

PORTFOLIO

Anatoly Sidorov



# Anatoly Sidorov

Lead UX Designer. Passionate about interaction design. Love design, music and technology. Master in architecture.

Feb, 2021 – Present **Lead UX Designer, EPAM**

Playing key role in creating design for desktop and mobile applications, style guides. Collaborating with client and developers in various projects.

Oct, 2020 – Feb, 2021 **Senior Product Designer, Mobalytics**

Mobalytics is the personal gaming assistant to enhance your performance and overall game experience.

- Run full design process: discover/research/UX/Visual Design
- Participated on building design system
- Take ownership of key feature of the project
- Pay attention to Visual design

March, 2020 – Oct, 2020 **Motion Designer, FaceApp**

#1 App in 40 countries for Photo & Video editing using neural portrait editing technology. 150M downloads worldwide.

- Development of the best solutions for increasing user conversions through video and graphics.
- Create promotional and video clips in and out of the application.
- Close collaboration with marketing team

Dec, 2018 – May, 2020 **Product Designer, TangoMe**

Tango is a social, interactive live-streaming platform.

- Participation in design activities across whole product
- Conducting and facilitation of input information from stakeholders
- Create low/high fidelity mockups and prototypes
- Creating 2d/3d animation and graphics
- Establish and develop design system
- Initiate and launch several product features

July, 2016 – Nov, 2018 **Lead Designer, Wispi**

- Conduct information from stakeholders
- Create low/high fidelity mockups for Android/iOS
- Establish and develop design system
- Close collaboration with stakeholders and cross functional team

Feb, 2013 – Nov, 2016 **UX/UI Designer, SPB TV**

- Create and manage design for marketing department
- Collaboration with team (dev, QA, PM, client)
- Client facing
- Create low/high fidelity mockups for iOS/SmartTV
- Participation in creation of the UI Kit of company

Jun, 2012 – Dec, 2012 **Web Designer, Region Info**

- Gather information from PM and client
- Create low/high fidelity design for websites
- Collaboration with devs/QA teams

## CASE STUDY 1

# Mobalytics

### ABOUT PROJECT

The philosophy of Mobalytics is that every person who works in the company understands for whom and why we are making the product. Ideally, the person should be a gamer of the game you are working on. Then there is a higher chance that you will be able to offer some kind of solution, whether you are a designer, engineer or a data analyst. This allows you to work more efficiently and with more interest.

### CHALLENGES

Relaunch the core feature so that it starts working together with the rest functions of the product.

League of Legends ▾ EUNE Search champion or summoner... Blog Eye Tracking ... DOWNLOAD APP GET PLUS M 60 XA ▾

## GPI Overview

Compare My Progress Ranked Last 10 games All champions vs Platinum C

PERFORMANCE OVERVIEW Last 10 games

Platinum IV 628W 610L 50.4% 6W 4L 60.0% 6.1 / 3.2 / 4.8 (8.6) KDA 6W 3L 66.6% 8.6 KDA 74.2% KP 6W 3L 66.6% 8.6 KDA 74.2% KP

Summary Recent Games

Your Current GPI

FIGHTING VERSATILITY FARMING VISION AGGRESSION SURVIVABILITY OBJECTIVES CONSISTENCY

Platinum Tier

SKILL TO FOCUS vs Platinum

**Fighting** 21.2 vs 25.1 You This is the most important skill you need to focus right now to improve!

**VISION** 21.2 vs 25.1 You

**VISION** 21.2 vs 25.1 You

**FARMING** 25.2 vs 32.9 You

**VISION** 21.2 vs 25.1 You

Performance scale coefficient

ACTIVE CHALLENGES

Improve Farming Support Item Score + Pick a Challenge

Objective

- Get 100 cs in next 5 games asdasd asd asdasdad
- Get at least 50% KP in next 5 games as ADC
- Do 5000 damage to Towers

Reward: Fighting Skill ▾

See all Challenges

Improve Objectives Deaths Hard

Improve Survivability Solo Deaths Hard

## CASE STUDY 1

# Mobalytics

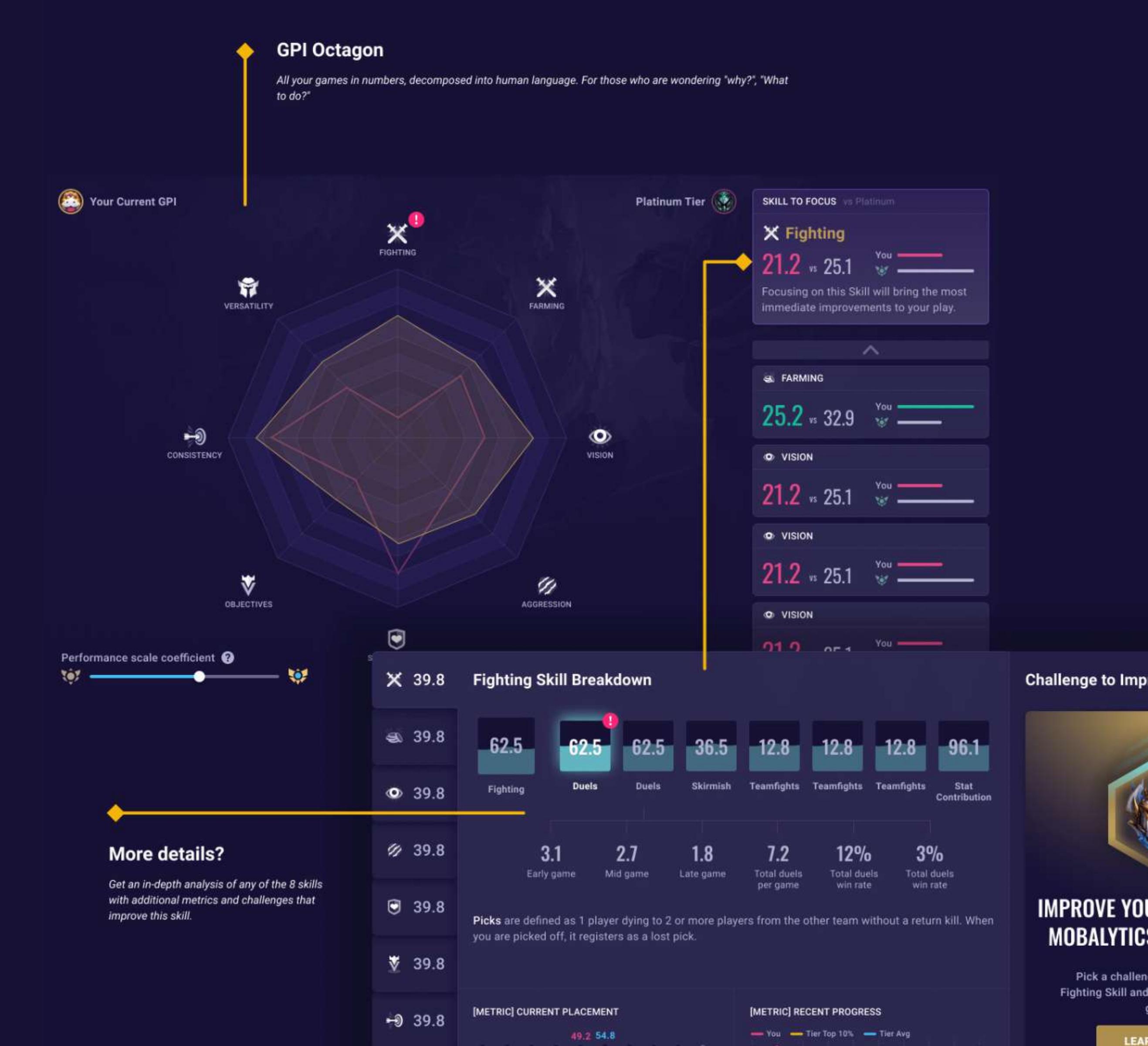
### PROCESS

After initial acquaintance with the task, we arranged a session with the co-founder and game experts, in which they told us the story, current problems and the potential output / vision that is expected from the feature. The first step after that was the research: I looked at the current implementation, studied user feedback on the current version of the GPI, together with PM we've had few sessions with stakeholders, competitor analysis was made.

After collecting all the initial data, together with team we've started brainstorming to find new opportunities to increase the value of the feature and achieve the set goals. After that, we made a concept to test our ideas within the company with experts and colleagues.

We worked in sprints that allowed us to make the right decisions in a timely manner and receive important feedback from colleagues, taking into account the set deadlines.

As a result we not only made the GPI, but also worked out other functionality that indirectly was related to the GPI: new dashboard, comparisons, challenges page and report.



