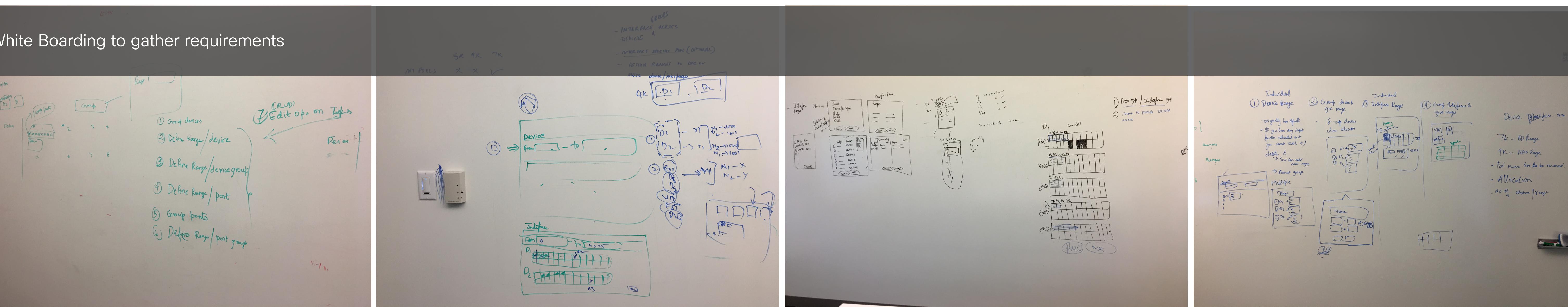


User Experience Design Samples

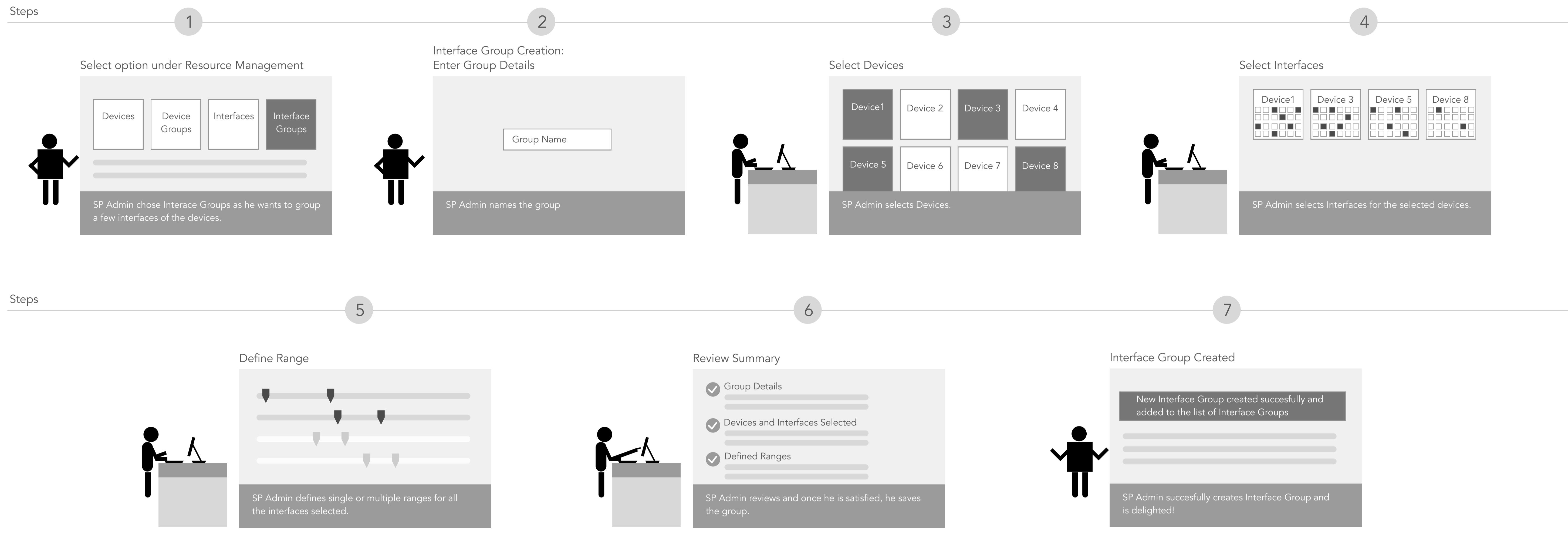
1. Design Process: Cisco Virtual Topology System (VTS) - Managing Data Center Overlay Networks
2. Design Process: Cisco AIO Platform - Virtual Managed Services (VMS)'s Deployment Environment
3. Information Architecture: Cisco Virtual Topology System (VTS)
4. Customer Experience Exercise: Cisco VTS
5.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



