

CONTEXT

PROBLEM

OBJECTIVE

This is an app manager dashboard that I designed at Cisco, that allows our test engineers the ability to complete key tasks, such as onboarding and installing applications to run on our devices, so that they can save time, simplifying their workflow..

The image shows a screenshot of the Cisco App Manager dashboard. The main interface has tabs for APPS, DEVICES, and CREDENTIALS, with APPS selected. On the left, there's a summary box showing 1 Installed app out of 50 total, with 49 Not Installed. To the right is a circular button for Activated apps (0). Below this is the APP STORE section, which is currently displaying the ALL APPS tab. It lists 14 Cisco Approved Apps, each with a circular icon containing 'CI', a name, an executable file name, and three small circular status indicators. Each app entry also has an 'Install' button. To the right of the store is an 'Add App' modal window. The modal has fields for NAME (set to 'New App'), TYPE (radio buttons for 'EXE' (selected) and 'URL'), FILE (choose file button set to 'new\_app.exe'), and COMMAND (text input set to 'space2020'). There are 'Add' and 'Cancel' buttons at the bottom of the modal.

CONTEXT    PROBLEM    OBJECTIVE

Our network test engineers  
needed a new way to run tests on  
our devices so that its easy and  
fast compared to manual testing



CONTEXT PROBLEM OBJECTIVE

Research, strategize and design an end-to-end user experience to help test engineers onboard test applications they wrote, make them easily viewable and searchable by other test engineers, so that they could then install those apps onto other devices to run and monitor the health of those devices



EMPATHY   CONCEPT   DESIGN

**I deep dived into a 2 week sprint to understand the customer's wants, needs and expectations.**

- Current frustrations and pain points?
- What did they really want?
- What did they really need?
- 11+ user interviews





### User interviews

- want an easier way to run tests on devices
- tasks took too long to complete
- requests for UI that is modern and familiar to tools in their everyday lives

1	 Acapella from PicPlayPost Music ★★★★★ (290)	<a href="#">+ GET</a>	6	 Numbers Productivity ★★★★★ (72)	<a href="#">+ GET</a>
2	 Messenger Social Networking	<a href="#">+ OPEN</a>	7	 Keynote Productivity ★★★★★ (108)	<a href="#">+ GET</a>
3	 Instagram Photo & Video ★★★★★ (3,784)	<a href="#">OPEN</a>	8	 GarageBand Music ★★★★★ (625)	
4	 Pages Productivity ★★★★★ (285)		9	 iTunes U Education ★★★★★ (37)	
5	 Facebook Social Networking ★★★★★ (654)	<a href="#">+ OPEN</a>	10	 YouTube Photo & Video ★★★★★ (3,625)	<a href="#">+ OPEN</a>
6	 Numbers Productivity ★★★★★ (72)	<a href="#">+ GET</a>	11	 Snapchat Photo & Video ★★★★★ (738)	<a href="#">OPEN</a>

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Categories  Home Top charts New releases 

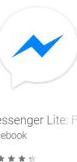
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Telegram FZ-LLC  
★★★★★