## CASE STUDY 2

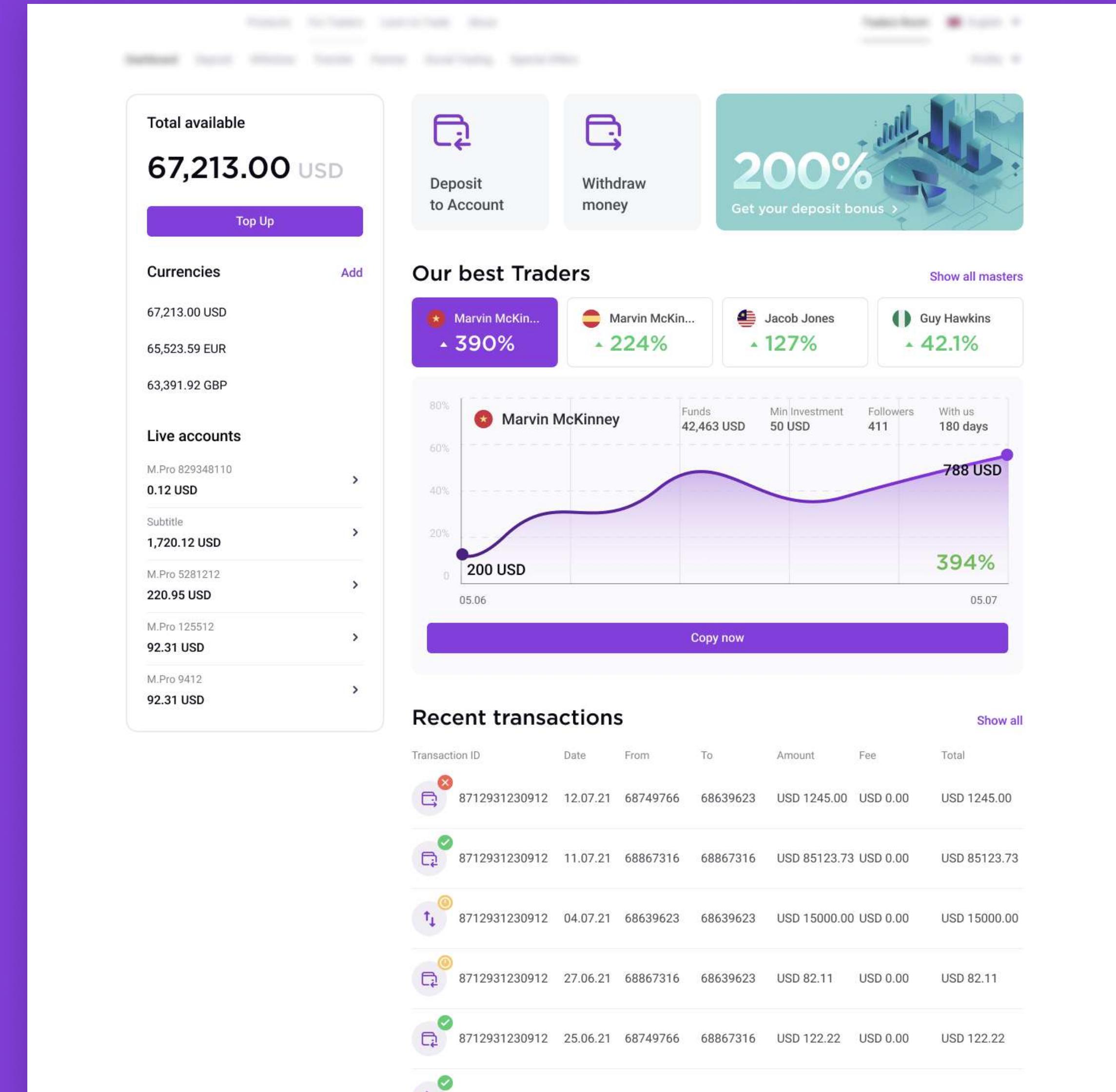
# NDA (Forex)

### ABOUT PROJECT

An online broker established that provides simple and easy access to currency, stocks, commodities and indices trading.

### CHALLENGES

Leading design activities in company.  
Orchestrating work of other designers so our work can be efficient and synchronized.  
Creation and development of the design system. Established processes and design culture in the company.



## CASE STUDY 2

# NDA (Forex)

**Wallet # 454373**

**67,213.00 USD**  
Lifetime reward: 375 350 USD

**Partnership Results**

| Week               | Month                            | 3 months                    | Lifetime results    |
|--------------------|----------------------------------|-----------------------------|---------------------|
| 578                | 64                               | \$ 112 287                  | 27 Active clients   |
| New leads          | New clients                      | Net DW                      | Volume              |
| 4 758\$            | Next transfer 19.07 12.07 – 8.07 | Average week reward: ST 950 | 24 Retiring clients |
| 42 Retired clients |                                  |                             |                     |

**DW reward**

| 5%                | 1 200 USD      | 1320 2200 USD     | 30/55      |
|-------------------|----------------|-------------------|------------|
| Current DW reward | Net DW [month] | DW reward [month] | Total lots |

**Partnership level**

| Family                              | Silver                              | Family                              | Platinum                            | Diamond                             |
|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| M. Pro<br>20% rev.share             | M. Pro<br>30% rev.share             | M. Pro<br>20% rev.share             | M. Premium<br>40% rev.share         | M. Premium<br>60% rev.share         |
| M. Premium<br>20% rev.share         | M. Premium<br>30% rev.share         | M. Premium<br>40% rev.share         | M. Premium<br>50% rev.share         | M. Premium<br>60% rev.share         |
| M. Parrot Investor<br>20% rev.share | M. Parrot Investor<br>30% rev.share | M. Parrot Investor<br>60% rev.share | M. Parrot Investor<br>50% rev.share | M. Parrot Investor<br>60% rev.share |
| From 0 active clients required      | From 6 active clients required      | From 11 active clients required     | From 21 active clients required     | From 51 active clients required     |

**Referral link** **Landing page** **Tag** ⓘ

**Profile** ⓘ

**Personal Information**

First name: Samara Last name: Chelovek

Subscriptions Preferences Verify account

**Contact information**

Phone number: +37258229222 State or region: Other Country of residence: Christmas Island Postal code: 029132

City: Other Address line 1: Samara Address line 2: old town road 1

To change your personal information please send us email to support@gmail.com

**Footer**

- Investing
- Partnership
- News
- FAQ
- Payment Systems
- About Us

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## PROCESS

My responsibilities included leading the team, high-level communication and gather business requirements, as well as working as a designer (80/20). Range of tasks that were part of my responsibilities:

- Collection, analysis and facilitation of high-level tasks
- Formation of work processes within the design team and the development department
- Managing a team of 4 designers.
- Formation of sprints, supervision\setting tasks
- Meeting deadlines
- Work on the design system
- Maintaining design documentation

**Hello Trader!**

Welcome. Before you would like you to pick type of account you want to trade. Please choose one of the accounts.

**Start**

**Desktop**

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**Payment Systems** **About Us**

**verify** execution quality is confirmed by MMT and complies with best execution standards.

**The Financial Commission** The interests of clients are protected by the Financial Commission Compensation Fund for up to €10 000 per user.

**Total available** **67,213.00 USD**

**Top Up**

**Currencies** **Add**

67,213.00 USD  
65,523.59 EUR  
63,391.92 GBP

**Live accounts**

| Number    | Invest type | Fee margin | Balance | Currency | Leverage |
|-----------|-------------|------------|---------|----------|----------|
| H.PRO     | Subscriber  | 200        | 910.40  | USD      | 1:000    |
| H.PRO     | Copy master | 200        | 910.40  | USD      | 1:000    |
| H.PREMIUM | Choose type | 200        | 910.40  | USD      | 1:000    |

**Demo accounts**

| Number   | Invest type  | Fee margin | Balance | Currency | Leverage |
|----------|--------------|------------|---------|----------|----------|
| 65473624 | Demo account | 200        | 910.40  | USD      | 1:000    |
| 65473624 | Demo account | 200        | 910.40  | USD      | 1:000    |
| 65473624 | Demo account | 200        | 910.40  | USD      | 1:000    |

**Open new account**

**Accounts**

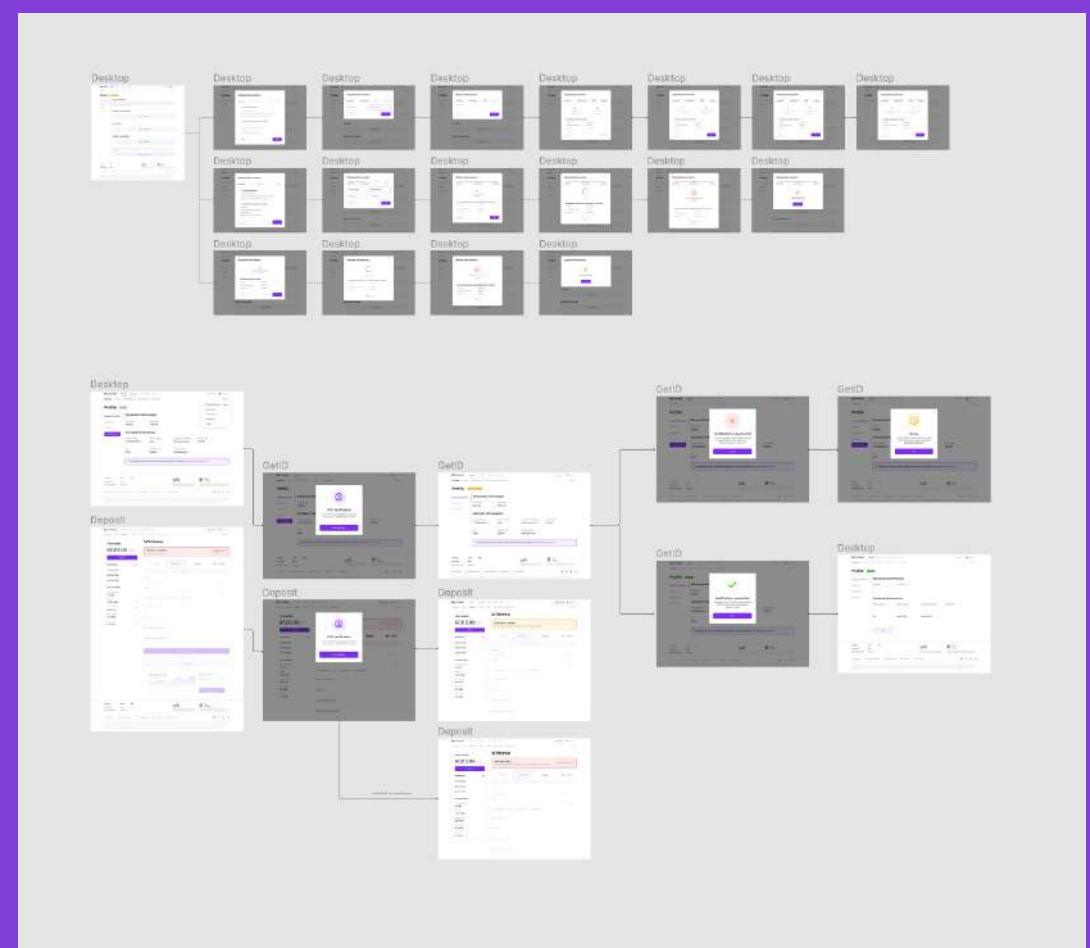
**Live accounts**

**Demo accounts**

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**Total available** **67,213.00 USD**

