

Talon.One Task Overview

Demo and Presentation

The Company

Spectrum Labs, now acquired, is an AI-powered content moderation tool that helps its customers identify harmful and helpful user behaviors on their platforms, empowering them to take action via the Spectrum UI and their platforms' own tooling, resulting in improved brand reputation, decreased risk, increased retention, and legal compliance (all translating to saved or earned money).

Agenda

With analysis of why certain choices were made as we go through the presentation

- Persona Intros
- Background on Spectrum and Customer - 5 minutes
- Customer Test, Demo, Results - 10 minutes

Examples of what to expect

This demo was anonymized



 spectrum labs

Build safe,
inclusive
& engaged
communities

With Trust & Safety infrastructure
for the next decade.

Company Key Objectives & KPIs

Find a scalable solution for growth while streamlining moderator efficiencies



- **Improve feedback loop with manual moderation**
 - The current feedback loop between vendors and the ability to take automated action is inefficient at best and a "nightmare to manage" if something goes wrong.
- **Scale operational efficiencies**
 - [] filters are either *too harsh* or *not strict enough* and results in more manual work between the [] & Keywords partnership.
 - [] is unable to accurately detect spam as users are easily able to creatively post words and phrases that filters do not catch, adding more manual work to the process
- **Scalable Solution For Growth**
 - The team is currently targeting [] for a solution that helps them 10x the existing user base. []'s cost structure is cost prohibitive to scale their partnership.

17M messages reviewed in the first 3 months...



By the numbers:

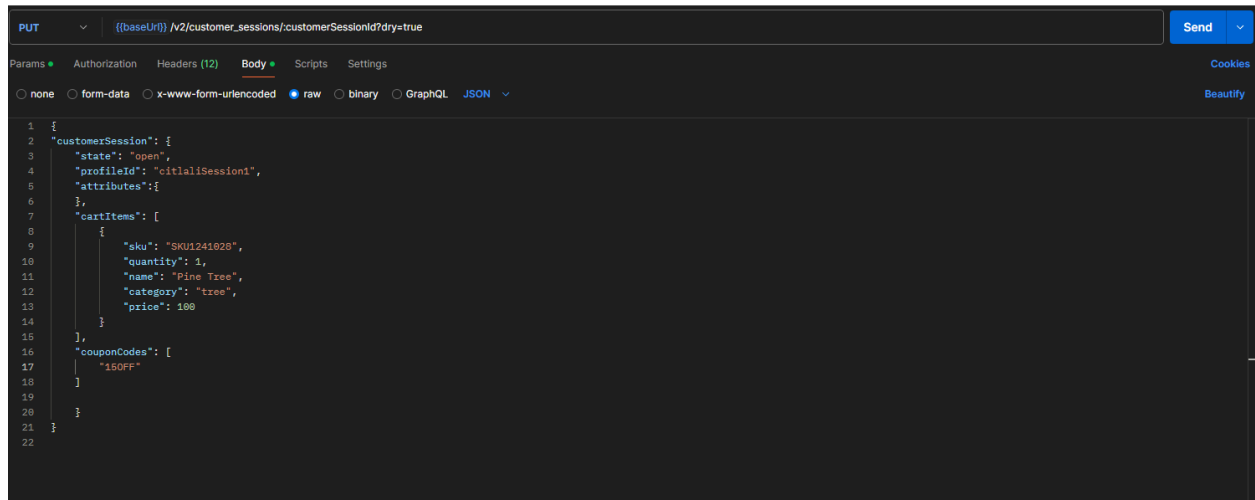
- **780k** messages filtered, automatically
 - Nearly **700k** shadow banned spam
- **254** underage users removed from platform
- Moderators spent **~40%** more time on "high consequence" tickets
- **3.6%** increase in user retention from previous 6 mo avg (this is actually a big deal!)
- Steady state reached after **6** weeks

Operationally effective, improved user experience, growth & retention.

