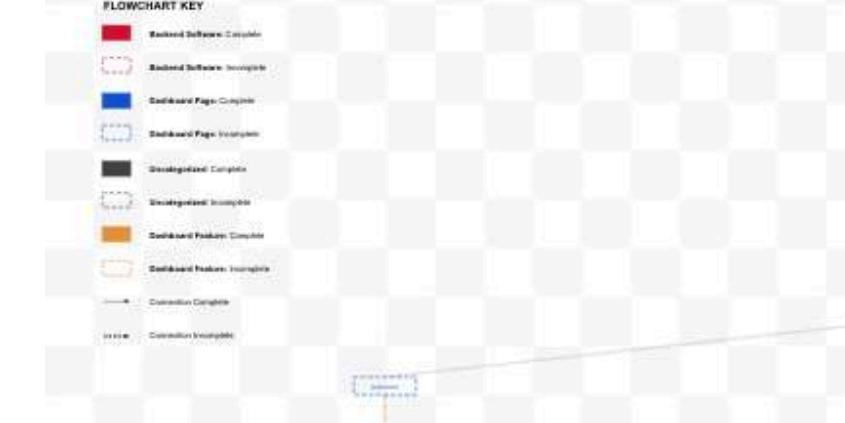


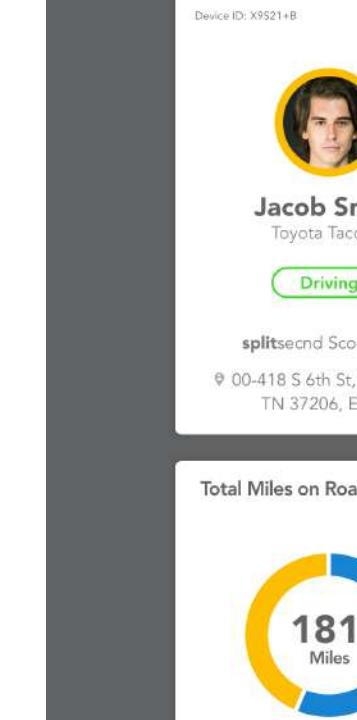
A solid blue rectangle occupies the top half of the image. A single, continuous white diagonal line starts at the bottom-left corner and extends to the top-right corner, creating a wedge shape in the blue area.



```

graph LR
    A[Data for assessment of PDR in 2013] --> B[Data for assessment of PDR in 2013]
    B --> C[Data for assessment of PDR in 2013]
    C --> D[Data for assessment of PDR in 2013]
    D --> E[Data for assessment of PDR in 2013]
    E --> F[Data for assessment of PDR in 2013]
    F --> G[Data for assessment of PDR in 2013]
    G --> H[Data for assessment of PDR in 2013]
    H --> I[Data for assessment of PDR in 2013]
    I --> J[Data for assessment of PDR in 2013]
    J --> K[Data for assessment of PDR in 2013]
    K --> L[Data for assessment of PDR in 2013]
    L --> M[Data for assessment of PDR in 2013]
    M --> N[Data for assessment of PDR in 2013]
    N --> O[Data for assessment of PDR in 2013]
    O --> P[Data for assessment of PDR in 2013]
    P --> Q[Data for assessment of PDR in 2013]
    Q --> R[Data for assessment of PDR in 2013]
    R --> S[Data for assessment of PDR in 2013]
    S --> T[Data for assessment of PDR in 2013]
    T --> U[Data for assessment of PDR in 2013]
    U --> V[Data for assessment of PDR in 2013]
    V --> W[Data for assessment of PDR in 2013]
    W --> X[Data for assessment of PDR in 2013]
    X --> Y[Data for assessment of PDR in 2013]
    Y --> Z[Data for assessment of PDR in 2013]
    Z --> A
  
```

A screenshot of a mobile application interface. At the top, the text "Good Morning, Kyle" is displayed in a large, white, sans-serif font. Below this, there are two main sections. The left section contains the text "Device ID: X9521+B" and a small gear icon. The right section is labeled "Total Time" and shows a large yellow circular progress bar that is nearly full. The background of the app is a light gray color.



