
PLEASED TO MEET YOU

SELECT DESIGN WORKS

SEAN BROUWER - SENIOR DESIGNER



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.

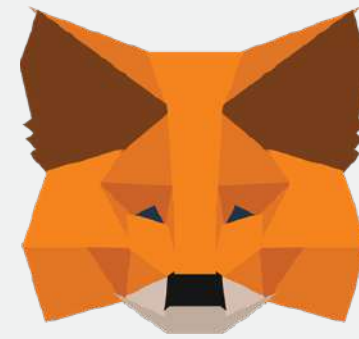
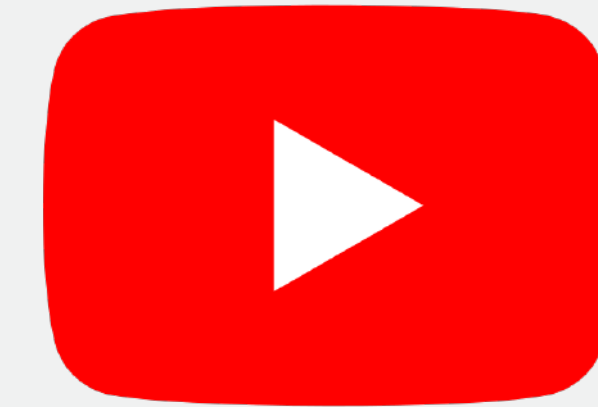
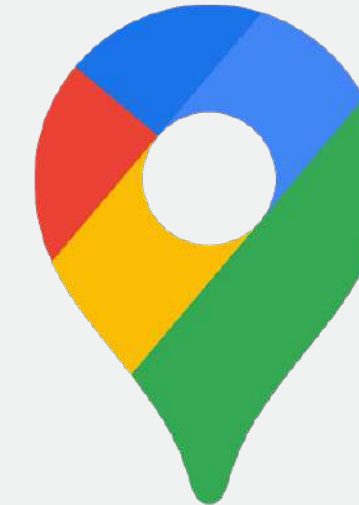
I value honesty and transparency from my coworkers.

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





FIFA MOBILE

Application UX Design

UX DESIGN

USER ONBOARDING

INFORMATION ARCHITECTURE

PROTOTYPING

USER TESTING

DESIGN SYSTEMS

JIRA MANAGEMENT





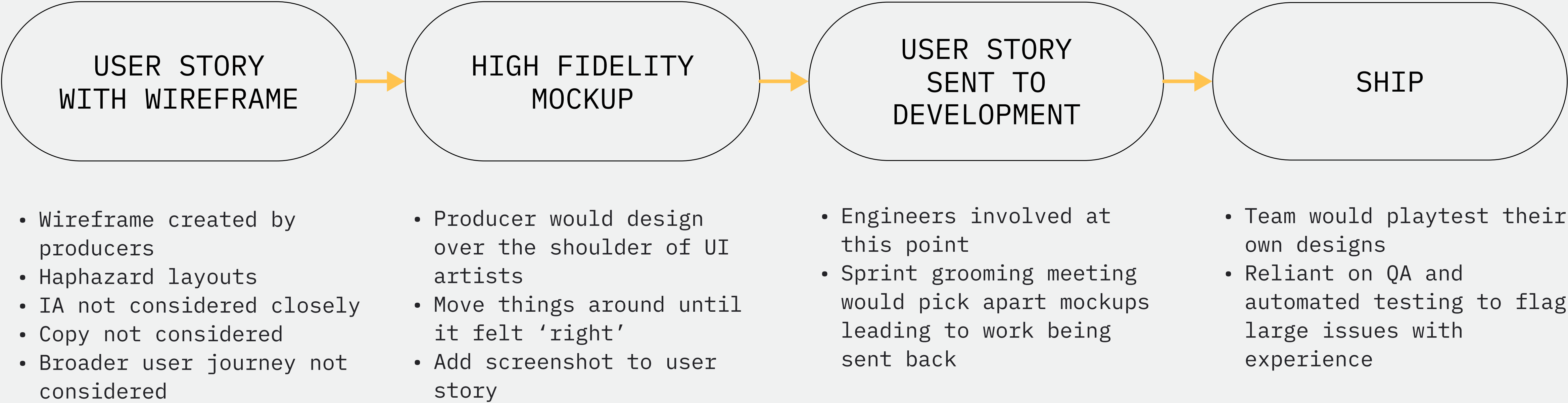
MISSION

EXPAND FEATURE SET TO ENABLE LIVE TEAM

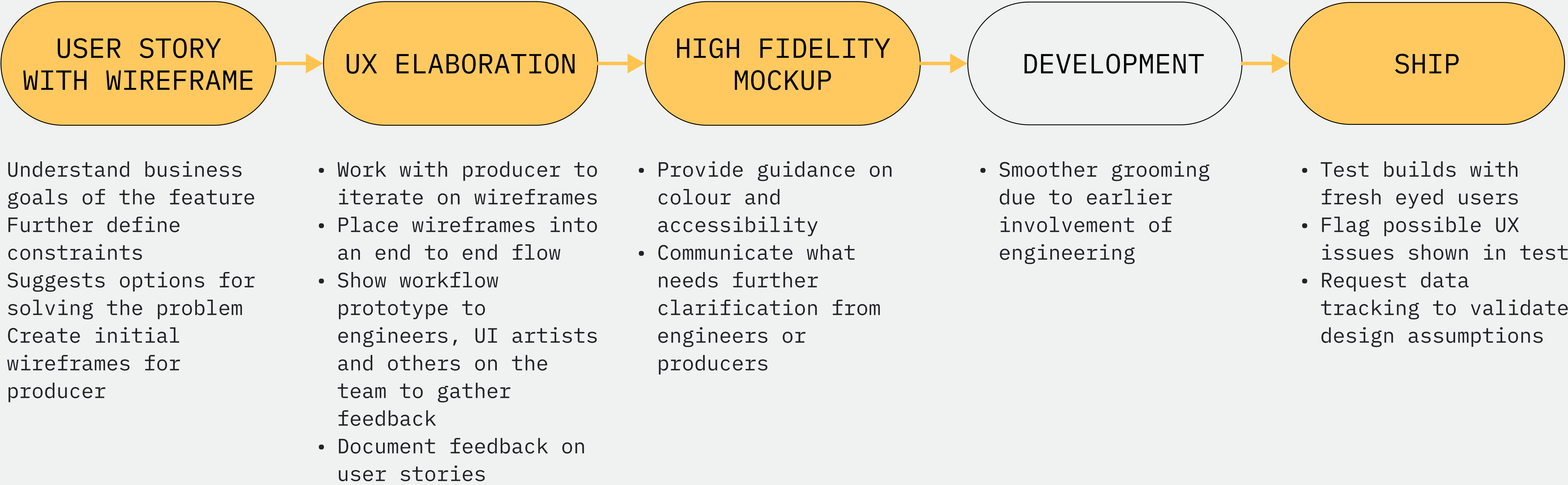
The teams mandate was to develop features that all revolved around giving the game more longevity with gamers as well as ensuring that live events could be supported well into the future without too much development overhead.

