

Hive

Peer to peer enterprise video streaming • 2018-2020

Problem

When I started at Hive Streaming, they had no design in place nor designers working on their solutions, only engineers, which led to:

1. Hive Streaming having many different systems, so customers needed to login to each one every time with different credentials
2. Each system had a different user interface and experience weren't consistent.

My role

I started as their **first Product Designer**, covering both UX and UI for existing platforms, but also helping to design new products and offers. I spent most of my time with customer interviews, investigations, prototypes, AB test, and implementation of a design system and design library. We opted for **qualitative** under **quantitative** since the number of people that logs in to Hive are in the thousands (down to hundreds monthly) even though Hive have million of end users. It's just the nature of enterprise solutions and B2B.

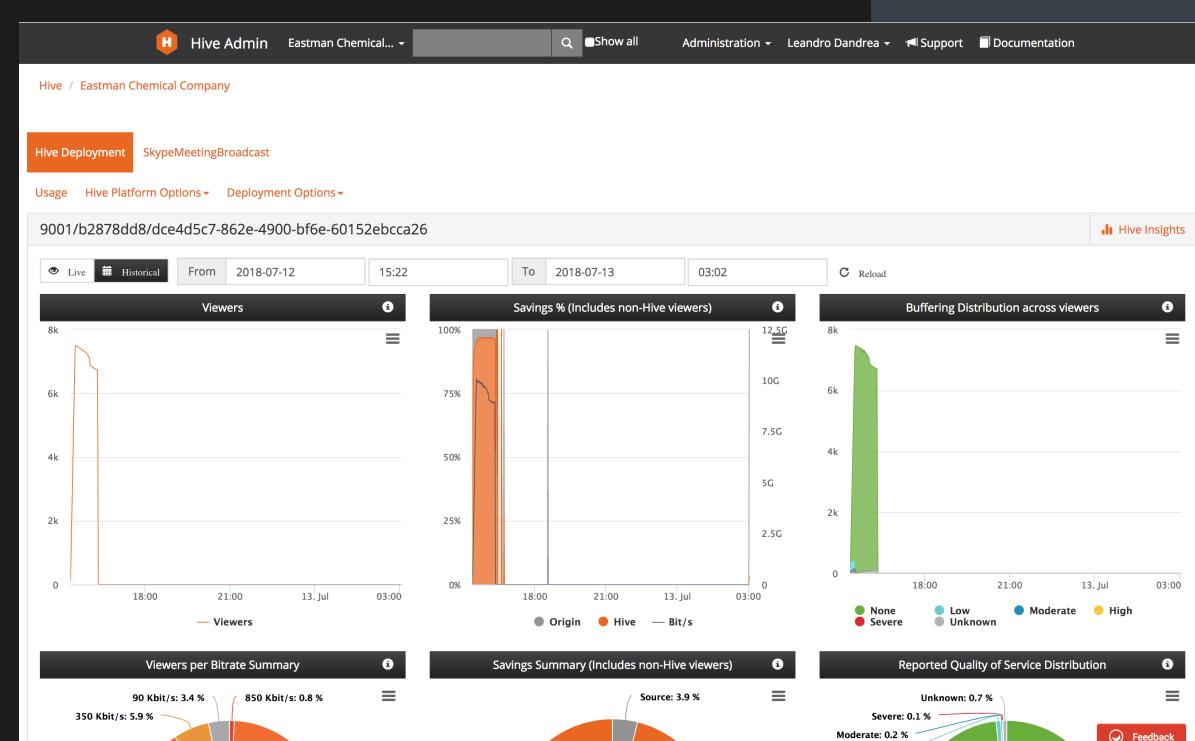
Result

A **Hive Portal** including all the old systems in one place with single sign-on (SSO) from Microsoft (optional, but more than 90% of all Hive customers are big Corps using MS solutions). The old systems became **Products** in the side menu and later on Hive expanded its own product portfolio offering inside Hive Portal.

