



Meliora Labs

Portfolio

For general use

19 May 2017

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Table of Contents

Overview	3
Nextt	4
RecoSight	10
Homependium	14
SingleWire	17
Therma-Stor	24
Usability Research Checklist	36
Contact Information	37

Overview

Introduction

MelioraLabs (ML) is a boutique product design agency specializing in discovery, research, management, and education. Our clients range from early stage startup companies to Fortune 500s across many industries including Internet of Things, Healthcare, Software-as-a-Service, Social Media, and Home Services, and we've worked in every stage of a product life cycle, from discovery all the way through optimization and analysis.

Our namesake, "Meliora" is a Latin word that roughly translates to "the constant pursuit of improvement". Our founder, Bradley Orego, has been helping companies build better products since 2011.

Purpose

The purpose of this document is to give a rough idea of our work. As with most agencies, a lot of our past work is under strict Non-Disclosure Agreements and cannot be shared without written permission, so by no means is this the entirety of the work we've done.

In particular, this portfolio includes examples of mobile, web, and desktop applications that ML has worked on in the past across a broad spectrum of product lifecycles. The intent is to show a variety of experiences and overall quality of work.

Nextt

Collaborative Social Planning Tool for Web and Mobile

Nextt (<http://getnextt.com>, now defunct) was a collaborative social planning tool whose goal is to help people spend less time on technology and more time doing things in the real world. Nextt targeted small social engagements within the next four weeks and provided tools that allowed users to create and share event Ideas that, once the date/time, location, and attendees were finalized, transitioned into a Plan. If the Idea did not reach fruition within a preset amount of time, it would self-destruct, forcing the user to take action.

In our role with Nextt, we provided UX Lead and Mobile Web Development services, which on top of writing all of the web code that eventually became the Android app (via PhoneGap), we also took over wireframing and prototyping and implemented a usability practice including focus groups, usability studies, weekly surveys, and analytics suites.

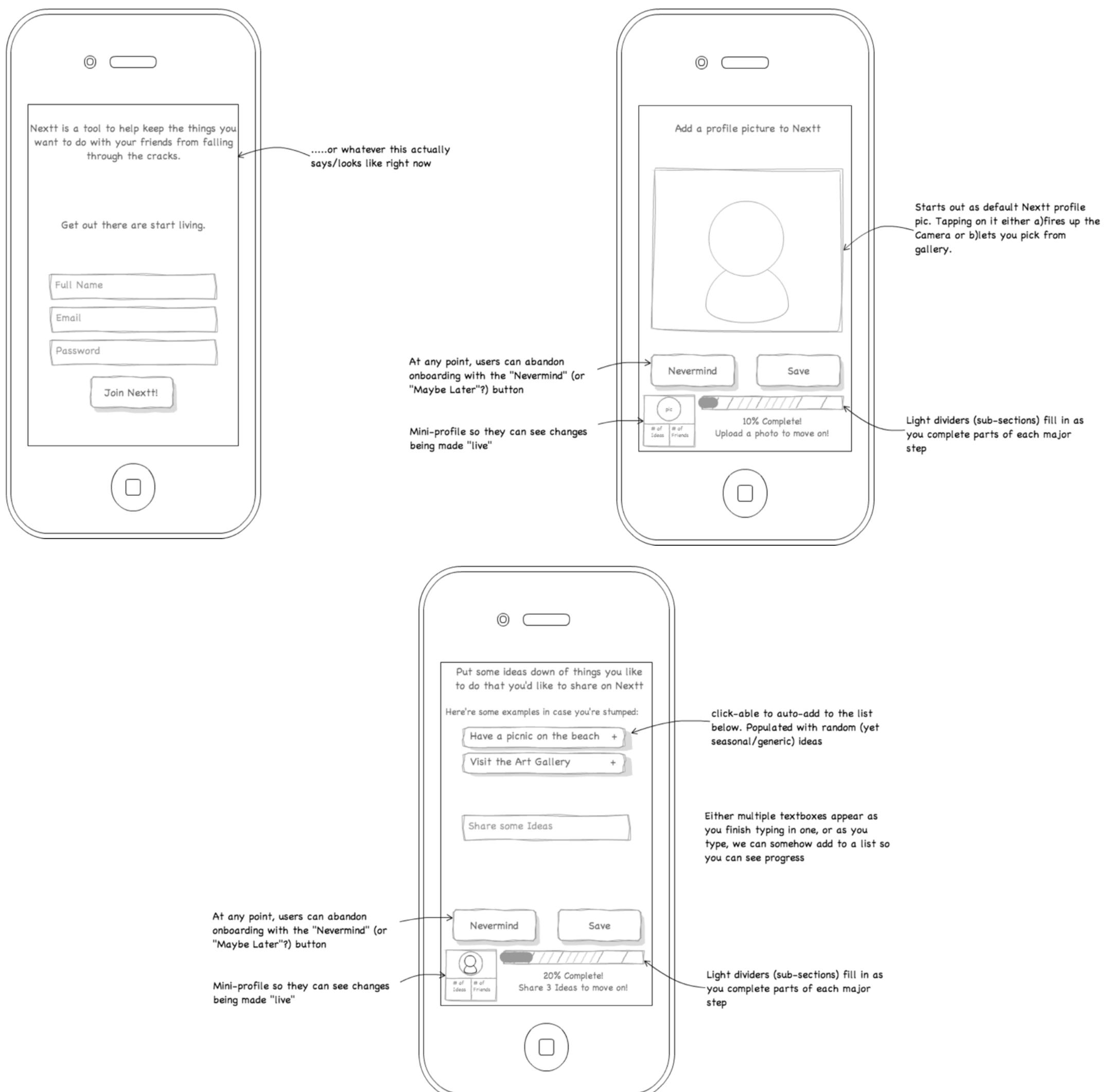
Nextt was a venture-backed early stage company, so showing week-over-week growth in user engagement was important. While we helped guide the company through a few product redesigns, our biggest accomplishment was improving invite conversion rate by 46% and improving onboarding completion by 19%. Nextt ultimately closed up shop in October of 2014.

