

Past Work Review

with

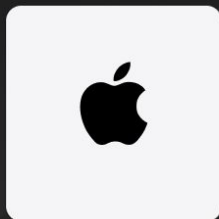
Ignacio Ospina

Product design

Hi

I'm Ignacio

*As a Senior Product Designer with experience in both **big tech** and **dynamic startups**, I bridge the gap between user-centered design principles and business goals, optimizing complex systems for millions of users and crafting intuitive solutions for emerging products.*



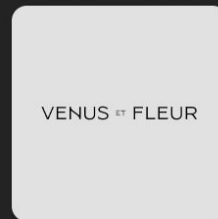
UI Designer
Consumer Tech



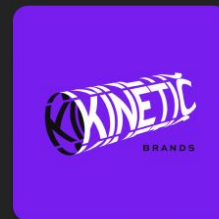
Product Designer
B2B



Product Designer
Industrial B2B



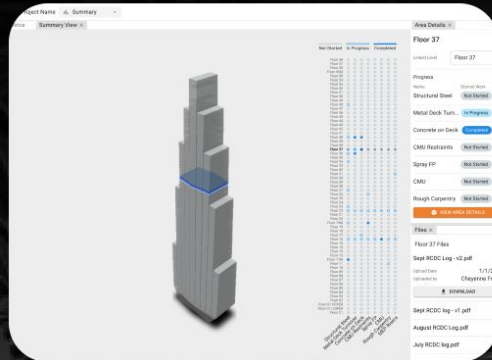
Product Designer
E-Commerce



Designer & UXR
E-Commerce

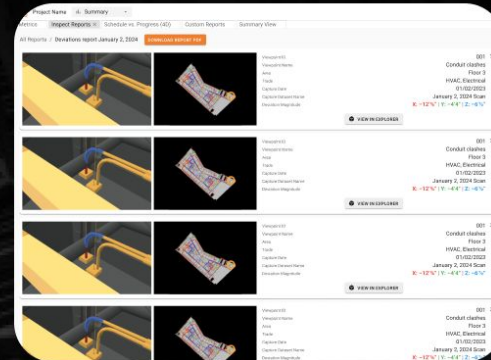
Agenda

Past work review with **Ignacio**



Case Study 1 15 min

An Insights Dashboard designed to help construction workers quickly see if their projects are over budget or on schedule.



Case Study 2 15 min

A Report Creator designed to empower construction workers to easily create reports, capturing the critical information they know is essential to track.

Case Study 1

Project Summary

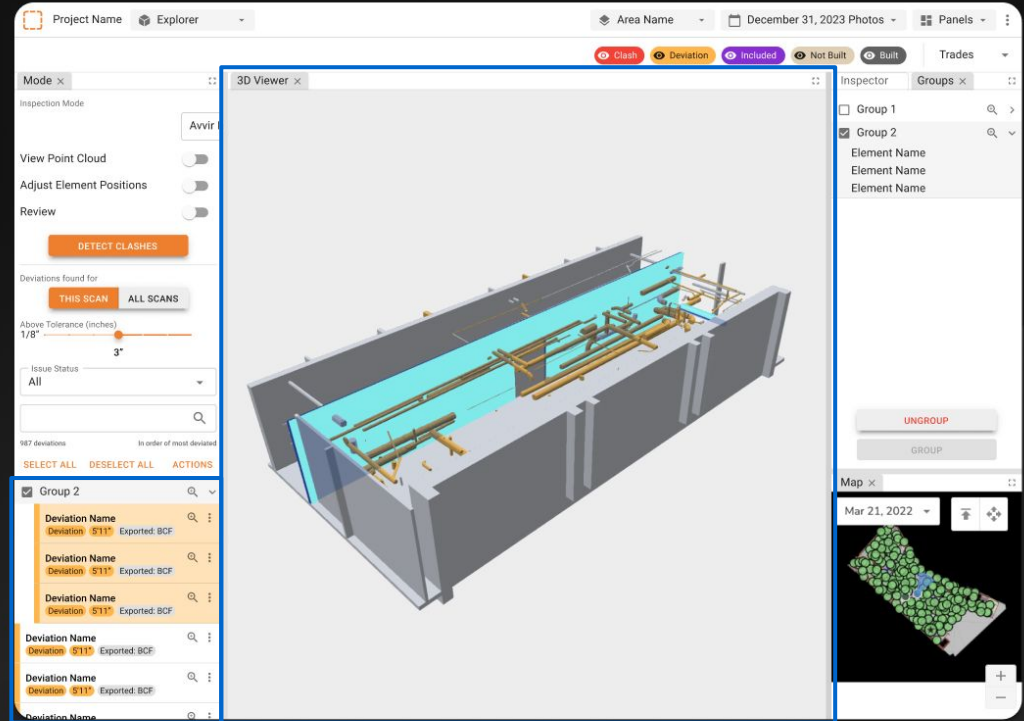
Avvir

- **ConTech startup & Web app for construction professionals**
 - Preventing rework
 - Tracking progress against time and budget
- **Senior Product Designer**
 - External Team
 - Owned product design from research to execution



Customer Journey

- No high level overview of a project
- **Too detailed a view of information**
 - Internal hypothesis - customers didn't know what needed their attention first.
- Need to be comfortable using 3D software



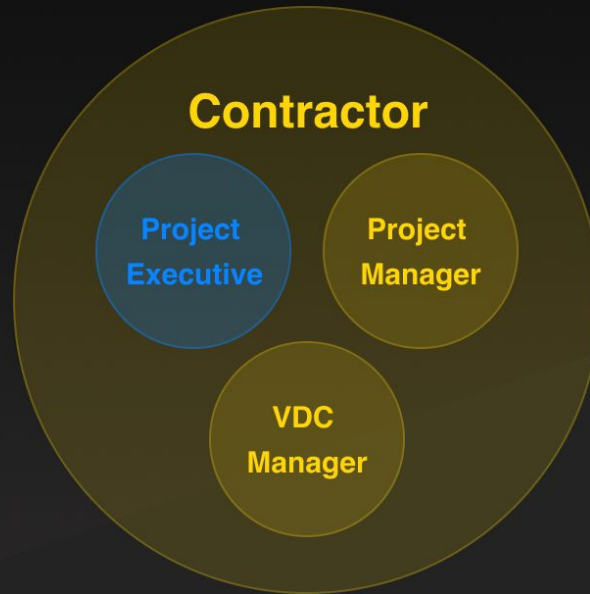
List of area's incorrectly installed items