- 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



UX INTEGRATION



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

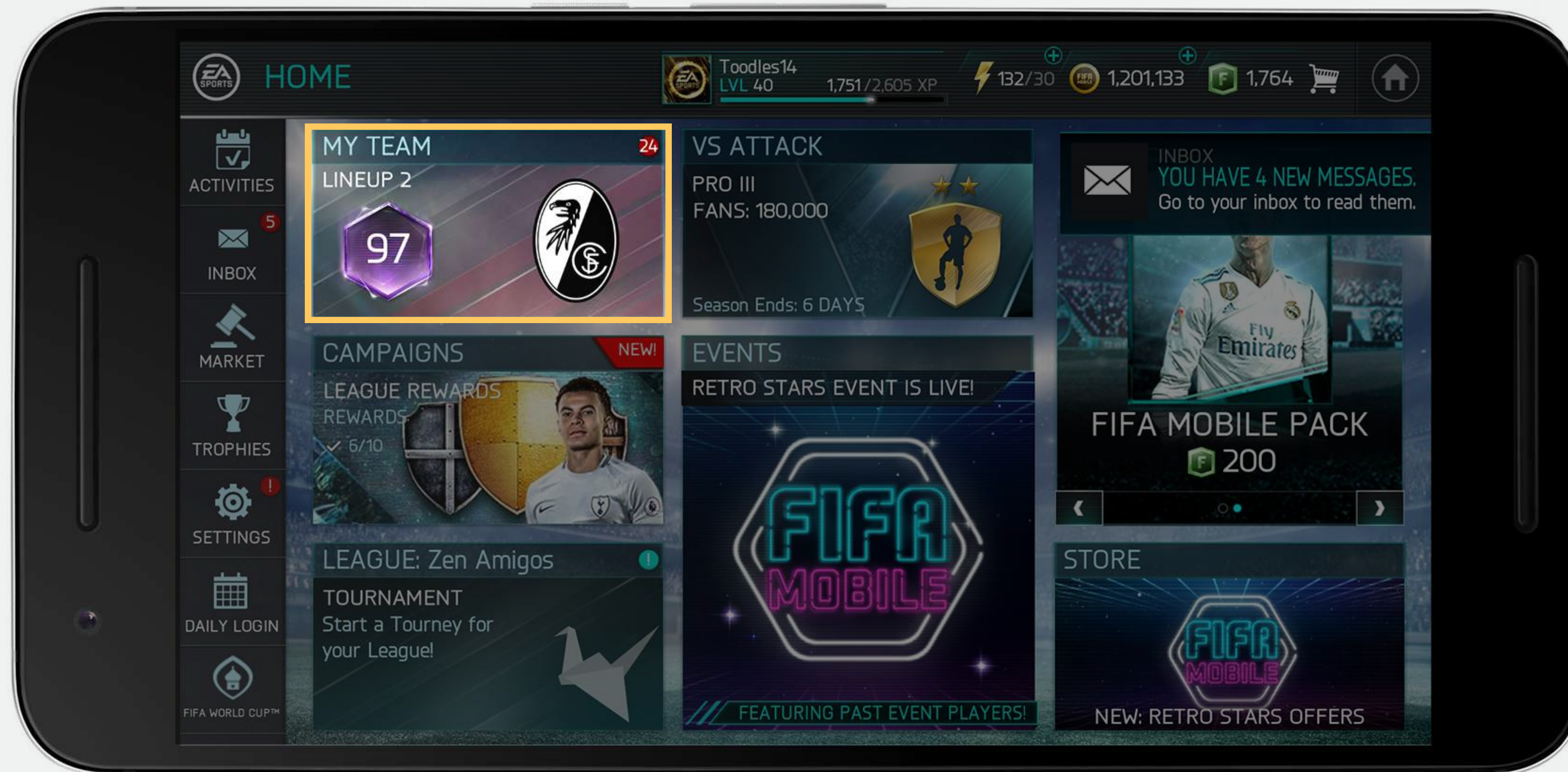


INFORMATION ARCHITECTURE
WIREFRAMING
FEEDBACK GATHERING
HIERARCHY SETTING
VISUAL SPECIFICATIONS
DESIGN SYSTEMS

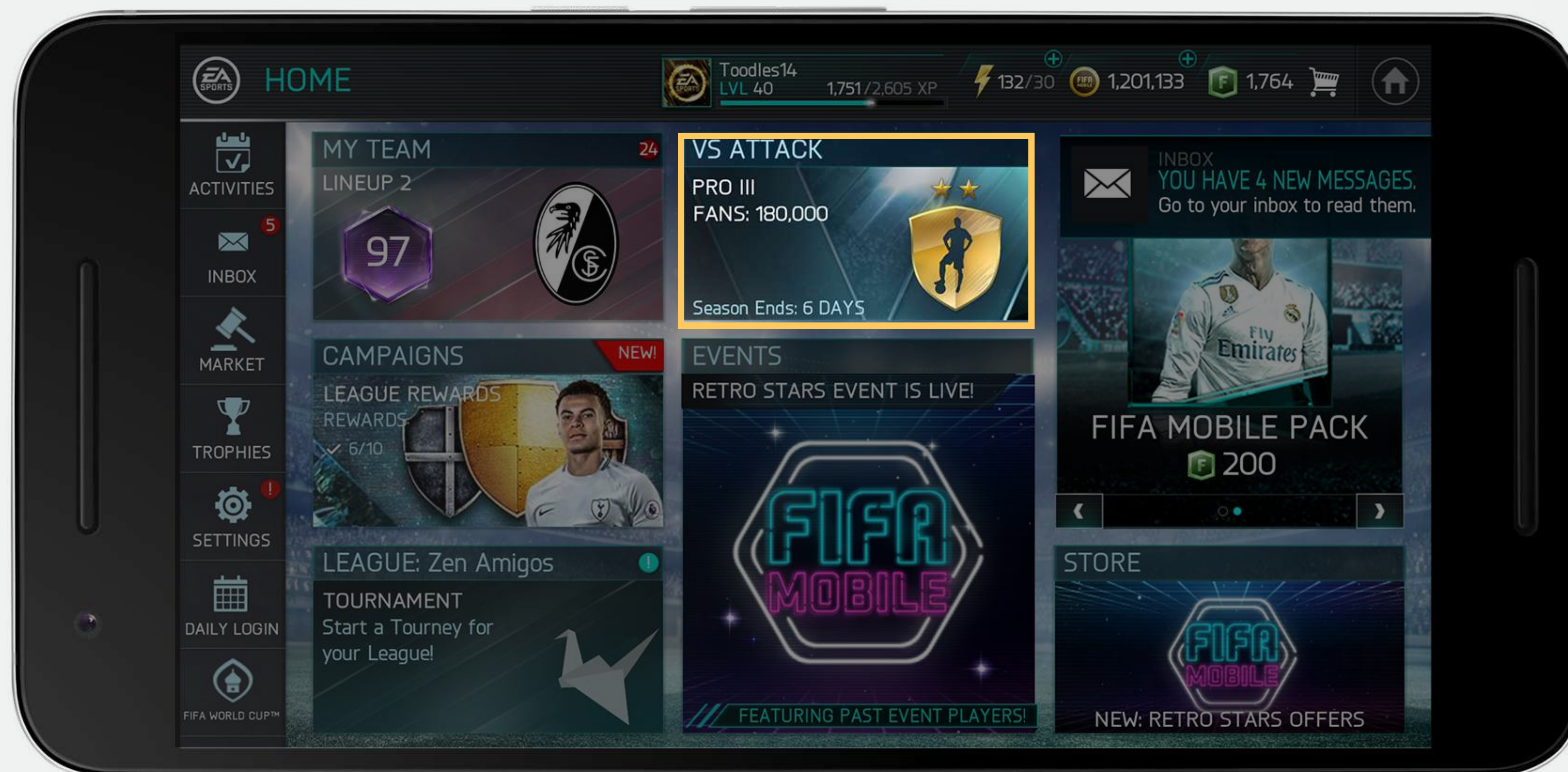