More about Nextt here: <http://bradorego.com/case-study/nextt/>



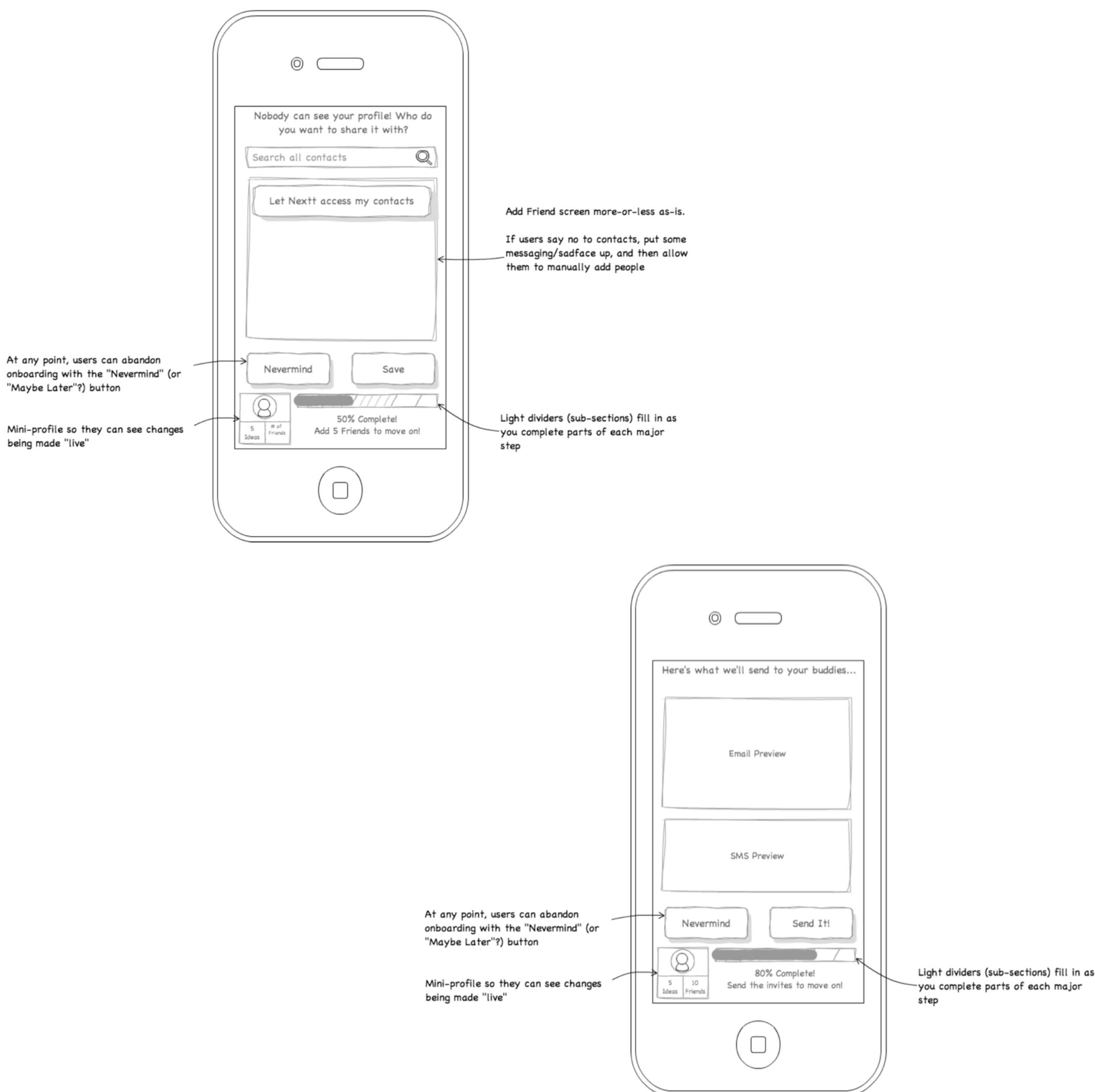
Nextt

Onboarding Wireframes



Nextt

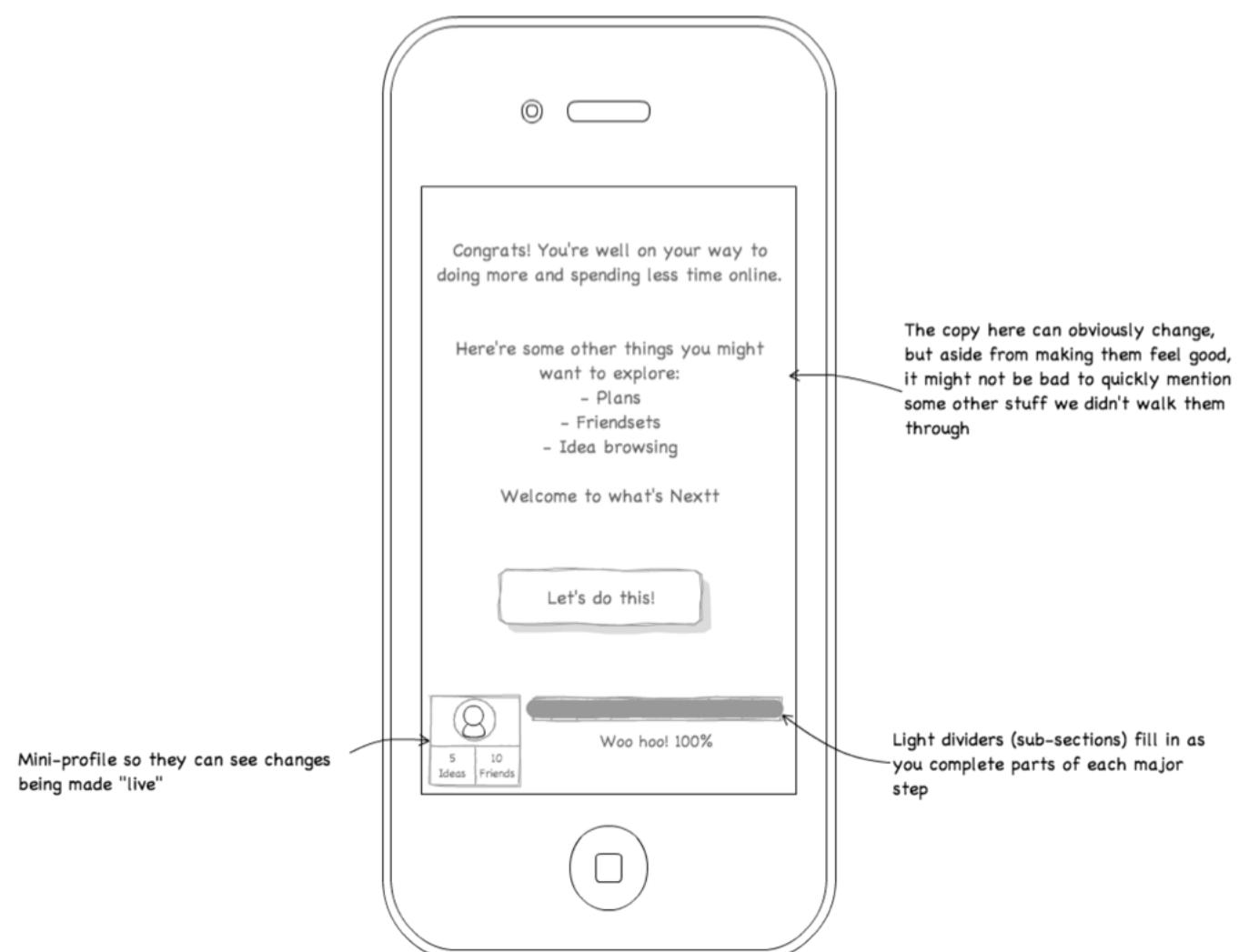
Onboarding Wireframes



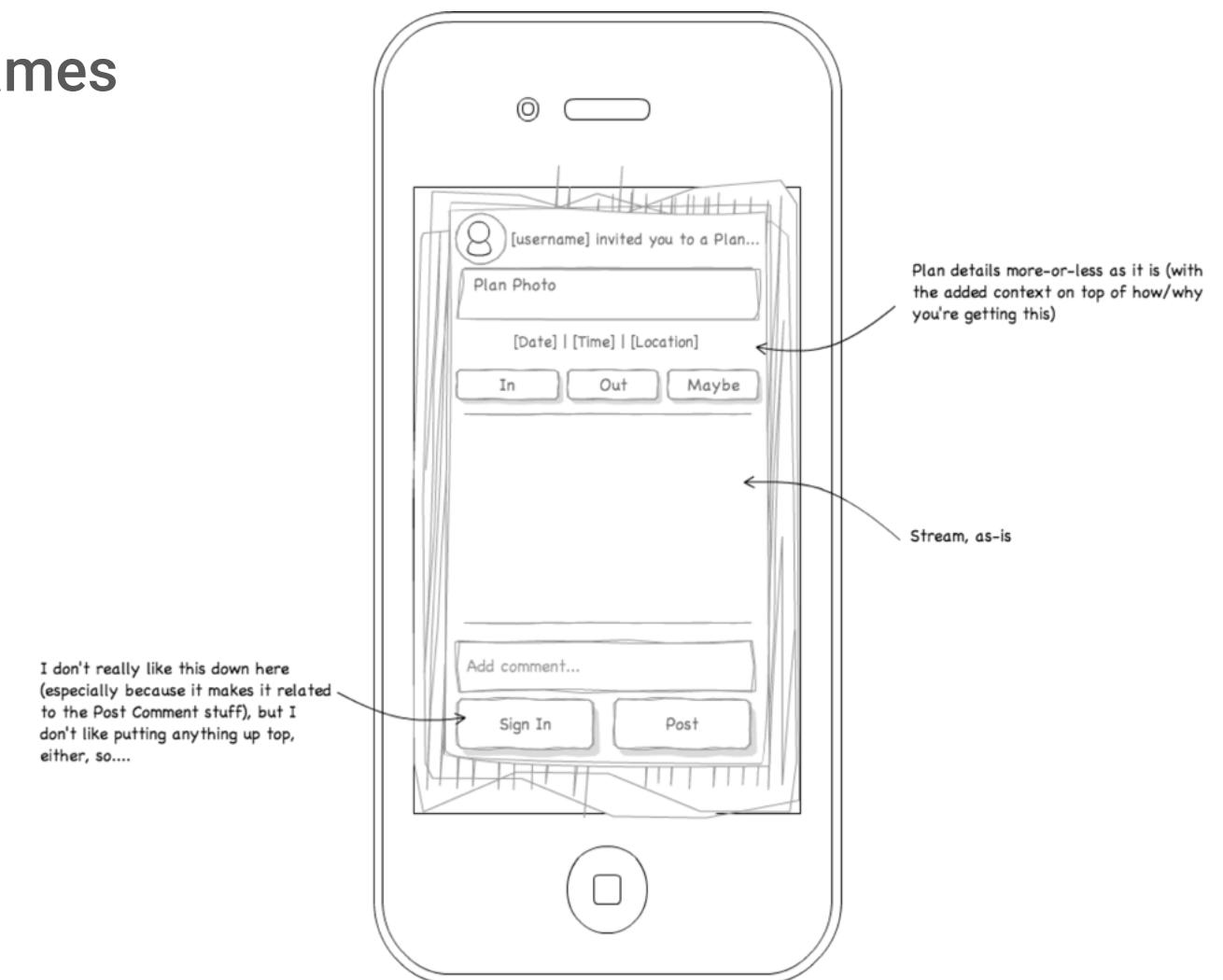


Nextt

Onboarding Wireframes

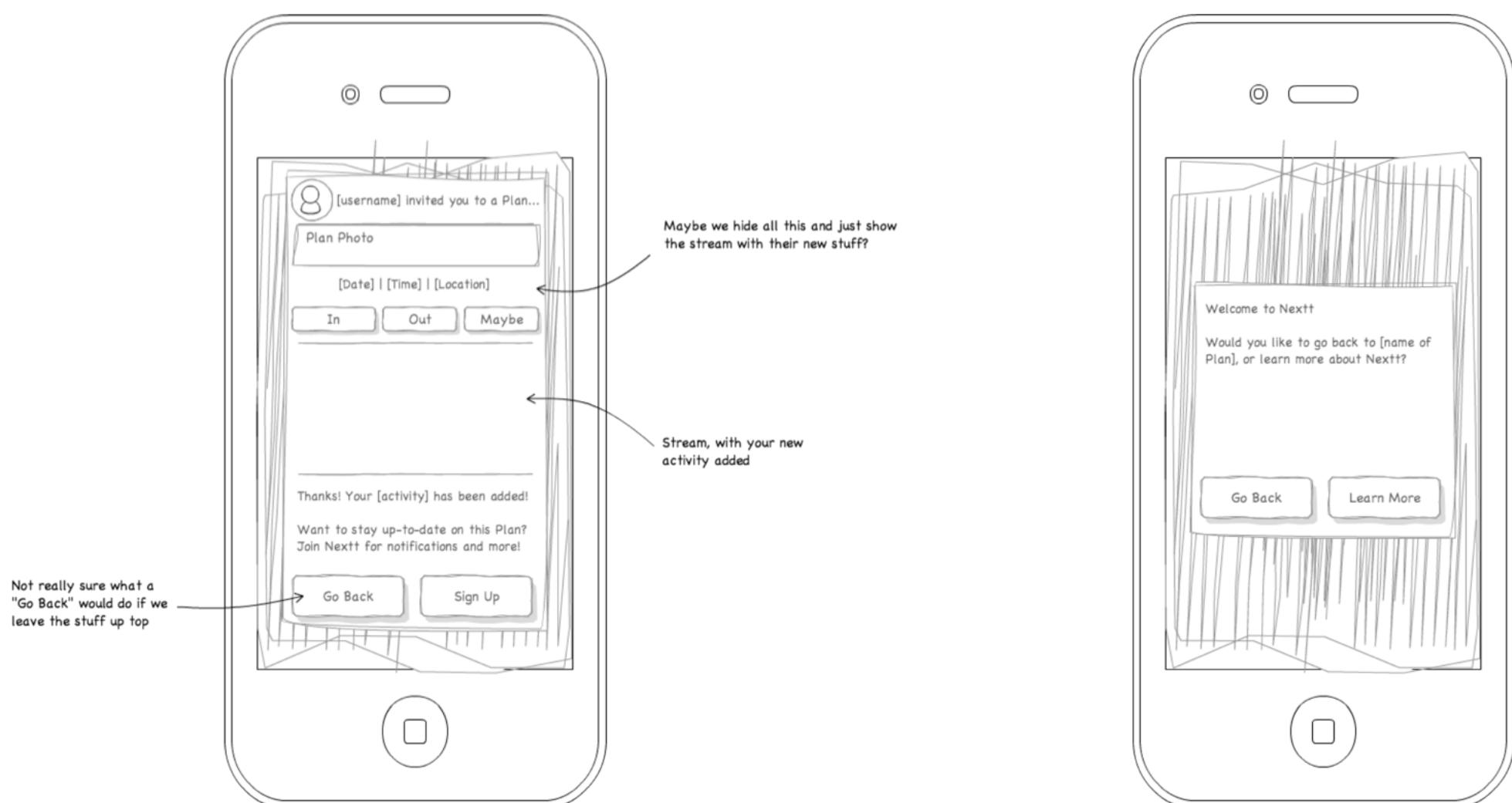


Non-User Event Invite Wireframes

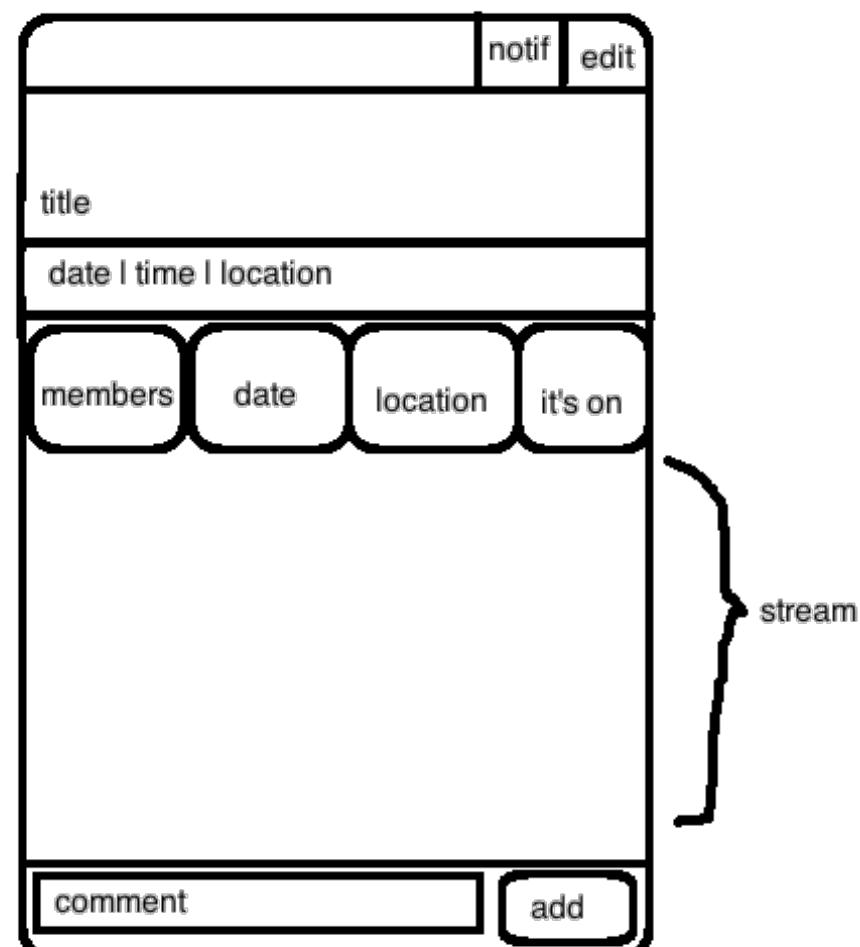


Nextt

Onboarding Wireframes



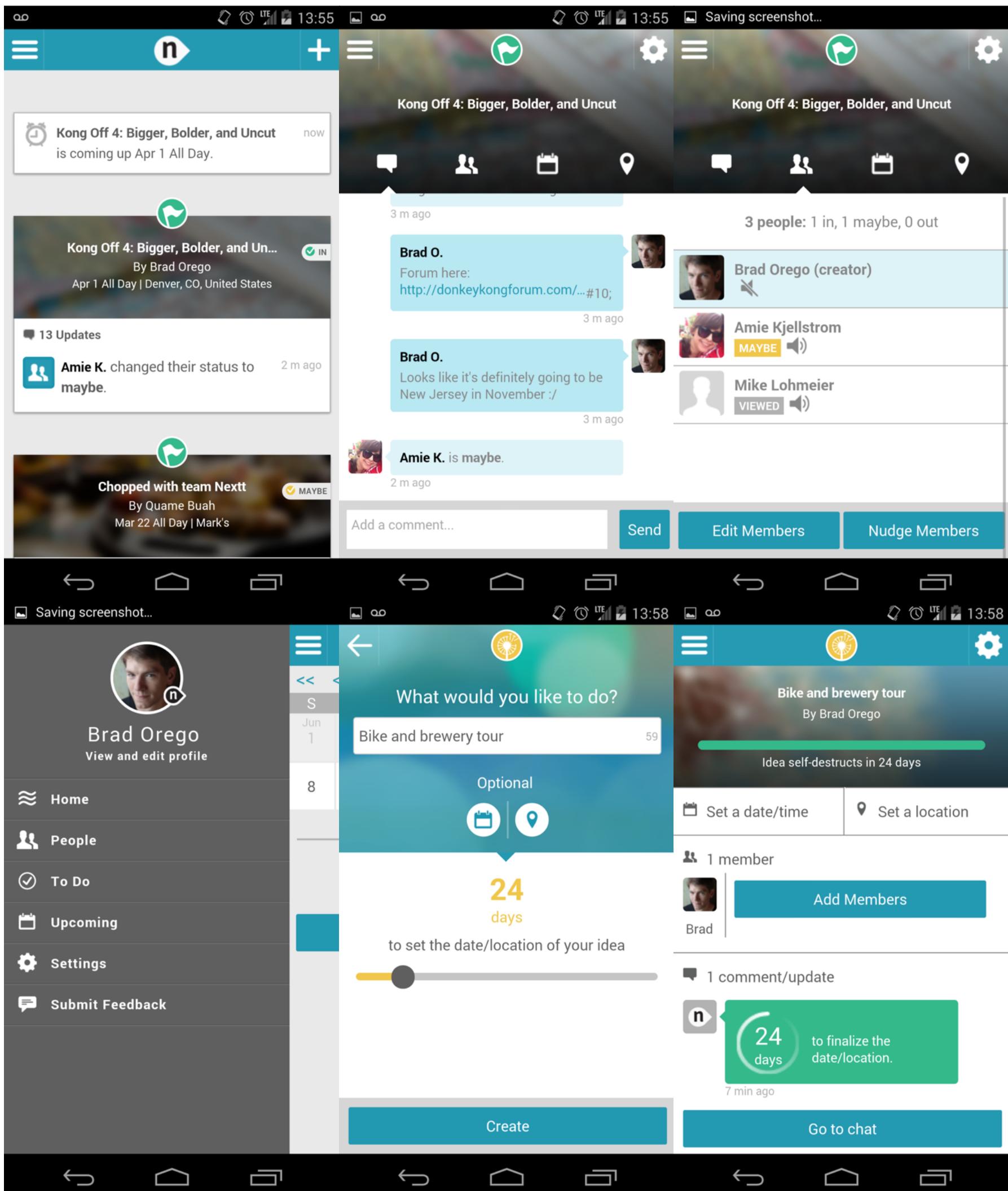
First Draft of Plan/Idea Detail View





Nextt

Mobile App Screenshots



RecoSight

Aerial Imagery Feature Detection and Analysis via Computer Vision

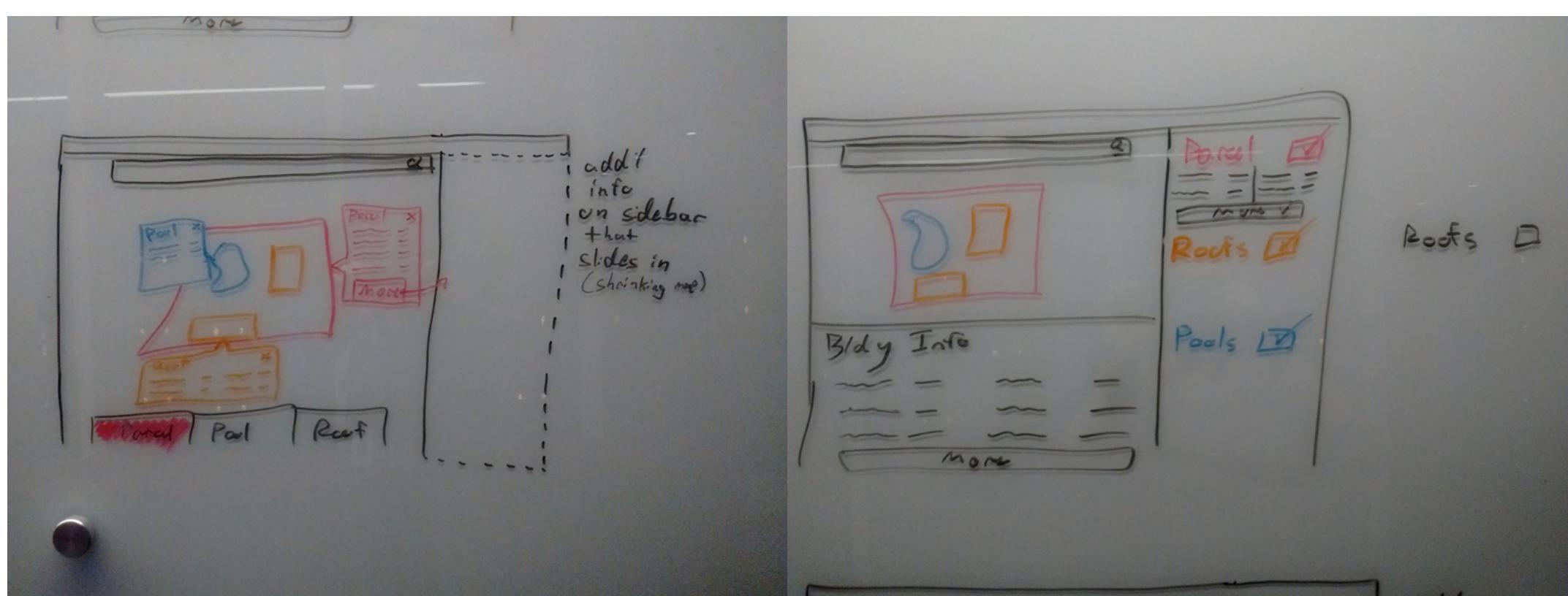
RecoSight is a company that applies machine learning algorithms to aerial and satellite imagery in order to gather insight about parts of the Earth. RecoSight's first application focuses on using imagery from Google Maps to gather information about parcels and homes in residential areas, such as acreage, square footage, roof material and slope, and pool existence/square footage. RecoSight wanted an application built on top of their API to demonstrate the capabilities, with that application eventually evolving into a desktop application as a product offering.

