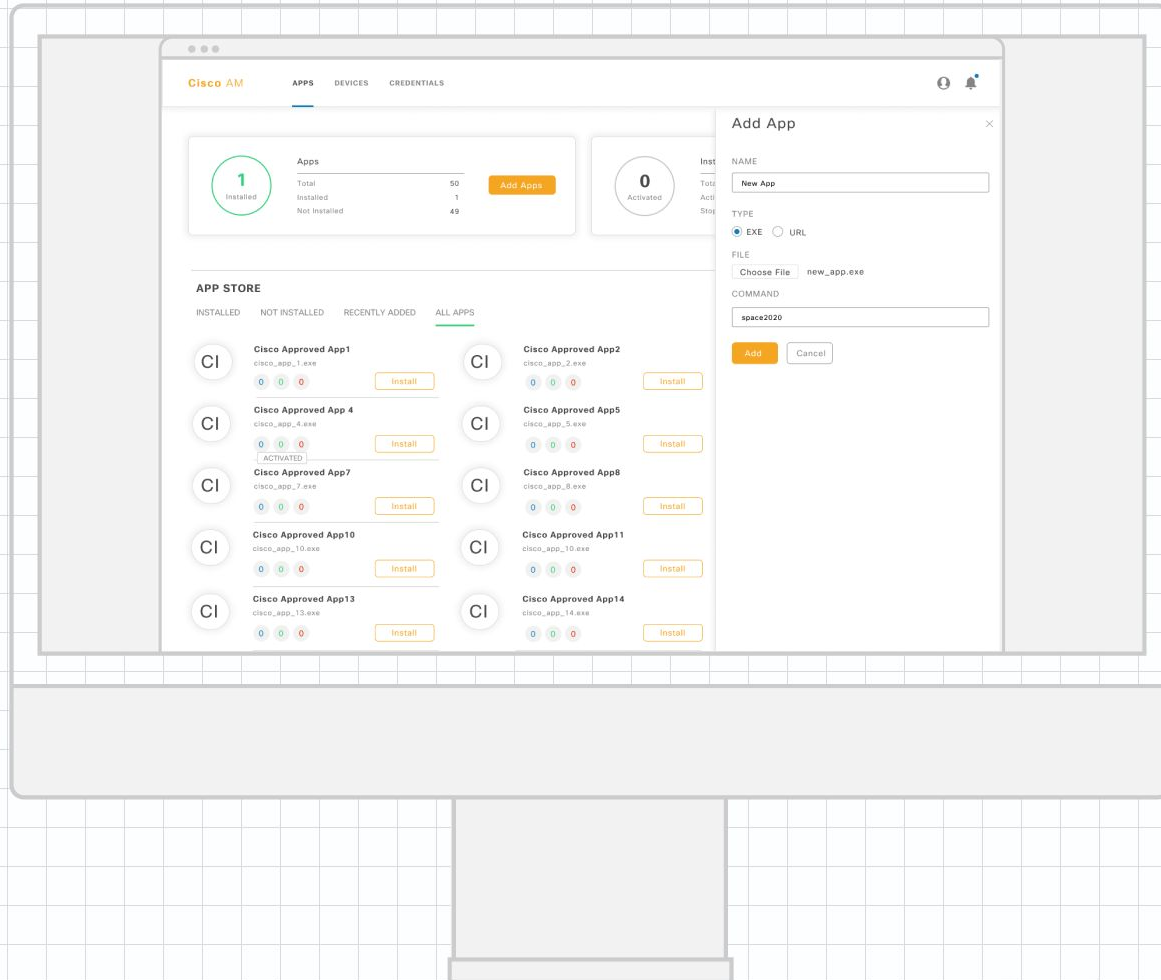


CONTEXT   PROBLEM   OBJECTIVE

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..



