to two weeks.
Error Found
Number of issues found
13
VIEW ISSUES
wesupply
Company & Financial Information
Are you an incorporated company or partnership?
Company Address
Company Phone Number
Profit and Loss Currency
Incorporation Documents


wesupply
Welcome Peter!
Search a service or a feature
Approved Facility
$2,000,000
Last 24 hours
Balance
$45,000,000
Last 24 hours
Outstanding Issues
50
Tracked from Zendesk
New Customers
245
Just updated
Daily Approved Applications
50% increase in today's sales
Updated 4 mins ago
Daily Cash Flow
15% decrease in profit since last month
Updated 4 mins ago
Closed Issues
Performance in the last nine hours
Updated 4 mins ago
Zendesk
open tickets in the last 24 hours
#34598 Client Starbucks Oct 1
#34597 Project McDonalds Oct 1
#34596 End Client University of British Columbia Sept 30
#34595 Client Lululemon Sept 30
#34594 Client Lululemon Sept 29
Intercom
Overview of all open tickets
#22598 Returning "Hello, I'm interested in a demo sometime ne..." Oct 1
#22597 Returning "How much is your pricing?" Oct 1
#22596 First time "What is WeSupply?" Sept 30
#22595 Returning "How do I opt-in to be an investor?" Sept 30
#22594 First Time "Why is the sky blue?" Sept 29

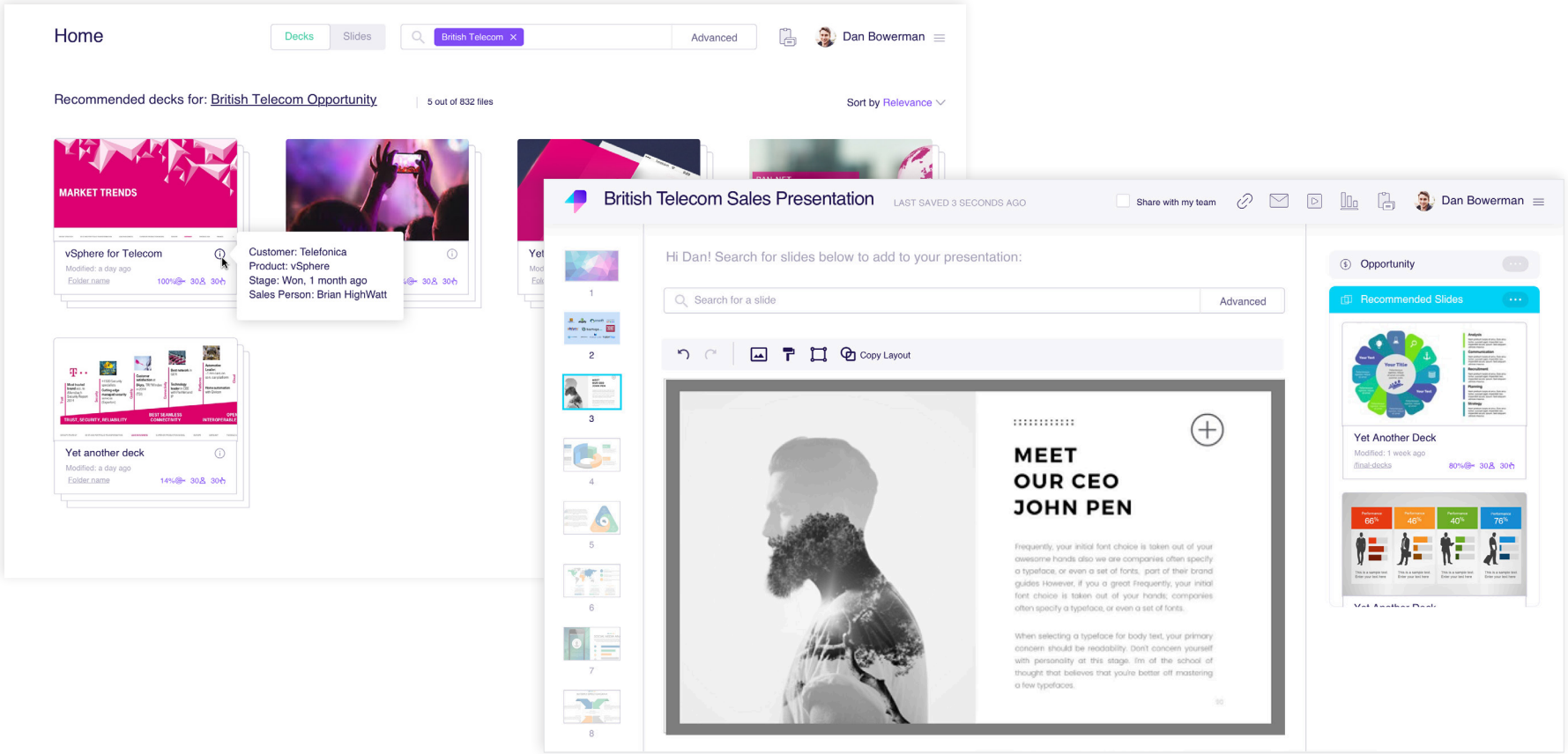
wesupply

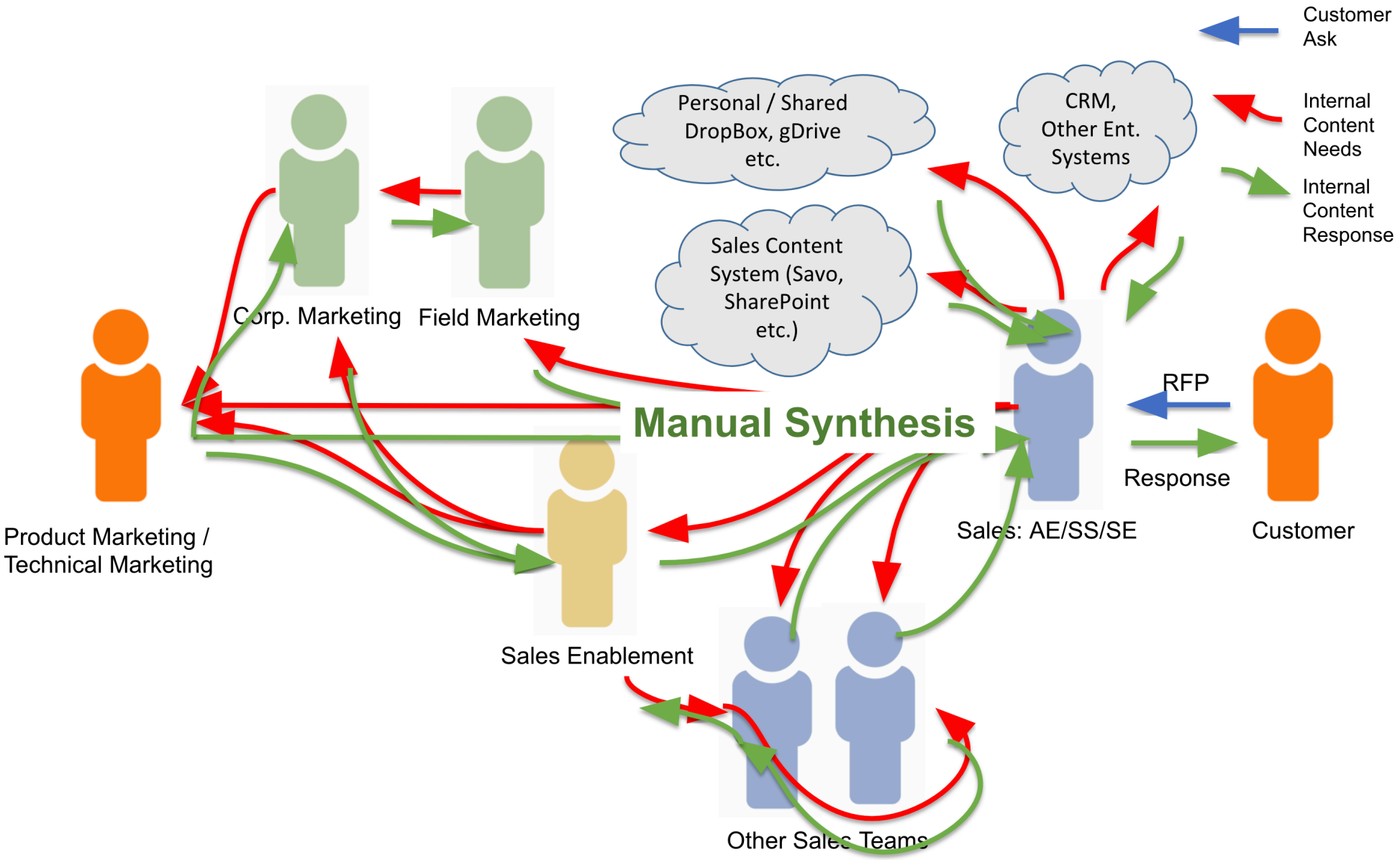
contiq

Build pitches ***faster*** and ***smarter***

contiq

Contiq provides enterprise sales professionals with an end-to-end AI-driven sales pitch creation system that helps them increase their win-rates and speed up sales cycles. Contiq uniquely provides salespeople with AI-scored winning content discovery and insights all wrapped up in a simple pitch editor.




Customer Ask
Internal Content Needs
Internal Content Response
Personal / Shared DropBox, gDrive etc.
CRM, Other Ent. Systems
Sales Content System (Savo, SharePoint etc.)
Corp. Marketing
Field Marketing
Manual Synthesis
RFP
Response
Product Marketing / Technical Marketing
Sales: AE/SS/SE
Customer
Sales Enablement
Other Sales Teams

THE LANDSCAPE

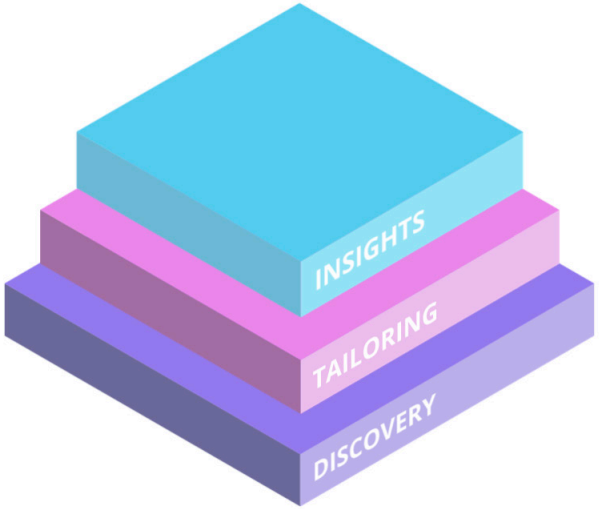
SALES PEOPLE SPEND 60% OF THEIR TIME ON TASKS OTHER THAN SELLING DUE TO A LACK OF AUTOMATION AND TECHNOLOGY AVAILABLE FOR THEIR DAY TO DAY TASKS. AFTER GOING OUT INTO THE FIELD WE MAPPED OUT THE SALES ENTERPRISE PERSONA'S PAIN POINTS.