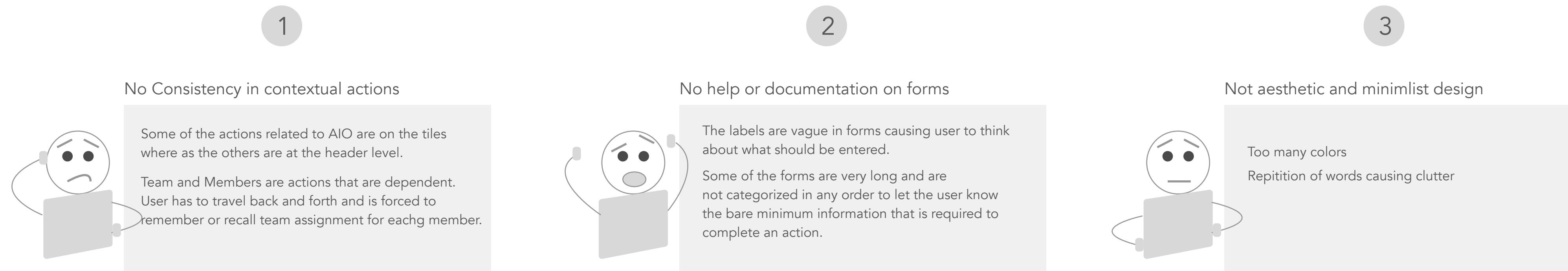
Design Options

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



Design Options

Final Design

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

IA Activity



Card Sorting Technique using Optimal Sort and Proposals

This section displays the results of a card sorting exercise, showing how various network management functions were grouped by participants. The cards are color-coded by category.

Category	Sub-Categories	Count
Administration	Admin Domains, Authorization Group, Device Template Management, Overlay Template Management, Remote Authentication Settings, System Settings, Tenant Management, User Management, Virtual Machine Manager	10
Common user tools	Baremetal, Devices, High Availability, Host Inventory, Import and Discovery, Inventory, Login Banners, Overlay, Tenants, Virtual Machines	10
Network	DCI Interconnect, Domains, Global VNI, Multicast IP Pool, Network, Network Inventory, Router, Route Reflector, Topology, Virtual Forwarding Groups	10
Management	System Settings, Remote Authentication Settings, Route Reflector, User Management, High Availability, Virtual Machine Manager, Login Banners, Authorization Group	9
Physical Infra	Topology, Import and Discovery, Network Inventory, Baremetal, Virtual Machines, Devices, Host Inventory, Inventory	8
Templates	Overlay Template Management, Device Template Management	2
Tenants	Tenants, Tenant Management	2
Virtual Infra	Overlay, Global VNI, Router, Virtual Forwarding Groups, DCI Interconnect, Multicast IP Pool, Domains, Admin Domains, Network	9

UX Team Proposal

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

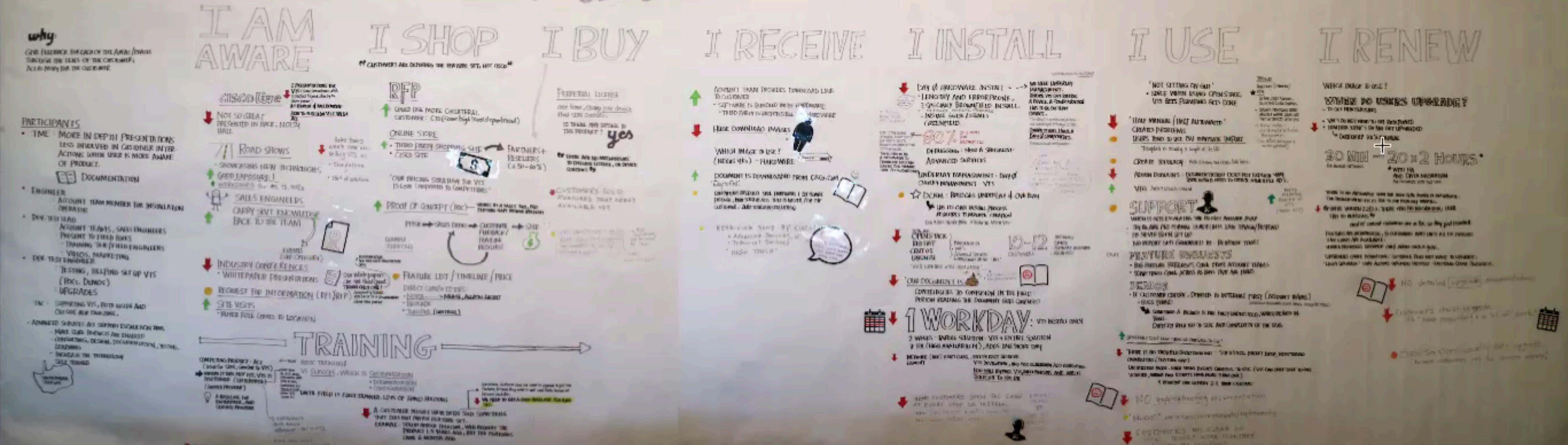
Administration

- General Settings - {System Settings, Login Banner, Route Reflector, User Management, High Availability}
- Remote Authentication Settings
- Multi VMM
- Admin Domains
- Domains
- DCI Interconnect Profile

