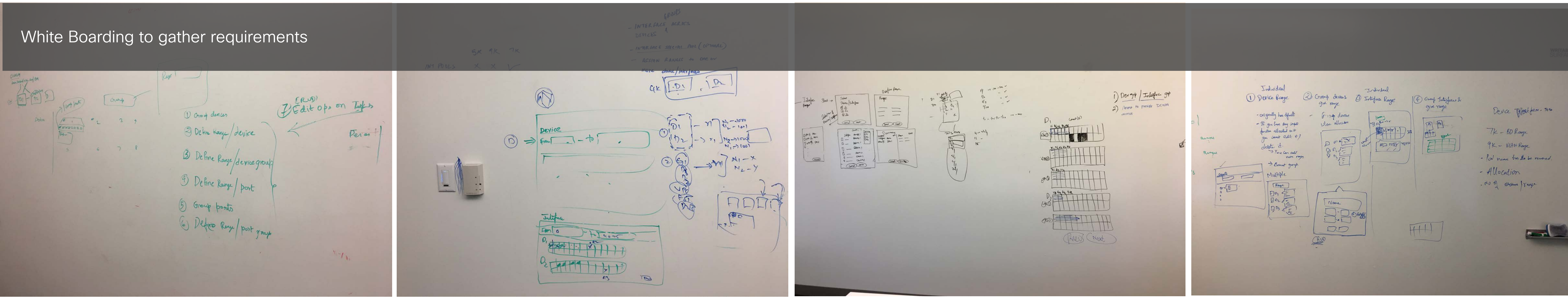


User Experience Design Samples

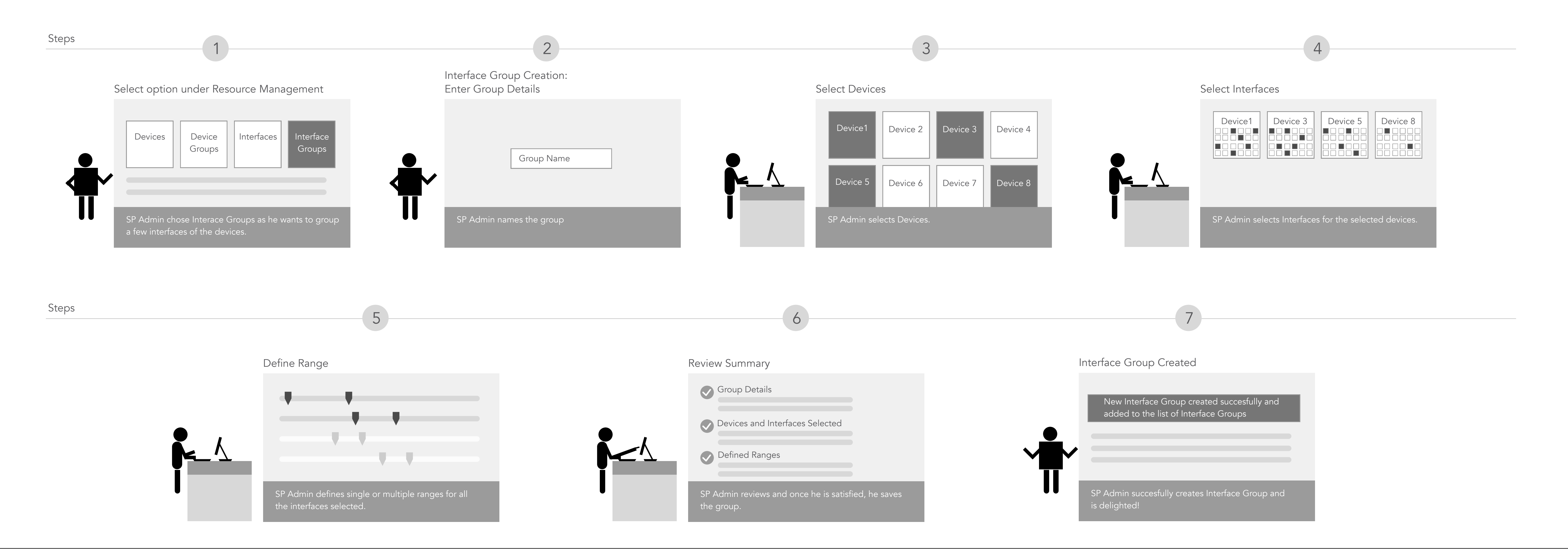
1. Design Process: Cisco Virtual Topology System (VTS) - Managing Data Center Overlay Networks
2. Design Process: Cisco AIO Platform - Virtual Managed Services (VMS)'s Deployment Environment
3. Information Architecture: Cisco Virtual Topology System (VTS)
4. Customer Experience Exercise: Cisco VTS
5. Personas: Cisco VTS, Cisco SMB Marketplace
6. Personas: Cisco SMB Marketplace

1. Design Process: Cisco Virtual Topology System (VTS) - Managing Data Center Overlay Networks

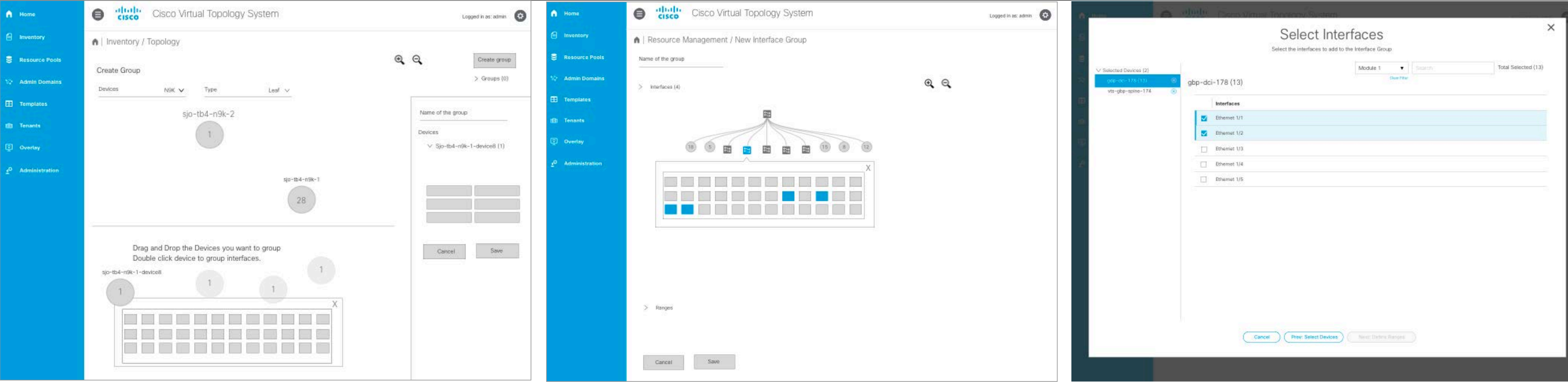
White Boarding to gather requirements



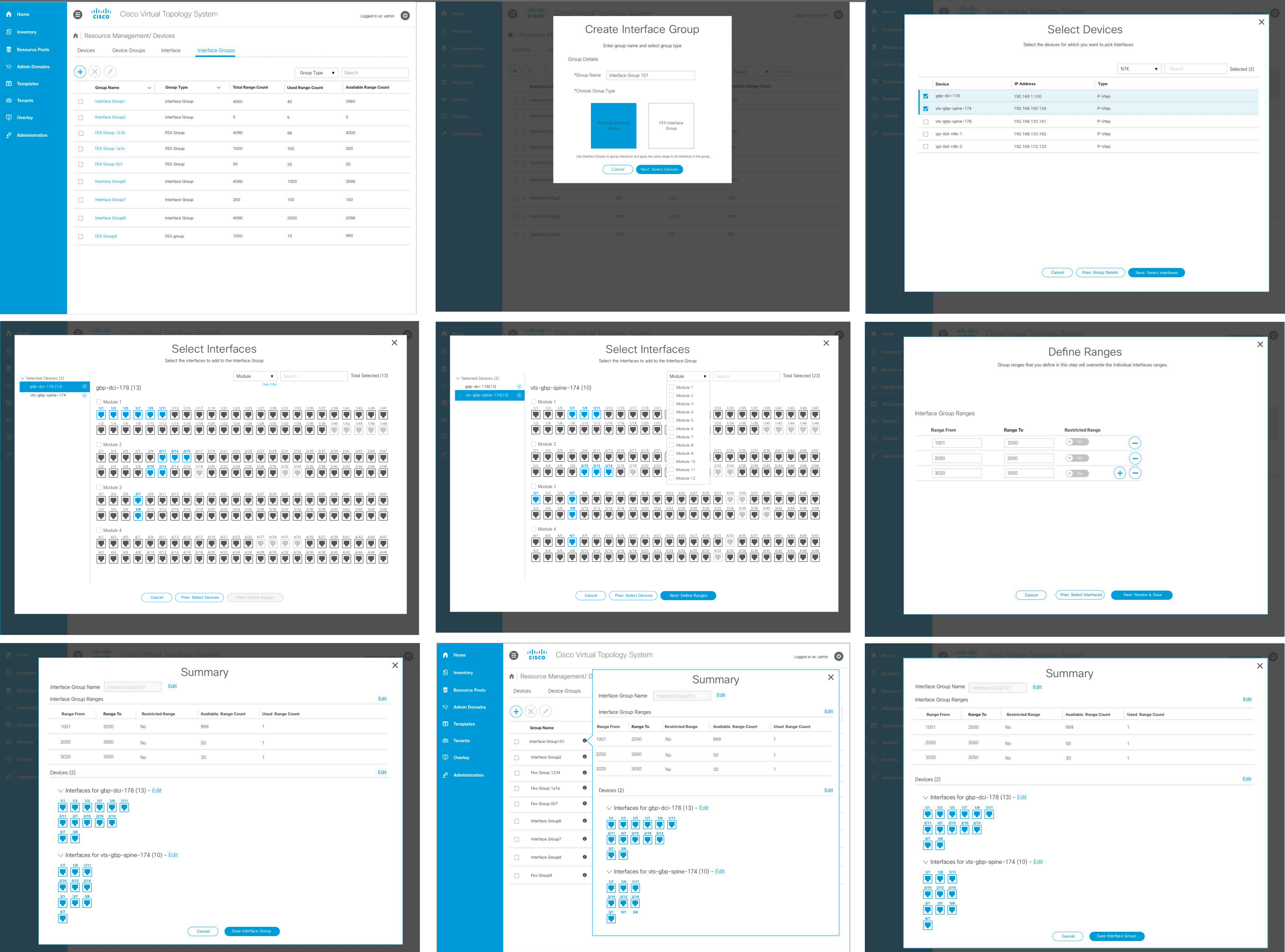
VTS - Resource Pool Management for Interface Group Flow



Design Options

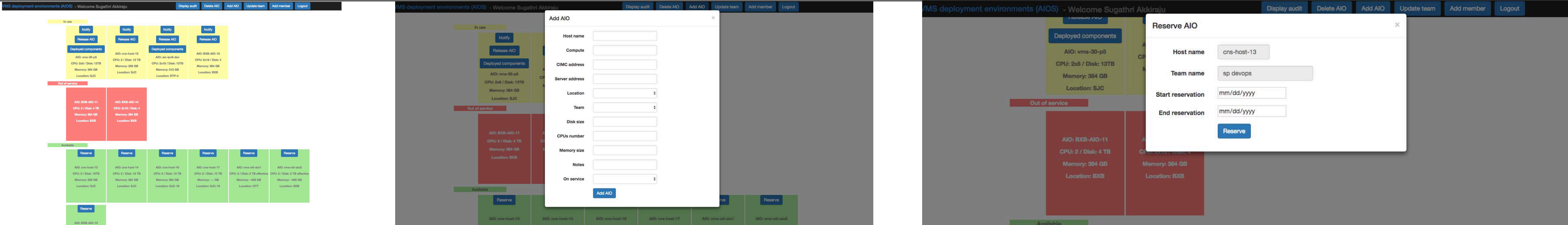


Final Design



2. Design Process: Cisco AIO Platform - Virtual Managed Services (VMS)'s Deployment Environment

Screenshots of Platform before redesign



Identifying pain points with usability Heuristic Evaluation

1

No Consistency in contextual actions

Some of the actions related to AIO are on the tiles where as the others are at the header level.

Team and Members are actions that are dependent. User has to travel back and forth and is forced to remember or recall team assignment for each member.

2

No help or documentation on forms

The labels are vague in forms causing user to think about what should be entered.

Some of the forms are very long and are not categorized in any order to let the user know the bare minimum information that is required to complete an action.