Device ID: X9638+C



Uncle Bob
Honda Civic

Parked

splitscnd Score: 4 ⚒

1109 Ordway Pl, Nashville,
TN 37206, EE. UU.

Total Time on Road



290 Hours

 Jacob Smith

 Uncle Bob

Driver Feed

Today

 **Boundary Arrival**
Jacob Smith arrived at home at 6:20pm CST, August 15.

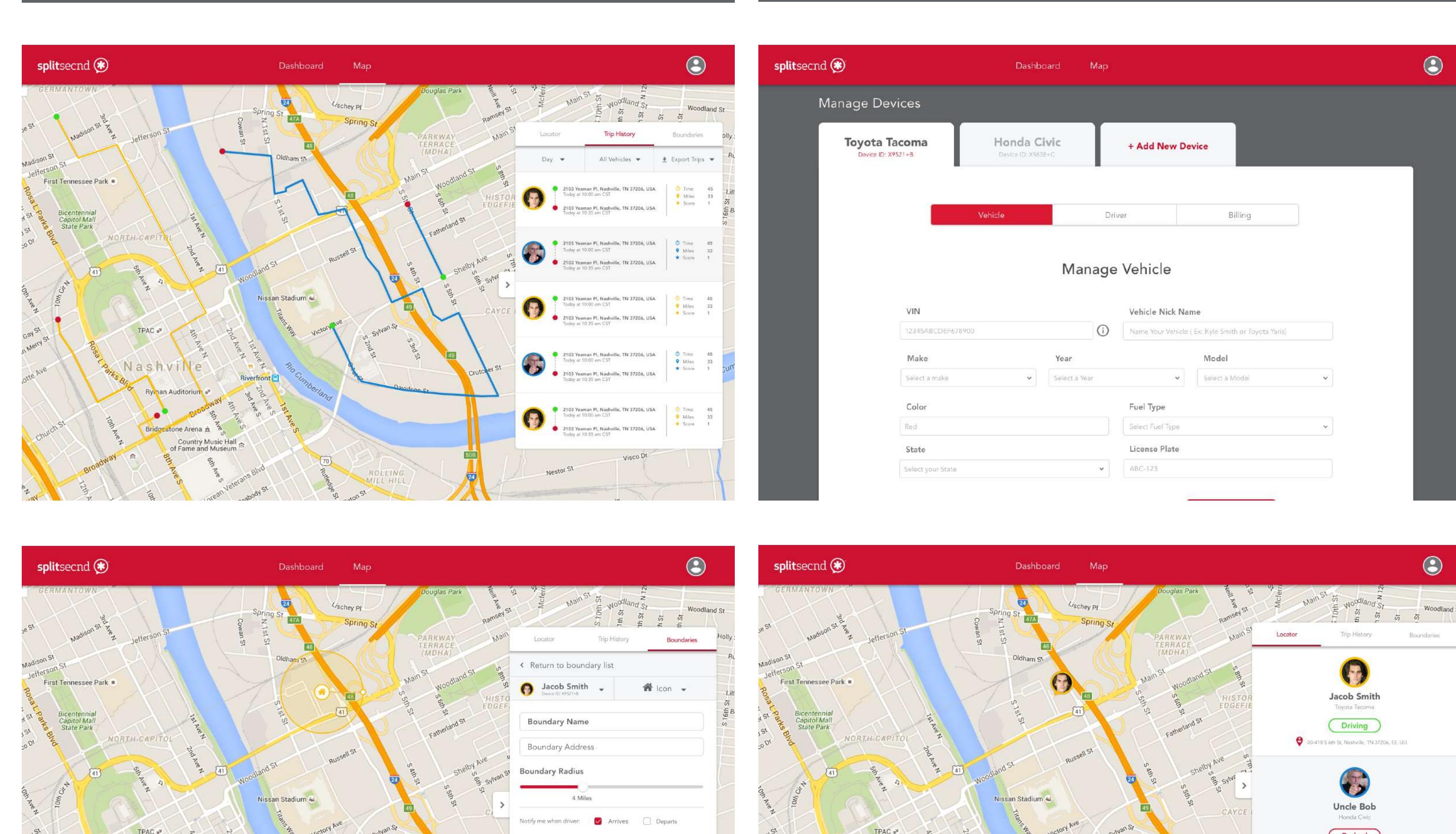
 **Speeding Detected**
Uncle Bob was driving 90 mph over speed limit at 5:35 pm CST, August 15.