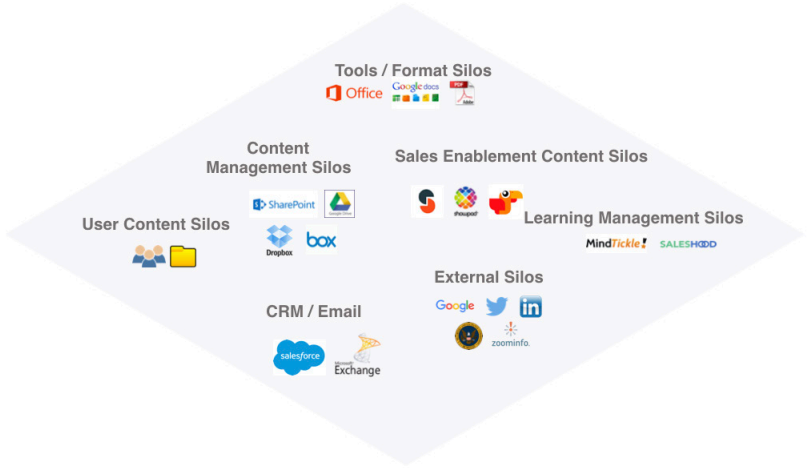
TASK ANALYSIS

RESEARCH | PITCH OUTLINE | CURATE & CREATE | EDIT & THEMING | PRESENT & FEEDBACK

OBJECTIVE

Cloud Integration & Pitch Creation





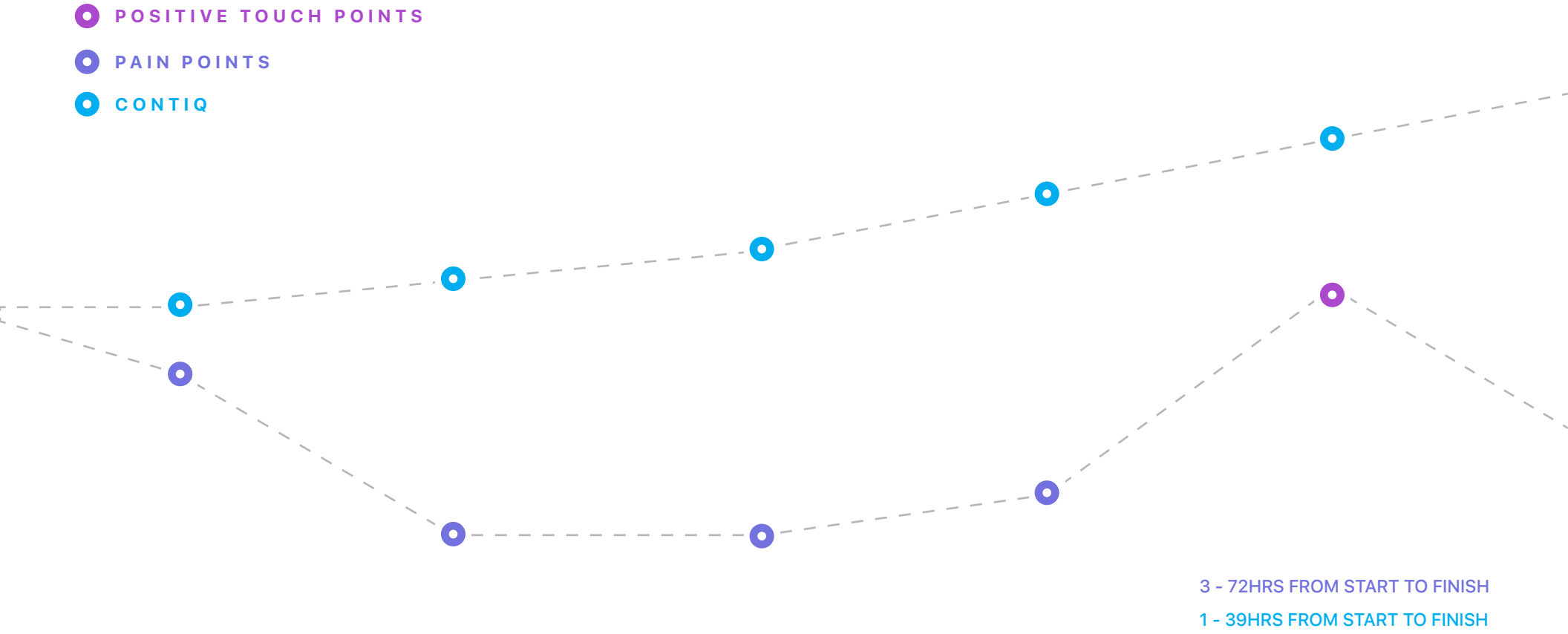
Pitch Performance
Measurement with Sharing

Predictive Content &
Collaboration for Pitch
Tailoring By Account

AI-Driven Precise
Discovery Across Silos

THE OPPORTUNITY

WITH CONTIQ YOU CAN SEARCH EVERY DECK ACROSS EVERY INTEGRATION WITHIN YOUR COMPANY. WITH A SMART ENGINE THAT IS POWERED WITH AI, YOU CAN FIND DECKS BASED ON CONCEPTS, IMAGERY AND SIMILAR TOP PERFORMING DECKS TO YOUR CURRENT OPPORTUNITY.



TASK ANALYSIS

RESEARCH | PITCH OUTLINE | CURATE & CREATE | EDIT & THEMING | PRESENT & FEEDBACK

UI DESIGN

Style Guide

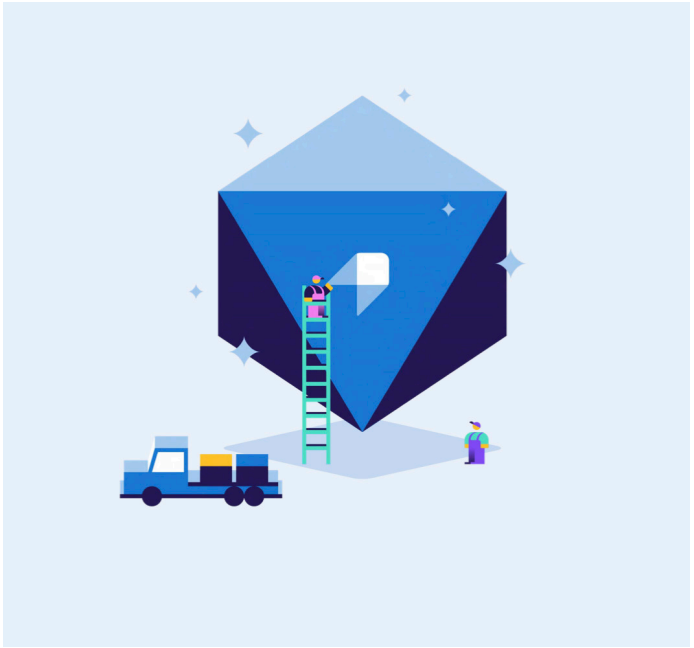
Navigation

Navigation

Different state of call to action buttons to be used in the Contiq web-application

Editor Toolbar

Actions for adding and modifying content in the editor. Full version contains tabs and zoom controls.



Colors

Brand Colors

Main colors used in the Contiq brand

Dark Purple #241954	Midnight Purple #804AF5	Bright Blue #57D5F4

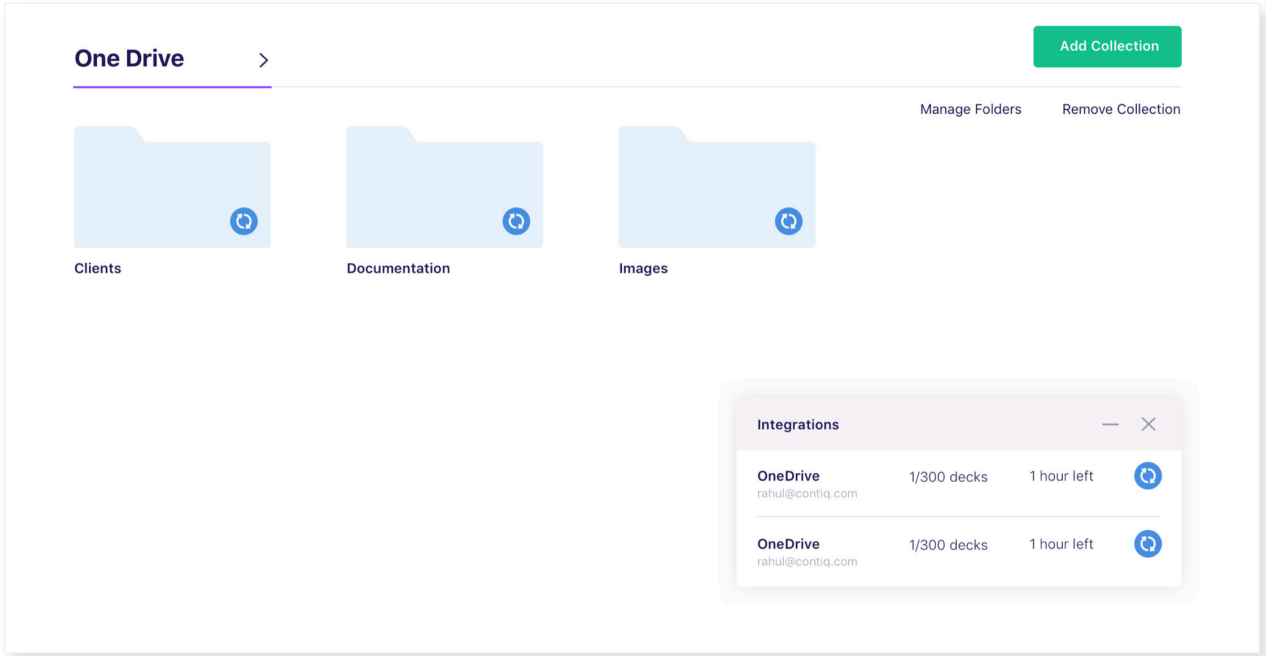
Typography

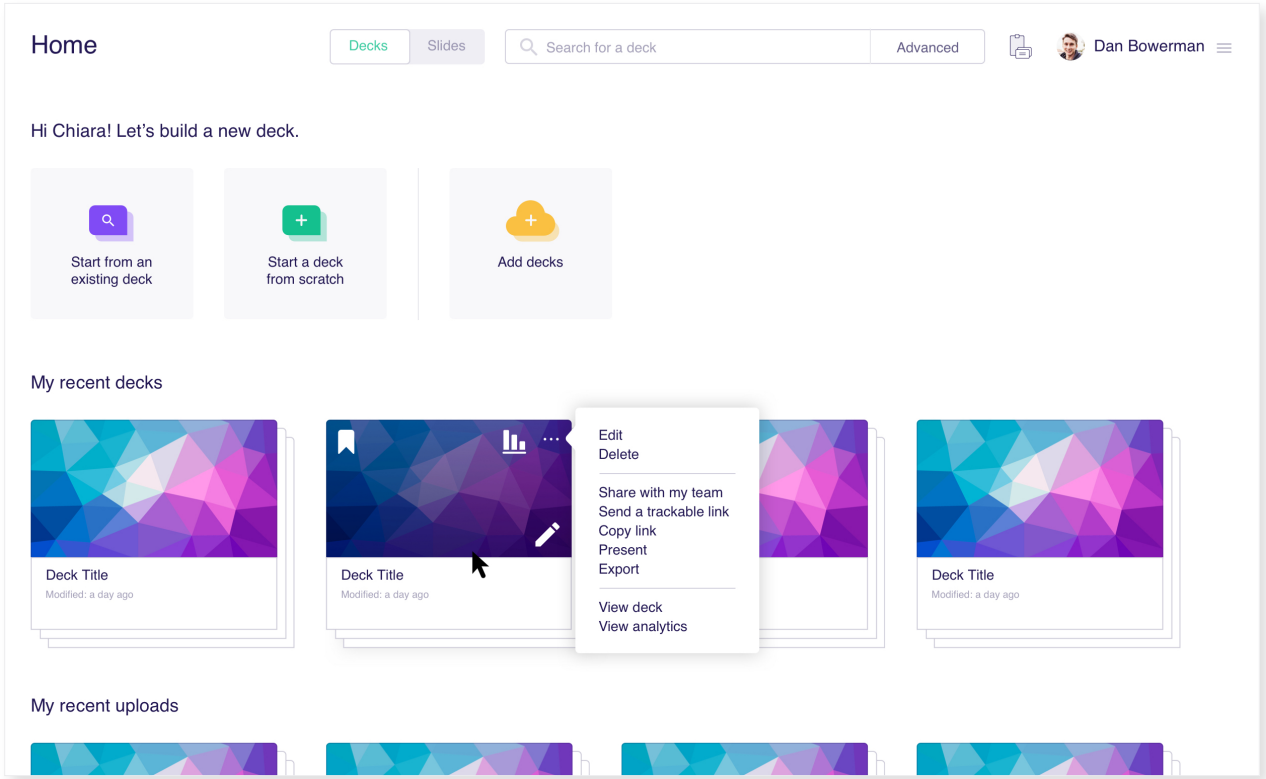
Fonts Used

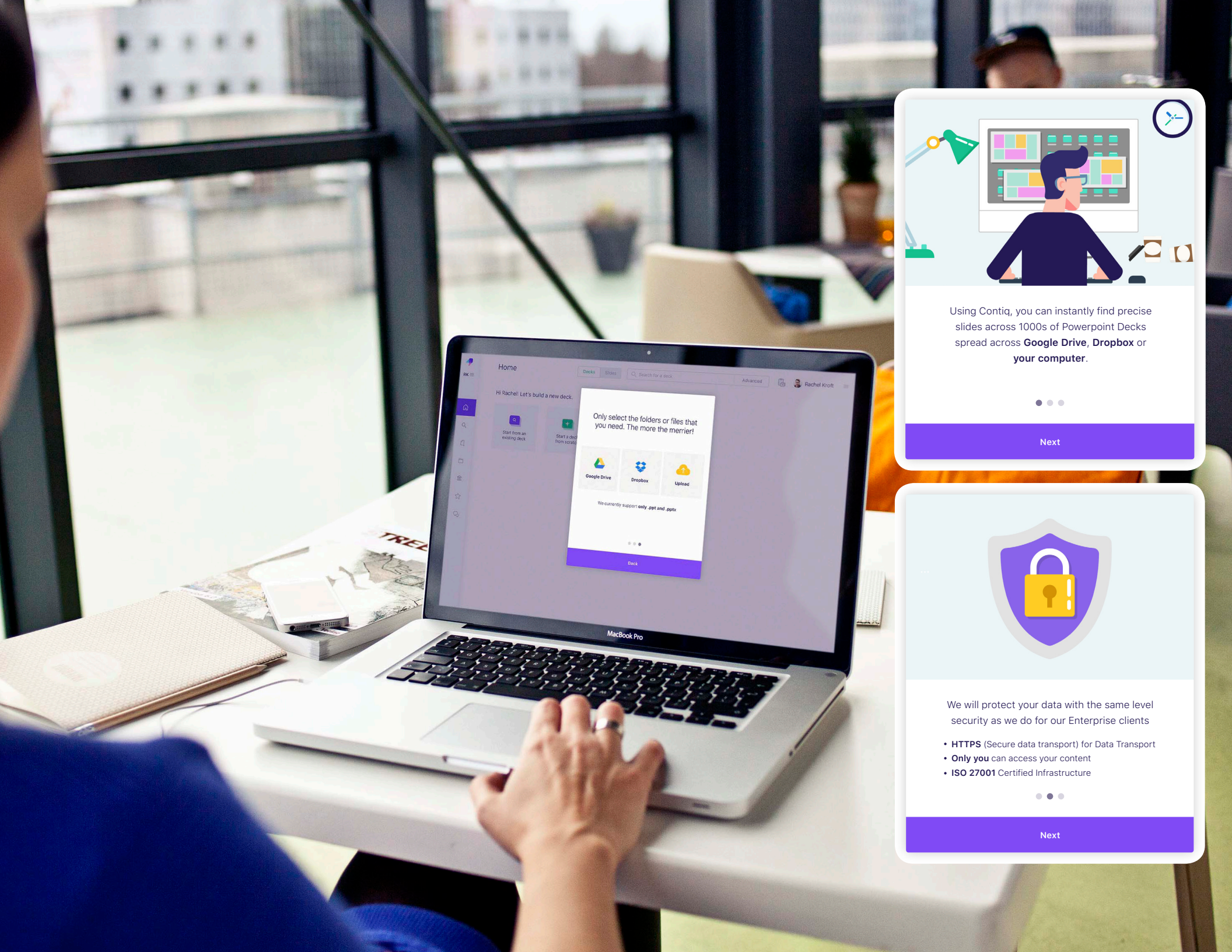
Fonts are available via Google Fonts and Adobe TypeKit

