PLEASED TO MEET YOU

SELECT DESIGN WORKS

SEAN BROUWER - SENIOR DESIGNER





AGENDA

SECTIONS

01	PLEASED TO MEET YOU
02	AGENDA
03	ABOUT ME
04	FIFA MOBILE
05	COPILOT AI
06	QUESTIONS, COMMENTS & BANTER



SOME FAST FACTS

Have been a Vanouverite for 12 years after moving from Alberta for University at SFU.

Design professional with 8+ years of experience in industry.

I value data and measurement in making design decisions.

I value honesty and transparency from my coworkers.

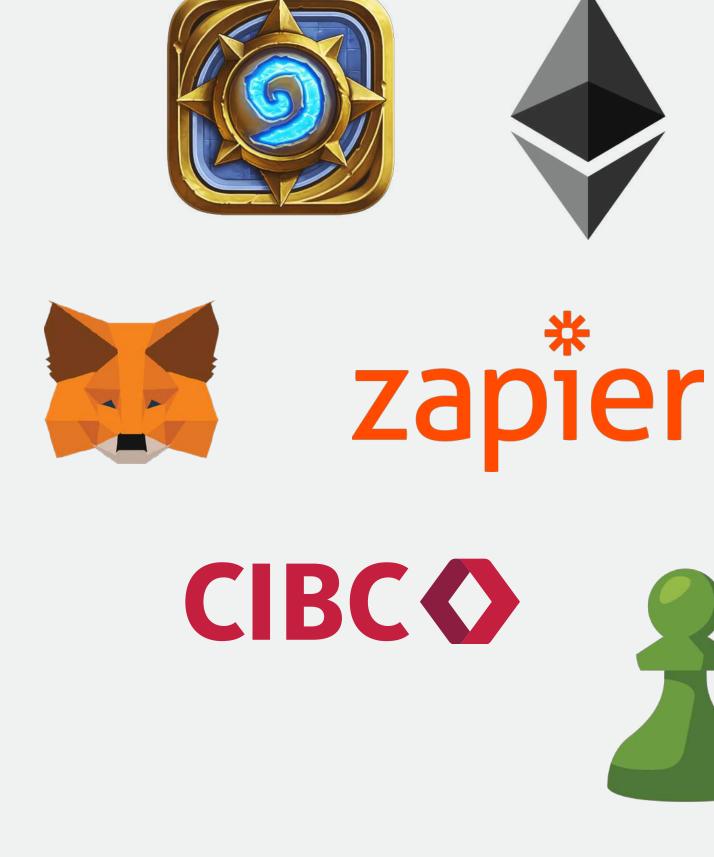
I love to prototype and animate.

I was essential in scaling the startup company CoPilot AI to profitability as Design hire #1.

I have been experimenting and tinkering with blockchains, NFTs, DeFi and cryptocurrencies since 2017.

PRODUCTS I USE AND LOVE

ABOUT ME









FIFA MOBILE

Application UX Design

UX DESIGN USER ONBOARDING INFORMATION ARCHITECTURE PROTOTYPING USER TESTING DESIGN SYSTEMS JIRA MANAGEMENT







MISSION

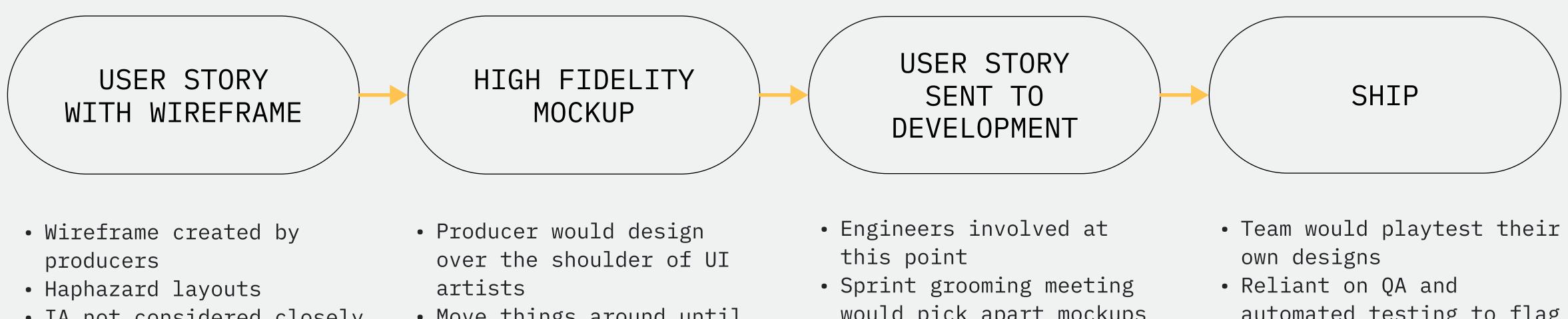
EXPAND FEATURE SET TO ENABLE LIVE TEAM

The teams mandate was to develop features that all revolved around giving the game more longevity with gamers as well as ensuring that live events could be supported well into the future without too much development overhead.

- Brought on to team to be a user advocate
- Large scale redesign of the application and information architecture
- Tight timeline
- Scalability in designs a must
- Embedded in the UI technical artist team



DEVELOPMENT PROCESS UPON ARRIVAL



- IA not considered closely
- Copy not considered
- Broader user journey not considered
- Move things around until it felt 'right'
- Add screenshot to user story

- would pick apart mockups leading to work being sent back
- automated testing to flag large issues with experience



UX INTEGRATION



- Understand business goals of the feature
- Further define constraints
- Suggests options for solving the problem
- Create initial wireframes for producer



- Work with producer to iterate on wireframes
- Place wireframes into an end to end flow
- Show workflow prototype to engineers, UI artists and others on the team to gather feedback
- Document feedback on user stories
- Provide guidance on colour and accessibility • Communicate what needs further clarification from engineers or

- producers

HIGH FIDELITY MOCKUP

DEVELOPMENT

• Smoother grooming due to earlier involvement of engineering

• Test builds with fresh eyed users

SHIP

- Flag possible UX issues shown in test
- Request data tracking to validate design assumptions







