

HELLO THERE



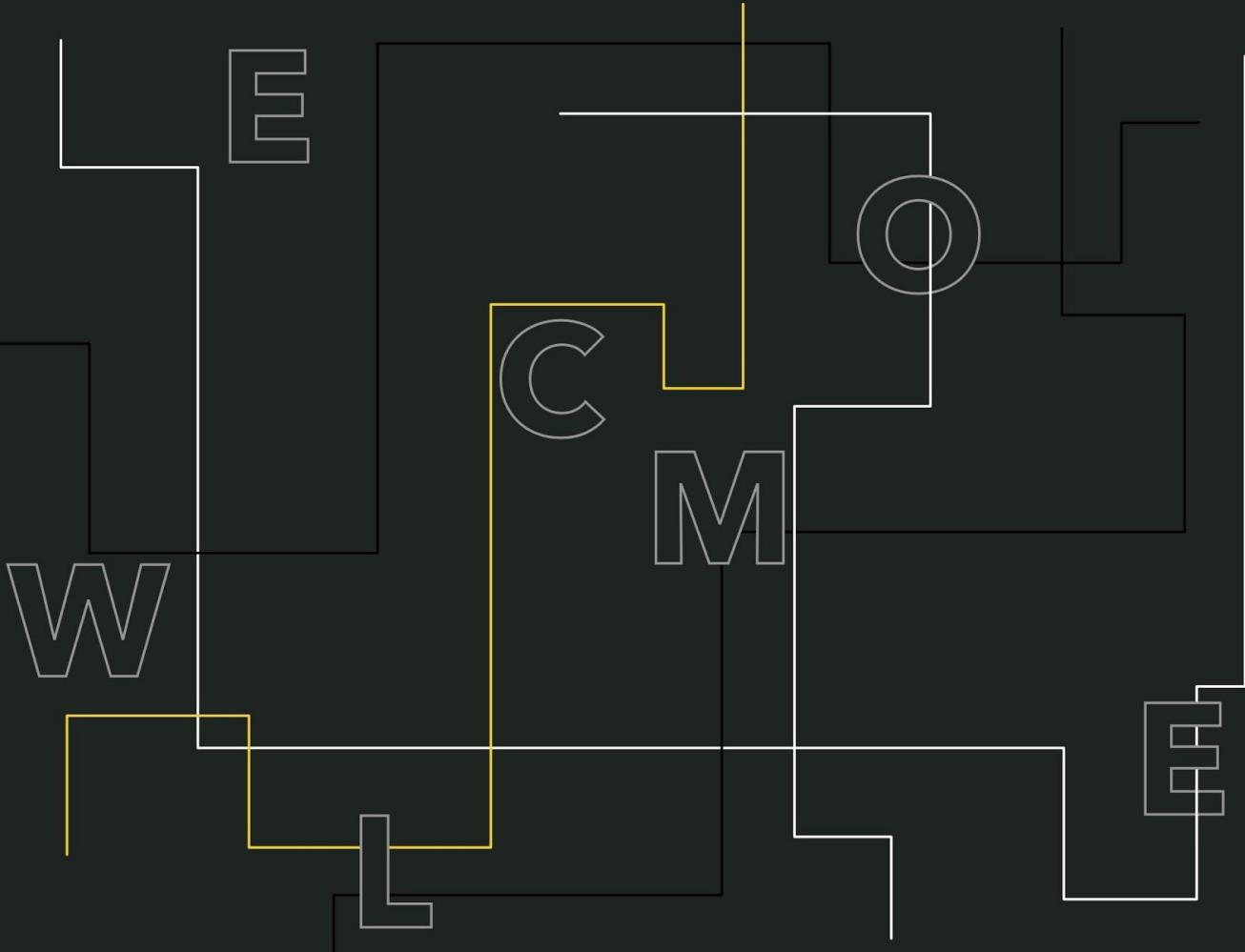
I'm Chris

PRODUCT DESIGNER

I enjoy practicing and teaching design, working on hard problems, and doing good

I'm a product designer with over six years of experience. Currently I am a lead designer at SocialCode designing software for brand marketers at the world's largest companies. Previously, I worked at the Washington Post Innovation Lab, Trove a personalized news application and Little Tinker, an IoT startup.

My skills run along the design stack from working with user research to prototyping. Let's get started!



Little Tinker

Leverage the connectedness power of the web to enhance a natural physical experience. Connect physical and digital world.

- 01 Social APIs used in new ways**
- 02 3D physical installations**
- 03 Intelligent electronics**



Process and Projects

In just over a year we covered a lot of ground – 3D printing and programming electronics was just the beginning

At a startup, one wears many hats. This was especially true at Little Tinker. I did the brand, front-end, UX and industrial design of the products. With such a small team, we went from idea to prototype quickly and iterated on the prototype.



LITTLE TINKER

The Foursquare Gumball Rocket

Created for the NEXIS Innovation Lab, this custom rocket would dispense a gumball if you check-in to their location on 4sq.

Little Tinker was first and foremost a proof of concept to answer the following questions:
Can technology make people's lives easier?
Could it make it easier?

Here's a video from "launch day."

I used Premiere Pro to produce it.



Click For Film

Trove Challenge

Design a news experience that encourages engagement, personalization, and blends hand curated and algorithmic content.

- 01 10k actively curated troves**
- 02 Encourage the curators**
- 03 Attract and retain followers**



PROJECT 02

Trove Homepage

A personalized home experience
that evolves as people use it

The challenge defined by product was to get users deeper into the engagement funnel. We noticed that users that frequently interacted with content had a more favorable impression of the product.

In this project I designed a homepage user experience that was contextual and acted like a gentle funnel that would encourage users to new actions based on their previous usage and understanding of the product.

This anonymous landing experience that put forth the value proposition and some general news content curated by our in-house editorial team.