EXPAND FEATURE SET TO ENABLE LIVE TEAM

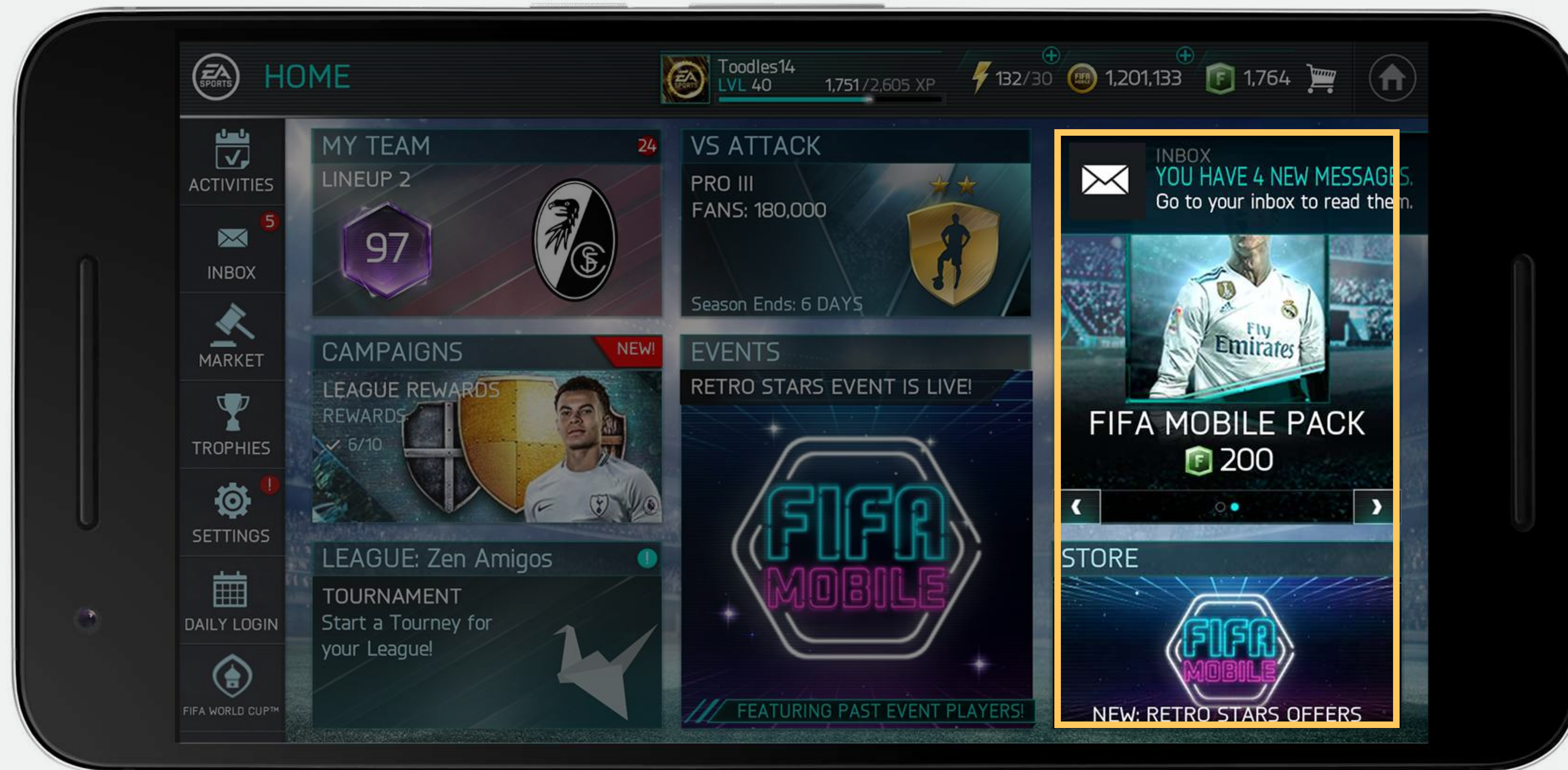
HOMESCREEN WAYFINDING



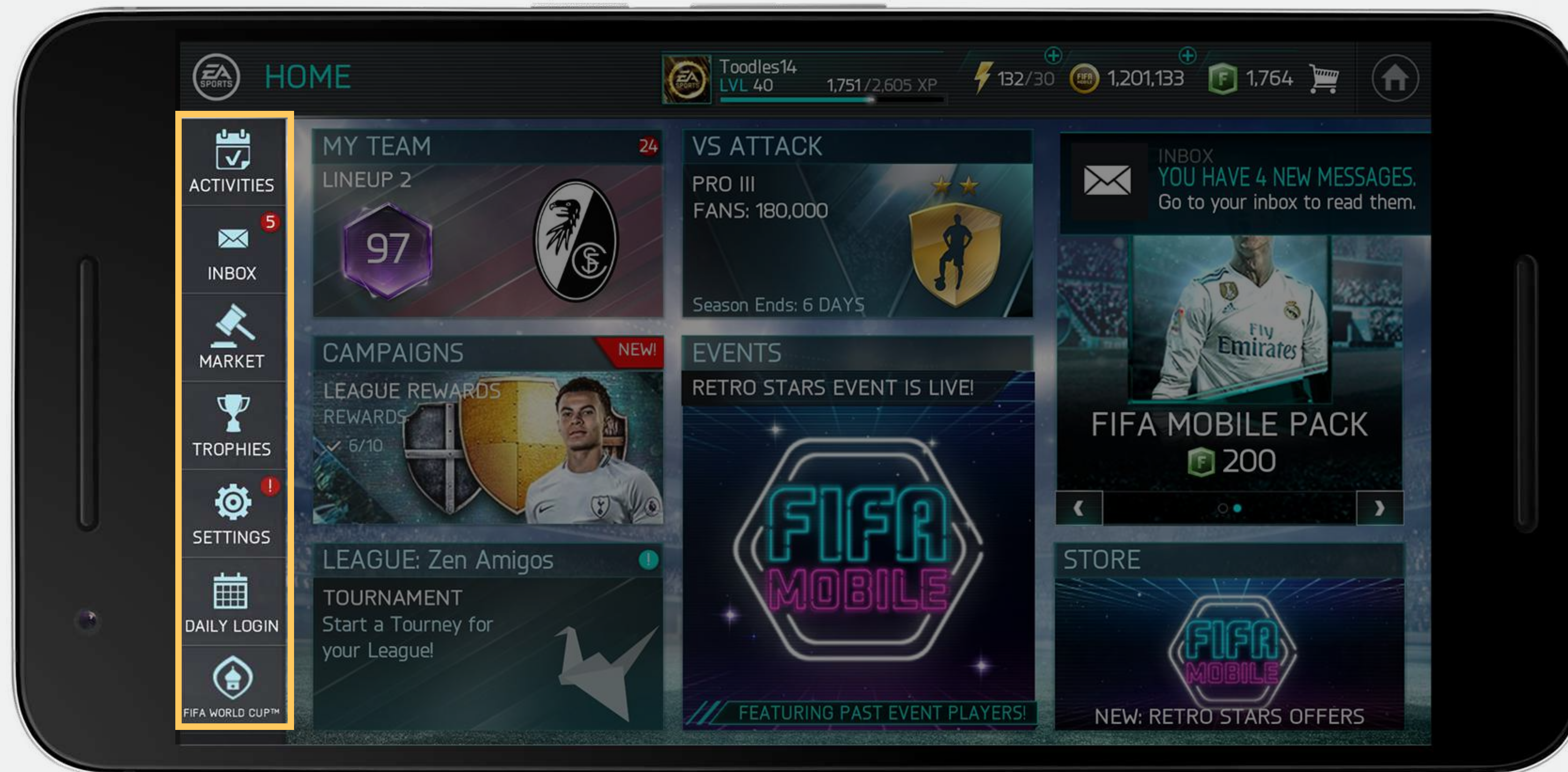
Top left is reserved for “My Team”. The players favorite football club crest is displayed next to their overall rating, the main progression metric of the game.