We got into this project at the ground level, which has pros and cons. On one hand, having the opportunity to influence the product and guide the process from the start was incredibly valuable, but on the other, a lot of our work was in a vacuum (that is, without any actual end users to interact with and develop the product). The application itself was mostly focused on showcasing what the API can do, but an alternate design focused on providing a tool for insurance agents to use in their practice.

RecoSight is still in "stealth mode" as they build out a sales funnel, business model, and finalize their feature set. RecoSight is due to roll out their first product release in the Summer of 2017, which will likely rely more heavily on providing API access to their models and algorithms than on the web-based User Interface. One of the long-term product offerings is to have a desktop application to be used by insurance agents, underwriters, property assessors, and others in the insurance industry.

RecoSight

Wireframes



195 Sterling Ave, Buffalo, NY 14216

Kevin & Laura Poveromo 

<input checked="" type="checkbox"/> Parcel	Size: 0.14 acres 
<input checked="" type="checkbox"/> House Roof	Size: 1064 sq.ft. 
Material: Asphalt Shingle 	Shape: Gable 
Slope Low 	
<input checked="" type="checkbox"/> Garage Roof	Size: 1064 sq.ft. 
Material: Asphalt Shingle 	Shape: Gable 
Slope Low 	
<input checked="" type="checkbox"/> Pool #1	Size: 111 sq.ft. 

Send Feedback 

Map is draggable, zoomable
Polygons can be toggled on/off with checkbox (might also collapse the info if it's off?)

clicking any pencil icon flips the text to an input field so they can edit

right-hand side scrollable if need be



RecoSight

Selected Screenshots

The screenshots demonstrate the RecoSight platform's capabilities for property analysis and classification.

Screenshot 1: A search results page for "3901 eucli". It shows a map of San Francisco and a list of locations matching the query. The main view is a satellite map of a residential area in Madison, WI, with a highlighted property at 3901 Euclid Ave. A callout box provides detailed information about the property: Size: 0.25 acres, Center: (43.059, -89.440). A "More Info" button is present.

Screenshot 2: A detailed view of the property at 3901 Euclid Ave, Madison, WI. The satellite image shows a house with a red roof highlighted by a red box. A callout box provides specific details about the roof: 3901 Euclid Ave Roof #1, Size: 601.56 ft², Condition: Fair, Material: Flat, Shape: Gable, Slope: Flat, Center: (43.059, -89.441).

Screenshot 3: A satellite view of a residential neighborhood. A "Classify" button is overlaid on the map. A red box highlights a specific property, indicating it is currently being analyzed or classified.

Screenshot 4: A satellite view of a residential neighborhood, similar to Screenshot 3. A red box highlights a specific property, indicating it is currently being analyzed or classified.

RecoSight

Selected Screenshots (Agent Use Case)

Enter address:

195 Sterling Ave, Buffalo, NY, United States

195 Sterling Drive Burlington, IA, United States

195 Sterling Ave Butler, PA, United States

195 Sterling Avenue Meycauayan, Bulacan, Central Luzon, P...

195 Sterling Ave Ritman, Ohio, United States

powered by Google



Google Map data ©2017 INEGI Imagery ©2017 NASA, TerraMetrics | 1000 km | Terms of Use

Policy #:

Submit

Enter address:

Policy #:

Submit

Parcel

Homeowner: HUGHES EDWARD D & DONNA G IST

Parcel: 0.16 acres

County: Erie

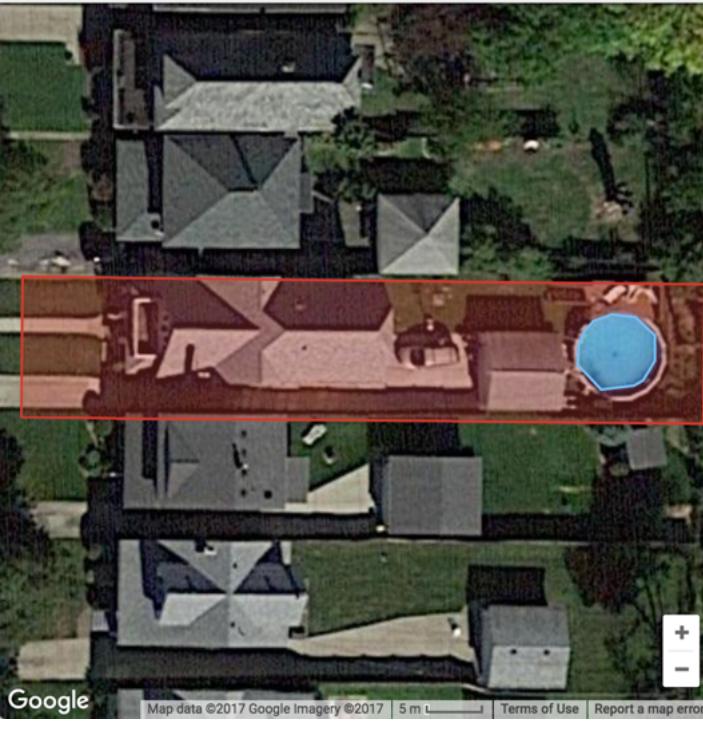
Building: 2450 ft²

Market Value: \$129100.00

Pool #1

Size: 338.9760895081906 ft²

Enter Feedback



Google Map data ©2017 Google Imagery ©2017 | 5 m | Terms of Use | Report a map error

Homependium

Home Services Exploration

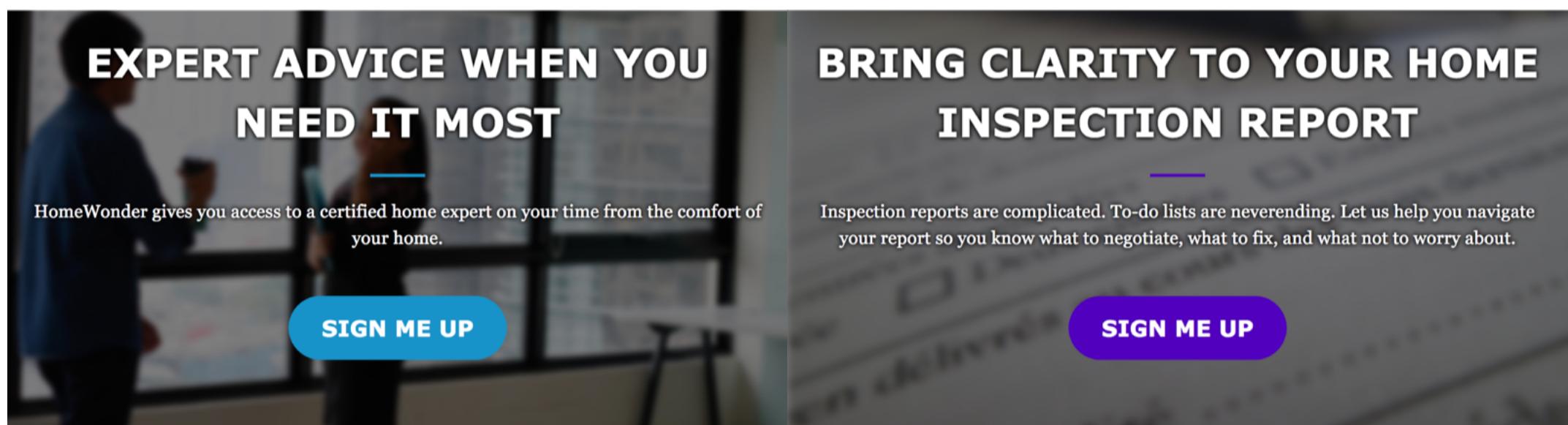
Homependium was an exploration into the home services space that was part of a larger experiment taking place at the innovation center of a Fortune 500 company. The overarching goal of the experiment is to build products and services to help make homeownership easier and more enjoyable. Or, as we liked to say, “putting the Sweet back in ‘Home Sweet Home’”.

The goal of Homependium was to quickly A/B test a handful of different lead generation campaigns to see where to first focus product development efforts. We did this by brainstorming 8 different solution ideas to the problems discovered in customer empathy and developing Facebook and Google advertising campaigns as well as simple email capture landing pages to measure which had the best engagement rates.

Across the 8 landing pages and 48 advertisement variants, conversion rates varied widely. Some of the solutions had literally 0% conversion while some got as high as just over 6%. We also gave each advertisement a unique ID in order to track if certain ads outperformed others. All of these metrics were then tracked and analyzed, guiding next steps for the team as they continued their experiments.

Homependium

Selected Screenshots



How It Works



The right match

We'll learn about your unique situation and preferences and match you with experts with the most experience in the areas you need help with.

Whenever, Wherever

Whether you're in the middle of a project or just worrying about your to-do list, HomeWonder has home experts available via chat or video.

Live your life

You have peace of mind in knowing that we've got you covered so you'll always know your home—one of your most valuable assets—is well-managed, safe, and cared for.

Your Report. Smarter.

Let our bleeding-edge algorithms and team of home experts make sense of your report for you.

How It Works



Focus on what matters.

We'll tell you what everything means, which items are crucial, and when is best to take care of each task.

Create the Home you love

Knowing everything you need to know about your home helps you focus your energy on what counts and lets you spend more time enjoying the home instead of maintaining it.

Get your email invite today!

Your Name

Email Address

SUBMIT

© 2017 Homependium

Contact Us

Get your email invite today!

Your Name

Email Address

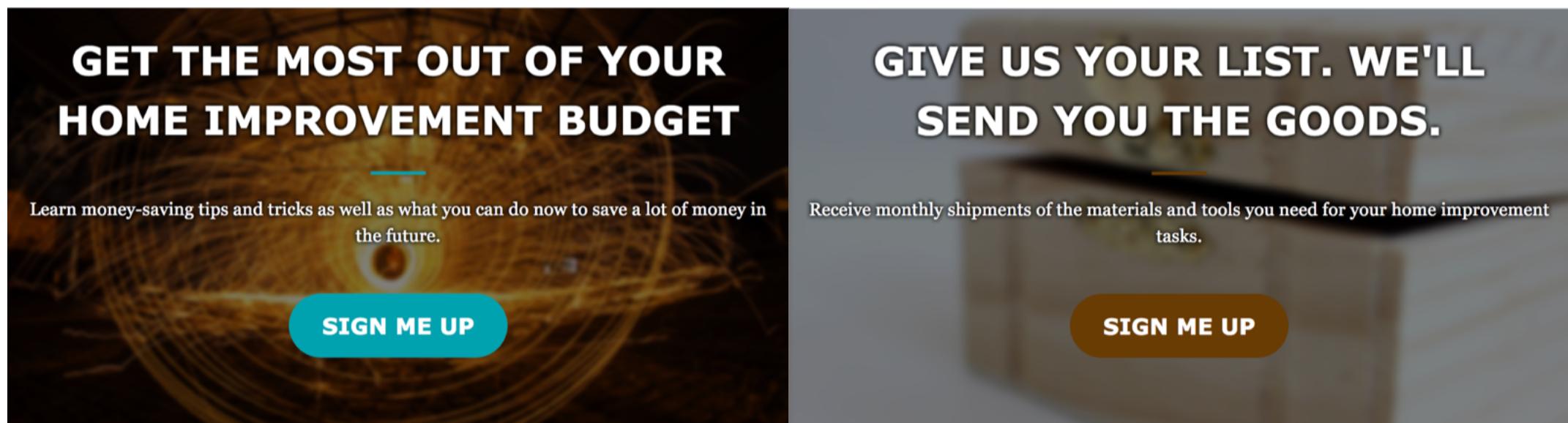
SUBMIT

© 2017 Homependium

Contact Us

Homependium

Selected Screenshots



How It Works



Learn from the best

Hometimizer's staff of home experts take into account your priorities, your unique home, and the trends we've discovered by analyzing thousands of other homes.



Optimize your to-do list

If you knew you could spend \$20 today to save \$500 in a few months, would you do it? Hometimizer identifies issues before they come up and allows you to take necessary precautions.



Protect your investment

Homes are expensive and complicated. With Hometimizer, you can be confident you're doing everything you can to take care of your home.



Give us your to-do list and a price range

Let us know what work you want done and how much you can spend each month and we'll create a curated monthly delivery box specifically for you and your home.



Monthly Surprises

Each month you get a box shipped directly to you with the tasks picked out for you that month, plus a few other goodies along the way.



To-Do --> To-Done

Time to get those lingering items off the to-do list.

Get your email invite today!

Your Name

Email Address

SUBMIT

© 2017 Homependium

Contact Us

Get your email invite today!

Your Name

Email Address

SUBMIT

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Contact Us

SingleWire Software

Desktop and Mobile Notification Systems

SingleWire has been in the business of mass notifications and emergency alerts for almost 10 years, with the roots of the technology and the core team having roots as far back as 1998. When the September 11th terrorist attacks happened, a major federal agency that Berbee (SW's spiritual parent company) was working with did not have a notification system, and reached out to Berbee to design that solution.

Traditionally, SingleWire's technology has worked using Voice Over IP technology (and is integrated into most Cisco desktop phones), but there's been a recent move to modernize the technology (because who has a desktop phone anymore, even in corporate settings), so a lot of SingleWire's work is moving into the web and mobile space. We were tapped to help them think about this transition, as well as update the designs on some of their existing properties for web, mobile, and desktop.

Specifically, SingleWire has a desktop notifier application for Windows and OSX to receive their broadcasts that needed an update. They also have a web dashboard which inherited a lot of legacy functionality from their VoIP phones that was no longer relevant and needed to be redesigned. Finally, SingleWire is in the process of developing an application to track users movements live during an incident to help direct respondents.

SingleWire Software

InformaCast Fusion Web Dashboard

InformaCast

Administration Console 

Home

Getting Started

Dismiss 

 Add Users Who do you want to contact?