**Top Up**

**Currencies** **Add**

67,213.00 USD

**Recent transactions**

| Transaction ID | Date     | From     | To       | Amount       | Fee      | Total        |
|----------------|----------|----------|----------|--------------|----------|--------------|
| 8712931230912  | 12.07.21 | 68679766 | 68639623 | USD 1245.00  | USD 0.00 | USD 1245.00  |
| 8712931230912  | 11.07.21 | 68867316 | 68867316 | USD 85123.73 | USD 0.00 | USD 85123.73 |
| 8712931230912  | 04.07.21 | 68639623 | 68639623 | USD 15000.00 | USD 0.00 | USD 15000.00 |

**Investing** **Partnership** **Learn** **FAQ**  
**Payment Systems** **About Us**

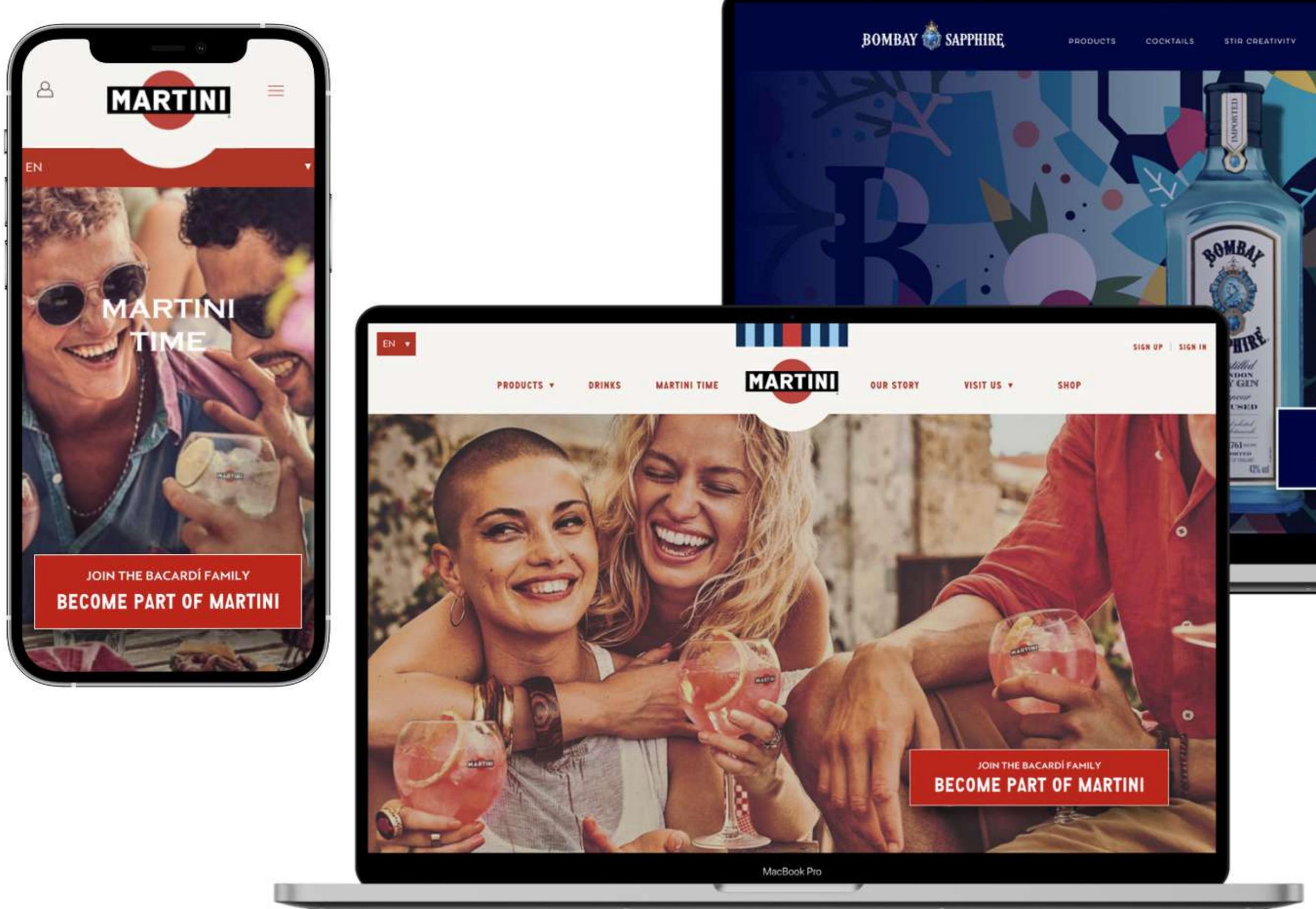
**verify** execution quality is confirmed by MMT and complies with best execution standards.

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# Bacardi UX Research

## CHALLENGES

Activate and augment sign-up mechanisms on Bacardi Limited own brand websites to collect data, drive transactions and generate insight to optimize, enhance and drive 121 Marketing.



### CASE STUDY 3

# Bacardi UX Research

### PROCESS

Due to the tight deadlines and input data that we had, I together with team planned and distributed the work of the team into 3 stages:

1. Initial research
  - Workshop with stakeholders
  - Current solution review
2. Market analysis
  - UX trends
  - Competitor analysis
  - Market leaders
3. Analytics
  - Current user flow review
  - Drop-off points analysis
  - User's motivation analysis

As a result, I've created 10 UX mechanics in low fidelity, after internal review solutions were presented to the client.

Understanding the task, I divided the mechanics into those that can be applied in the very near future and more strategic ones. After review and adjustments I've passed them to UI designer and work was done. Client was happy.

4. Build In Security - lower chance user to worry about while using phone

### Simple (Twitter, Amazon, Facebook)

1. Minimize- 4 fields is max what can you ask for
2. Make signup segmentation&validation - to decrease user's frustration
3. Use the right tools - input controls/element size and attentions
4. Use social media buttons for 1-click-signup

### Reciprocity (Yandex, NY Times)

1. Give something to get something
2. Show value before asking of commitment - Show piece of the content
3. Build value around registration

### Social (Facebook, Instagram)

1. Crowd effect - people like to do something when others are already committed
2. Personalize from start - recommendations, building relationship
3. User Generated Content (comments, review, ratings)
4. Gamification - make process more fun

### Life after Signup (Loreal)

1. Post signup guides and followups
2. User levels (loyalty programs)
3. Intergration user to community

|                    | sign up form | sign up/in button position (desktop)              | sign up/in button position (mobile)               | link to sign in (inside form) | link to sign in position | facebook sign up button | other social nets sign up button | close icon | close icon position | first name field | last name field | profile name field | e-mail field |
|--------------------|--------------|---|---|-------------------------------|--------------------------|-------------------------|----------------------------------|------------|---------------------|------------------|-----------------|--------------------|--------------|
| Bacardi US         | +            | header right                                      | burger menu top right                             | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| Bacardi UK         | +            | header right                                      | burger menu top right                             | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| Martini US         | -            |   |   |                               |                          |                         |                                  |            |                     |                  |                 |                    |              |
| Martini UK         | +            | header right                                      | icon in header left                               | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| Bombay US          | +            | header right & popup                              | icon in header left & footer                      | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| Bombay UK          | +            | header right & popup                              | icon in header left & footer                      | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| AngelsEnvoy US     | +            | 2 buttons (header center than screen center left) | 2 buttons (header center than screen center left) | +                             | top                      | -                       | -                                | +          | top right           | +                | +               | -                  | +            |
| AngelsEnvoy UK     | +            | 2 buttons (header center than screen center left) | 2 buttons (header center than screen center left) | +                             | top                      | -                       | -                                | +          | top right           | +                | +               | -                  | +            |
| Grey Goose US      | +            | header right                                      | burger menu top left                              | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| Grey Goose UK      | +            | header right                                      | burger menu top left                              | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| Dewars US          | +            | header right                                      | icon in header left                               | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| Dewars UK          | +            | header right                                      | icon in header left                               | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| Teeling whiskey US | -            |   |   |                               |                          |                         |                                  |            |                     |                  |                 |                    |              |
| Teeling whiskey UK | -            |   |   |                               |                          |                         |                                  |            |                     |                  |                 |                    |              |
| D'usse US          | +            | header left&right                                 | icon in header right                              | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| D'usse UK          | +            | header left&right                                 | icon in header right                              | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| St Germain US      | -            |   |   |                               |                          |                         |                                  |            |                     |                  |                 |                    |              |
| St Germain UK      | +            | header left                                       | icon in header left                               | +                             | top                      | +                       | -                                | +          | top right           | +                | +               | -                  | +            |
| Plume & petal US   | +            | header right & popup                              | buttons in header right                           | -                             |                          | -                       | -                                | +          | top right           | +                | +               | -                  | +            |
| Plume & petal UK   | -            |   |   |                               |                          |                         |                                  |            |                     |                  |                 |                    |              |
| Aberfeldy US       | -            |   |   |                               |                          |                         |                                  |            |                     |                  |                 |                    |              |
| Aberfeldy UK       | -            |   |   |                               |                          |                         |                                  |            |                     |                  |                 |                    |              |
| SantaTeresa US     | +            | header right                                      | icon in header left                               | +                             | top                      | -                       | -                                | +          | top right           | +                | +               | -                  | +            |
| SantaTeresa UK     | +            | header right                                      | icon in header left                               | +                             | top                      | -                       | -                                | +          | top right           | +                | +               | -                  | +            |

| Trend                             | Bacardi | Yandex | Nike | Loreal | DIAGEO | Pernod Ricard | Revolut |
|-----------------------------------|---------|--------|------|--------|--------|---------------|---------|
| Total Points                      | 12      | 19     | 16   | 23     | 5      | 8             | 15      |
| <b>Mobile First</b>               |         |        |      |        |        |               |         |
| Mobile Website                    | +       | +      | +    | +      | +      | +             | +       |
| Native mobile app                 | +       | ++     | ++   | +      | +      | +             | ++      |
| Augmented Reality / QR codes      | +       | +      | +    | ++     | +      | +             | +       |
| Visual search                     |         |        |      | +      |        |               |         |
| <b>Simple</b>                     |         |        |      |        |        |               |         |
| Less than 5 fields                | +       |        |      | +      |        |               | +       |
| Segmentation & Validation         |         | +      |      | +      |        |               | +       |
| Use Modern UX/UI practices        | +       | +      | +    | +      | +      | +             | +       |
| 1-click signup (social media)     | +       | +      |      | +      | +      |               |         |
| <b>Reciprocity</b>                |         |        |      |        |        |               |         |
| Give benefits for signup          | +       | ++     | +    | +      |        |               | +       |
| Sample content before signup      |         | +      |      |        |        |               |         |
| Emphasise value around signup     | ++      | ++     | +    |        |        |               | ++      |
| <b>Merge physical&amp;digital</b> |         |        |      |        |        |               |         |
| Offline&Digital symbiosis         |         | +      |      | ++     |        |               |         |
| Supplementing digital&offline     | +       | +      | +    | +      |        | +             | +       |
| Collectables                      |         | +      | +    | +      |        |               |         |

| Brand         | Total Points |
|---------------|--------------|
| Loreal        | 23           |
| Yandex        | 19           |
| Nike          | 16           |
| Revolut       | 15           |
| Bacardi       | 12           |
| Pernod Ricard | 8            |
| DIAGEO        | 5            |