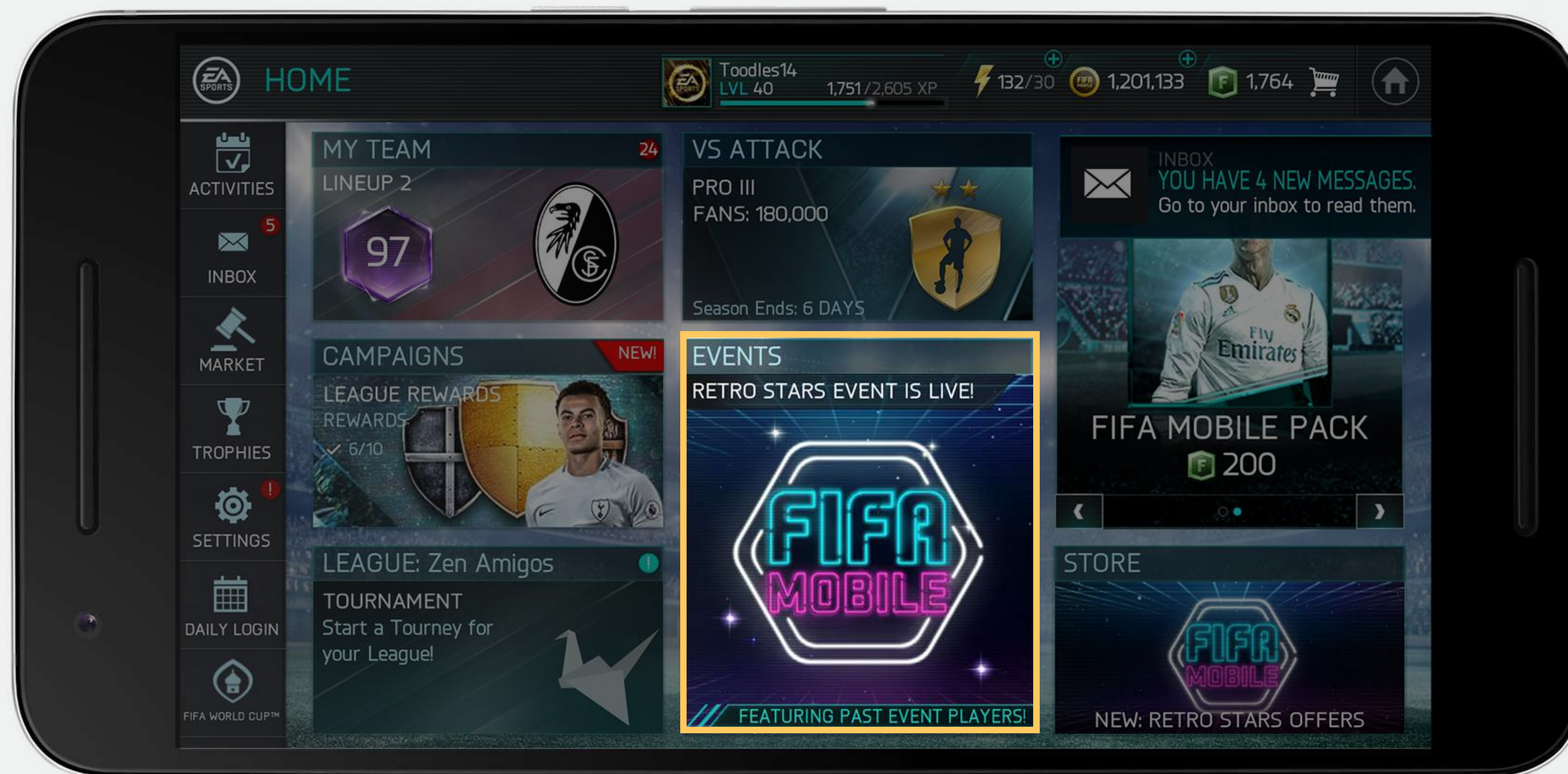
Online multiplayer mode proudly displays the players rank with matching emblem. It also informs the player of how long they have left in the current rewards season.



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 latest event

WIREFRAMING
FEEDBACK GATHERING
VISUAL SPECIFICATIONS
MICROINTERACTIONS
MORE PUNISHING DESIGN FOR
CHINESE RELEASE



EXPAND FEATURE SET TO ENABLE LIVE TEAM

PLAYER LEVELING

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



EXPAND FEATURE SET TO ENABLE LIVE TEAM

CAMPAIGN MAPS



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.