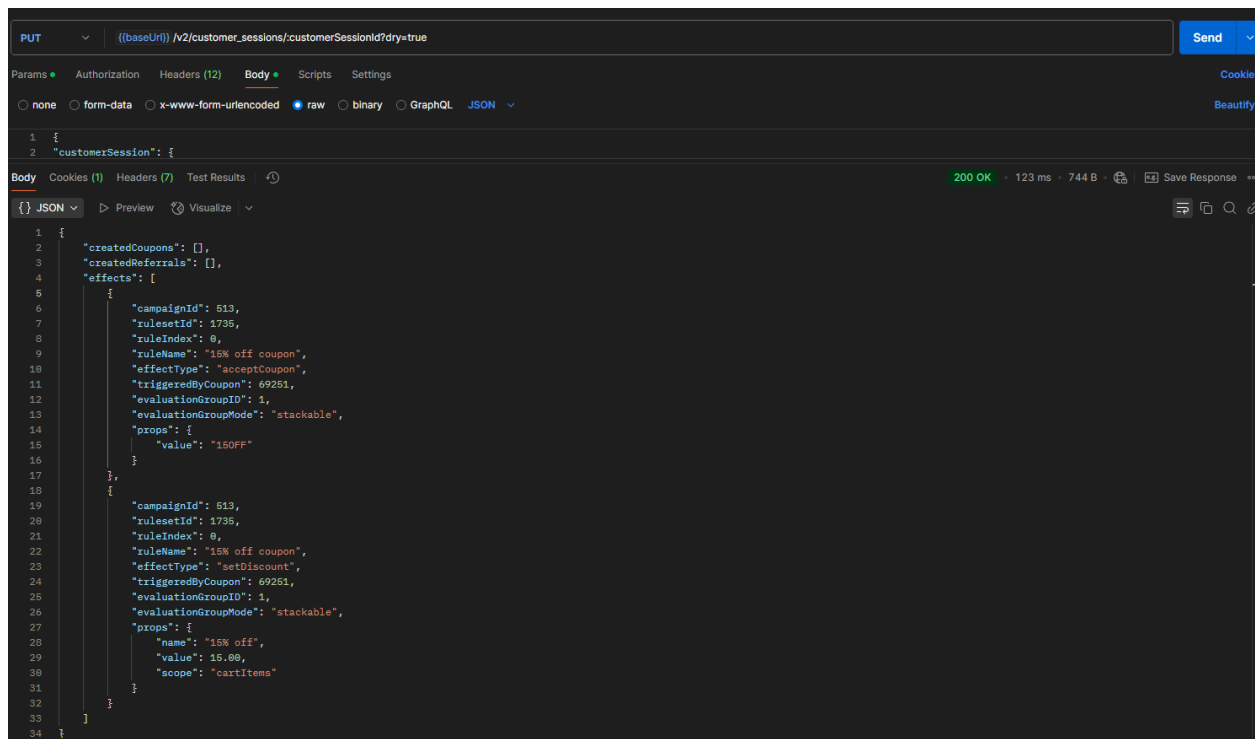
Take home Talon.One task completion

See achieved states from the take home task below

Postman Coupon Accepted Request





Response





Eliciting Responses in Bikeshop

10% Discount on Cart with Valid Coupon Code 10OFF

 [Demoshop](#) [Login](#) [Registration](#) [Support-Login](#)







BMX
Category: bmx
Brand: Framed
Base price: \$500.00

-

1

+

\$500.00

Subtotal:

\$500.00

Shipping costs:

\$50.00

Discounts:

\$50.00

Totals:

\$500.00

+

10off

✓ Code accepted

Referral Code

Update cart

Checkout >

Aguilar Canamar 4

\$100 discount for each BMX bike with Valid Coupon Code BMX1



Demoshop

Login

Registration

Support-Login



Almost there

Your cart has \$1550 in it! Spend \$2000 to get a free helmet!



BMX

Category: bmx

Brand: Framed

Base price: \$500,00

- 3 +

\$1,500.00

Subtotal: \$1,500.00

Shipping costs: \$50.00

Discount: **\$300.00**

Total: **\$1,250.00**

+

BMX1

✓ Code accepted




Referral Code

Update cart

Checkout >

Free Helmet for Carts above \$2000, automatically

[Demoshop](#) [Login](#) [Registration](#) [Support-Login](#) [Cart](#) ³

	BMX Category: bmx Brand: Framed Base price: \$500.00	- 2 +	\$1,000.00
	Road bike - "The one" Category: roadbikes Brand: Cube Base price: \$900.00	- 2 +	\$1,620.00 \$180.00 Discount
	Helmet Category: helmets Brand: Crivit Base price: \$20.00		\$0.00

Subtotal:

\$2,800.00

Shipping costs:

\$50.00

Discounts:

\$640.00

Totals

\$2,210.00

+

10off

✓ Code accepted


Referral Code


Update cart

Checkout ▶


Helmet Notification for Carts between \$1000 and \$1999.99


[Demoshop](#) [Login](#) [Registration](#) [Support-Login](#)


 2



Almost there Your cart has \$1450 in it! Spend \$2000 to get a free helmet!








BMX
Category: bmx
Brand: Framed
Base price: \$500.00


-

1

+

\$500.00





Road bike - "The one"
Category: roadbikes
Brand: Cube
Base price: \$900.00

-

1

+

\$900.00

Subtotal:

\$1,400.00

Shipping costs:

\$50.00

Discounts

\$140.00

Total:

\$1,310.00

+

10off

✓ Code accepted


Referral Code


Update cart





Checkout >

Aguilar Canamar 7

20% Discount on Road Bike total when purchasing 2+ Road Bikes, no coupon needed

 [Demoshop](#) [Login](#) [Registration](#) [Support-Login](#)



	BMX Category: bmx Brand: Framed Base price: \$500.00	- 1 +	\$500.00
	Road bike - "Gears N Beers" Category: roadbikes Brand: Cube Base price: \$1,350.00	- 1 +	\$1,080.00 \$270.00 Discount
	Road bike - "The one" Category: roadbikes Brand: Cube Base price: \$900.00	- 1 +	\$720.00 \$180.00 Discount
	Helmet Category: helmets Brand: Crivit Base price: \$20.00		\$0.00

Subtotal:

\$2,750.00

Shipping costs:

\$50.00

Discounts

\$725.00

Total:

\$2,075.00

+

✓ Code accepted

Update cart

Checkout ▶

Other Notes/Thoughts on the Task

- I really enjoyed that this demo environment was built out for candidates to get a sense of the API!
- I loved the 'aha' moment when I differentiated between session total and *cart* total
- Seeing the UI effects happen, especially as deals combined, clarified how this is used in application, and is exciting to purchasers.
- Note: The "Create Application" portion of the Getting Started video on Youtube seems to now be "Create Campaign".