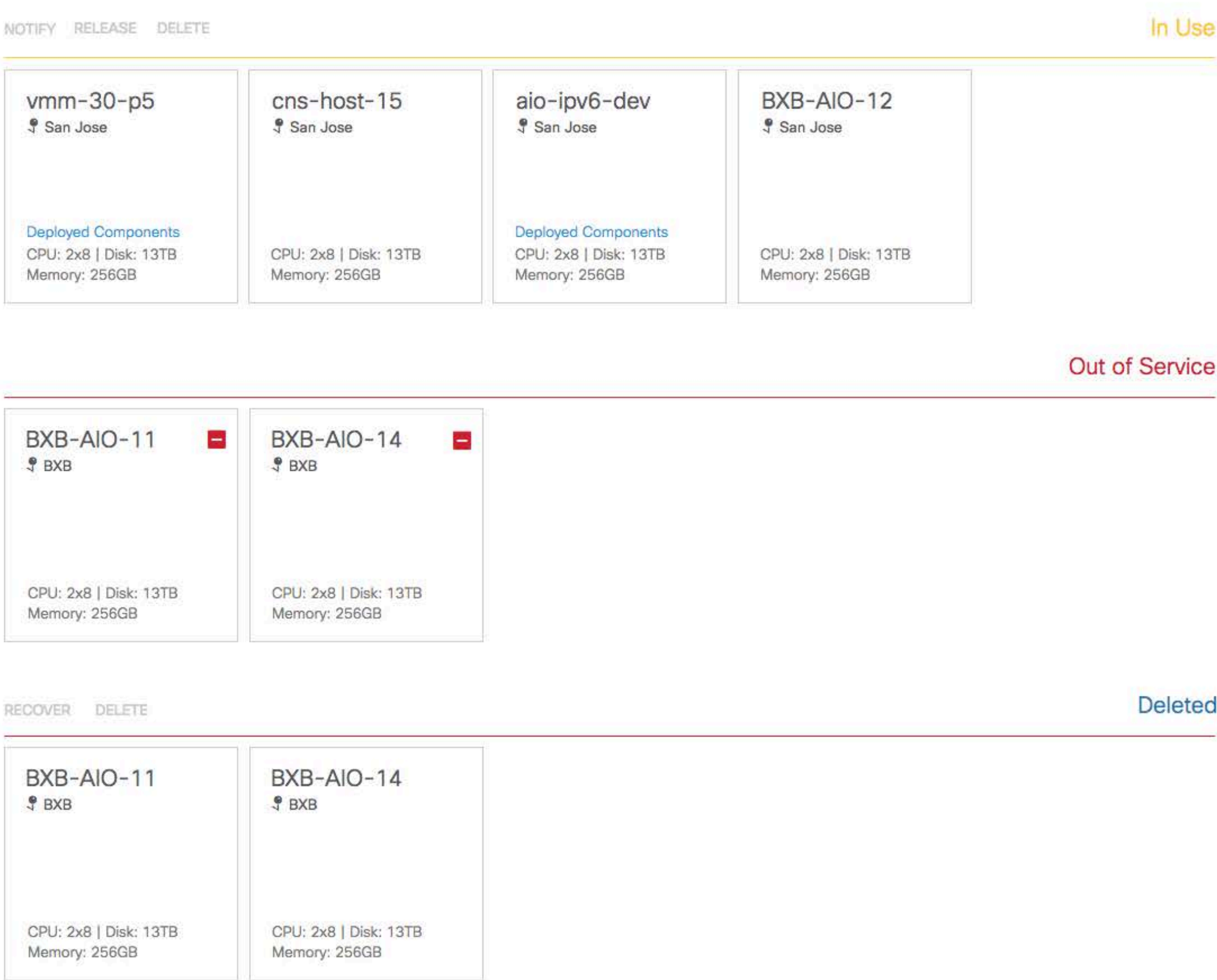
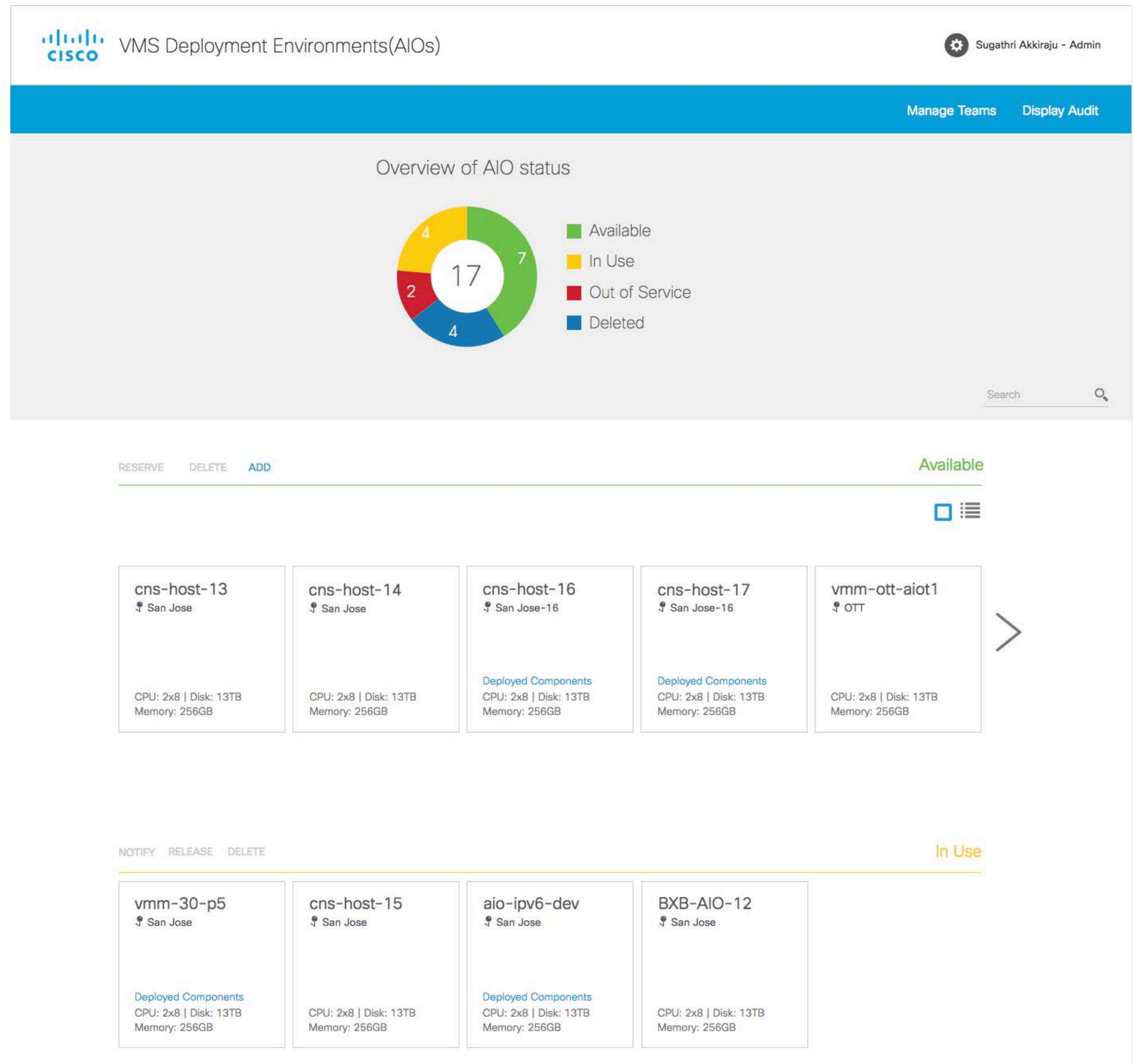
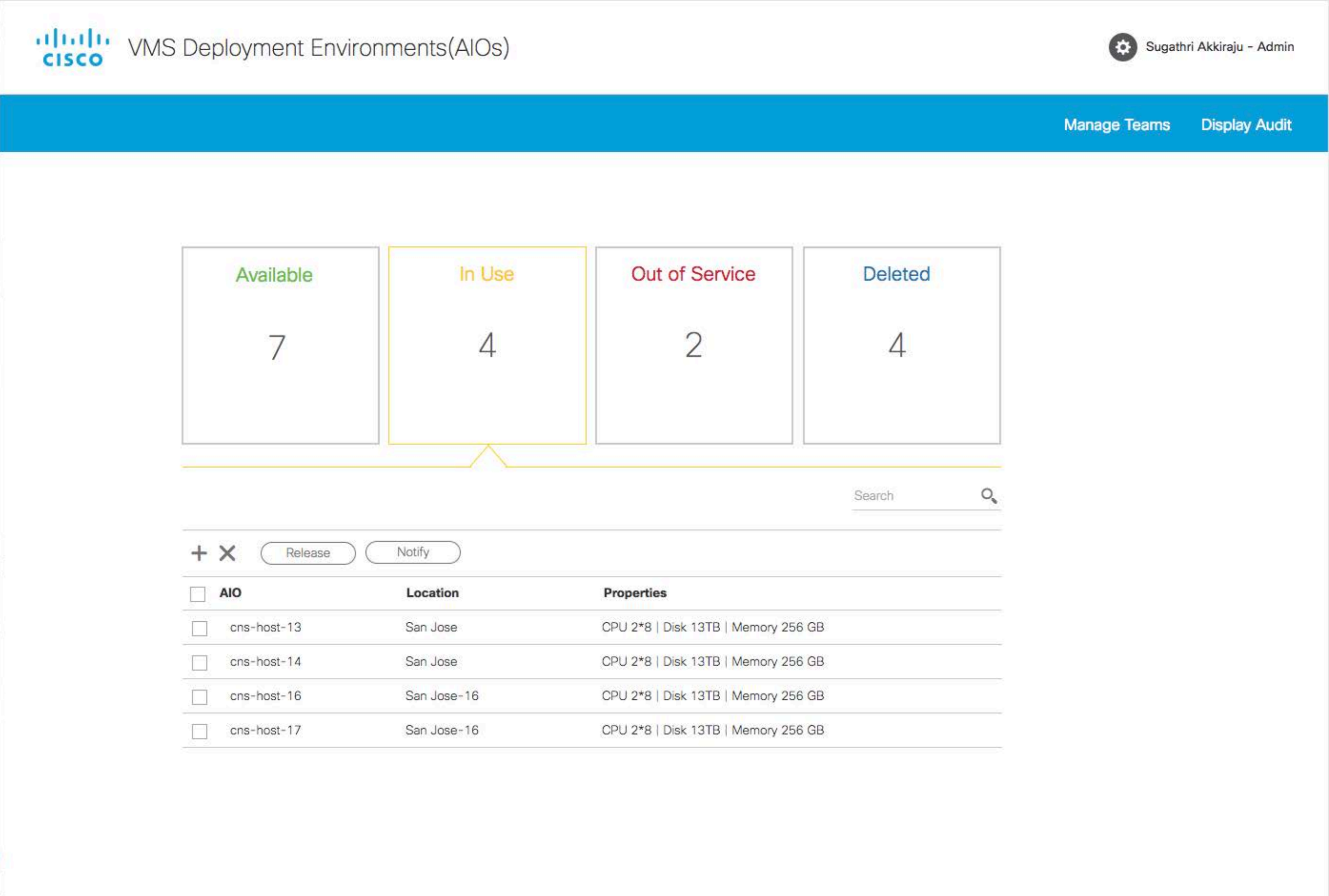
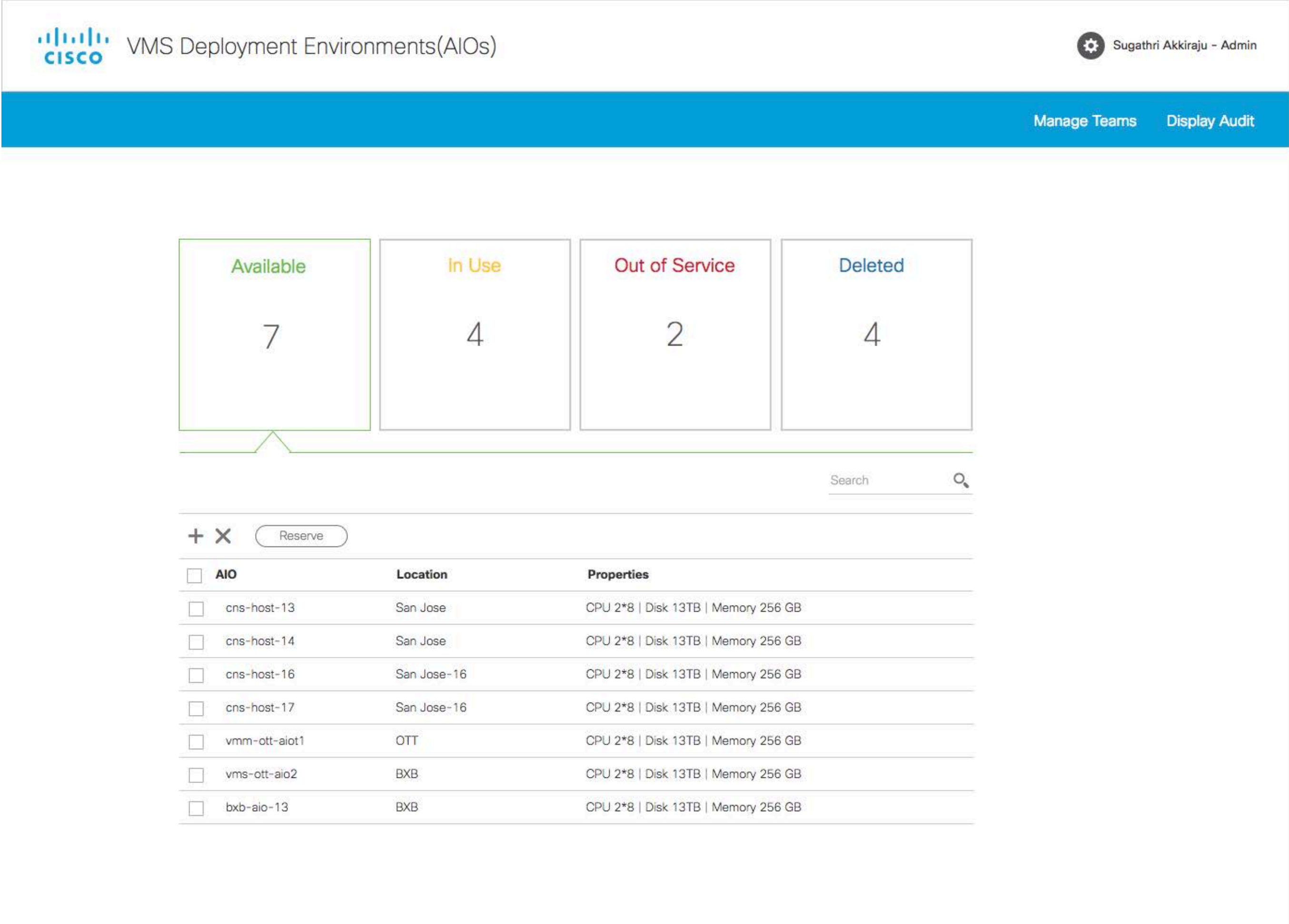
3