3D view of a single area

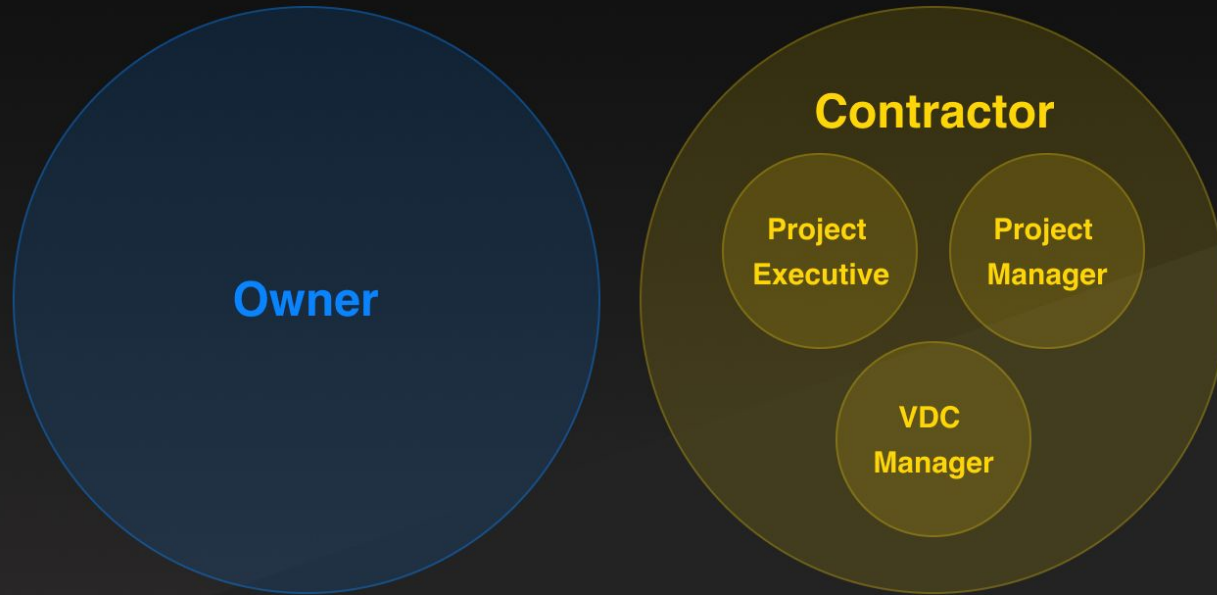
Avvir's Users



Avvir's Potential Users



Avvir's Potential Users



Opportunities



- **Cater to Project Executives (Owners and Contractors)**
 - New customer; sets the budget
- Anchor a new **overview product** to Avvir's other products
- Provide new data analysis

Goal

Provide Owners and Contractors an up-to-date overview of their construction projects.

User Interviews

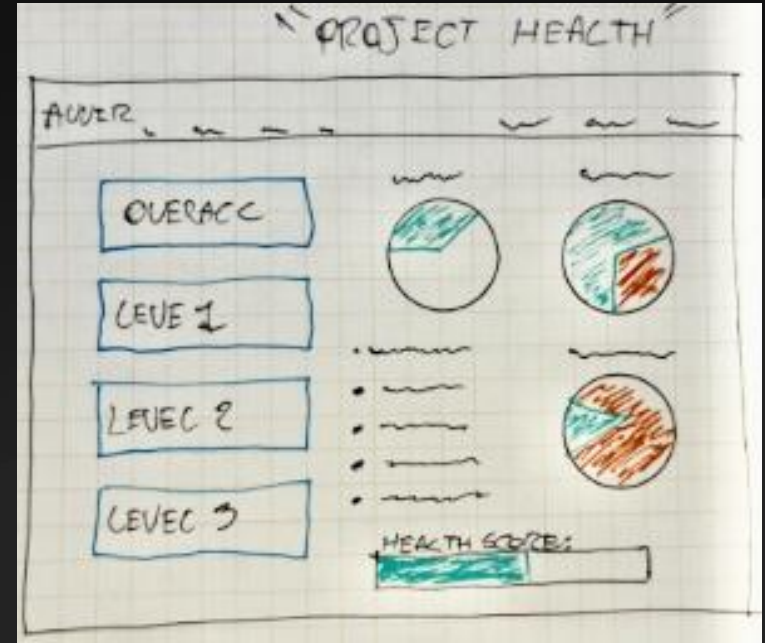
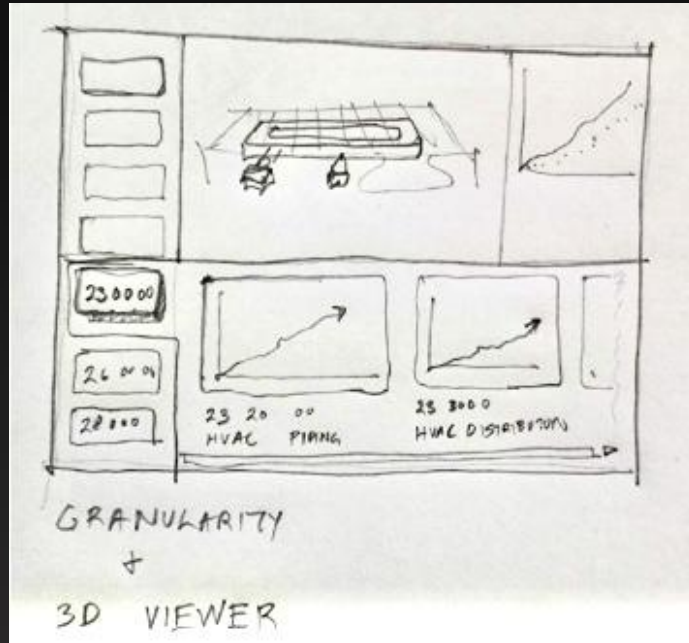
6 Participants

-  Project Executives and Managers at a specific Contractor
-  Stakeholders at other Contractors

