



DISTIL CASE STUDY

Artificial Intelligence. Real Impact.

Information Architecture | Visual Design | UI

The Overview

Distil.ai is a groundbreaking business intelligence platform that turns customer data into actionable marketing intelligence by seamlessly integrating customer data from disparate data sources. Marketers use Distil to get deeper insights into their customers' behaviours, preferences, characteristics and needs, and create extremely relevant, hyper-personalized communications.

The Engagement

Distil.ai approached Clarent to assist with the reimaging of its platform for the next version of its suite. With our successful track record of designing UX for complex data systems and eCommerce solutions for clients worldwide, our team was tasked to find creative ways to solve some extremely complex and tricky issues in working with the platform as a first step, and then use the knowledge gained to define the user experience strategy for the platform across all touch points in the customer journey.

Our Contributions

User Research

UX Design

Information Architecture

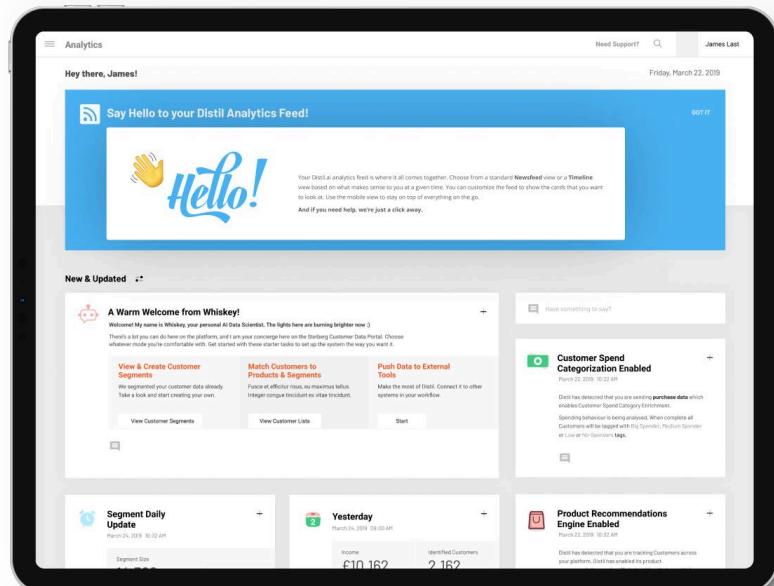
UI Design + Design System

Interaction Design & UX Flows

Front-end Dev & Quality Assurance

Interactive Prototyping

Design Validation



Relationships Matter

Distil.ai is a SaaS platform designed to help marketers collect data from all the platforms they use into one central Customer Data Layer then deploy that to multiple tools without the use of the business's engineering team.

As you can imagine if you manage to get this right in your business it saves a huge amount of money at the same time as it increases the effectiveness of all your marketing. But from our point of view, it's a complicated task to wrap this up into a simple UX.

Gerry McNicol

CEO, BIG Data Consulting
Exeter, United Kingdom

The Challenge

The journey to discover answers begins with the questions we needed to answer, the hills we needed to climb. As a leading solution in a very competitive space, our challenges were rather clear.

Design for the long-term AND the short term!

Articulate and design a longer term visual strategy, but stay mindful of the quick wins along the way. Leverage existing design patterns where needed.