SIDE BY SIDE COMPARISON

BEFORE

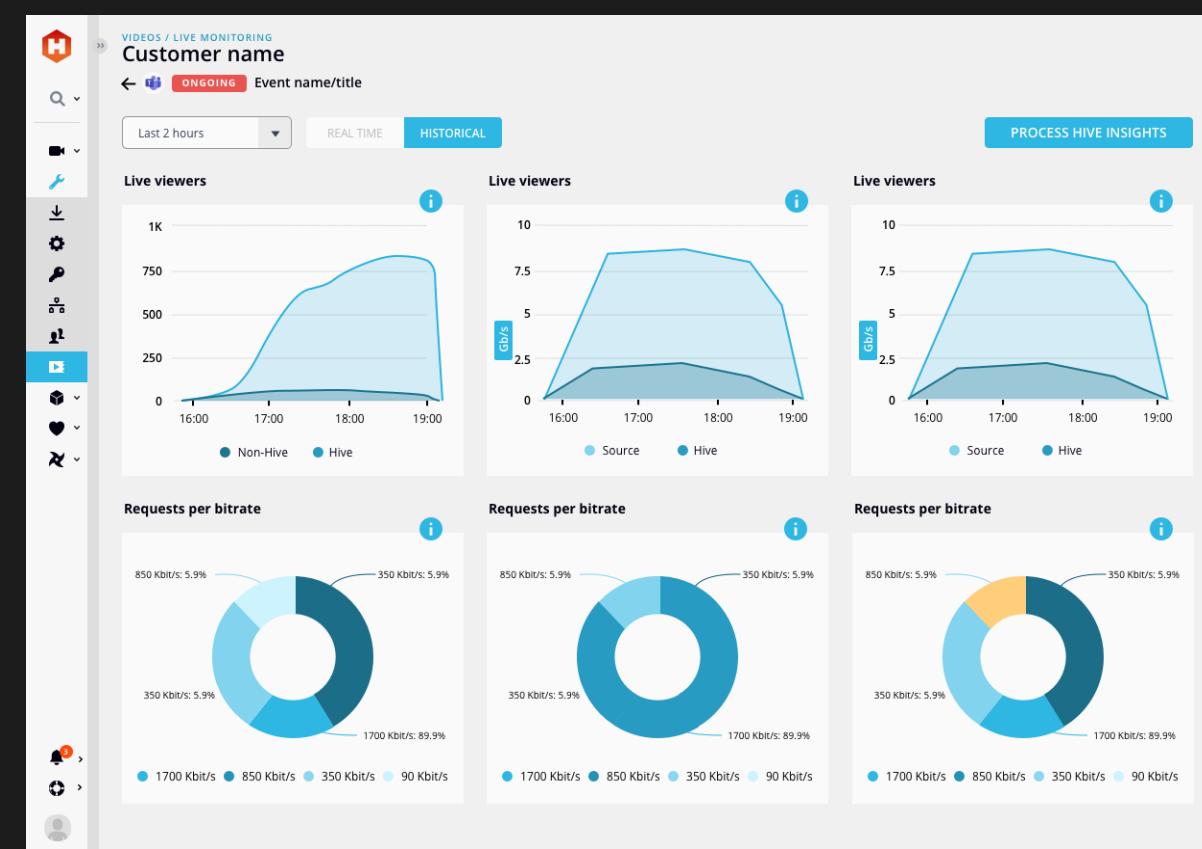
One of the many systems from the time I started at Hive Streaming.



This screenshot shows the 'Hive Admin' interface for Eastman Chemical Company, specifically the 'Events' section. The top navigation bar is identical to the previous screenshot. The main content area is titled 'Latest events' and shows a table of recent events. The columns include 'Day', 'Savings', 'Quality of Experience', 'Unique Viewers', 'Started At', 'Avg Viewed Time', and 'Identifier'. There are tabs for 'Day', 'Week', 'Month', and 'Year' at the top of the table. The table lists several events, each with a detailed view button (represented by a blue square icon).

AFTER

Hive Portal with all updated components and SSO.



This screenshot shows the 'Hive Admin' interface for Eastman Chemical Company, focusing on a detailed data table. The top navigation bar is consistent. The main content area is a table with a header row containing summary statistics: 'Videos: 32', '4370 viewers', 'ONGOING: 2', '1306 viewers', 'Average QoE: Excellent', 'Average savings: 87.6%', and 'Average viewing time: 16min'. Below the header is a table of events with columns for 'Event start', 'Status', 'Name or identifier', 'Viewers', 'Type', 'Savings (all sites)', 'QoE', and 'Avg View...'. The table lists events for August, July, June, May, and April, each with a detailed view button.