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

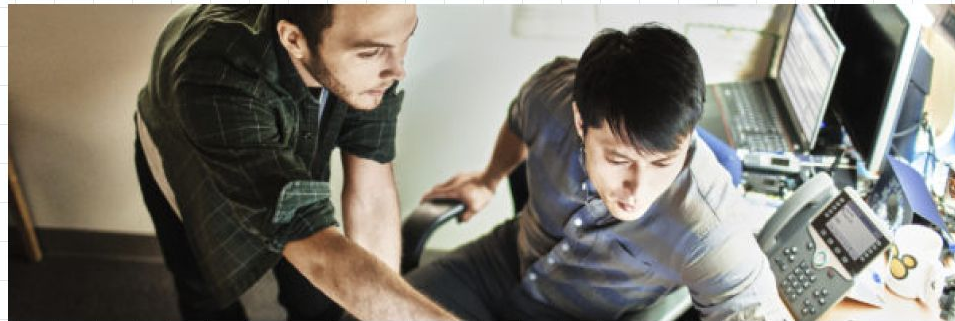
Research, strategize and design an end-to-end user experience to help test engineers onboard test applications they wrote, make them easily viewable and searchable by other test engineers, so that they could then install those apps onto other devices to run and monitor the health of those devices



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


















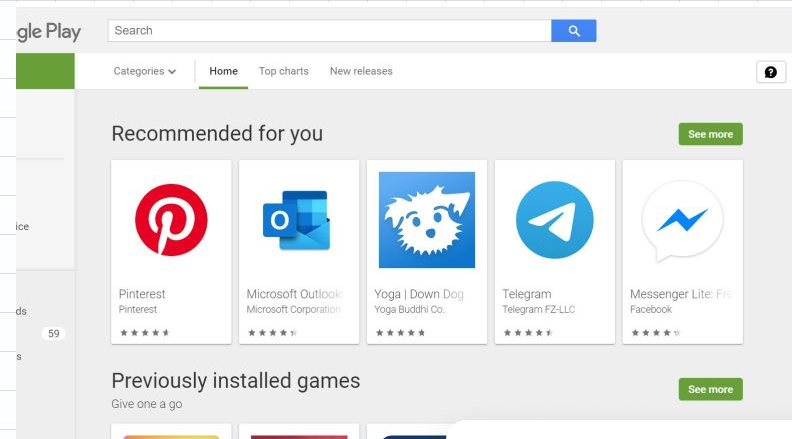




### User interviews

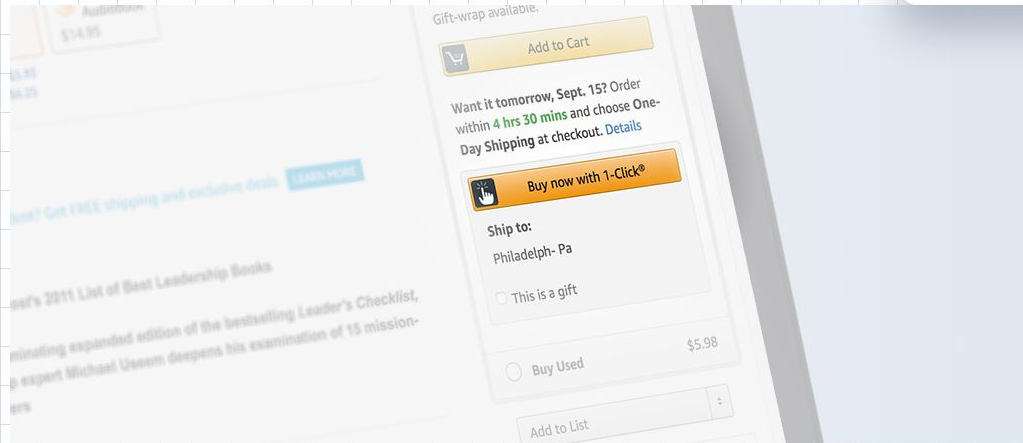
- want an easier way to run tests on devices
- tasks took too long to complete
- requests for UI that is modern and familiar to tools in their everyday lives

