PORTFOLIO

Anatoly Sidorov

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Lead UX Designer, 9 yoe. 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 **Seniour 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

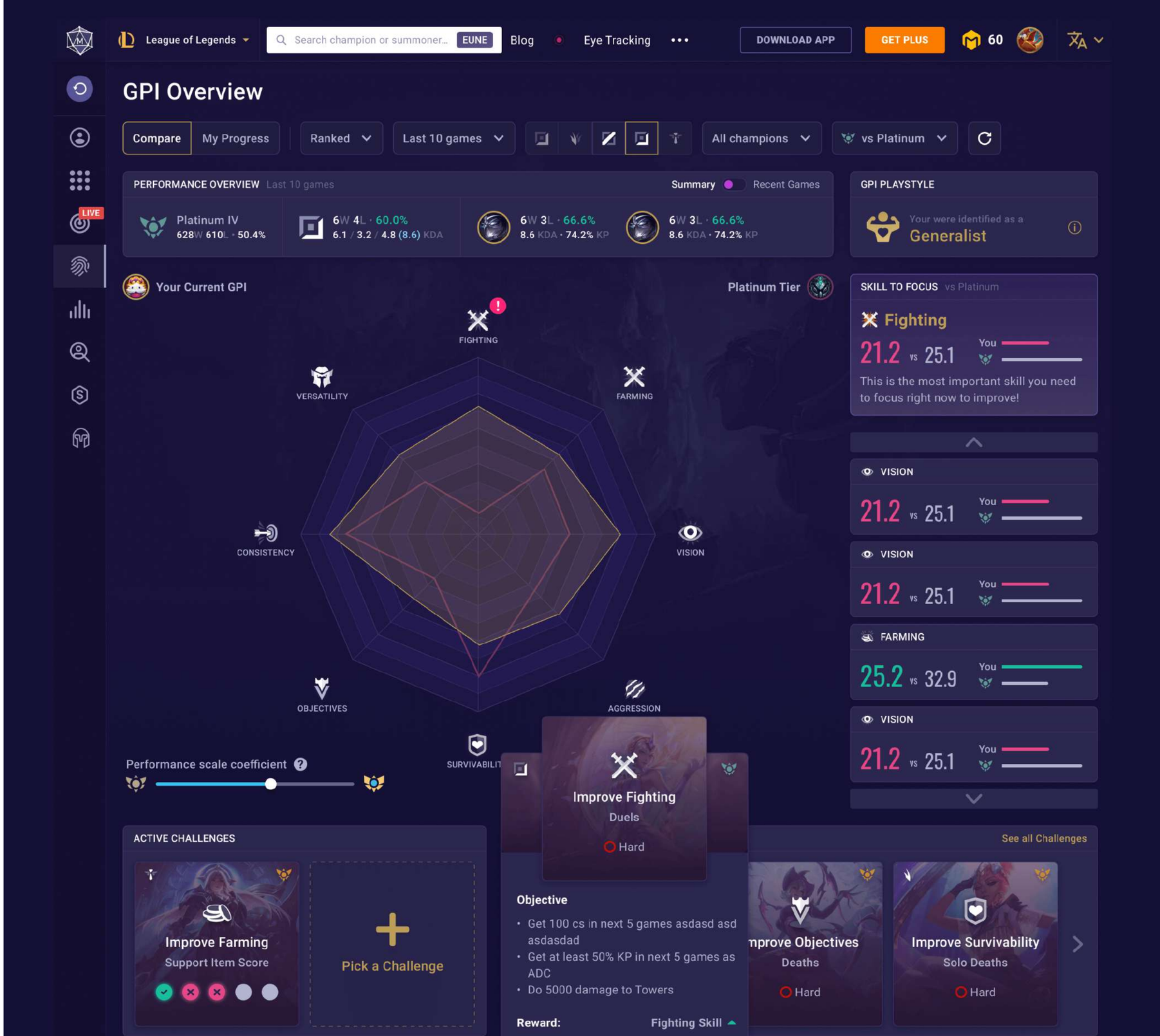
Mobalytics

ABOUT PROJECT

The philosophy of Mobalitycs 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 interes.

CHALLENGES

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



CASE STUDY 1

Mobalytics

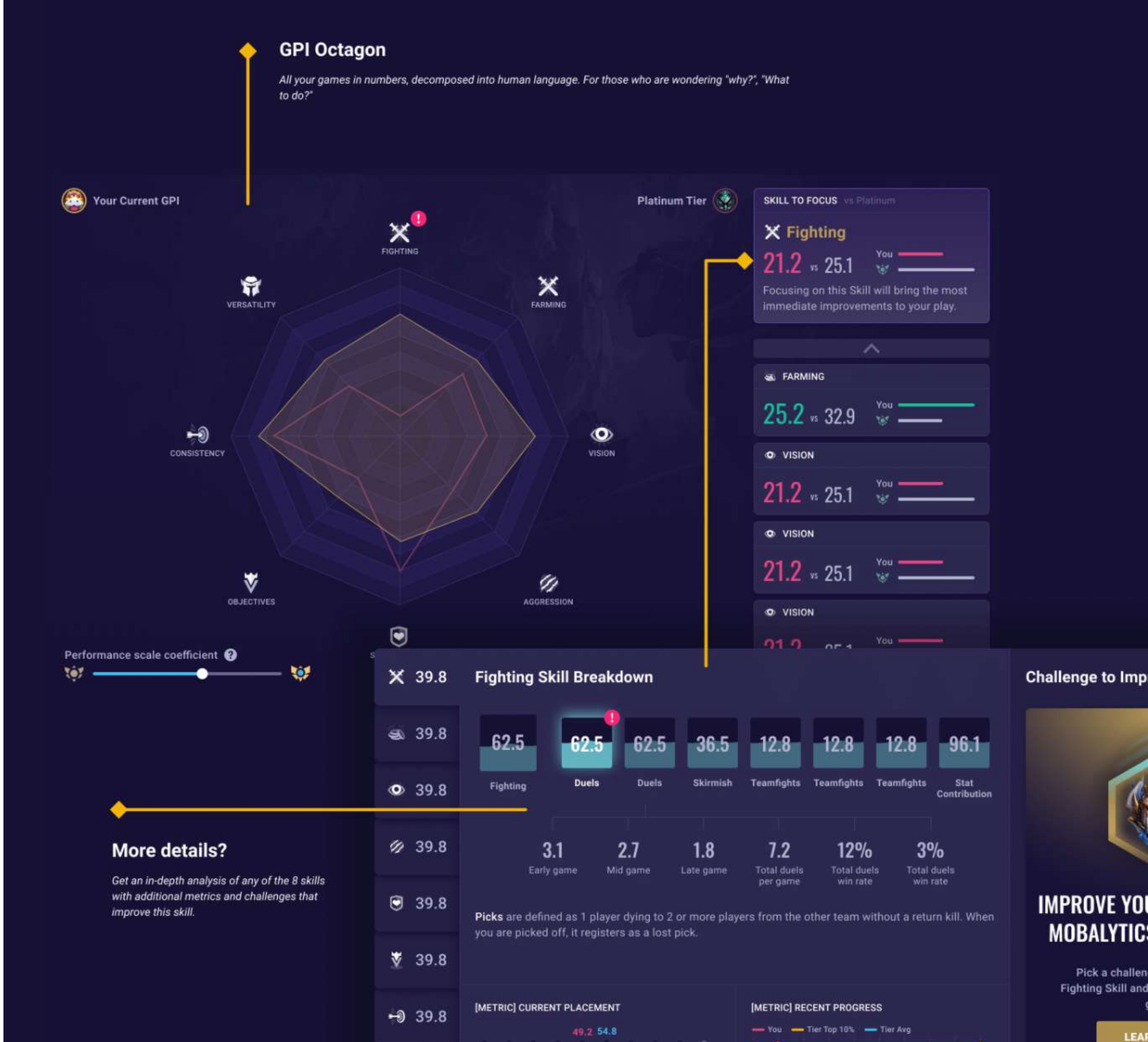
PROCESS

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, toghether 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

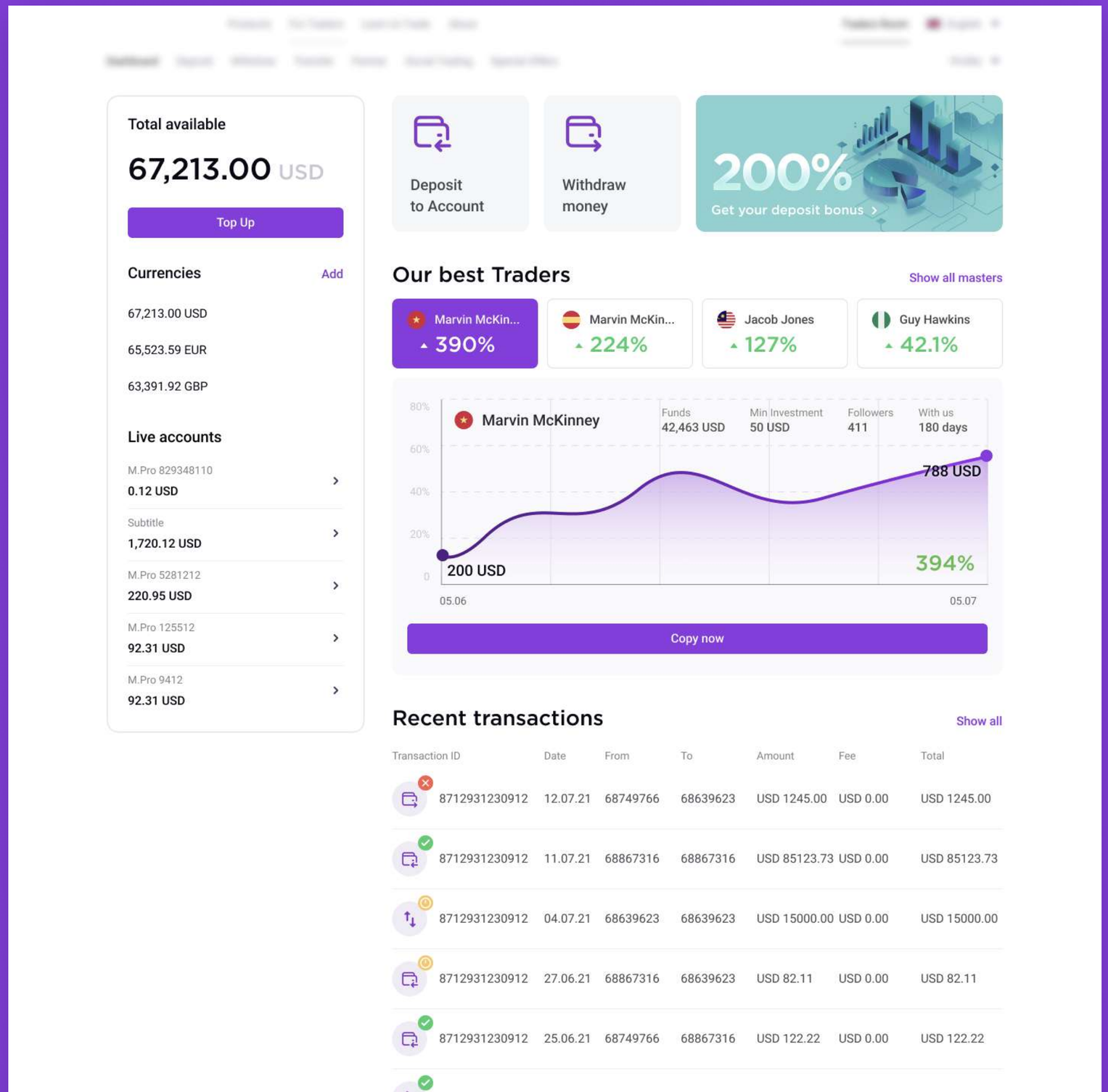
NDA (Forex)

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.