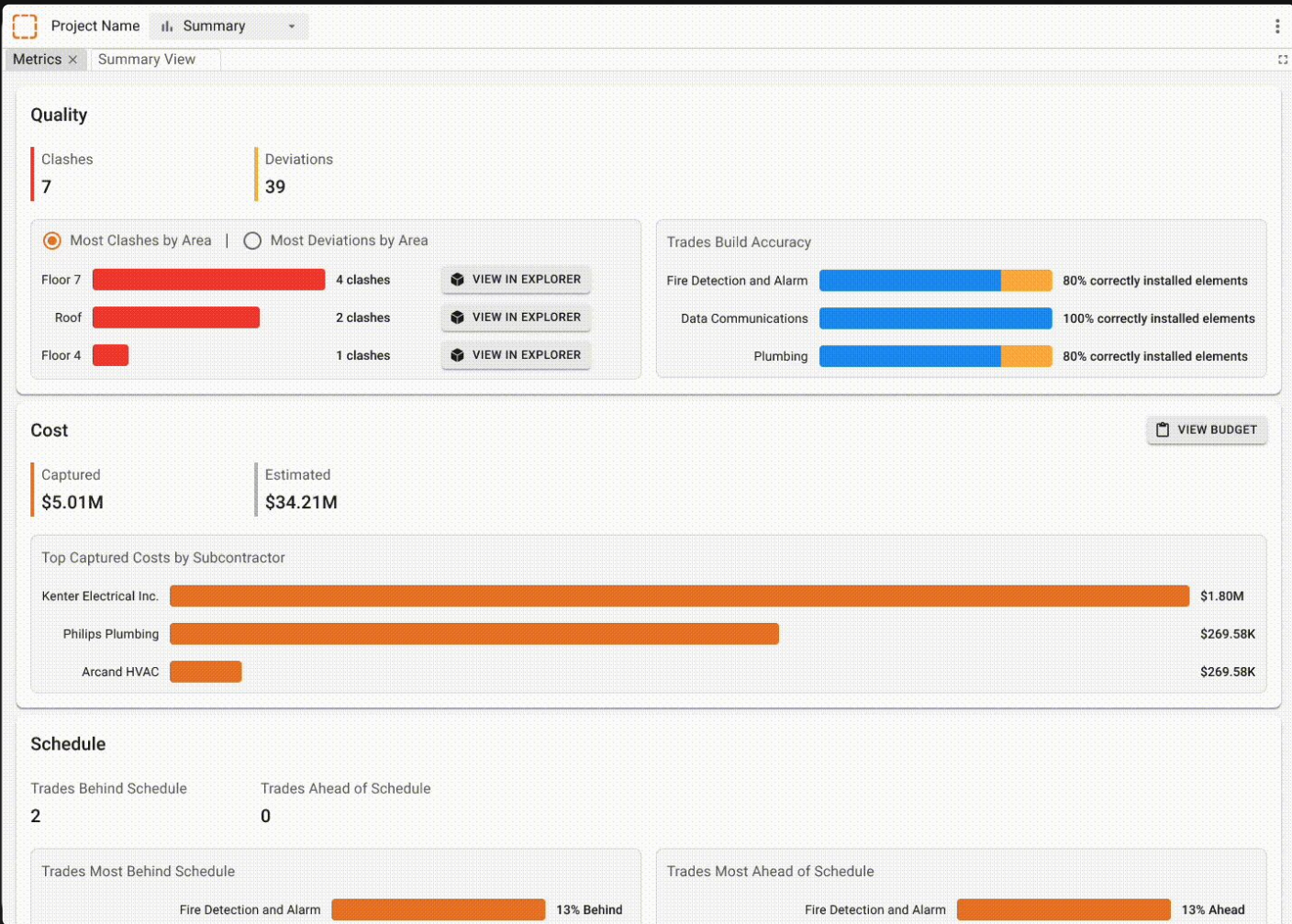
Customers want to see

- Is my project
 - Over budget?
 - On schedule?
- How many
 - Scans have been uploaded?
 - Photos?

Design Workshop



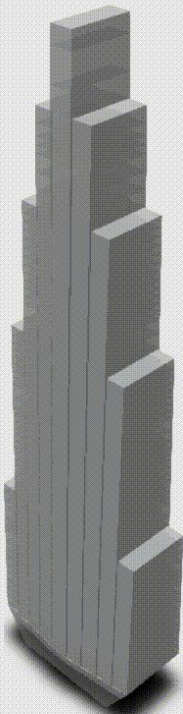
Project Summary



Summary View

Project Name | Summary

Metrics | Summary View x



Area Details x

No Area Selected

Linked Level: [Dropdown]

Progress

Name: Started Work

Files x

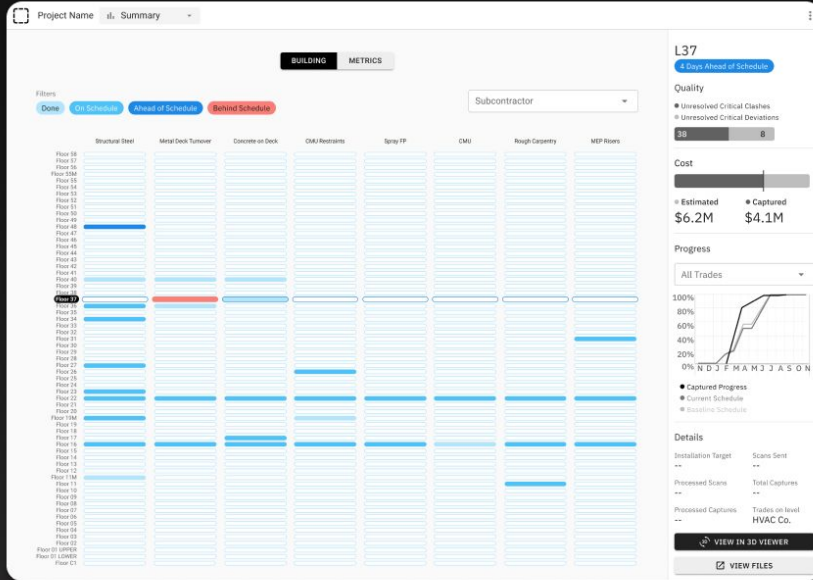
- All Project Files
- Sept RCDC Log - v2.pdf >
- Sept RCDC log - v1.pdf >
- August RCDC Log.pdf >
- July RCDC log.pdf >