Clear navigation
Consistent data visualization
Design system in place

Improved data tables
Summary on top of all table components

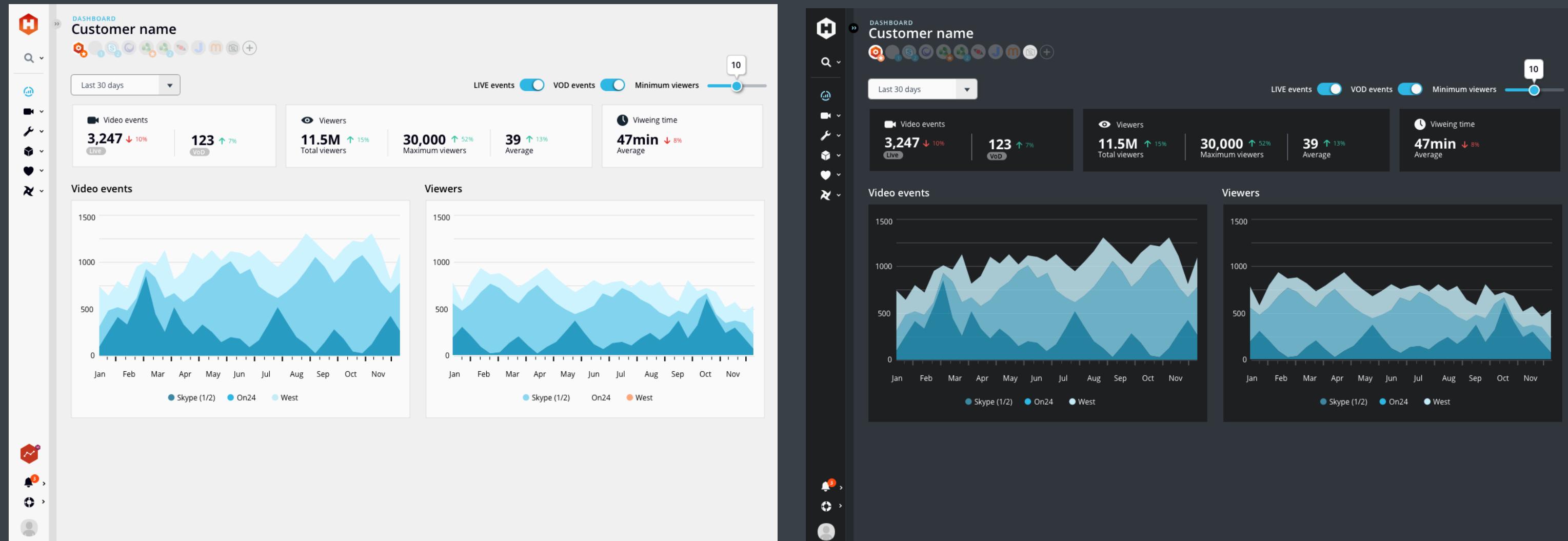
Tabbed navigation
Tabs as menus and submenus - clearly causing confusion.

Sidebar navigation
A sidebar to navigate between the different products and settings.

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MODES LIGHT / DARK



After a few customer interviews, was clear that the **light mode** was easier to read for non-frequent users and C-Level customers while a **dark mode** was much better for producers and other use cases where the monitoring is being used for a long period of time in big displays.

DESIGN LIBRARY

A glimpse of Hive design library created to be used within Hive Portal and all future products. Design Library is a live entity being updated with new and improved components.

A grid of 15 cards, each representing a different UI component or system within the Hive Design Library:

- Titles**: Various title and header components.
- Buttons**: A collection of button styles including primary, secondary, and tertiary buttons.
- Toolips 2**: Examples of tooltip variations like sharp, rounded, and map bubbles.
- Toolips 1**: Examples of tooltip variations like single, multiple, and highlight bubbles.
- TEXT FIELDS 1**: Examples of text field variations like input, search, and text area.
- TEXT FIELDS 2**: Examples of text field variations like search, text area, and file input.
- Navigation 2**: Examples of navigation components like full menus and dropdowns.
- Navigation 1**: Examples of navigation components like header menus and individual pages.
- Toaster**: Examples of toast notification components.
- Selection**: Examples of selection components like checkboxes, radios, and sliders.
- Administration**: A sidebar navigation for administration with links to Downloads & Configs, Settings, License keys, Network info, and Users.
- Customer**: A sidebar navigation for the Customer section with links to Tickets (highlighted in blue), Downloads & Configs, Settings, License keys, Network info, and Users.
- Chips**: Examples of chip-based input components.
- Options**: Examples of options and dropdown components.
- Scale**: Examples of scale and range input components.
- Map**: Examples of map and location-based components.

SIDE MENU NAVIGATION

Navigating through a complex system - full of data visualizations, settings and tables for different personas - required a revamped navigation system.

The navigation itself became a dedicated topic within the **Hive design library**.

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DESIGN SYSTEM

I also created all assets for the Hive design system, from icons, color palette, fonts, tone of voice and up to illustrations, below a few examples of branded icons (used in presentations, marketing, etc...), and system icons.