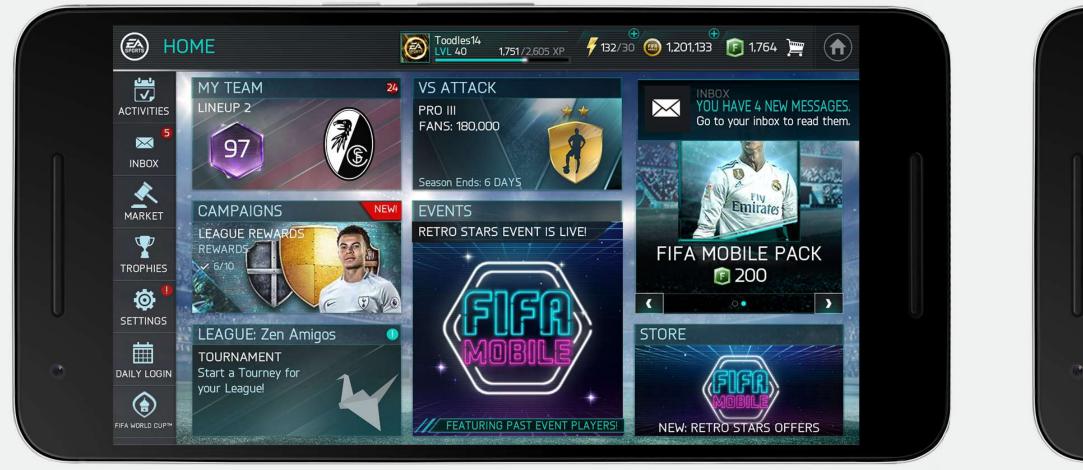
EXPAND FEATURE SET TO ENABLE LIVE TEAM

THREE PILLARS

The game had been audited thoroughly by the game design team and three major features were identified that would enable the live team to continuously support the game through the next few years, through the world cup, and beyond.

- Home screen way finding
- Player leveling
- Campaign Maps











EXPAND FEATURE SET TO ENABLE LIVE TEAM

HOMESCREEN WAYFINDING

The current homescreen was a map based game that was mostly legacy code from an NFL game. The issues identified by the team were:

- No clear hierarchy as to what is important
- No visual sense of progression for the player
- Differentiation of events not clear
- Menu hidden