Not Started | In Progress | Completed

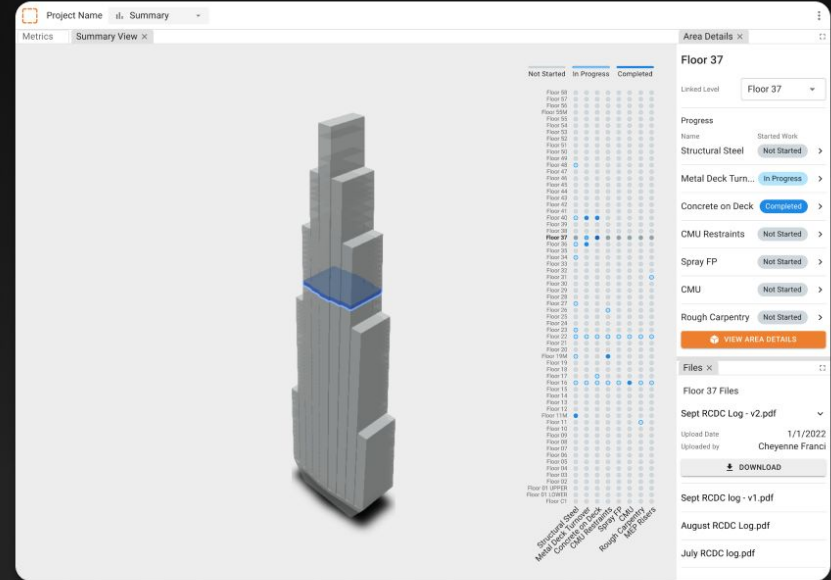
Floor	Structural Steel	Mezz Deck	Turnover	Concrete on Deck	CMU Restraints	Spray FFP	Rough Carpentry	CMU	MEP	Risers
Floor 58										
Floor 57										
Floor 56										
Floor 55M										
Floor 55										
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Floor 02										
Floor 01 UPPER										
Floor 01 LOWER										
Floor C1										