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>



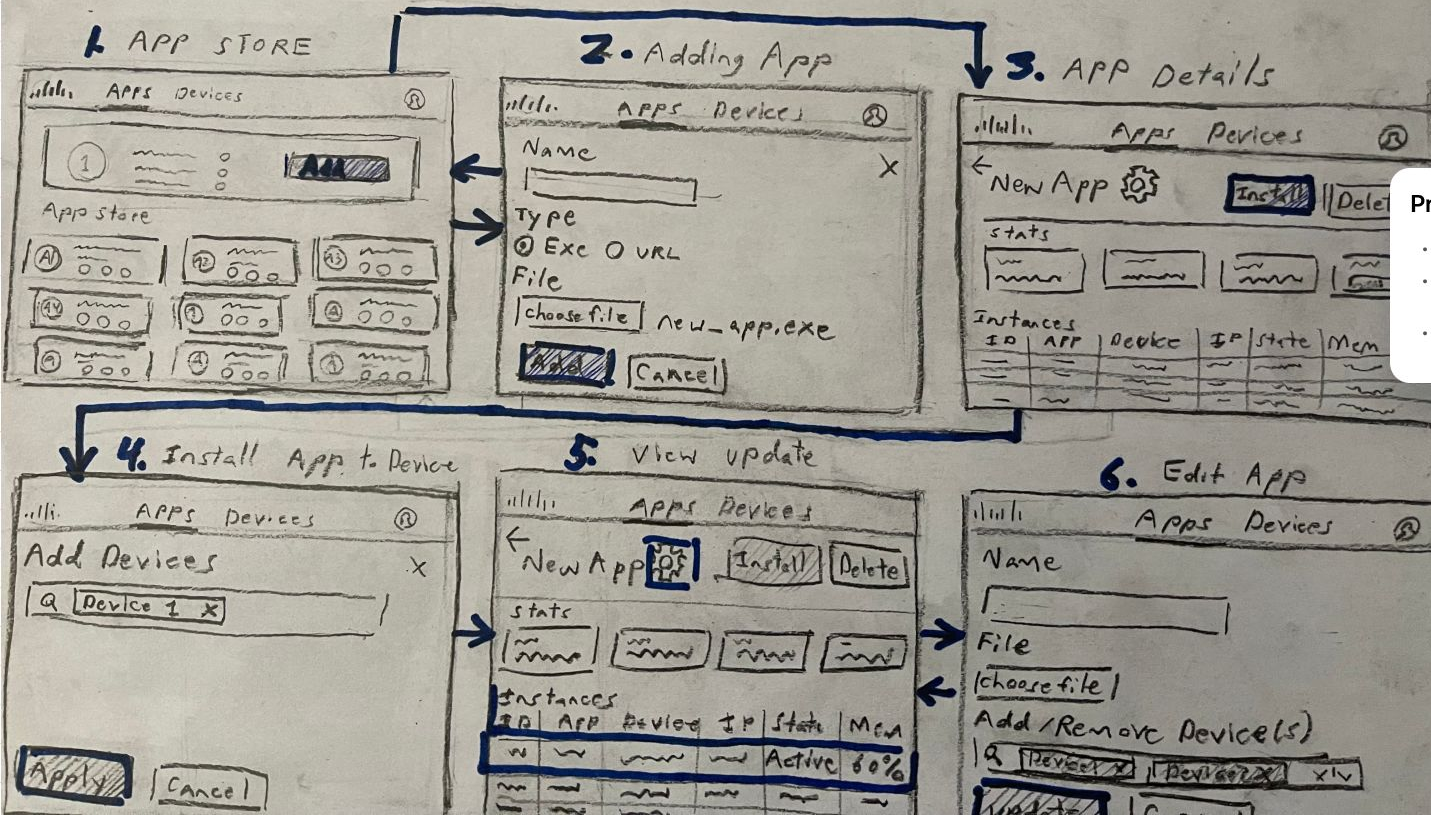
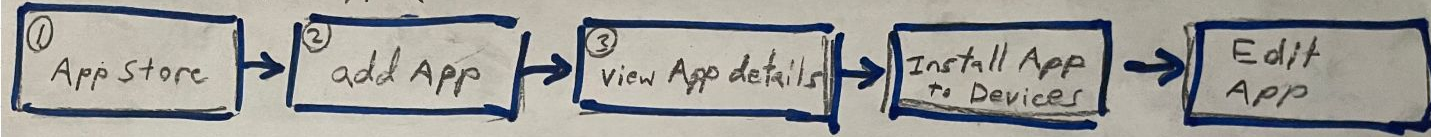
### Competitive Analysis