Not aesthetic and minimalist design

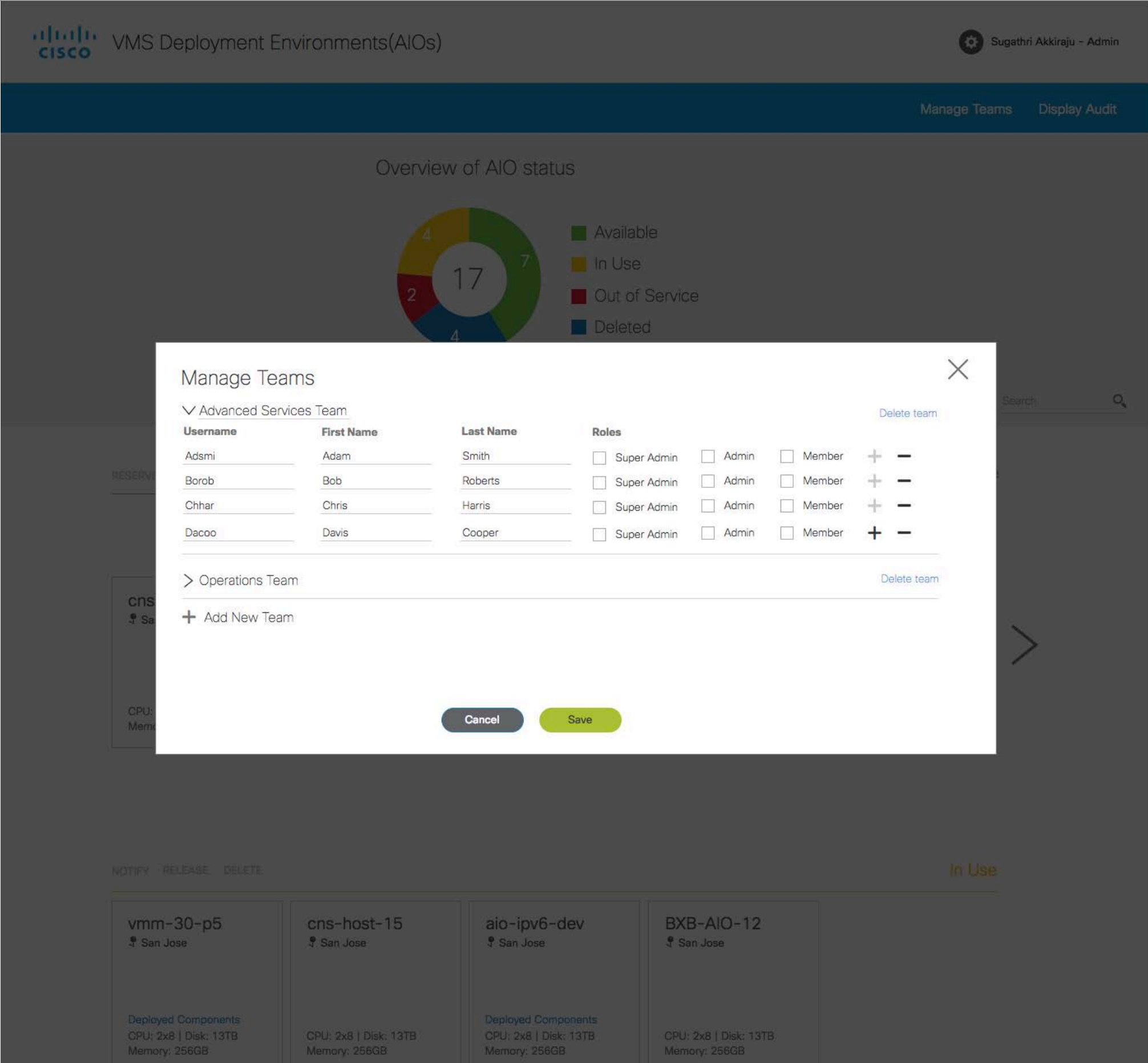
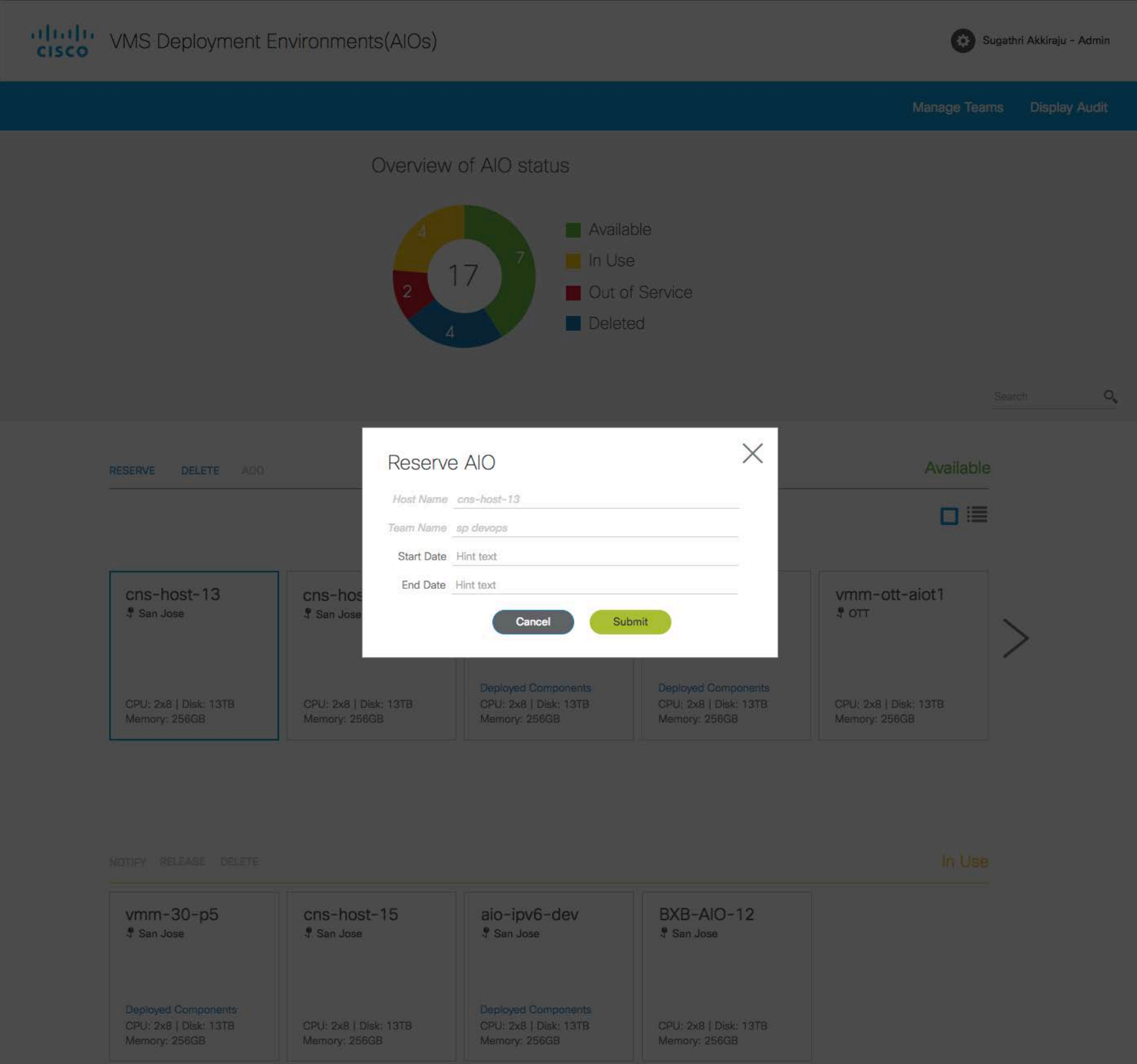
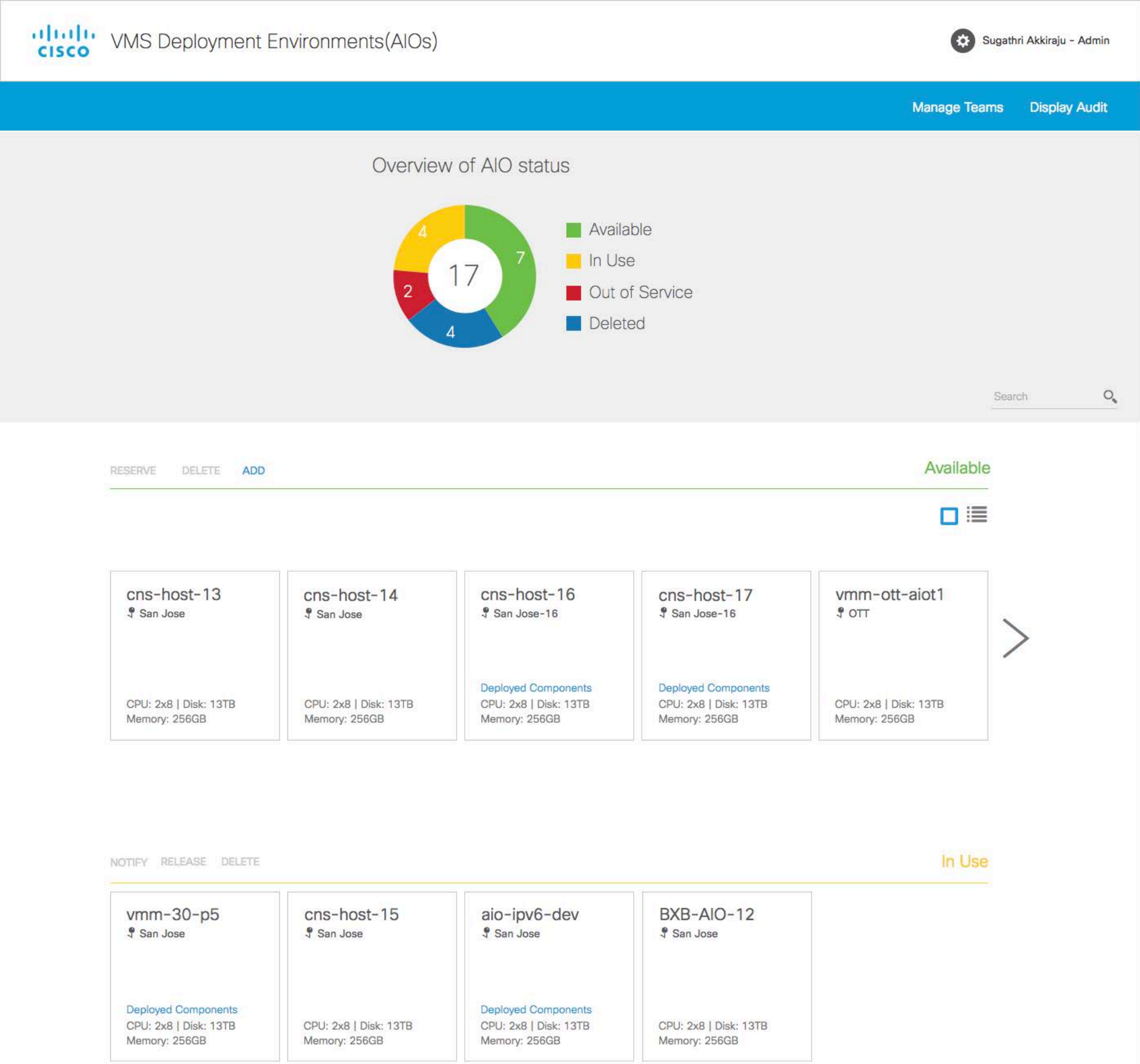
Too many colors

Repetition of words causing clutter

Design Options



Final Design



3. Information Architecture: Cisco Virtual Topology System (VTS)

IA Activity



Card Sorting Technique using Optimal Sort and Proposals

Administration

Administration

Admin Domains

Authorization Group

Device Template Management

Overlay Template Management

Remote Authentication Settings

System Settings

Tenant Management

User Management

Virtual Machine Manager

Common user tools

Baremetal

Devices

High Availability

Host Inventory

Import and Discovery

Inventory

Login Banners

Overlay

Tenants

Virtual Machines

Network

DCI Interconnect

Domains

Global VNI

Multicast IP Pool

Network

Network Inventory

Router

Route Reflector

Topology

Virtual Forwarding Groups

Admin Domain

Domains

Administration

Administration

User Management

Login Banners

System Settings

High Availability

Route Reflector

Authentication & Authorization

Authorization Group

Remote Authentication Settings

External Connectivity

DCI Interconnect

Inventory

Inventory

Import and Discovery

Network Inventory

Host Inventory

Topology

Virtual Forwarding Groups

Overlay

Overlay

Tenant Management

Tenants

Devices

Network

Baremetal

Router

Virtual Machines

Resource Pools

Global VNI

Multicast IP Pool

Template Management

Device Template Management

Overlay Template Management

Virtual Machine Manager

Virtual Machine Manager

Management

Administration

System Settings

Remote Authentication Settings

Route Reflector

User Management

High Availability

Virtual Machine Manager

Login Banners

Authorization Group

Physical Infra

Topology

Import and Discovery

Network Inventory

Baremetal

Virtual Machines

Devices

Host Inventory

Inventory

Templates

Overlay Template Management

Device Template Management

Tenants

Tenants

Tenant Management

Virtual Infra

Overlay

Global VNI

Router

Virtual Forwarding Groups

DCI Interconnect

Multicast IP Pool

Domains

Admin Domains

Network

Tenant Management

Set up Overlay

Network

Router

Virtual Machines

Overlay Templates

Topology

Set up Underlay

Import & Discovery

Inventory Management

Host Inventory

Network Inventory - {Device, Fabric Connection}

Authorization Group

Bare Metal

Resources

Global VNI

Devices

Multicast IP Pool

Device Template

Virtual Forwarding Group

Administration

General Settings - {System Settings, Login Banner, Route Reflector, User Management, High Availability}

Remote Authentication Settings,

Multi VMM

Admin Domains

Domains

DCI Interconnect Profile

4. Customer Experience Exercise:: Cisco VTS

why

GIVE FEEDBACK THROUGH THE JOURNEY (THROUGH THE STAGES OF THE CUSTOMER JOURNEY) AND BE READY FOR THE CUSTOMER.