 **Boundary Departure**
Jacob Smith departed Jacob school at 5:04 pm CST, August 15.

Yesterday

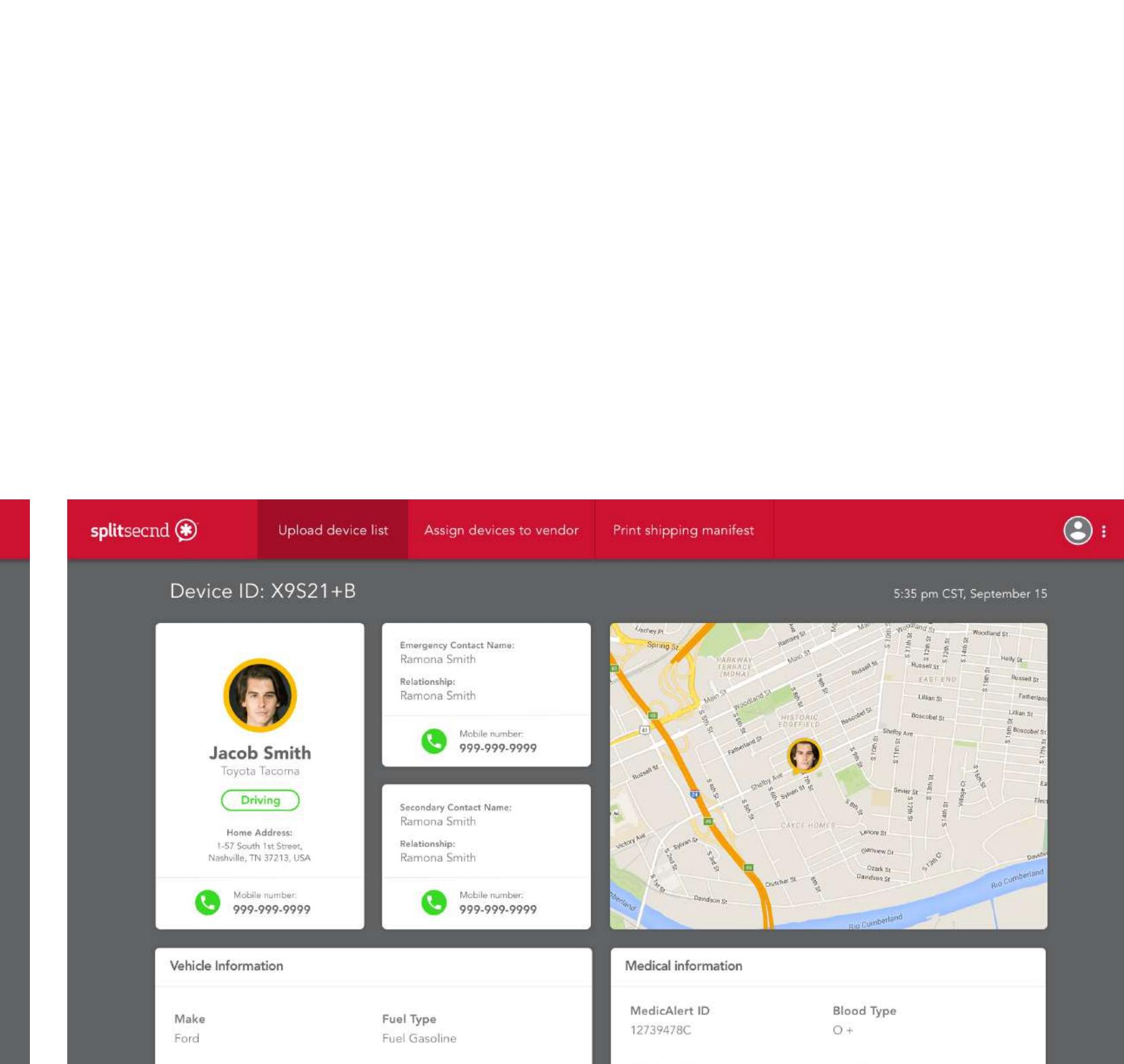