The screenshot displays the Trove homepage with a dark background. At the top, there's a navigation bar with the word "trove" and links for "Browse" and "Your Troves". A search bar and a "Sign In" button are also present. The main headline reads "People Powered" with the subtext "Crowdsource your news feed". Below this, a large image shows a laptop keyboard, a notebook, a smartphone displaying a news app, and a hand writing in a journal. A call-to-action button "START FOLLOWING" is centered. To the right, another section encourages users to "Get credit for your good" and "BECOME A CURATOR". On the left, a sidebar titled "what to follow" lists several curated topics: "Entertainment News" (by Rachel Hatzipanagos), "Technology Playlist" (by Emily Schwartz), "Interstellar: Watch This Scientist Separate Science Fiction From Science Fact" (Cinema Blend), "Sports News" (by Catherine Harrington), and "Tips for Troving" (by trove Team). On the right, there are more sections for "Latest Headlines by Trove Editors" and "Rubio tells donors he is running for White House" (Reuters). The bottom right corner features a "what to follow" sidebar with "Entertainment News" and "Technology Playlist".

Trove

Homepage

Once the user curated a few streams, the design changes again

Once the user started to curate streams on the site, the layout and design changed again. I focused the design to be consistent and offer overt and subliminal messages with tooltips and color to encourage the next behavior in our engagement funnel.

The screenshot shows the Trove homepage with a dark background. At the top, there's a navigation bar with 'trove' logo, 'Browse', 'Your Troves', a search bar, and a 'Create a trove' button. Below the navigation is a header 'troves you curate'. The main content area displays a stream of news articles. One article titled 'Futuristic concept car that can split into two motorcycles is the solution to traffic' has a 'Pick' button to its left. A red tooltip box with the text 'Pick good stories for your troves' and a large orange 'O' icon points to this 'Pick' button. Another 'Pick' button is visible below this article. To the right of the stream, there's a sidebar with a 'Share your POV' section and a 'SEE YOUR TROVE' button. Further down, there are more articles like 'Unbelievable shot shows lion milliseconds from...', 'Clinton kicks off 2016 campaign online, heads next to Iowa', and 'Custom Steam Engine-Powered Motorcycle Looks Straight out of a Sci-Fi Fantasy'. Each article has a 'Pick' button to its left. A red tooltip box with the same text 'Pick good stories for your troves' and an orange 'O' icon points to the 'Pick' button of the first article in the stream.

PROJECT 03

Trove User Profiles

Designing a profile page for a community predicated on a curator's subject matter expertise

I designed the user profiles on Trove to be visual and a means for self-expression. In the information architecture, I elevated the curated troves, as they are the best reflection of the user's interests and area of expertise on the site.



Clickable prototype
<https://invis.io/H84LBOIUR>



The screenshot shows the Trove user profile for Christopher Azar. At the top, there is a large, scenic image of a coastal landscape with a rocky beach and ocean. Below the image is a circular profile picture of Christopher and another person. To the right of the profile picture is the name "Christopher Azar" and the handle "@azar". There is also a "Edit" button. A bio follows: "Product Designer at @Trove (formerly Washington Post Labs) and Designer in Residence at @GA. Previously IoT and 3D printing @LittleTinkerCo, @NewhouseSU alumnus" and a link to "blog.christopherazar.com".

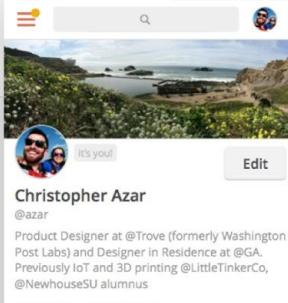
Below the bio is a navigation bar with three tabs: "Troves" (which is selected), "Picks", and "Activity".

The "Troves You Curate" section lists three troves:

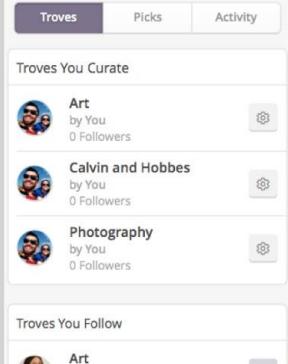
- Art** by You, 0 Followers
- Calvin and Hobbes** by You, 0 Followers
- Photography** by You, 0 Followers

The "Troves You Follow" section lists three troves:

- Art** by Mary Long, 1 Follower
- Astronomy & Space** by Stephanie Zeller, 10 Followers
- Borders** by Mary Long, 10 Followers



This second screenshot shows the same profile for Christopher Azar, but the "Troves" tab is not selected. The rest of the interface is identical to the first screenshot, including the "Troves You Curate" and "Troves You Follow" sections.



This third screenshot shows the same profile for Christopher Azar, but the "Picks" tab is selected instead of "Troves". The rest of the interface is identical to the previous screenshots.

The Outcome

We hit our target! When Trove closed its doors it had 12,351 actively curated troves.

- 01 12k actively curated troves**
- 02 More daily picks**
- 03 More daily conversations**



PROJECT 01

SocialCode Intelligence

*Human readable customer analytics
for the world's busiest marketers*

The SocialCode CEO came to us with a challenge to build a new customer and audience analytics product. Our goal was to help busy brand marketers leverage the power of their customer lists and learn more about their customer psychographics, interests and behaviors.

We started with three metrics in mind: we wanted to license the product for \$5,000 per month, we wanted users to return 3x per month, and we wanted five subscribers by end of Q3. This gave us some solid guidelines as we started developing SocialCode Intelligence.

The image shows a MacBook displaying a web-based CRM profile for a Facebook custom audience. The profile is titled "CRM Profile" and includes sections for "Executive Summary", "Behaviors", and "Interests".

Executive Summary: States that the population is most represented by Millennials, with 25 - 34 year olds making up the largest segment by age. It mentions a regional opportunity score of 9.8, noting they are 222% more likely to live in Corpus Christi, Texas than the US Facebook population. Notable behaviors include Coupons, Gardening, and Theatre, with scores of 9.8, 9.6, and 9.1 respectively. Consumers are also very interested in Tattoos.