BRAND ICONS

Outlined icons
Shaded (any secondary or tertiary hues)
Freely scalable
More detailed



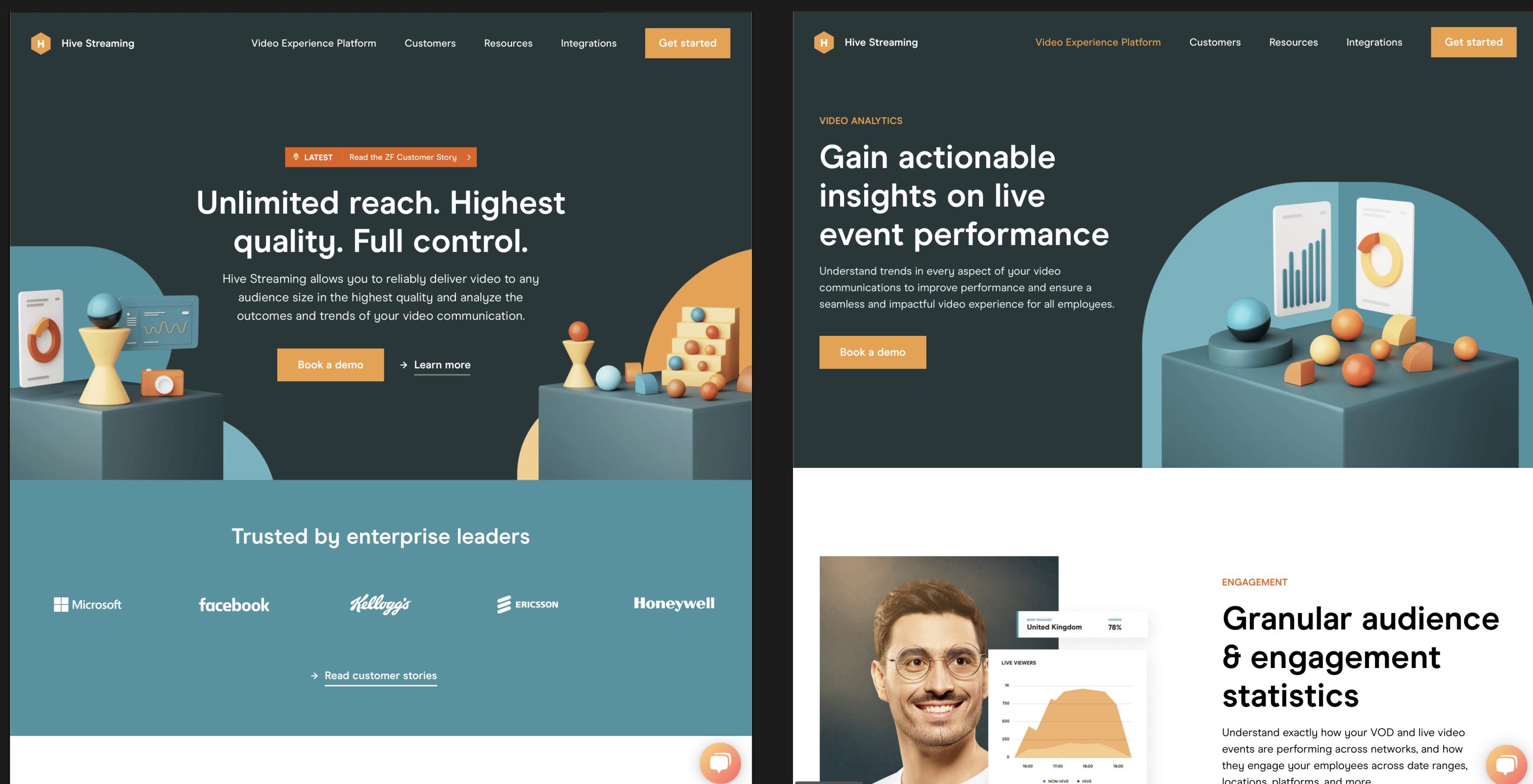
SYSTEM ICONS

Solid icons
Flat single color
base8 scale system
MUST be readable in very small sizes



FINAL ASSIGNMENT

My last assignment at Hive consisted of helping with the rebrand alongside London based agency called Together and below you can see the nice final result. I would have loved to see this rebrand rolling out to the platform before moving on to my next challenge within the FinTech world.



The image shows two side-by-side screenshots of the Hive Streaming website. The left screenshot displays the homepage with a dark background. It features a central callout: "Unlimited reach. Highest quality. Full control." Below this, there's a paragraph about the service's ability to deliver video to any audience size in the highest quality, followed by "Book a demo" and "Learn more" buttons. At the bottom, it says "Trusted by enterprise leaders" and lists logos for Microsoft, Facebook, Kellogg's, Ericsson, and Honeywell, with a "Read customer stories" link. The right screenshot shows a "VIDEO ANALYTICS" section with a heading "Gain actionable insights on live event performance". It includes a paragraph about understanding trends in video communications, a "Book a demo" button, and a large circular graphic featuring a bar chart and a pie chart. Below this, there's a portrait of a smiling man and a line graph titled "LIVE VIEWERS" showing data for "United Kingdom" and "78%". The bottom right corner of this section has a "ENGAGEMENT" heading and the text "Granular audience & engagement statistics".