## CASE STUDY 4

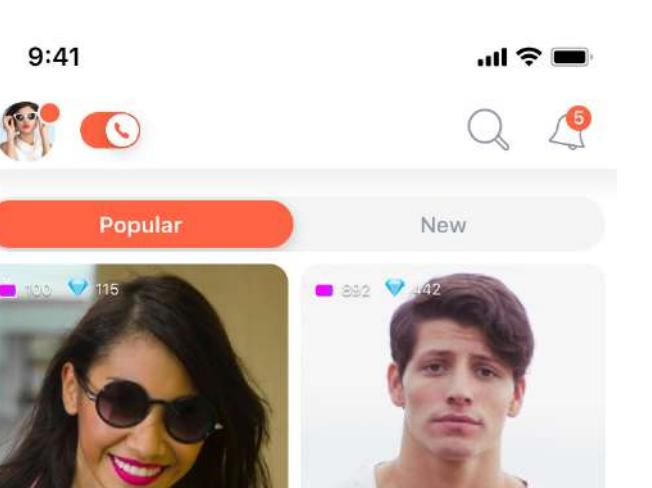
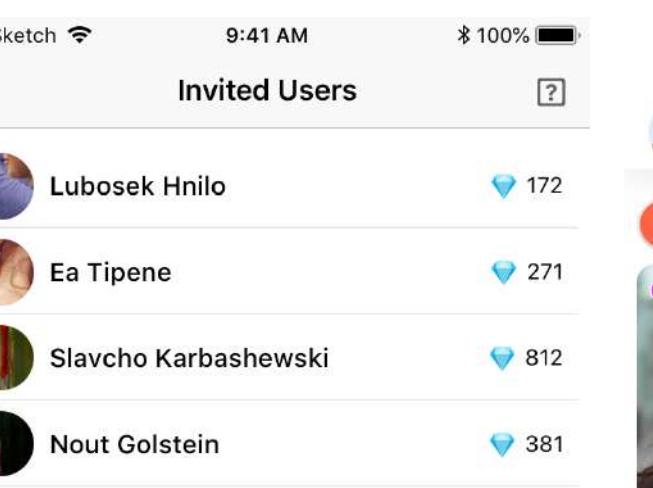
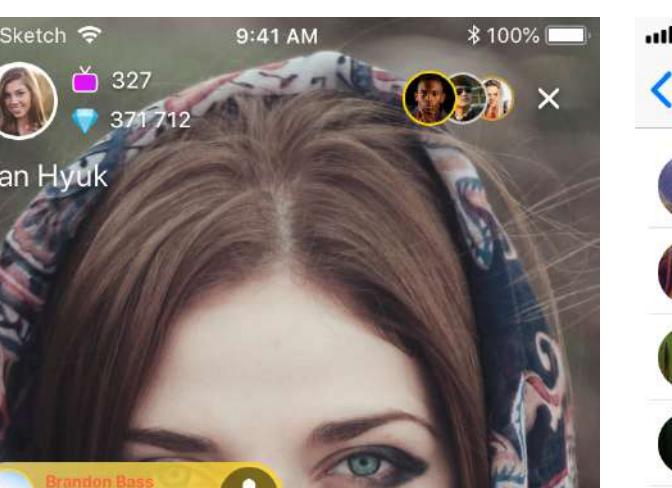
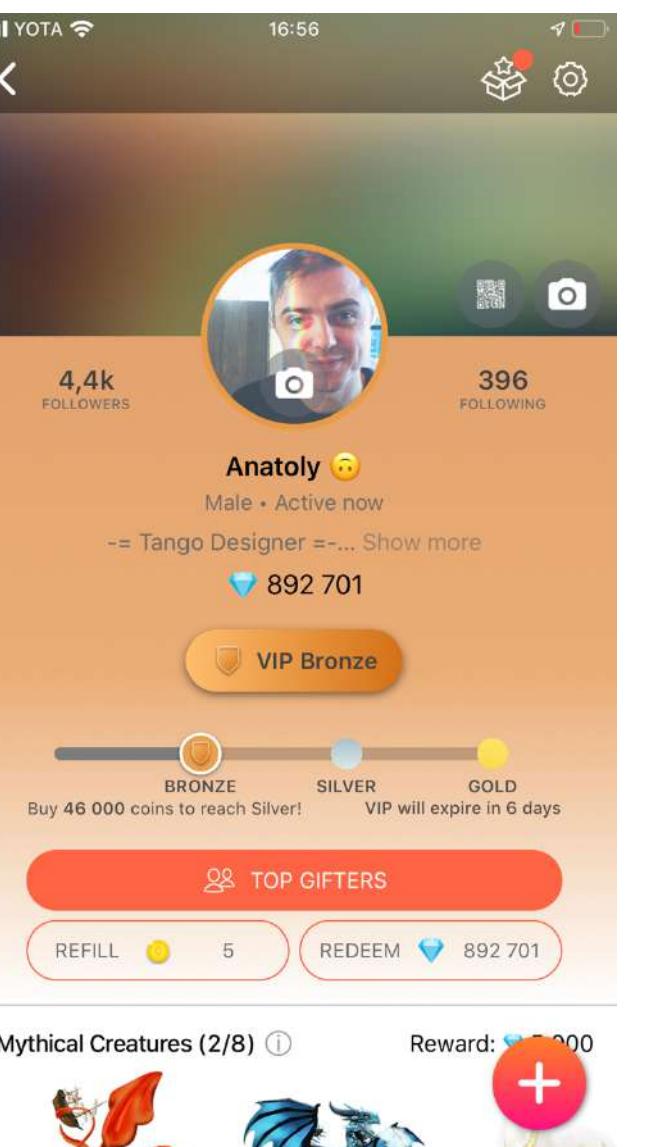
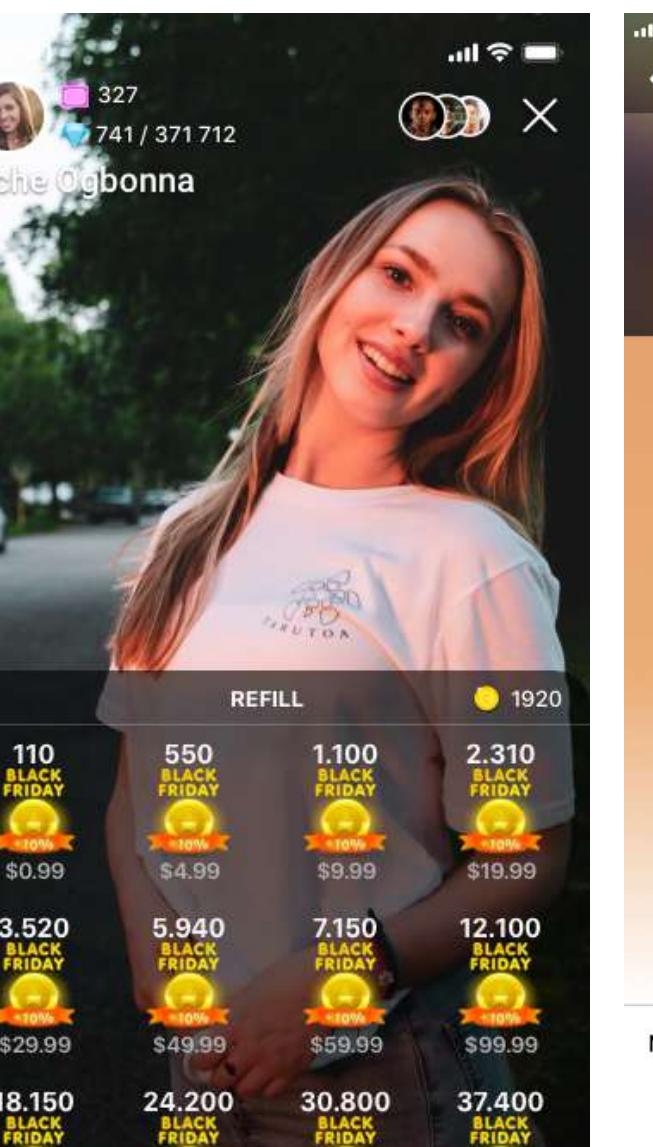
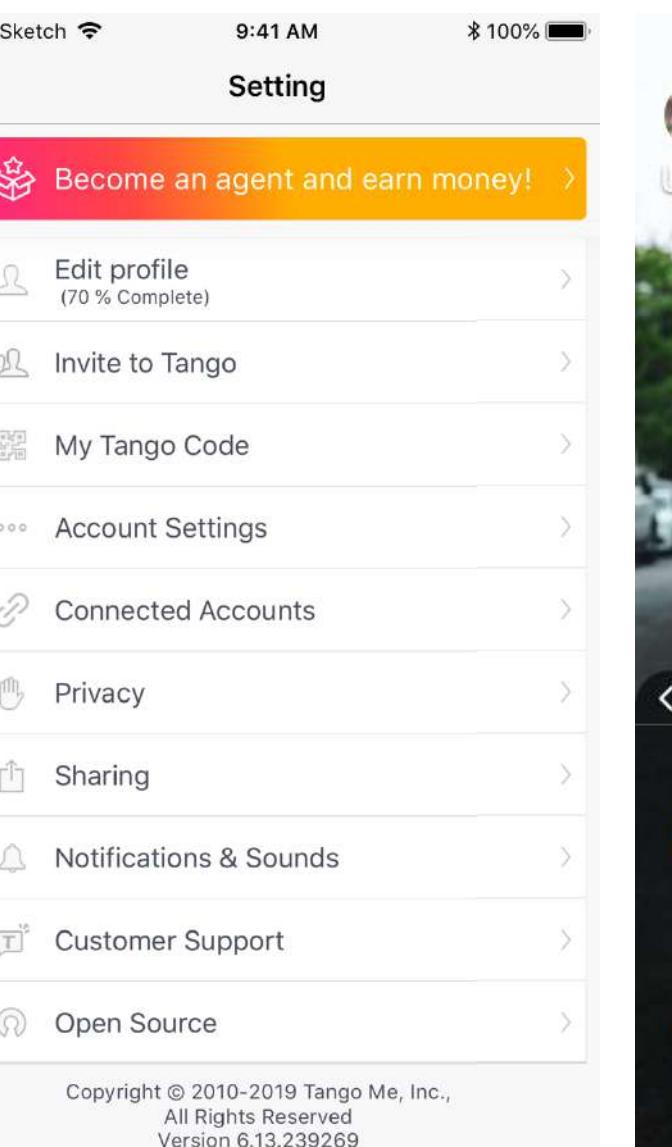
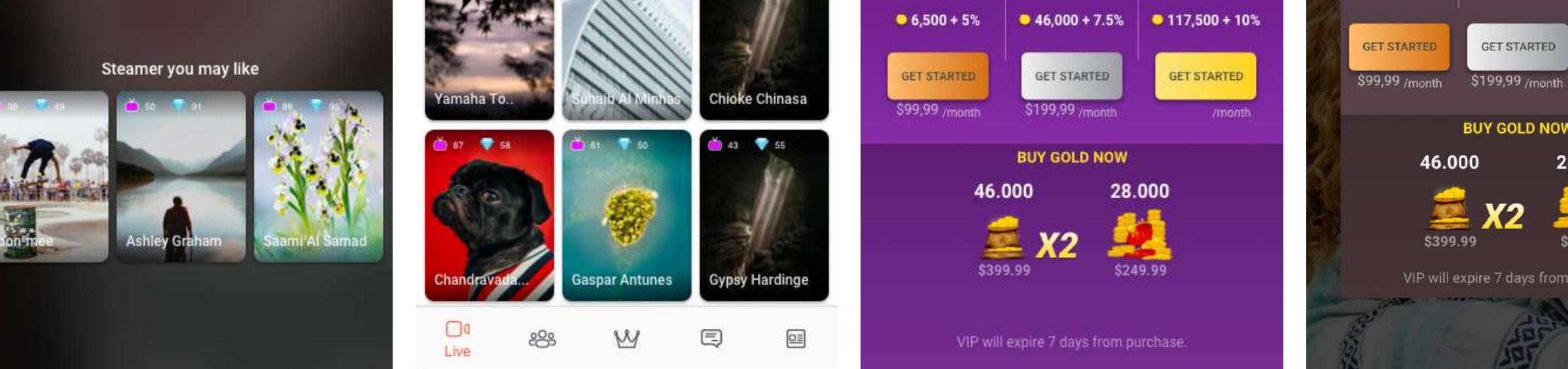
# Tango