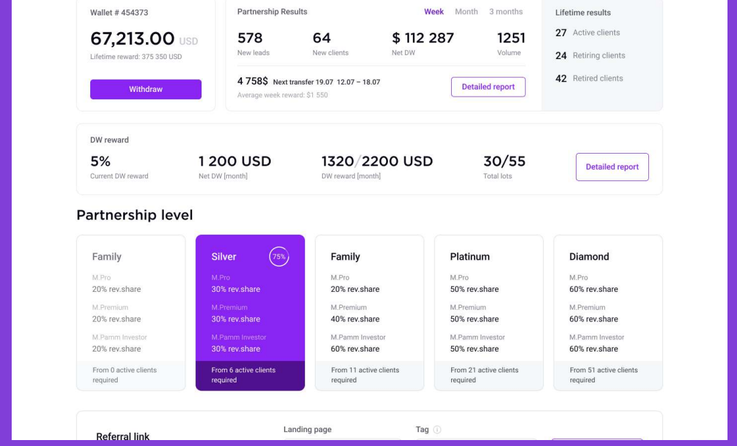
CASE STUDY 2

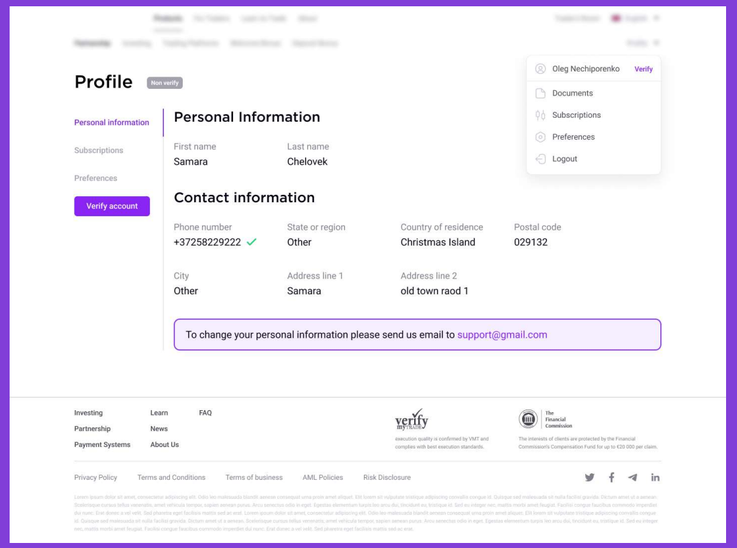
NDA (Forex)

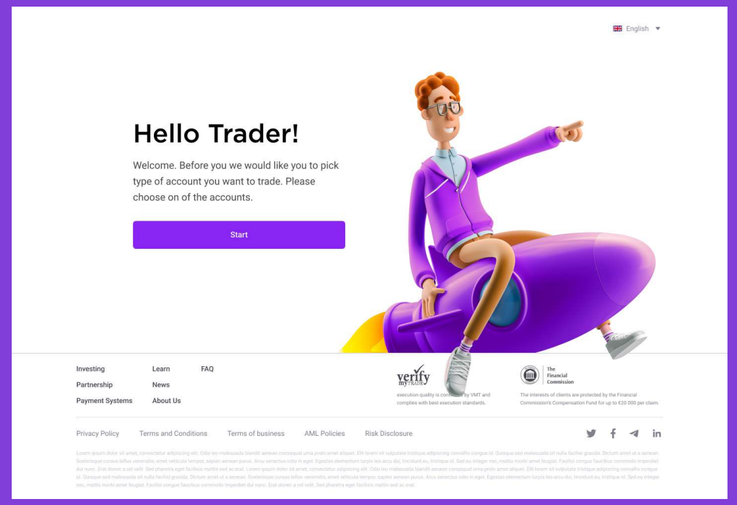
PROCESS

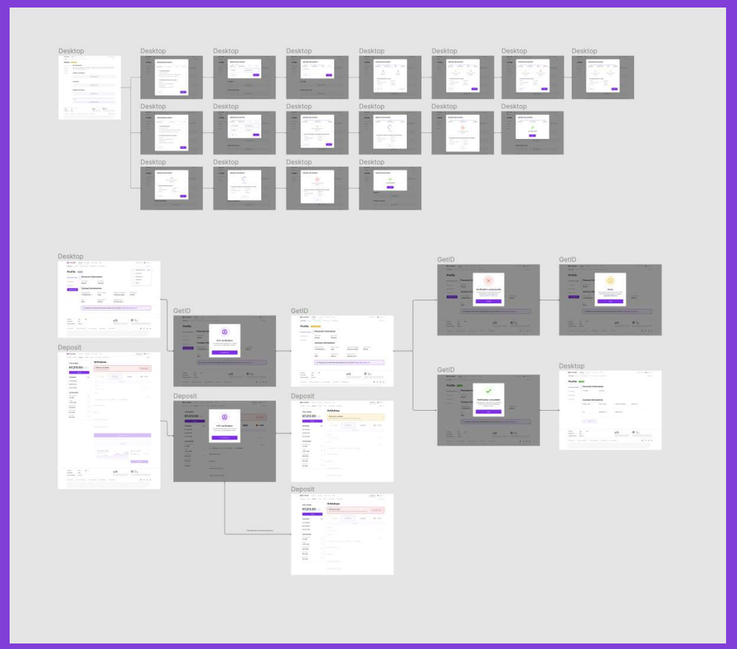
My responsibilities included leading the team, high-level communication and gather business requerements, as well as working as a designer (80/20). Range of tasks that were part of my responsibilities:

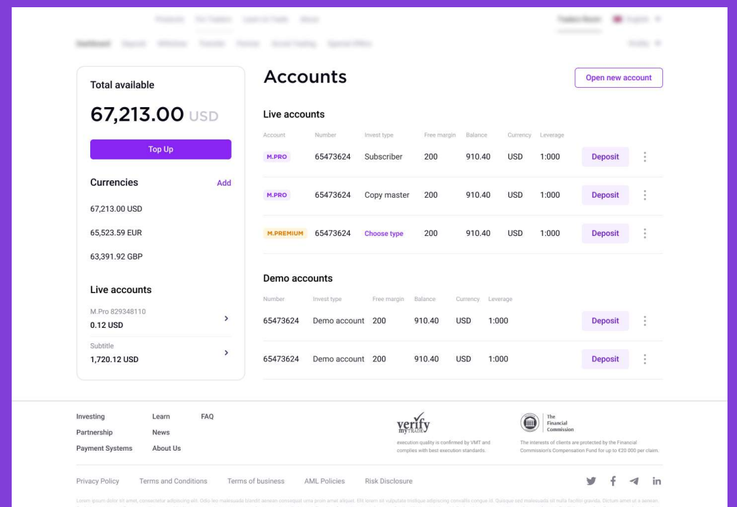
- Collection, analysis and facilitation of high-level tasks
- Formation of work processes within the design team and the development department
- Managing a team of 4 designers.
- Formation of sprints, supervision\setting tasks
- Meeting deadlines
- Work on the design system
- Maintaining design documentation

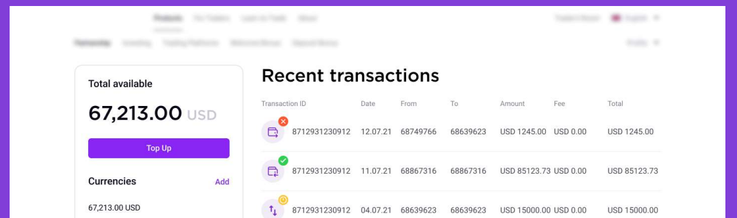






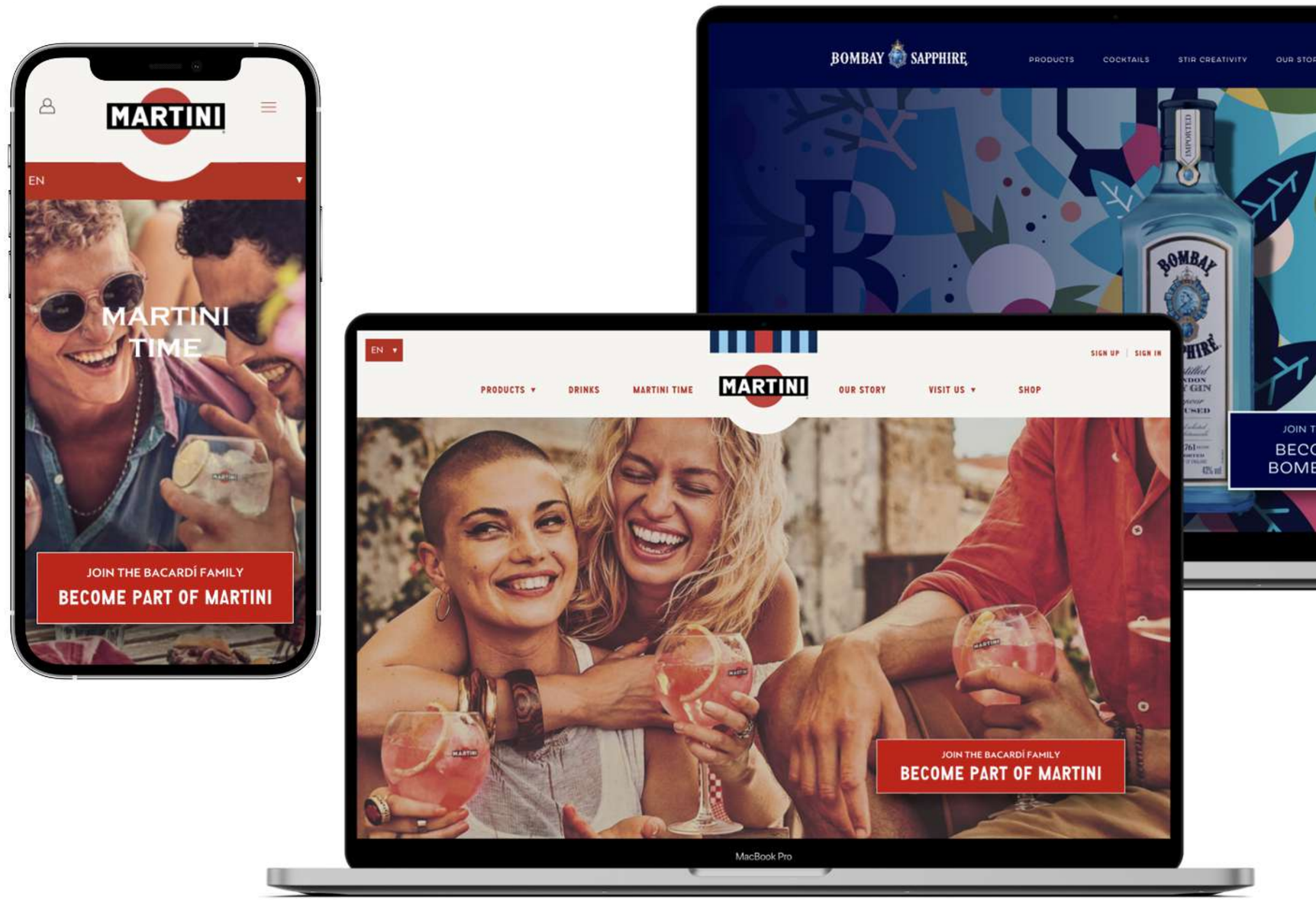






CASE STUDY 3

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

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

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

Life after Signup (Loreal)

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

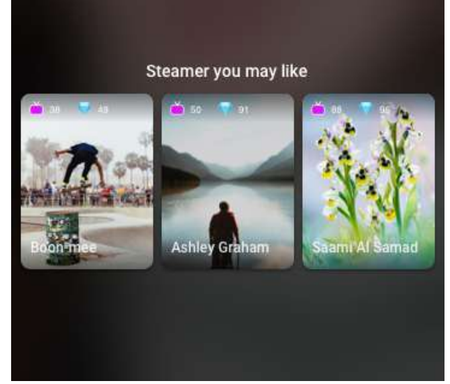
	sign up form	sign up/in button position (desktop)	sign up/in button position (mobile)	link to sign in (inside form)	link to sign in position	facebook sign up button	other social nets sign up button	close icon	close icon position	first name field	last name field	profile name field	e-mail field
Bacardi 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	+	+	–	+
AngelsEnvy US	+	2 buttons (footer center than screen center left)	2 buttons (footer than screen center)	+	top	–	–	+	top right	+	+	–	+
AngelsEnvy UK	+	2 buttons (footer center than screen center left)	2 buttons (footer than screen center)	+	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	+	+	–	+