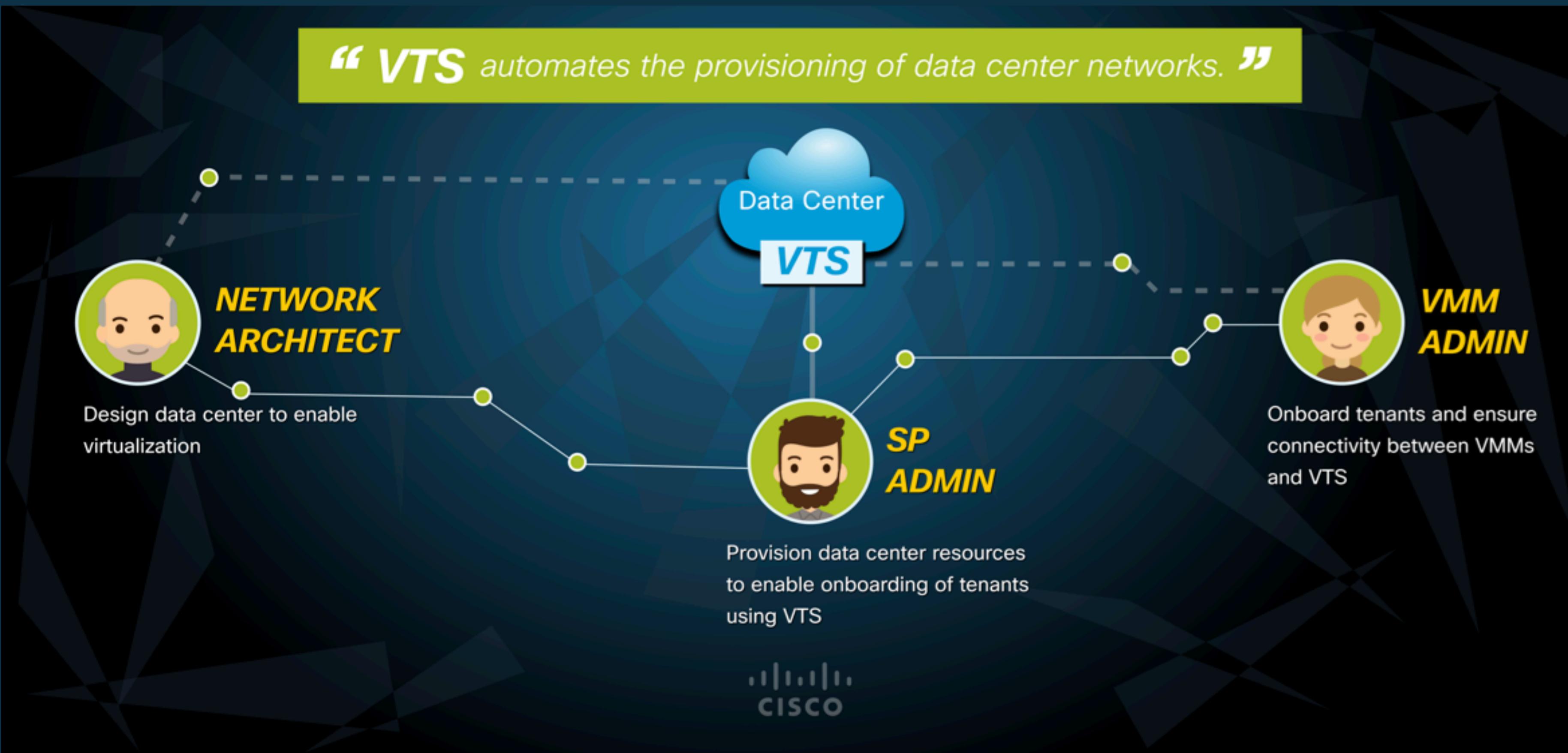
We need to structure the collection so that when we provide Multi-VM, service-assurance, overlay/underlay correlation capabilities it can still be grouped logically without being awkward. Tenant should belong to the overlay bucket.

Customer Experience Exercise:: Cisco VTS

Virtual Topology Systems Customer Experience



“ VTS automates the provisioning of data center networks. ”



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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 about 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