Demystify and abstract out Complexity

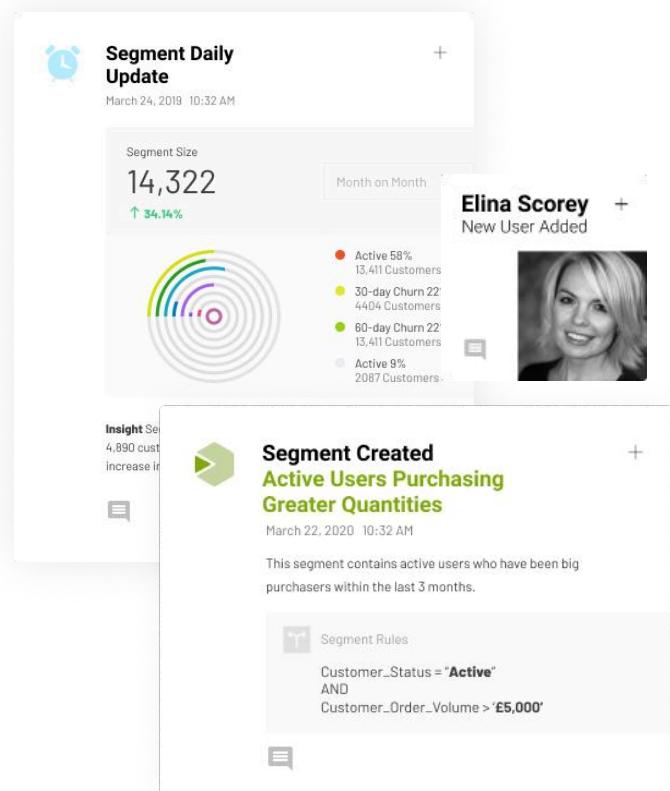
As a self-service business intelligence platform for marketers, abstract out the inherent complexity of the AI and data science interventions. Make the experience enjoyable and productive for the end users.

Deliver actionable insights, not just information

Stay clear of linear, prescriptive pathways and lead users on to a path of discovery without needing a degree in data science! Empower them to explore for answers to their most pertinent questions with relevant, insightful presentation of data.

The Journey

We acted as Distil.ai's internal product team as we deliberated on decisions that would define the platform's path forward in terms of its user experience and visual strategy.



Designing the User Interface for Distil.ai platform

at our QuarkCity SEZ Design Studio

Primary user research activities were carried out onsite in London by the Distil.ai team, with our team participating remotely in many of these sessions. The Clarent team provided secondary research and analysis to help crystallize the requirements.

We relied on the combination of structured analysis with individual intuitiveness and innovation in working through some of the trickiest areas of the platform. An iterative approach with rapid feedback loops helped us learn from real customers and create an experience that drew new customers in while keeping existing customers engaged.

While our team took over the reins once we had what we needed to know about what the customers were looking for, and where the pain points were, we continued to work iteratively through the information architecture and interaction design phases with the Distil.ai team. We saw the areas we had to completely re-engineer versus where we could leverage existing design choices.



The Solution

An engagement is only as successful as the results it delivers. With Distil.ai, we designed a user experience strategy that wasn't prescriptive and empowered the users to find meaningful answers to their most pressing customer data questions. The result was a sophisticated, relevant and insightful customer intelligence tool that marketers are using to get more value of their marketing spend.

Today, Distil.ai empowers the marketing and customer acquisition models at a number of e-commerce businesses, enabling them to use data science to boost customer engagements without being bogged down by the complexity of the artificial intelligence and machine learning algorithms at work. Distil's customers have reported up to a 46% boost in customer engagements within just a few months of using the platform. And we couldn't be happier.

- Unraveling the stories that data tells to build long-lasting relationships with the customers, and grow revenue
- Helping businesses speak to their customers in a uniquely personal way, at scale
- Power customer self-discovery and exploration within their own context and needs
- Seamless integration with existing tools and infrastructure to deliver an experience marketers love
- Unraveling the stories that data tells to build long-lasting relationships with the customers, and grow revenue
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- Power customer self-discovery and exploration within their own context and needs
- Seamless integration with existing tools and infrastructure to deliver an experience marketers love
- Achieving results, winning accolades

Focused on Outcomes



Clarent was vital in helping us design and verify the design for the Distil.ai platform. The result is something that our users love, and has been praised by everyone who has seen it. I look at more mature platforms and think they look terrible compared to ours!

Gerry McNicol

CEO, BIG Data Consulting
Exeter, United Kingdom

Improve adoption and enhance impact of your initiatives

You've got ideas. And we can turn those paper napkin scribbles to products that your users will love. From understanding your users' motivations and needs with in-depth user research to designing a user experience architecture that scales with you, we know what it takes to get ideas off the ground. After all, when two of the Big Three consulting companies choose Clarent to assist them with their UX needs, you sure can as well.

At Clarent, we've helped our clients give their ideas wings, helping roll out stunning digital products like clockwork. And we'd love to work with you in meeting the challenges you face today.

From startups to large enterprises, organizations across the world work with us to discover and design what's next!

Join the tribe!



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