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

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

INCREASE

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

TENCENT

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

FULLTIME

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



CoPilot AI

Product Design

UX DESIGN

PROTOTYPING

USER TESTING

INFORMATION ARCHITECTURE

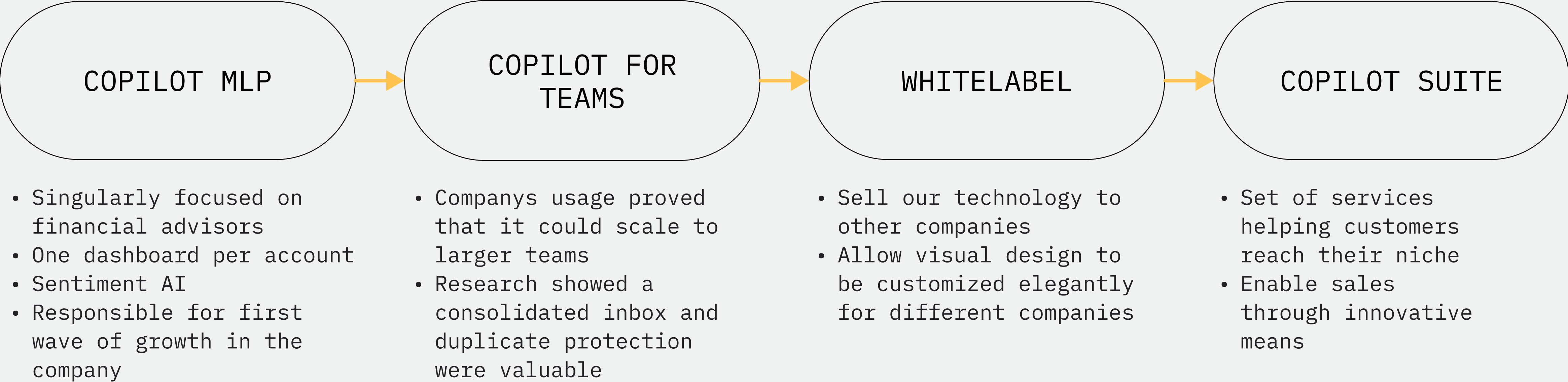
DESIGN SYSTEMS

DESIGN TEAM MANAGEMENT

GROWTH DESIGN



Story Of Our Product



7M ARR

94% increase from my first year on the team

70% WAU/MAU

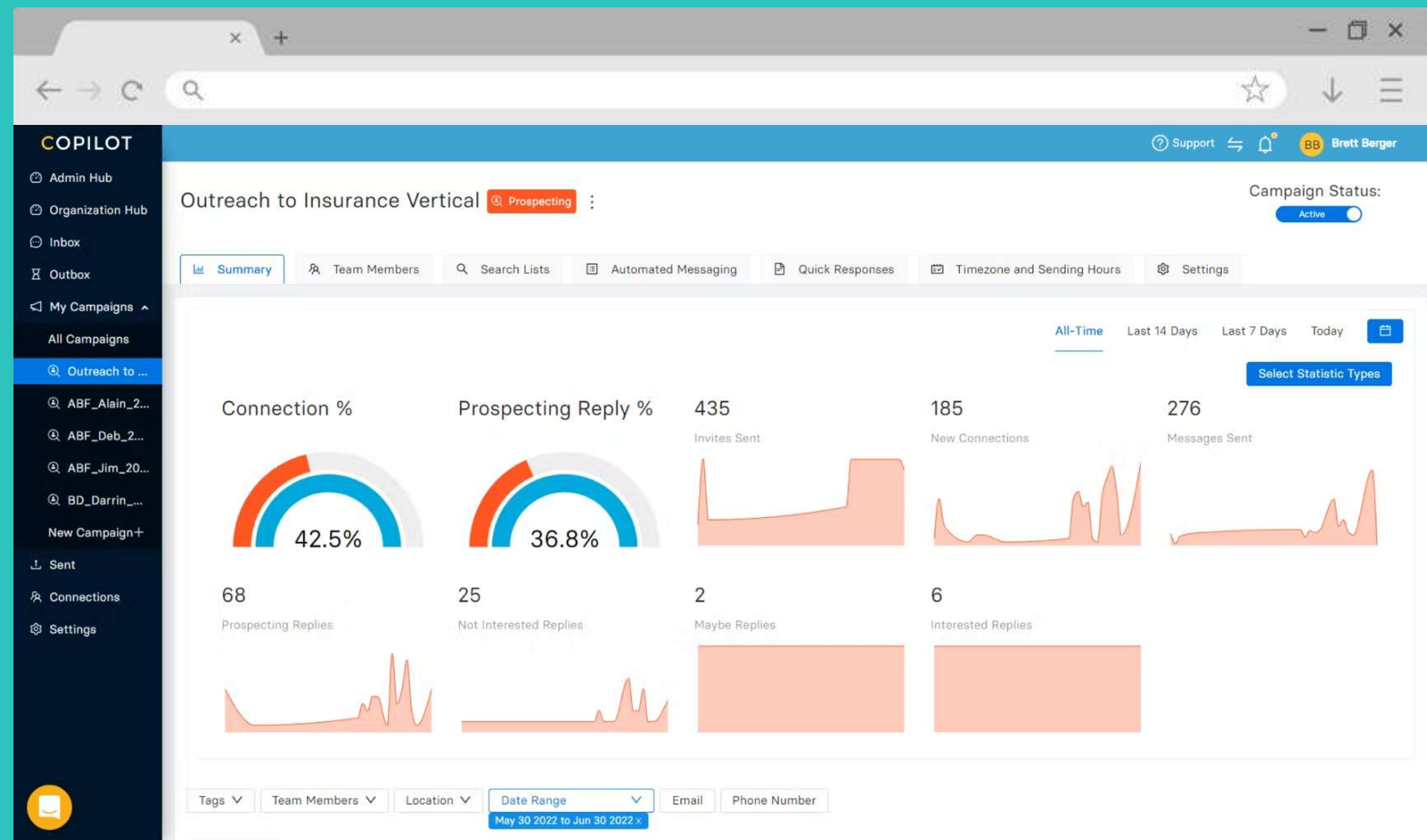
Current weekly engagement

39 NPS

Highest 1 year number our product has ever had

200+

User interviews completed

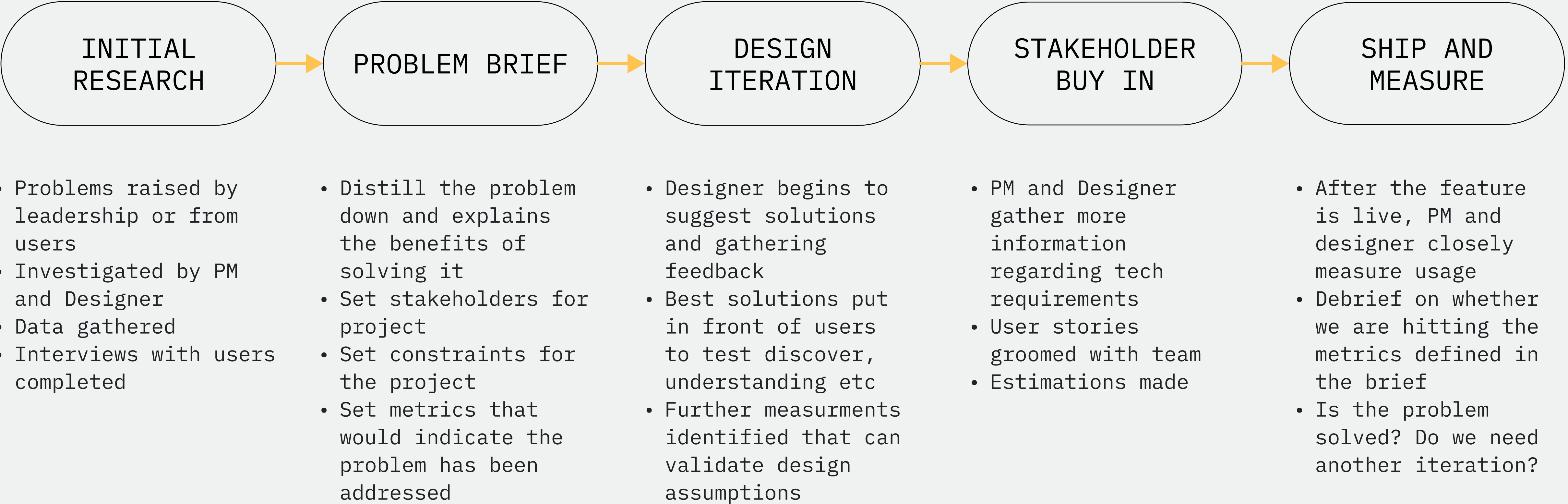


MISSION

INNOVATING ON HOW PEOPLE REACH THEIR TARGET AUDIENCES

Entrepreneurs 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.