### ABOUT PROJECT

Tango is a social, interactive live-streaming platform with more than 200M registered users.

### CHALLENGES

Constantly looking at the app and try to make it better every day. Work on various features: VIP, Tango Stories, Animated Gifts, Chroma Key, Launching Web, Collections.



#### CASE STUDY 4

# Tango

#### PROCESS

The process of operation of each of the functionalities was different to one degree or another. But most often we followed the approach: setting-refine-learn-prototype-iteration-solution. An important factor for us was the balance of speed and quality, and it was sometimes difficult.

Being enthusiastic and curious by nature, I created an account in the application and actively participated in the life of the community. Having gathered loyal users of the application around me, I used this communication channel in order to receive feedback on released products, search for new ideas and communicate.



Habibi



Valentine's Day!

## CASE STUDY 5

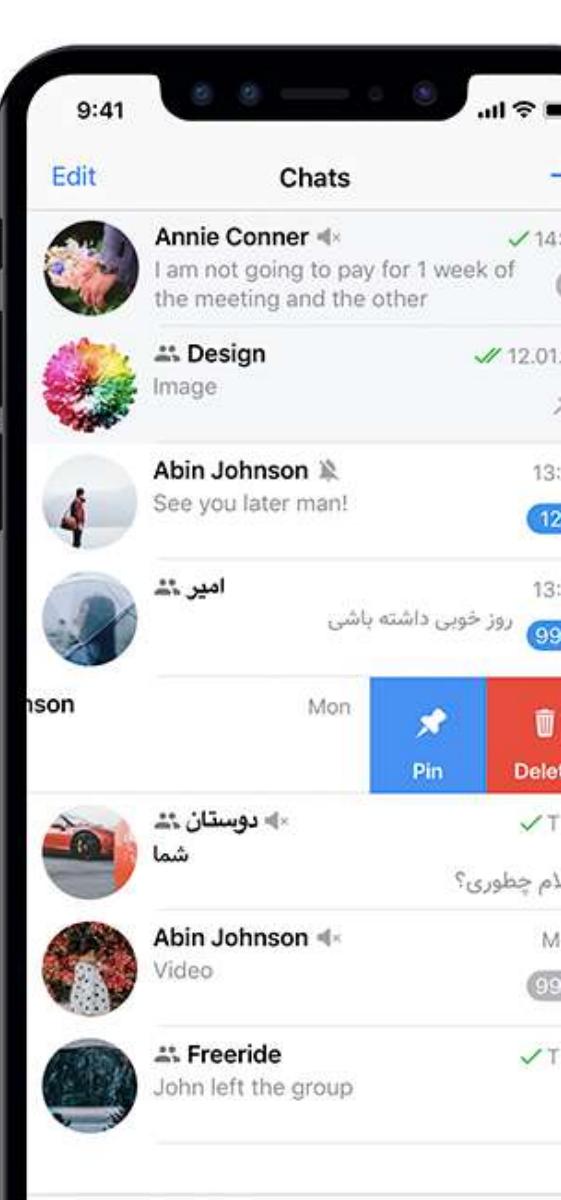
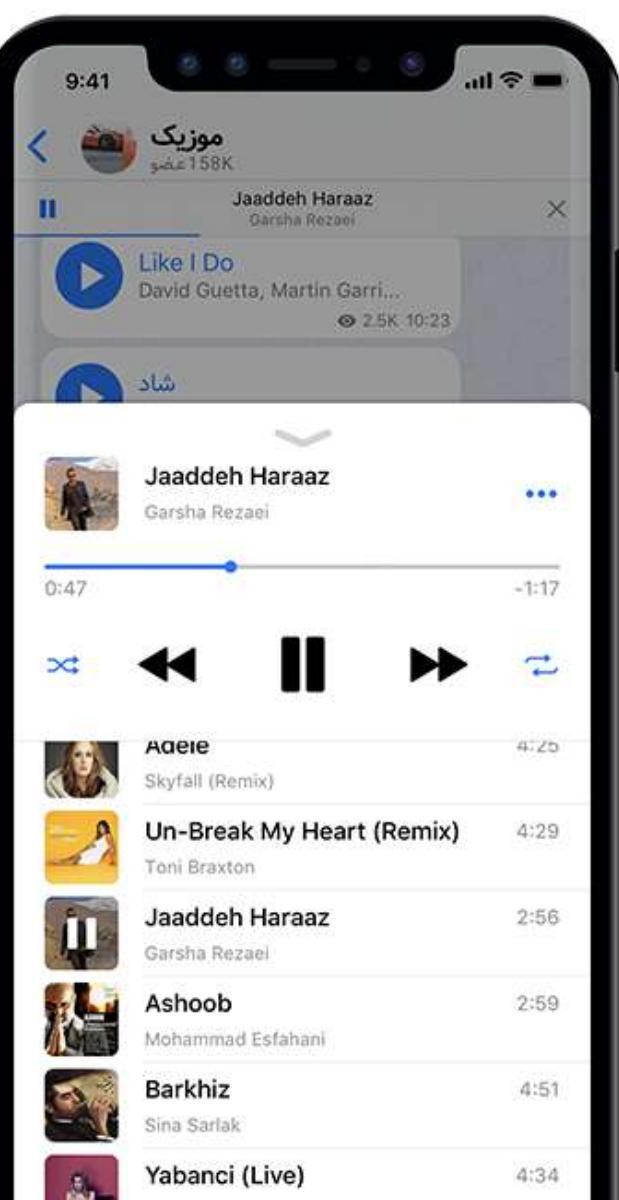
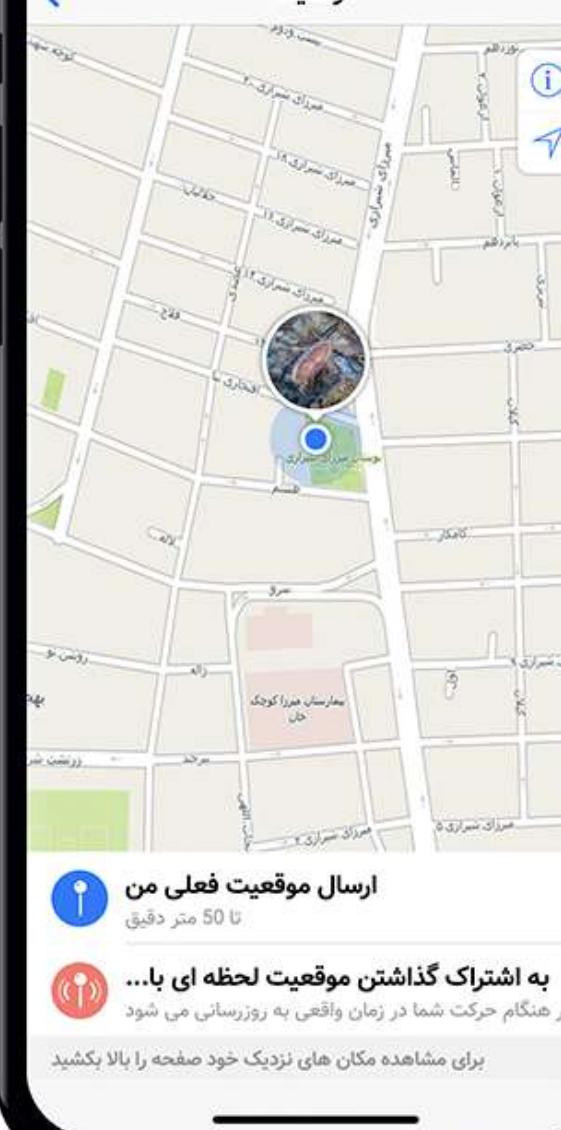
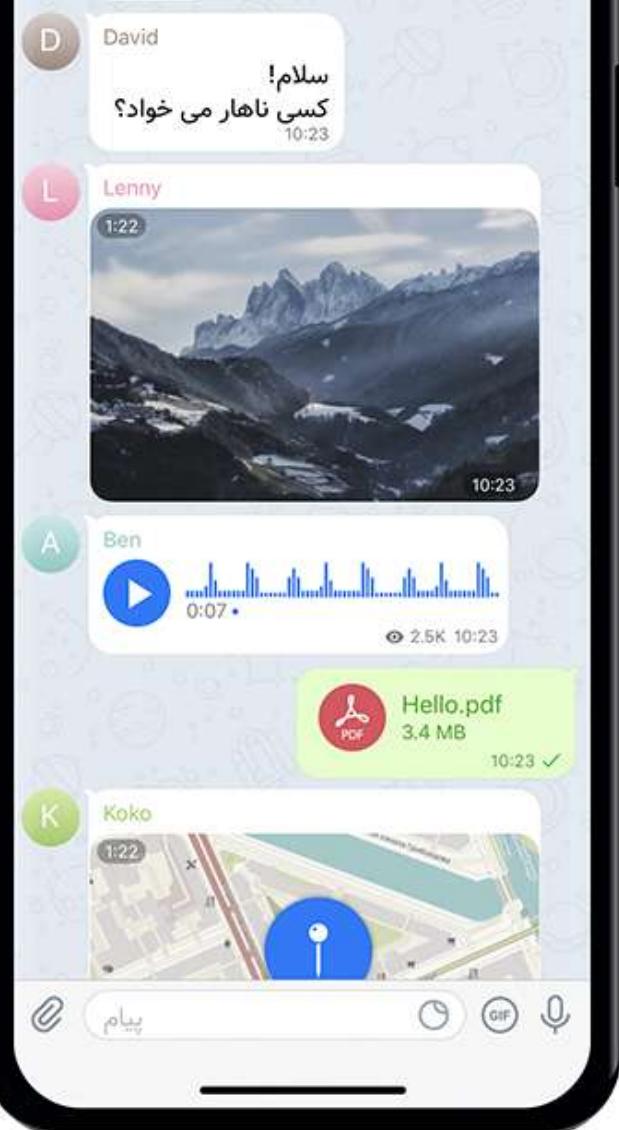
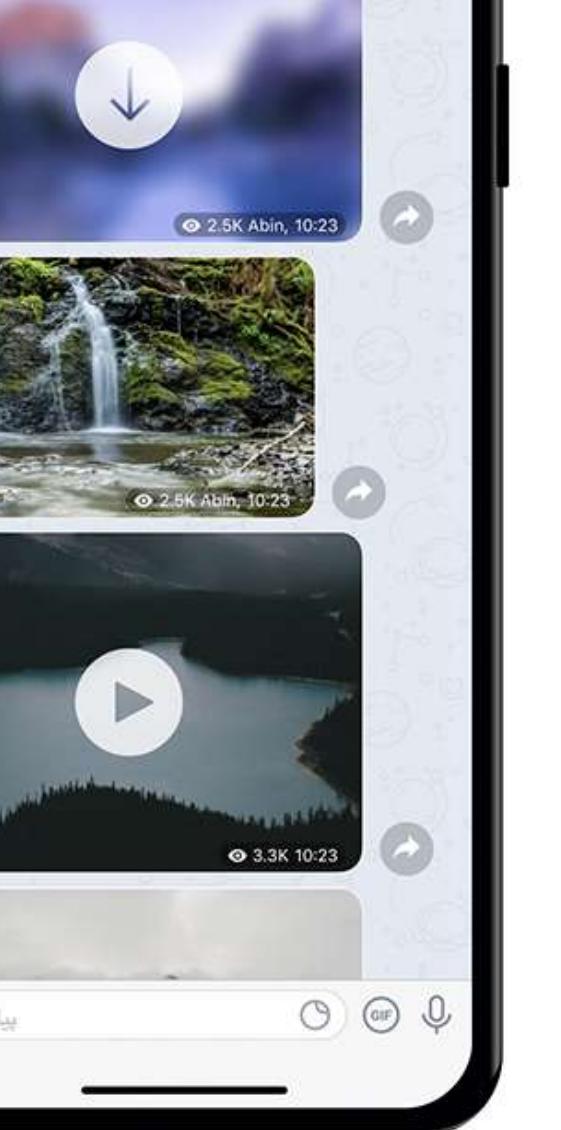
# WISPI