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



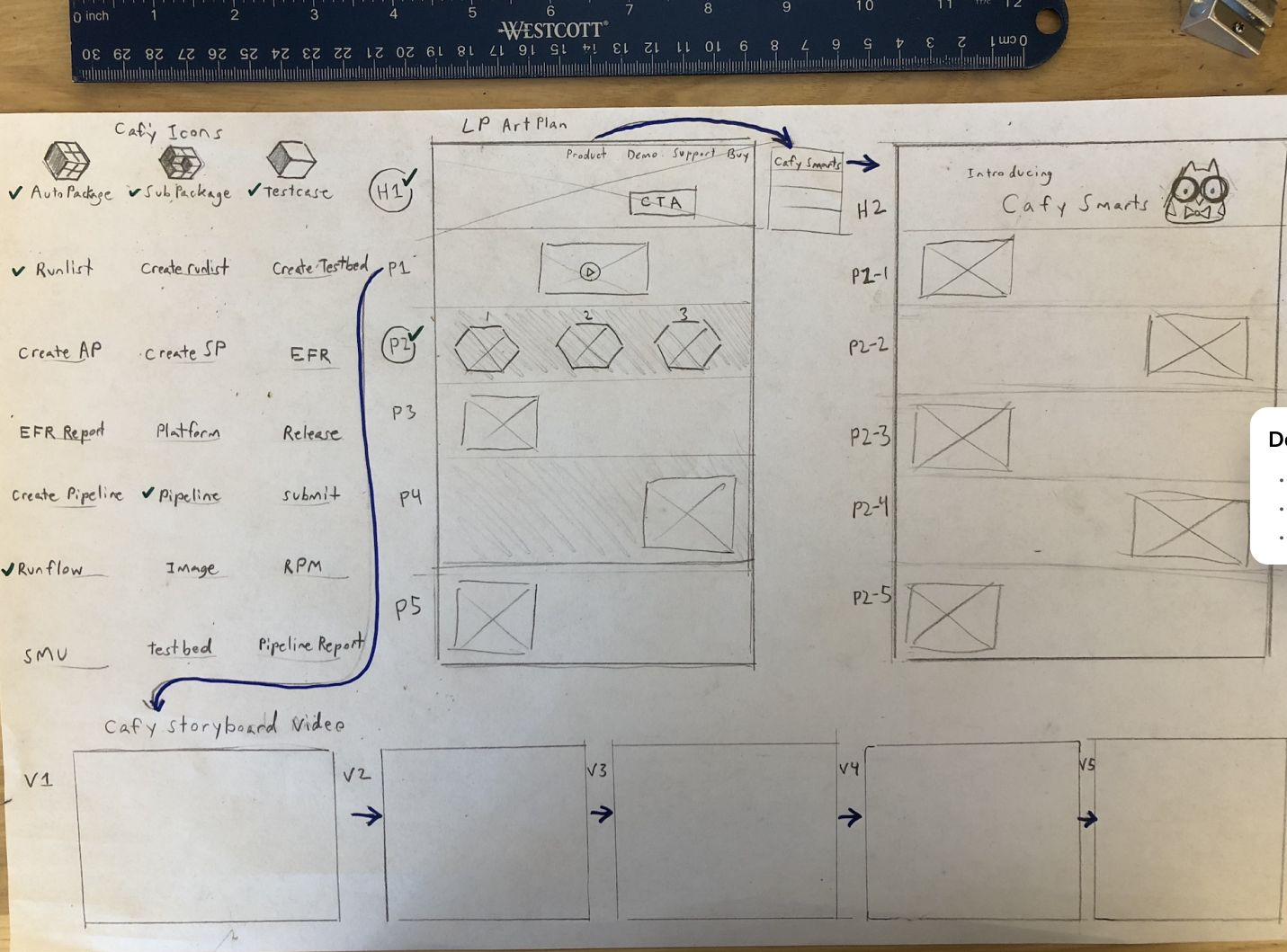


# TASK FLOW (Add, Install, modify, monitor Apps to devices)



## 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

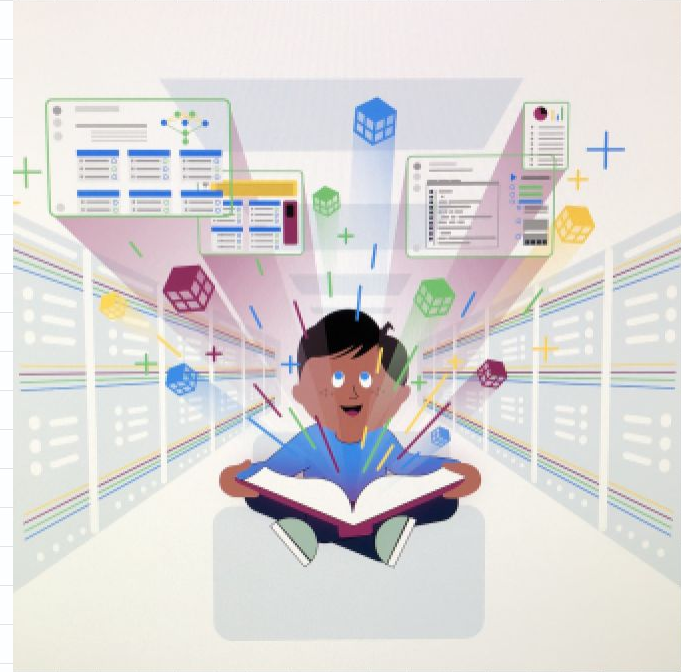
- Consistent with Cisco Design system
- Created our own style guide
- Made custom icons