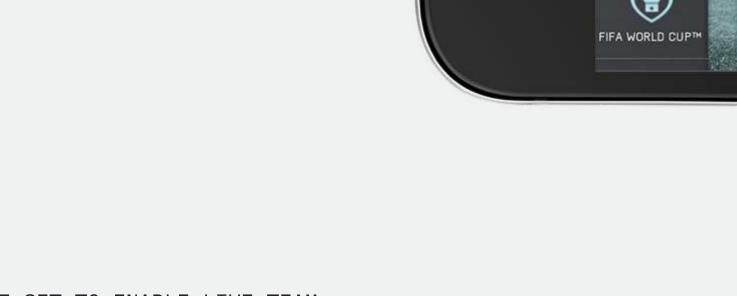






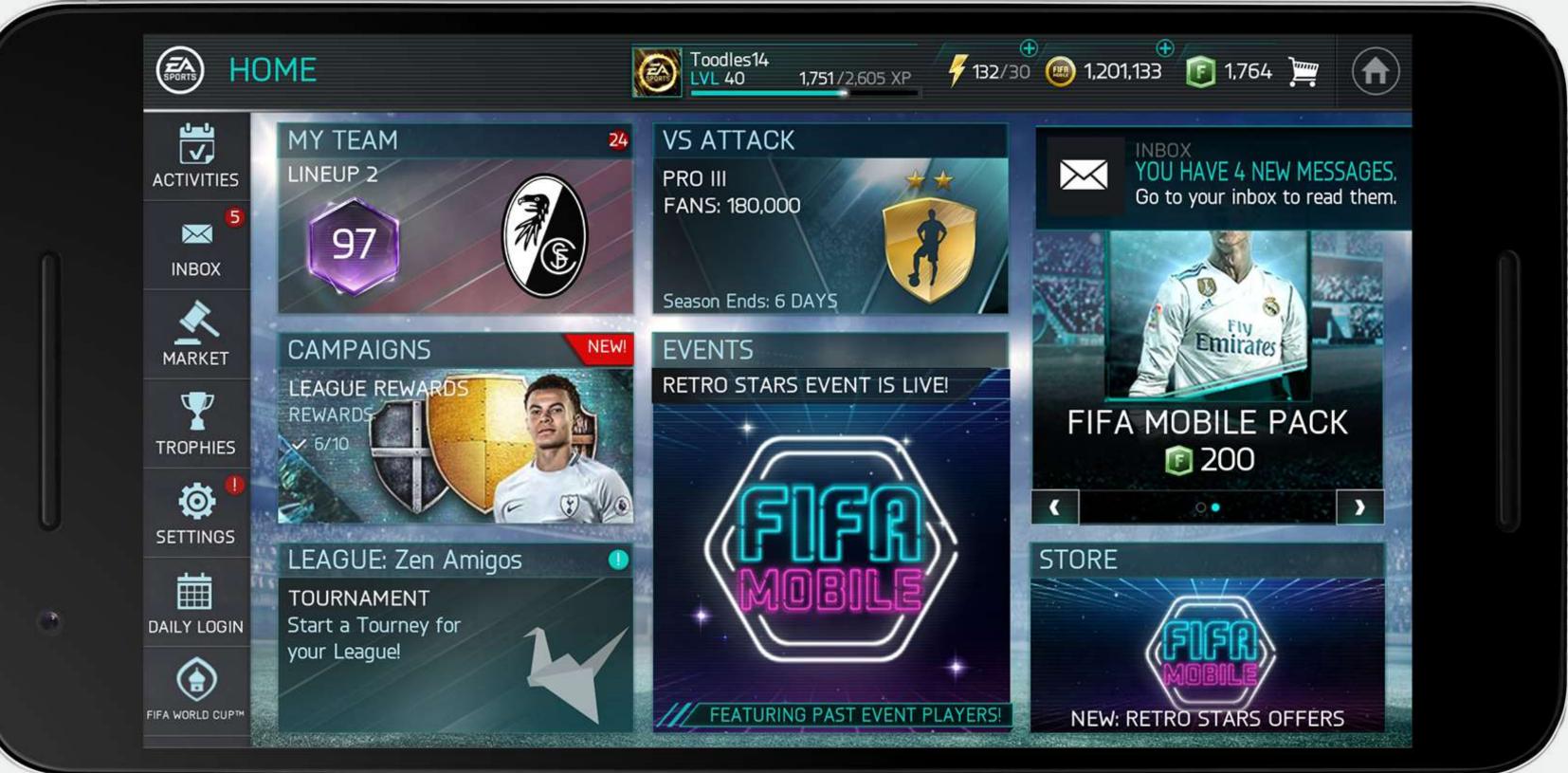
HOMESCREEN WAYFINDING

EXPAND FEATURE SET TO ENABLE LIVE TEAM

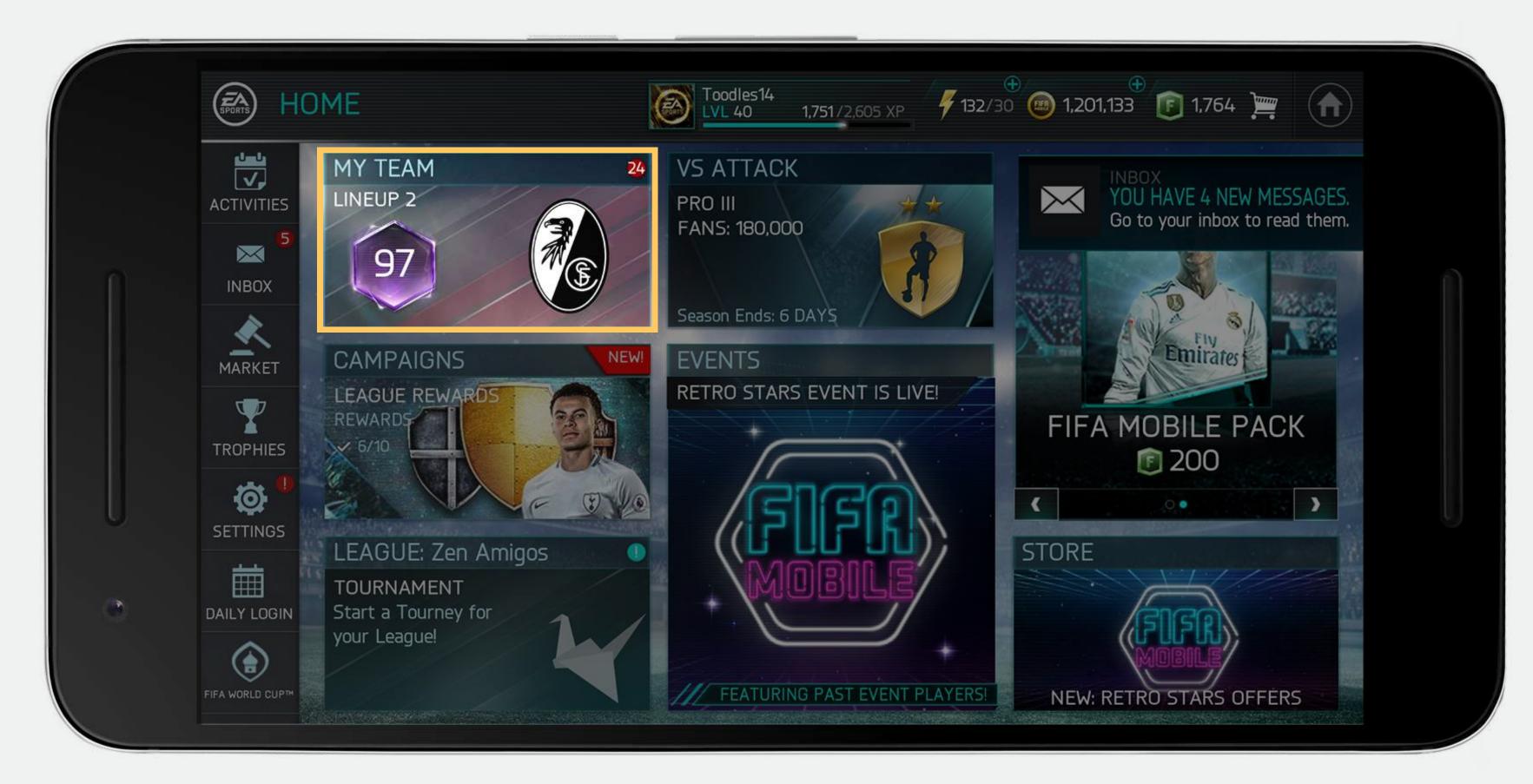


WIREFRAMING FEEDBACK GATHERING HIERARCHY SETTING VISUAL SPECIFICATIONS DESIGN SYSTEMS