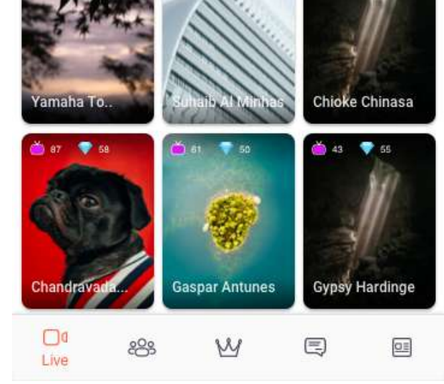
Trend	Bacardi	Yandex	Nike	Loreal	DIAGEO	Pernod Ricard	Revolut
Total Points	12	19	16	23	5	8	15
Mobile First							
Mobile Website	+	+	+	+	+	+	+
Native mobile app	+	++	++	+	+	+	++
Augmented Reality / QR codes	+	+	+	++	+	+	+
Visual search				+			
Simple							
Less than 5 fields	+			+			+
Segmentation &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

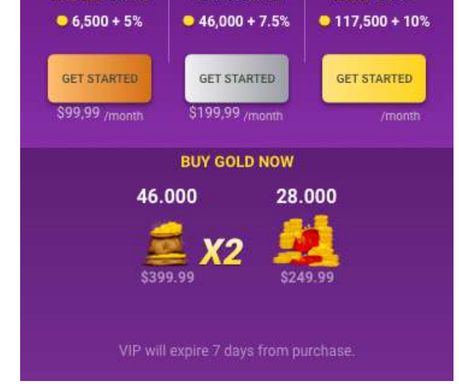
Brand	Total Points
Loreal	23
Yandex	19
Nike	16
Revolut	15
Bacardi	12
Pernod Ricard	8
DIAGEO	5

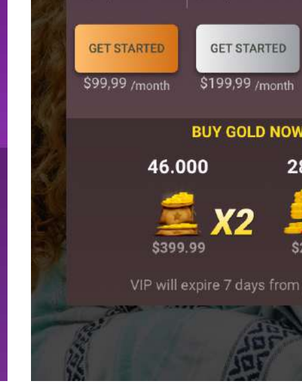
CASE STUDY 4

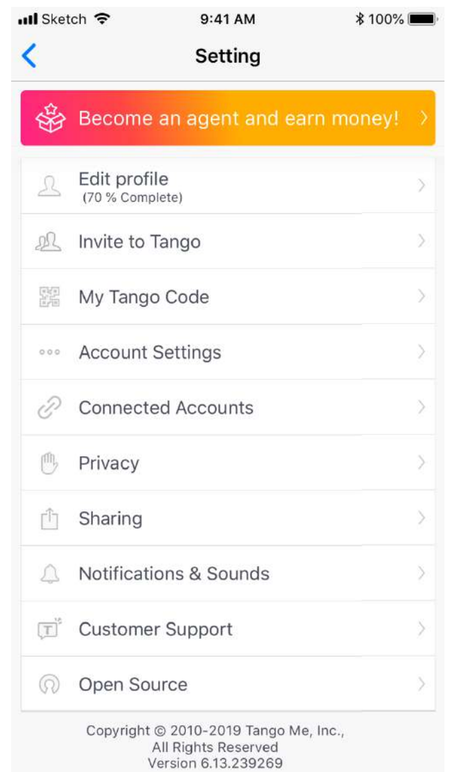
Tango

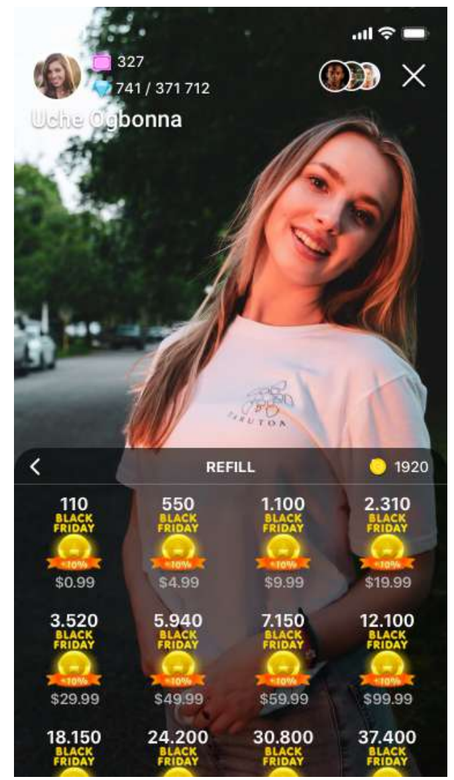


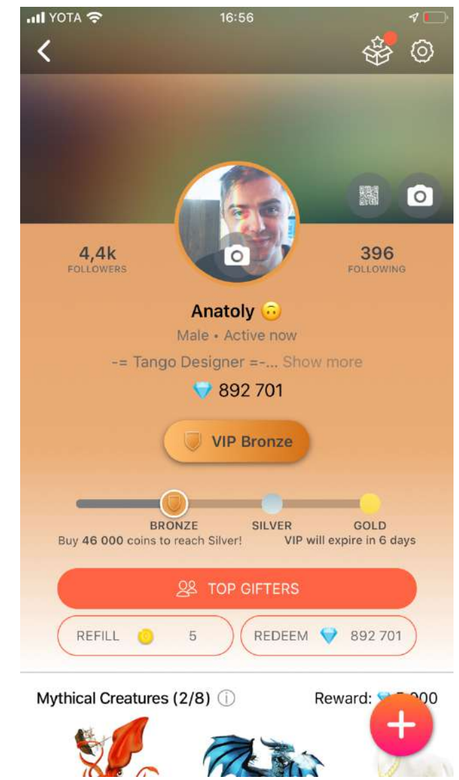


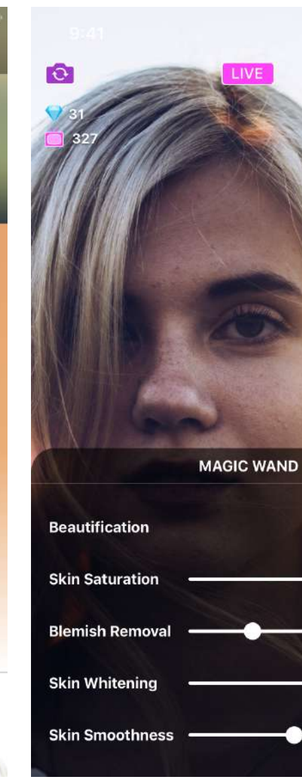


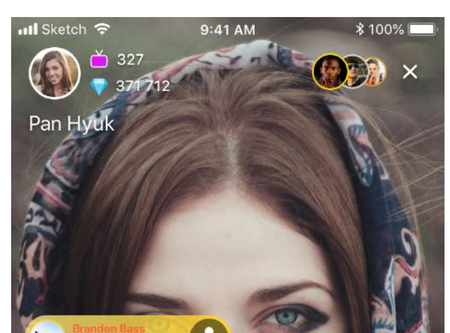


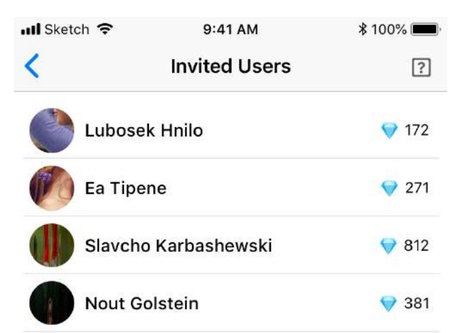


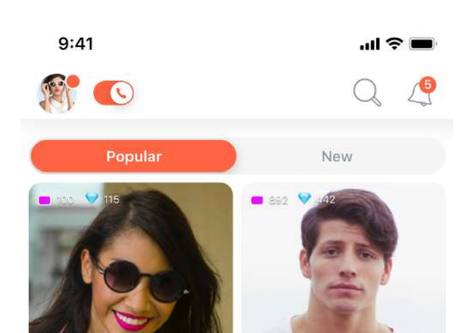


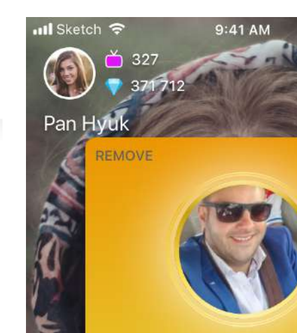












ABOUT PROJECT

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.

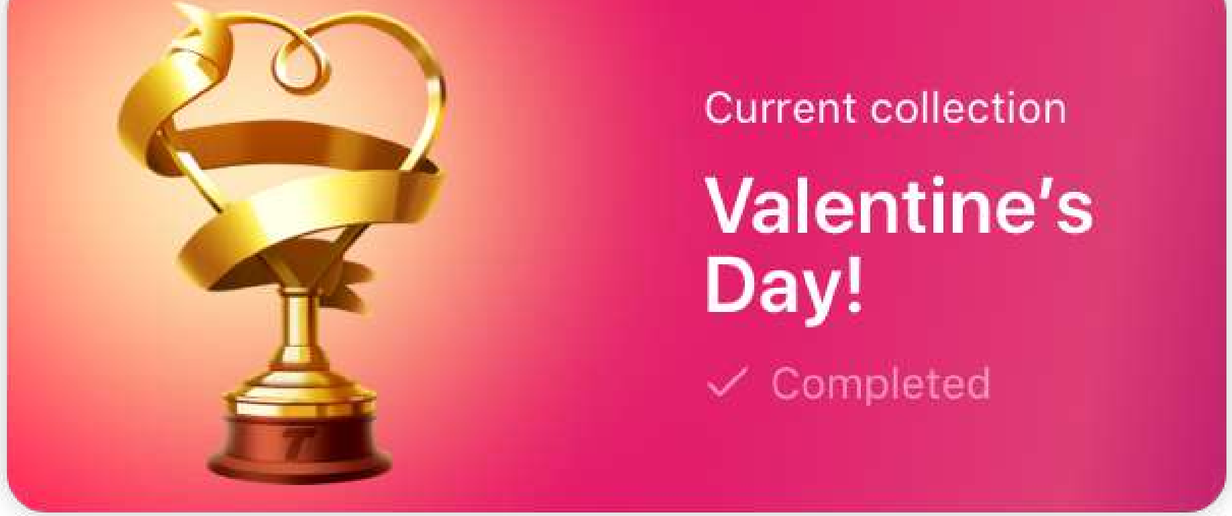
CASE STUDY 4

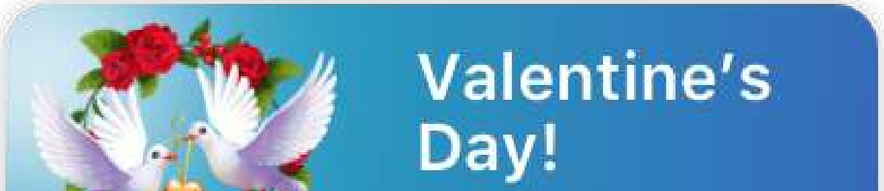
Tango

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.