Summary View

Early wireframe

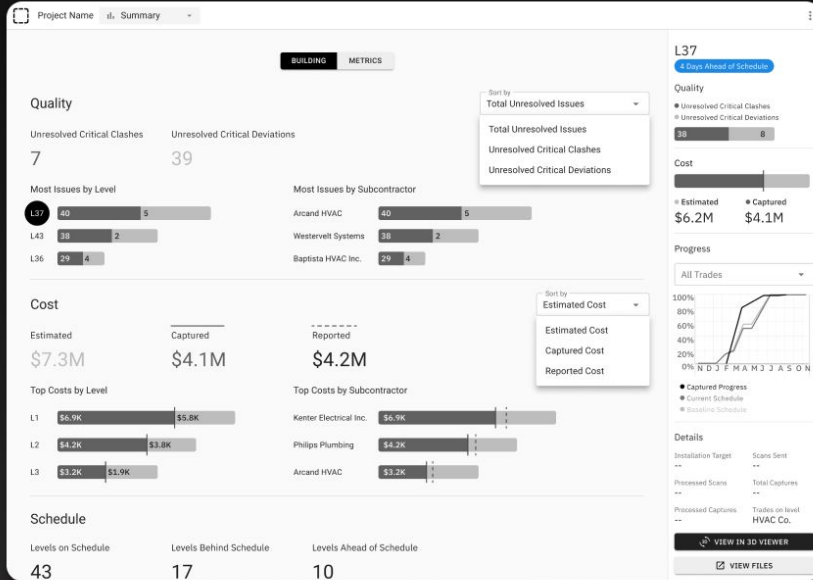


Shipped version

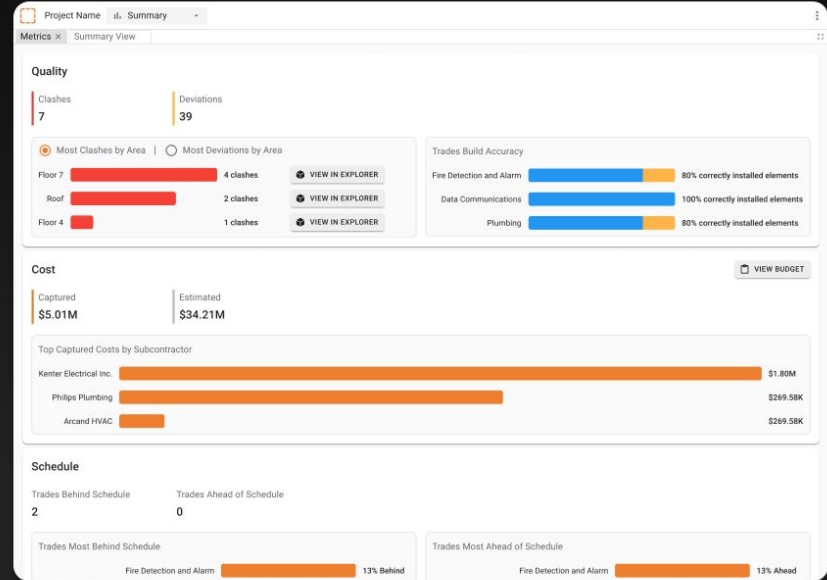


Metrics

Early wireframe

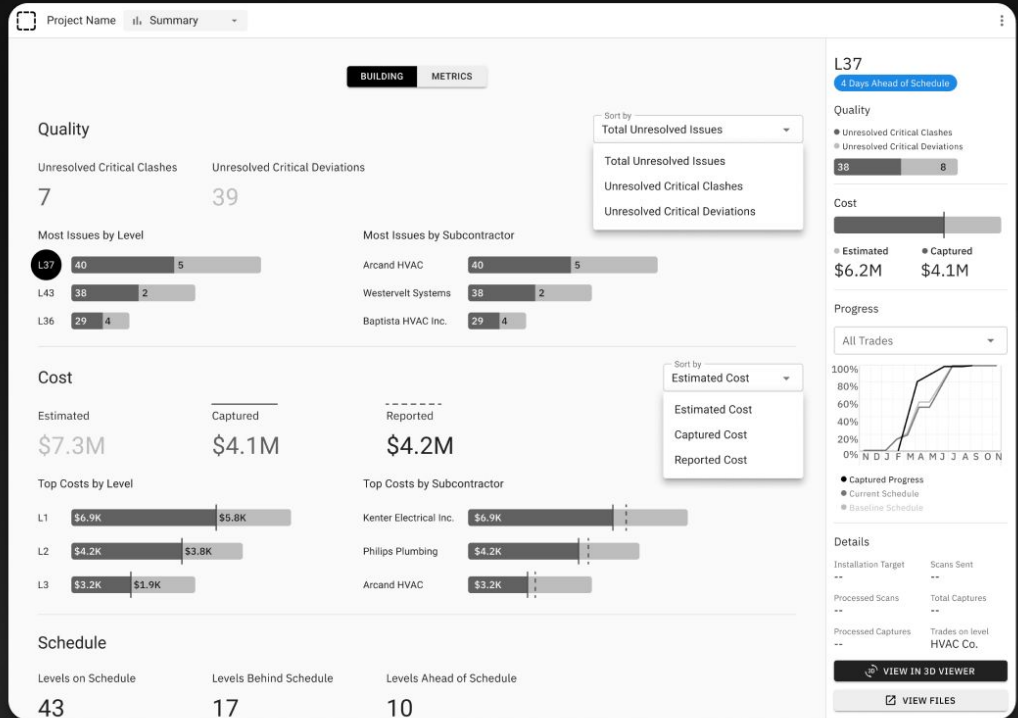


Shipped version



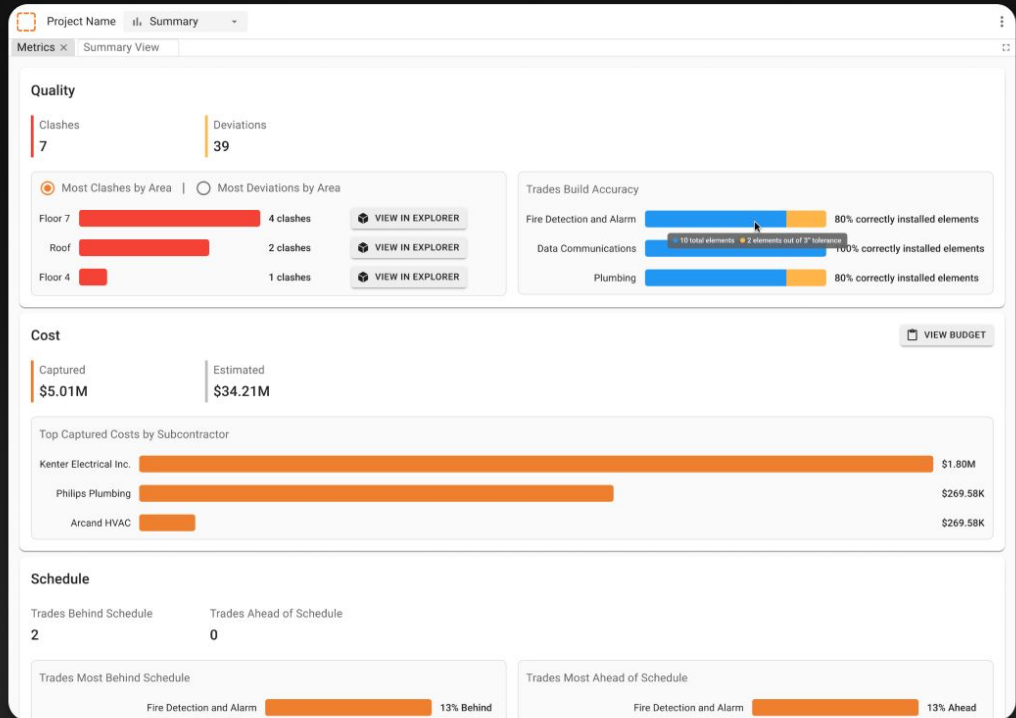
Usability Test Goals

- What data should we show?
- How should we show this data?
- Where would they expect to see this UI



Customer Feedback

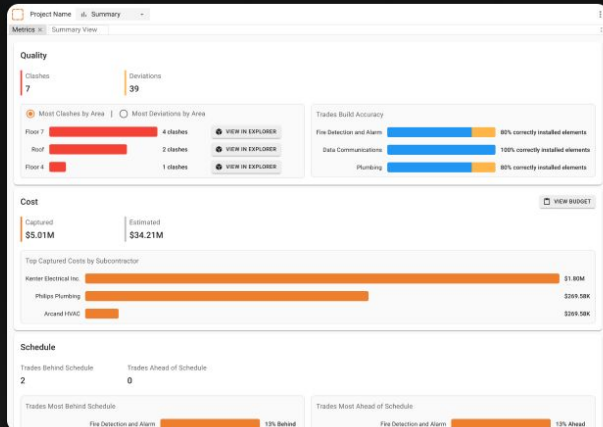
- Gave better insight into the data they want and the format they need it in
- Contractors specified that they could see Metrics being the landing page
- Useful in meetings with Owners and Trades



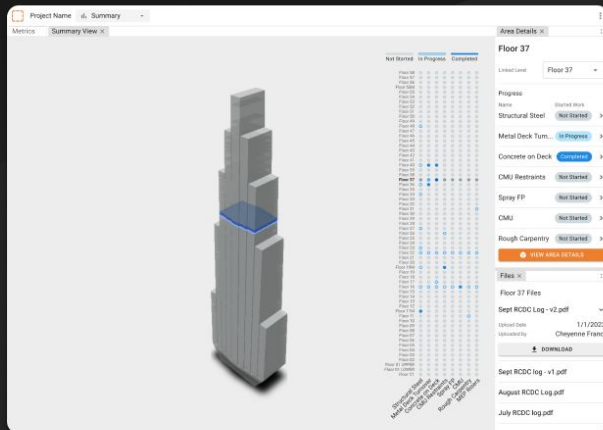
Outcome

- ✓ Shipped Project Summary's Metrics and Summary View into production
- ✓ Became the landing page and destination to access all high level information
- ✓ Drove user engagement

Metrics



Summary View



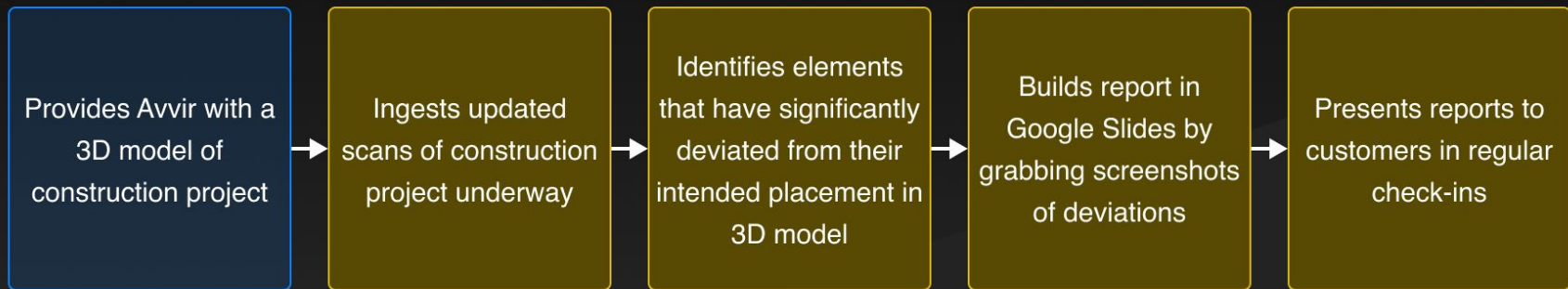
Case Study 2

Report Creator

Report Creation Workflow

Customer

Avvir



Opportunities

For Customers

- Almost every customer we spoke to had a hacky and inaccurate way of manually tracking these significant deviations outside Avvir
- Interest in choosing what ends up in Avvir's reports