Behaviors: A bar chart titled "Opportunity Score" shows the following data:

Behavior	Opportunity Score
Drama movies	9.4
Yoga	9.3
Mountains	7.8
Basketball	7.5
TV comedies	6.5

A table provides detailed data for these behaviors:

BEHAVIOR	REACH	INDEX	% OF AUD	OPPORTUNITY
Drama movies	230,000	39%	25%	9.4
Yoga	2,000	24%	16%	9.3
Mountains	13,000	18%	12%	7.8
Basketball	4,000	60%	17%	7.5
TV comedies	12,000	20%	8%	6.5

Interests: A note states that this consumer group is 402% more likely to be interested in Parenting.

At the bottom, there is a color scale legend for "Opportunity Score" from 0.0 to 10.0, and navigation links for "TERMS", "Opportunity Score", "Reach", "Index", and "% of Aud."

The Challenge

Build a new customer analytics product with the following sales and engagement targets in mind.

- 01 \$5000 per month license**
- 02 Users return 3x/month**
- 03 Five paying customers by Q3**

Design Sprints

Regular planning and facilitation of cross-functional design sprints and sketching sessions

As a member of the product team, one major challenge is facilitate alignment between engineering, product and UX.

I regularly facilitate small sketching sessions for the team. These sessions often lead up to more formal product requirements and user story writing.

Below is the schedule for a 5-day design sprint which acted as the kickoff for the SocialCode Intelligence product.



Sprint schedule

<http://azar.im/2kBm6pz>



The Schedule

I filled in the schedule that was put forth by Jake Knapp and it was reviewed by a manager and Google Sprint Master, Jenna Bilotta

Audience Sprint Schedule

Location: "Smalls", SocialCode Office, 1133 15th Street NW Washington DC

Note: Days start at 10am so folks can take care of managerial duties a bit beforehand. Please let your directs know this and how to get a hold of you in case of emergencies.

time	agenda item	notes
9:30-10am	Coffee and settling up	
10:00-10:25	Welcome Chris A. reintroduce the Challenge Statement (2 min) Icebreaker (Rachel, 20 min) Overview of the sprint (4 mins)	Icebreakers Overview
10:25-11:15	Start at the end Go over the long term goal for sprint and sprint questions Make a map Map the challenge and audience user points	
11:15-12:45	Break for Directs Meeting/Lunch	
12:45-2:15	6 Expert talks (72min) 12m x 6 5 min presentations + 7 min discussion <ul style="list-style-type: none">• Expert talks Tables note down "how might we" and user need post-its during each presentation. 5 min check-in after 1st presentation for post-it progress	Arrange speakers and subject matter experts for 5 min presentations.



Icons purchased from thenounproject.com and redrawn

User Persona

Defining the user and aligning the team on her use-cases

During this project, I collaborated with business stakeholder, sales, and product to create a servieable description of the target user for our new product based on user interviews and market projections.

We would refer back to the document frequently, as we completed more testing and sales calls.

PRIMARY USER

External Brand Marketer

Executive Summary

- She is the sole target and primary user of the intelligence product offering.
- Represents the majority of our desired licensees.
- Uses Audience Intelligence to complete strategic, partnership, media, content development and product development marketing related tasks inside her organization



Background and Responsibilities

- She is high up in the organization and oversees high-level brand decisions in a large organization. Possibly overseeing a large team and many departments. She could also be a middle manager digging into, comparing audiences and reporting up to executives with product, marketing or partnership strategy.
- She interfaces with several other departments at the company, including: research, business strategy, audience development and digital media.
- She has about 10-15 years of brand marketing or agency experience

Market Size and Opportunity

- Of the ambitious SocialCode tech licensee goal, we estimate and this user profile type represents about a very large percent of these licences.
- This type of customer is either in a large Fortune 500 company and willing to pay about \$5k/month for the product or in a medium-sized/Fortune 1000 company.

Research & Wires

Designing a clickable prototype to test a product hypothesis

As part of the development process, I often make quick prototypes to test a hypothesis in market with real users. This kind of testing shortens feedback loops with a customer and helps prioritize features down the road.

In this prototype, we tested the interest and usefulness of a human readable analysis as an executive summary. We also tested broad concepts "comparing audiences" and "finding partnerships."

I made this rough prototype in a few hours and worked a product research lead to learn more about how a customer could use the insights, before any code was written.



Clickable prototype
<https://invis.io/VM7PFW9NR>

Intelligence v1

88

username | brand

Explore Audience

- The Angels Victoria's Secret
FB Page · Reach: 12.3k

Select a different audience

Executive Summary

This Audience is **86% more likely** to have an affinity for **Luxury Stores** and **400% more likely to use an iPhone** than the average Facebook user.

Audience members have a **30% higher affinity for Yoga** and **16% higher affinity for coupons** than the average Facebook user.

Your audience **skews female** and **young** with more than **40%** in the **25-34 age group**

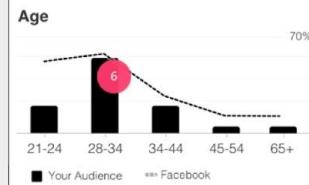
This audience is **72% more likely** to live in **southern medium size cities** compared to the rest of Facebook.



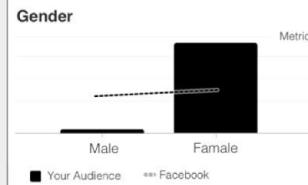
Audience Insights Report

Demographics

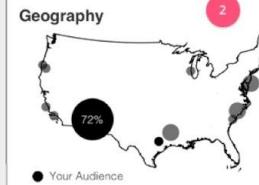
Insight: Your audience skews **28-34** years old.



Insight: Your audience is **300 times** more likely to be **Female**.