INFORMATION ARCHITECTURE

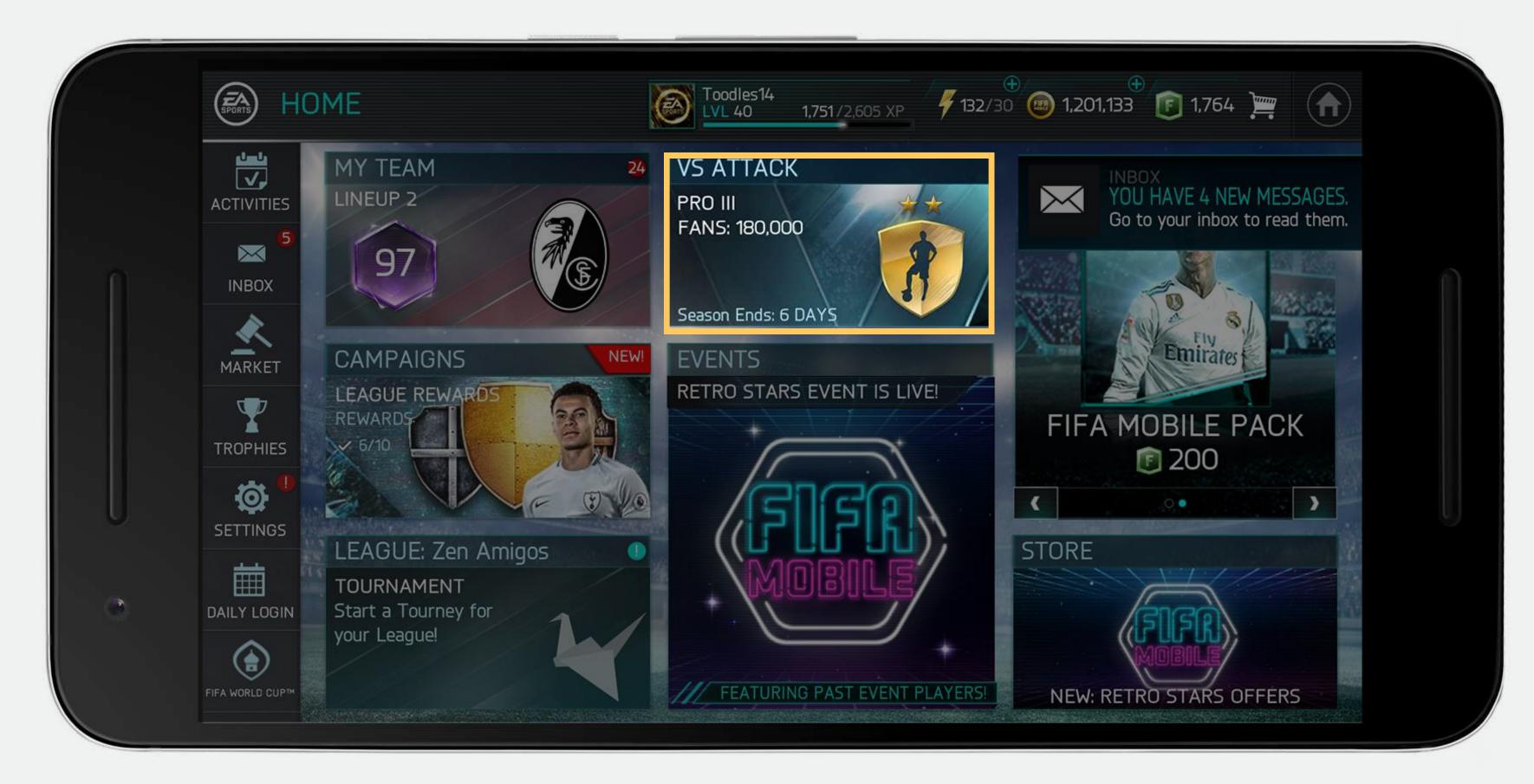






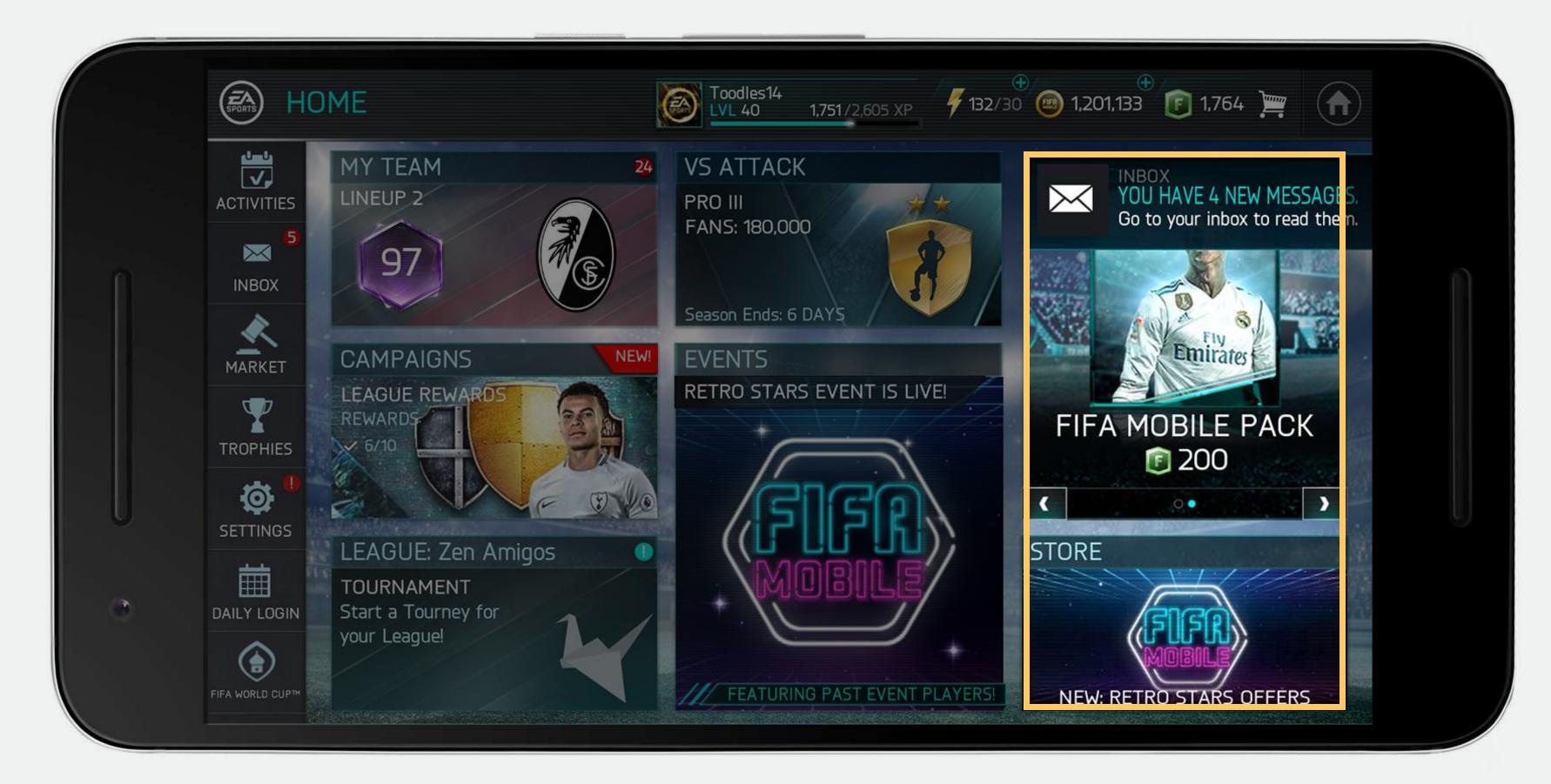
Top left is reserved for "My Team". The players favorite football club crest is displayed next to their overall rating, the main progression metric of the game.