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Facebook  
★★★★★

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### Competitive Analysis

- Apple App store
- Google Play store
- Amazon.com

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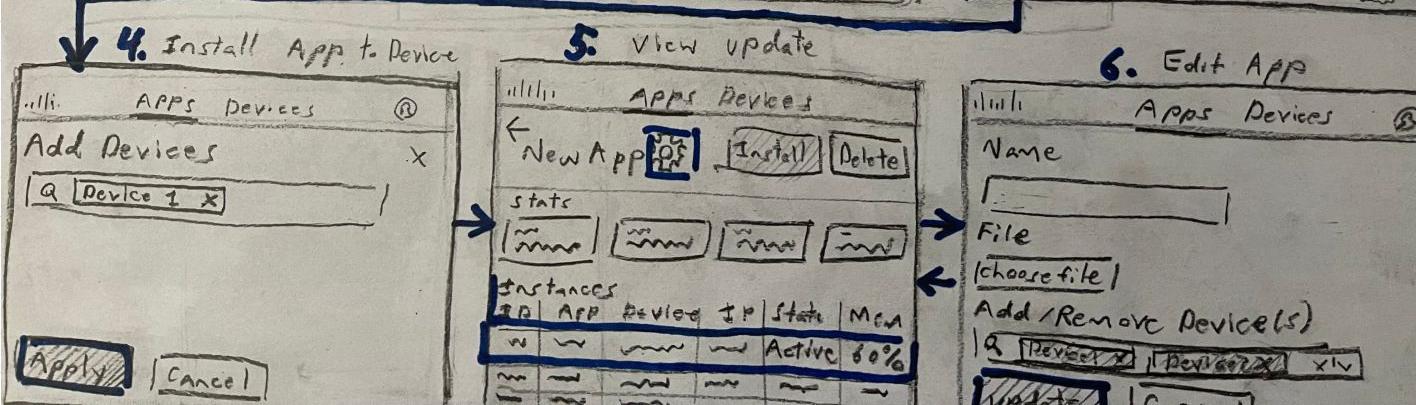