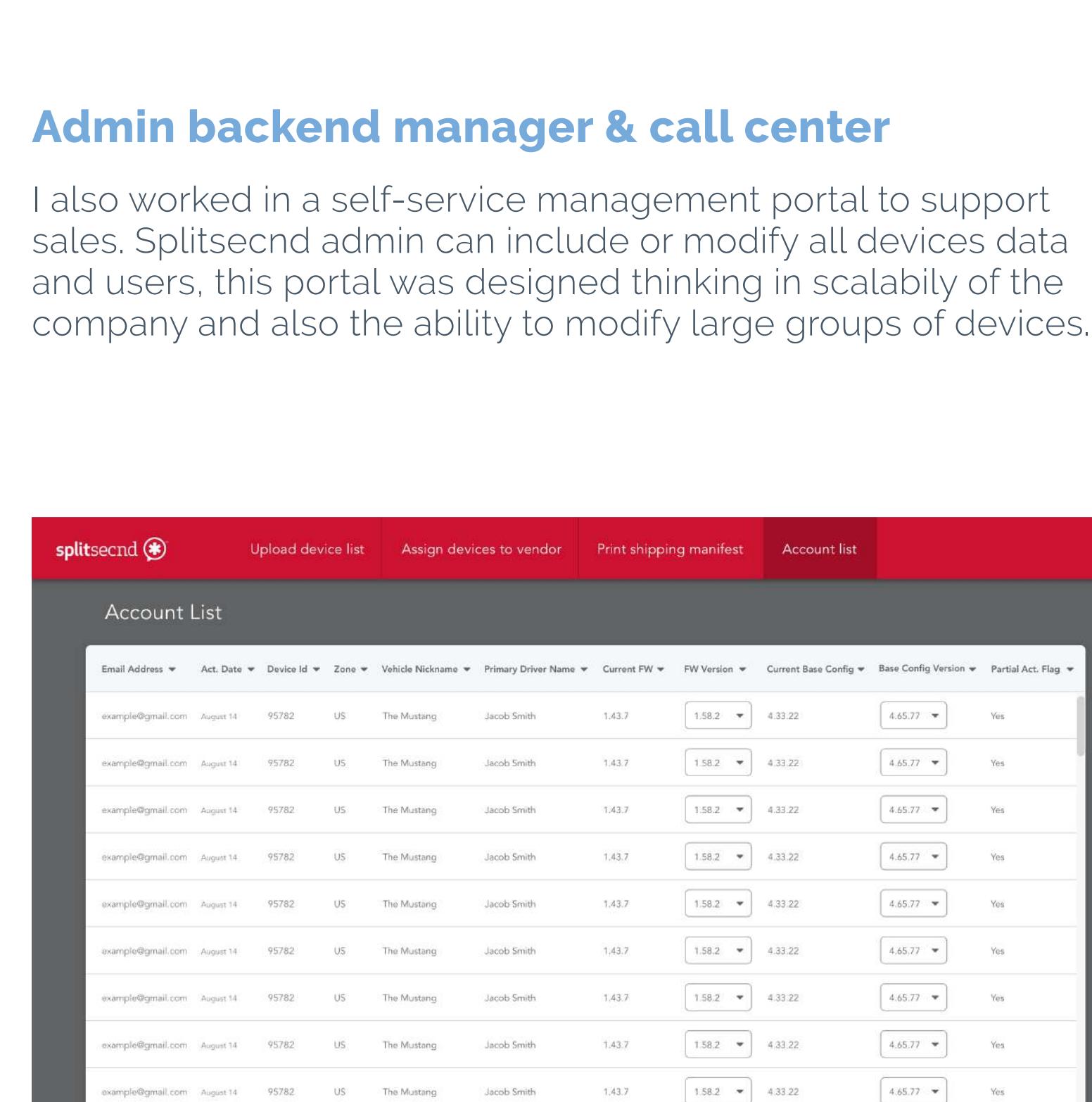
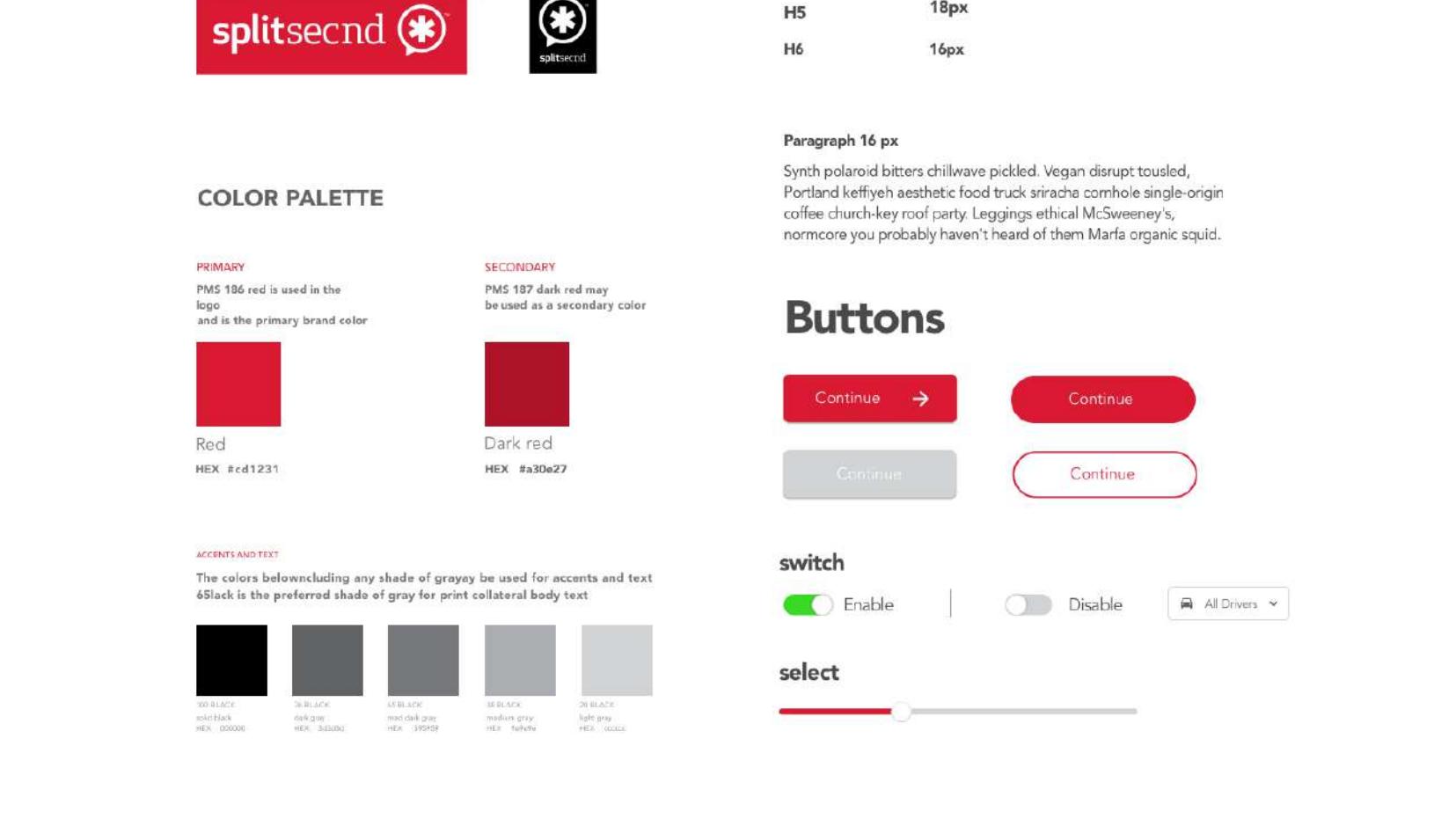
 **Boundary Arrival**
Uncle Bob arrived at Home at 2:43 pm CST, August 15.