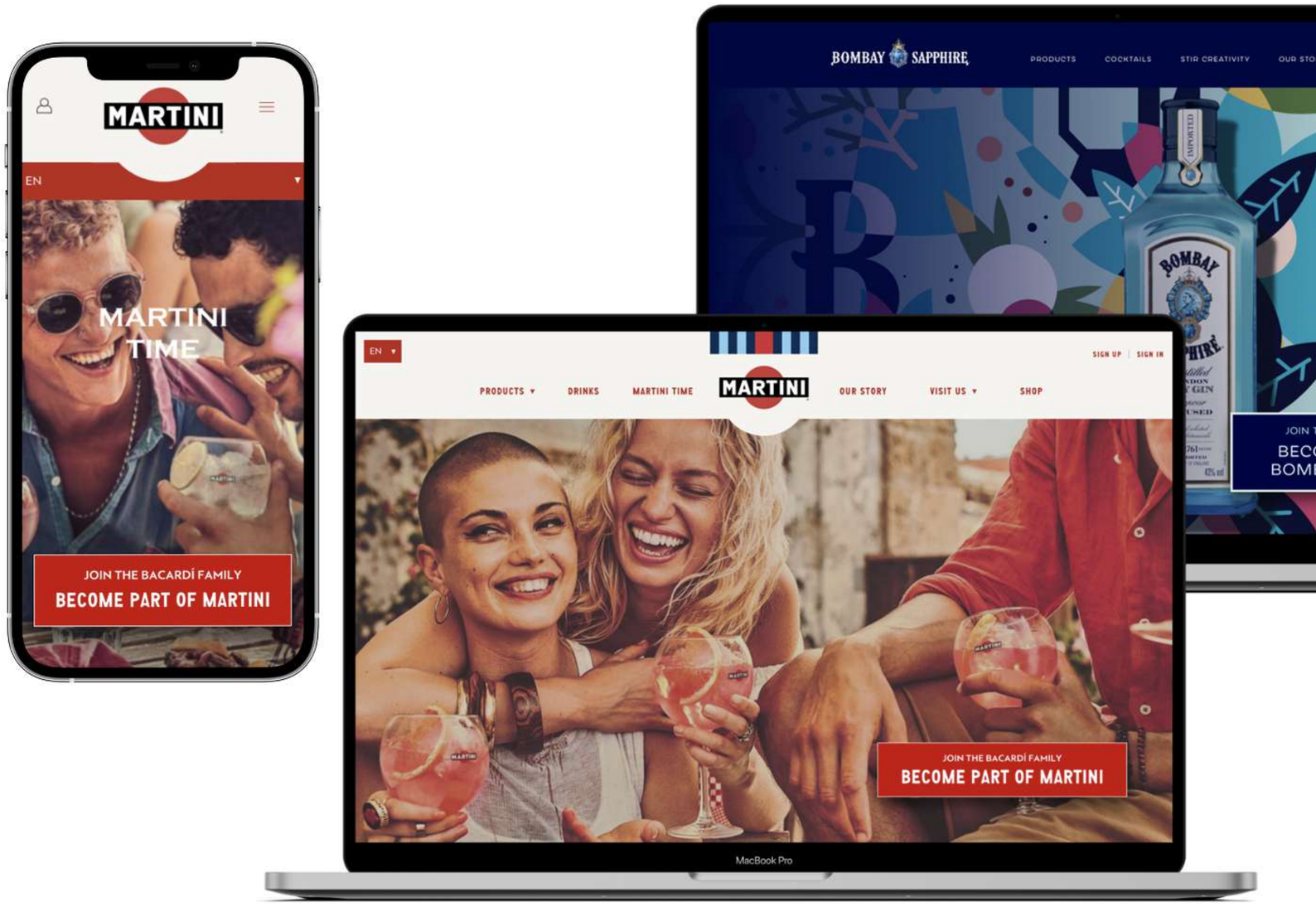
01

EPAM Bacardi UX Research

Discovery, Team management & colaboration, Communication, UX Design, Personal Development

Role: UX Designer

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 5

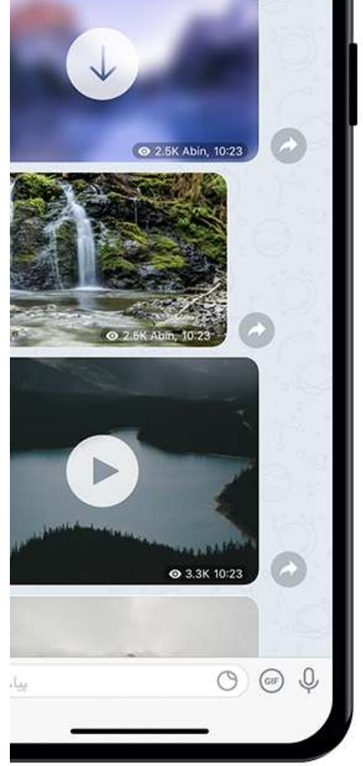
WISPI

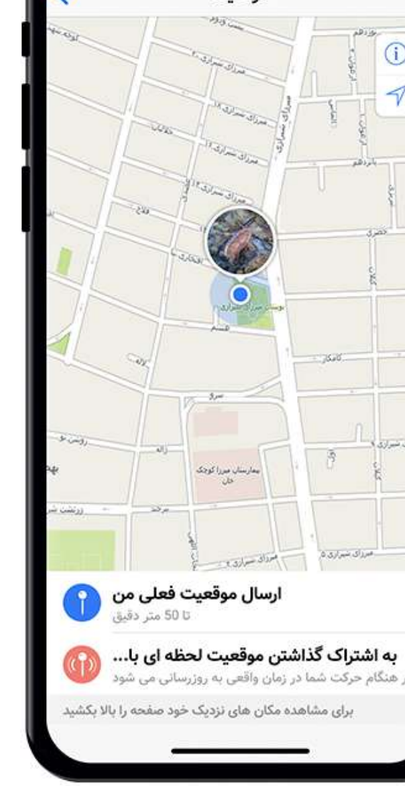
ABOUT PROJECT

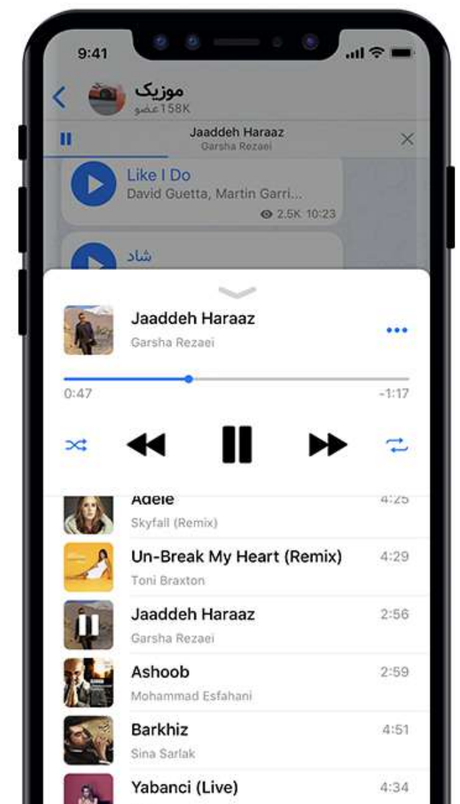
Wispi is a free cross-platform mobile communications app. Aim is to connect and promote communication between Wispi users free where possible and offer users excellend alternatives to the current phone / communication operator.

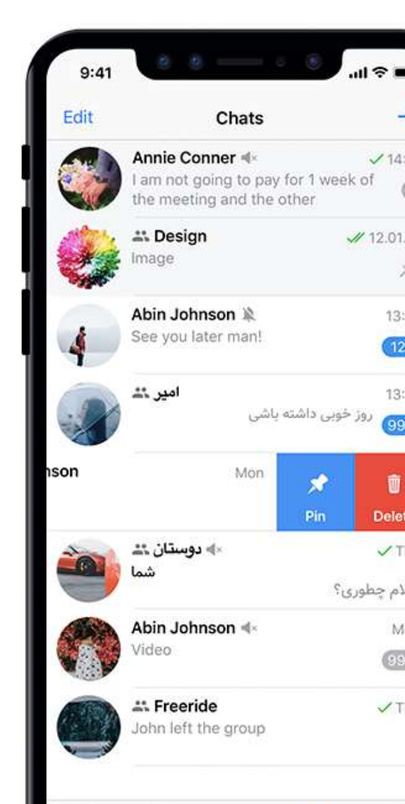
CHALLENGES

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.









01 EPAM Bacardi UX Research

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

Website / Native Apps
2. Using Built-In accessories (AR, QR reader, seamless registration through social apps) - creates more engagement from users
3. Notifications - different types and customisations
4. Build In Security - lower chance user to worry about while using phone

benefits (discounts -> signup).
2. Supplement - physical products helping digital and vice versa (adding value to engage user to signup).
3. Collectables - gather digital points to get access to special events, tours, goodies.

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

Social (Facebook, Instagram)

1. Crowd effect - people like to do something when others are already committed
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Reciprocity (Yandex, NY Times)

1. **Give something to get something**
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Life after Signup (Loreal)

1. Post signup guides and followups
2. User levels (loyalty programs)
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Martini US	–												
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Bombay UK	+	header right & popup	icon in header left & footer	+	top	+	–	+	top right	+	+	–	+
AngelsEnvy US	+	2 buttons (footer center than screen center left)	2 buttons (footer than screen center)	+	top	–	–	+	top right	+	+	–	+
AngelsEnvy UK	+	2 buttons (footer center than screen center left)	2 buttons (footer than screen center)	+	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
Mobile First							
Mobile Website	+	+	+	+	+	+	+
Native mobile app	+	++	++	+	+	+	++
Augmented Reality / QR codes	+	+	+	++	+	+	+
Visual search				+			
Simple							
Less than 5 fields	+			+			+
Segmentation & Validation		+		+			+
Use Modern UX/UI practices	+	+	+	+	+	+	+
1-click signup (social media)	+	+		+	+		
Reciprocity							
Give benefits for signup	+	++	+	+			+
Sample content before signup		+					
Emphasise value around signup		++	++	+			++
Merge physical&digital							
Offline&Digital symbiosis		+		++			
Supplementing digital&offline	+	+	+	+		+	+

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

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.

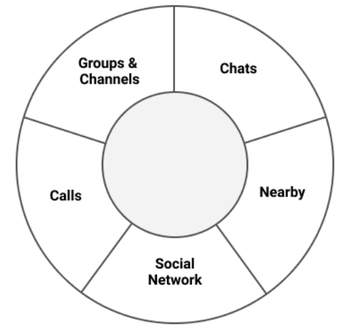
Lead a whole project is very encouraging. Making key decisions in terms of design imposes a serious responsibility, so I had to seriously study the guidelines, apply the best solutions for the application and the new functionality.

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)

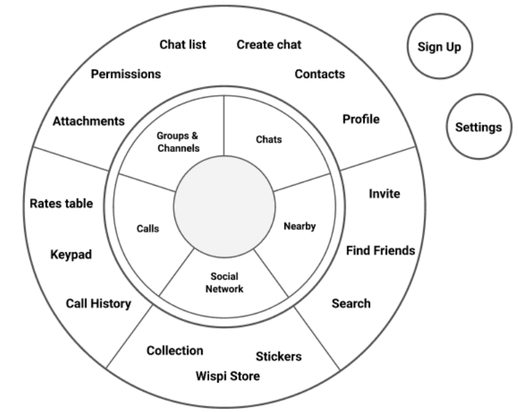
Scope of the project

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

INPUT INFORMATION & ANALYTICS

- Get know the app
- TA information (age, country, needs, etc.)
- Features
- Desired style
- Mission & Values

→

RESEARCH

- Competitors
- Opportunities
- User feedback
- Pain points

→

SUMMARY & FEEDBACK

- Gathering information
- Adjustment & prioritization

→

PLAN WORK

- Work on current design
- Rework old screens
- Create new vision
- Brandbook
- Promotional materials

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.