San Francisco NS Text — Light, Semibold, Bold

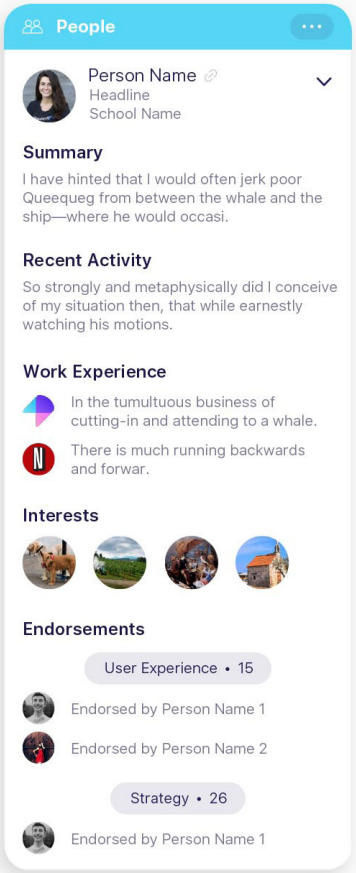
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

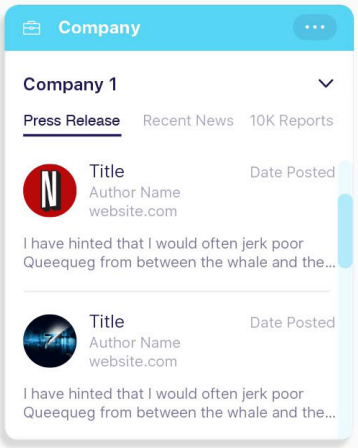

One Drive
Add Collection
Manage Folders
Remove Collection
Clients
Documentation
Images
Integrations
OneDrive
rahul@contiq.com
1/300 decks
1 hour left
OneDrive
rahul@contiq.com
1/300 decks
1 hour left


Home
Decks
Slides
Search for a deck
Advanced
Dan Bowerman
Hi Chiara! Let's build a new deck.
Start from an existing deck
Start a deck from scratch
Add decks
My recent decks
Deck Title
Modified: a day ago
Deck Title
Modified: a day ago
Edit
Delete
Share with my team
Send a trackable link
Copy link
Present
Export
View deck
View analytics
Deck Title
Modified: a day ago
My recent uploads


Home
Hi Rachel! Let's build a new deck.
Only select the folders or files that you need. The more the merrier!
Google Drive
Dropbox
Upload
We currently support only .ppt and .pptx
Back
MacBook Pro
Using Contiq, you can instantly find precise slides across 1000s of Powerpoint Decks spread across Google Drive, Dropbox or your computer.
Next
We will protect your data with the same level security as we do for our Enterprise clients
HTTPS (Secure data transport) for Data Transport
Only you can access your content
ISO 27001 Certified Infrastructure
Next

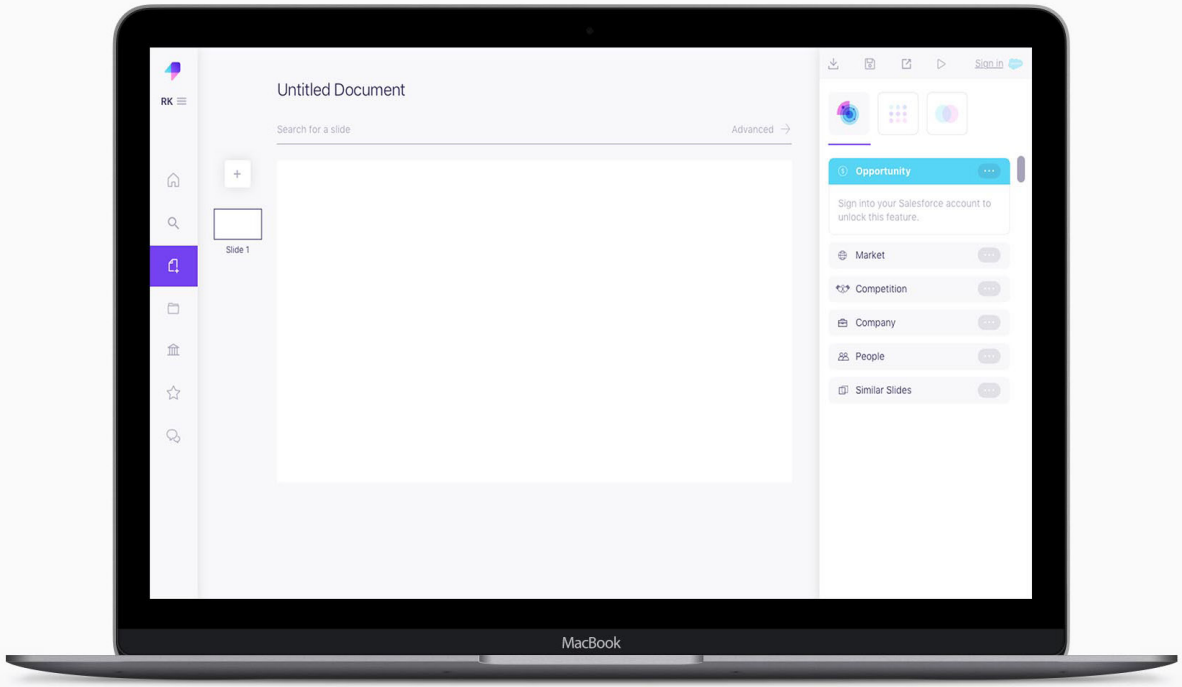
Search results
You searched for: contiq competitors
Searches related to contiq competitors
View
Edit
Microsoft
Modified: a day ago
Competitors
60 30
Microsoft
Last year
ROI
Sales Territory
See more like this
Refine my search

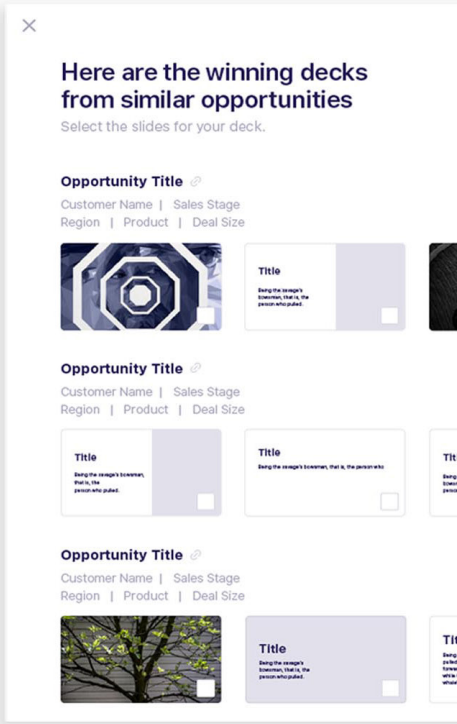




"Contiq has sped up customer proposal assembly from an avg. of 3.5 hours to less than 30 mins. and ensured effective reuse of our best performing content."

Carl Albrecht, Partner, The Arnold Group





VIVA

LIFESTYLE & TRAVEL

A DIGITAL MAGAZINE FOR MILLENNIALS WHO SEEK TOP EXPERIENCES IN TRAVEL, FASHION, FOOD AND CULTURE

Client Background

Print magazines have low traction with the **younger generation** who **turn to apps for content.** There are **1.3 billion millennials globally** of which **72% planned to have traveled in 2017**. That's approx. **$1.4 billion dollars spent on travel** by this age group of 25-34 year olds.