For Avvir

- Creating Reports was an incredibly manual process that contributed to Avvir's Cost of Goods Sold
- Productizing reports would keep customers on Avvir, and could drive them to engage more with the app

Goal

Build a feature that enables customers to

- Create their own reports
- Read (view, and on any device)
- Update (rename, add to existing reports)
- Delete (entire reports, or individual entries to a report)
- Download

What should we talk to customers about?

Riskier Assumption



Field Issues



Less info about the assumption

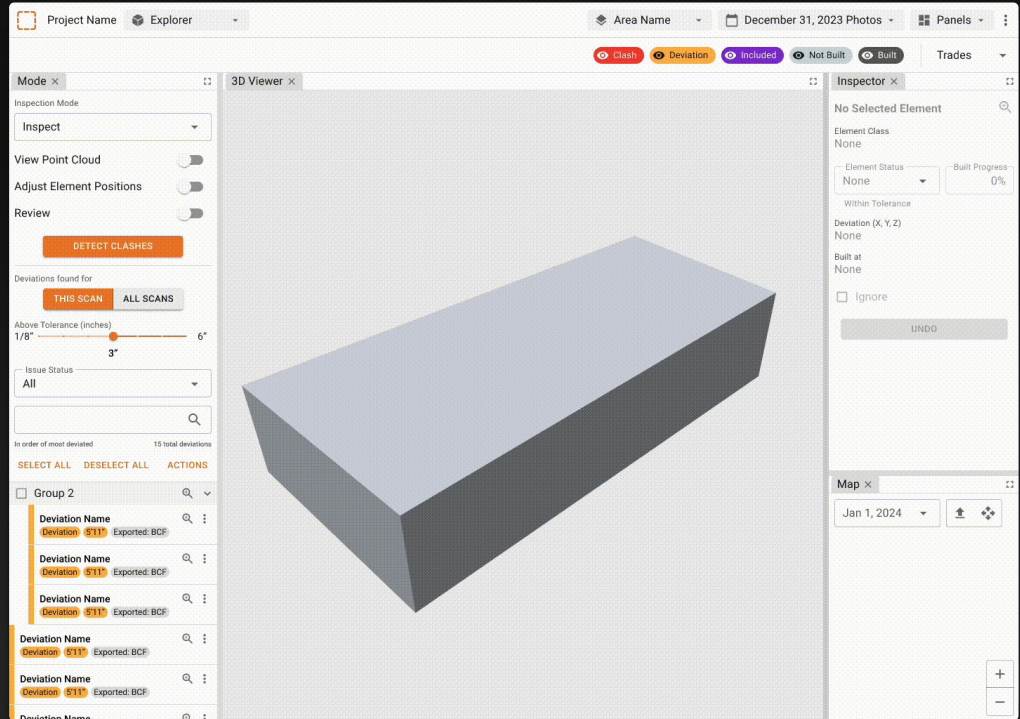
User Interview Learnings

- Every General Contractor does things differently
- **“It would be nice to... have more control over what clashes are reported”**
- Customers needs to assign an issue to the relevant project participant to get it resolved.
- Superintendents are most accessible on cell phones; they could benefit from using a simple mobile issue tracker so that there could be more live data.