### ABOUT PROJECT

Wispi is a free cross-platform mobile communications app. Aim is to connect and promote communication between Wispi users free where possible and offer users excellent alternatives to the current phone / communication operator.

### CHALLENGES

Create a modern application in terms of UI and UX using the best design practices and guidelines. Responsible for design from input data collection to design review. Last but not least, my responsibility was to work on establishing processes in an international team, taking part in idea creation and brainstorming, helping business analysts, developers and QA specialists.



## CASE STUDY 5

# WISPI

## PROCESS

The first step after starting work on the project was to study the product, current and future tasks, as well as sessions with stakeholders. After analyzing the data I received, I was able to point out to the team the things that were bothering me. During the dialogue, we drew up a work plan and I was able to get to work.

When working on one product, it is difficult to stick to a certain work process. But often it was based on 5 main stages: gathering information - processing - research - analysis - solution.

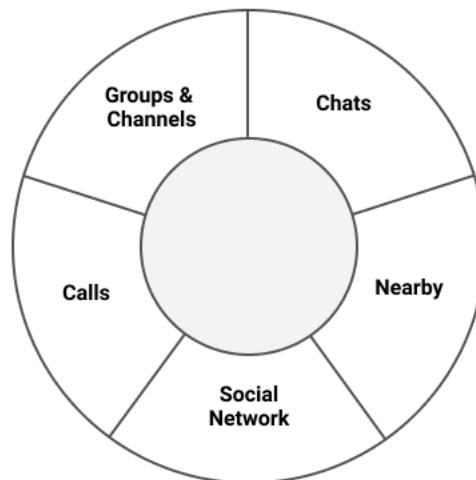
Lead a whole project is very encouraging. Making key decisions in terms of design imposes a serious responsibility, so I had to seriously study the guidelines, apply the best solutions for the application and the new functionality.

During my work I was working/achieved:

- Building design work processes in a team (sprints, transfer of layouts, design reviews)
- Work on creating UI Kit of whole project
- Formation of corporate identity
- Reworking of all application screens on iOS and Android
- Working on tasks for marketing (social media, videos and animations)

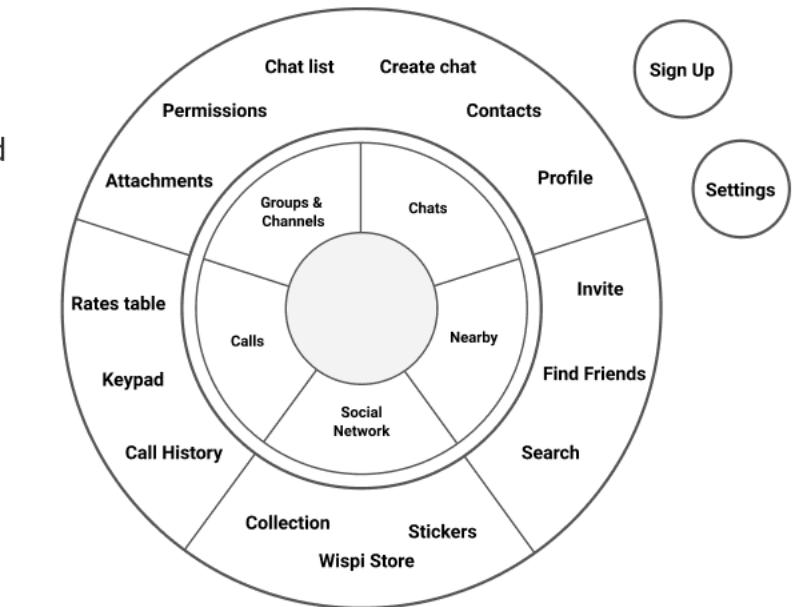
## Scope of the project

Initial scope was defined from features and functions of a product. Main features of the app are:

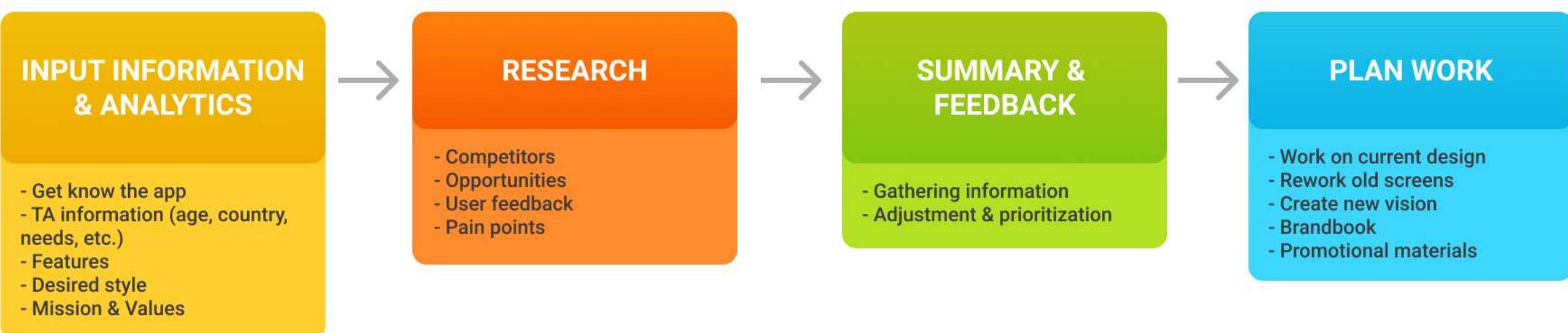


Understanding and visualizing the scope of the project allowed me to prioritize the work and understand which functions are the most important.