PARTICIPANTS

- TIME:** MORE IN-DEPTH PRESENTATIONS, LESS INVOLVED IN CUSTOMER INTER-ACTIONS, WHEN USER IS MORE AWARE OF PRODUCT.
- DOCUMENTATION:**
- ENGINEER:** ACCOUNT TEAM MEMBER FOR INSTALLATION OPERATIONS
- DEV. TEST TEAM:** ACCOUNT TEAMS, SALES ENGINEERS, PRESENT TO FIELD BOOKS, TRAINING FOR FIELD ENGINEERS
- DEV. TEST ENGINEER:** VIDEOS, MARKETING, TESTING, HELPING SET UP VTS (POCs, DEMOS), UPGRADES
- SALES:** SUPPORTING VTS, BOTH BEFORE AND DURING THE TRAINING.
- ADVANCED SUPPORT:** ADVANCED SUPPORT ENGINEER TEAM, MARK, CLUB, PRODUCTS ARE SHIPPED, CONSULTING, DESIGN, DOCUMENTATION, TESTING, TRAINING, IN THE TECHNOLOGY, SALE TRAINING



I AM AWARE

also live
NOT SO GREAT PRESENTED IN BOOK, NOT SO WELL

Road shows
SHOWCASING NEW TECHNOLOGIES
GOOD EXPOSURE!
WORKSHOPS, SALES, TR, VTS

SALES ENGINEERS
CARRY OUT THE VTS (BACK TO THE TEAM)

INDUSTRY CONFERENCES
WHITEPAPER PRESENTATIONS
REQUEST FOR INFORMATION (RFI) (RFP)

SITE VISITS
BUYER ROLE (COMES TO LOCATION)

CONFERENCE PRESENTATION
AFTER THE CONFERENCE, THE CUSTOMER IS PRESENTED TO THE CUSTOMER (SUPPORT ENGINEER)

CONFERENCE PRESENTATION
AFTER THE CONFERENCE, THE CUSTOMER IS PRESENTED TO THE CUSTOMER (SUPPORT ENGINEER)

CONFERENCE PRESENTATION
AFTER THE CONFERENCE, THE CUSTOMER IS PRESENTED TO THE CUSTOMER (SUPPORT ENGINEER)

I SHOP

IF CUSTOMERS ARE OUTSTANDING THE MATERIAL SET, NOT USED

RFP
GIVEN THE MORE COUNTERPARTIAL CUSTOMER: CTS (Low high level department)

ONLINE STORE
THIRD PARTY SHOPPING SITE
CISCO SITE

PROOF OF CONCEPT (POC)
POC IS A SMALL TEST, FOR THE CUSTOMER TO TRY THE PRODUCT

FEATURE LIST / TIMELINE / PRICE
DIRECT CUSTOMER FEEDBACK
CUSTOMER FEEDBACK

TRAINING
CUSTOMER FEEDBACK

TRAINING
CUSTOMER FEEDBACK

TRAINING
CUSTOMER FEEDBACK

TRAINING
CUSTOMER FEEDBACK

I BUY

IF CUSTOMERS ARE OUTSTANDING THE MATERIAL SET, NOT USED

PERPETUAL LICENSE
ONE TIME, ONCE YOU OWN THE PRODUCT, YOU CAN USE IT FOREVER

YES
CUSTOMER FEEDBACK

CUSTOMER FEEDBACK
CUSTOMER FEEDBACK

CUSTOMER FEEDBACK
CUSTOMER FEEDBACK

CUSTOMER FEEDBACK
CUSTOMER FEEDBACK

CUSTOMER FEEDBACK
CUSTOMER FEEDBACK

CUSTOMER FEEDBACK
CUSTOMER FEEDBACK

CUSTOMER FEEDBACK
CUSTOMER FEEDBACK

I RECEIVE

IF CUSTOMERS ARE OUTSTANDING THE MATERIAL SET, NOT USED

ACCOUNT TEAM PROVIDES DOWNLOADED LINK TO CUSTOMER
SOFTWARE IS DOWNLOADED FROM THE CUSTOMER'S ACCOUNT

WHICH IMAGE TO USE?
(NEEDS TO BE) - HARDWARE

DOCUMENT IS DOWNLOADED FROM CSCO.COM
CUSTOMER FEEDBACK

RECEIVED LINK BY EMAIL
CUSTOMER FEEDBACK

RECEIVED LINK BY EMAIL
CUSTOMER FEEDBACK

RECEIVED LINK BY EMAIL
CUSTOMER FEEDBACK

RECEIVED LINK BY EMAIL
CUSTOMER FEEDBACK

RECEIVED LINK BY EMAIL
CUSTOMER FEEDBACK

I INSTALL

IF CUSTOMERS ARE OUTSTANDING THE MATERIAL SET, NOT USED

DAY OF HARDWARE INSTALL
- HARDWARE AND SOFTWARE
- SOFTWARE IS DOWNLOADED FROM THE CUSTOMER'S ACCOUNT

80% OF CUSTOMERS
CUSTOMER FEEDBACK

UNDERSTANDING MANAGEMENT
CUSTOMER FEEDBACK

UNDERSTANDING MANAGEMENT
CUSTOMER FEEDBACK

UNDERSTANDING MANAGEMENT
CUSTOMER FEEDBACK

UNDERSTANDING MANAGEMENT
CUSTOMER FEEDBACK

UNDERSTANDING MANAGEMENT
CUSTOMER FEEDBACK

UNDERSTANDING MANAGEMENT
CUSTOMER FEEDBACK

I USE

IF CUSTOMERS ARE OUTSTANDING THE MATERIAL SET, NOT USED

NOT SITTING ON THE GROUND
SINCE WE'RE USING OPEN SOURCE, VTS SETS RUNNING GETS DONE

TIME MANUAL / TIME AUTOMATIC
CUSTOMER FEEDBACK

CREATE DOCUMENT
CUSTOMER FEEDBACK

CREATE DOCUMENT
CUSTOMER FEEDBACK

CREATE DOCUMENT
CUSTOMER FEEDBACK

CREATE DOCUMENT
CUSTOMER FEEDBACK

CREATE DOCUMENT
CUSTOMER FEEDBACK

CREATE DOCUMENT
CUSTOMER FEEDBACK

I RENEW

IF CUSTOMERS ARE OUTSTANDING THE MATERIAL SET, NOT USED

WHICH IMAGE TO USE?
CUSTOMER FEEDBACK

30 MIN - 20 x 2 HOURS
CUSTOMER FEEDBACK

30 MIN - 20 x 2 HOURS
CUSTOMER FEEDBACK

30 MIN - 20 x 2 HOURS
CUSTOMER FEEDBACK

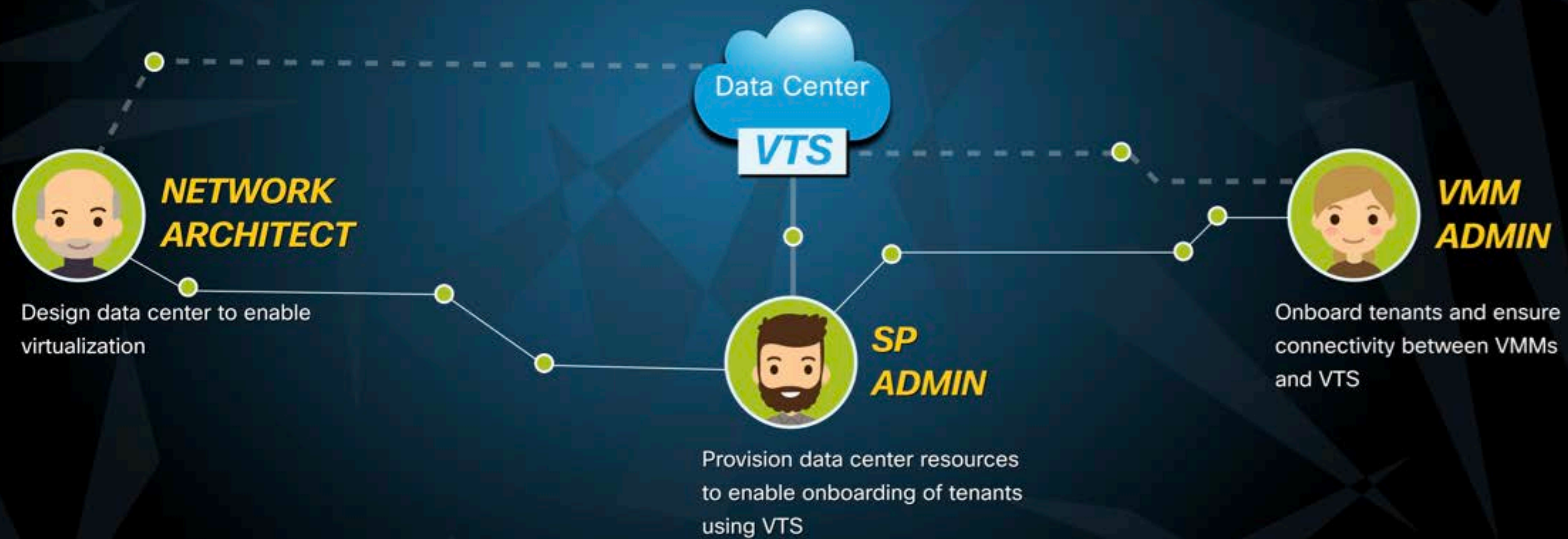
30 MIN - 20 x 2 HOURS
CUSTOMER FEEDBACK

30 MIN - 20 x 2 HOURS
CUSTOMER FEEDBACK

30 MIN - 20 x 2 HOURS
CUSTOMER FEEDBACK

30 MIN - 20 x 2 HOURS
CUSTOMER FEEDBACK

“ VTS automates the provisioning of data center networks. ”





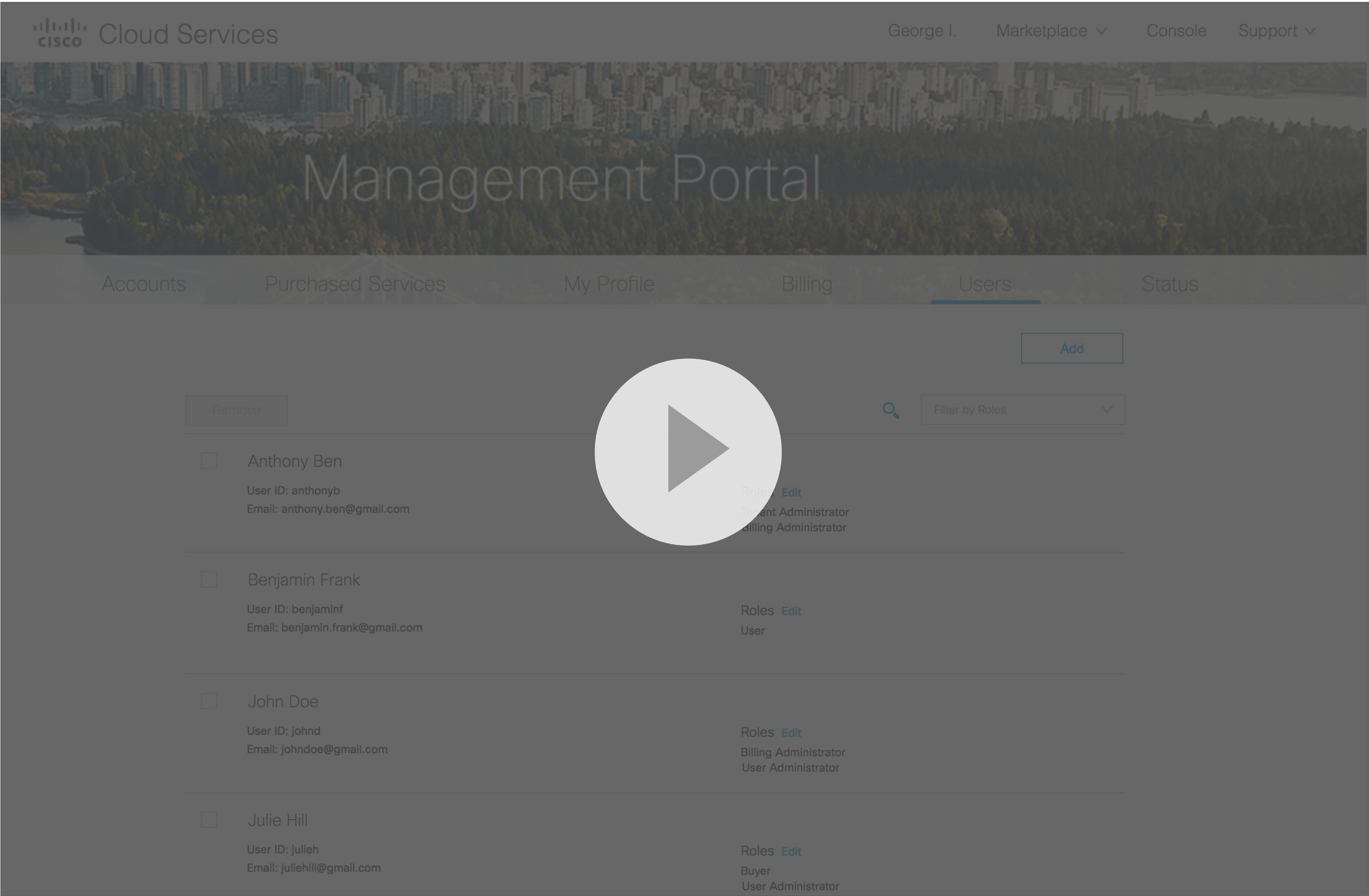
DAS	NIRMAL	MOIN
Das is a small business owner in Haryana. India. He owns a shoe making company. He wants to Connect all his employees with a better Phone system in his company so that they all could work productively	Nirmal is a IT manager in an IT business firm in Chandigarh, India. His manager wants him to buy routers for the new office in New Delhi.	Moin is an IT manager in an IT business firm in Bangalore, India. He has orders from his manager to buy switches immediately for the office.
<ul style="list-style-type: none">No Technical Knowledge	<ul style="list-style-type: none">Little technical knowledge.	<ul style="list-style-type: none">Has technical knowledge.
<ul style="list-style-type: none">Never heard about SMB.	<ul style="list-style-type: none">Been on SMB before	<ul style="list-style-type: none">Been on SMB before, but never bought.
<ul style="list-style-type: none">Does not know there are partners	<ul style="list-style-type: none">Wants to find different partners	<ul style="list-style-type: none">Not particular about partner
<ul style="list-style-type: none">Spends time to figure out what specific products he needs	<ul style="list-style-type: none">Spends time to get best pricing	<ul style="list-style-type: none">Has time pressure to buy something
<ul style="list-style-type: none">Thinks he can buy from Cisco	<ul style="list-style-type: none">Knows he can buy from SMB	<ul style="list-style-type: none">Knows he can buy from SMB
<ul style="list-style-type: none">Never bought from SMB	<ul style="list-style-type: none">Already purchased from SMB before	<ul style="list-style-type: none">Never bought from SMB
<ul style="list-style-type: none">Needs help in understanding about how SMB works	<ul style="list-style-type: none">Has knowledge about how SMB works	<ul style="list-style-type: none">Has knowledge bout how SMB works
<ul style="list-style-type: none">Needs help in figuring out what specific product suits his needs	<ul style="list-style-type: none">Needs help in figuring out what product suits his needs	<ul style="list-style-type: none">Specifically knows what to product to buy