Report Creator

Report Creator

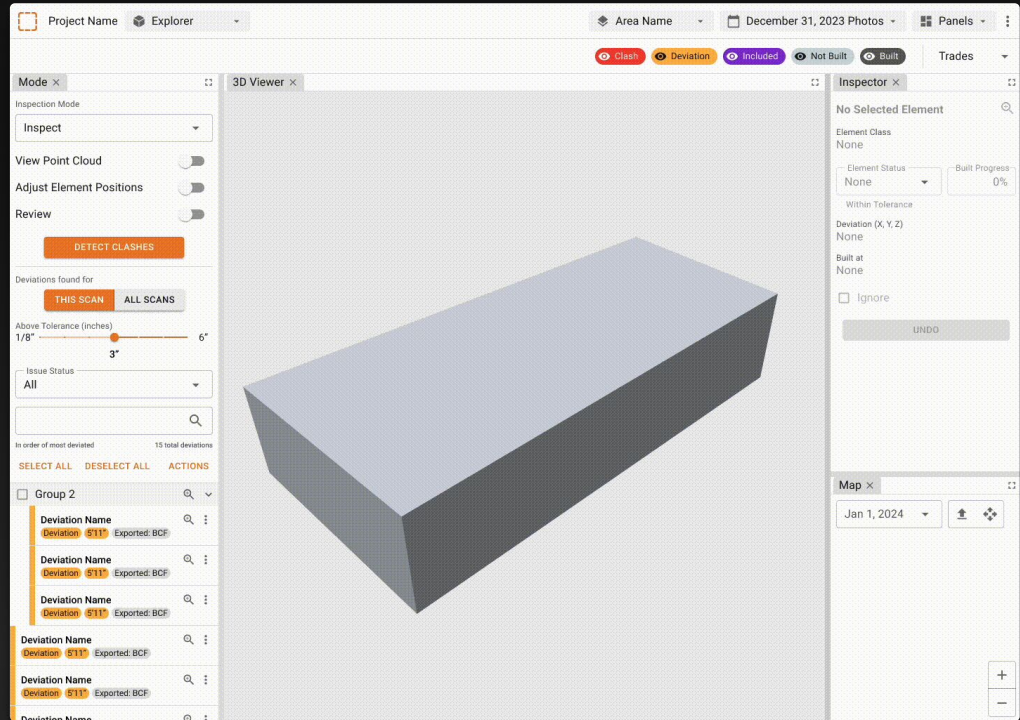
✓ Creating



Report Creator

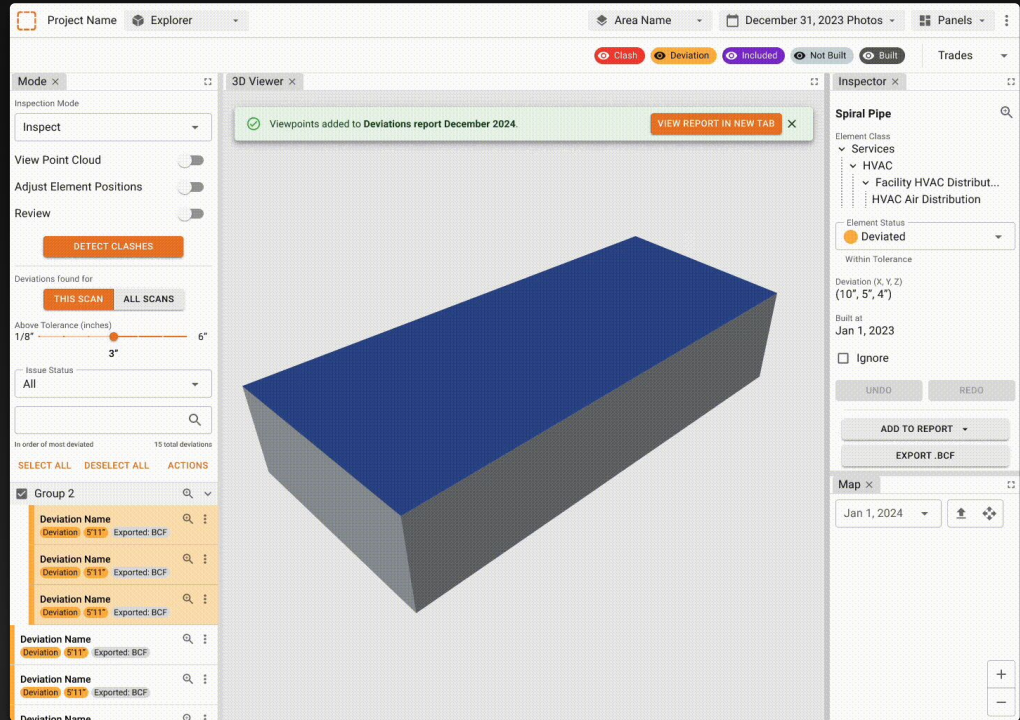
✓ Creating

✓ Adding



Report Creator

- ✓ Creating
- ✓ Adding
- ✓ Viewing



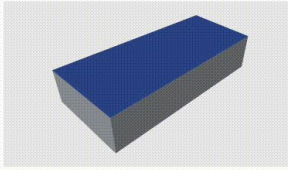
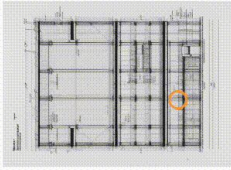
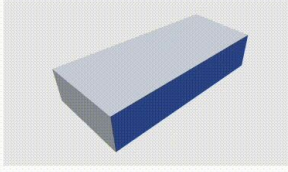
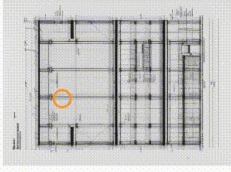
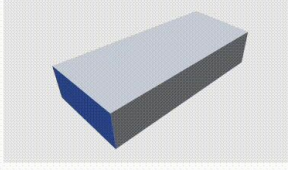
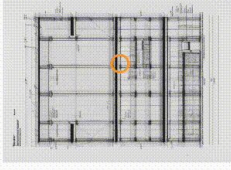

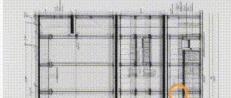
Report Creator

- ✓ Creating
- ✓ Adding
- ✓ Viewing
- ✓ Deleting an issue

Project Name | Summary

Metrics | Summary View | Inspect Reports x

All Reports / Deviations report December 2024 [DOWNLOAD REPORT PDF](#)

		<table><tr><td>Viewpoint ID</td><td>001</td></tr><tr><td>Viewpoint Name</td><td>Conduit clashes</td></tr><tr><td>Area</td><td>Floor 3</td></tr><tr><td>Trade</td><td>HVAC, Electrical</td></tr><tr><td>Capture Date</td><td>01/02/2023</td></tr><tr><td>Capture Dataset Name</td><td>December 21, 2024 Scan</td></tr><tr><td>Deviation Magnitude</td><td>X: -12'3" Y: -4'4" Z: -6'6"</td></tr></table> VIEW IN EXPLORER	Viewpoint ID	001	Viewpoint Name	Conduit clashes	Area	Floor 3	Trade	HVAC, Electrical	Capture Date	01/02/2023	Capture Dataset Name	December 21, 2024 Scan	Deviation Magnitude	X: -12'3" Y: -4'4" Z: -6'6"
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Report Creator

- ✓ Creating
- ✓ Adding
- ✓ Viewing
- ✓ Deleting an issue
- ✓ Renaming

Project Name | Summary

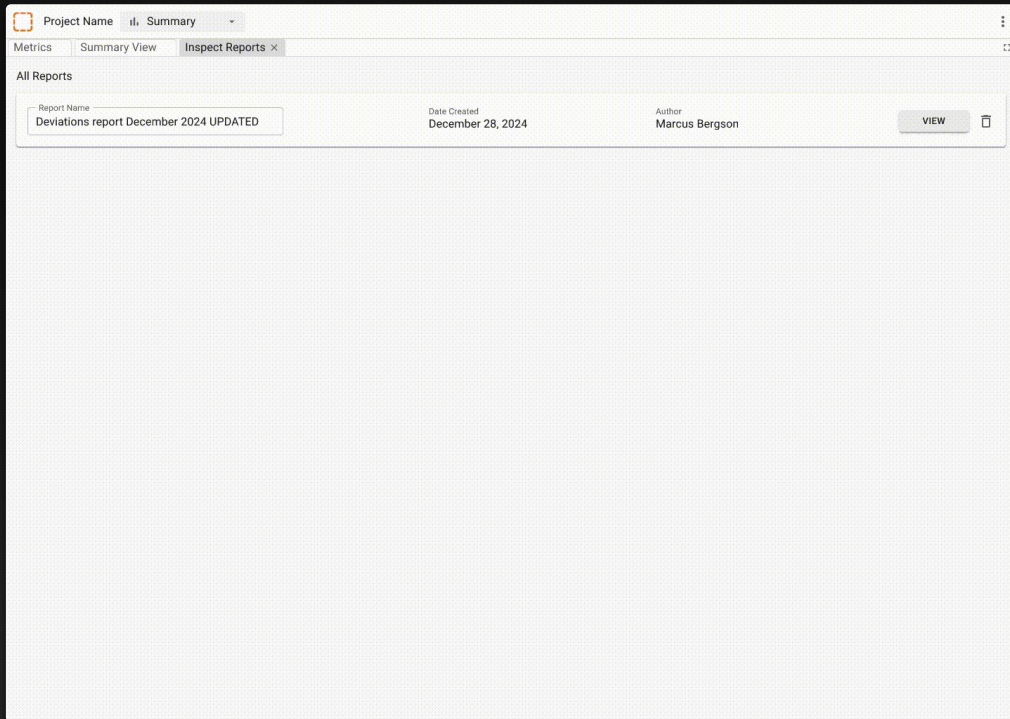
Metrics | Summary View | Inspect Reports x