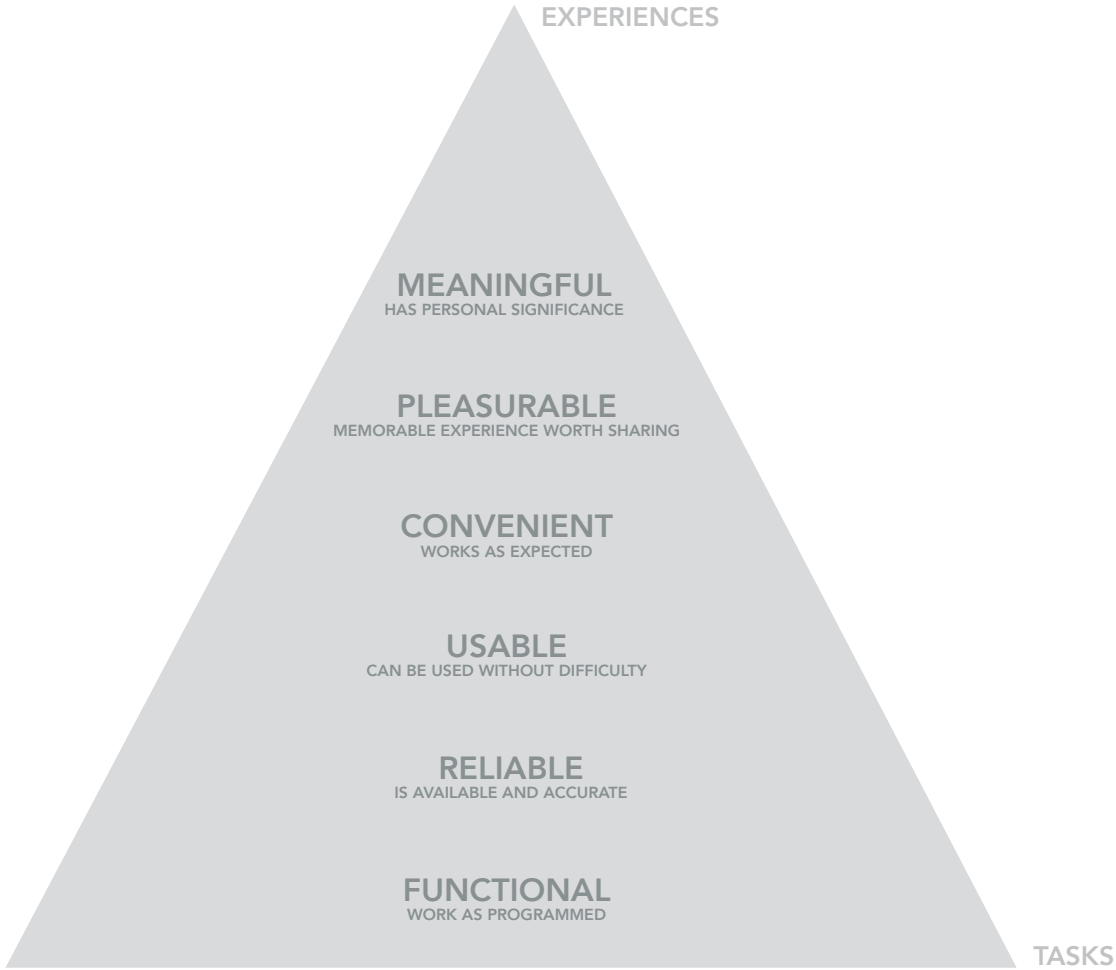
OBJECTIVE

Develop a brand and amass 1 Million Unique Users

PHASE 3
ESTABLISH A SENSE OF COMMUNITY
TIED BY STORIES & SHARING

PHASE 2
BUILD EMOTIONAL CONNECTION
AND GROWTH HACK

PHASE 1
BUILD A BRAND AND EARN TRUST
BY ELIMINATING FRUSTRATIONS



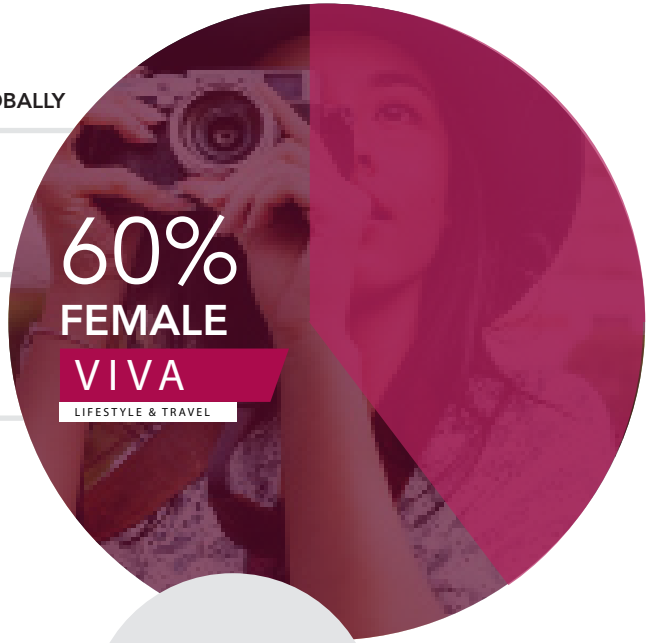
USER RESEARCH

Competitive Analysis

1.3 BILLION MILLENNIALS GLOBALLY

72% OF MILLENNIALS PLAN TO TRAVEL IN 2017

1.4 TRILLION DOLLARS SPENT ON TRAVEL BY MILLENNI-



matadornetwork

CONDÉ NAST

TRAVEL+ LEISURE

AFAR

18

25

34

49

65+

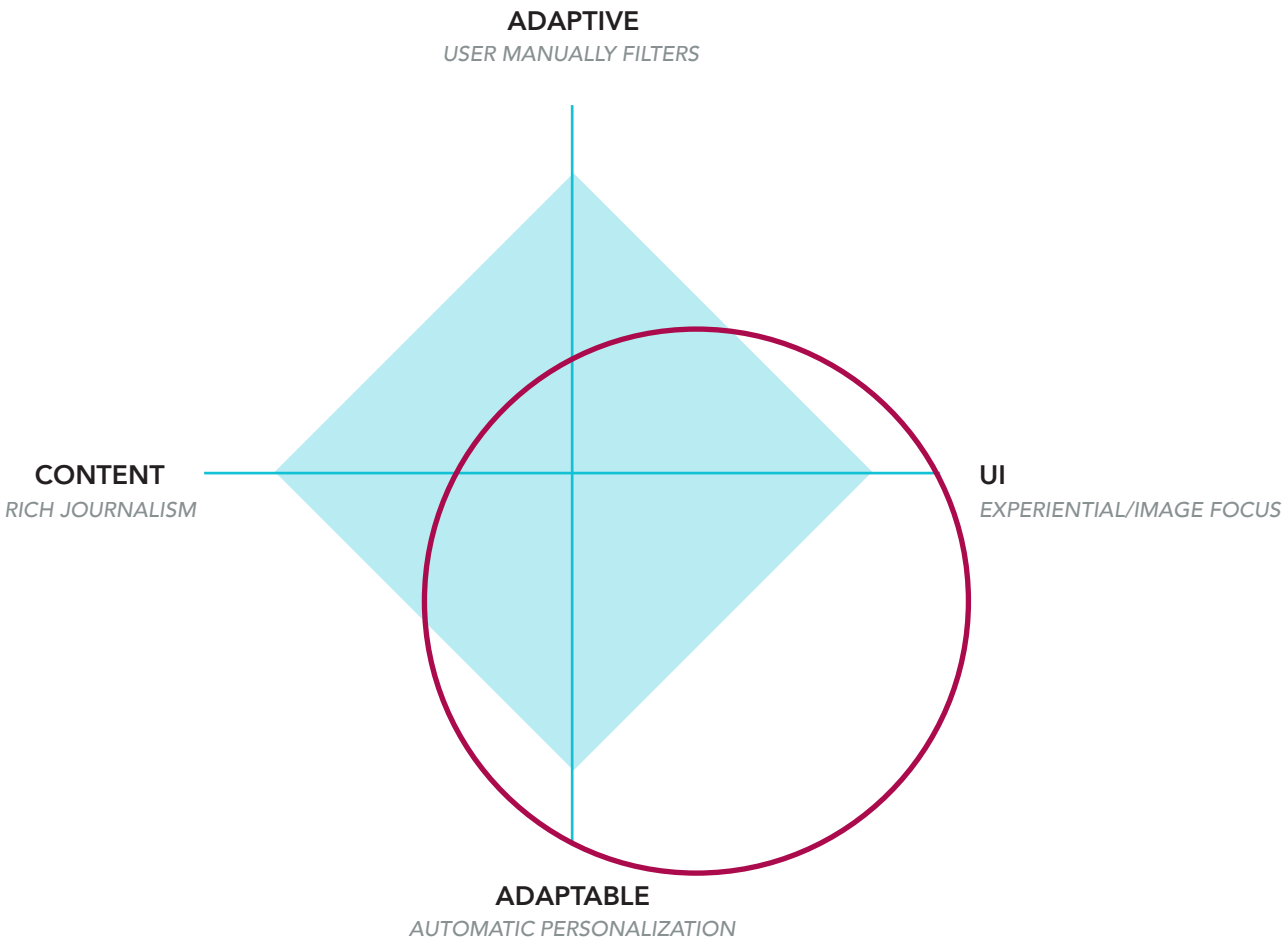
LUXURY

PREMIUM

ECONOMY

USER RESEARCH

Persona Development



USER RESEARCH

Brand Development

BE ON THE PULSE

BE SIMPLE BUT FOCUSED

HAVE CONVICTION

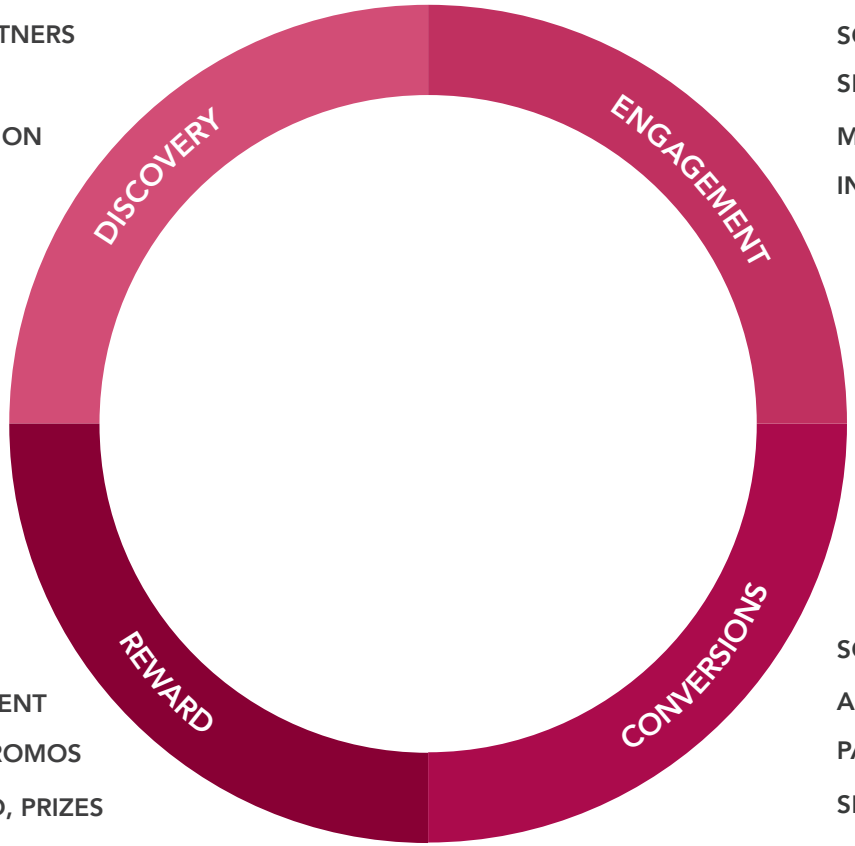
BE WITTY & SARCASTIC

CREATE A SENSE OF ADVENTURE & A TASTE FOR THE UNCONVENTIONAL

BE CONVENIENT

USER RESEARCH

Customer Journey



FLIPBOARD PARTNERS

SOCIAL MEDIA

FB AD PROMOTION

FB GROUP

SCANABLE LAYOUT

SEARCHABLE CONTENT

MONTHLY CONTESTS

INTERACTIVE FEATURES

NOTIFICATIONS

CURATED CONTENT

NEWSLETTER PROMOS

LIVE THE BRAND, PRIZES

SOCIAL MEDIA FOLLOW

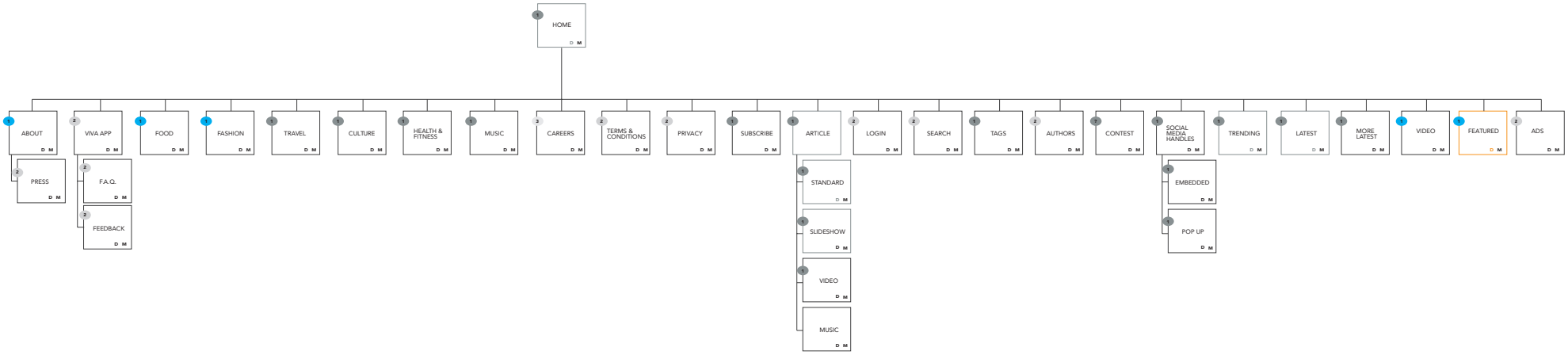
AFFILIATE LINK PURCHASE

PAGE VIEWS & TIME ON PAGE

SHARING

USER FLOW AND WIREFRAMES

Website & CMS



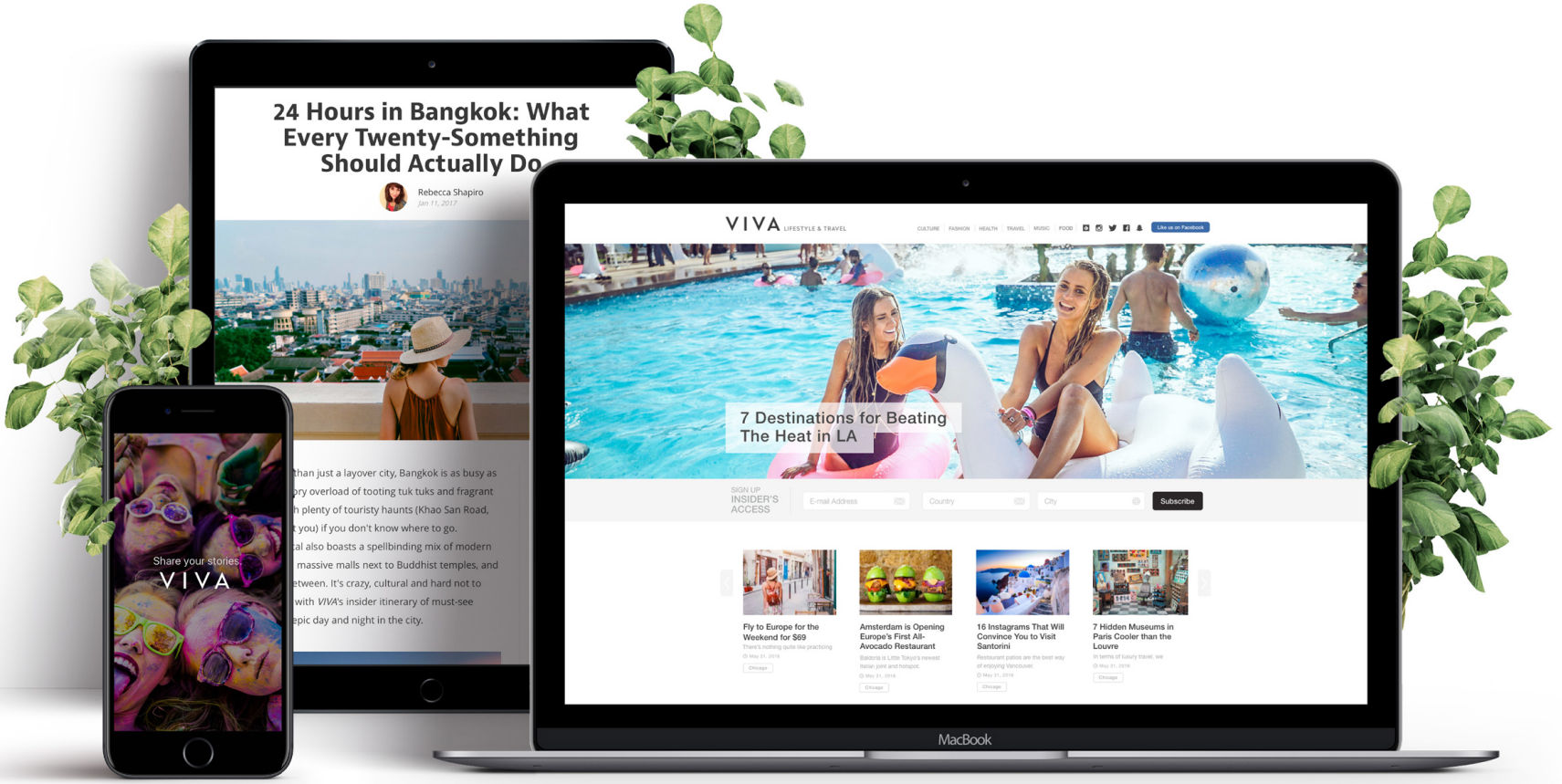
USER TESTING

Key Findings

AD Revenue

Page Views

Related Articles



USER TESTING

Machine Learning

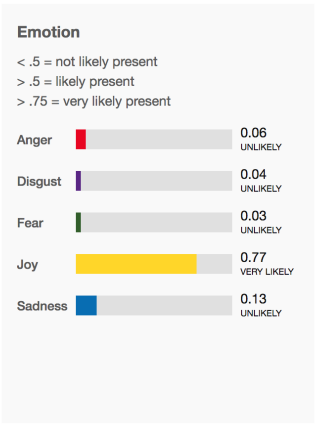
IBM Watson

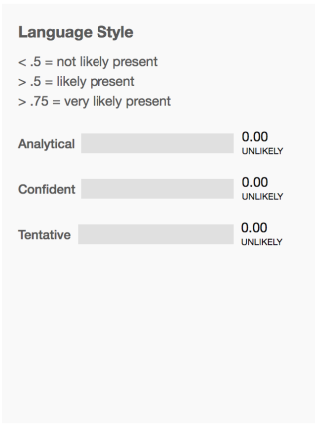
Tone Analyzer & Rapid Eye Movement Studies

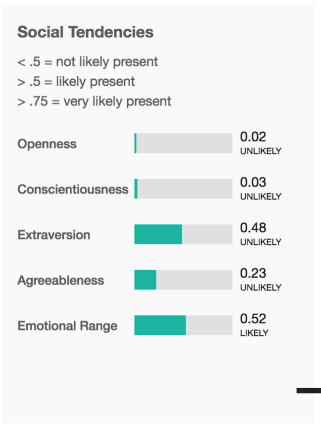
"It's pretty much every twenty-something's dream to quit their day job and make the travel blogging side hustle a full-time gig."

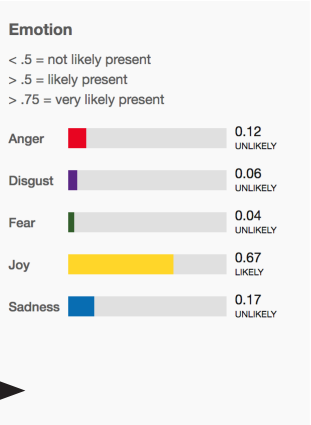
→

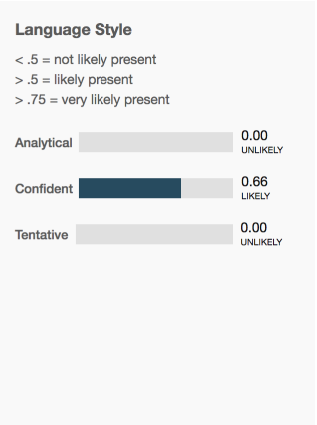
"Every twenty-something wants to quit their day job and make the travel blogging side hustle a full-time gig."