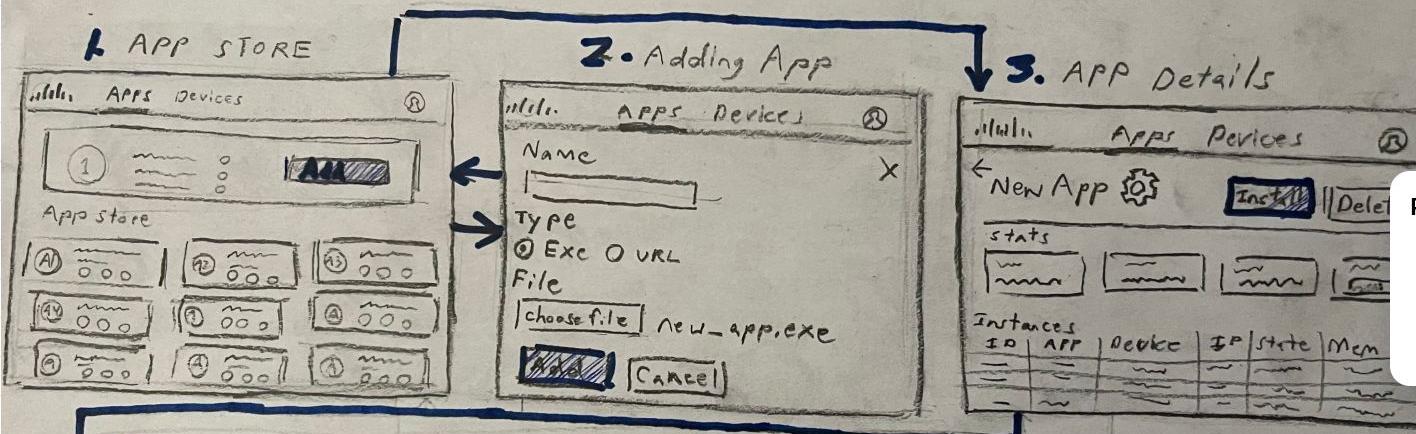
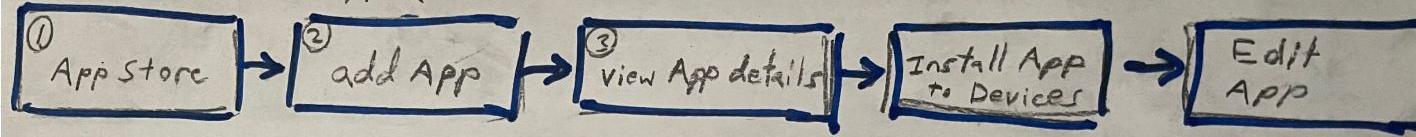
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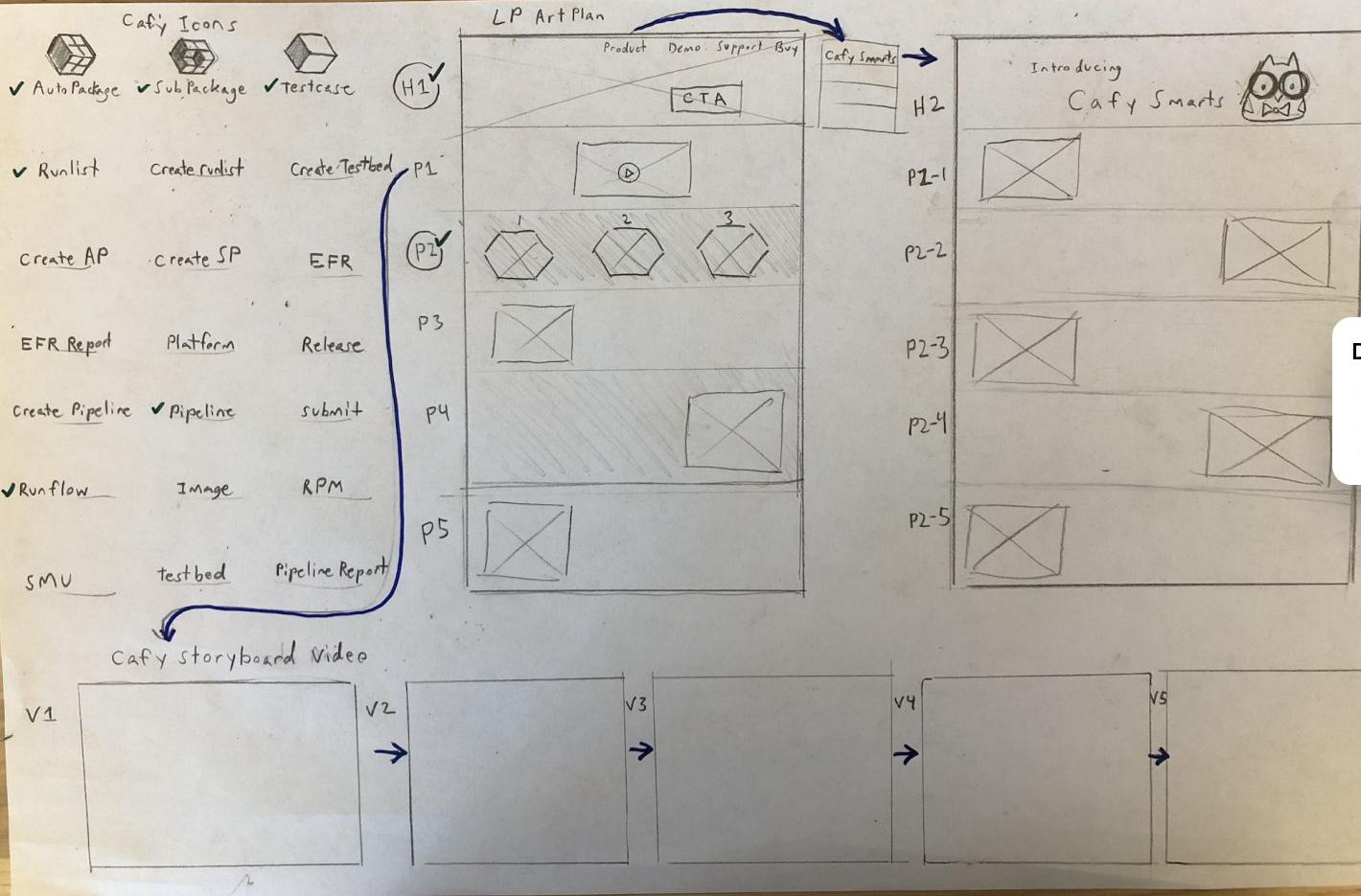
mining expanded edition of the bestselling Leader's Checklist, expert Michael Useem deepens his examination of 15 mission-  
ers