Interaction Design Samples

1. User management: Cisco Intercloud Services
2. User Registration: Cisco Intercloud Services
3. Service Profile Configuration: Cisco Virtually Managed Services (VMS)
4. Infra Monitoring: Mobile App, Cisco Virtual Topology System (VTS)

1. User management: Cisco Intercloud Services



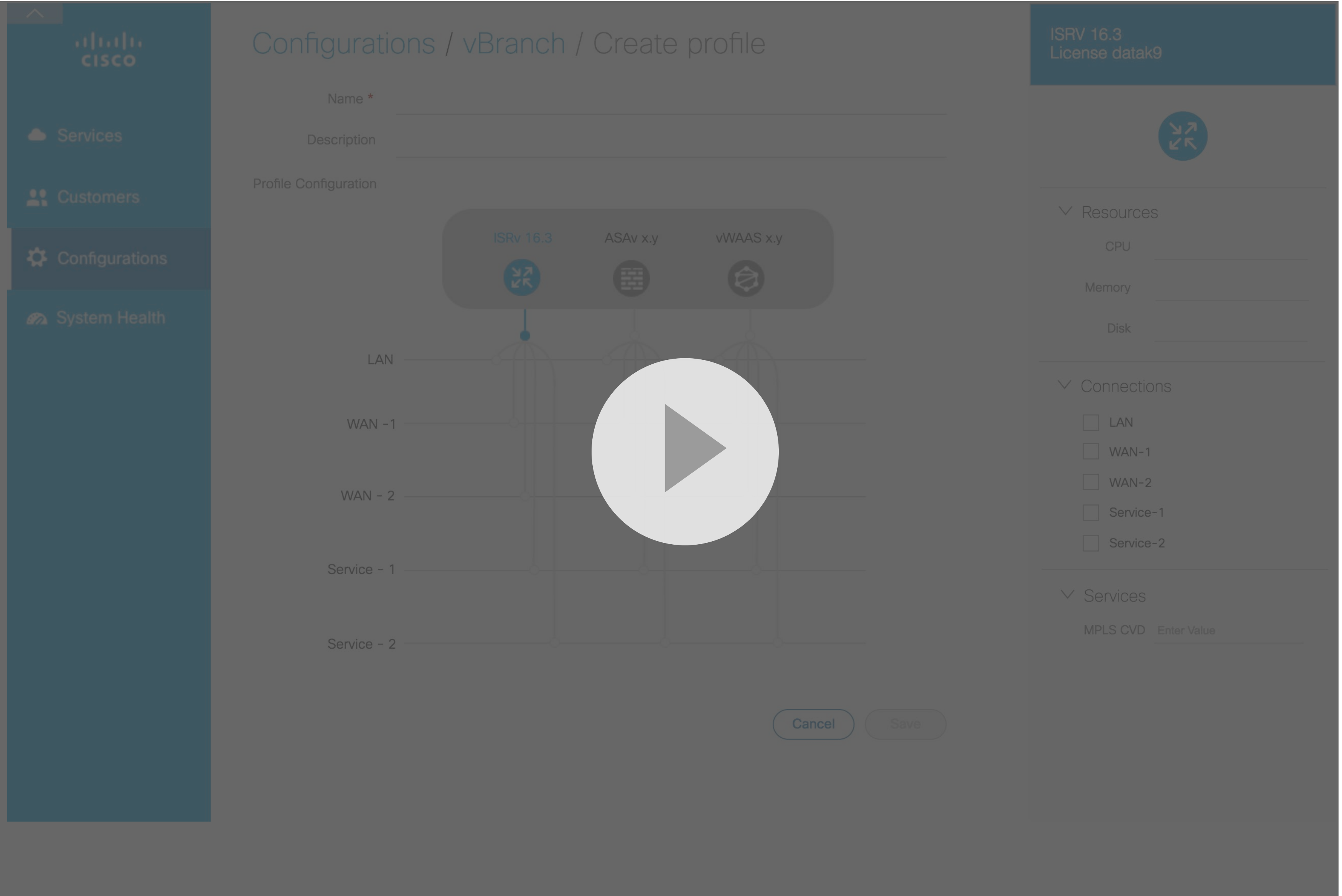
2. User Registration: Cisco Intercloud Services

Admin added you as a user. Sign in to get access as a user.

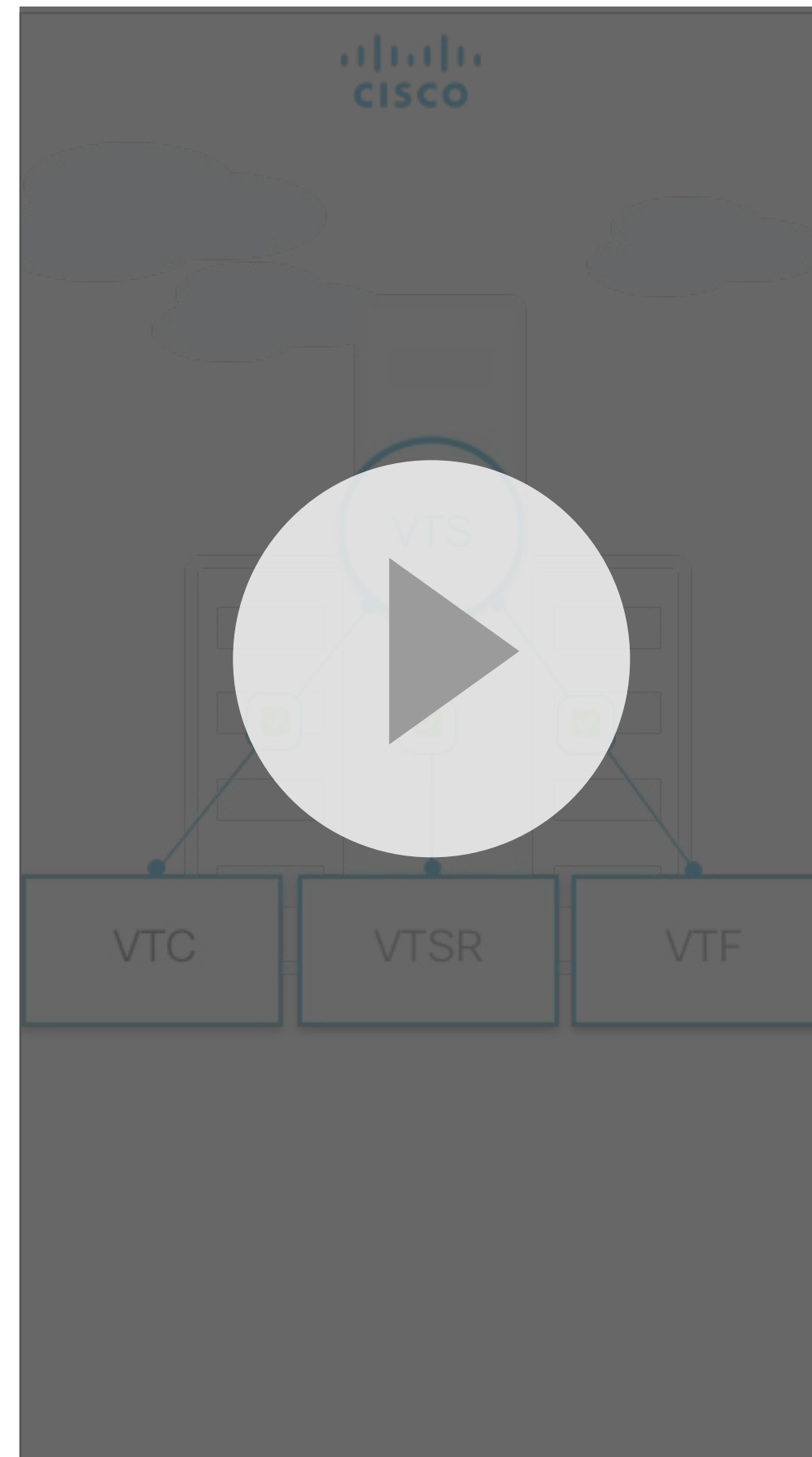
[illegible]

Sign In

3. Service Profile Configuration: Cisco Virtually Managed Services (VMS)



4. Infra Monitoring: Mobile App, Cisco Virtual Topology System (VTS)

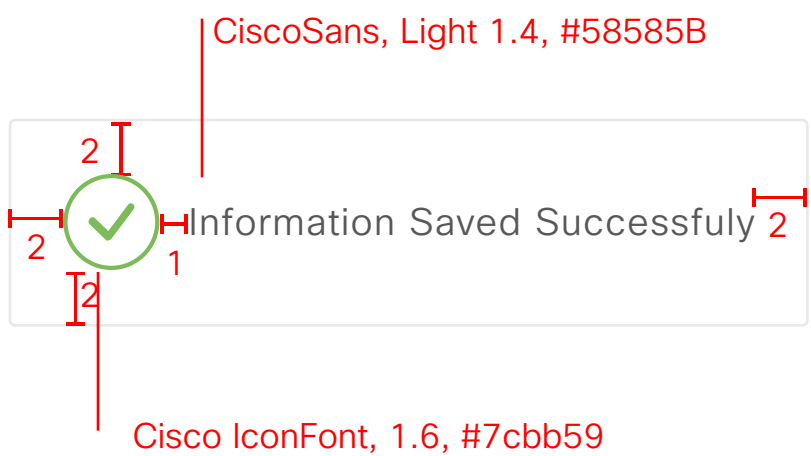


Visual Design Samples

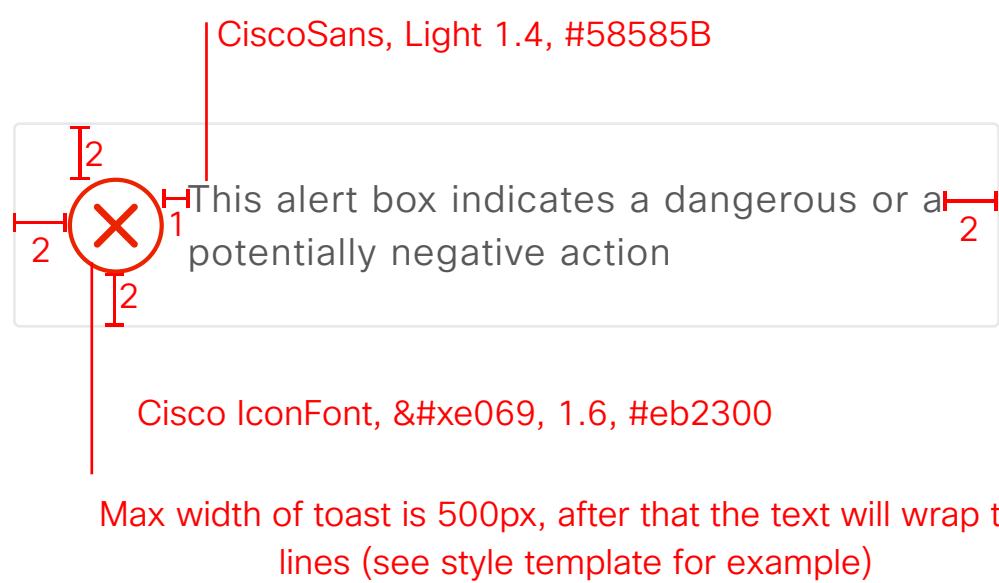
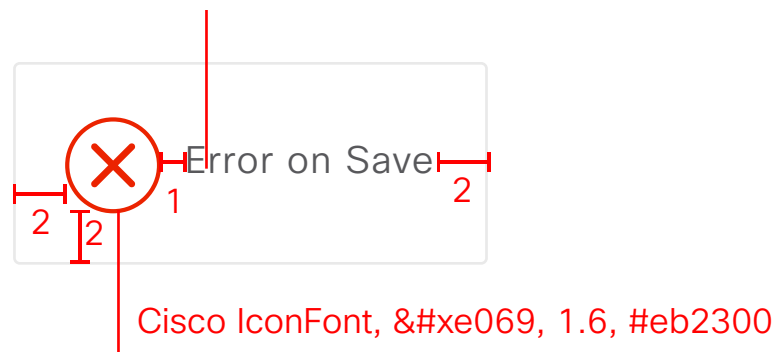
1. Visual Spec: Cisco Virtual Topology System (VTS) Next Gen
2. Landing Pages and Web Applications: Cisco Virtual Topology System (VTS), Cisco SMB Landing Pages, Cisco Intercloud Services,
3. Illustrations: Cisco SMB Market Place
4. Language Localizations in UI: Cisco SMB Marketplace
5. Branding: Freelance project
6. Graphic: Cisco Design Contest