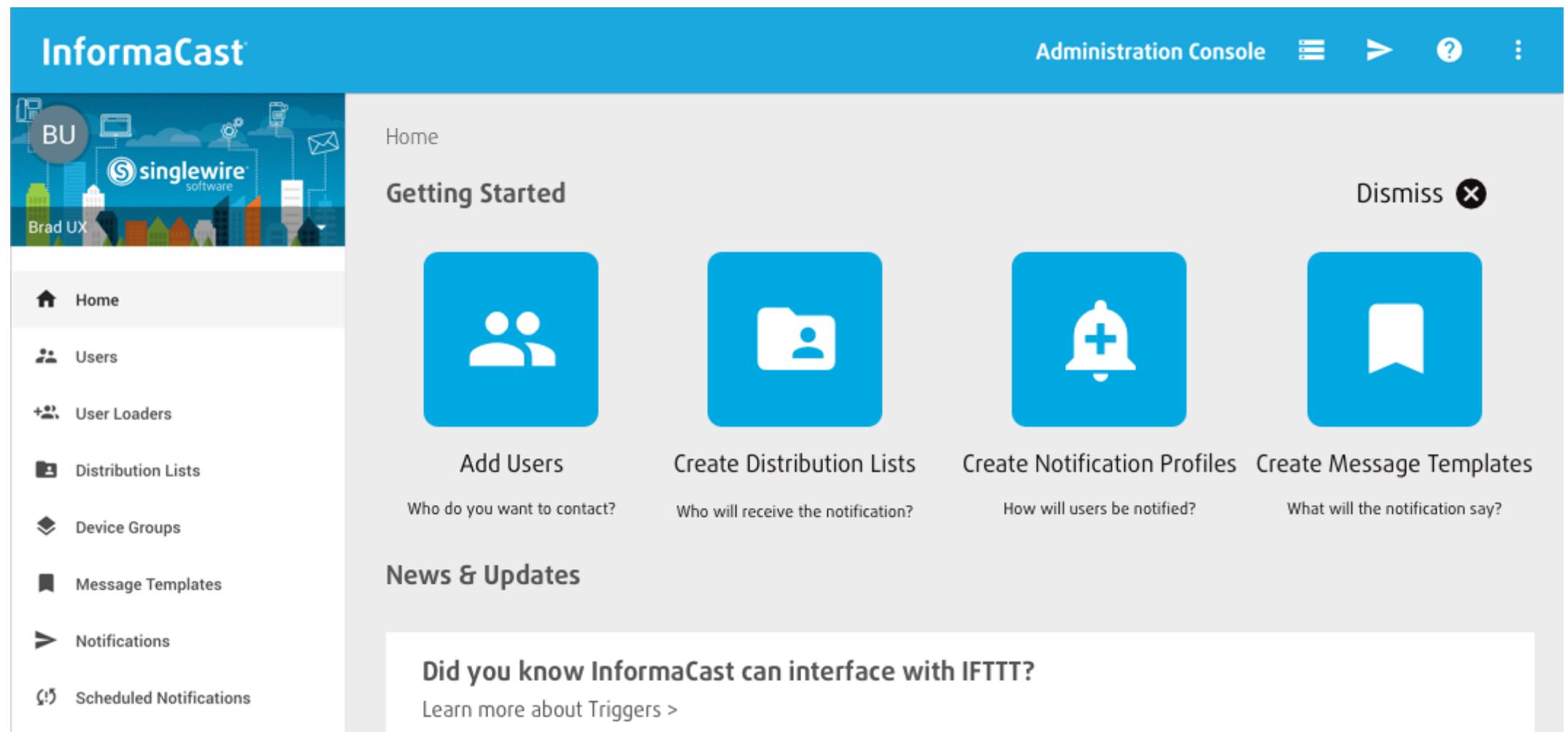
 Create Distribution Lists Who will receive the notification?

 Create Notification Profiles How will users be notified?

 Create Message Templates What will the notification say?

News & Updates

Did you know InformaCast can interface with IFTTT?
Learn more about Triggers >



InformaCast

Administration Console 

Version 1.14 released! Click here to learn about new features. 

Version 1.14 released! Click here to learn about new features. 

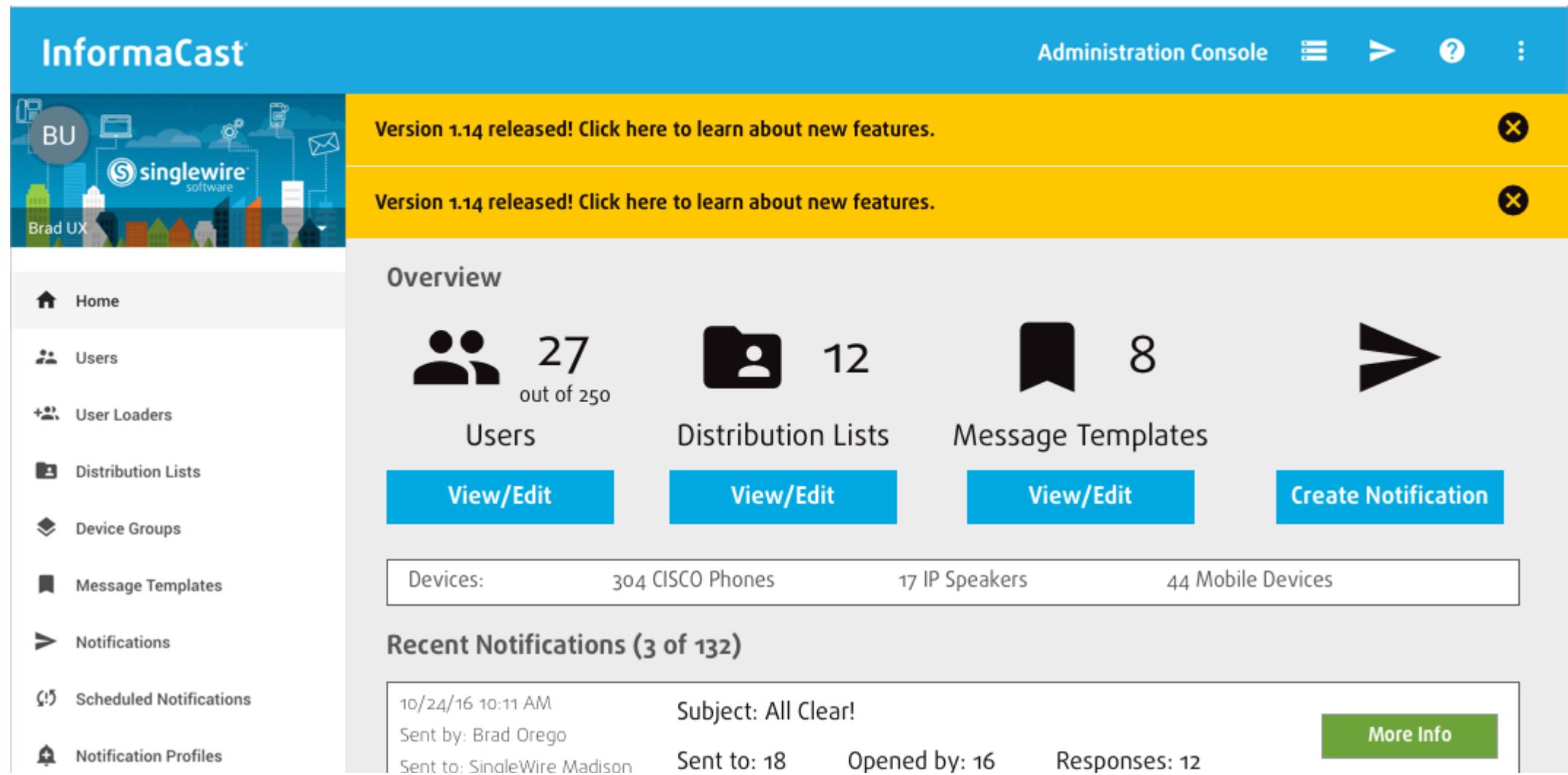
Overview

 27 out of 250 Users View/Edit	 12 Distribution Lists View/Edit	 8 Message Templates View/Edit	 Create Notification
---	--	--	---

Devices:	304 CISCO Phones	17 IP Speakers	44 Mobile Devices
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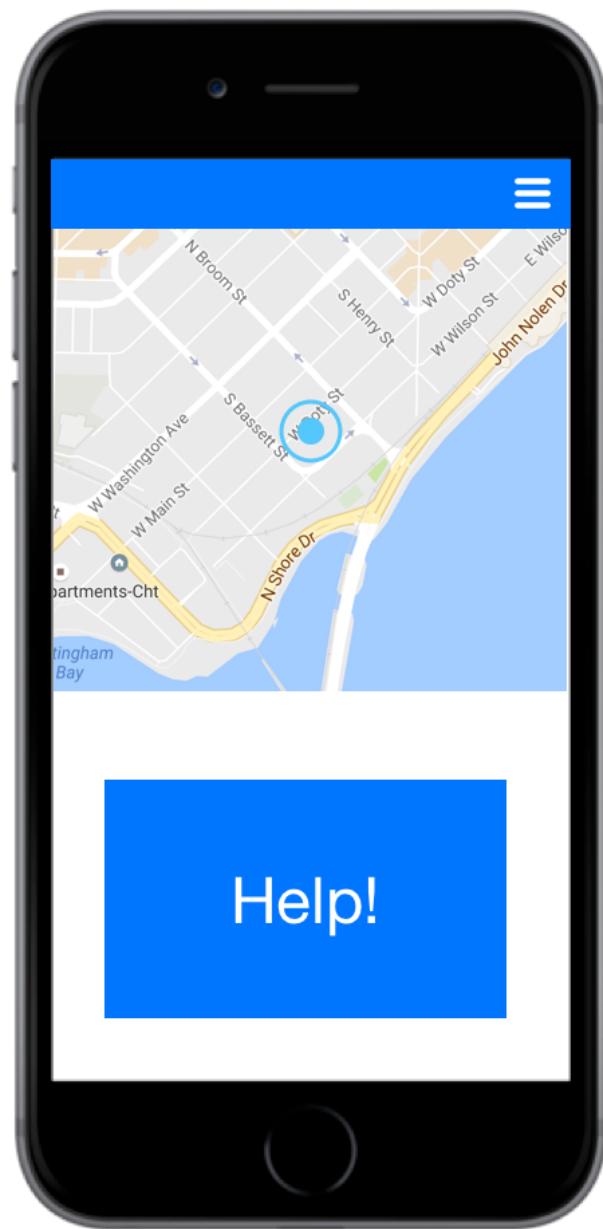
Recent Notifications (3 of 132)

10/24/16 10:11 AM Sent by: Brad Oregon Sent to: SingleWire Madison	Subject: All Clear! Sent to: 18 Opened by: 16 Responses: 12	More Info
--	--	---------------------------



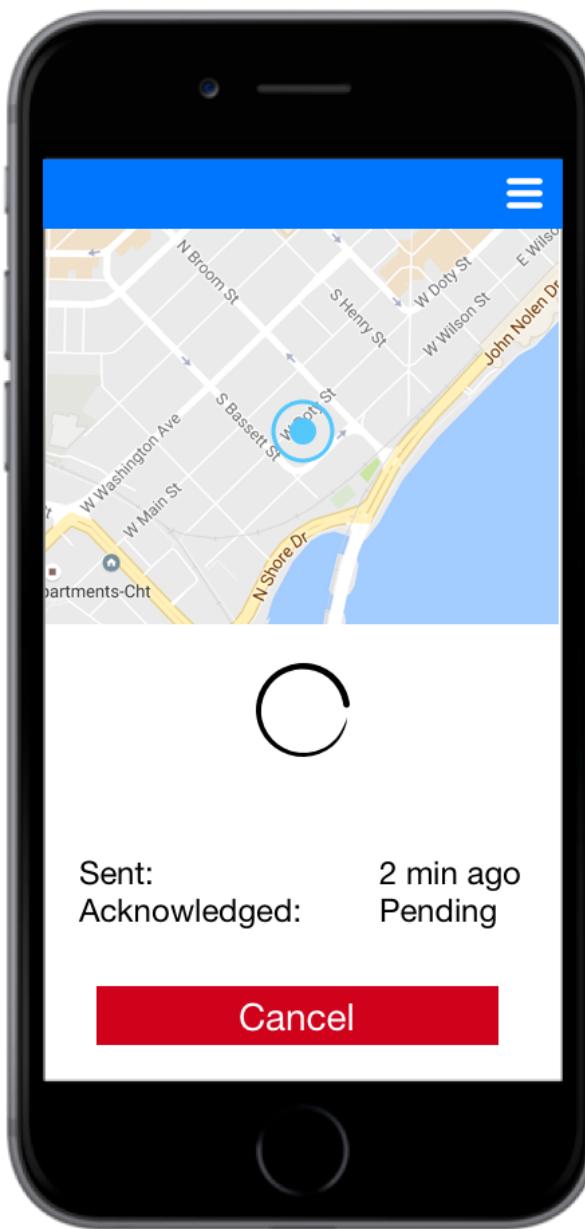
SingleWire Software

Active Tracking Mobile Application Mockups



Map with live GPS tracking

Big, scary button
- Possibly break out into smaller buttons
- Stalker, Medical, etc.



Continue tracking GPS

Spins until request is acknowledged

Give users status updates

Provide an easy way to cancel



SingleWire Software

Active Tracking Desktop/Web Mockups

Create Confirmation Request ?

Create a new confirmation request, which allow you to configure a response for your recipients to send back to you after receiving a notification. You can also configure an escalation notification to be sent if enough responses aren't received.

Name **Test Confirmation**

Has Expiration

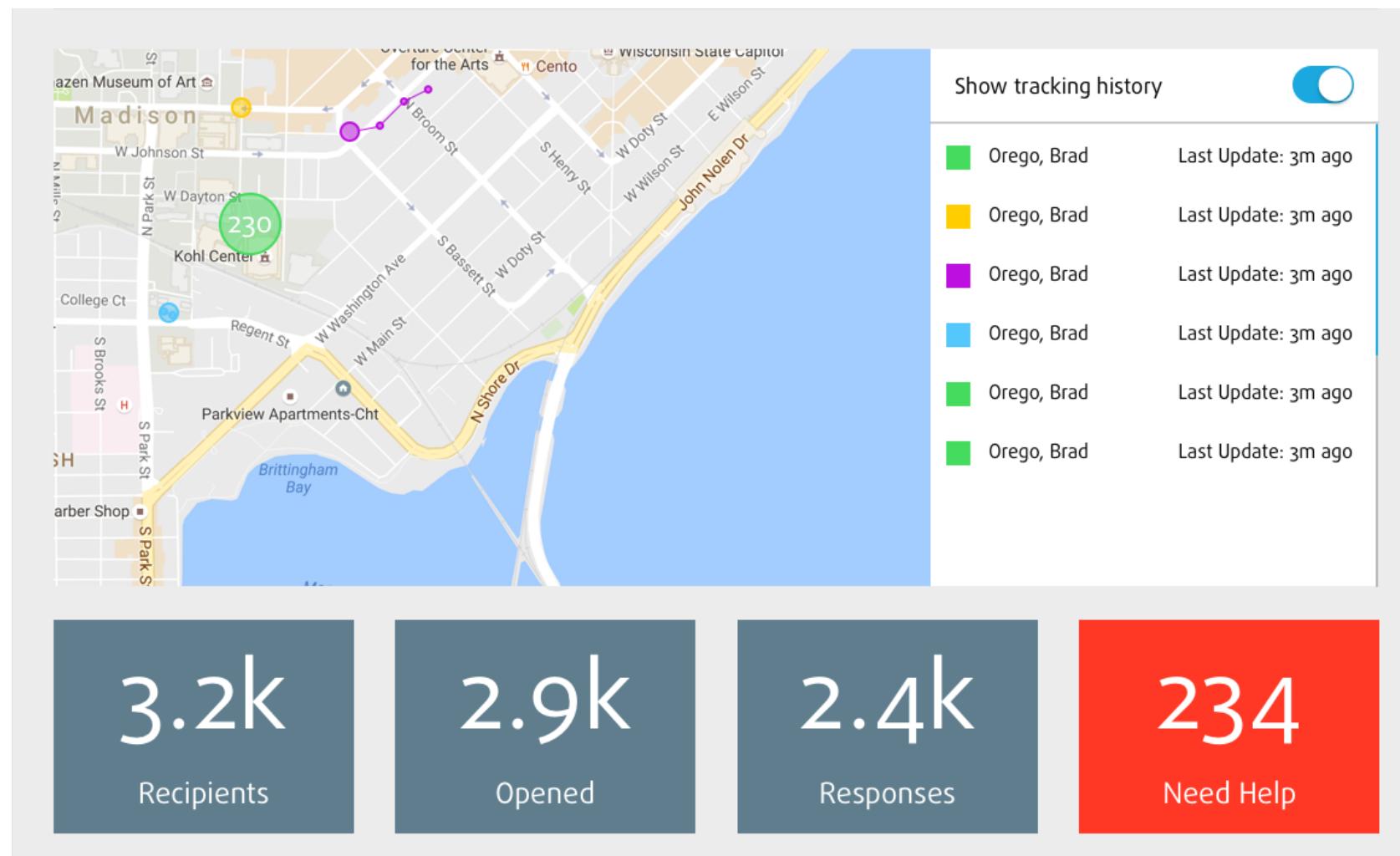
Option 1 **Yes, I'm fine** trash icon location icon