# TASK FLOW (Add, Install, modify, monitor Apps to devices)



## Prototype walkthroughs

- App store concept was well received
- Users were up to 55% faster in completing tasks
- There was buzz and enthusiasm about the new tool

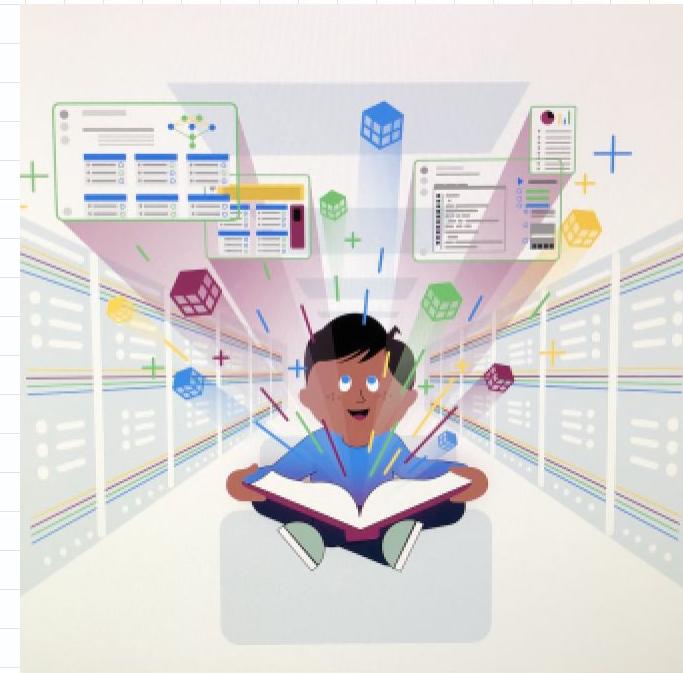


## Design system

- Consistent with Cisco Design system
- Created our own style guide
- Made custom icons

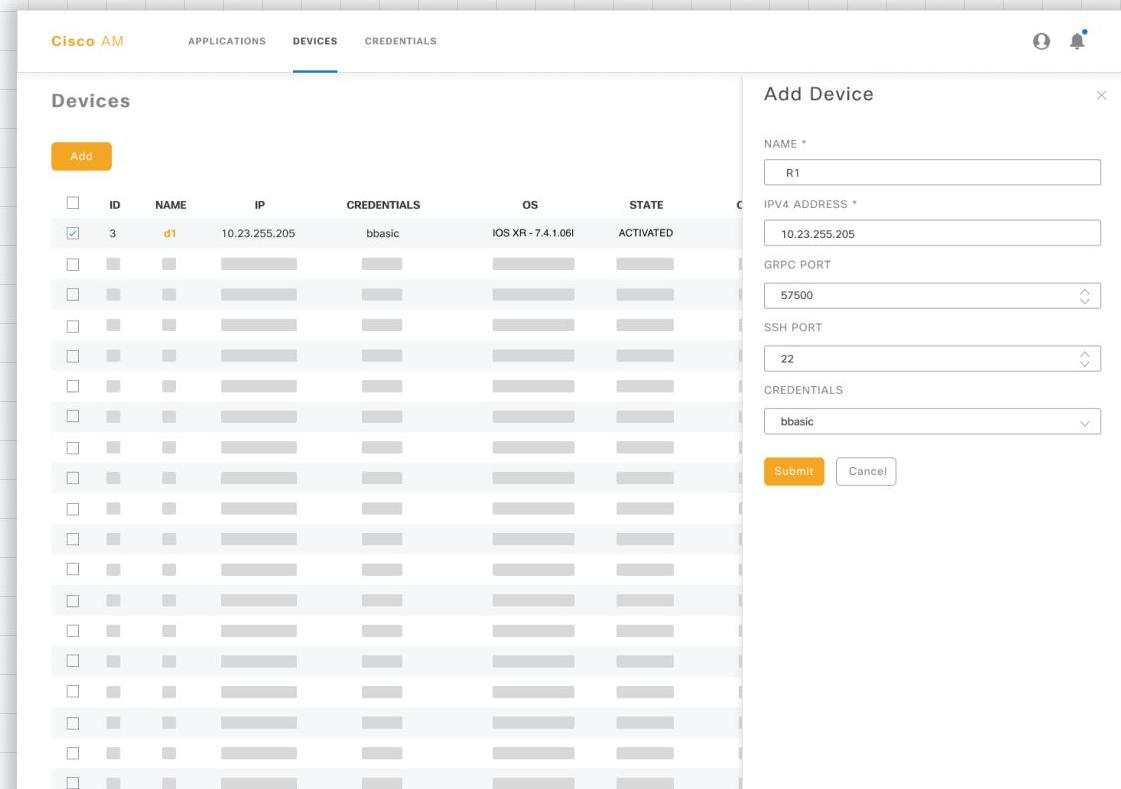
**I started by earning trust by advocating for our network engineers and administrators. At the same time, I was iterating on an innovative tool that satisfies the business and stakeholders by saving time, and in turn saving the organization money.**

- Prioritize onboarding and installing and still view apps
- We gained new insights with each new iteration
- Presented the insights to stakeholders