 **Roadside Request**
Jacob Smith

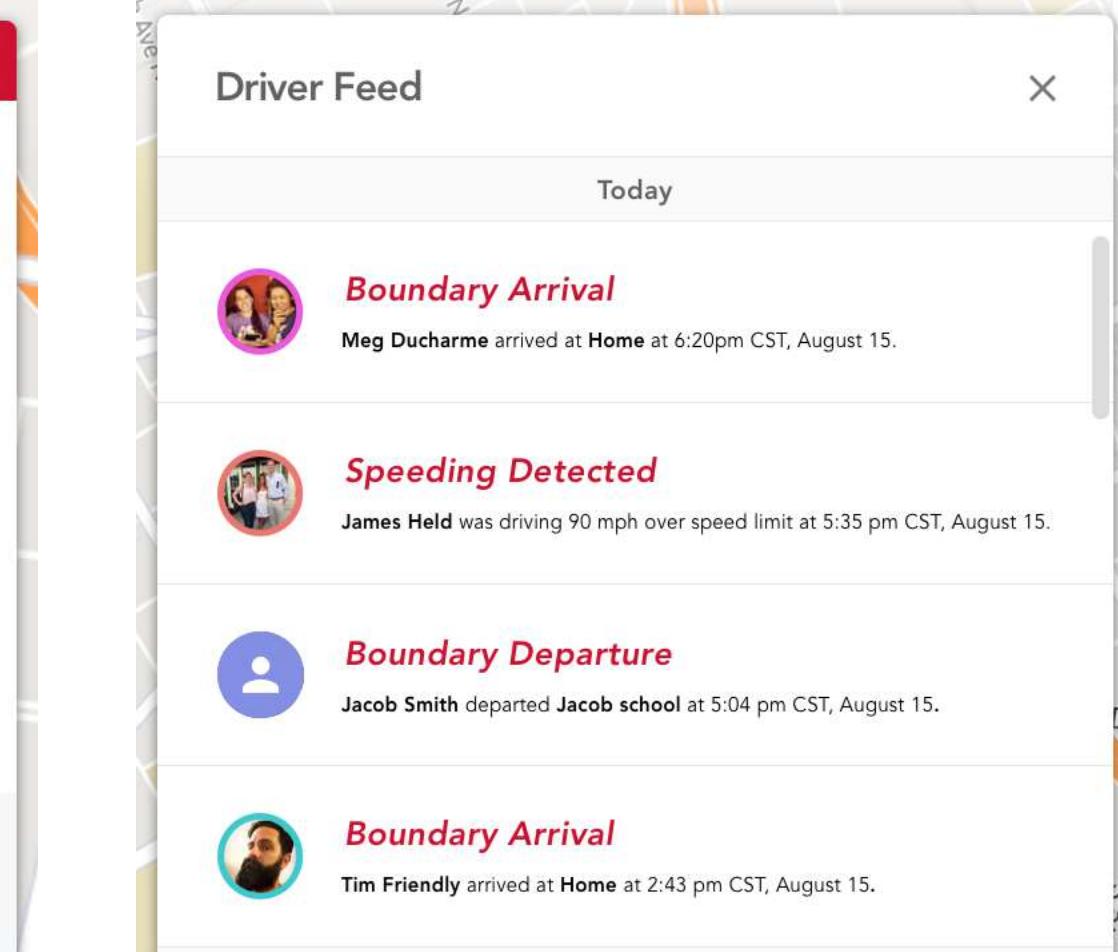