Notable Insight: Your audience is most likely to live in **Gilbert, Arizona**



Analysis Categories

VSS_140827_VeryBuyerAudience_VS_RangeStat (Facebook Social CRM) 100k CRM

Eau So Sexy_Checkout 100k CRM

NonBraBuyers_DL Intelligence v1 22 username I brand

Eau So Sexy_DL

Video Engagement_Progressive_Spec

Previous Reports

Comparison NonBraBuyers 100k CRM Date Run: June 3, 2016, 3:45pm

Explore VSS_140827 100k CRM Date Run: June 3, 2016, 2:45pm

Explore Eau So Sexy 100k CRM Date Run: June 1, 2016, 2:00pm

WELCOME TO SOCIALCODE INTELLIGENCE

What would you like to do today?

SocialCode Intelligence has lots of ways you can analyze an audience.
Select from one of these options below to get started.

Explore Audience

Compare Audiences

Find Partner Opportunities
(Coming Soon)

Compare Audiences
See notable insights and your audiences side-by-side so you can contextualize groups with ease.

Explainer Vector Graphic

Your Audiences

CREATE NEW SEARCH

Select	Audience Name -	Reach	Type	Label	Created	Last used
<input type="checkbox"/>	Victoria's Secret	27.1M	FB Page			
<input type="checkbox"/>	Victoria's Secret Pink	13.9M	FB Page			
<input type="checkbox"/>	The Angels Victoria's Secret	12.3k	FB Page			

<input type="checkbox"/>	VSS_140827_VrySxyBraBuyers_Tar	Fearless Social CRM	100k	CRM
<input type="checkbox"/>	Eau So Sexy_Checkout		100k	CRM
<input type="checkbox"/>	NonBraBuyers_DLX		100k	DLX
<input type="checkbox"/>	Eau So Sexy_DLX		100k	DLX

Intelligence v1

88

username | brand

Your Audiences

[CREATE NEW](#)

[SEARCH !\[\]\(6204b2b9447b1eb7bc3c04a584718a35_img.jpg\)](#)

Select	Audience Name	Reach	Type	Label	Created	Last used
<input type="checkbox"/>	Victoria's Secret	27.1M	FB Page			
<input type="checkbox"/>	Victoria's Secret Pink	13.1M	FB Page			
<input type="checkbox"/>	The Angels Victoria's Secret	1.1M	FB Page			
<input type="checkbox"/>	VS Fashion Show	2.2M	FB Page			
<input type="checkbox"/>	Lookalike (US, 1%) - ActiveDreamAngelsBraBuyers	100k	Lookalike			
<input type="checkbox"/>	Lookalike (US, 1%) - General WCA 60 Days	100k	Lookalike			
<input type="checkbox"/>	Lookalike (US, 1%) - PINK 30 Day WCA	100k	Lookalike			
<input type="checkbox"/>	Lookalike (US, 1%) - People who like Victoria's Secret Pink	100k	Lookalike			
<input type="checkbox"/>	Lookalike (US, 1%) - 8.28.14 Cumulative List (Bra, Swim, Active, PINK & Overflow)	100k	Lookalike			
<input type="checkbox"/>	VSS_140827_VrySxyBraBuyers_Tar	100k	CRM			
<input type="checkbox"/>	Eau So Sexy_Checkout	100k	CRM			
<input type="checkbox"/>	NonBraBuyers_DLX	100k	DLX			
<input type="checkbox"/>	Eau So Sexy_DLX	100k	DLX			

Select an Audience

Select to see notable insights and a wrap-up report about an audience.

[or BACK TO MAIN SCREEN](#)