**While I was on a limited timeline, I focused on prioritizing our customer's needs by providing clarity, consistency, elegance in my design**

- Clean UI that is clear and eliminates ambiguity
- Respect the users time by optimizing workflows (side drawer) (CTAs)
- Demonstrate consistency by using familiar design patterns through the application



The image shows a screenshot of the Cisco Application Manager (AM) application. At the top, there is a navigation bar with tabs: Cisco AM, APPLICATIONS, DEVICES (which is the active tab), and CREDENTIALS. Below the navigation bar, there is a header for 'Devices' with a 'Add' button. The main area displays a table of devices with columns: ID, NAME, IP, CREDENTIALS, OS, and STATE. One row in the table is selected, showing ID 3, NAME d1, IP 10.23.255.205, CREDENTIALS bbasic, OS IOS XR - 7.4.1.061, and STATE ACTIVATED. To the right of the table, a modal window titled 'Add Device' is open, prompting for device details: NAME (R1), IPV4 ADDRESS (10.23.255.205), GRPC PORT (57500), SSH PORT (22), and CREDENTIALS (bbasic). The modal includes 'Submit' and 'Cancel' buttons.

**Cisco AM** APPS DEVICES CREDENTIALS

**Apps**  
Total: 50  
Installed: 1  
Not Installed: 49

**Instances**  
Total: 0  
Activated: 0  
Stopped: 0

**APP STORE**  
INSTALLED NOT INSTALLED RECENTLY ADDED ALL APPS

**CI** Cisco Approved App1 cisco\_app\_1.exe **CI** Cisco Approved App2 cisco\_app\_2.exe  
**CI** Cisco Approved App4 cisco\_app\_4.exe **CI** Cisco Approved App5 cisco\_app\_5.exe  
**CI** Cisco Approved App7 cisco\_app\_7.exe **CI** Cisco Approved App8 cisco\_app\_8.exe  
**CI** Cisco Approved App10 cisco\_app\_10.exe **CI** Cisco Approved App11 cisco\_app\_11.exe  
**CI** Cisco Approved App13 cisco\_app\_13.exe **CI** Cisco Approved App14 cisco\_app\_14.exe

**Add Application**

**NAME:** New App  
**TYPE:**  EXE  URL  
**FILE:** Choose File | new\_app.exe  
**COMMAND:** space2020

**Install** **Cancel**

**Cisco AM** APPS DEVICES CREDENTIALS

**Applications**  
Total: 50  
Installed: 1  
Not Installed: 49

**Instances**  
Total: 0  
Activated: 0  
Stopped: 0

**APP STORE**  
INSTALLED NOT INSTALLED RECENTLY ADDED ALL APPS

**NE** New App New\_App.m  
**CI** Cisco Approved App3 cisco\_app\_3.exe **CI** Cisco Approved App4 cisco\_app\_4.exe  
**CI** Cisco Approved App6 cisco\_app\_6.exe **CI** Cisco Approved App7 cisco\_app\_7.exe  
**CI** Cisco Approved App10 cisco\_app\_10.exe **CI** Cisco Approved App11 cisco\_app\_11.exe  
**CI** Cisco Approved App13 cisco\_app\_13.exe **CI** Cisco Approved App14 cisco\_app\_14.exe

**Install Application**

**ADD DEVICES (1)**  
Router1 **Apply** **Cancel**

**Cisco AM** APPS DEVICES CREDENTIALS

**Apps**  
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Installed: 1  
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**Instances**  
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Stopped: 0

**APP STORE**  
INSTALLED NOT INSTALLED RECENTLY ADDED ALL APPS

**NE** New App new\_app.exe **CI** Cisco Approved App1 cisco\_app\_1.exe  
**CI** Cisco Approved App3 cisco\_app\_3.exe **CI** Cisco Approved App4 cisco\_app\_4.exe  
**CI** Cisco Approved App6 cisco\_app\_6.exe **CI** Cisco Approved App7 cisco\_app\_7.exe  
**CI** Cisco Approved App10 cisco\_app\_10.exe **CI** Cisco Approved App11 cisco\_app\_11.exe  
**CI** Cisco Approved App13 cisco\_app\_13.exe **CI** Cisco Approved App14 cisco\_app\_14.exe