Typical Design Process

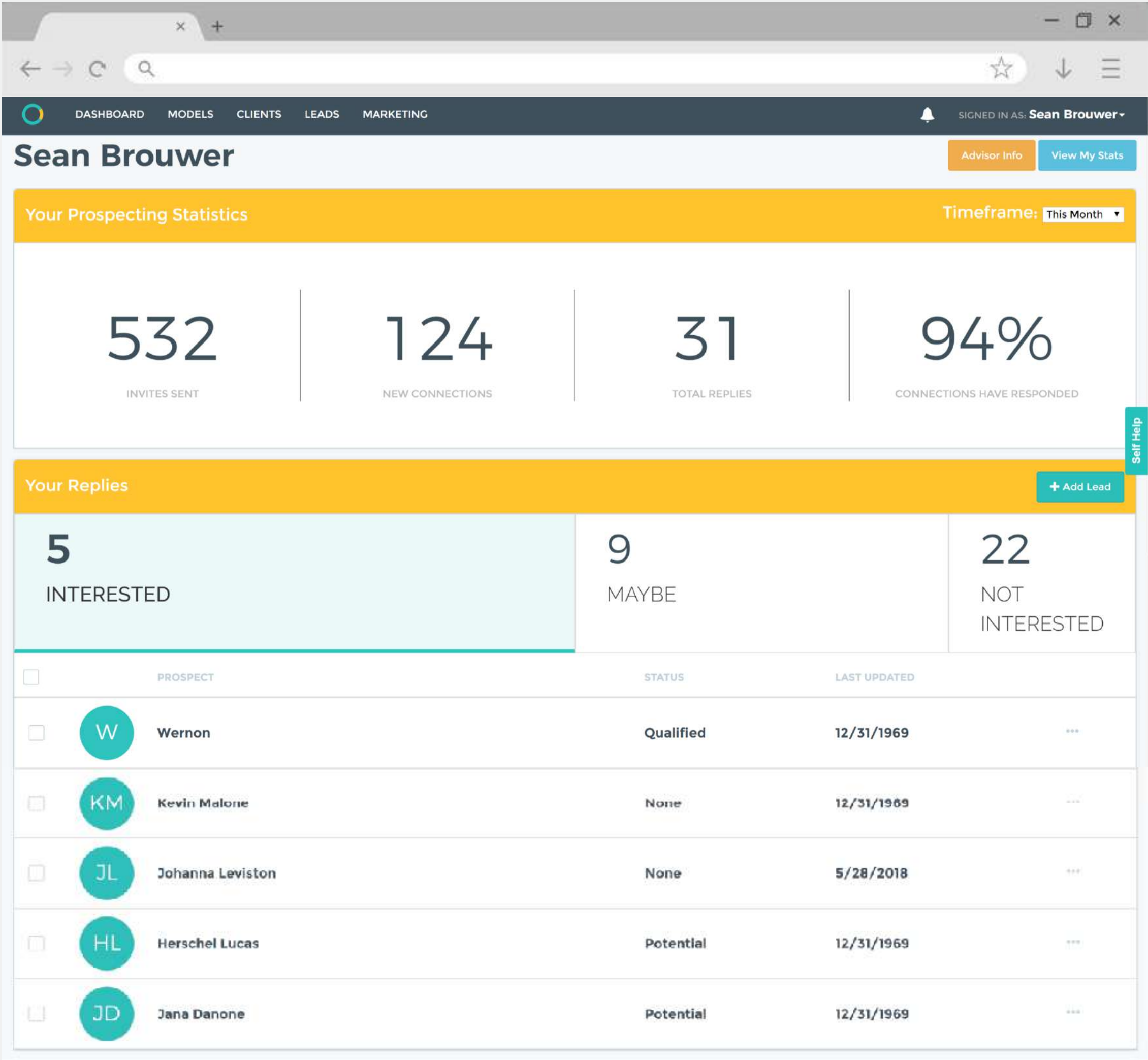


INNOVATE ON REACHING TARGET AUDIENCES

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



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

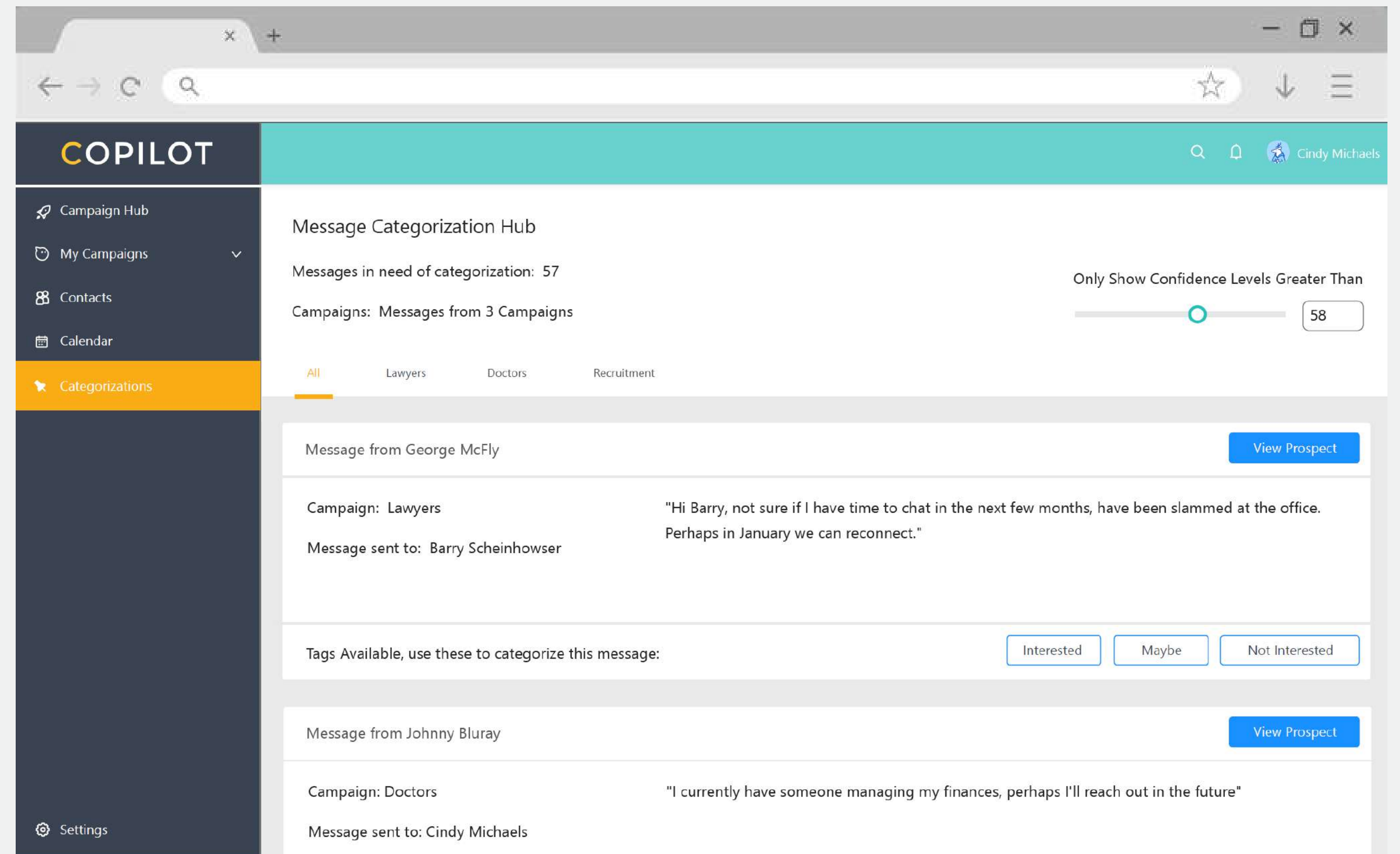
Responding quickly is important as it establishes your credibility and ensures you catch the person while they are still thinking about you. For more best practices and support materials visit the [CoPilot AI Help and Support Portal](#)