Option 2 **No, but I'm handling it** trash icon location icon

Option 3 **No, send help** trash icon location icon

ENABLE GPS tracking for this response

CANCEL **SAVE**



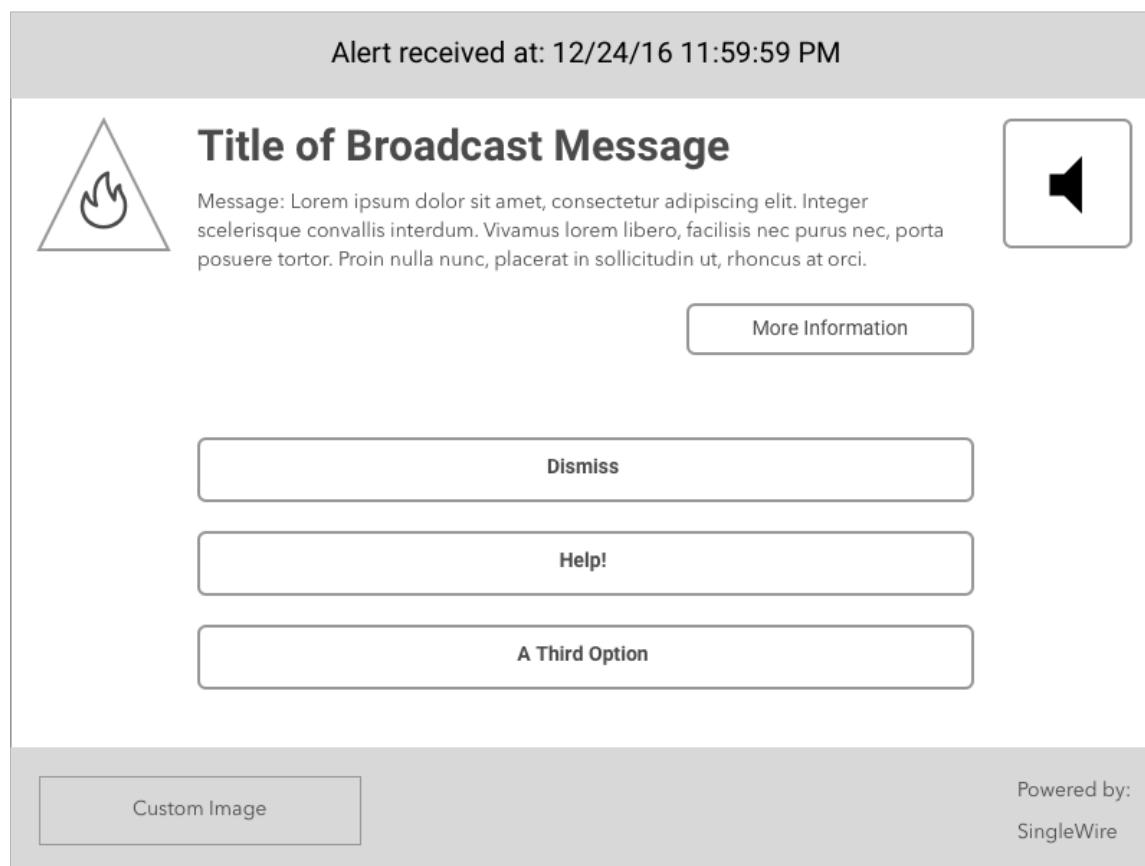


SingleWire Software

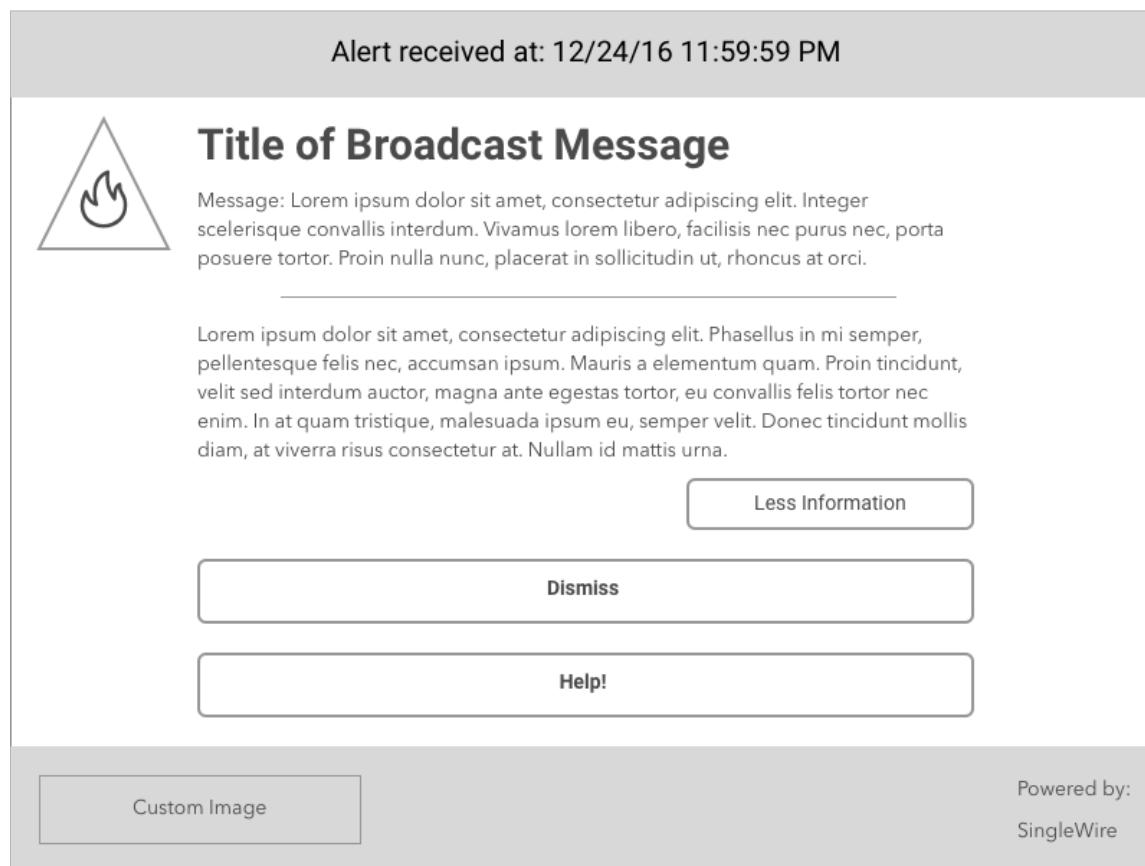
Desktop Notifier Wireframes

Immediate Window

Customizable icon

Short description:
200 characters max,
then truncateTheir custom image
in the footer

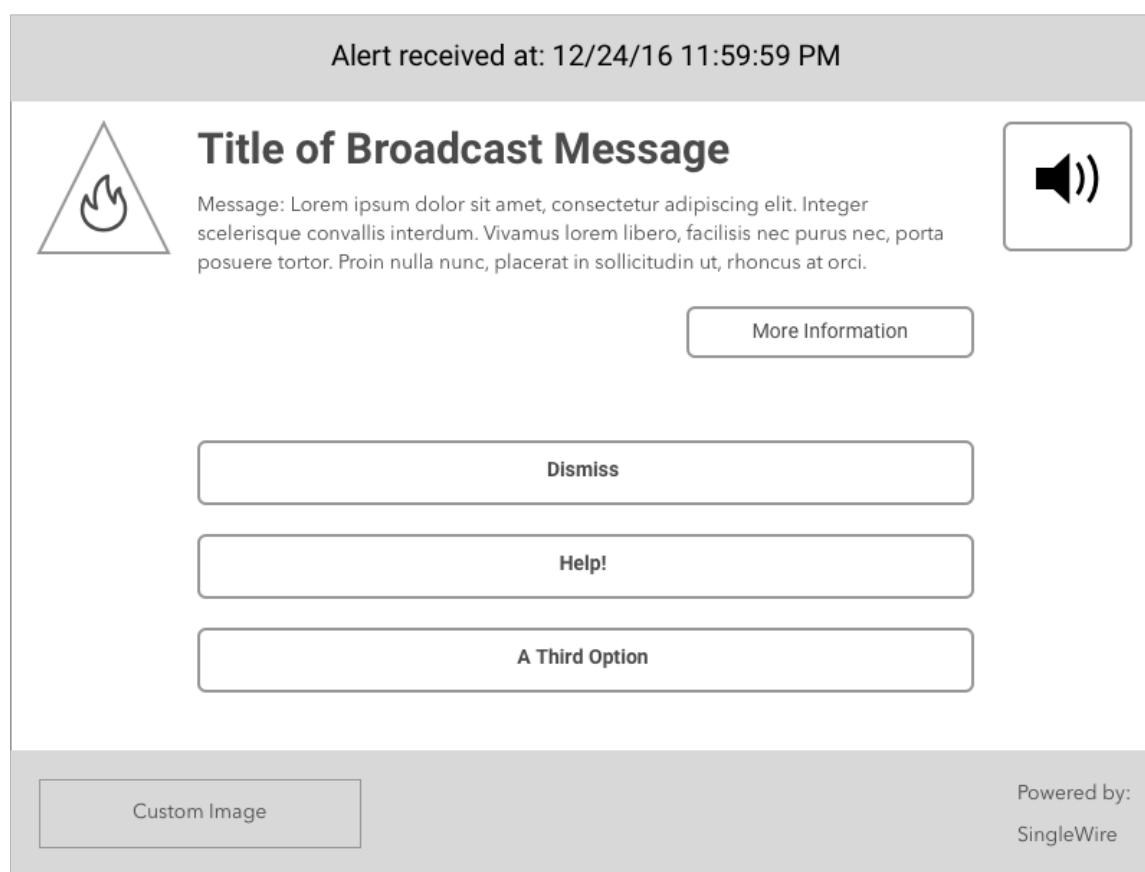
More Info Expanded



SingleWire Software

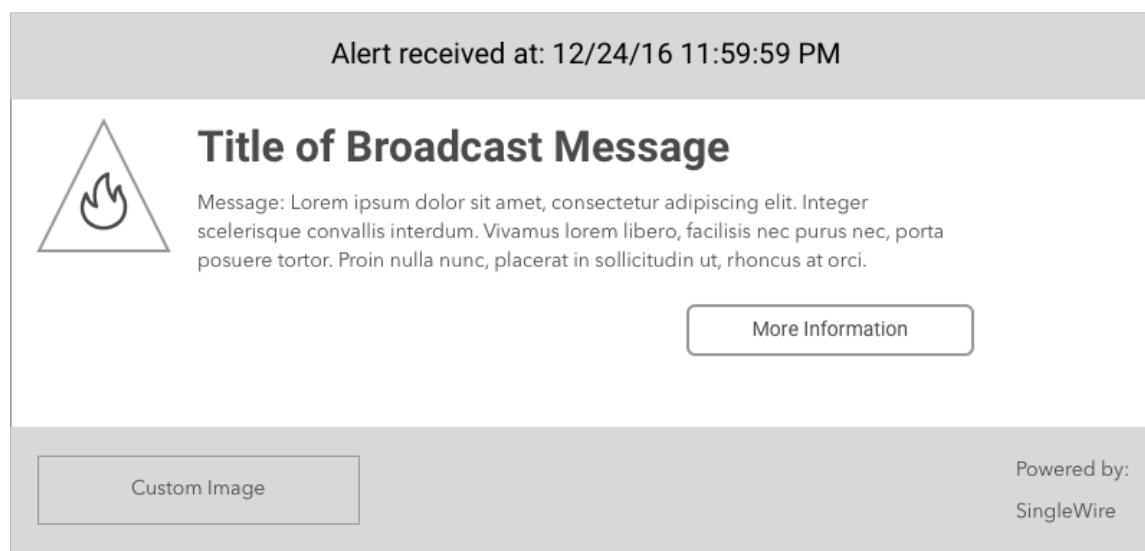
Desktop Notifier Wireframes

Sound Toggled



User clicks button, audio starts playing, icon changes. Play/Pause icons are also an option.

No Buttons

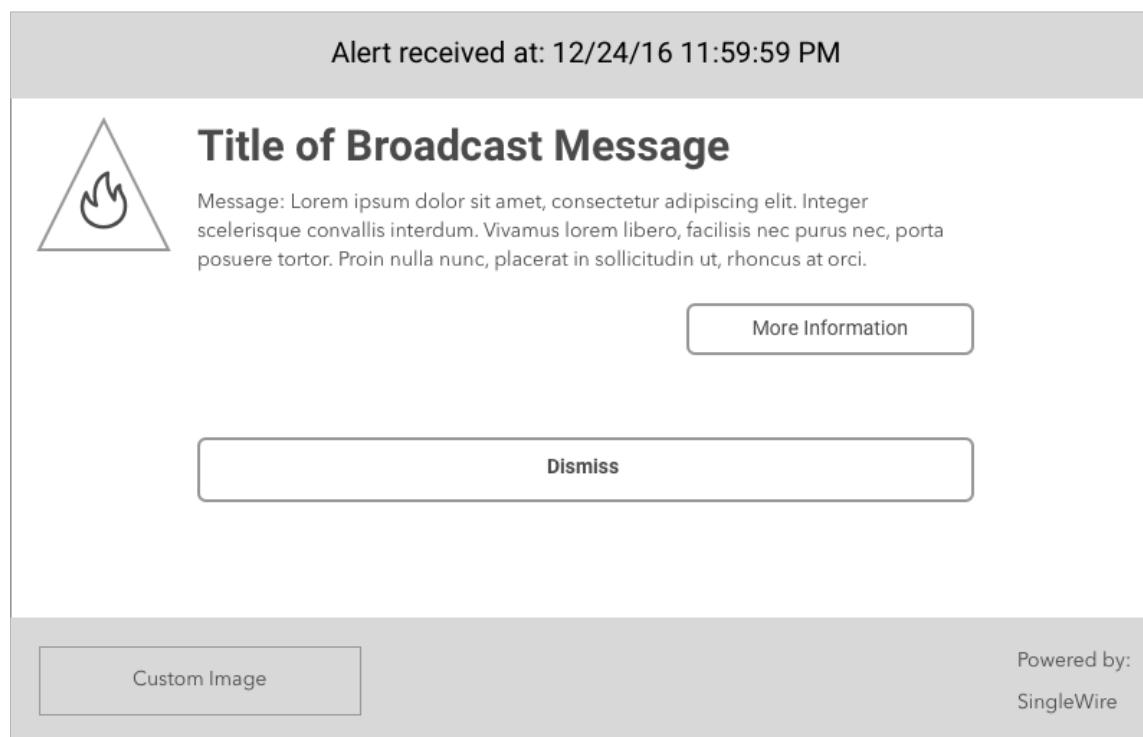


No buttons - hooray it's just a heads up.
No action necessary, nothing for the user
to do, really. Expand the window if there's
more info and they want to see it.