The application has many other functions that, although important, are not core. More often they perform an auxiliary role to the main functional, so keep them in mind.



## Process of the work



## Priorities: Chat & Calls

We clearly defined that chat and calls are the two main areas to work on. All other functionality should be sent to the background or to play a secondary role. Also, all new functionality should be somehow connected with chats or calls.

## Signup

We found out that many new users do not understand how to enter the application, and when they enter, they do not understand what to do next. The process of onboarding is too complicated and lengthy. It was necessary to simplify the registration process and make the onboarding process more understandable.

## Functionality

In the study of direct and indirect competitors, we found that many have similar functionality to which users have long been accustomed. But we did not have it, so it was important to add it to compete.

## Uniqueness

An important aspect of the success of a project is its uniqueness. In the course of my research, I could not find a unique functionality or an unusual approach. It was vital to find and develop a unique offer for users.

## CASE STUDY 6

# E-Harvesting

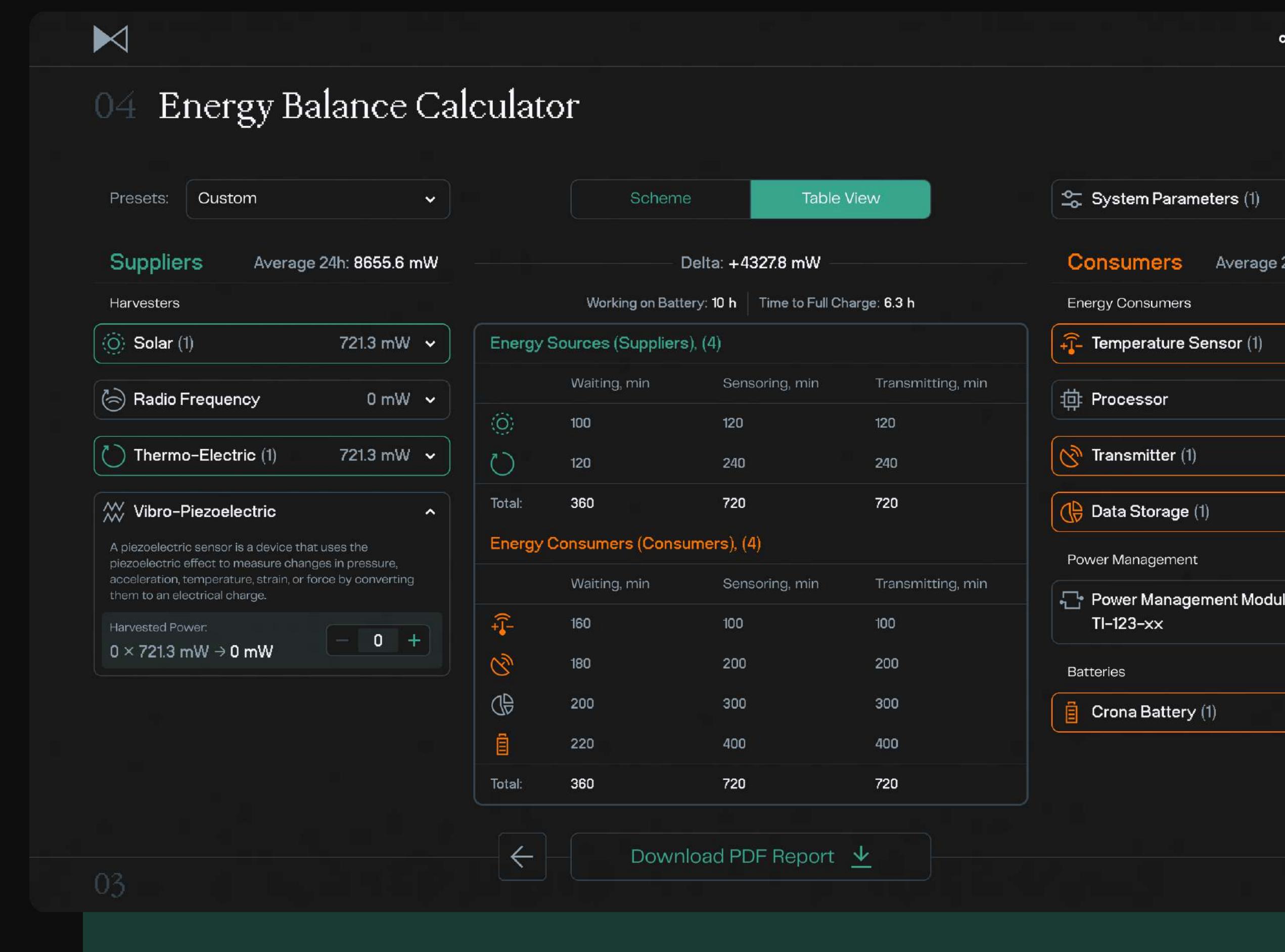
<https://e-harvesting.lab.epam.com/>

### ABOUT PROJECT

An internal project of the company to obtain energy from the environment. After a successful mvp, it became necessary to create a product website.

### CHALLENGES

The primary task was to conduct a full cycle of design activities to create a website design. The next step was to bring the project to release. My responsibility was to communicate with the development team to solve problems and manage the work of the design team.



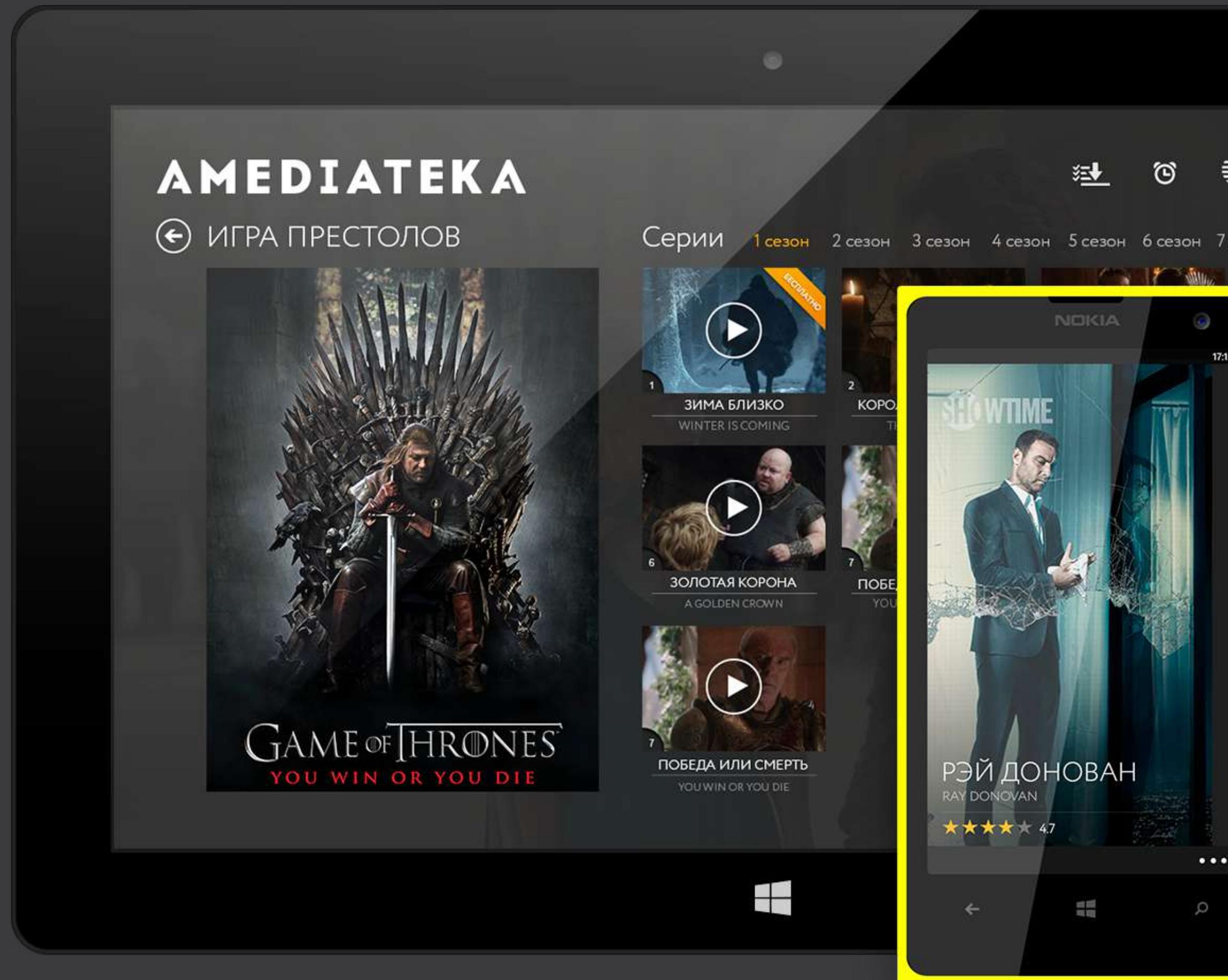
# Amediateka

## ABOUT PROJECT

One of the clients of SPB TV was Amedia - the Amediateka project. Online service of the best TV series on the planet. Premieres await you new HBO projects simultaneously with the whole world and the entire studio library, as well as hits of the world's leading TV channels and studios - FOX, Showtime, Starz, BBC, ABC Studios, Sony Pictures and many others

## CHALLENGES

To promote the product, the main task was to develop a mobile application for the windows phone platform. It was necessary to develop applications practically from scratch, while maintaining the continuity of the predefined corporate identity.