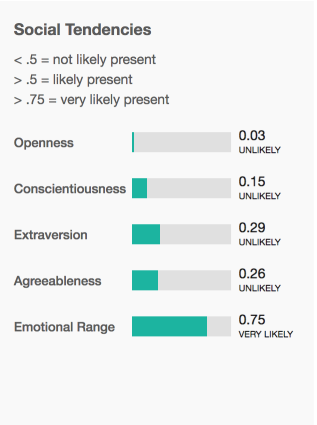










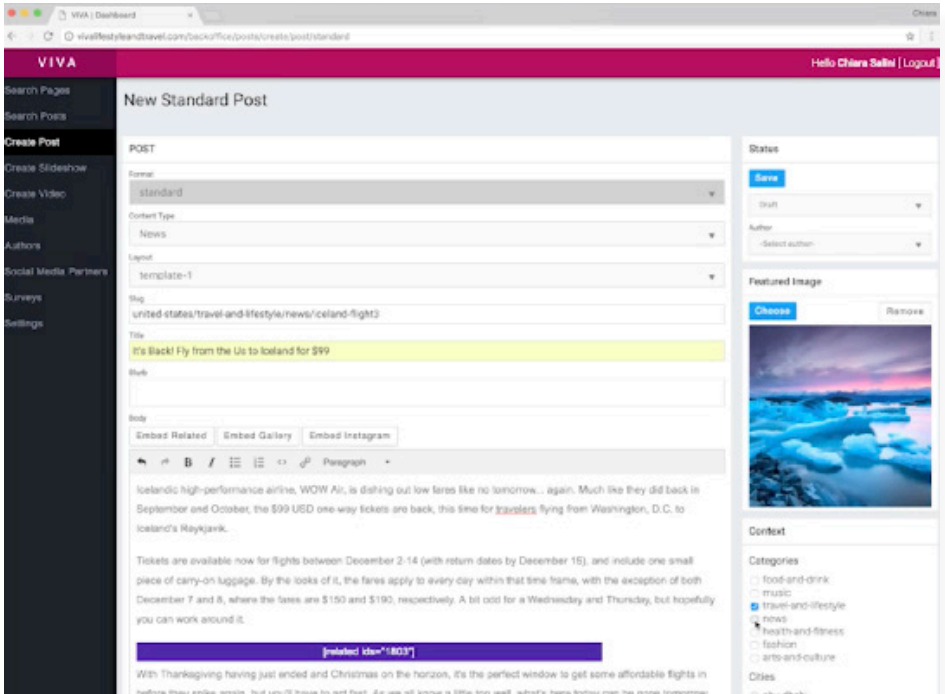


USER TESTING

Machine Learning

IBM Watson

Taxanomy



USER TESTING

Updated Customer Journey

DISCOVERY

FB GROUP

FB AD PROMOTION

FLIPBOARD PARTNERS

SOCIAL MEDIA

FB AD PROMOTION

FB GROUP

ENGAGEMENT

SCANABLE LAYOUT

SEARCHABLE CONTENT

MONTHLY CONTESTS

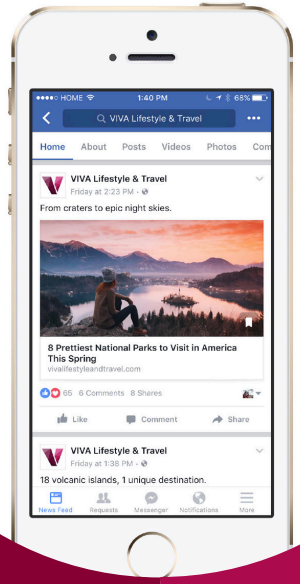
INTERACTIVE FEATURES

ACTIVITIES

HOTEL

CLOTHING

INTERACTIVE FEATURES



REWARD

CURATED CONTENT

NOTIFICATIONS

CURATED CONTENT

NEWSLETTER PROMOS

LIVE THE BRAND, PRIZES

CONVERSIONS

SOCIAL MEDIA FOLLOW

AFFILIATE LINK PURCHASE

PAGE VIEWS & TIME ON PAGE

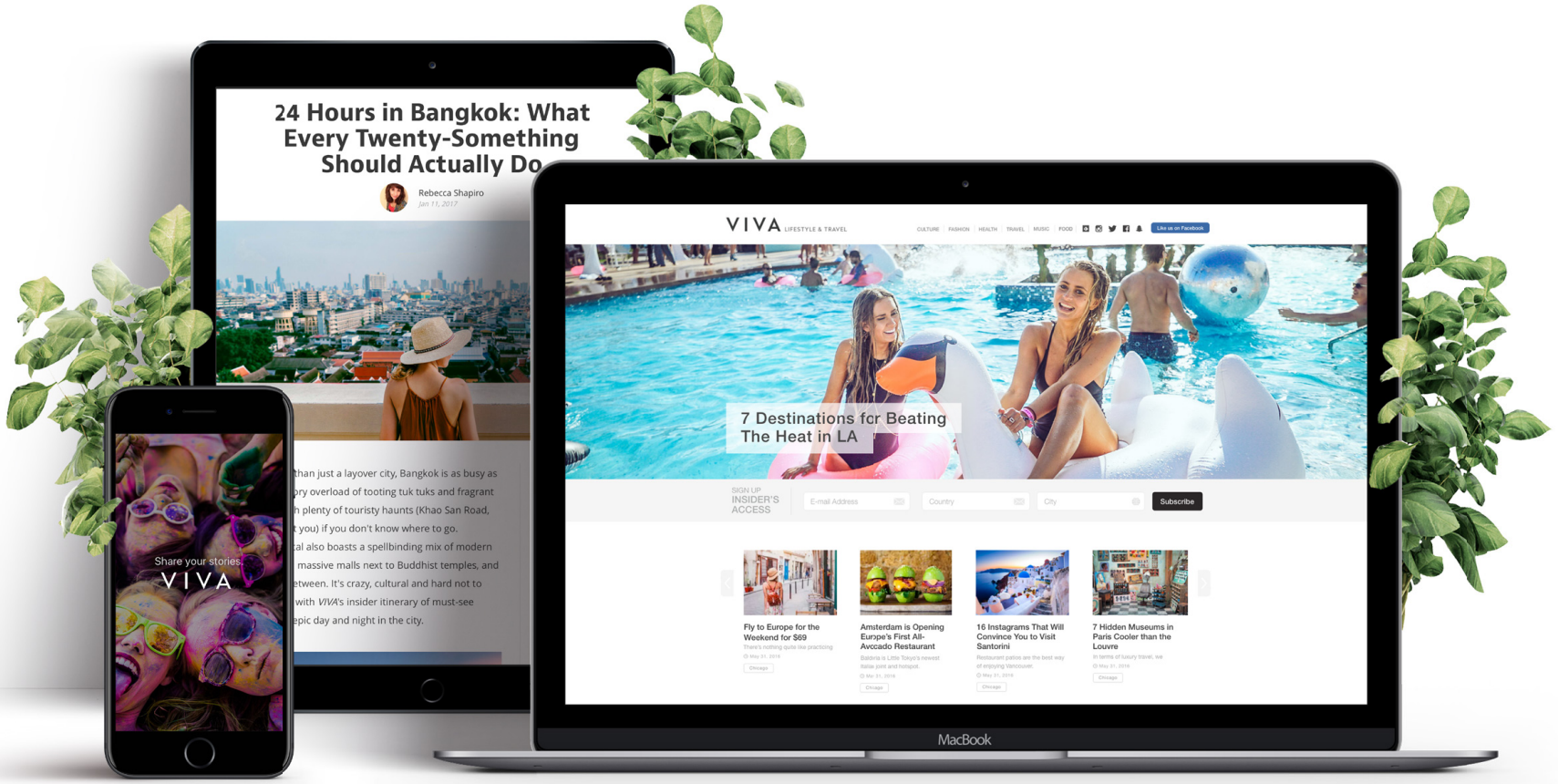
SHARING

PAGE VIEWS & TIME ON PAGE

SHARING

SHOP

BOOK


24 Hours in Bangkok: What Every Twenty-Something Should Actually Do
Rebecca Shapiro
Jan 11, 2017
than just a layover city, Bangkok is as busy as
ory overload of tooting tuk tuks and fragrant
h plenty of touristy haunts (Khao San Road,
t you) if you don't know where to go.
al also boasts a spellbinding mix of modern
massive malls next to Buddhist temples, and
etween. It's crazy, cultural and hard not to