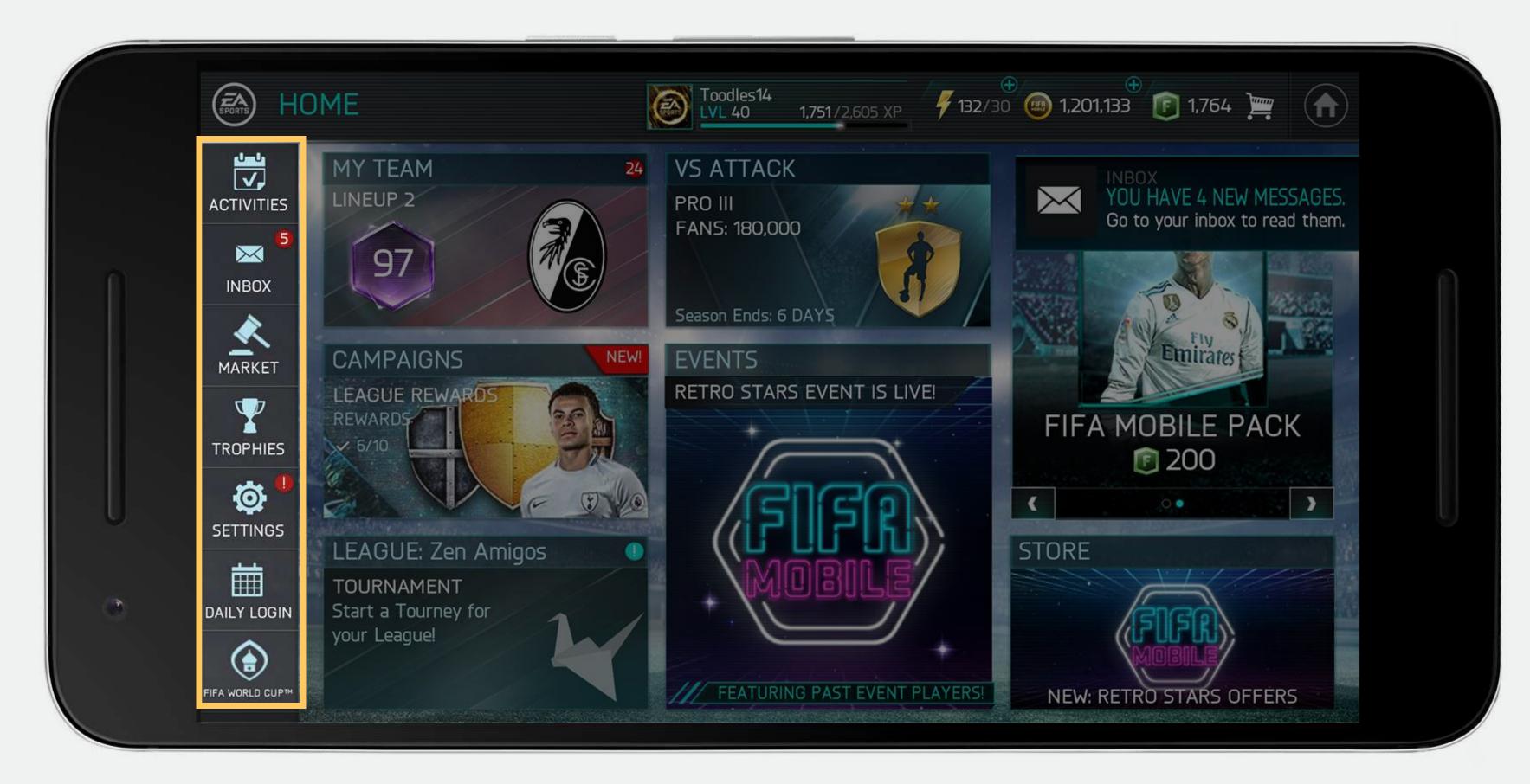
Online multiplayer mode proudly displays the players rank with matching emblem. It also informs the player of how long they have left in the current rewards season.





Store and current offers take up the most space on the home screen. This lets you know the business priorities behind the game.





Menu is always displayed, with a badging system to ensure engagement drivers such as inbox, activities and daily login can be seen.





The current live event has the 2nd most screen space dedicated to it. This allowed for bold visuals to entice the player to engage in the lastest event