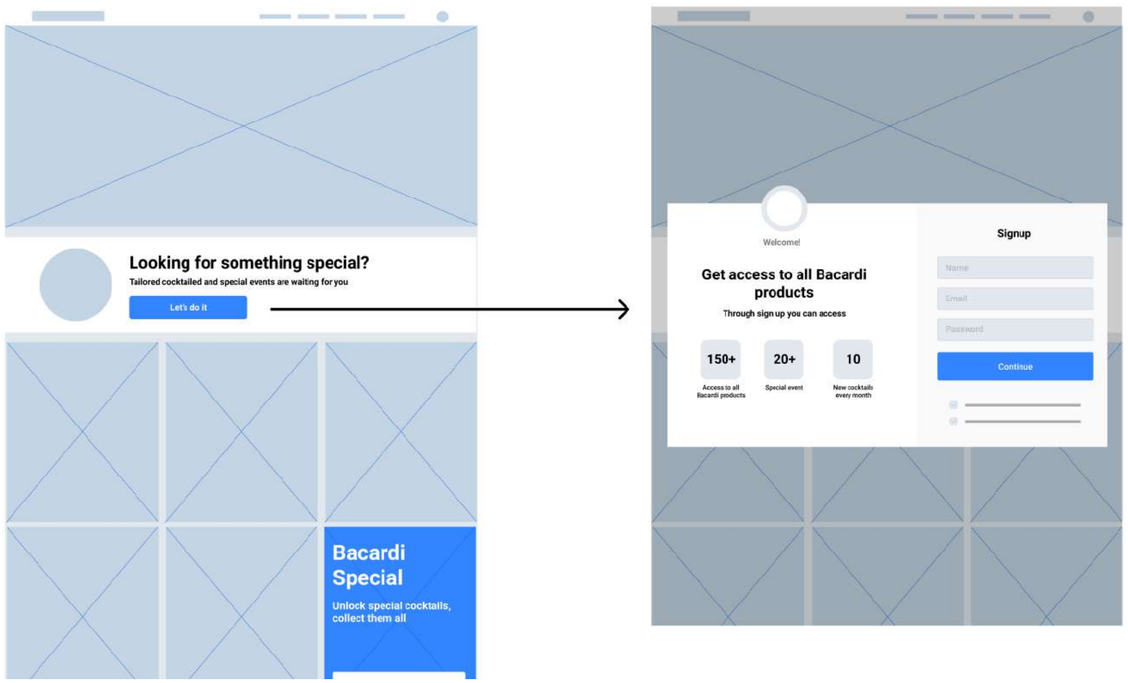
Uniqueness

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.

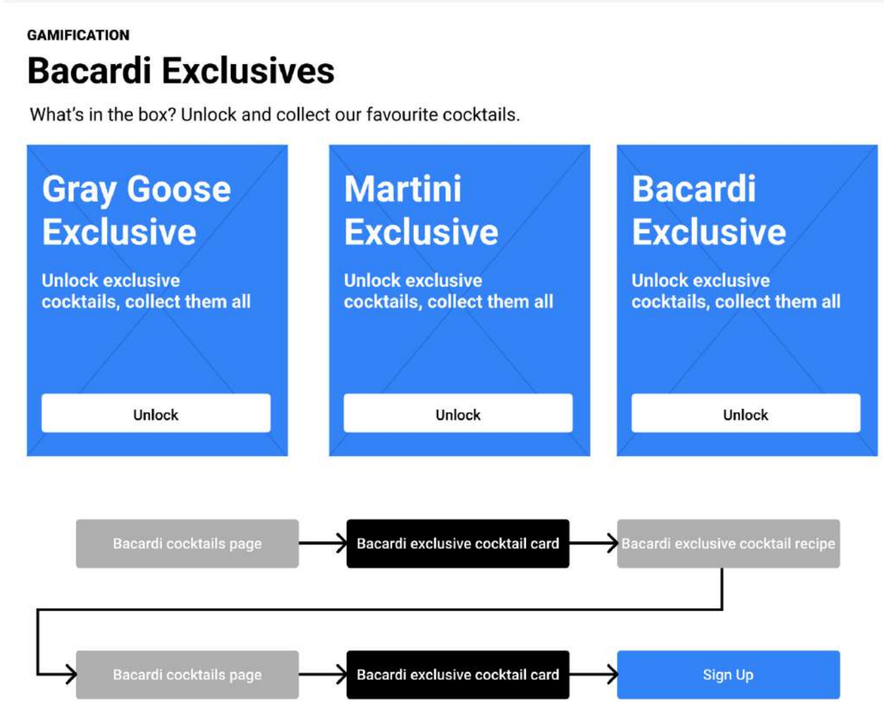
01 EPAM Bacardi UX Research

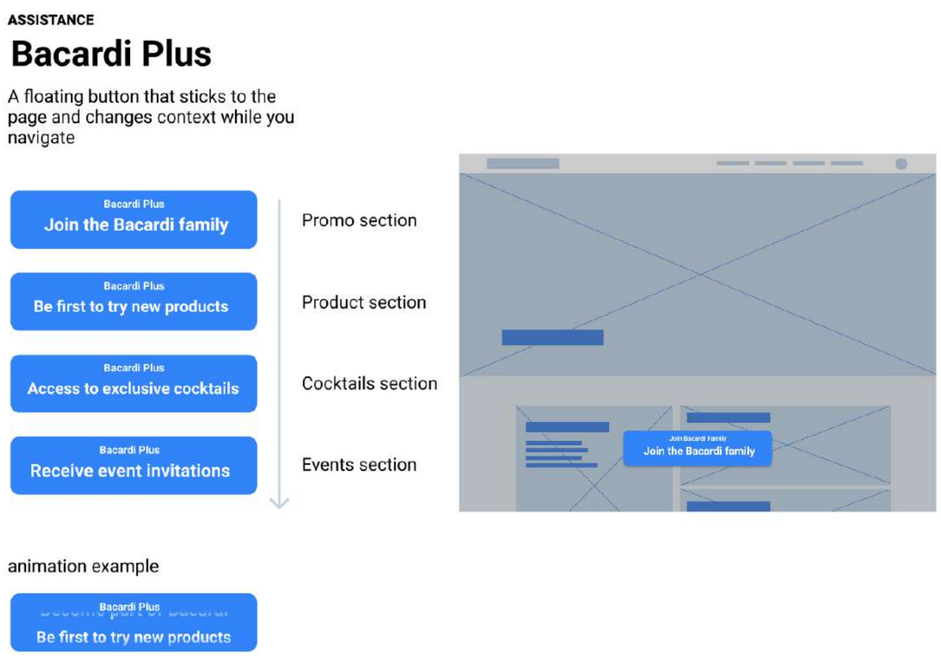
As a result, I’ve created **10 UX mechanics** in low fidelity**,** after internal review solutions were presented to the client.

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.



Cocktail Recipe unlock





CASE STUDY 6

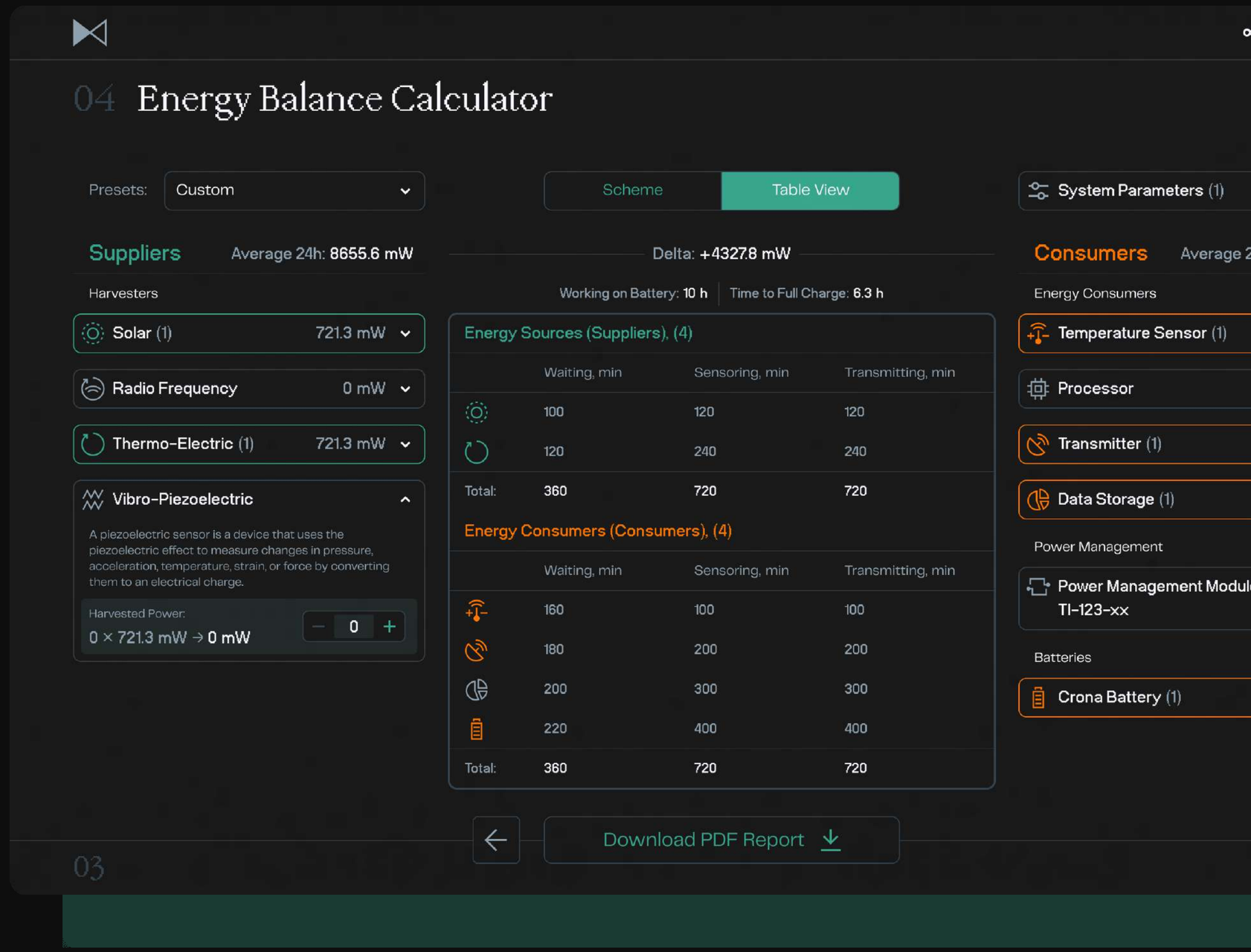
E-Harvesting

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.



CASE STUDY 1

WISPI

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.

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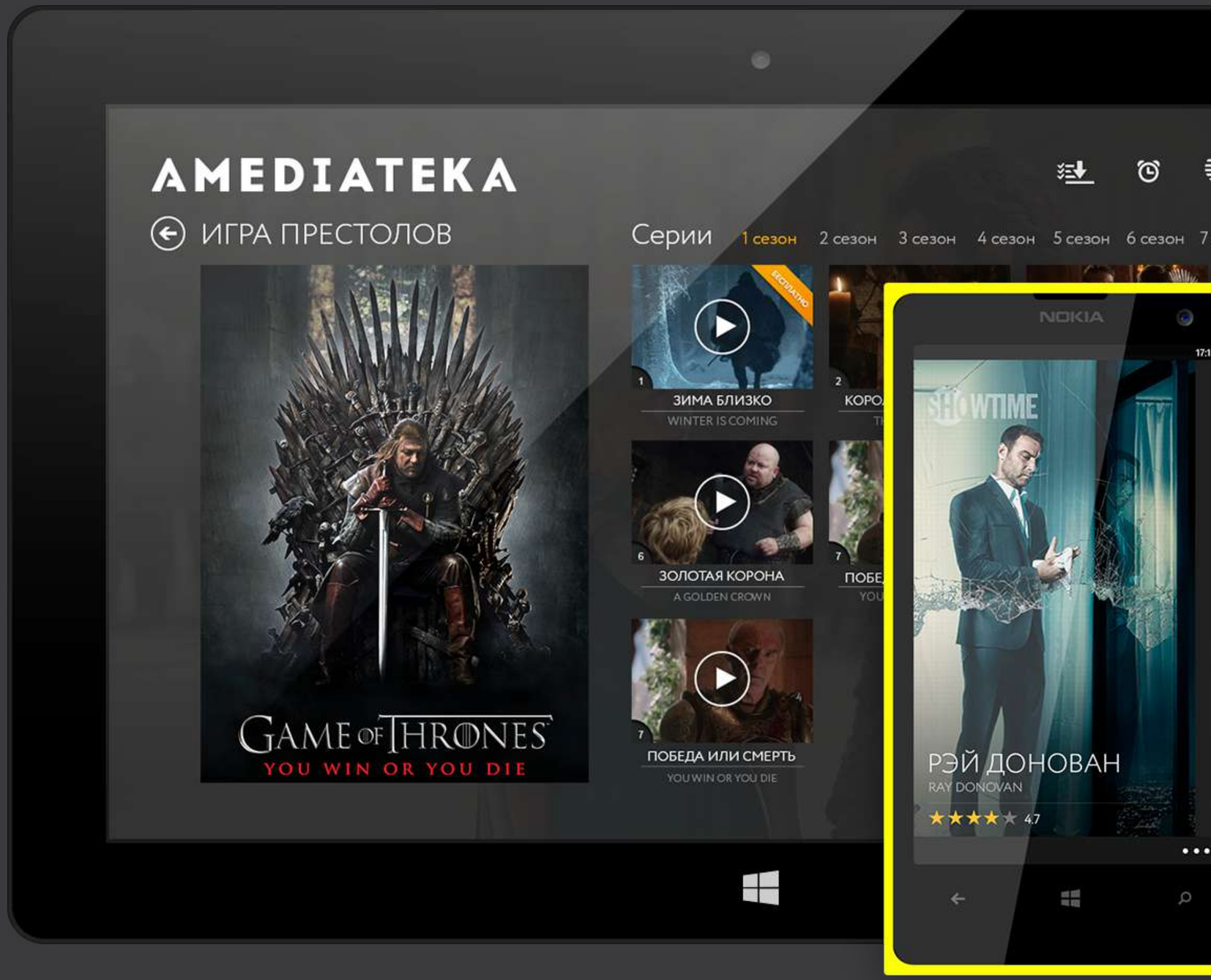
CASE STUDY 7