Previous Reports

Comparison NonBraBuyers

Date Run: June 3, 2016, 3:45pm

Explore VSS_140827

Date Run: June 3, 2016, 2:45pm

Explore Eau So Sexy

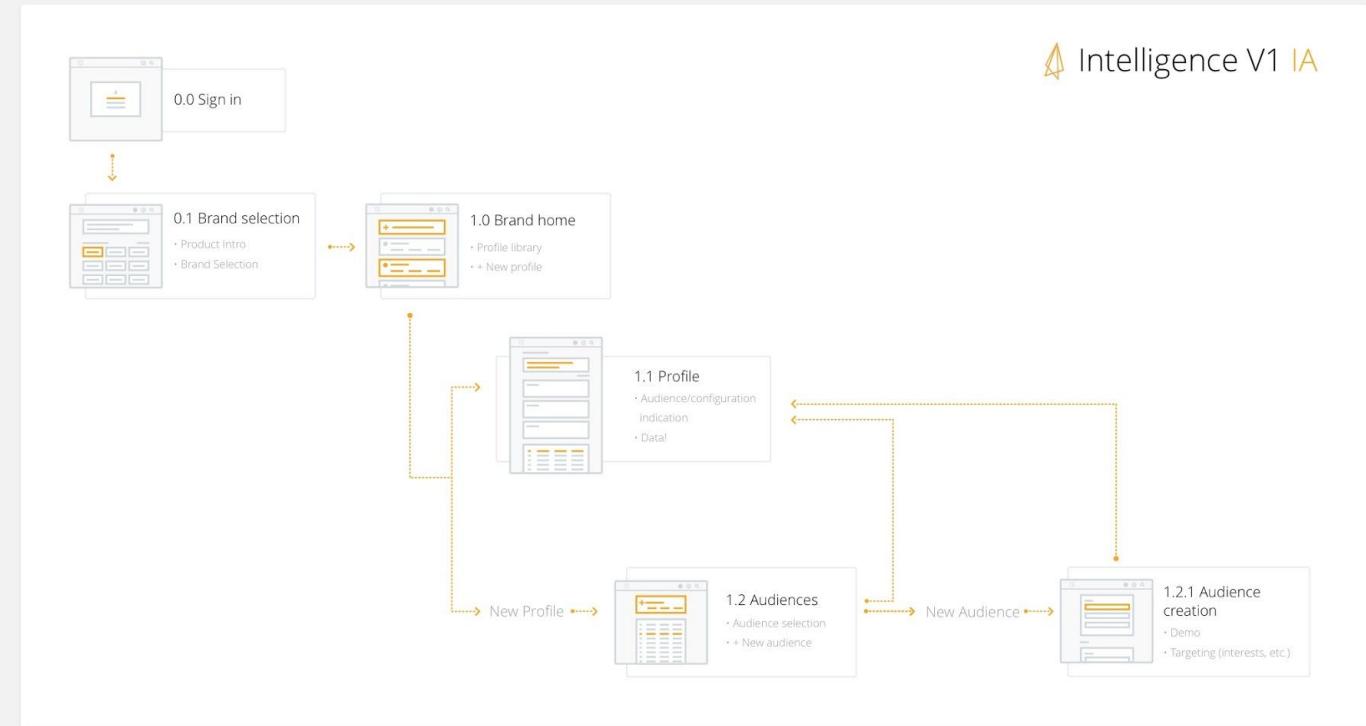
Date Run: June 1, 2016, 2:00pm

Information Architecture

Diagramming a new system for stakeholders and engineers alike

After user-stories are written, I will often make a quick diagram like the one to the right that shows the new product or feature as a whole.

This diagram is high-level and be iterated on quickly and cheaply. This type of design hints at layouts and interactions, while not distracting with the details. It is very helpful when it comes to scoping the project before work is done, as it is quite easy to delete one or a few of the thumbs.



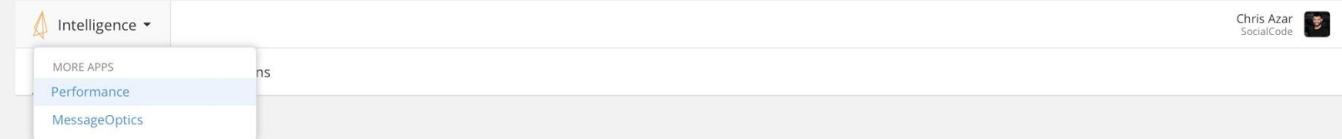
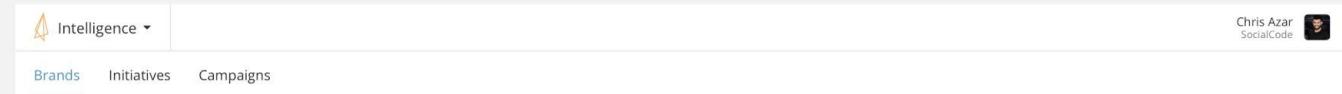
Component Library

Building a reusable system of interface elements that's used across all teams and products

Over the course of building the Intelligence product I was a major contributor to the SocialCode visual product design language.

Contributions include updates to visual styles of navigation, form styles, button states, error states, toasts, sign in screens, and of tabular data.

GOBAL NAV



SIGN IN

A screenshot of a sign-in screen titled "SocialCode Intelligence". It features a "Sign in with Google" button with a blue gradient background. Below it is a "OR" separator, followed by two input fields for "Email" and "Password". At the bottom is a "Sign in" button with a light blue gradient background. The "SOCIALCODE" logo is at the very bottom.

BAR GRAPH

Geography

Notable insight: Your audience is 39% more likely to live in San Diego, CA

Index



• Your audience

Intelligence ▾

Chris Azar
SocialCode



Brands Initiatives Campaigns

Intelligence ▾

Chris Azar
SocialCode



Brands Initiatives Campaigns

Intelligence ▾

Chris Azar
SocialCode



MORE APPS

- Performance
- MessageOptics

ns

<input type="checkbox"/>	CAMPAIGN	PL...	...	STATUS	END DATE	BUDGET	MEDIA SPE...	PACE (TIME)	PACE (SPEND)	PA...	KPI	KPI GOAL	
<input type="checkbox"/>	Petcentric 2016Petcentric Bluekai Test Launch			Live	6/30/2016	\$9,454.25	\$531.37	11%	97%	50%	\$1.25 per click	\$1.08 per click	
<input checked="" type="checkbox"/>	Petcentric 2016Petcentric Bluekai Test Launch			Ended	6/30/2016	\$9,454.25	\$531.37	11%	97%	50%	\$1.25 per click	\$1.08 per click	

FILTERS Facebook, John Smith, Heineken

<input type="checkbox"/>	CAMPAIGN	PL...	...	STATUS	END DATE	BUDGET	MEDIA SPE...	PACE (TIME)	PACE (SPEND)	PA...	KPI	KPI GOAL	
<input type="checkbox"/>	Petcentric 2016Petcentric Bluekai Test Launch			Live	6/30/2016	\$9,454.25	\$531.37	11%	97%	50%	\$1.25 per click	\$1.08 per click	
<input checked="" type="checkbox"/>	Petcentric 2016Petcentric Bluekai Test Launch			Ended	6/30/2016	\$9,454.25	\$531.37	11%	97%	50%	\$1.25 per click	\$1.08 per click	

<input type="checkbox"/>	CAMPAIGN	PL...	...	CE (TIME)	PACE (SPEND)	PA...	KPI	KPI GOAL
<input type="checkbox"/>	Petcentric 2016Petcentric Bluekai Test Launch			6	97%	50%	\$1.25 per click	\$1.08 per click
<input checked="" type="checkbox"/>	Petcentric 2016Petcentric Bluekai Test Launch			6	97%	50%	\$1.25 per click	\$1.08 per click

Accessibility

I created a 5-step checklist that has been implemented at SocialCode across the front-end, QA, and onboarding teams

30 seconds about Web Accessibility...