EXPAND FEATURE SET TO ENABLE LIVE TEAM

PLAYER LEVELING

OVR 92 1 OVR +7

MORE PUNISHING DESIGN FOR CHINESE RELEASE

MICROINTERACTIONS

VISUAL SPECIFICATIONS

FEEDBACK GATHERING

WIREFRAMING





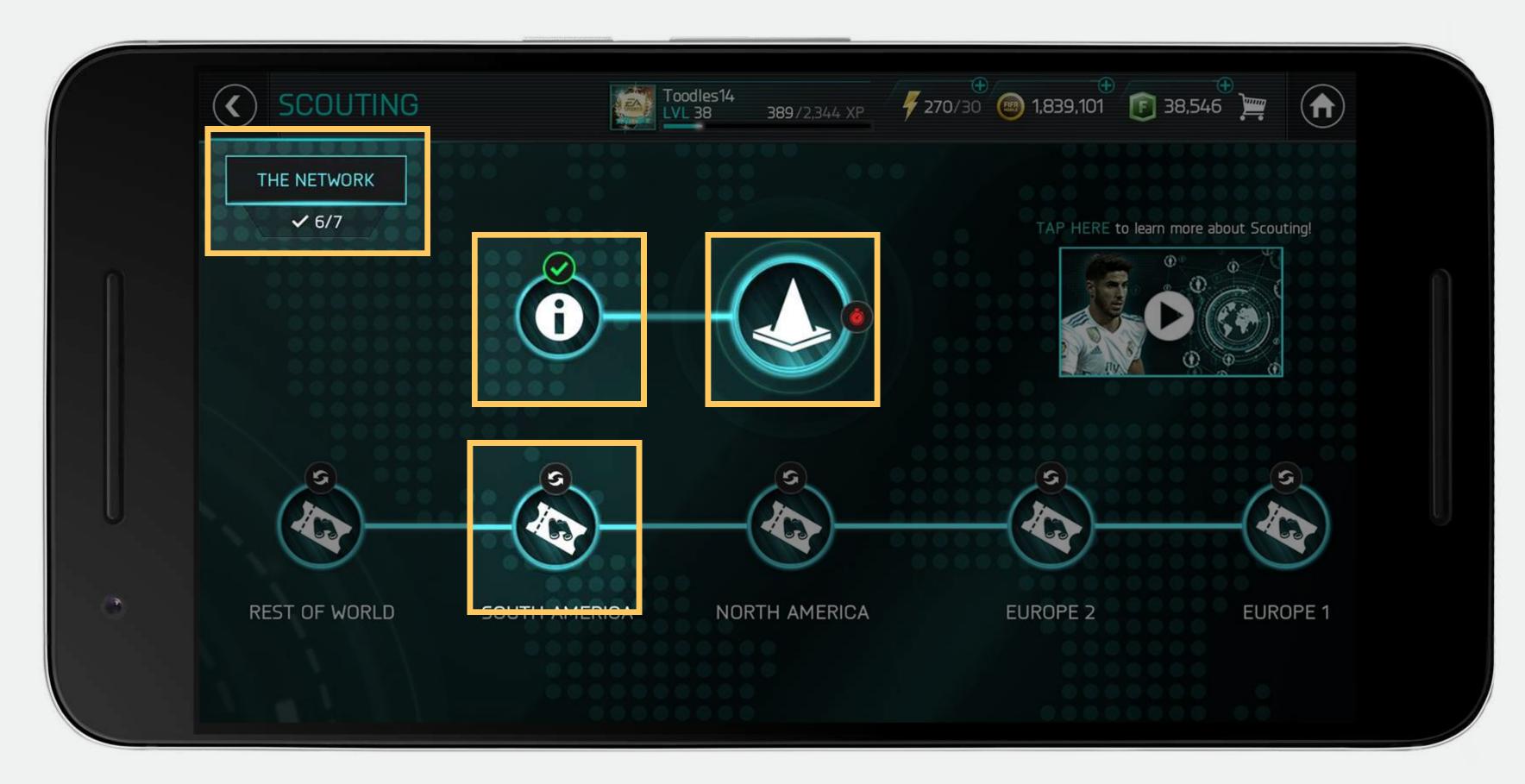
EXPAND FEATURE SET TO ENABLE LIVE TEAM

CAMPAIGN MAPS

NEEDSFINDING WIREFRAMING INTERNAL FEEDBACK GATHERING MICROINTERACTIONS VISUAL SPECIFICATIONS DESIGN SYSTEMS USER TESTING







The campaign map system needed to be flexible enough handle many different possibilities. Here we see completed nodes, replayable nodes and time limited nodes. In addition there is feedback on the current progress.





limit.

Example of a live event put together months after launch. Pushing the design system to the



LEARNINGS AND IMPACT

During my time I saw the beginning of live service games taking over the gaming world. Fortnite was just getting started and Sea of Thieves released to a great player response. This lead to new understanding of the business models employed by modern games.

I believe we were able to accomplish our mission of enabling the live team and give the mobile version of the beloved franchise new legs for many years.



50%

Increase in active users from 2 million to 3 million in the first 3 months after release

TENCENT

Brought on as Chinese publisher after release. Chinese version of the game made as much \$\$\$ as worldwide

INCREASE

In retention on D1 D7 D30 after 3 months of product being live

FULLTME

UX Designer added to the team after my departure to CoPilot AI





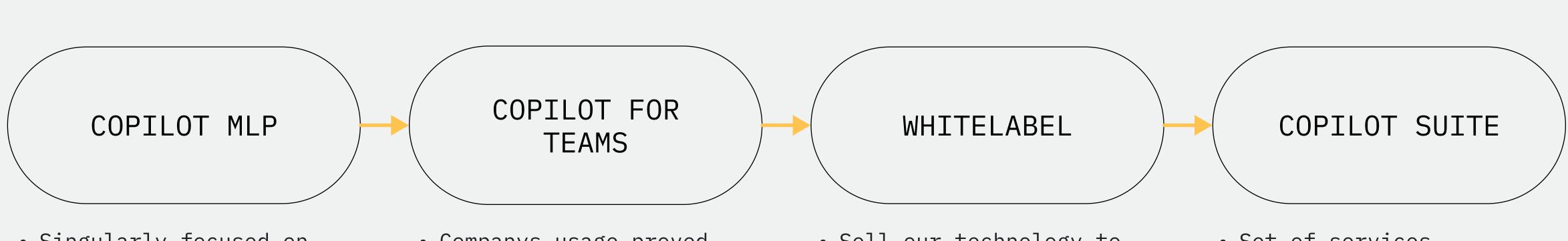
CoPilot AI Product Design

UX DESIGN PROTOTYPING USER TESTING INFORMATION ARCHITECTURE DESIGN SYSTEMS DESIGN TEAM MANAGEMENT GROWTH DESIGN





Story Of Our Product



- Singularly focused on financial advisors
- One dashboard per account
- Sentiment AI
- Responsible for first wave of growth in the company

- Companys usage proved that it could scale to larger teams
- Research showed a consolidated inbox and duplicate protection were valuable

- Sell our technology to other companies
- Allow visual design to be customized elegantly for different companies
- Set of services helping customers reach their niche
- Enable sales through innovative means