EMPATHY CONCEPT DESIGN

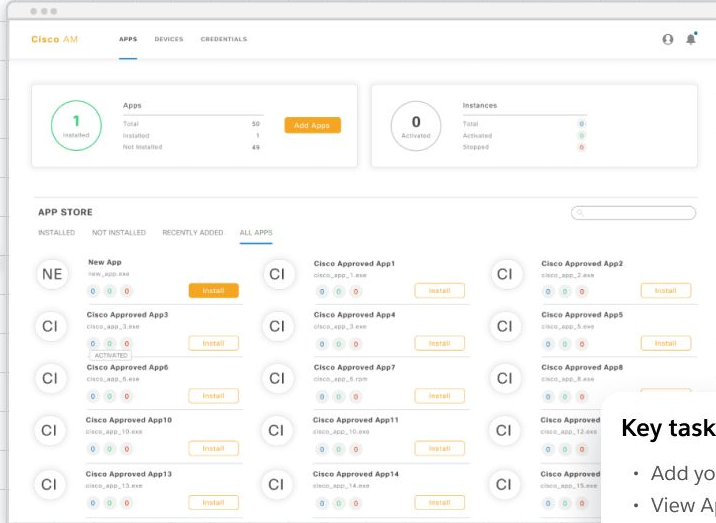
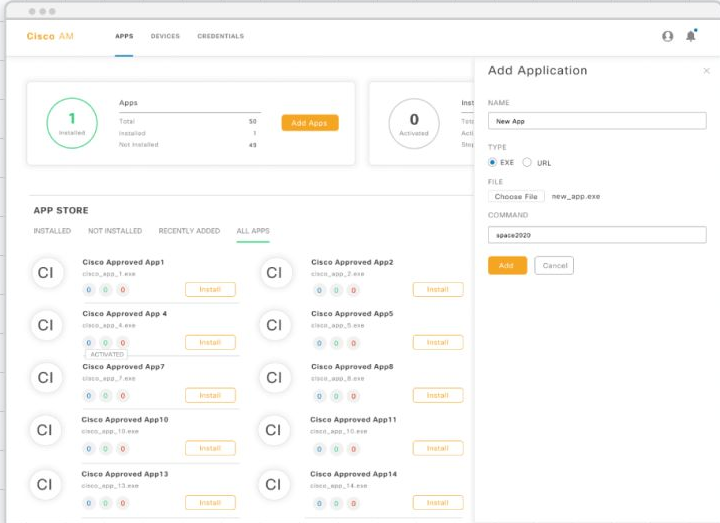
**I started by earning trust by advocating for our network engineers and administrators. At the same time, I was iterating on an innovative tool that satisfies the business and stakeholders by saving time, and in turn saving the organization money.**