**New App**

**New App.exe** Application Command space2020 Memory used 60% 9MB # of instances 12 Activated Instances 1

Stopped Instances 2 Error Instances 1 Inactive Instances 1 Deactivated Instances 1

**Instances**

ID	APP	DEVICE	DEVICE IP	STATE	MEMORY
12	New App	Router1	192.168.1.1	ACTIVATED	60% 9 MB
11	New App	Router1	192.168.1.1	STOPPED	55% 10 MB
10	New App	Router1	192.168.1.1	STOPPED	33% 5 MB
9	New App	Router1	192.168.1.1	ERROR	25% 15 MB
8	New App	Router1	192.168.1.1	INACTIVE	12% 21 MB
7	New App	Router1	192.168.1.1	DEACTIVATED	12% 21 MB

## Key task flows

- Add your App
- View App in the app grid list
- Drill down to view details
- Install App
- Edit App
- View/run App instances

OUTCOME

**After successfully launching in October 2020, we found new insights and benefits that exceeded our expectations**

- Through web analytics we found the core features to highly engaging
- User adoption was up over **+200** new active daily users among our manual and automation test engineers
- It save our users time, over **66%** time savings, that they could spend on other important tasks
- It saved the company costs **15%** in terms of efficiency

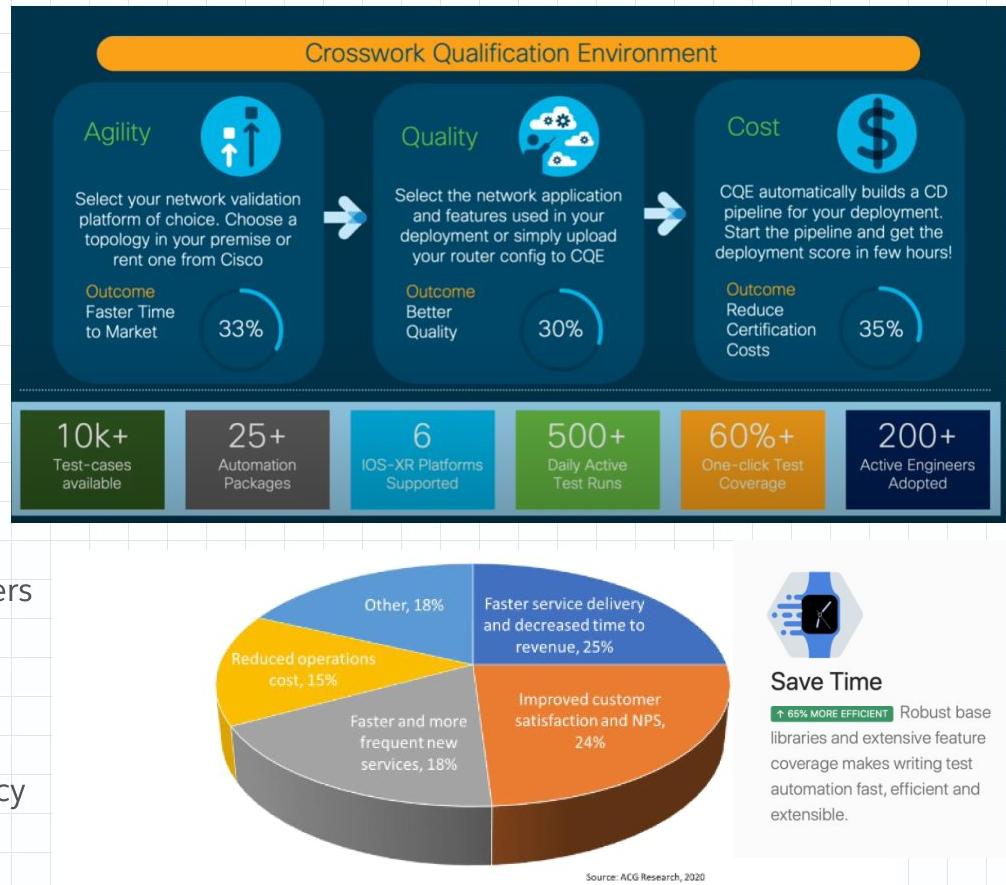


Figure 2. CSPs' Reasons for Initiating Automation Projects (Source: ACG Research, 2020)