E-mail

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



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

BETA USAGE AND VALIDATION

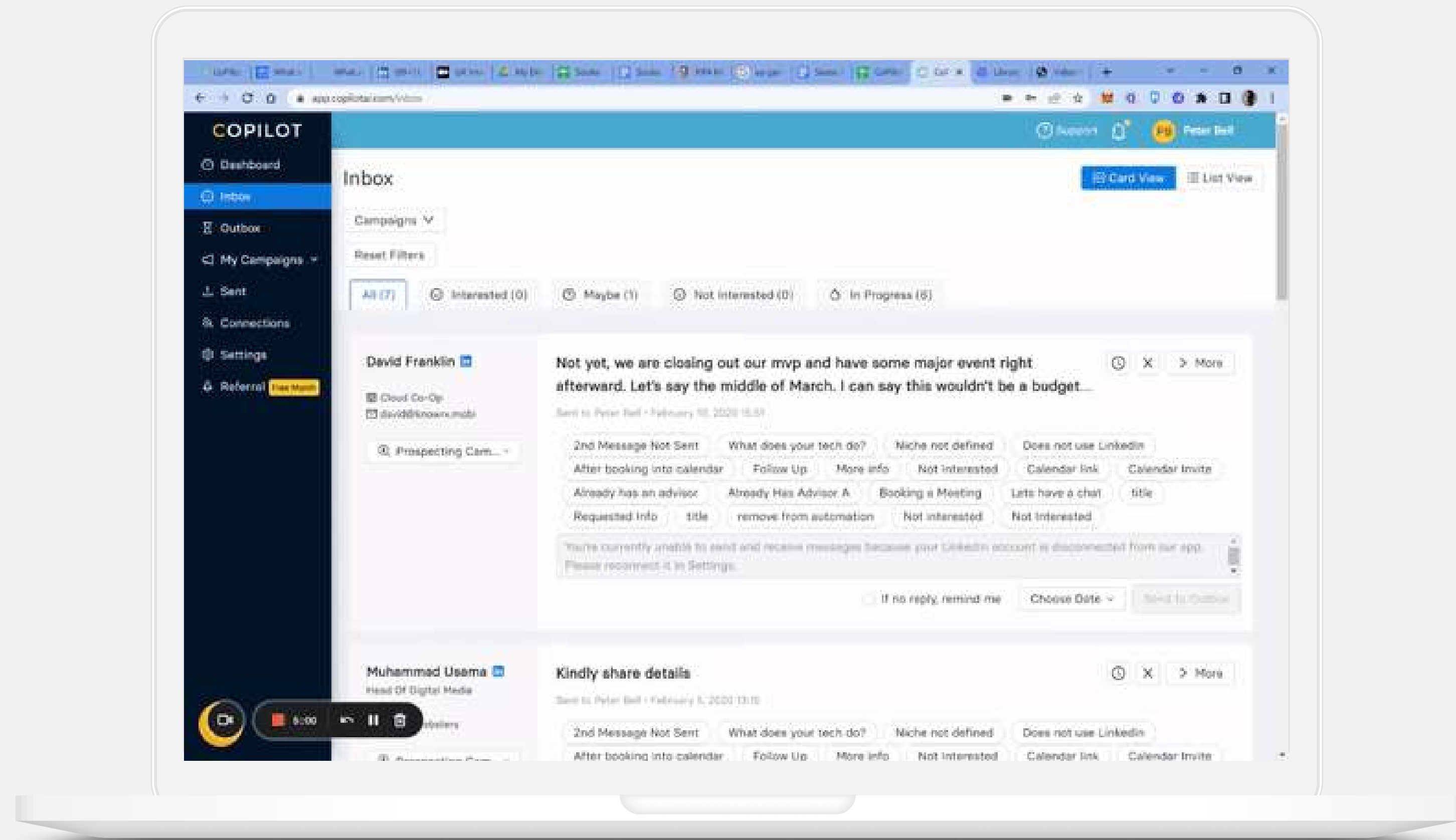
There were a lot of new ideas I proposed to the leadership team, but in order to get them to greenlight the development I needed to prove learnability and understandability:

- 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

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

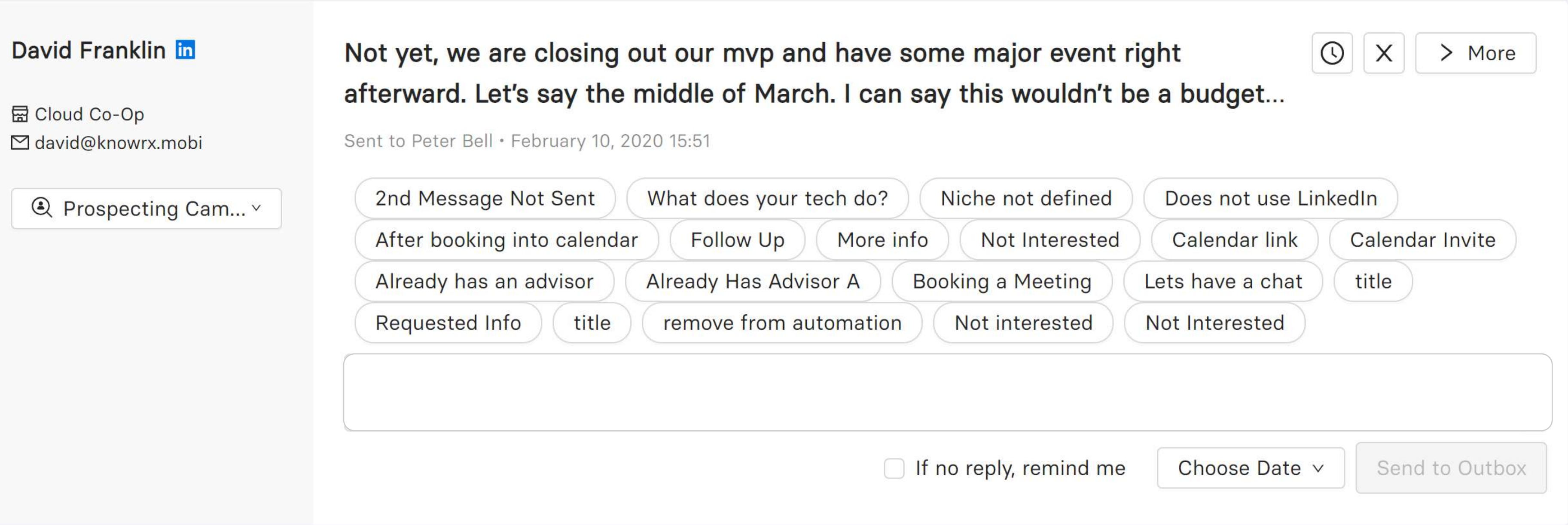
- Consolidated inbox, allowing admins to reply to every message their teams receive
- Quick response templates that allowed for common replies to be actioned quickly
- Reminders built into the reply workflow
- Inbox zero made possible with all major actions dismissing the reply card