SingleWire Software

Desktop Notifier Wireframes

Confirm Button Only



If a confirmation is required,
only show one button.

If not, don't show any buttons (see previous)

If there are multiple options, send multiple
options (See earlier)

Therma-Stor

Smart Home Dehumidifiers

Therma-Stor is a high-end dehumidifier, water heater, and disaster recovery/restoration manufacturer established in 1977. Most of their products are focused on commercial applications, but recently they've been expanding into the high-end residential space with some of their units. With that move they were also interested in bringing their products online to offer internet-enabled options.

With so many examples of IoT products gone wrong, and all the ways one can go wrong, the opportunity to get in on the ground level of taking a product online is extremely valuable. Therma-Stor's years of experience with their products and their consumers served as the basis of our exploration and design, and our expertise in software guided product development. Our first use case targeted agents monitoring multiple devices across different properties, with future development to target direct-to-consumer models as well as providing better reporting and visualization tools to accounts managing hundreds of units.

Therma-Stor's Santa Fe Sentry application is currently available on both iOS and Android, the Classic II application is under development, and the desktop web/native desktop applications are in research stages.



Therma-Stor

Sante Fe Sentry Selected Wireframes

Wombat - v1 - Log In

This wireframe shows the login screen for the Wombat app version 1. It features a placeholder logo at the top. Below it are fields for Email Address (containing "mail@example.com") and Password (represented by a redacted box). A "Remember Me" checkbox is checked. There are links for "Forgot Password?" and "Log In". At the bottom, there's a "Need an account?" link and a "Sign Up" button.

Wombat - v1 - Sign Up

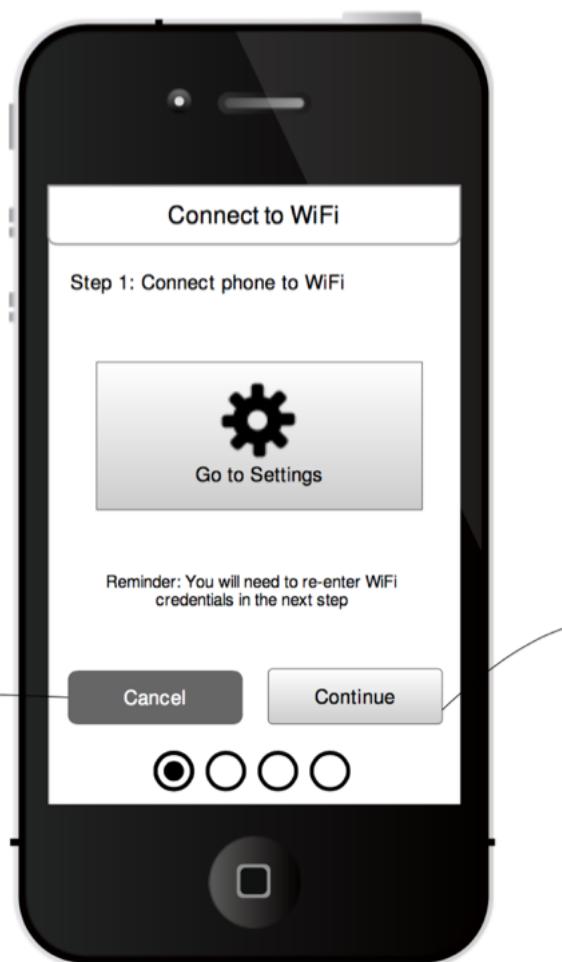
This wireframe shows the sign-up screen for the Wombat app version 1. It has a header with a back arrow and the text "Sign Up". It includes fields for Company Name (containing "Company"), First Name (containing "First") and Last Name (containing "Last"), Phone Number (containing "608-555-1234"), Email Address (containing "test@example.com"), and Password (represented by a redacted box). Below these are fields for Confirm Password (represented by a redacted box) and Notification Preferences, which include icons for Push Notif., SMS, and Email. At the bottom is a "Create Account" button.



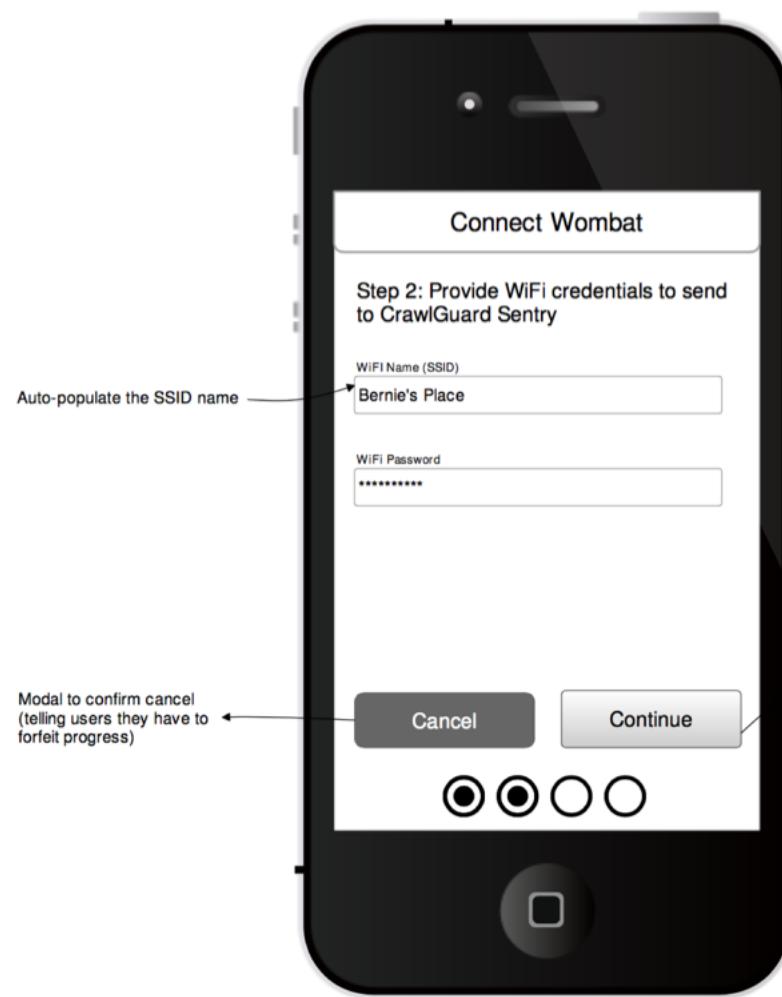
Therma-Stor

Sante Fe Sentry Selected Wireframes

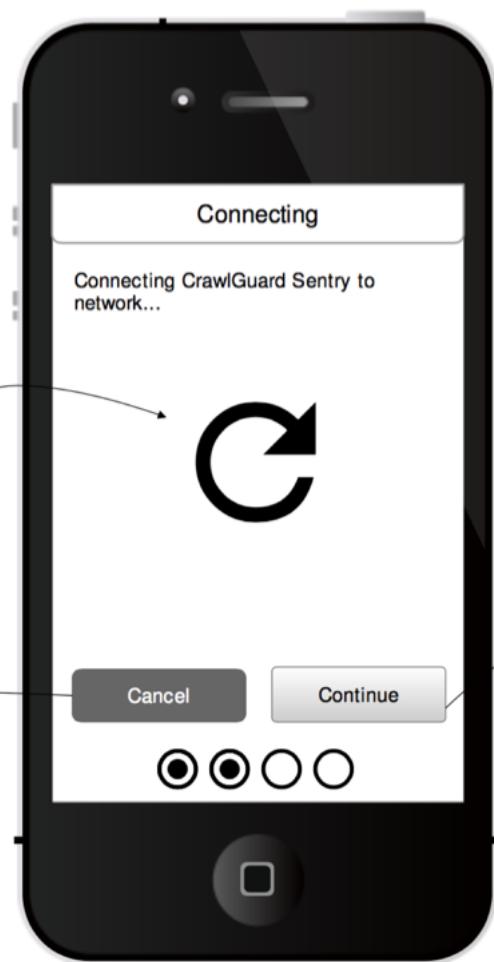
Wombat - v1 - Add Device (Step 2)



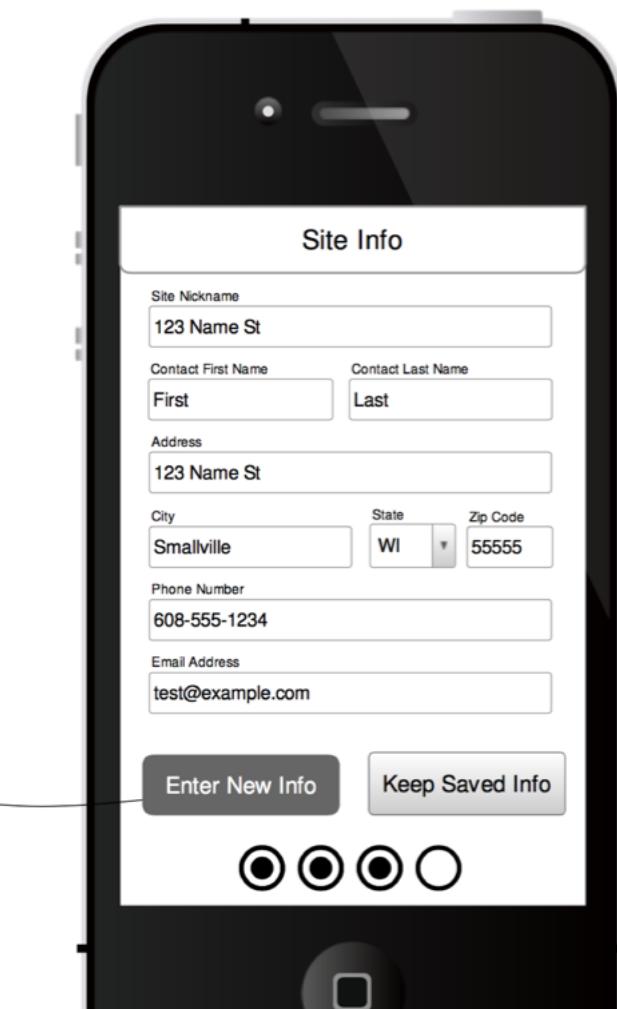
Wombat - v1 - Add Device (Step 3)



Wombat - v1 - Add Device (Step 4)



Wombat - v1 - Add Device (Step 5)