with VIVA's insider itinerary of must-see
epic day and night in the city.
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Amsterdam is Opening Europe's First All-Avocado Restaurant
Baldinis is Little Tokyo's newest Italian joint and hotspot.
Chicago
16 Instagrams That Will Convince You to Visit Santorini
Restaurant patios are the best way of enjoying Vancouver.
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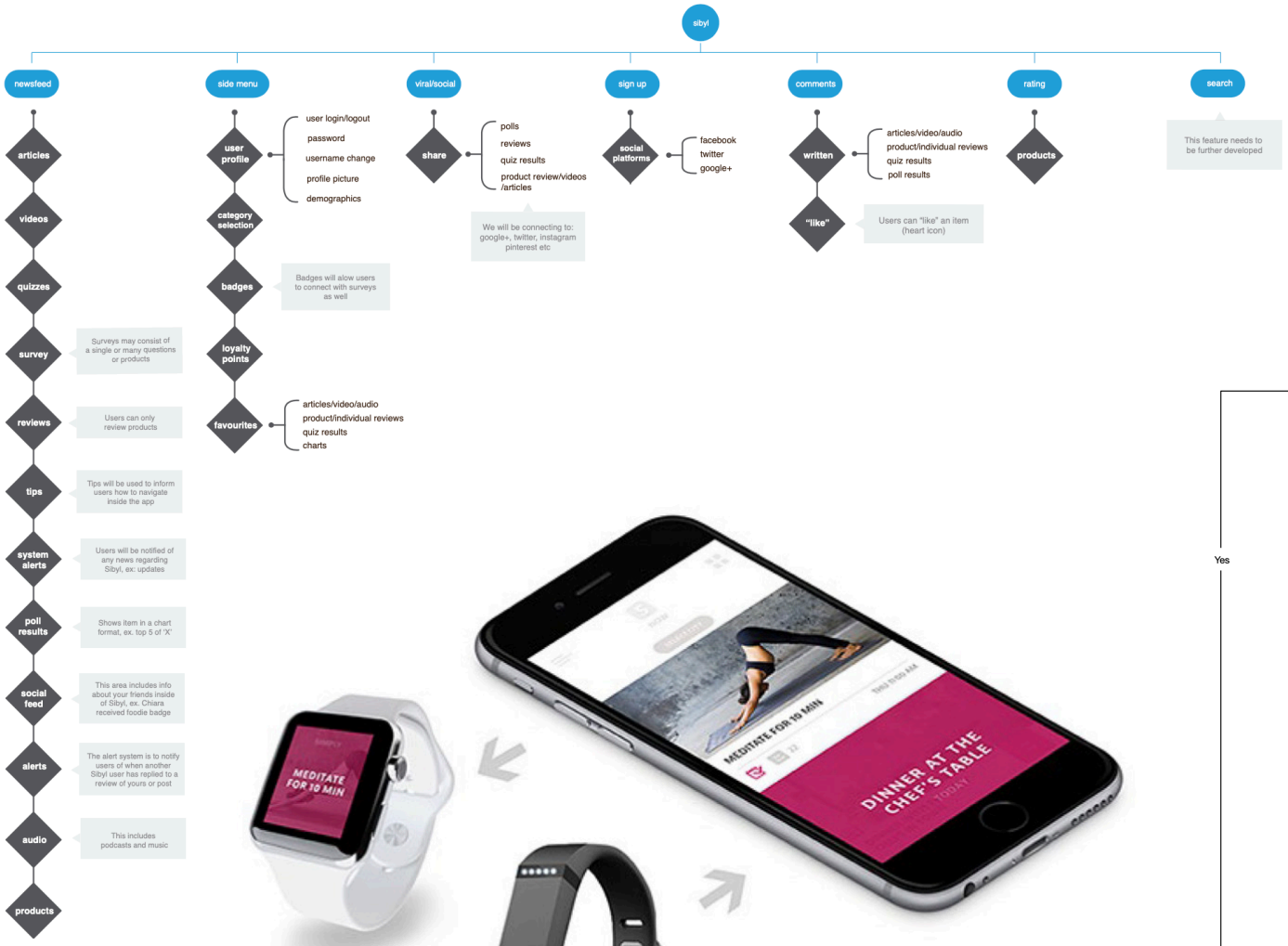
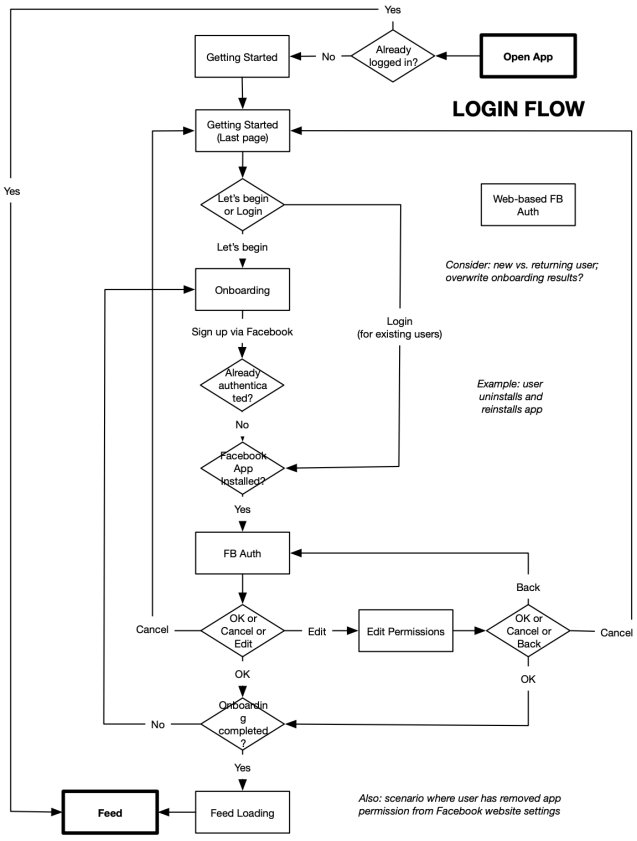
7 Hidden Museums in Paris Cooler than the Louvre
In terms of luxury travel, we
Chicago
MacBook

NEXT STEPS

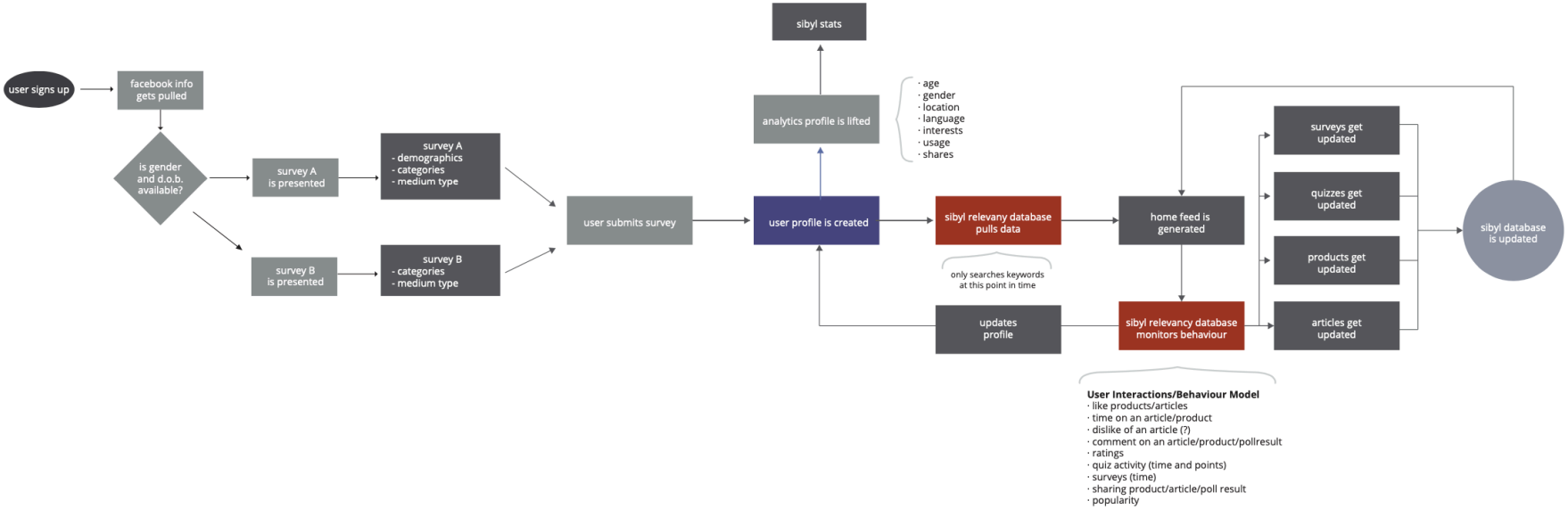
iOS App Experience

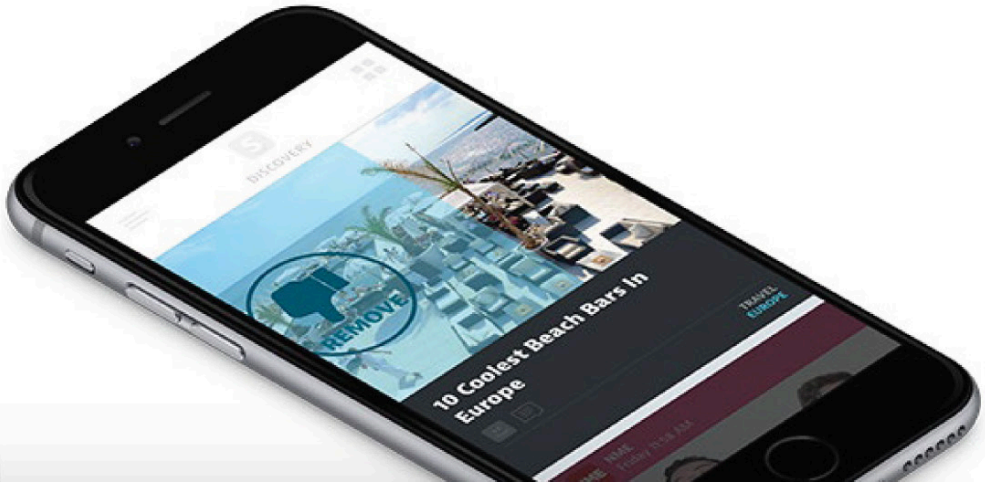


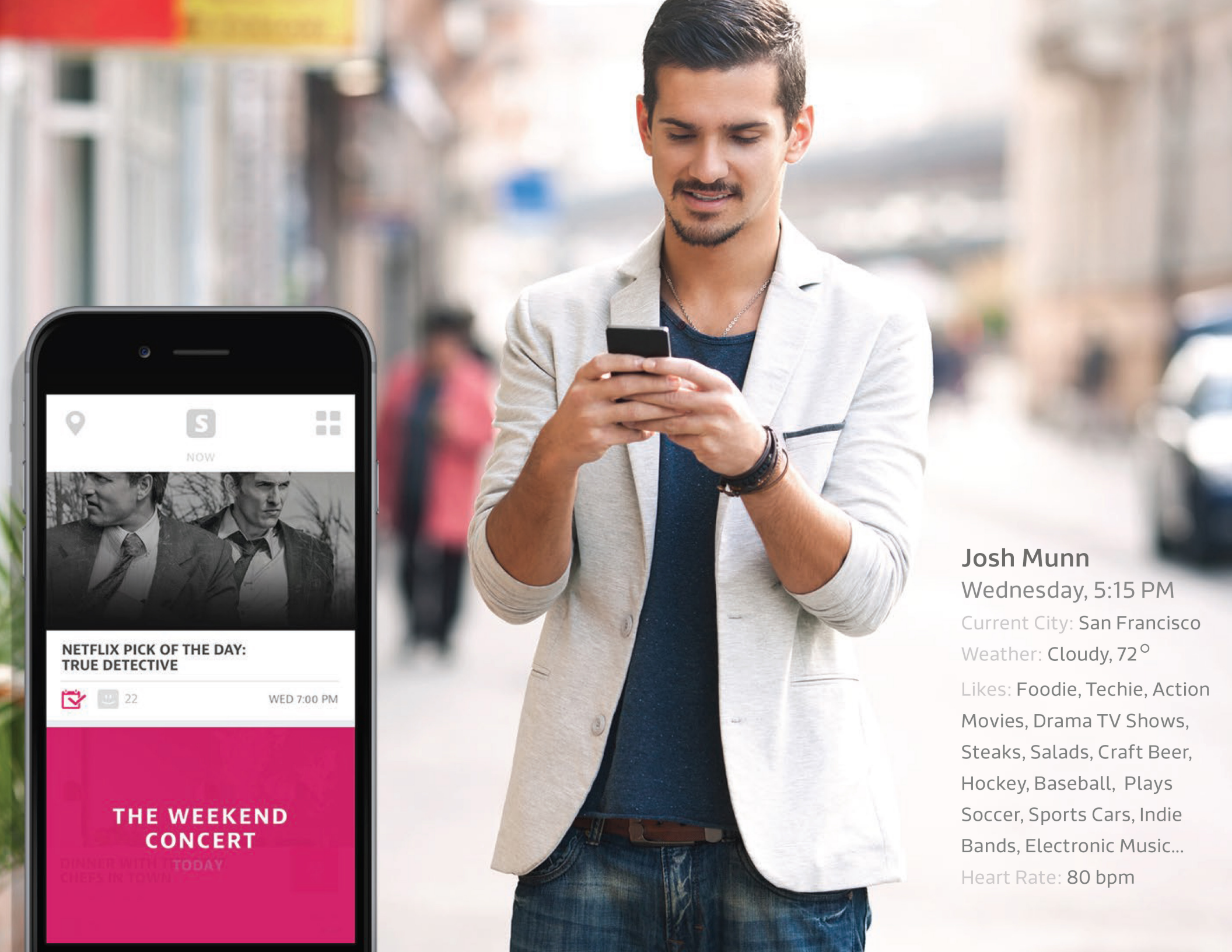


NEXT STEPS

iOS App Experience






NOW
NETFLIX PICK OF THE DAY:
TRUE DETECTIVE
22
WED 7:00 PM
THE WEEKEND
CONCERT
TODAY
Josh Munn
Wednesday, 5:15 PM
Current City: San Francisco
Weather: Cloudy, 72°
Likes: Foodie, Techie, Action Movies, Drama TV Shows, Steaks, Salads, Craft Beer, Hockey, Baseball, Plays Soccer, Sports Cars, Indie Bands, Electronic Music...
Heart Rate: 80 bpm