Alerts

Success

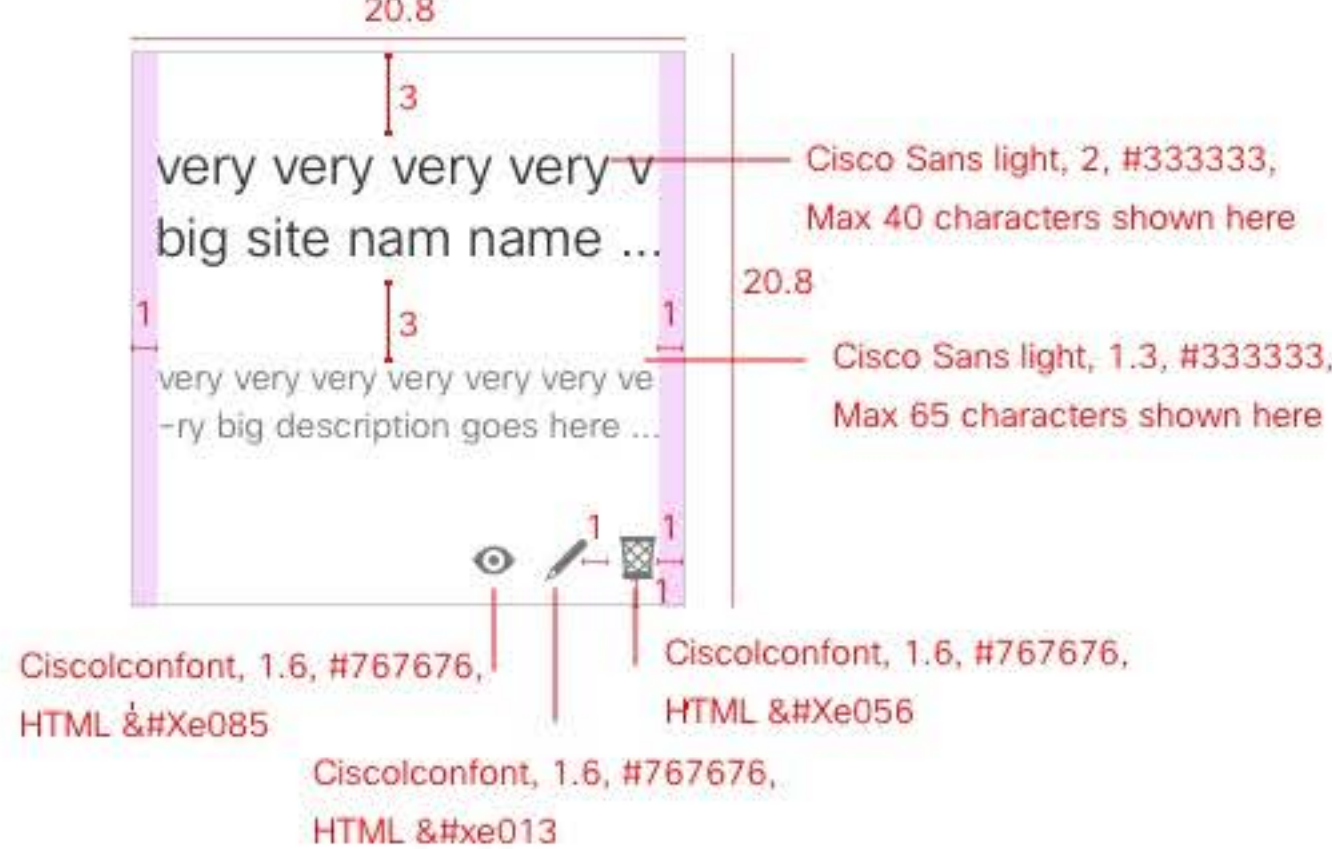


Failure

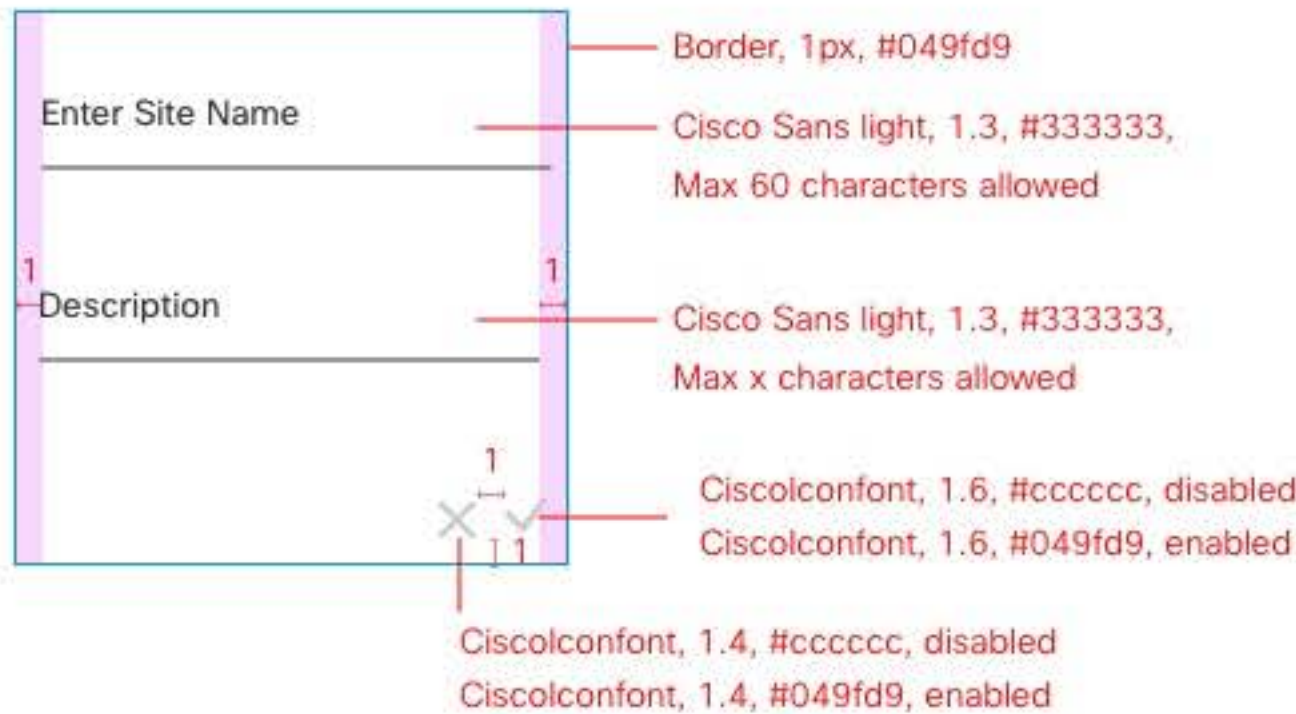


Tiles

Unselected Site



New or Edit Site

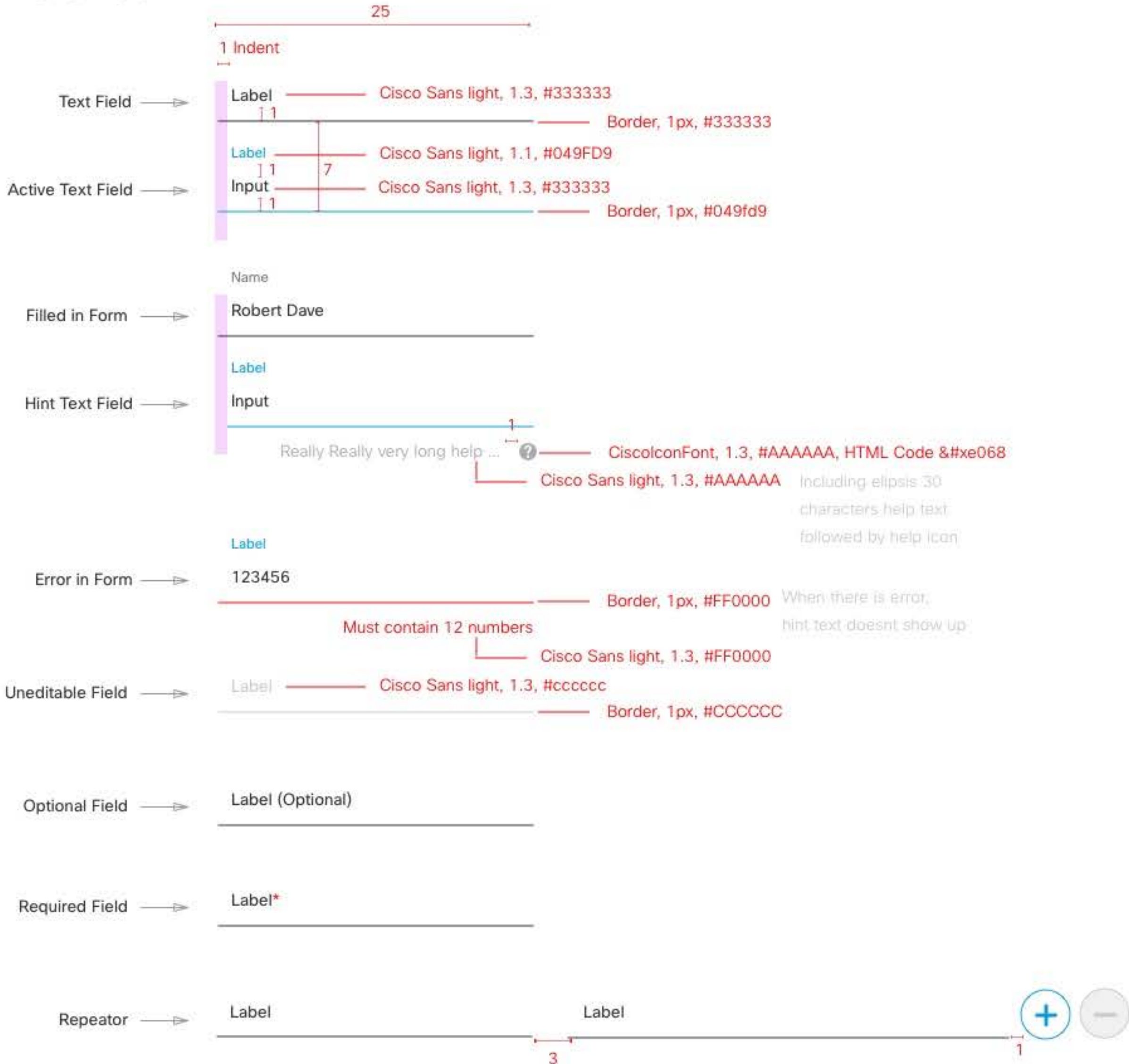


Selected Site

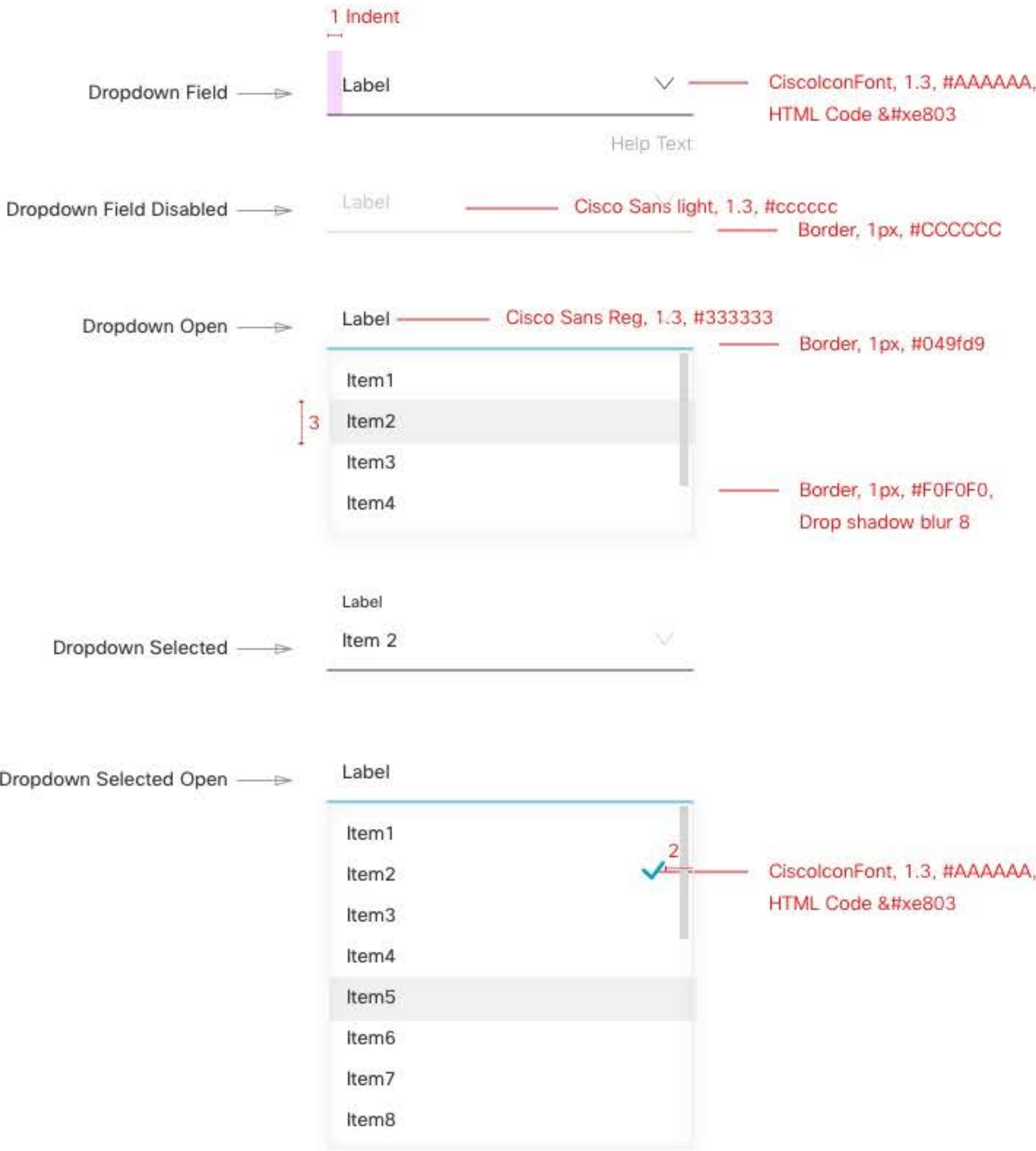


Form Elements

Text Field

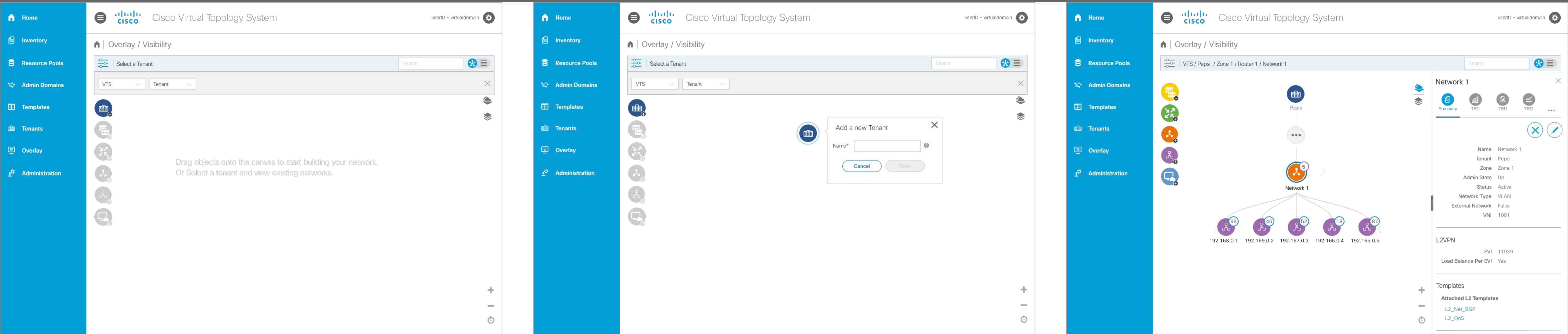


Dropdown

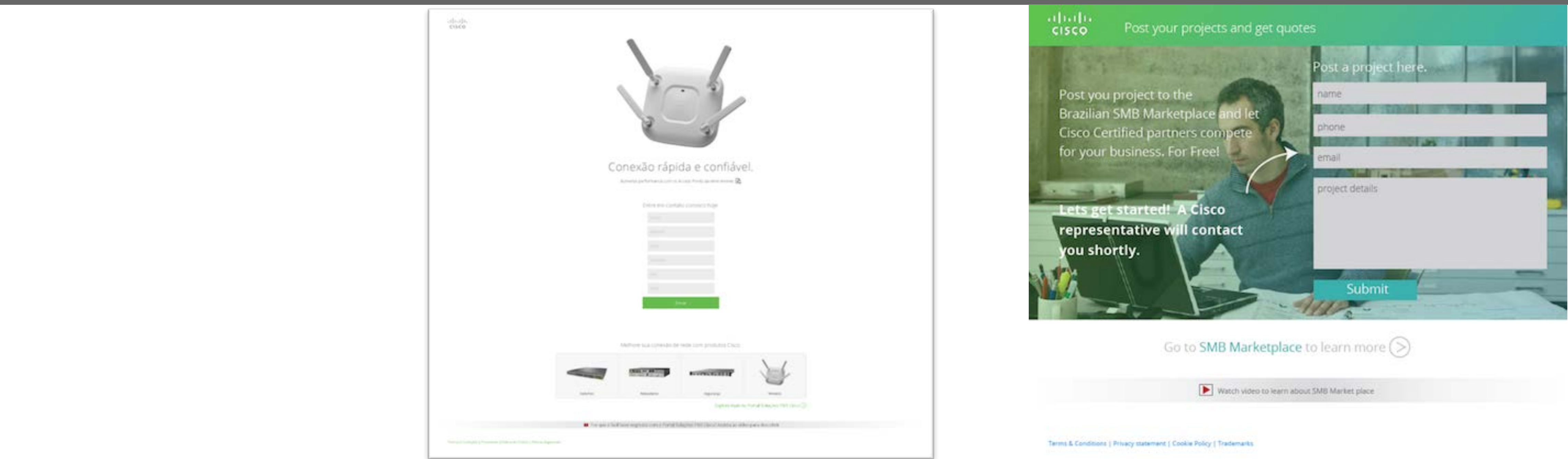


2. Landing Pages and Web Applications: Cisco Virtual Topology System (VTS), Cisco SMB Landing Pages, Cisco Intercloud Services,