Teams Inbox

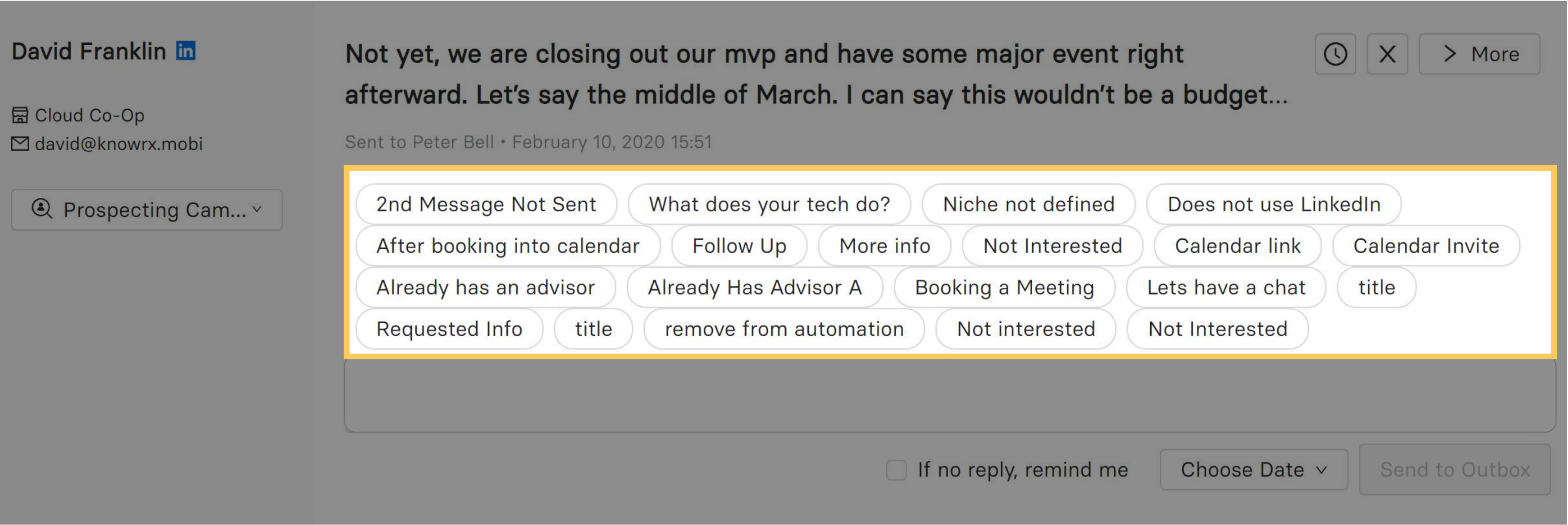
INBOX CARD COMPONENT

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



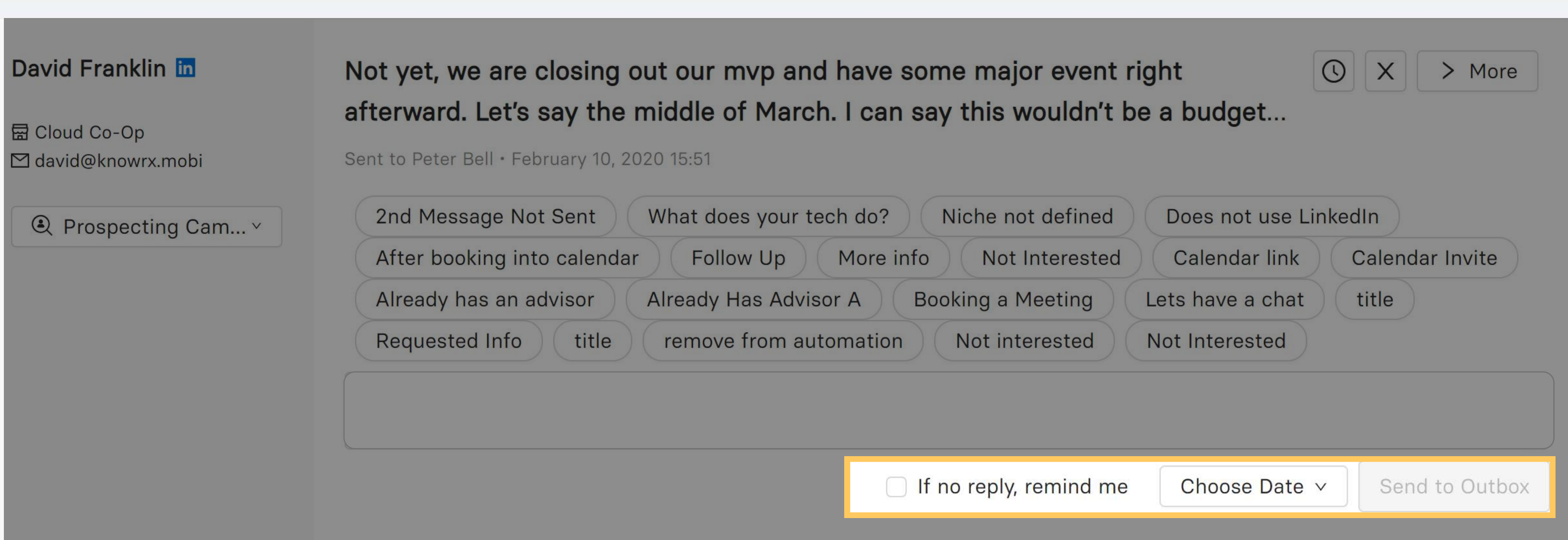
INBOX CARD COMPONENT

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



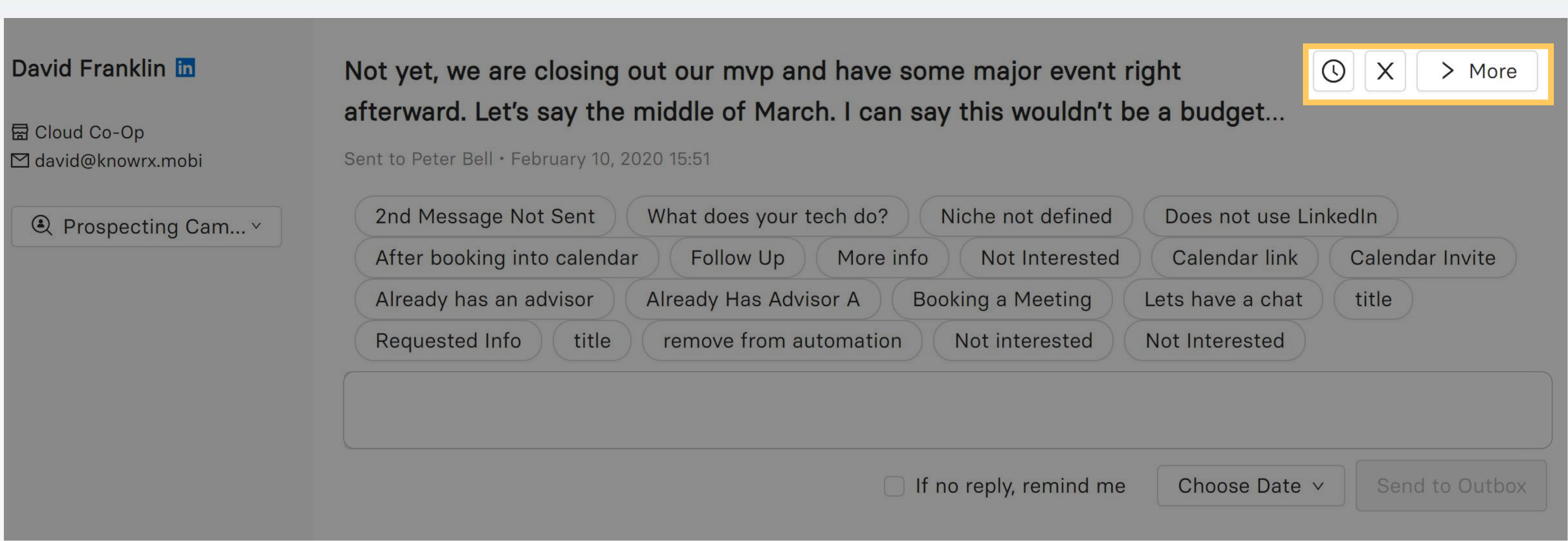
INBOX CARD COMPONENT

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



INBOX CARD COMPONENT

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



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!