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

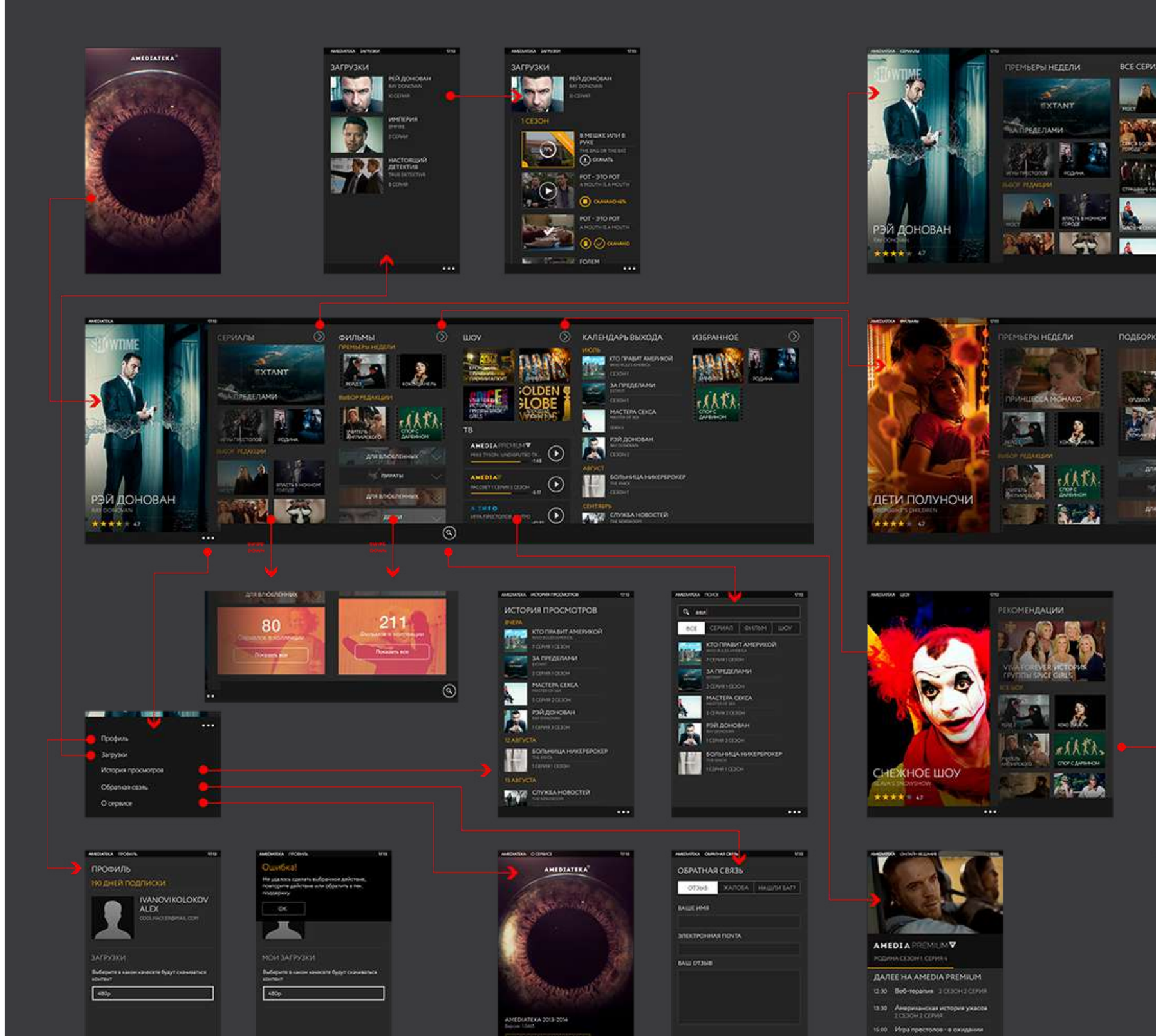
To promote the product, the main task was to develop a mobile application for the windows phone platform. It was necessary to develop applications practically from scratch, while maintaining the continuity of the predefined corporate identity.

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.



05

EPAM E-Harvesting

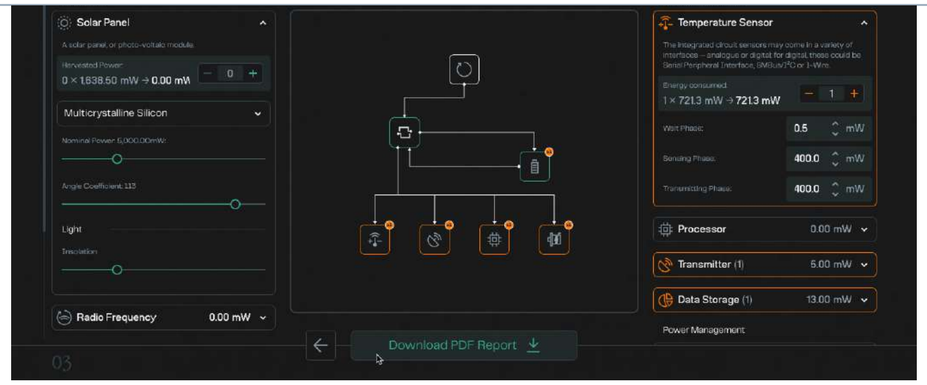
Discovery, Team management & colaboration, Design Ops, Communication, Visual Design, Personal Development

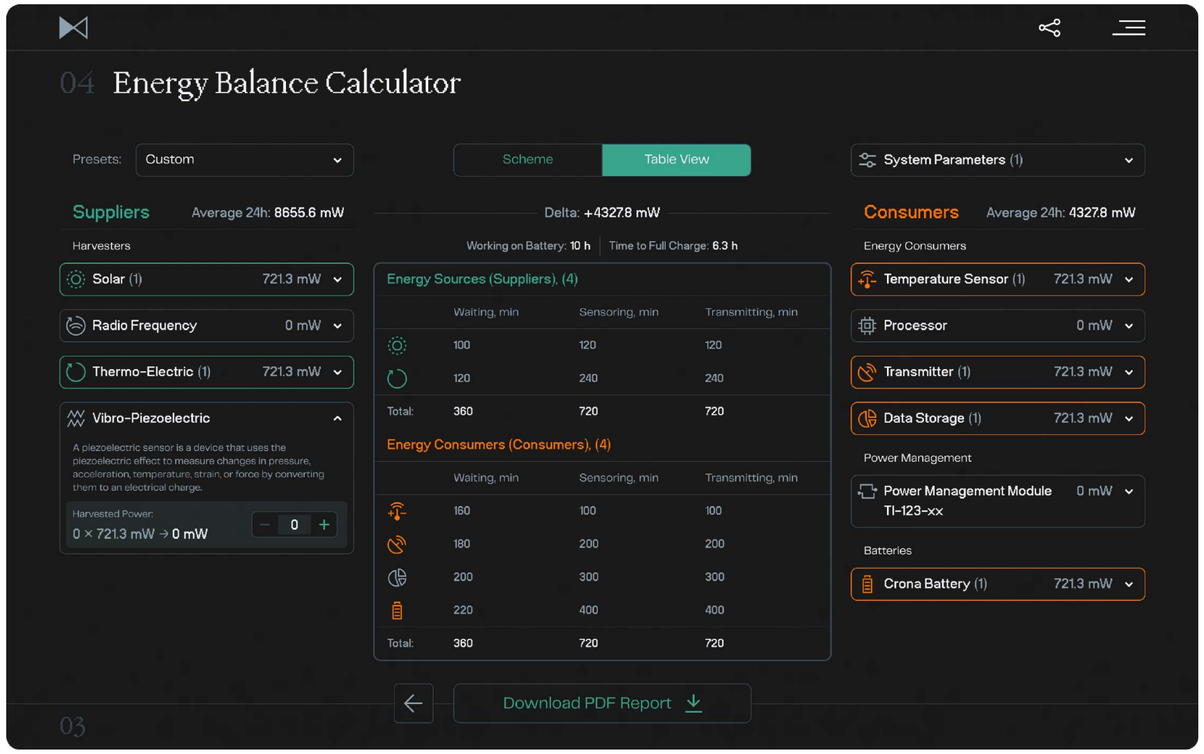
Role: UX Designer / Design Manager

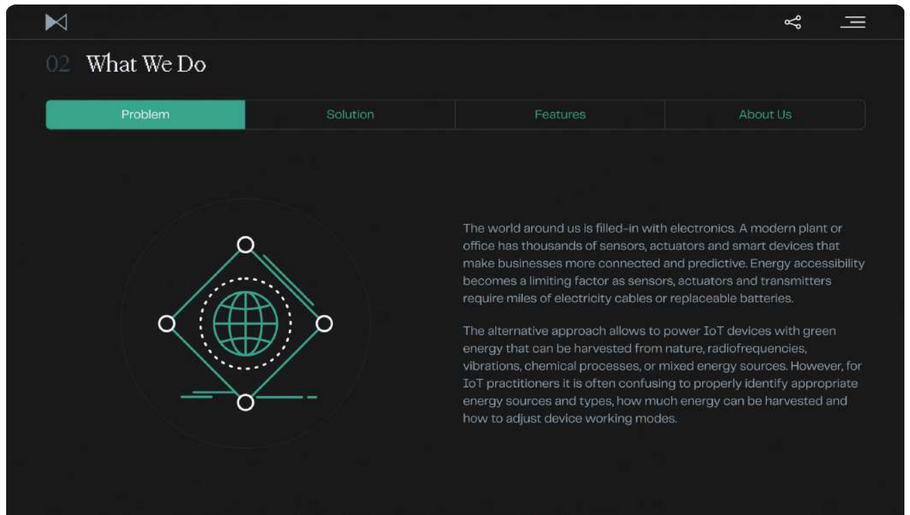
An internal project of the company to obtain energy from the environment. As part of a team of 5 designers, worked on creating the website. **I was managing design team** and coordinating process between design and development teams, anticipate possible problems and do my best to **meet the deadlines**.

In addition to this work, I managed to work on the animations using Lottie.