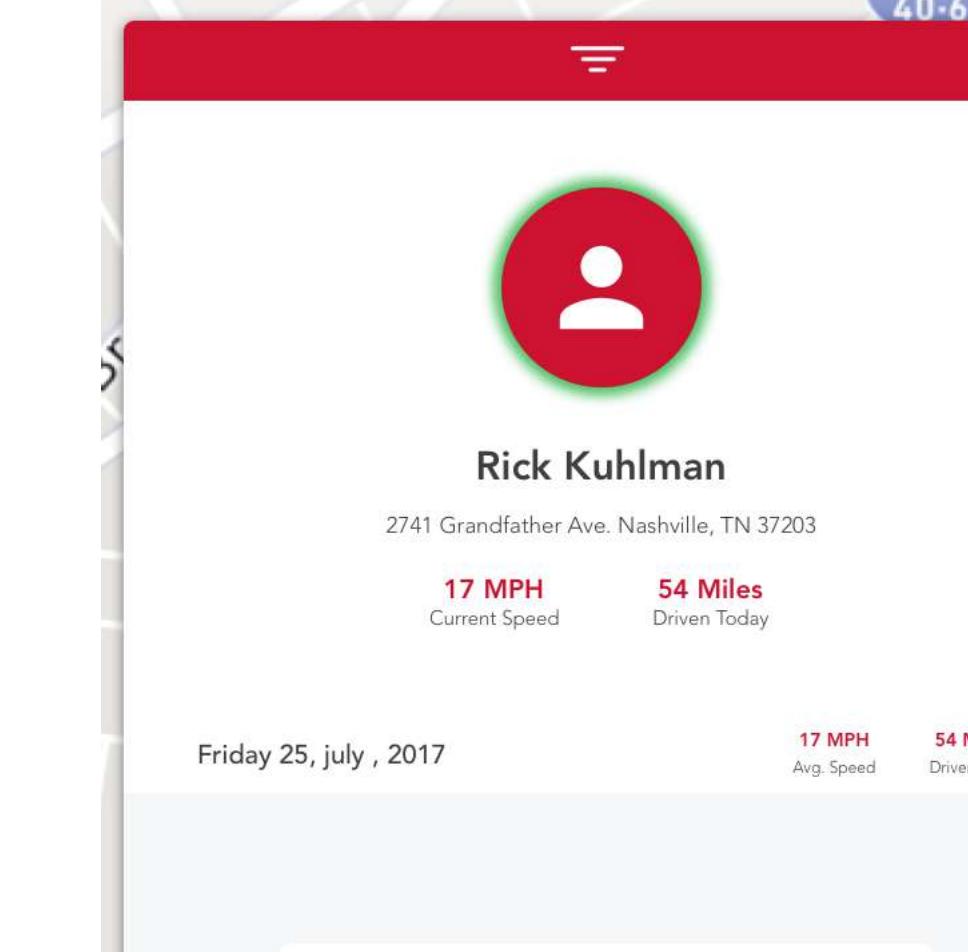
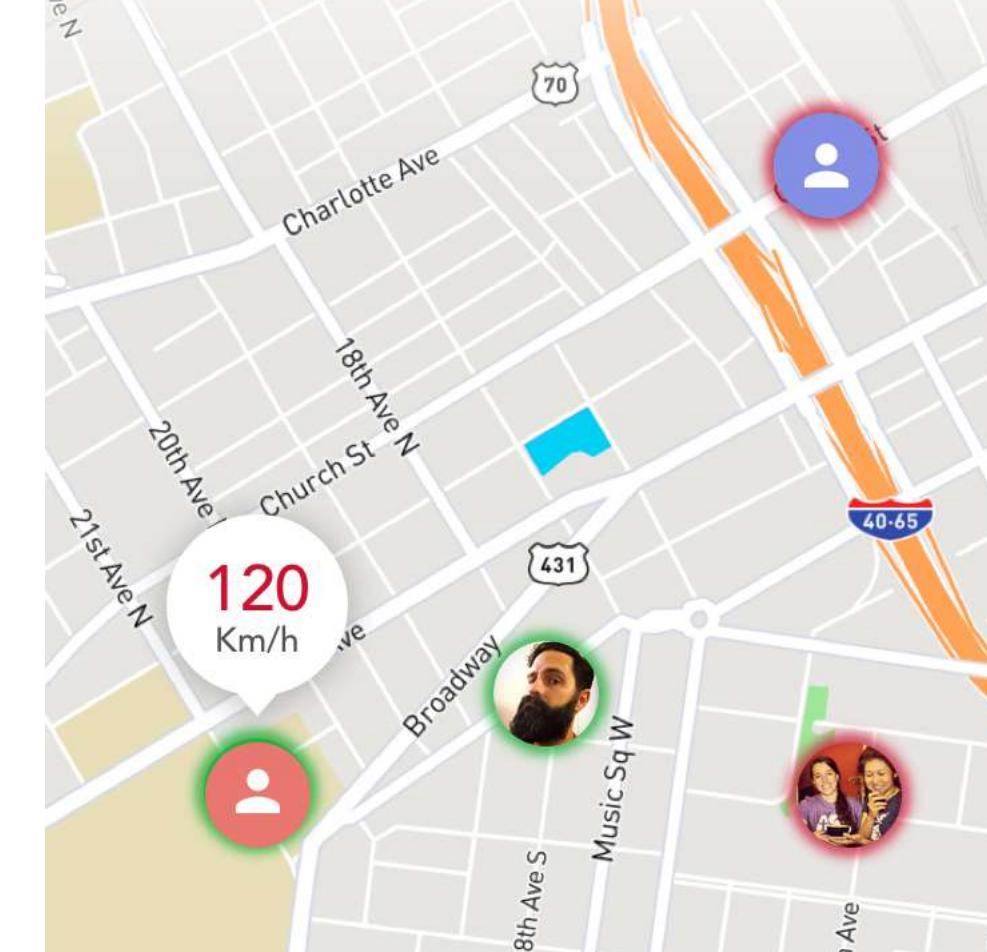