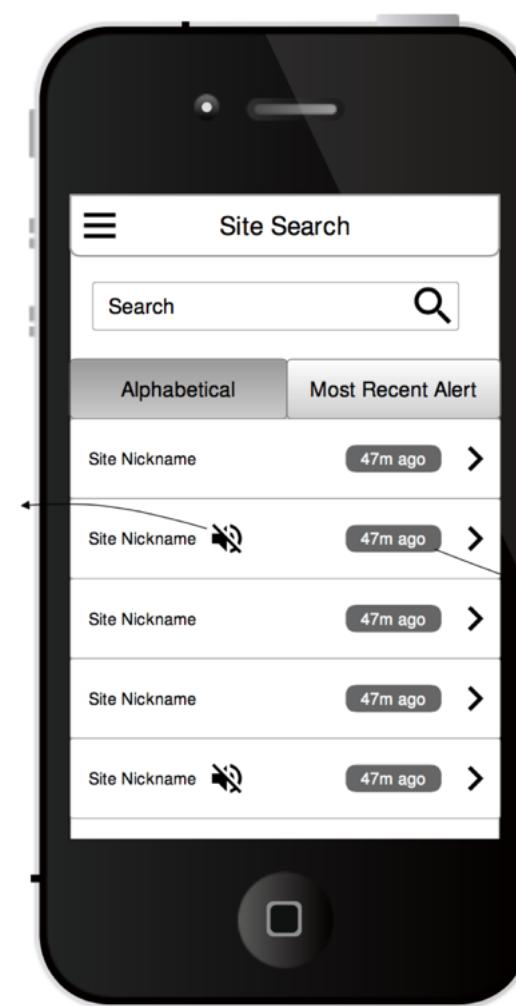
Therma-Stor

Sante Fe Sentry Selected Wireframes

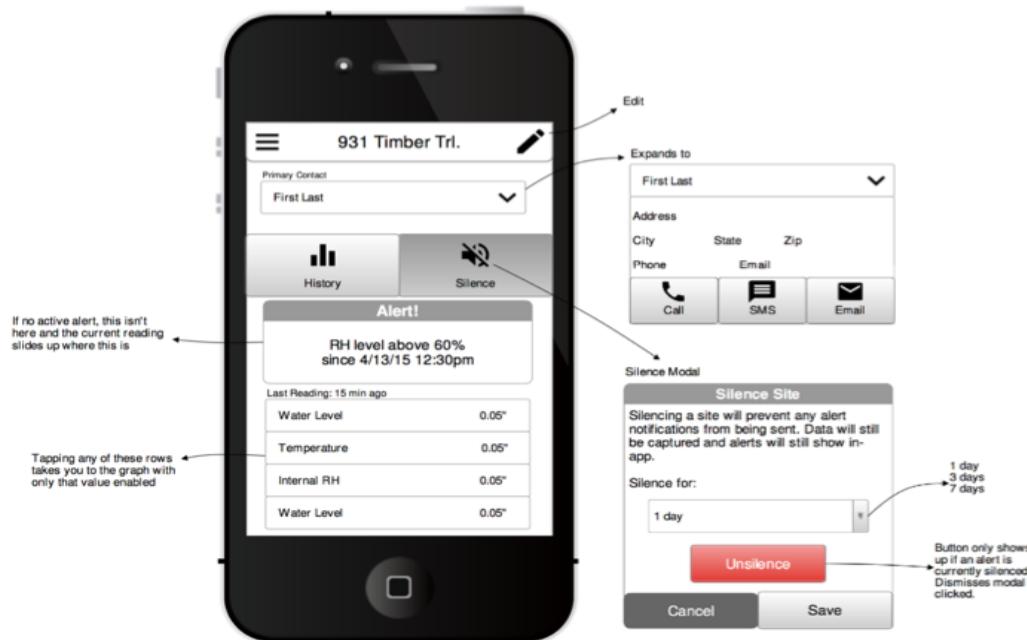
Wombat - v1 - Home



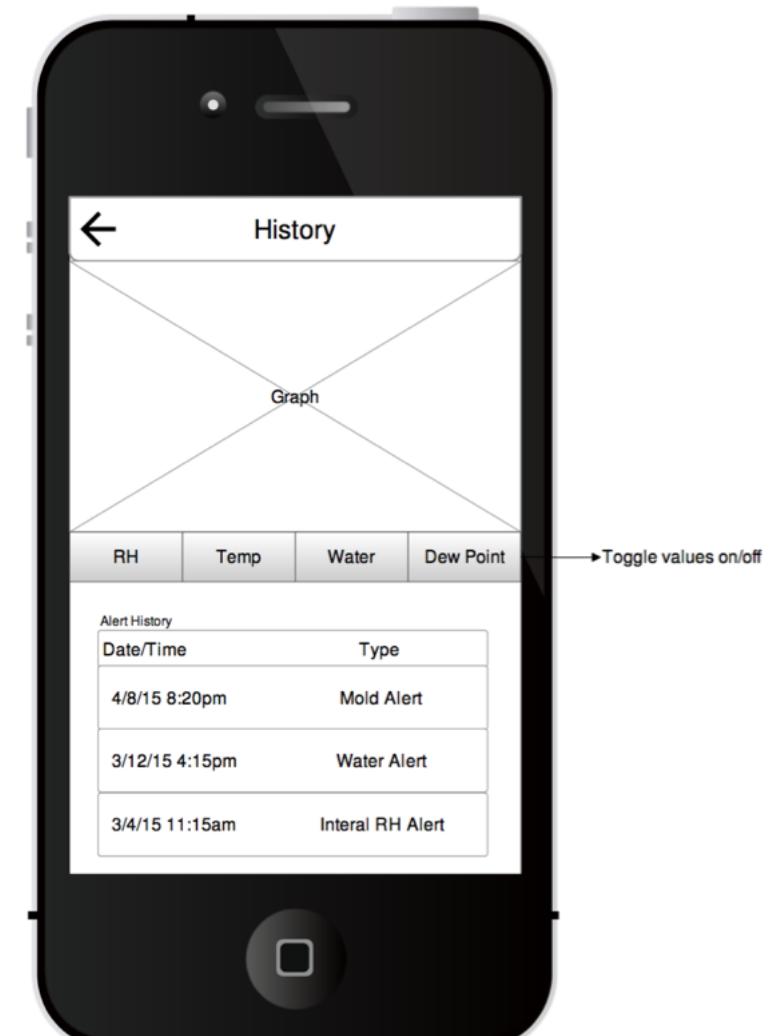
Wombat - v1 - Search



Wombat - v1 - Site Details

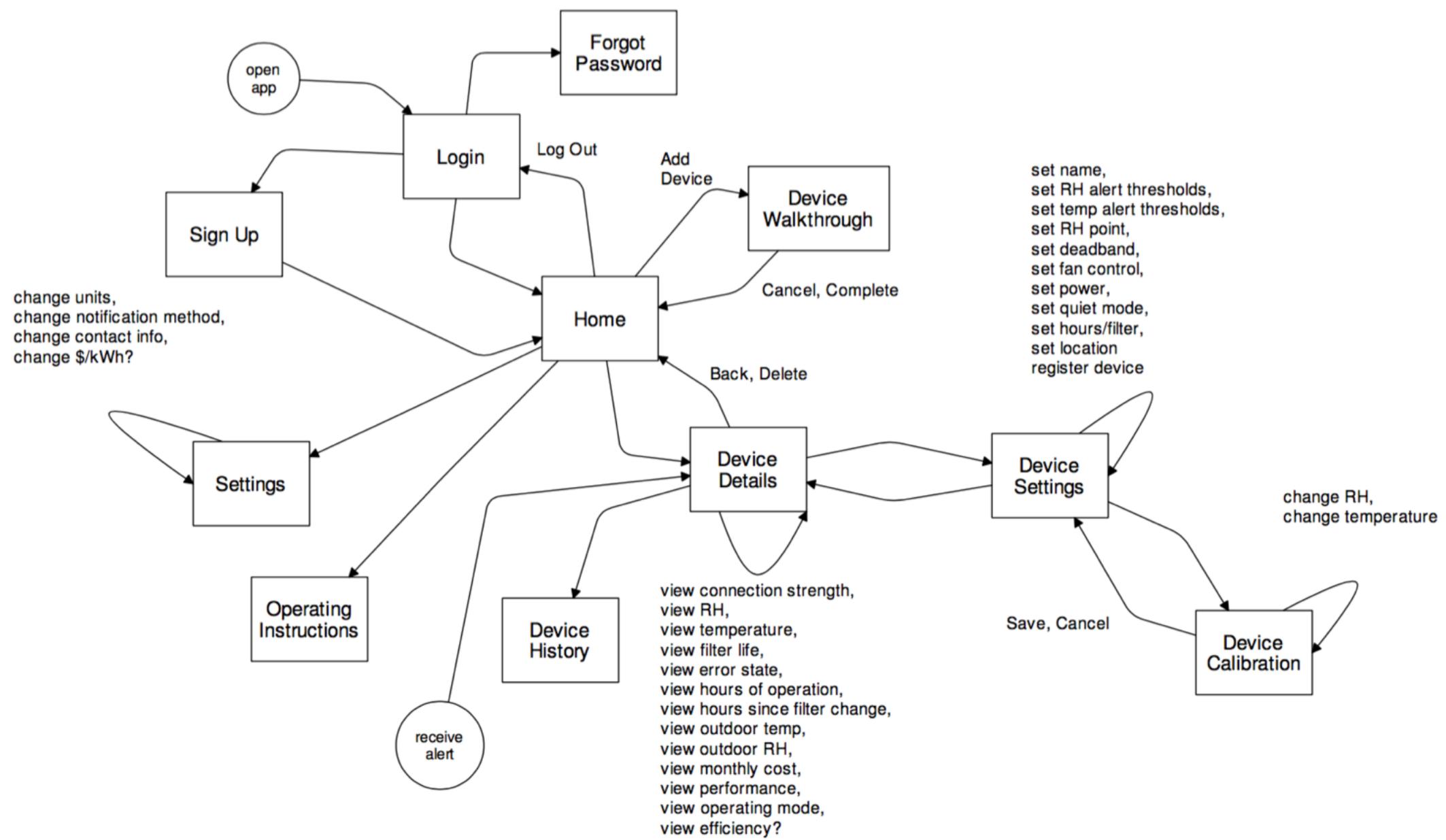


Wombat - v1 - History



Therma-Stor

Classic II App Flow Diagram





Therma-Stor

Classic II Selected Wireframes

ThermaStor v2 - Add Device - Connect to Wifi

Add Unit ⊕

Units Front Basement

Front Basement

Back Basement

Account Settings ⚙️

Sign Out ⬅️

Connect to WiFi

Let's add a new Sentry to your account. You will need:

1. Your Sentry plugged in and in Listening Mode.
2. Connect your phone to the Sentry's WiFi (named Sentry-XXXX where each X is a random character).
3. Tell your Sentry which WiFi network to connect to.
4. Give your Sentry a custom name that's easy to identify and remember.

Go to your phone's Settings and connect to the Sentry-XXXX network to continue

Cancel Continue

ThermaStor v2 - Add Device - List Networks

Select Network

Select a network from the list to connect your Sentry to

Mi WiFi-Lab (100%)	🔒
OneHundredState (66%)	🔒
gener8tor (58%)	🔒
madisonconcoursehotel (32%)	
Michaelangelo's Free WiFi (26%)	

Cancel Continue

Enter Password ✖️

This network is secured. Please enter Wi Fi password:

Cancel Submit

pop-up modal

ThermaStor v2 - Home

Add Unit ⊕

Units Front Basement

Front Basement

Back Basement

Account Settings ⚙️

Sign Out ⬅️

Front Basement

Inside 80% 20% 60°F 73°F

Indoor Humidity Set Point 22% ^ ▼

Dehumidifier Active Range 25-50%

Mode Normal Quiet Sleep until 7:30 pm

Status 😊 Alert details ⚠️

Home Control Information Settings

Selecting "Sleep" pops up dialog

If something is amiss but not necessarily an error (e.g. filter dying)

If there is an error (will usually be accompanied by a description below)

ThermaStor v2 - Control

Add Unit ⊕

Units Front Basement

Front Basement

Back Basement

Account Settings ⚙️

Sign Out ⬅️

Front Basement

Power 💡

Deadband 10%

Auto Fan 💡

Delete Sentry

Are you sure? ✖️

Deleting this Sentry removes your ability to control and monitor it remotely. This cannot be undone.

Cancel Delete



Therma-Stor

Classic II Selected Wireframes

ThermaStor v2 - Information

Add Unit	
Units	
Front Basement	
Back Basement	
Account Settings	
Sign Out	

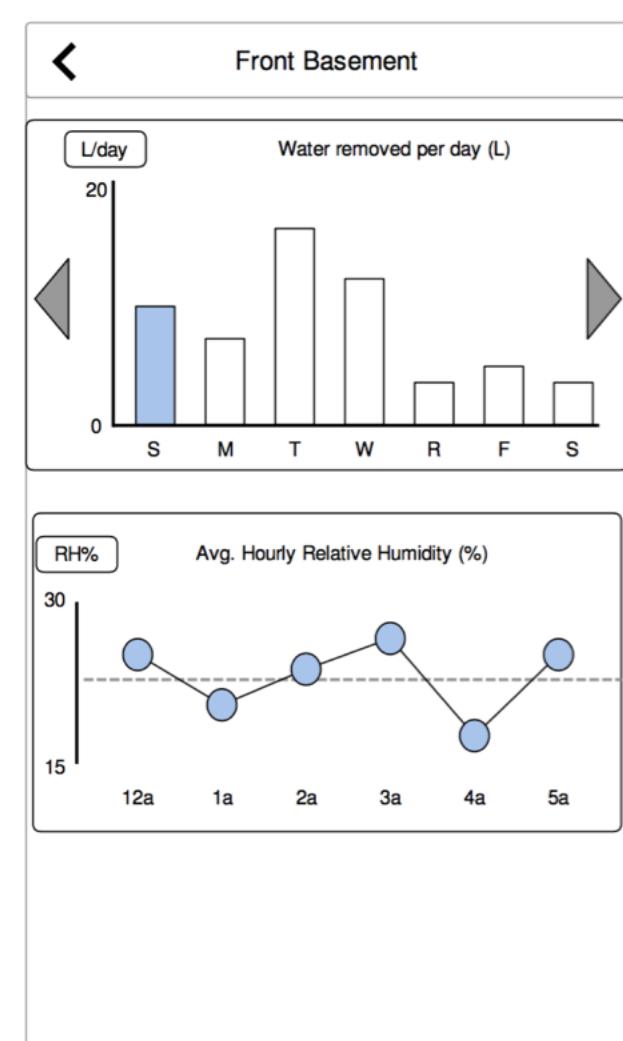
Front Basement

Filter Life Remaining	55%
Run time since change	24d06h15m
Total uptime	24d06h15m
Monthly Cost	\$4.26
Performance	2.0 L/day

History

Home Control Information Settings

ThermaStor v2 - History



ThermaStor v2 - Settings

Add Unit	
Units	
Front Basement	
Back Basement	
Account Settings	
Sign Out	

Front Basement

Alerts

Relative Humidity	Low: 25% High: 45%
Temperature	Low: 45°F High: 85°F

Device Name	Front Basement
Hours per filter	600
Zip Code	53715
Timezone	CST (GMT-6)

Calibrate Device

Home Control Information Settings

ThermaStor v2 - Account Settings

Front Basement

Units	
Front Basement	
Back Basement	
Account Settings	
Sign Out	

Account Settings

Email Address	brad@mobileigniter.com
Phone Number	716 939 1126
Notification Method	
Preferred Units	
Pints	Litres
Firmware Version	1.0.1a

Update Firmware

Only visible if a firmware update is needed

Therma-Stor

Classic II Selected Mockups



Email Address
brad@mobileigniter.com

Password
.....

[Forgot Password?](#)

Sign In

Need an account?
Sign Up

Login

≡ Connect to WiFi

Step 1: Connect to Dehumidifier's WiFi



Go to your phone's WiFi settings and connect to the Classic-XXXX network to continue.