Additional Work

Jostle – Junior Interaction Designer

Streamline International – Freelance Product Designer

Jostle

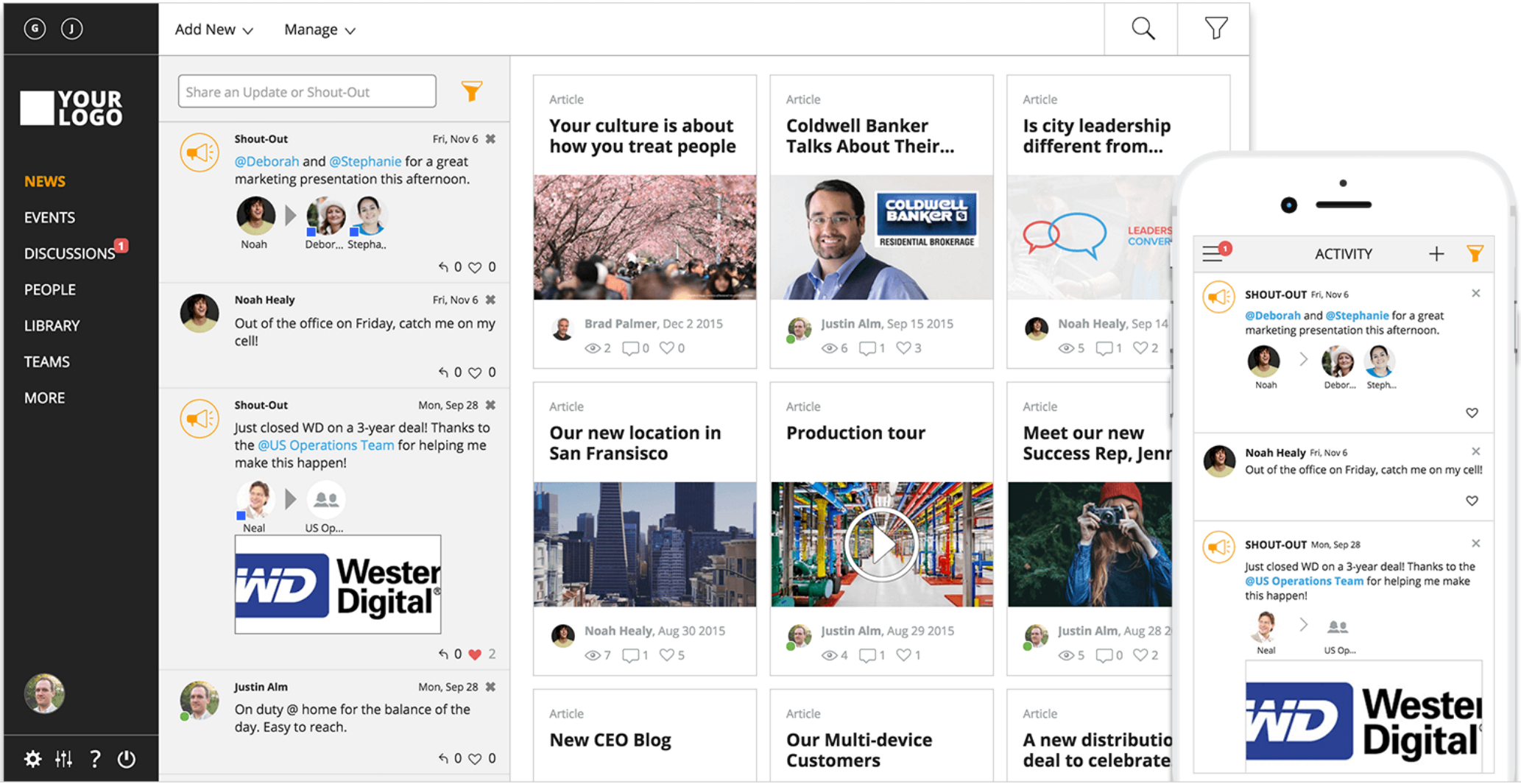
Client Background

Departments are siloed and information is difficult to access.

Employee **engagement is low** and **new arrivals take a while to onboard**.

Projects and events get **lost** under a list of **unread email**.

Design


Add New
Manage
YOUR LOGO
NEWS
EVENTS
DISCUSSIONS
PEOPLE
LIBRARY
TEAMS
MORE
Share an Update or Shout-Out
Shout-Out Fri, Nov 6
@Deborah and @Stephanie for a great marketing presentation this afternoon.
Noah
Debor...
Stepha..
Noah Healy Fri, Nov 6
Out of the office on Friday, catch me on my cell!
Shout-Out Mon, Sep 28
Just closed WD on a 3-year deal! Thanks to the @US Operations Team for helping me make this happen!
Neal
US Op...
Western Digital
Justin Alm Mon, Sep 28
On duty @ home for the balance of the day. Easy to reach.
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New CEO Blog
Article
Our Multi-device Customers
Article
A new distributio deal to celebrate
ACTIVITY
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Noah
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Steph...
Noah Healy Fri, Nov 6
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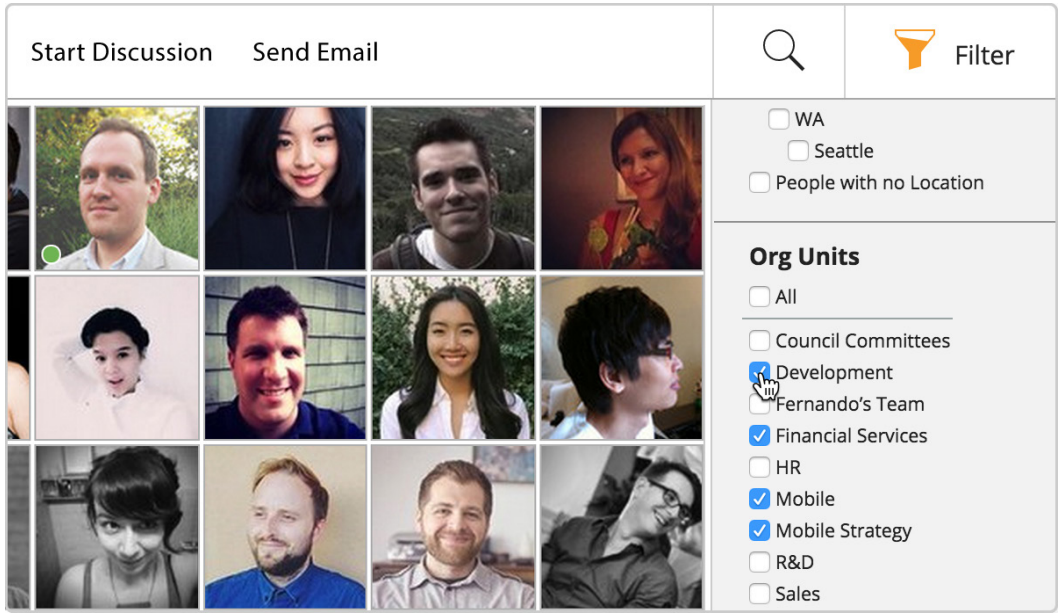
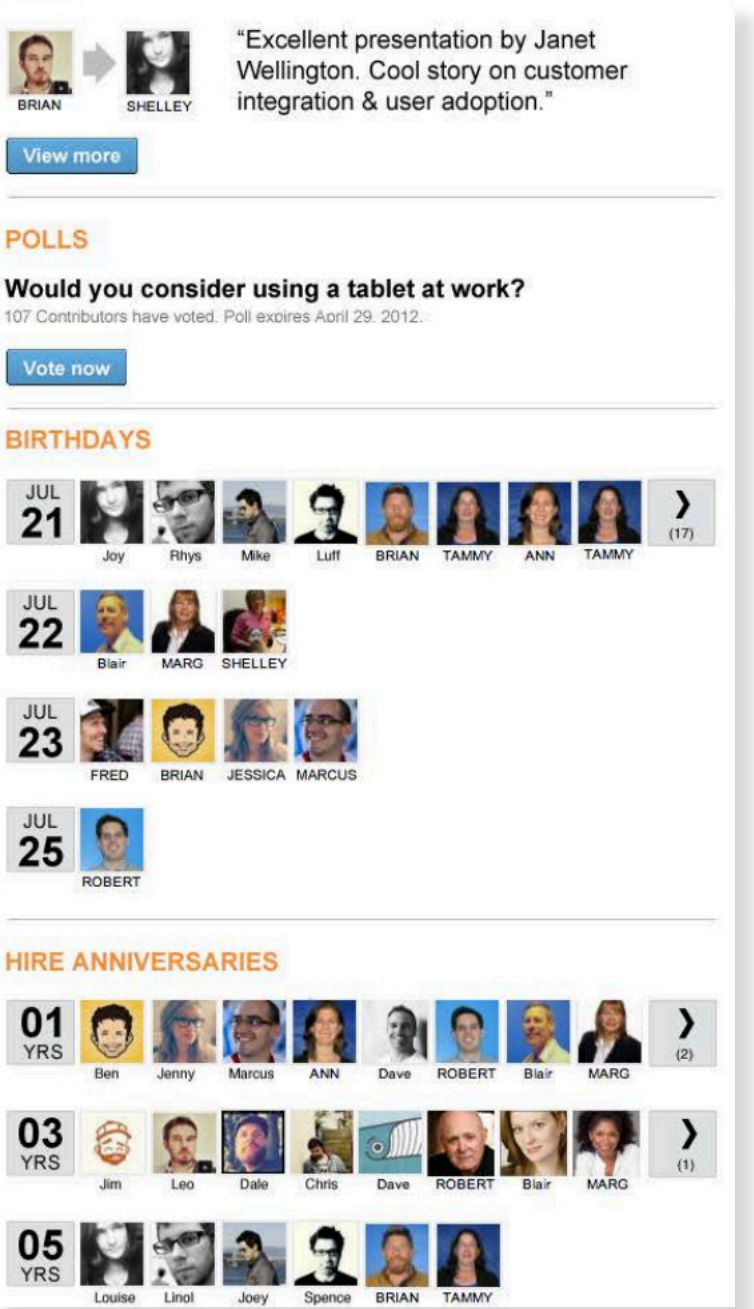
US Op...
Western Digital


Start Discussion
Send Email
Filter
WA
Seattle
People with no Location
Org Units
All
Council Committees
Development
Fernando's Team
Financial Services
HR
Mobile
Mobile Strategy
R&D
Sales