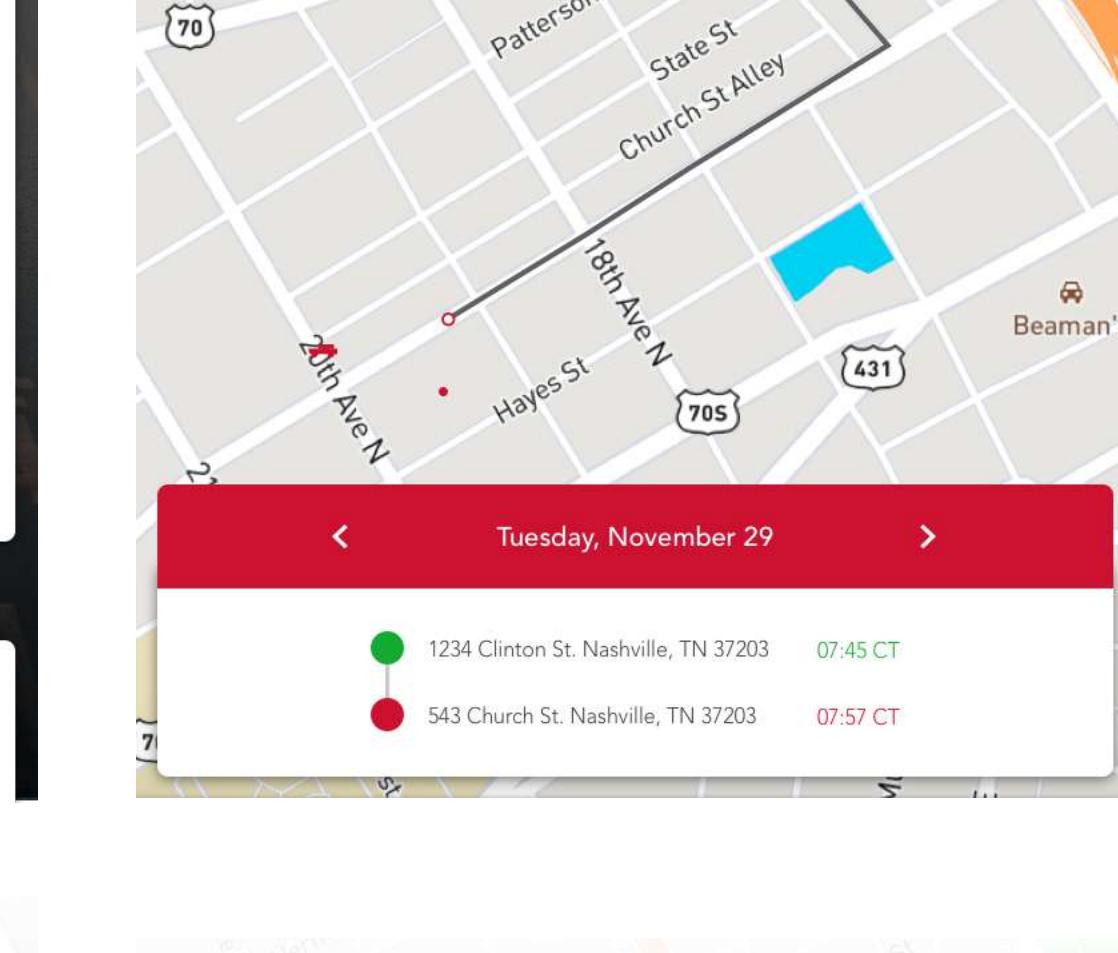
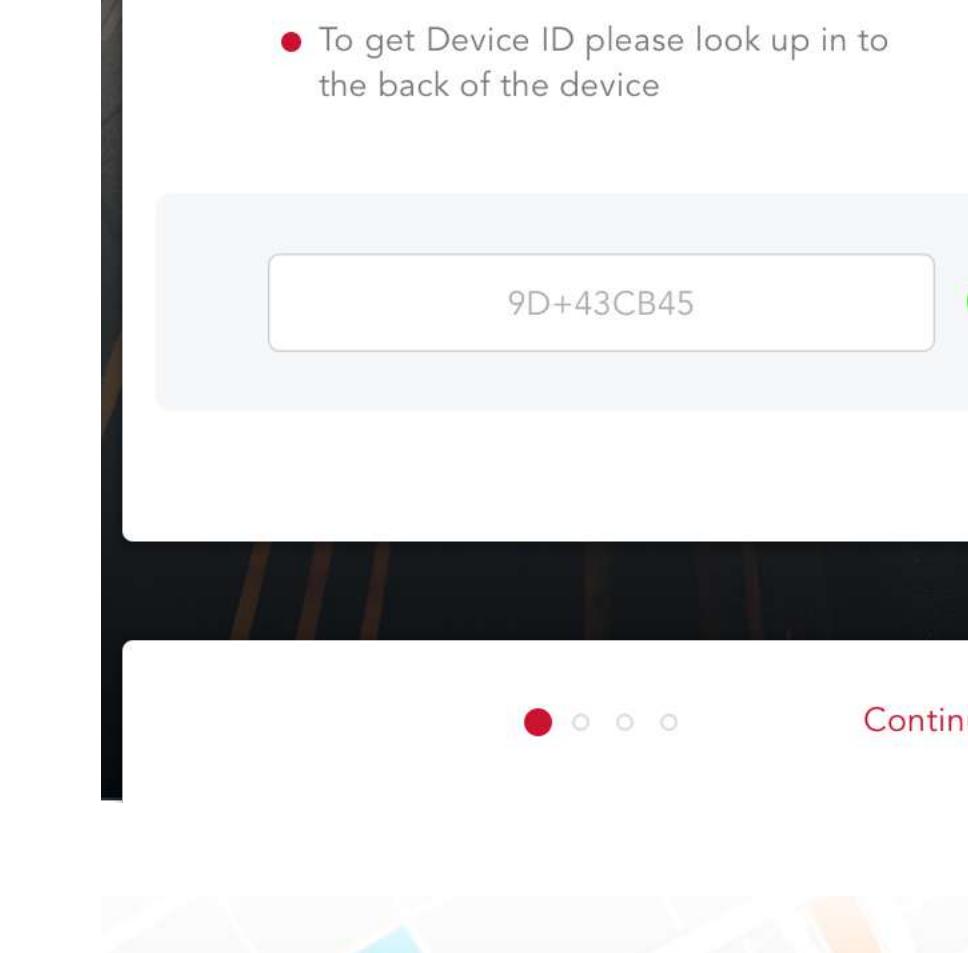