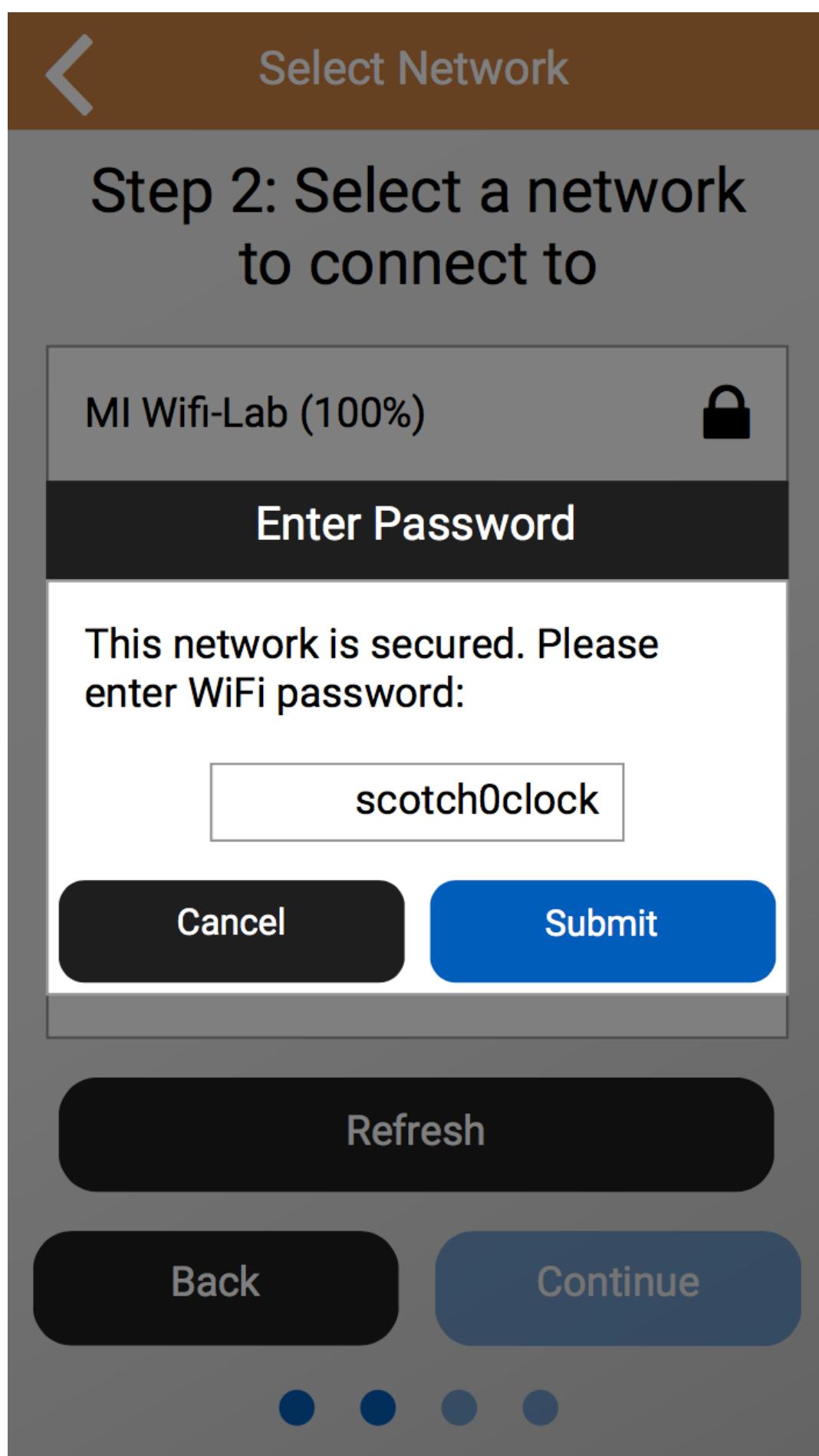
Cancel **Continue**

• • • •

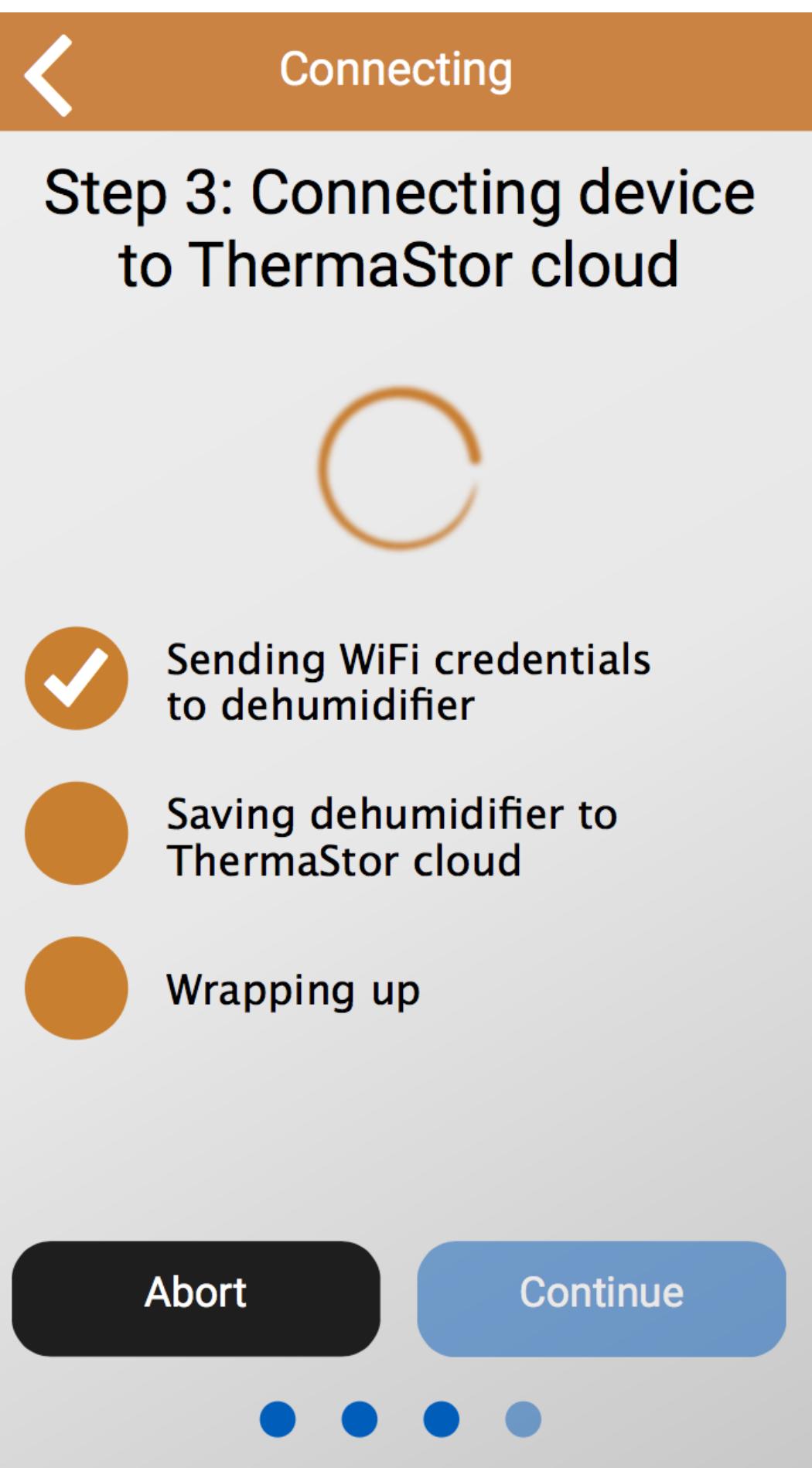
Add Device - Connect to WiFi

Therma-Stor

Classic II Selected Mockups



Add Device - Secured Network



Add Device - Connecting

Therma-Stor

Classic II Selected Mockups

The image displays two mobile application screens for the Therma-Stor Classic II dehumidifier.

Left Screen (Home Screen):

- Location: Front Basement
- Connectivity: WiFi signal icon
- Navigation: Three-line menu icon
- Indoor: Clock icon
- Relative Humidity: 80%
- Temperature: 68°F
- Humidity Set Point: Loading...
- Operating Mode: Normal, Quiet, Sleep
- Bottom Navigation: Home, Details, Settings

Right Screen (Info Window):

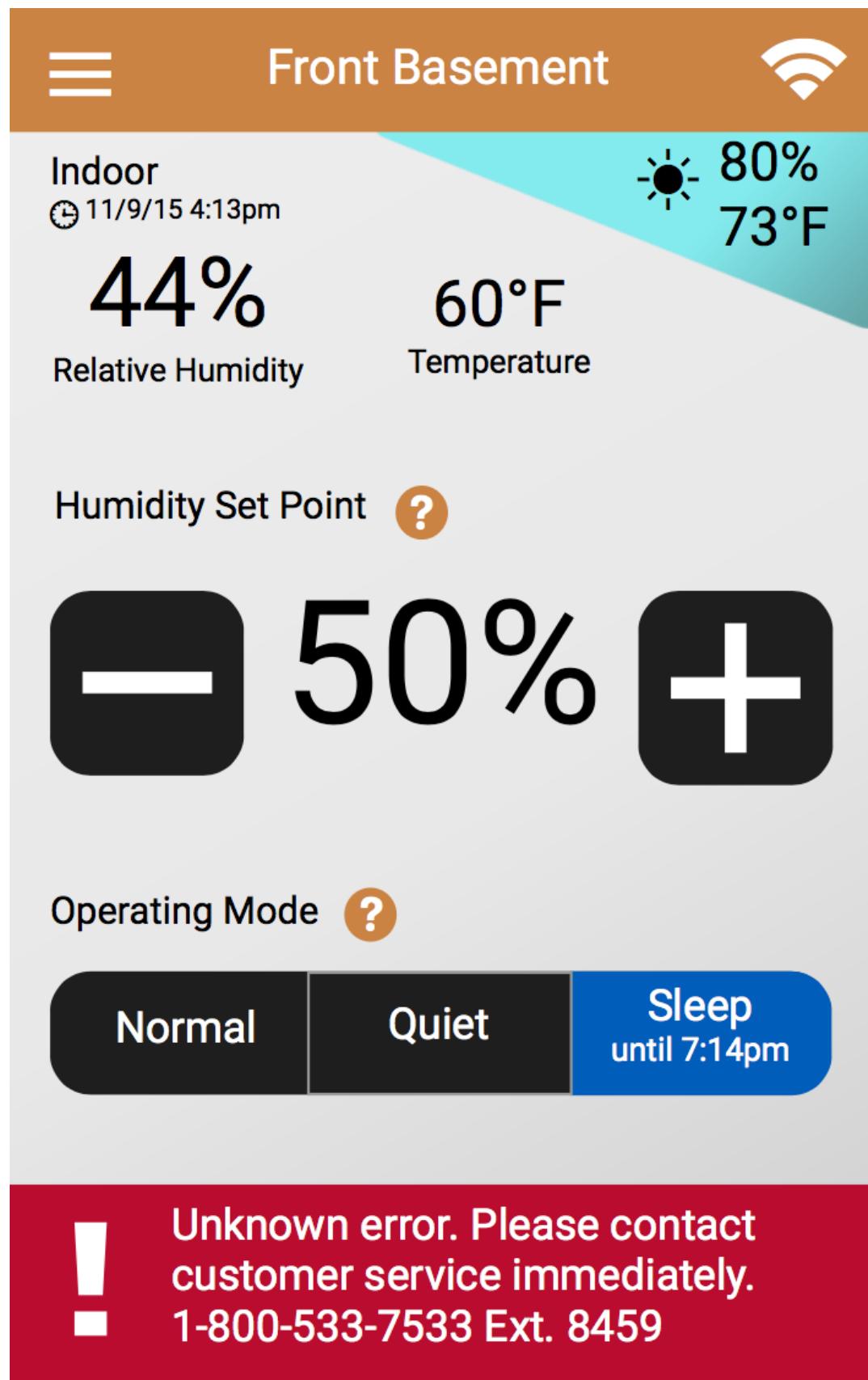
- Location: Front Basement
- Connectivity: WiFi signal icon
- Indoor: Clock icon
- Relative Humidity: 80%
- Text: Controlling your dehumidifier's Set Point is crucial to protection. We recommend keeping Relative Humidity between 45% and 55%.
- Humidity Set Point: 50%
- Operating Mode: Normal, Quiet, Sleep until 7:14pm
- Bottom Navigation: Home, Details, Settings

Home - Connecting

Home with Info Window

Therma-Stor

Classic II Selected Mockups



Front Basement

Indoor
⌚ 11/9/15 4:13pm

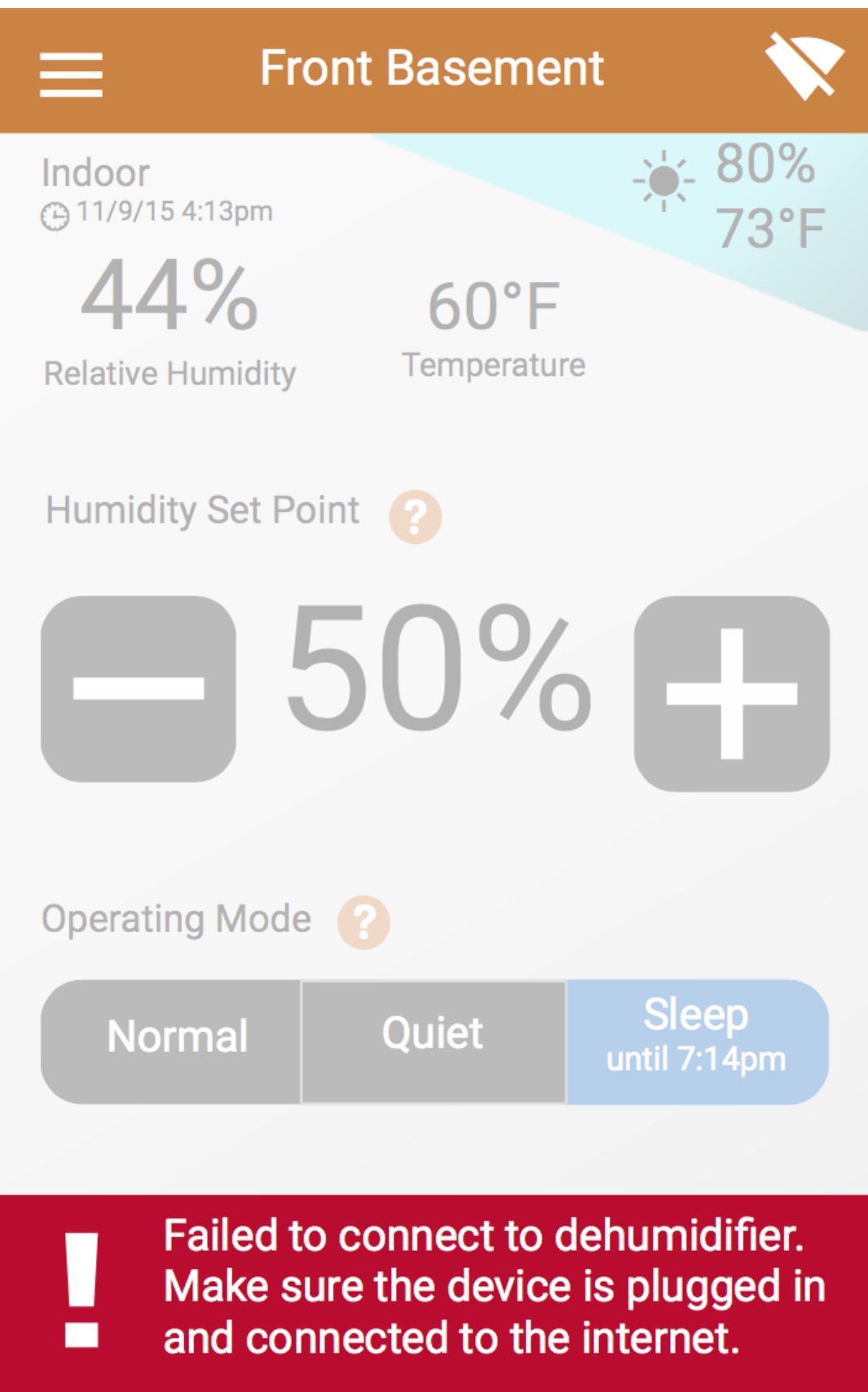
Relative Humidity: 44% | Temperature: 60°F

Humidity Set Point: 50%

Operating Mode: Sleep until 7:14pm

! Unknown error. Please contact customer service immediately.
1-800-533-7533 Ext. 8459

Home Details Settings



Front Basement

Indoor
⌚ 11/9/15 4:13pm

Relative Humidity: 44% | Temperature: 60°F

Humidity Set Point: 50%

Operating Mode: Sleep until 7:14pm

! Failed to connect to dehumidifier. Make sure the device is plugged in and connected to the internet.

Home Details Settings

Home with Alert Home Disconnected

Therma-Stor

Classic II Selected Mockups

Front Basement 

Run Time  23 days 16 hours

Next Filter Change 1/24/16

Filter Last Changed  10/24/15

[Reset Filter](#)

Electricity Cost  \$4.26 / 30 days

Firmware Version  1.0.1a

[Update Firmware](#)

[History](#)

 Home  Details  Settings

Details

MobileIgniter's Usability Research Checklist

A 46-item list of everything you need for your own usability studies

MobileIgniter was an Internet-of-Things design, development, and research agency with a focus on bringing existing physical products into the IoT world. On top of helping companies with existing or new products, one facet of MI's services were in the product testing and research areas.

After designing and running dozens of studies for several Fortune 500 companies, we built up a lot of expertise around testing IoT devices. Partly as a marketing tool, partly as a way to share knowledge, we decided to put together what we were (tongue-in-cheek-ly) referring to as a simple guide to running your own usability studies. If you're going to go through the effort and investment of running a study, make sure you have all of your bases covered. Or, if you look at this list and feel overwhelmed, let us do the work for you.

You can see a live version of the checklist here: <https://www.linkedin.com/pulse/usability-research-checklist-brad-orego>

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