All Reports / Deviations report December 2024 [DOWNLOAD REPORT PDF](#)

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Report Creator

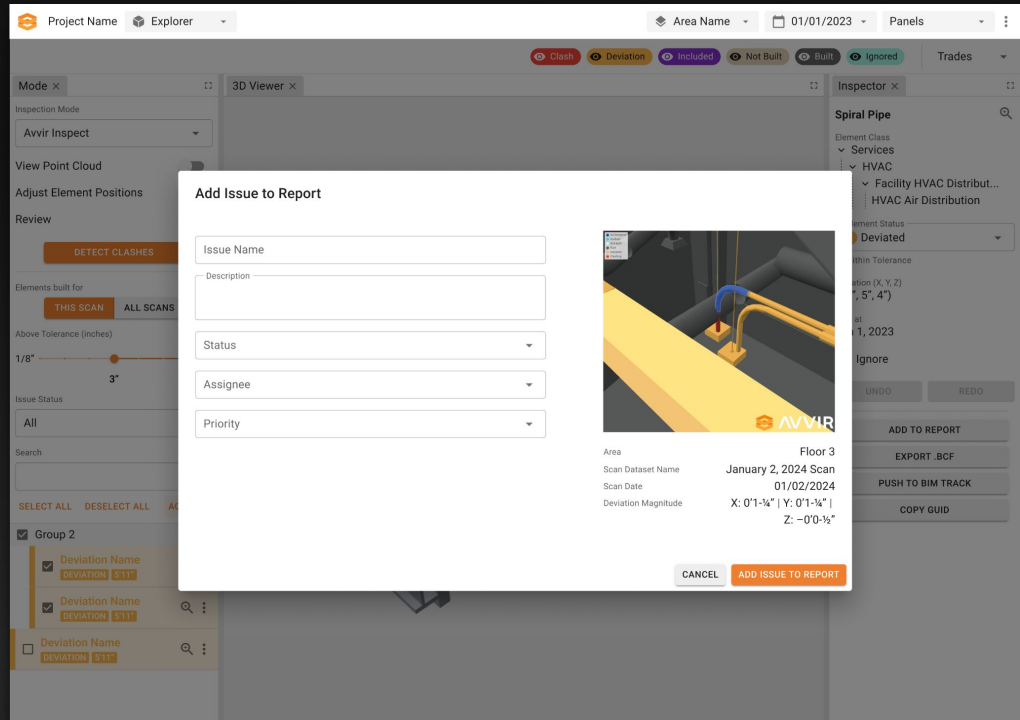
- ✓ Creating
- ✓ Adding
- ✓ Viewing
- ✓ Deleting an issue
- ✓ Renaming
- ✓ Deleting a Report



Issue tracking features?

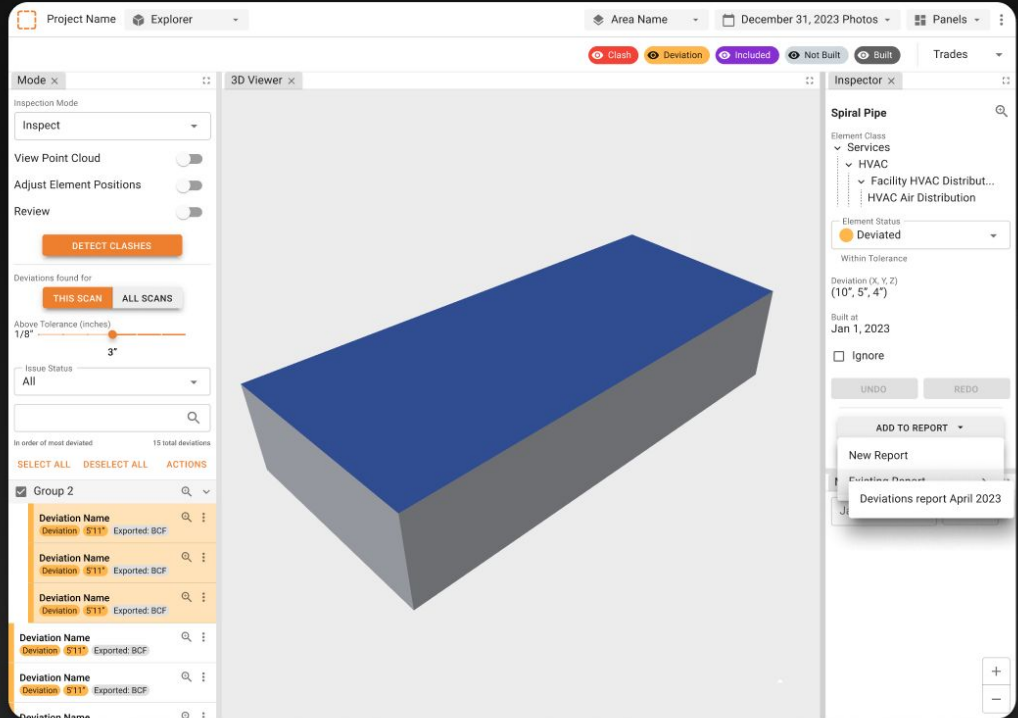
Customer Feedback

- They **“might not”** or **“probably wouldn’t”** use a new Report Creator on Avvir to track issues
- Creating Reports is **“of interest”** to customers.



Outcome

- ✓ Operations began creating customers' reports
- ✓ Customers are viewing their reports



Thank you.