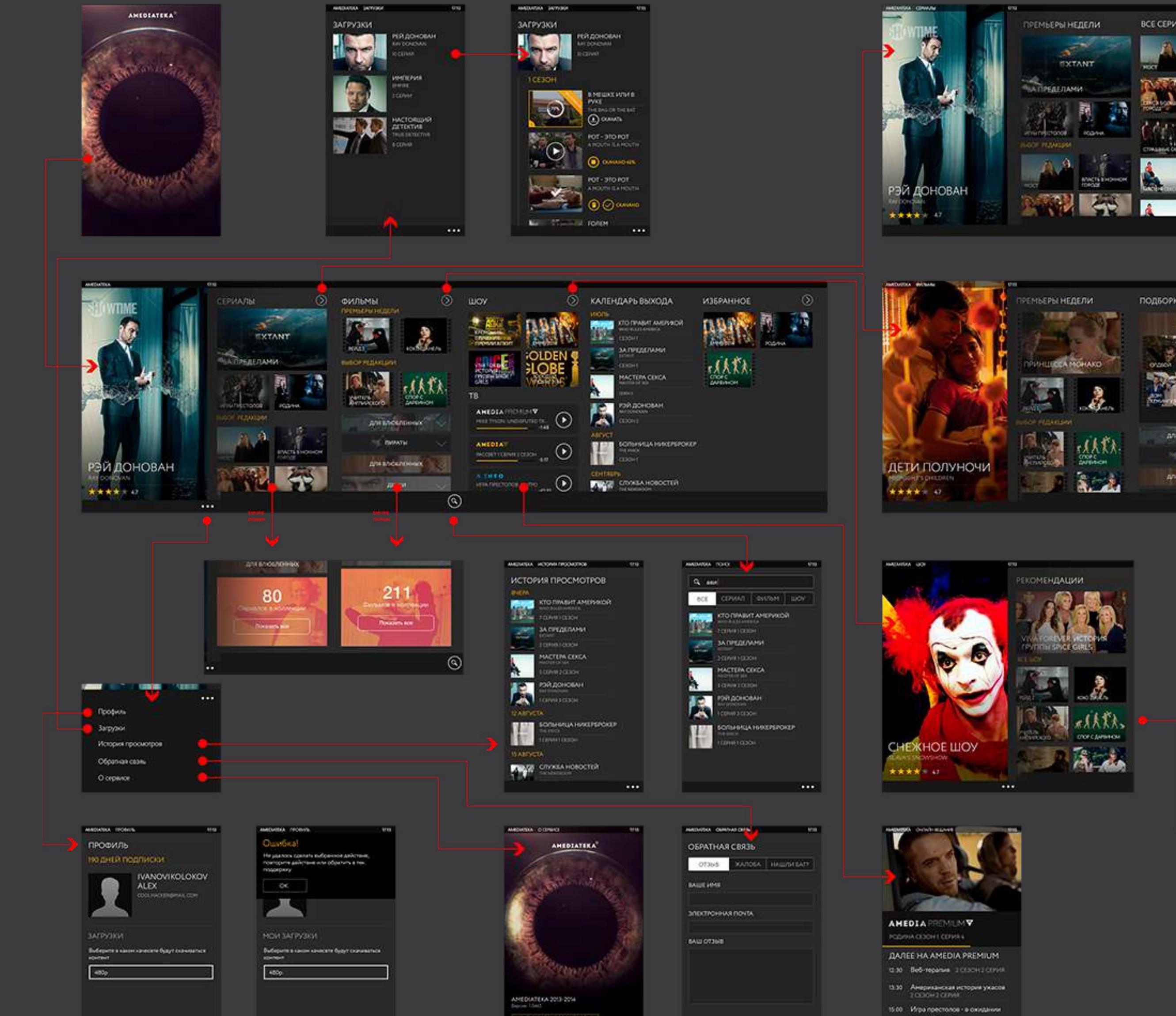


## CASE STUDY 7

# Amediateka

### PROCESS

Since at the time of work Amediateka had his own corporate identity - this slightly eased my task. I concentrated on creating a native UX for users. I spent some time exploring the principles, guidelines, and best practices for the Windows mobile platform. Together with the team, we collected all the functional requirements that should have been in the mobile application. Initially we decided to use the native elements of the platform (metro style, fonts, errors, icon style) for seamless UX.



# SPB TV

## ABOUT PROJECT

SPB TV is a leading developer of technological solutions for OTT, IP and mobile TV. To improve the quality and more efficient development of the head platform, the company decided to create its own product. Together with the team, I was able to participate in its creation.

## CHALLENGES

Create an entire product - a website, mobile and TV applications as part of a team of colleagues in the company.

The screenshot shows the SPB TV website. At the top left is the logo 'SPB TV' with a colorful square icon. A search bar with the placeholder 'Поиск' is located above a vertical navigation menu. The menu items include 'Главная', 'Каталог ТВ', 'ТВ Шоу', and 'Каталог VoD'. Below the menu is a section titled 'МОЙ SPBTV' with social media icons for VK, Facebook, OK, and Twitter, and a 'ВОЙТИ' button. A link 'Еще не с нами? Зарегистрироваться' is also present. On the right side of the sidebar, there's a list of 'ПОСЛЕДНИЕ ПРОСМОТРЕННЫЕ' channels: '2x2', 'FRANCE24', 'КХЛ', 'DW NEWS', and 'ПЕРВЫЙ КАНАЛ'. At the bottom of the sidebar are language settings ('Язык: Русский') and a 'Служба поддержки' section with links to 'Наша пресса', 'Настройки', 'Рекламодателям', 'Пользовательские соглашения', and 'Права'. The copyright notice '© 2015 SPB TV' is at the very bottom.

The main content area features a large promotional banner for the TV show 'ФИЗРУК'. The banner includes the text 'новый комедийный сериал' (new comedy series), the premiere date '7 апреля 20:30' (April 7, 20:30), the channel 'ТНТ' (TNT), and a '4 дня осталось до премьеры' (4 days left until premiere)计时器. The banner also features a group photo of the cast and crew. Below the banner, a large headline reads 'Смотри прямо сейчас самый хитовый сериал 2015!' (Watch right now the most hit TV series of 2015!) and 'Только на SPB TV' (Only on SPB TV). A 'СМОТРЕТЬ ТРЕЙЛЕР' (Watch trailer) button is also present. Below this, there are four video thumbnails: 'СЛАДКАЯ ЖИЗНЬ' (Sweet Life) with three women, a scene from a sports show with two men, a scene from a movie or TV show with two people, and a man reading a book. The section is titled 'Смотрят в Санкт-Петербурге' (Watching in Saint Petersburg).

The bottom section shows a grid of video player cards. Each card has a thumbnail, a play button in the center, and text below it. The first card is for 'France 24' news, the second for 'Первый канал' news, and the third for another 'Первый канал' news clip. All three cards show the same timestamp '-3:16'. At the bottom right, there's a section titled 'Лучшие телеканалы и видео в одн...' (Best TV channels and videos in one...).

## CASE STUDY 8

# SPB TV

## PROCESS

First of all we decided to determine business and user goals for the project. Next, we identified our TA. It was important for us to collect the maximum amount of information.

Next, we examined the competitors, what functionality they have, what we don't have. Our team from different departments collected information on the functionality that we needed to have in our product. We also collected information from user reviews in our applications to understand what difficulties our users face.

After we received all the possible information, we were able to understand who our target audience really is. After that, we started creating user persona. For each person, we identified the tasks-problems-solutions that he faces. We used the personas further in our journey map. At this stage, we tried to identify errors in the logic, prioritize and improve our solutions.



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|---|---|--|--|
| <p><b>Иван Долгов 30 лет</b><br/>менеджер по продажам в автосалоне<br/>Хорошо разбирается в компьютерах и интернет сайтах. Любит хоккей. Играет и любит смотреть отечественные матчи по хоккею. Есть дочка 9 лет, которая любит мультфильмы про единорогов. Доход средний. Часто ездит в командировки. Хочет найти удобный способ просмотра ТВ спортивной тематики, а также просмотр детских передач и мультфильмов для дочери.</p> | <p><b>Мария Мартынова 24 года</b><br/>студент<br/>Разбирается в интернет технологиях на начальном уровне. Социально активный пользователь. Любит социальные сети и сообщества о моде. Учится на актрису. Любит телевизоры о моде и мастер классы стилистов. Работает в салоне красоты. Доход средний. Часто нет времени посмотреть интересные телепрограммы о моде, которые идут во время учебы или работы.</p> | <p><b>Олег Носов 26 года</b><br/>логист<br/>Холост. Доход выше среднего. Хорошо разбирается в интернете. Постоянно выезжает за пределы города и страны. Нравится быть в курсе последних событий в стране и мире. Предпочитает новостные каналы и о бизнесе. Любит путешествовать. Давно ищет удобный сервис, который позволит оставаться в курсе событий родной страны и мира.</p> | <p><b>Ольга Галыгина 28 года</b><br/>банкир, декрет<br/>Мать 5 детей, от 4 до 11 лет. Очень любит кухню и рукоделие. Доход семьи выше среднего. Хорошо разбирается в компьютерах. Часто с детьми дома. Столкнулась с проблемой хорошего сервиса для просмотра мультфильмов и ТВ для детей и записей телепередач о готовке для себя. Хотела бы найти решения 2 и 1.</p> |
| <p><b>Задачи</b></p> <p>Смотреть все про хоккей что есть</p>  | <p><b>Проблемы</b></p> <p>Поделиться просмотренным в соц. сетях/почте как?</p>  |  |  |
| <p><b>Задачи</b></p> <p>Купить все записи телеканала</p>  | <p><b>Проблемы</b></p> <p>Как сделать?</p>  |  |  |
| <p><b>Задачи</b></p> <p>Просмотр важного матча</p>  | <p><b>Проблемы</b></p> <p>Записать интересные передачи для просмотра в дороге</p>   |  |  |
| <p><b>Задачи</b></p> <p>Ребенку перед сном мультик №-серии</p>  | <p><b>Проблемы</b></p> <p>Найти лучшую ребенка</p>  |  |  |
| <p><b>Задачи</b></p> <p>Помочь ребенку</p>  | <p><b>Проблемы</b></p> <p>Как платить как посмотреть весь ассортимент</p>   |  |  |