BRIAN
SHELLEY
"Excellent presentation by Janet Wellington. Cool story on customer integration & user adoption."
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107 Contributors have voted. Poll expires April 29, 2012.
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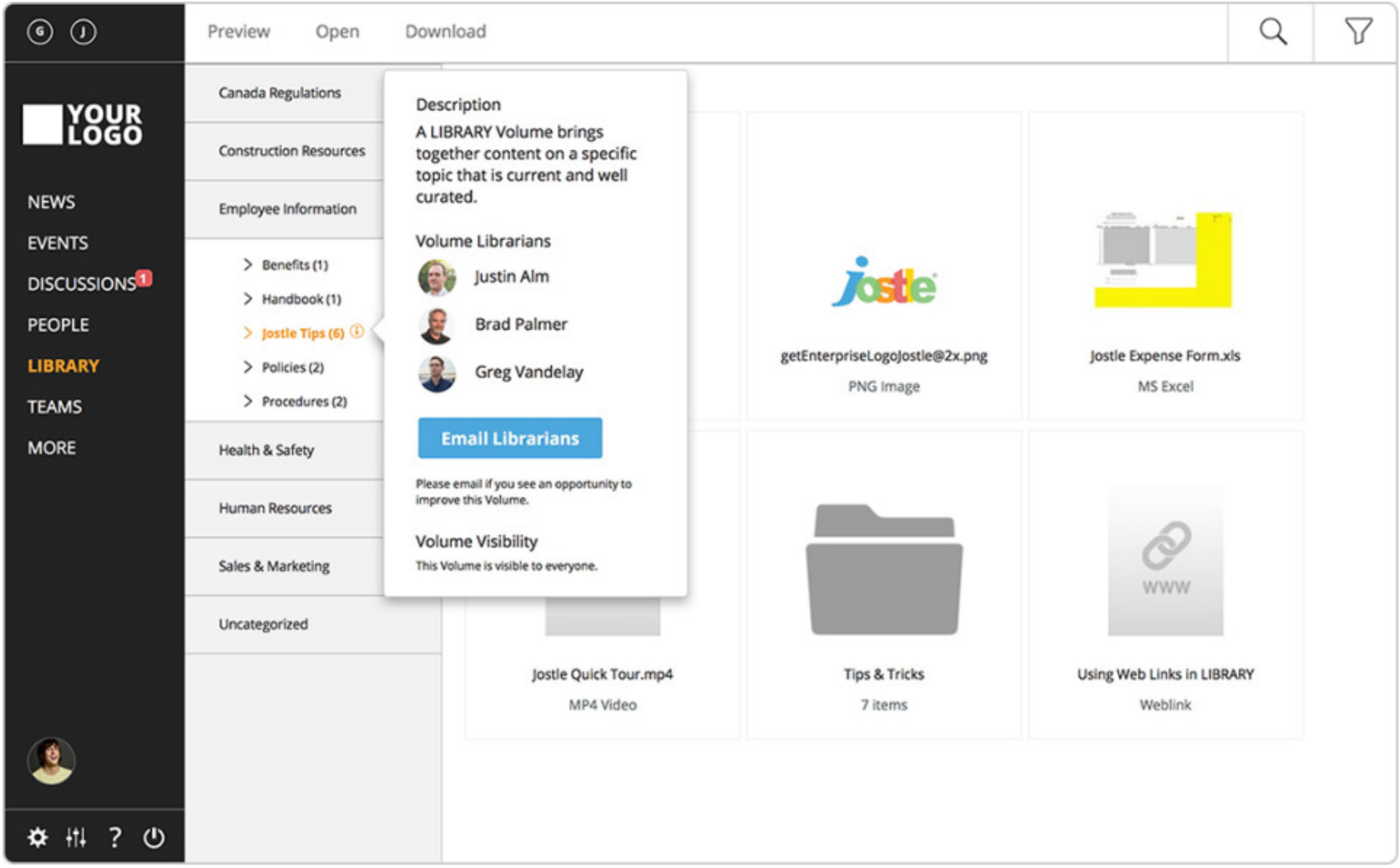
Rhys
Mike
Luff
BRIAN
TAMMY
ANN
TAMMY
(17)
JUL 22
Blair
MARG
SHELLEY
JUL 23
FRED
BRIAN
JESSICA
MARCUS
JUL 25
ROBERT
HIRE ANNIVERSARIES
01 YRS
Ben
Jenny
Marcus
ANN
Dave
ROBERT
Blair
MARG
(2)
03 YRS
Jim
Leo
Dale
Chris
Dave
ROBERT
Blair
MARG
(1)
05 YRS
Louise
Linol
Joey
Spence
BRIAN
TAMMY


Preview
Open
Download
YOUR LOGO
NEWS
EVENTS
DISCUSSIONS 1
PEOPLE
LIBRARY
TEAMS
MORE
Canada Regulations
Construction Resources
Employee Information
Benefits (1)
Handbook (1)
Jostle Tips (6)
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Procedures (2)
Health & Safety
Human Resources
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Uncategorized
Description
A LIBRARY Volume brings together content on a specific topic that is current and well curated.
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Brad Palmer
Greg Vandelay
Email Librarians
Please email if you see an opportunity to improve this Volume.
Volume Visibility
This Volume is visible to everyone.
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PNG Image
Jostle Expense Form.xls
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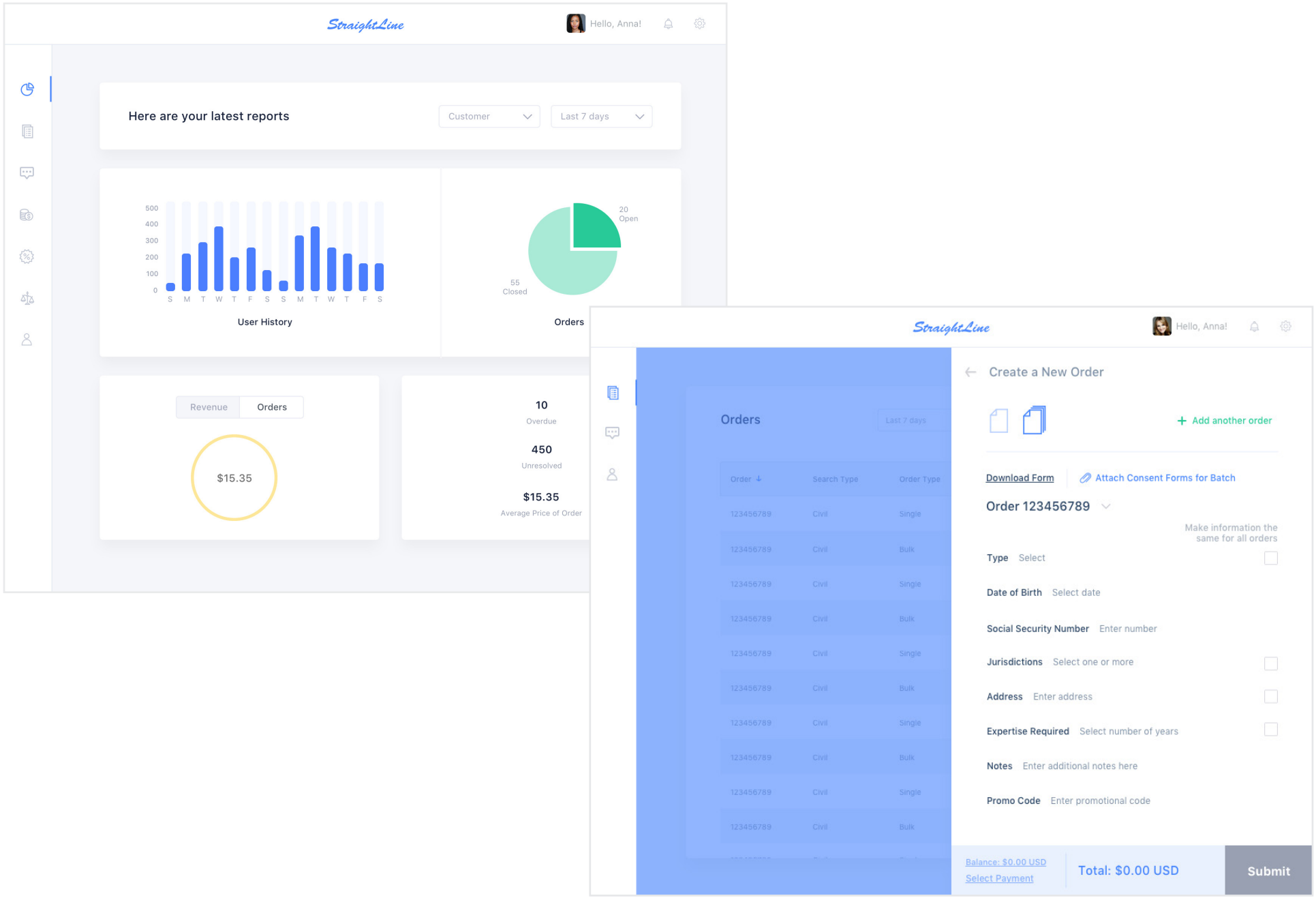
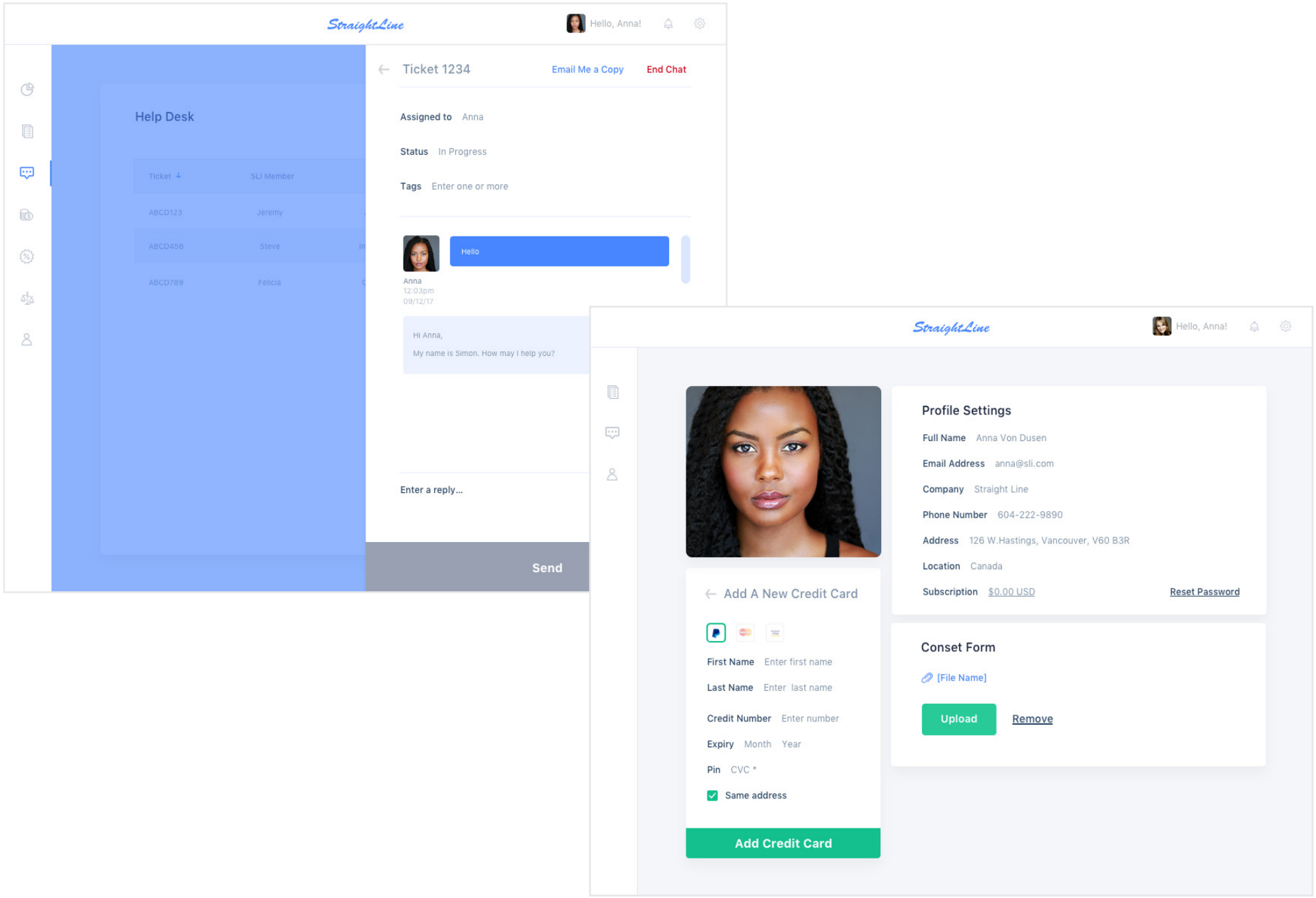
Jostle Quick Tour.mp4
MP4 Video
Tips & Tricks
7 items
WWW
Using Web Links in LIBRARY
Weblink

Streamline International




StraightLine
Hello, Anna!
Help Desk
Ticket
SLI Member
ABCD123
Jeremy
ABCD456
Steve
ABCD789
Felicia
Ticket 1234
Email Me a Copy
End Chat
Assigned to Anna
Status In Progress
Tags Enter one or more
Hello
Anna
12:03pm
09/12/17
Hi Anna,
My name is Simon. How may I help you?
Enter a reply...
Send
StraightLine
Hello, Anna!
Add A New Credit Card
First Name Enter first name
Last Name Enter last name
Credit Number Enter number
Expiry Month Year
Pin CVC *
Same address
Add Credit Card
Profile Settings
Full Name Anna Von Dusen
Email Address anna@sli.com
Company Straight Line
Phone Number 604-222-9890
Address 126 W.Hastings, Vancouver, V60 B3R
Location Canada
Subscription $0.00 USD
Reset Password
Conset Form
[File Name]
Upload
Remove