*The Web is fundamentally designed to work for all people, whatever their hardware, software, language, culture, location, or physical or mental ability. When the Web meets this goal, it is accessible to people with a diverse range of **hearing, movement, sight, and cognitive ability**.*

Thus the impact of disability is radically changed on the Web because the Web removes barriers to communication and interaction that many people face in the physical world. However, when websites, web technologies, or web tools are badly designed, they can create barriers that exclude people from using the Web. [w3.org/access](https://www.w3.org/access)

Accessibility checklist

There are [really robust tools](#) than this list, but this is our start...

- Alternate text for images
- Keyboard input
- Text contrast
- Color clarity
- Semantic HTML and ARIA attributes

Tools and further reading for testing our five

[Alt text](#), [Text contrast](#), [Color clarity](#), [Semantic HTML](#), [ARIA attributes](#)

Visual Design

Dive into the visual design treatment for the product

Intelligence

Comparison

Mercedes-Benz / Created: 1 min ago

Actions ▾

MBUSA_2008-2013 OwnersList

Reach
550k

The largest opportunity with Generation X with 45-54 year olds making up the largest segment. Behaviors worth noting are Mortgage online, Use an eReader, Department stores. These consumers are also very interested in Real estate.

Gender

Insight: Audience more likely to be Female

Female: 280k
Male: 270k

Houshold income

Notable insight: 356% more likely to make \$500k+

\$30-50k	1%
\$50-100k	4%
\$100-150k	15%
\$150-350k	98%
\$350-500k	212%
Over \$500k	356%

Age

Notable insight: 212% more likely to be Age 55-64

18-24	1%
25-34	4%
35-44	15%
45-54	98%
55-64	212%
Over 65	180%

Geography

Notable insight: 32% more likely to live on the West Coast

MBUSA_2015-2017 OwnersList

Reach
300k

The largest opportunity with Generation X with 45-54 year olds making up the largest segment. Behaviors worth noting are Mortgage online, Use an eReader, Department stores. These consumers are also very interested in Real estate.

Gender

Notable insight: 8% more likely to be Male

Female: 150k
Male: 150k

Houshold income

Notable insight: 356% more likely to make \$500k+

\$30-50k	1%
\$50-100k	4%
\$100-150k	15%
\$150-350k	98%
\$350-500k	212%
Over \$500k	356%

Age

Notable insight: 212% more likely to be Age 55-64

18-24	1%
25-34	4%
35-44	15%
45-54	98%
55-64	212%
Over 65	180%

Geography

Notable insight: 39% more likely to live on the West Coast



Know your customers.

Get started by creating a new profile or exploring the one below.

Your profiles

Search profiles by name

NAME	CREATED	LAST UPDATED	REACH (US)	PLATFORM
Victoria Secret Angels CRM	Aug 21, 2016	Aug 25, 2016	1.8M	
The Angels Victoria's Secret_WCA	Aug 21, 2016	Aug 25, 2016	156k	
VS Fashion Show_CRM	016	236k		
Lookalike (US, 1%) - ActiveDreamAngelsBraBuyers	016	236k		
Lookalike (US, 1%) - General WCA 60 Days	Aug 18, 2016	Aug 19, 2016	236k	
Lookalike (US, 1%) - PINK 30 Day WCA	Aug 8, 2016	Aug 18, 2016	236k	
Lookalike (US, 1%) - People who like Victoria's Secret Pink	Aug 8, 2016	Aug 8, 2016	236k	
Lookalike (US, 1%) - 8.28.14 Cumulative List (Bra, Swim, Active, PINK & Overflow)	Aug 7, 2016	Aug 8, 2016	236k	
VSS_140827_VrySxyBraBuyers_Tar	Aug 6, 2016	Aug 7, 2016	236k	
Victoria's Secret FB Page	Aug 6, 2016	Aug 6, 2016	236k	
Victoria's Secret Pink FB Page	Aug 6, 2016	Aug 6, 2016	236k	

Download as .xlsx

Rename profile

Delete profile

Create New Profile

L Brands / Victoria Secret

Run profile

Create from scratch Create from list

Imported lists

Search lists by name

	REACH (US) *
Frances Allen ▾	436k
Custom	236k
Custom	136k
Custom	36k
Page	436k
Page	236k
Page	236k

Intelligence

Create New Profile

L Brands / Victoria Secret

Reach 201,000,000 Edit name Run profile

Create from scratch Create from list

I'm looking for people who are...

Age: 13 - 65+

Gender: All Male Female

Location: United States

I'm looking for people by...

Interests

That include any one of the following:

Type attributes

+ Add attribute

Adding an attribute decreases reach

Platform: Facebook (checked) Instagram

Victoria's Secret Pink WCA

L Brands / Victoria Secret / FB Custom Audience · Reach: 248,040 · Created 1 min ago

[Download profile .xlsx](#)

Executive Summary

These population is most represented by Millennials, with 25 - 34 year olds making up the largest segment by age.

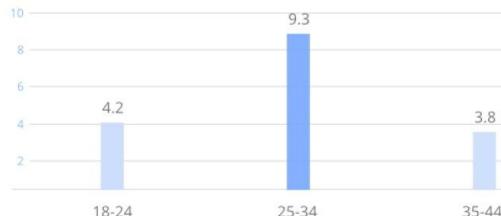
With a regional opportunity score of 9.8, they are 222% more likely to live in Corpus Christi, Texas than the US Facebook population.

Behaviors worth noting are Coupons, Gardening, and Theatre, with high opportunity scores of 9.8, 9.6, and 9.1, respectively. These consumers are also very interested in Tattoos.

Age

Notable insight: This consumer group is 105% more likely to be 25-34.

Opportunity Score



OPPORTUNITY SCORE
A score that weights the number of a profile's customers with their likelihood to have a given attribute. A high score (8-10) for Travel indicates a large subset of the profile's population is very interested in travel.