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







CASE STUDY 8

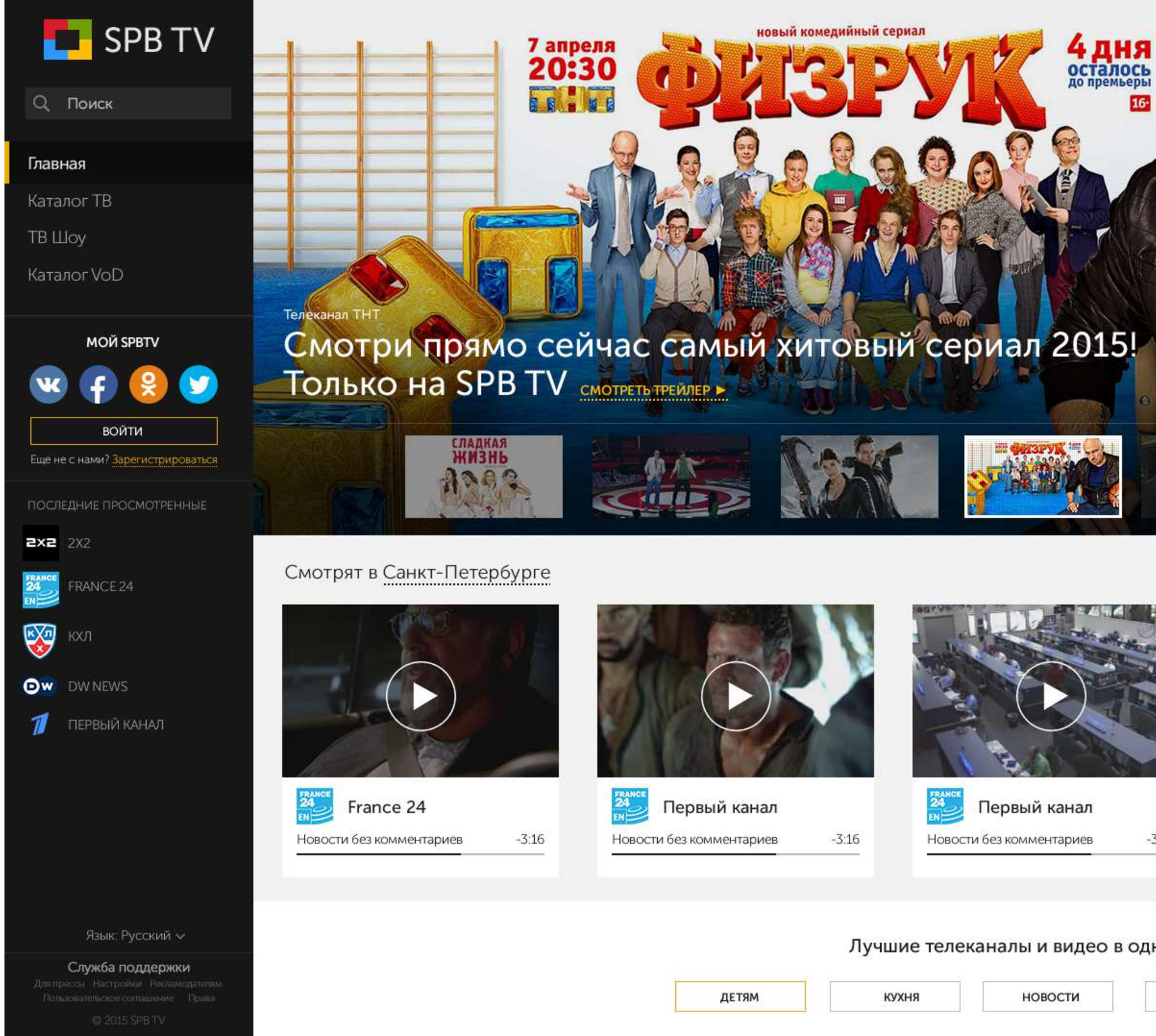
SPB TV

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.



Partner Dashboard

Wallet # 454373

67,213.00 USD

Lifetime reward: 375 350 USD

Withdraw

Partnership Results — Week | Month | 3 months

578	64	$ 112 287	1251
New leads	New clients	Net DW	Volume

4 758$ Next transfer 19.07 12.07 – 18.07

Average week reward: $1 550

Detailed report

Lifetime results

27 Active clients

24 Retiring clients

42 Retired clients

DW reward

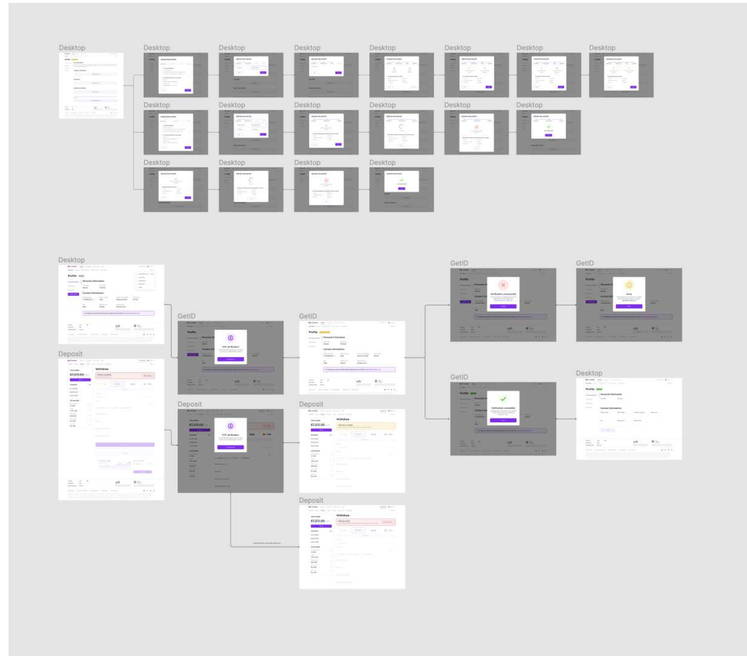
5%	1 200 USD	1320 / 2200 USD	30/55
Current DW reward	Net DW [month]	DW reward [month]	Total lots

Detailed report

Partnership level

Family	Silver (75%)	Family	Platinum	Diamond
M.Pro 20% rev.share	M.Pro 30% rev.share	M.Pro 20% rev.share	M.Pro 50% rev.share	M.Pro 60% rev.share
M.Premium 20% rev.share	M.Premium 30% rev.share	M.Premium 40% rev.share	M.Premium 50% rev.share	M.Premium 60% rev.share
M.Pamm Investor 20% rev.share	M.Pamm Investor 30% rev.share	M.Pamm Investor 60% rev.share	M.Pamm Investor 50% rev.share	M.Pamm Investor 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

Non verify

Personal information

Subscriptions

Preferences

Verify account

Oleg Nechiporenko Verify

Documents

Subscriptions

Preferences

Logout

Personal Information

First name	Last name
Samara	Chelovek

Contact information

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

City	Address line 1	Address line 2
Other	Samara	old town raod 1

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

English

Hello Trader!

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

Start

Investing — Learn — FAQ
Partnership — News
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execution quality is confirmed by VMT and complies with best execution standards.

The interests of clients are protected by the Financial Commission's Compensation Fund for up to €20 000 per claim.

Privacy Policy — Terms and Conditions — Terms of business — AML Policies — Risk Disclosure

Total available

67,213.00 USD

Top Up

Currencies — Add

67,213.00 USD

65,523.59 EUR

63,391.92 GBP

Live accounts

M.Pro 829348110 — 0.12 USD

Subtitle — 1,720.12 USD

Accounts

Open new account

Live accounts

Account	Number	Invest type	Free margin	Balance	Currency	Leverage	
M.PRO	65473624	Subscriber	200	910.40	USD	1:000	Deposit
M.PRO	65473624	Copy master	200	910.40	USD	1:000	Deposit
M.PREMIUM	65473624	Choose type	200	910.40	USD	1:000	Deposit

Demo accounts

Number	Invest type	Free margin	Balance	Currency	Leverage	
65473624	Demo account	200	910.40	USD	1:000	Deposit
65473624	Demo account	200	910.40	USD	1:000	Deposit

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Total available

67,213.00 USD

Top Up

Currencies — Add

67,213.00 USD

65,523.59 EUR

63,391.92 GBP

Live accounts

M.Pro 829348110 — 0.12 USD

Subtitle — 1,720.12 USD

M.Pro 5281212 — 220.95 USD

M.Pro 125512 — 92.31 USD

M.Pro 9412 — 92.31 USD

Recent transactions

Transaction ID	Date	From	To	Amount	Fee	Total
8712931230912	12.07.21	68749766	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
8712931230912	27.06.21	68867316	68639623	USD 82.11	USD 0.00	USD 82.11
8712931230912	25.06.21	68749766	68867316	USD 122.22	USD 0.00	USD 122.22
8712931230912	18.06.21	68639623	68639623	USD 246.85	USD 0.00	USD 246.85
8712931230912	02.06.21	68749766	68639623	USD 82.11	USD 0.00	USD 82.11

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Partnership — News
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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 joyrney map. At this stage, we tried to identify errors in the logic, prioritize and improve our solutions.

Наши цели: получение прибыли

Цели проекта:
1. Создание мультиплатформенного сервиса вещания ТВ и VoD вещания
2. создание платформы для продажи и покупки тематического контента
3. создание базы записи контента (записи телепрограмм)

ЦА (целевая аудитория)

Социально –демографические характеристики:

1. Возраст: 20-30 лет
2. Пол: 60% М 1 40% Ж
3. Образование: от среднего до высшего
4. Уровень дохода: от ниже среднего (школьники-студенты) до среднего-выше среднего (работающие)
5. Род занятий: от школы до пеленок и ядерного синтеза

Психографические характеристики:

1. Стиль жизни: мобильный
2. Ценим время
3. Удобство
4. Простота

Поведенческие качества:

1. Поводом для регистрации может быть желание получить больше искомого контента. Увеличить доступный функционал, который появится только после регистрации
2. Выгода которую пользователь получить будет в мультиплатформенности сервиса

Персонажи

На основе ЦА были выдвинуты 4 группы типичных пользователей и составлен образ для вымышленных персонажей для дальнейшей работы с ними:

1. Специалист, семьянин
2. Студент
3. Мама
4. Холостой специалист

Задачи-проблемы-решения
На основе персонажей мы можем построить цепочку из задач-проблем-решений для каждой группы, что поможет нам в понимании того, что же нужно пользователю в первую очередь.

Сценарии поведения

Этот этап призван выявить ошибки в придуманных нами решениях.

Цель: найти определенный канал (тв канал)

Сценарий: заходит на главную страницу, пишет в поиске «первый канал» (или в том же окне) по запросу поиска выводится все что было найдено. Если не находит искомое – меняет запрос. Если находит – переходит на страницу канала, который, по возможности тут же начинает играть. На странице канала есть информация о канале, о EPG, записи сделанные с этого канала, схожие каналы по тематике подборки, в которых есть данный телеканал и/или записи этого канала.

Сценарий: заходит на главную страницу, переходит в раздел ТВ, пользуясь сортировкой (или не пользуясь) ищет нужны канал. Если находит – переходит на страницу телеканала.

Цель: найти контент по запросу «футбол»

Сценарий: Главная – поиск – вывод результата – выбор из результатов нужного контента – просмотр контента

Сценарий: Заходит на главную страницу, находит подборки-рекомендации – ищет рекомендации по запросу «футбол». Если не находит – пользуется поиском. Если находит – выбирает подборку и получает контент (тв. записи, вод).

Цель : Покупка платного контента (тв канал, группа каналов)

Сценарий: Заходим на главную, выбираем контент, который доступен на платной основе. Переходим на страницу канала, просматриваем информацию о нем (записи, какие программы идут, EPG). Нажимаем на кнопку покупки канала. Если мы зарегистрированы – регистрируемся (как стадии покупки). Если мы не зарегистрированы – выбираем способ оплаты, оплачиваем. После оплаты доступ к каналу доступен. Список купленного доступен из личного кабинета.

1

Иван Долгов 30 лет
менеджер по продажам в автосалоне

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 винни-пуха. Доход выше среднего. Часто ездит в командировки. Хочет найти удобный способом просмотра ТВ спортивной тематики, а также просмотр детских передач и мультиков для дочери.

2

Мария Мартынова 24 года
студент

Разбирается в интернет технологии на начальном уровне. Социально активный пользователь. Любит социальные сети и сообщества о моде. Учится на актрису. Любит телеканалы о моде и мастерклассы стилистов. Работает в салоне красоты. Доход средний. Часто нет времени посмотреть интересные телепрограммы о моде, которые идут во время учебы или работы.

3

Олег Носов 26 года
логист

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.

4

Ольга Галыгина 28 года
бакалавр, декрет

Мать 3 детей, от 4 до 11 лет. Очень любит кухню и рукоделие. Доход семье 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 решение 2 в 1.