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



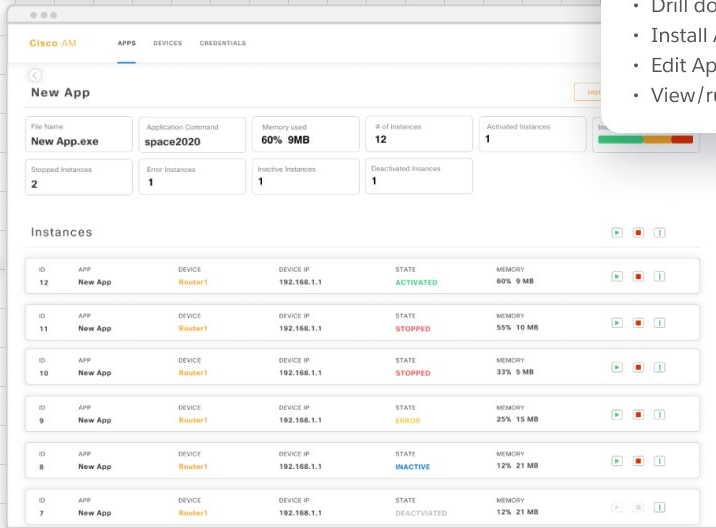
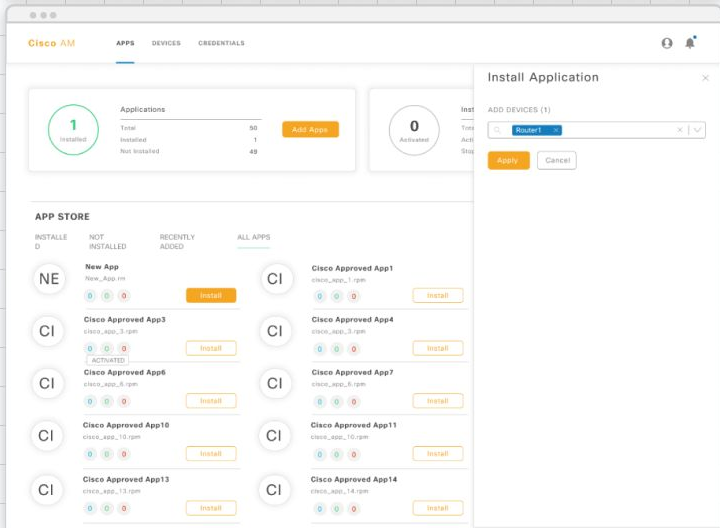
- Clean UI that is clear and eliminates ambiguity
- Respect the users time by optimizing workflows (side drawer) (CTAs)
- Demonstrate consistency by using familiar design patterns through the application





## 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

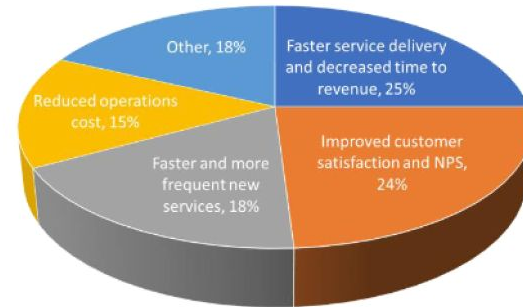




## OUTCOME

## 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



Source: ACG Research, 2020



### Save Time

**↑ 65% MORE EFFICIENT** Robust base libraries and extensive feature coverage makes writing test automation fast, efficient and extensible.

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