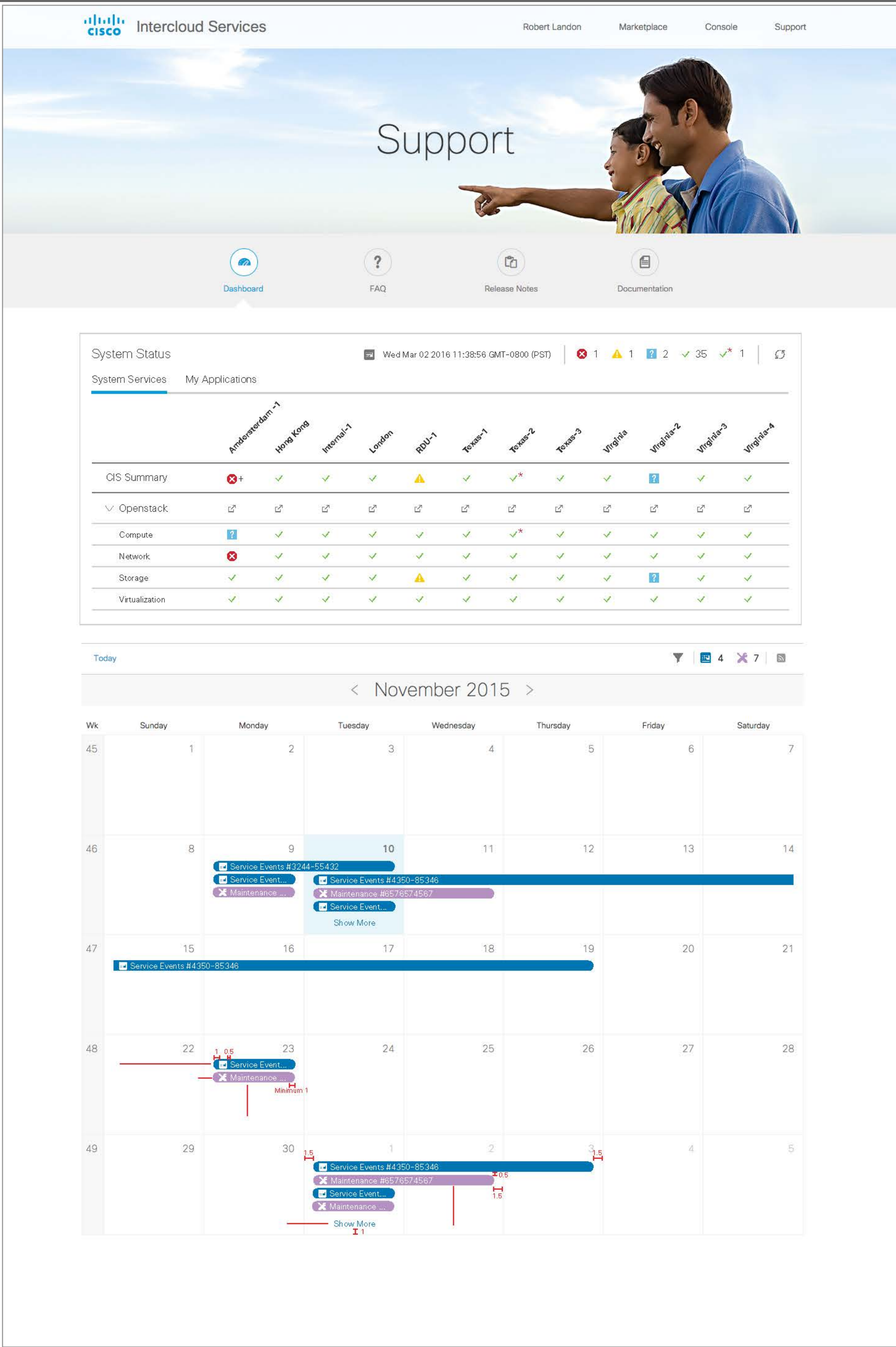
Cisco VTS



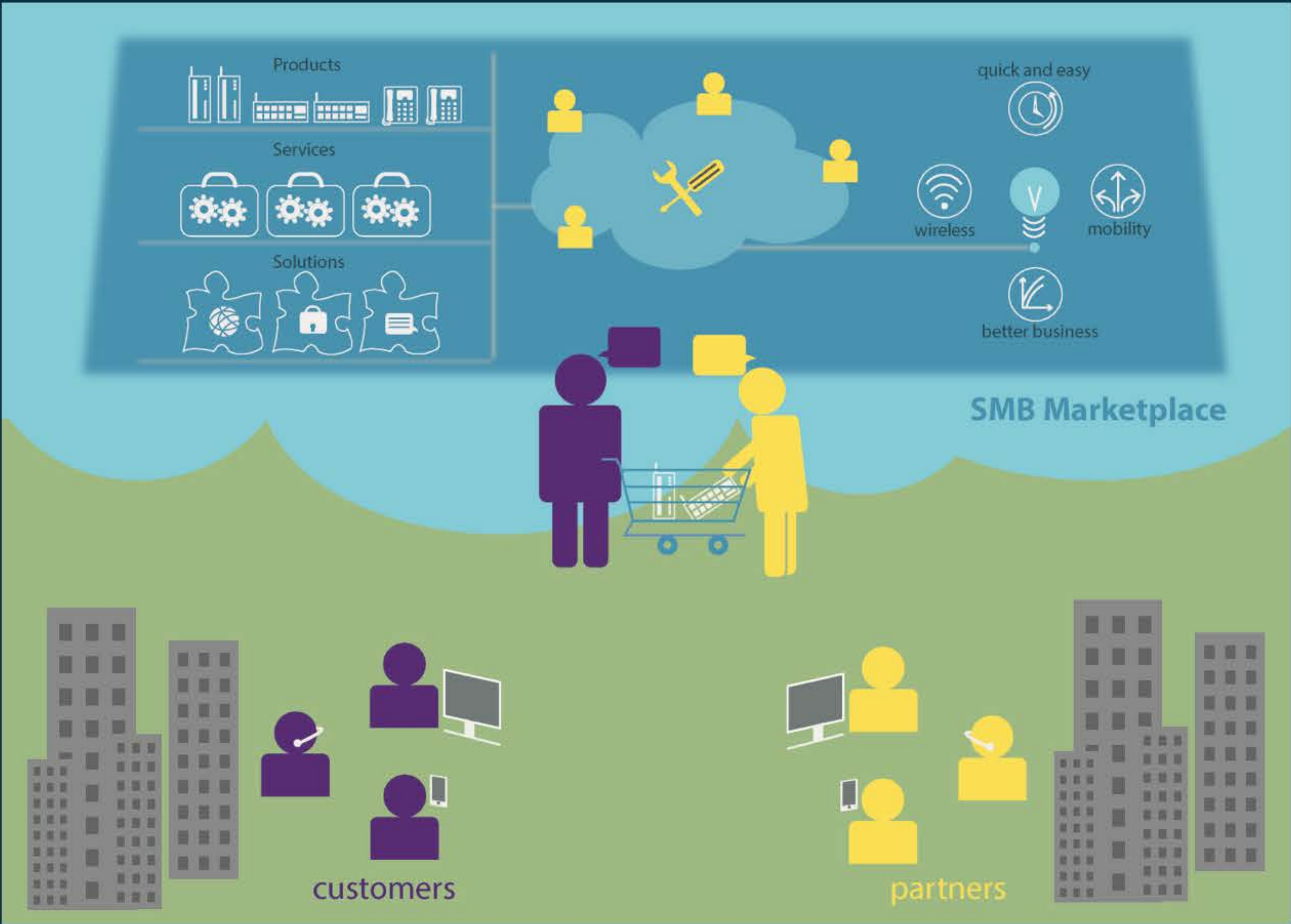
Cisco SMB Market place Landing Pages



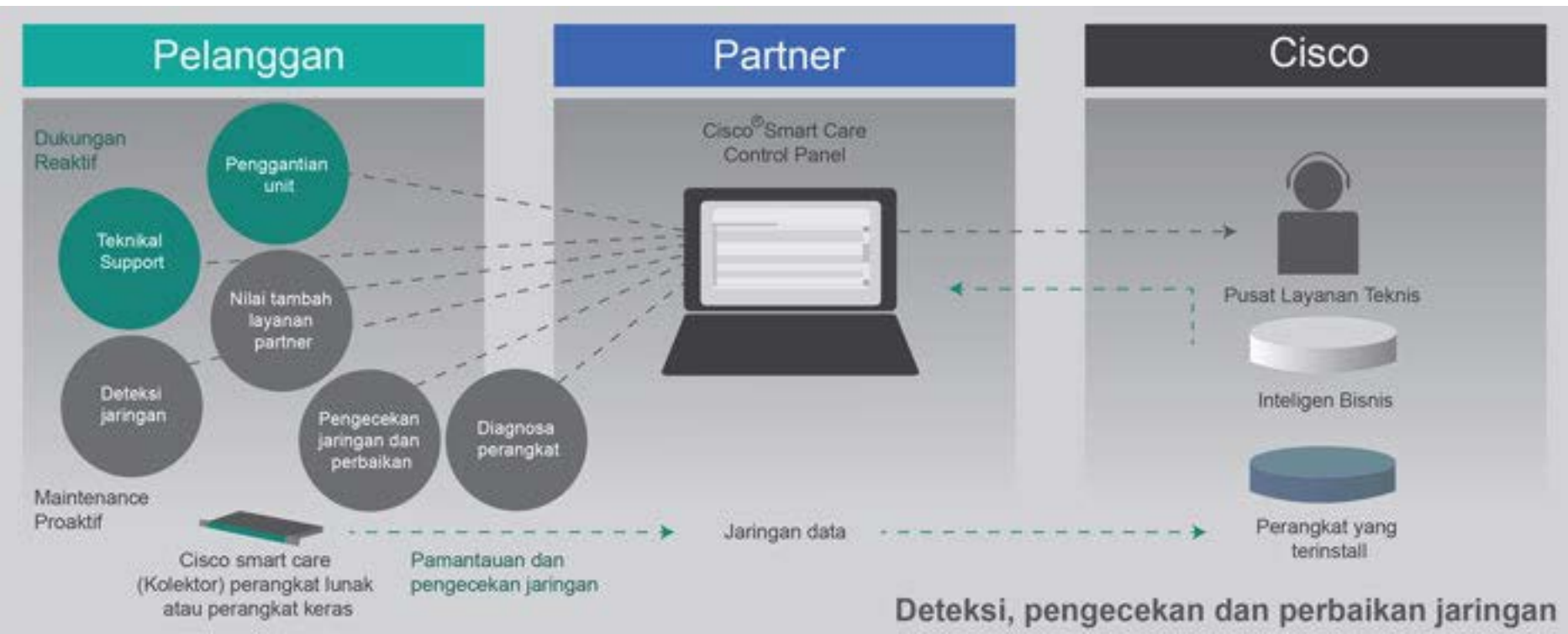
Cisco Intercloud Services



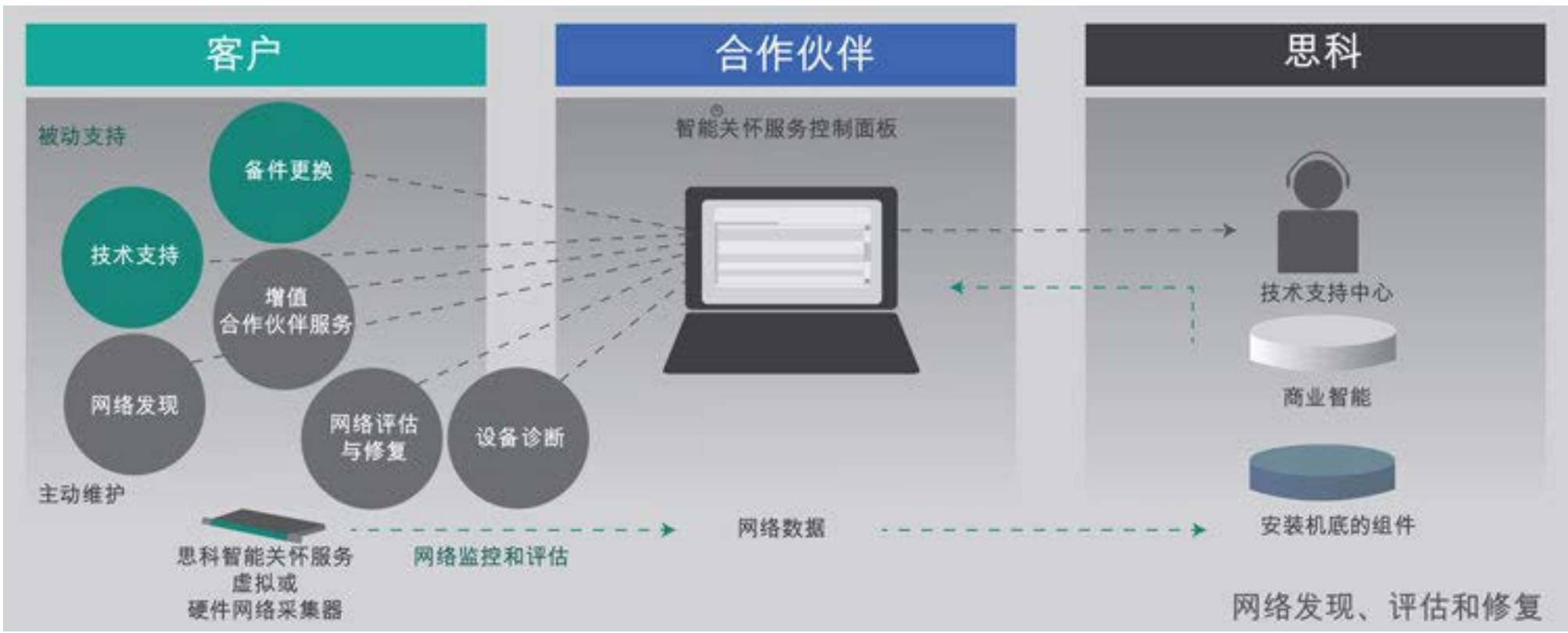
3. Illustrations: Cisco SMB Market Place



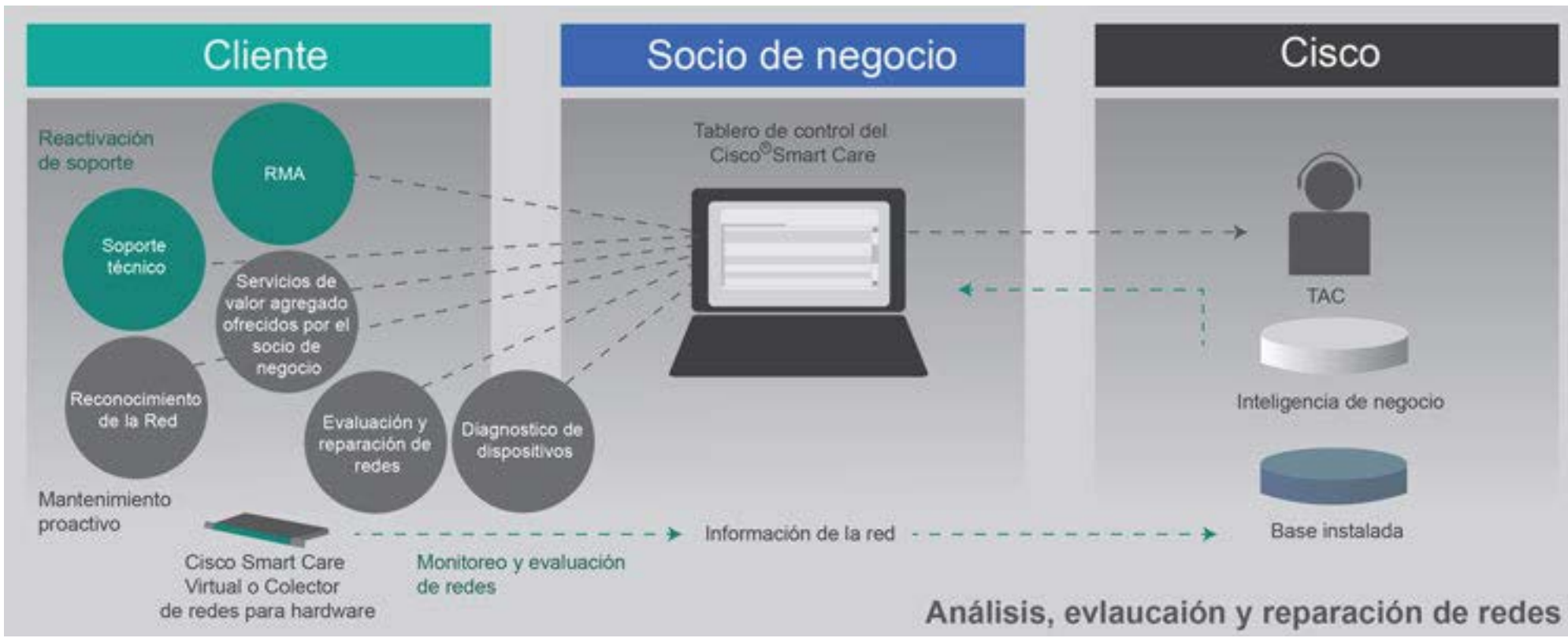
Bahasa



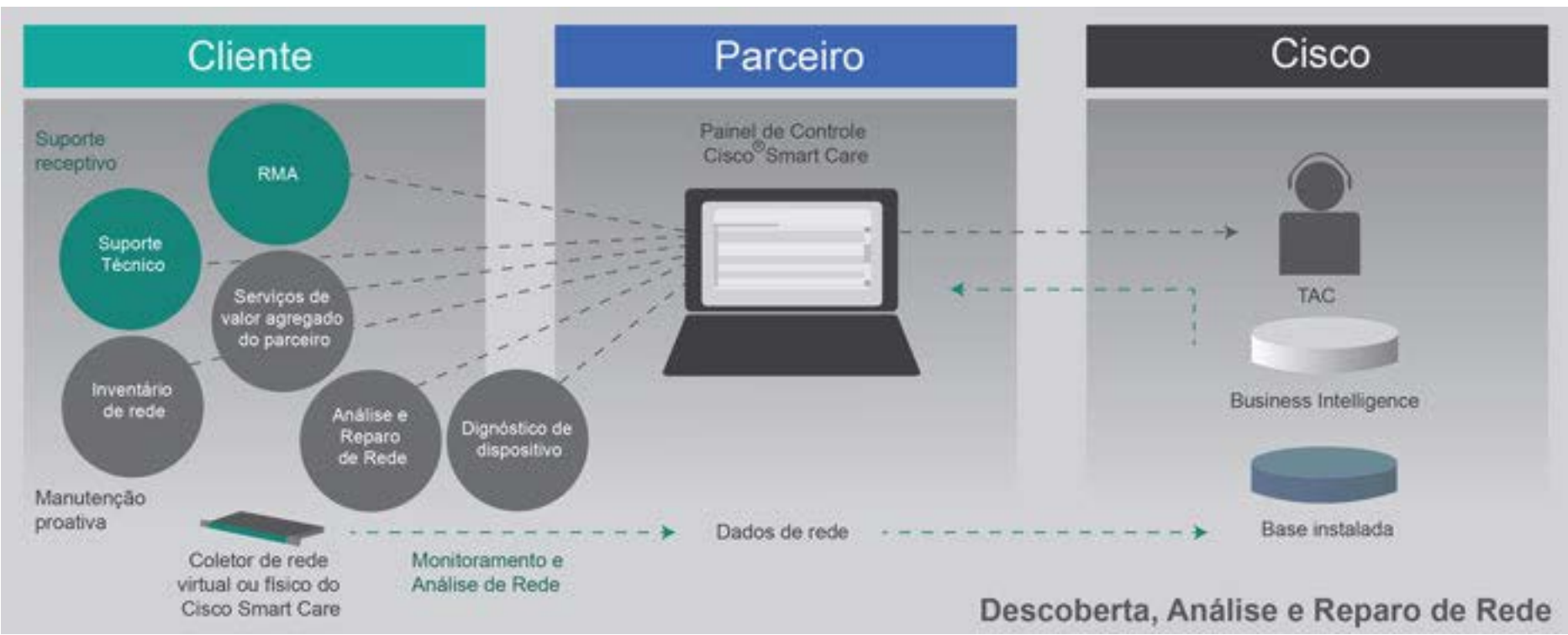
Chinese-Mandarin



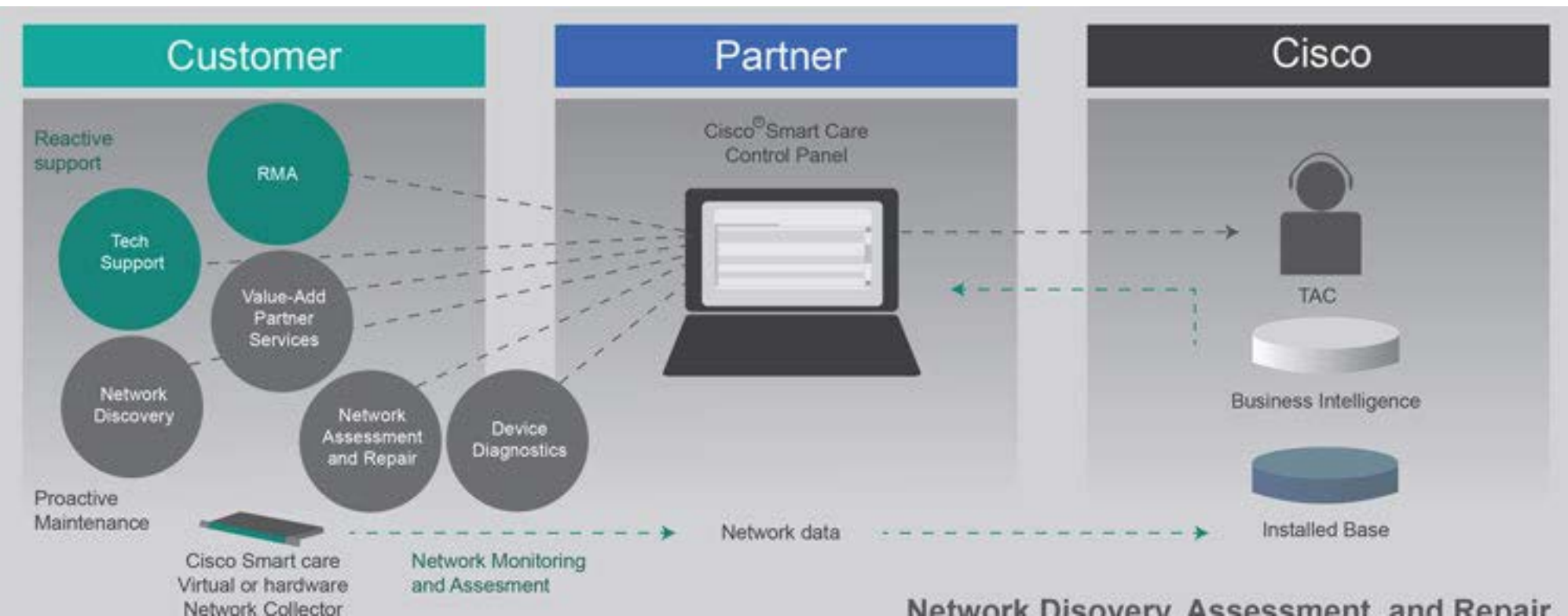
Spanish



Portuguese



English





Narthana Ravali

Annual recital presented by Madhuri Kishore Kuchipudi School

Date & Time
Sunday May 27 2018 3:30PM

Venue
Cubberly Theater
4120 Middlefield Rd, Palo Alto, CA 94306

Featuring the most critically acclaimed ballet — Mahadeva Manoharam

\$20



Narthana Ravali

Annual recital presented by
Madhuri Kishore Kuchipudi School

Date & Time
Sunday May 27 2018 at 3:30PM

Venue
Cubberly Theater
4120 Middlefield Rd,
Palo Alto, CA 94306

Contact for tickets
408 807 8518



\$20



5. Graphic: Cisco Design Contest