1

Иван Долг
менеджер по прод

Задачи	
Смотреть все про хоккей что есть	
Купить записи все матчей телеканала	П сх пр
Просмотр важного матча	
Ребенку перед сном мультик №-серии	Найти понра ребень

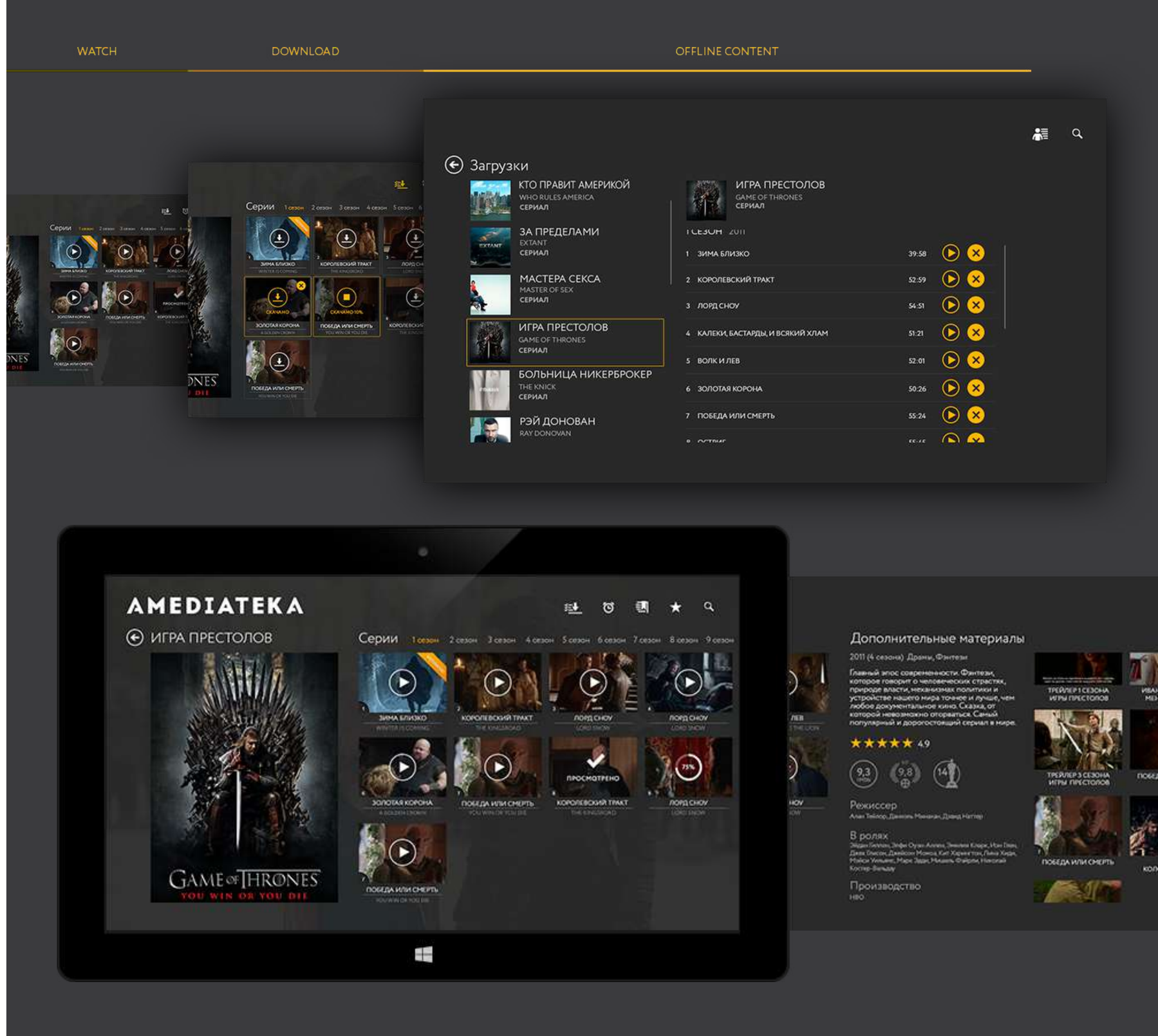
2

Мария Мартынов
студент

Задачи	Проблем
Поделиться просмотрен-ным в соц. сетях\почте	как?
записать инте ресные переда чи для прос мотра в доро ге	как сделать?
купить интерес ную темати-ческую подбор ку	как платить как посмотреть весь ассортимен

CASE STUDY 2

Amediateka

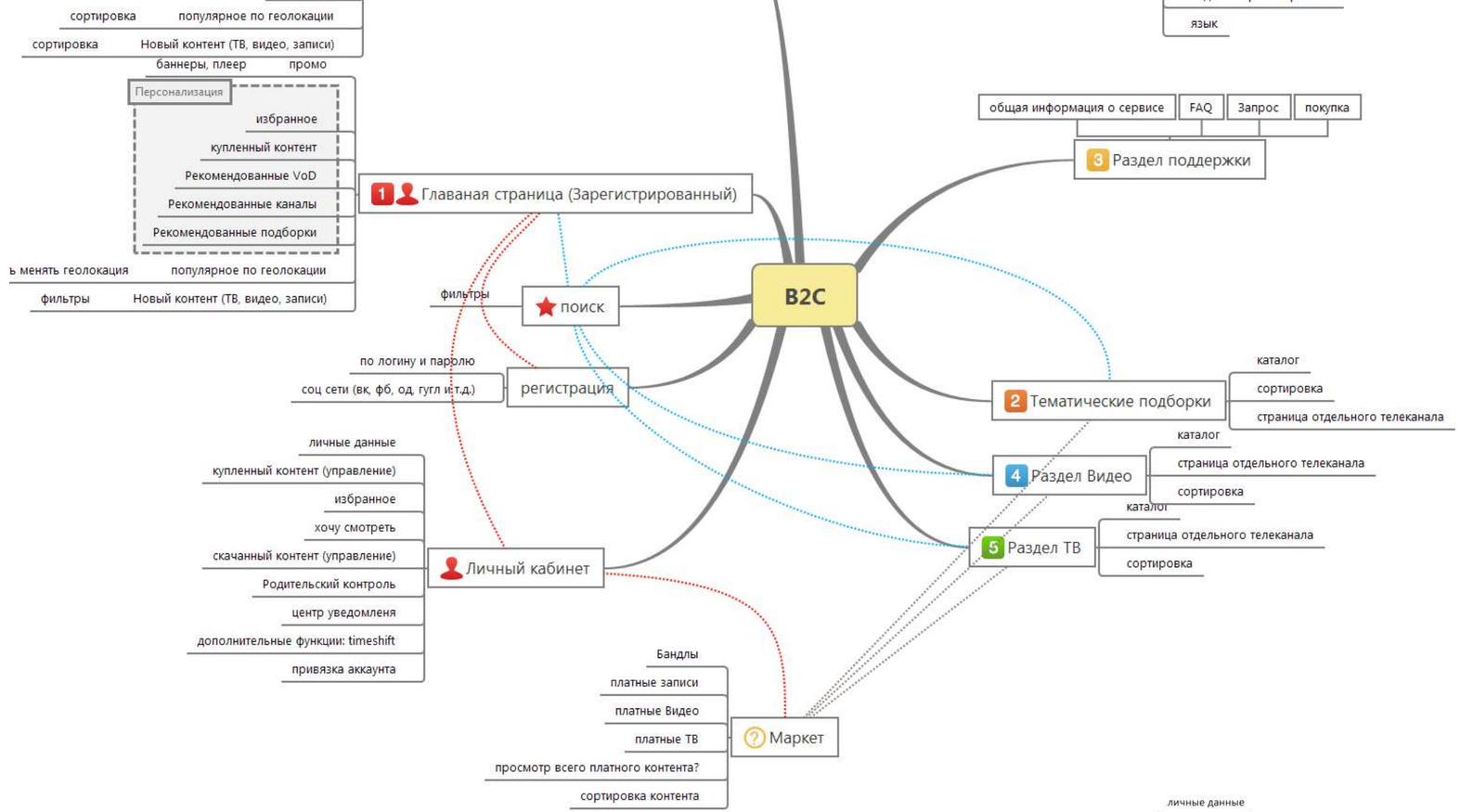
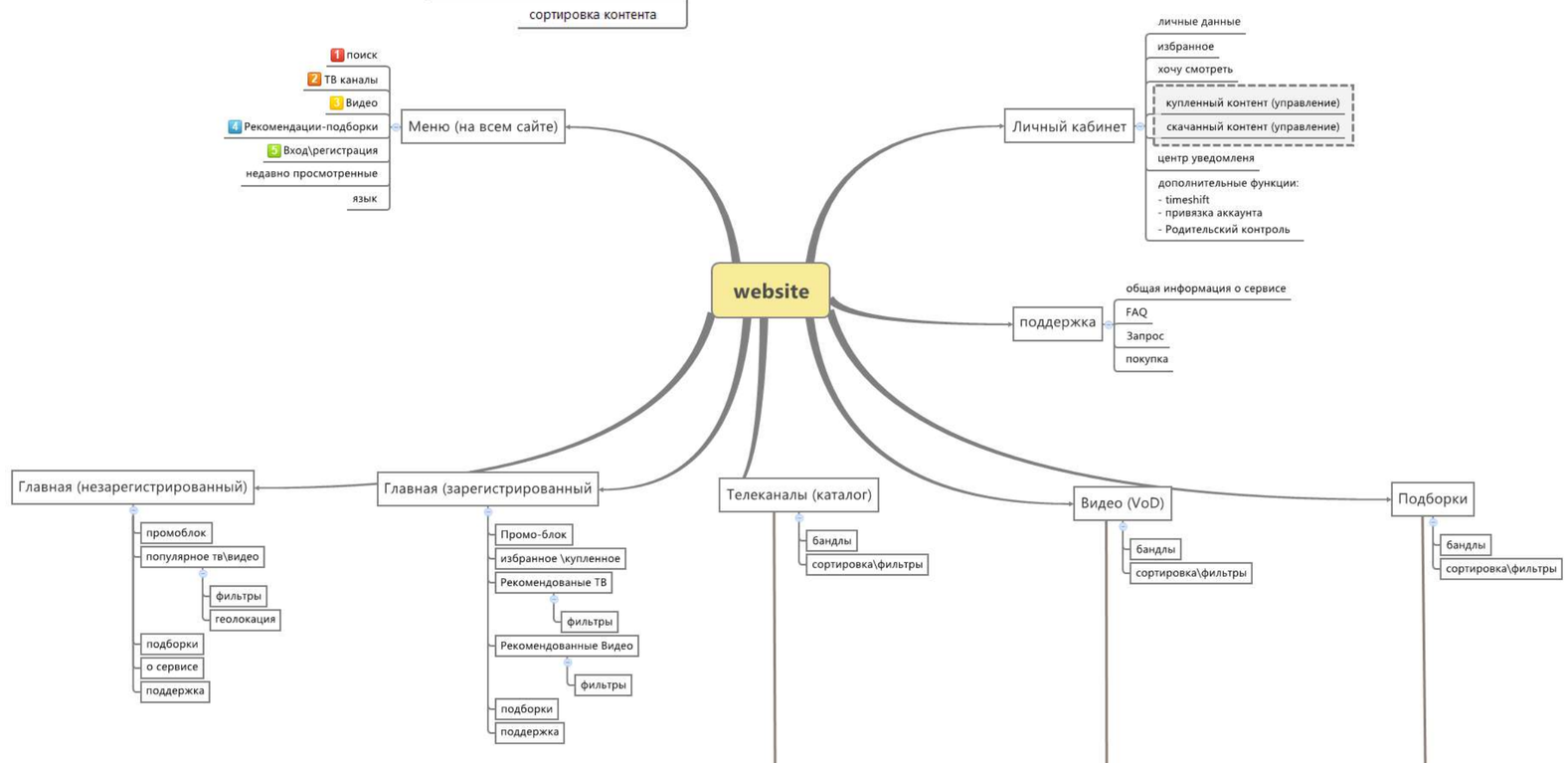


IMPACT

After a successful launch, Amedia's management was happy with the final result and proposed that the company make an additional version for the tablet version of the app. Subsequently, we also continued our cooperation and developed additional functionality to the apps.

CASE STUDY 3

SPB TV

PROCESS

We gathered as a team and based on all of the above and started brainstorm sessions. As a result, we have created a mind map that solved the problems of our users. Next step was to put together a project scheme with the main pages which allowed us to work on wireframes.