7M ARR

94% increase from my first year on the team

39 NPS

Highest 1 year number our product has ever had

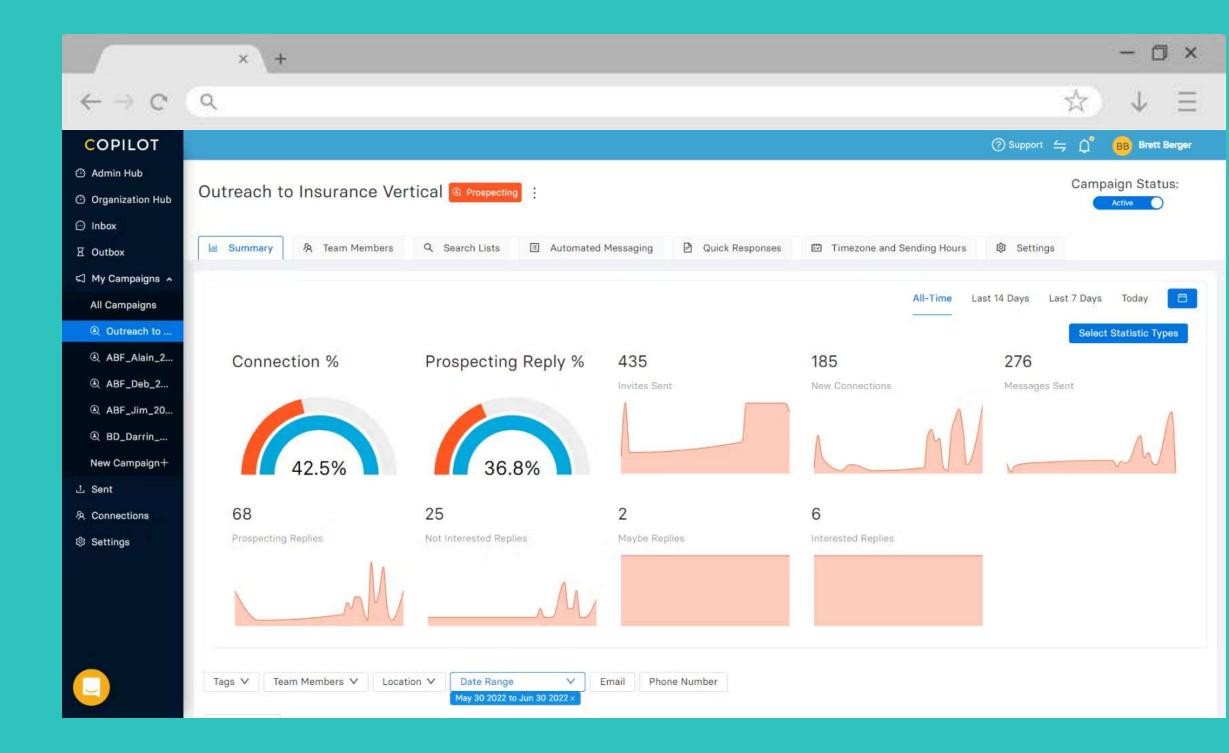
70% WAU/MAU

Current weekly engagment

200+

User interviews completed





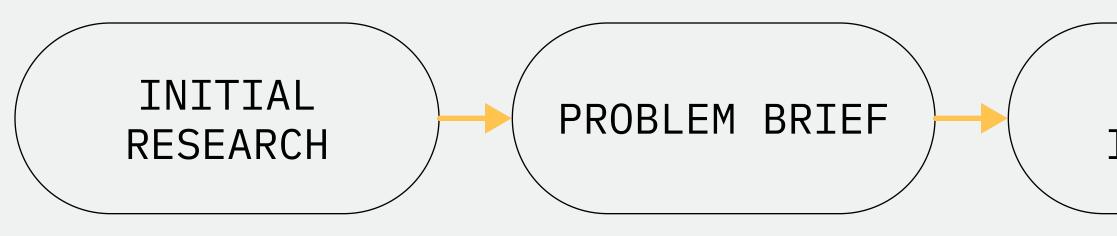
MISSION

INNOVATING ON HOW PEOPLE REACH THEIR TARGET AUDIENCES

Entrepeneurs and professionals are constantly trying to get in front of the people who understand and can benefit their services. Our mandate at CoPilot AI is to innovate in this area and drive outcomes for our customers.

PG 01

Typical Design Process



- Problems raised by leadership or from users
- Investigated by PM and Designer
- Data gathered
- Interviews with users completed
- Distill the problem down and explains the benefits of solving it
- Set stakeholders for project
- Set constraints for the project
- Set metrics that would indicate the problem has been addressed

DESIGN ITERATION

• Designer begins to suggest solutions and gathering feedback

• Best solutions put in front of users to test discover, understanding etc • Further measurments identified that can validate design assumptions

• PM and Designer gather more information regarding tech requirements

STAKEHOLDER

BUY IN

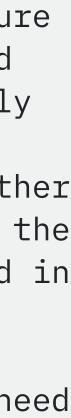
- User stories groomed with team
- Estimations made

• After the feature is live, PM and designer closely measure usage

MEASURE

- Debrief on whether we are hitting the metrics defined in the brief
- Is the problem solved? Do we need another iteration?







SHIP AND MEASURE

INNOVATE ON REACHING TARGET AUDIENCES

SENTIMENT INBOX

My first task upon joining CoPilot AI was to ship a minimal lovable product that funneled replies to users LinkedIn outreach behavior into a specialized inbox:

- AI would read replies and categorize them
- After pivot our primary users were financial advisors who were in their 50s
- Statistics about LinkedIn outreach prominent to encourage improvement

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Your Replies				+ Add Lead
5 INTERESTED		9 Maybe		22 NOT INTERESTED
PROSPECT		STATUS	LAST UPDATED	
Wernon		Qualified	12/31/1969	***
KM Kevin Malone		None	12/31/1969	1215
Dohanna Leviston		None	5/28/2018	444
Herschel Lucas		Potential	12/31/1969	
D Jana Danone		Potential	12/31/1969	112



INITIAL RESEARCH

INNOVATE ON REACHING TARGET AUDIENCES

SENTIMENT INBOX

As we measured we found that many customers were:

- Not opening their messages in the dashboard
- Opening our "New Reply" e-mails over 70% of the time

Upon interviewing a many of our customers we also found:

- Many were managing replies in LinkedIn
- This process was tedious and difficult given the volume
- Those that did use the inbox became overwhelmed after some time without being able to archive or organize replies

COPILOT

Attention

Amy,

You have a new reply from a prospect in your Copilot Prospecting campaign

Nina P.

"Hi Amy, I'm not sure if I'm ready to switch careers yet, but I am definitely open to hearing all opportunities. Typically, I am free between 12-1:30 pm except on Fridays. Let me know what day and time works best for you. Thanks, Nina"

Go to Inbox

Responding quickly is important as it establishes your credibility and ensures you catch the person while they are still thinking about you. For more best practices and support materials visit the CoPilot Al Help and Support Portal

E-mail

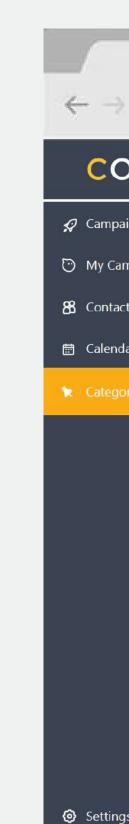


DESIGN ITERATION

READY SET GROW

We continued to grow considerably thanks to our own software. We wanted to move to a proper V1 and attempt to address some of the problems we had found:

- Allow for replying in the dashboard to increase engagement with the dashboard and other tracking features
- Further assist users get through their replies in a fast and effective manner
- Allow for a single team to share an inbox so only one manager or sales development rep can respond on behalf of an entire team



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paign Hub anapaigns All Message Categorization Hub Messages in need of categorization: 57 Campaigns: Messages from 3 Campaigns Campaigns: Messages from 3 Campaigns Campaigns: Message from George McFly Message from George McFly Campaign: Lawyers Message from George McFly Campaign: Lawyers THi Barry, not sure if I have time to chat in the next few months, have been slammed at the office. Perhaps in January we can reconnect." Message from Johnny Bluray Vew Prospect Campaign: Dectors "I currently have someone managing my finances, perhaps I'll reach out in the future"	⊖ C (Q		☆) ↓ E
Message Categorization Hub Messages in need of categorization: 57 Campaigns: Messages from 3 Campaigns dar portaations Message from George McFly Campaign: Lawyers Tags Available, use these to categorize this message: Message from Johnny Bluray Campaign: Doctors "I currently have someone managing my finances, perhaps I'll reach out in the future"	OPILOT		Q 🋱 🥳 Cindy M
Message from Johnny Bluray View Prospect Campaign: Doctors "I currently have someone managing my finances, perhaps I'll reach out in the future"	ampaigns ∨ acts ndar	Messages in need of categorization: 57 Campaigns: Messages from 3 Campaigns All Lawyers Doctors Recruitment Message from George McFly Campaign: Lawyers	S8 View Prospect "Hi Barry, not sure if I have time to chat in the next few months, have been slammed at the office.
Campaign: Doctors "I currently have someone managing my finances, perhaps I'll reach out in the future"		Tags Available, use these to categorize this message	Interested Maybe Not Interested
	ngs		