AGE	REACH ▲	INDEX ▲	% OF AUD ▲	OPPORTUNITY ▲
25-34	230,000	105%	25%	9.3
18-24	2,000	80%	16%	4.2
35-44	13,000	78%	12%	3.8
45-54	7,000	60%	17%	1.2
55-64	12,000	20%	8%	0.9

Gender

KEY Opportunity Score 0.0 10.0

TERMS

Opportunity Score

Reach

Index

% of Aud.

Interests

25% similar

INTEREST

RVs

Word games

Card games

Discount stores

TV game shows

Behaviors

25% similar

BEHAVIOR

Fans of 1 or more Teams

Photo uploaders

Summer Games 2016

Cricket Enthusiasts

Professional Football (US)

Other attributes

Age 222% similarity

Gender 42% difference in males category

Geography 377% difference in Portland

INDEX A ▾

INDEX B ▾

SPREAD ▾



Audience Comparison

Walmart / Back to school purchasers (Aud. A · Reach: 175.0k) v. Mobile purchasers (Aud. B · Reach: 75.0k)

Frances Allen ▾

[Download comparison .xlsx](#)

Similarities

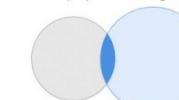
Overall, these audiences overlap slightly. 32,021 people appear in both audiences or about 25% of the audiences.

Both populations are highly represented by Millennials with 25 - 34 year olds making up the largest segment by age.

Behaviors worth noting are Fans of 1 or more Teams, Primarily cash, Dairy free. These consumers are both also very interested in Bars, RVs, World Games.

Audience overlap

32,021 people are in both groups



Back to school... Mobile purchasers

Differences

Overall, these audiences overlap slightly. 32,021 people appear in both audiences or about 25% of the audiences.

Both populations are highly represented by Millennials with 25 - 34 year olds making up the largest segment by age.

Behaviors worth noting are Fans of 1 or more Teams, Primarily cash, Dairy free. These consumers are both also very interested in Bars, RVs, World Games.

13-18 YEARS

Spread 1007 Points

Index A 1237%

Index B 230%



Back to school... Mobile purchasers

Differences

Similarities

Similar and high ▾

Interests

25% similar

INTEREST

RVs

Word games

Card games

INDEX A ▾

INDEX B ▾

SPREAD ▾

253%

253%

0.5 points

185%

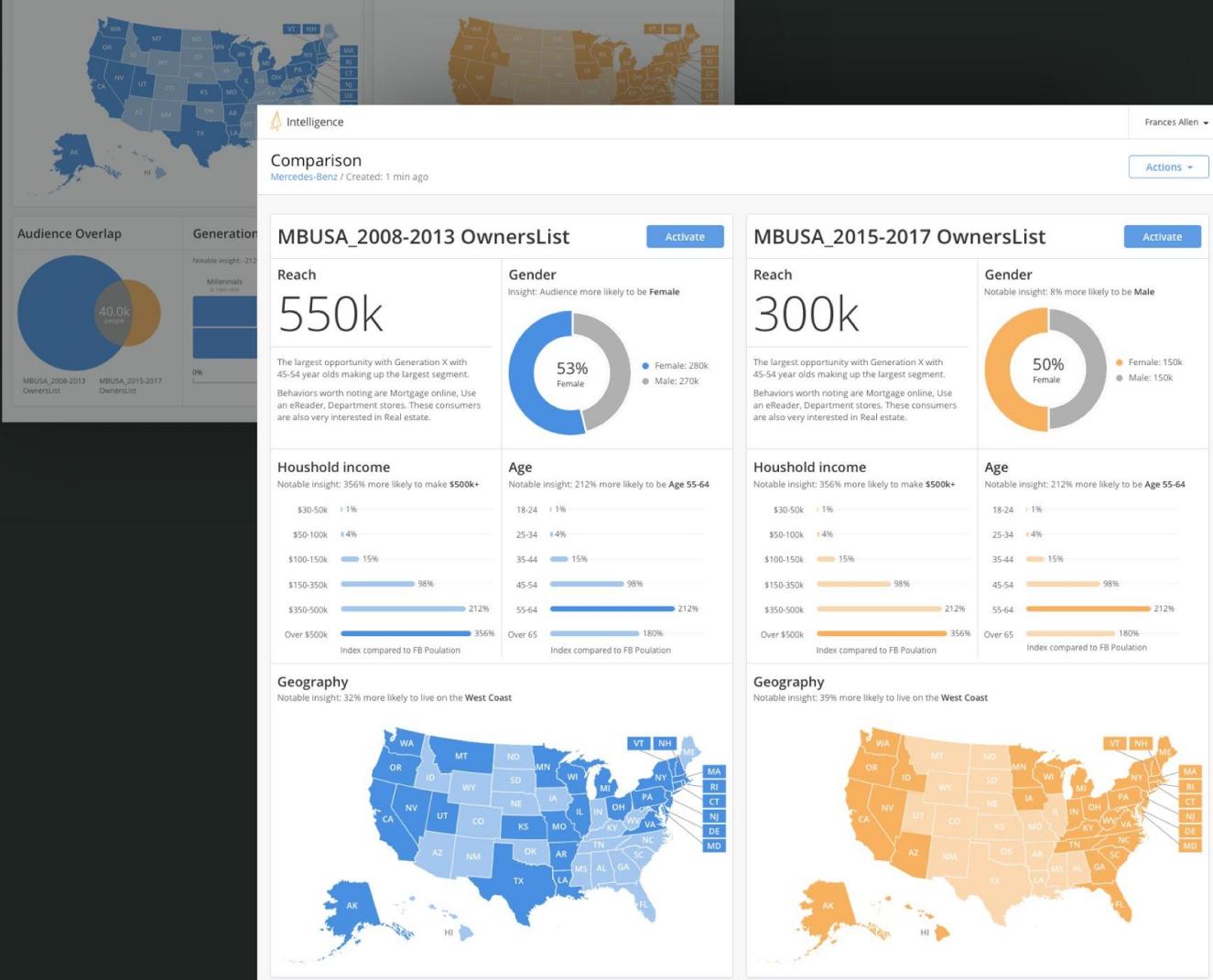
186%

1 point

183%

183%

1 point



Outcome

Shipped and is showing promising signs in the early days

Overwhelming success! As of January 2017, the new Intelligence has fifteen Fortune 500 customers.

We are running usability testing to improve the current functionality and are prototyping new features that will fundamentally improve the product.



Clickable prototype
<https://invis.io/MU9FHQQV8>

BROWSE

Intelligence

Victoria's Secret

L Brands

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4,210 Profiles Create new profile

Your profiles

NAME ▾

Pending... Victoria's Secret_WCA

Pending... Victoria's Secret Pink_L

The Angels Victoria's Secret_WC

VS Fashion Show_CRM

Lookalike (US, 1%) - ActiveDrea

Lookalike (US, 1%) - General Wi

Lookalike (US, 1%) - PINK 30 Da

Lookalike (US, 1%) - People wh

Lookalike (US, 1%) - 8.28.14 Cu

VSS_140827_VrySkyBraBuyers_

Victoria's Secret FB Page

Victoria's Secret Pink FB Page

The Angels Victoria's Secret FB

The Angels Victoria's Secret_WC

VS Fashion Show_CRM

Lookalike (US, 1%) - ActiveDrea

Lookalike (US, 1%) - General Wi

Lookalike (US, 1%) - PINK 30 Da

Lookalike (US, 1%) - People wh

Create New Profile

Intelligence

Create from scratch Create from list

Profile Name

New Profile

I'm looking for people

Age

13

Gender

All Male Female

Location

United States

I'm looking for people by...

Interests

That include any one of the fo

Type attributes

+ Add attribute

Adding an attribute decreases reach

See more

Platform

Facebook Instagram

Search profiles by name

Reach 201,000,000 Edit name Run profile

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CREATE

Intelligence

Frances Allen ▾

Reach 201,000,000 Edit name Run profile

SHARE

Intelligence

Frances Allen ▾

Actions ▾

Comparison Mercedes-Benz / Created: 1 min ago

MBUSA_2008-2013 OwnersList Activate

Reach 550k

Gender

Insight: Audience more likely to be Female

53% Female

Female: 280k

Male: 270k

The largest opportunity with Generation X with 45-54 year olds making up the largest segment. Behaviors worth noting are Mortgage online, Use an eReader, Department stores. These consumers are also very interested in Real estate.

MBUSA_2015-2017 OwnersList Activate

Reach 300k

Gender

Notable insight: 8% more likely to be Male

50% Female

Female: 150k

Male: 150k

The largest opportunity with Generation X with 45-54 year olds making up the largest segment. Behaviors worth noting are Mortgage online, Use an eReader, Department stores. These consumers are also very interested in Real estate.

Intelligence

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Reach 500k

Gender

Notable insight: 356% more likely to make \$500k+

500k

Household income

Notable insight: 212% more likely to be Age 55-64

Household Income	Age
\$30-50k	1%
\$50-100k	4%
\$100-150k	15%
\$150-350k	38%
\$350-500k	212%
Over \$500k	356%

Index compared to FB Population

Household income

Notable insight: 356% more likely to make \$500k+

Household Income	Age
\$30-50k	1%
\$50-100k	4%
\$100-150k	15%
\$150-350k	98%
\$350-500k	212%
Over \$500k	356%

Index compared to FB Population

Intelligence

Frances Allen ▾

Reach 500k

Gender

Notable insight: 212% more likely to be Age 55-64

Household Income	Age
\$30-50k	1%
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\$150-350k	98%
\$350-500k	212%
Over \$500k	356%

Index compared to FB Population

Geography

Notable insight: 32% more likely to live on the West Coast

West Coast

East Coast

Midwest

Mountain West

Great Lakes

South

Northeast

Alaska

Hawaii

Intelligence

Frances Allen ▾

Reach 201,000,000 Edit name Run profile

THAT'S ALL

Questions?

Thank you for your time and
I look forward to talking soon!

Testimonials



I had the distinct pleasure of working with Chris during our time together at SocialCode. He possesses all of the qualities that any design organization would find the most valuable: He's ambitious, thoughtful, creative, focused on his craft, always seeks ways to improve and above all he's deeply curious. His curiosity and ambition mean that he can excel in nearly any environment or subject matter. I would most happily work with Chris again, and will enjoy watching his career develop over the coming years.

JENNA BIOTTA

Former VP of UX and Design, SocialCode
Former Senior UX Designer, Google



I've known Chris for over four years, and he is without a doubt one of the most passionate designers I have ever met. The level of talent and charisma he brings to each project makes him an absolute pleasure to work with.

ERIC FILKINS

Motion Designer, Google



Christopher is a solid, sophisticated designer and thinker. He pushes himself and pushes you at every opportunity. He gets it done.

CAMELLIA GEORGE

Head of Product, Venmo
Former Design Manager, Washington Post Labs



I worked with CA at SocialCode and find him to be a very talented and hardworking designer. He can work week on complex problems, developing user centered approaches that reflect business needs. I would be delighted to hire CA in the future.

MOLLY STEVENS

Senior Design Research Manager, UBER
Former VP of Product Management, SocialCode
Former UX Research Manager, Google



Christopher has a great work ethic and expertise when it comes to product design and user experience. I worked closely with him on a brand new product at SocialCode, and his ability to work through problems and iterate quickly was a huge asset to our team. He also has a positive and encouraging demeanor which I experienced on a daily basis working with him. As a Product Manager, it's essential to have a designer that understands your requirements and challenges, and is able to tackle them alongside you as a team member. He went above and beyond the "Product Designer" title at SocialCode, and was essential to our product's success. I strongly recommend Christopher for a Product Designer/UX role. I hope I get to work with him again sometime in the future!

RACHEL LORENZ

Former Product Manager, SocialCode