Initial Mockup For Training AI - Would later become inbox card view





STAKEHOLDER BUY IN

BETA USAGE AND VALIDATION

There were a lot of new ideas I proposed to the leadership team, but in order to get them to greenlight the development I needed to prove learnability and understandability:

- I brought on small teams of users to use the beta version of our updated product, that was constantly being updated
- I would test prototypes with them over zoom to better understand how the designs would be interacted with
- The prototypes and the recordings of real users interacting with them gave leadership the confidence to continue to push development of a more sophisticated inbox

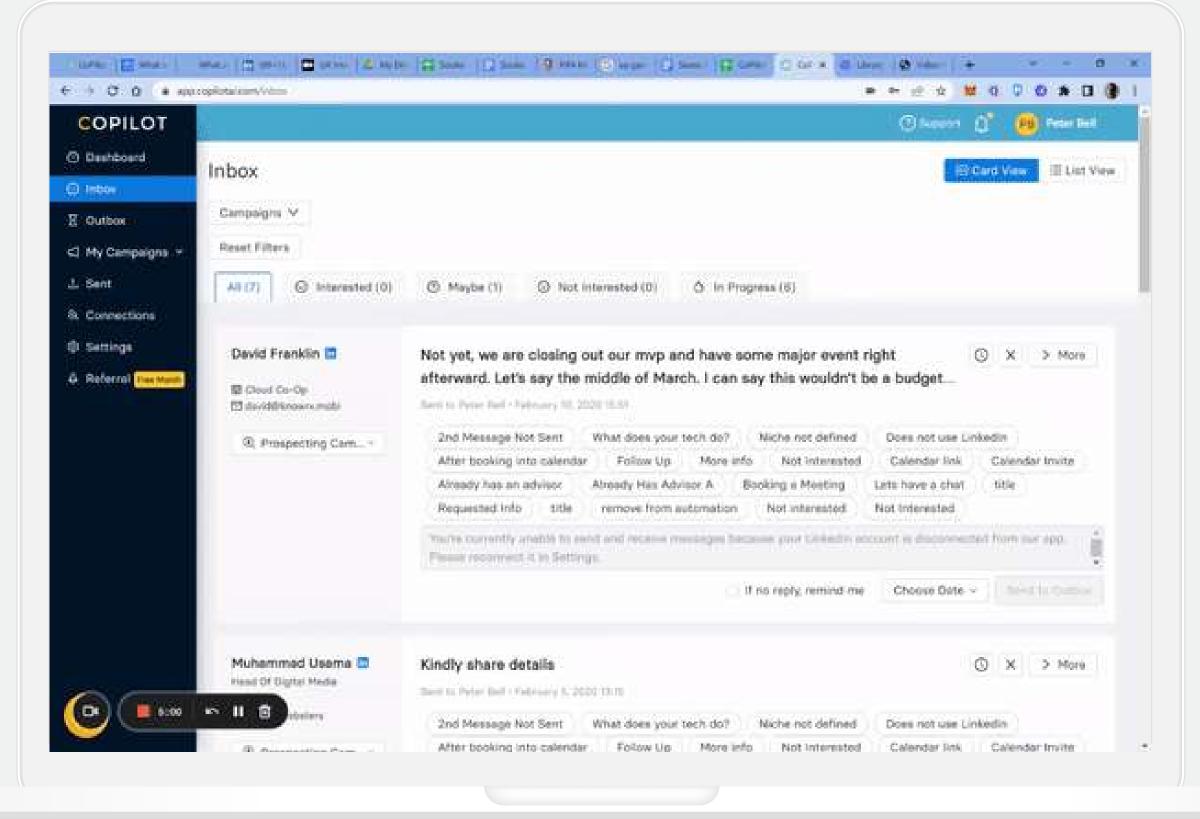


SHIP AND MEASURE

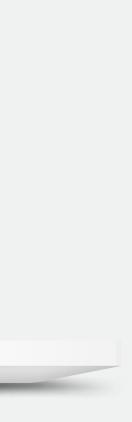
1 YEAR LATER...

The day came where we were able to ship a brand new CoPilot dashboard with an inbox we could proudly say enabled our users

- Consolidated inbox, allowing admins to reply to every message their teams recieve
- Quick response templates that allowed for common replies to be actioned quickly
- Reminders built into the reply workflow
- Inbox zero made possible with all major actions dismissing the reply card



Teams Inbox



The design helps define our product and help us standout from our competitors as a productivity focused way to work through messages and complete daily tasks.

David Franklin in	Not yet, we are closing out our mvp and have some major event right $\bigcirc X > More$
當 Cloud Co-Op ⊠ david@knowrx.mobi	afterward. Let's say the middle of March. I can say this wouldn't be a budget Sent to Peter Bell • February 10, 2020 15:51
Prospecting Cam ×	2nd Message Not SentWhat does your tech do?Niche not definedDoes not use LinkedInAfter booking into calendarFollow UpMore infoNot InterestedCalendar linkCalendar InviteAlready has an advisorAlready Has Advisor ABooking a MeetingLets have a chattitleRequested Infotitleremove from automationNot interestedNot Interested
	☐ If no reply, remind me Choose Date ∨ Send to Outbox



Quick reply templates, allowing customers to have responses ready to go for common questions they get about their business.

David Franklin in ☐ Cloud Co-Op ☑ david@knowrx.mobi	Not yet, we are closing out our mvp and have some major event right afterward. Let's say the middle of March. I can say this wouldn't be a budget Sent to Peter Bell + February 10, 2020 15:51
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	☐ If no reply, remind me Choose Date ∨ Send to Outbox



Building reminders into the core reply workflow. Reminder can be set at the same time as a message is sent.

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	2nd Message Not Sent What does your tech do? Niche not defined Does not use LinkedIn After booking into calendar Follow Up More info Not Interested Calendar link Calendar Invite Already has an advisor Already Has Advisor A Booking a Meeting Lets have a chat title Requested Info title remove from automation Not interested Not Interested
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LEARNINGS AND IMPACT

Our engagement metrics since shipping the new inbox and design increased significantly and allowed us to bring more value to users in our dashboard.

Although the validation was completed with our customers, the design was recieved poorly by older customers running singular campaigns as they simply wanted an e-mail layout. We gave this as an option but the cardview still keeps dominance at 65% of users.



Thank You!

SEAN BROUWER SELECTED WORKS