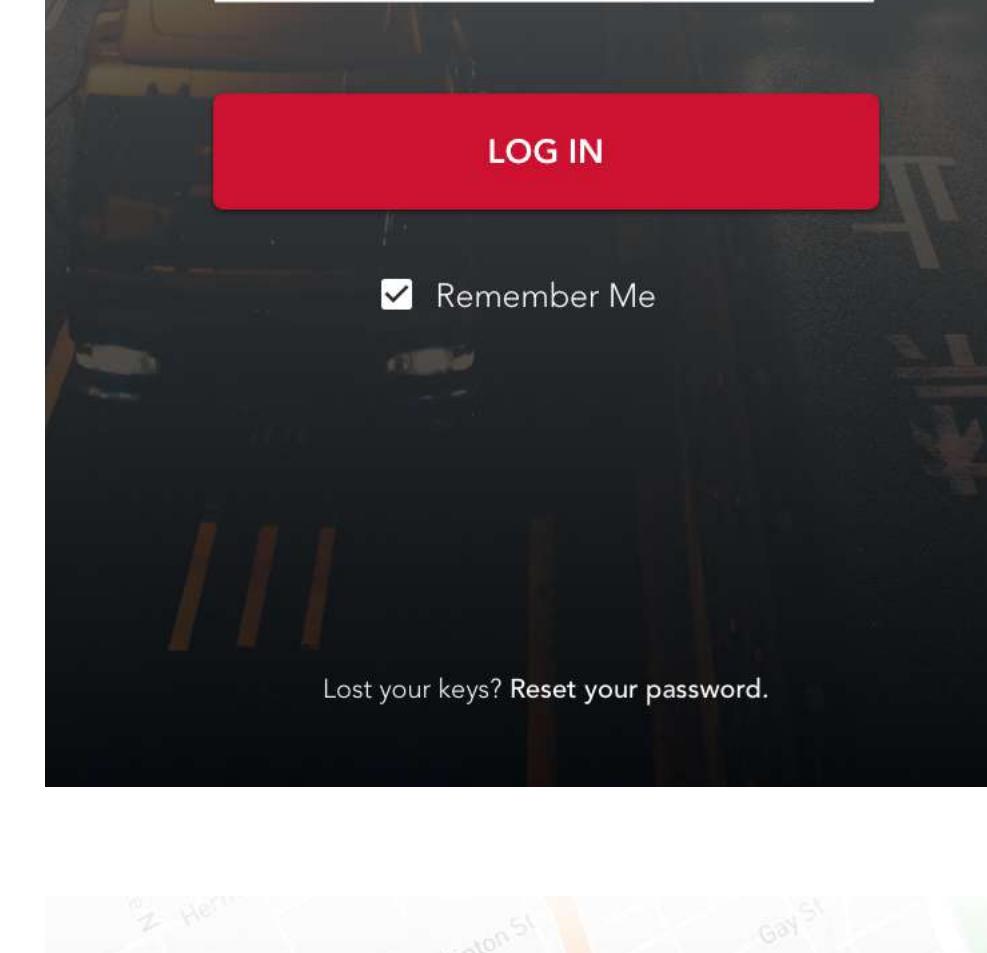
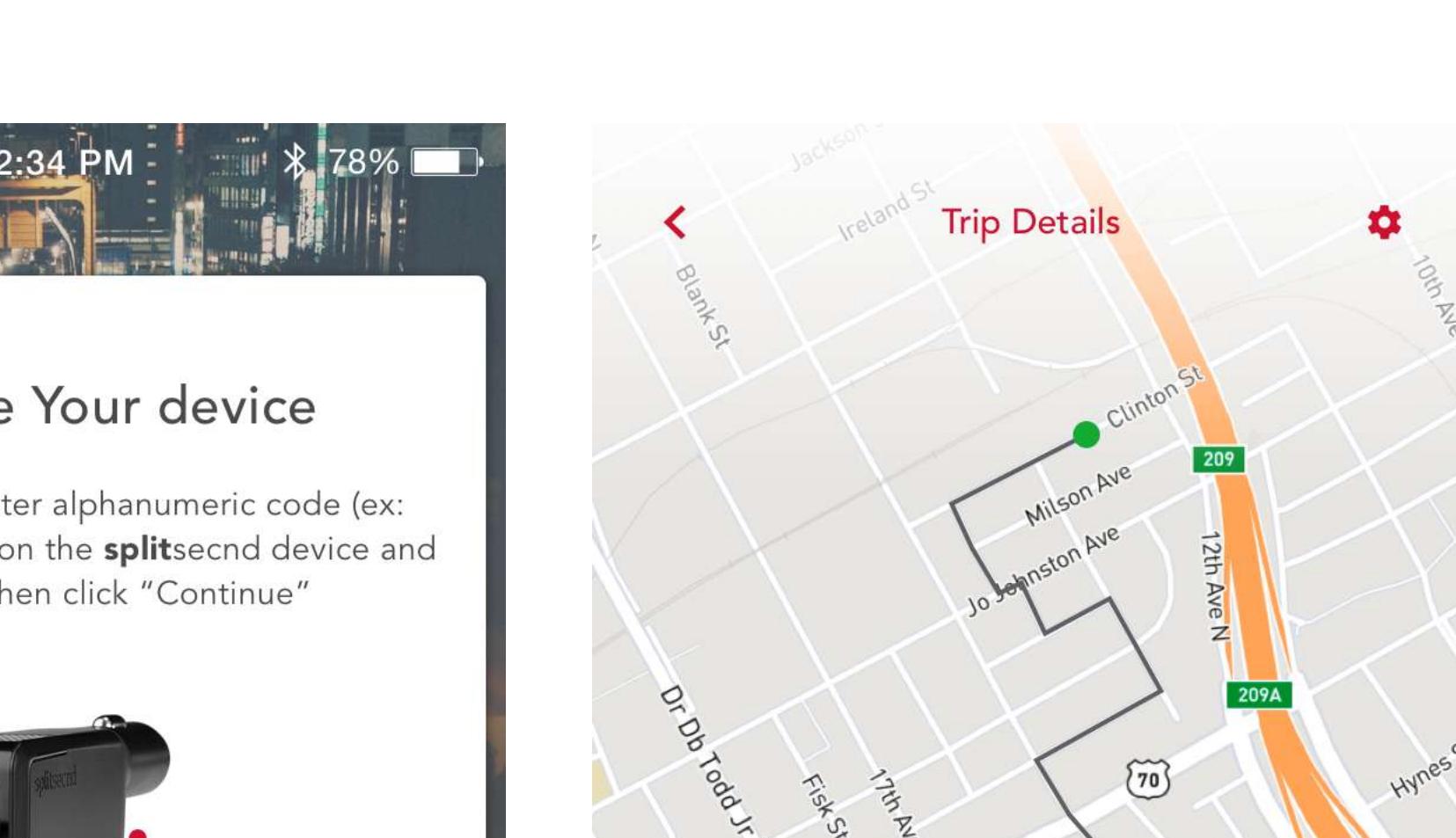
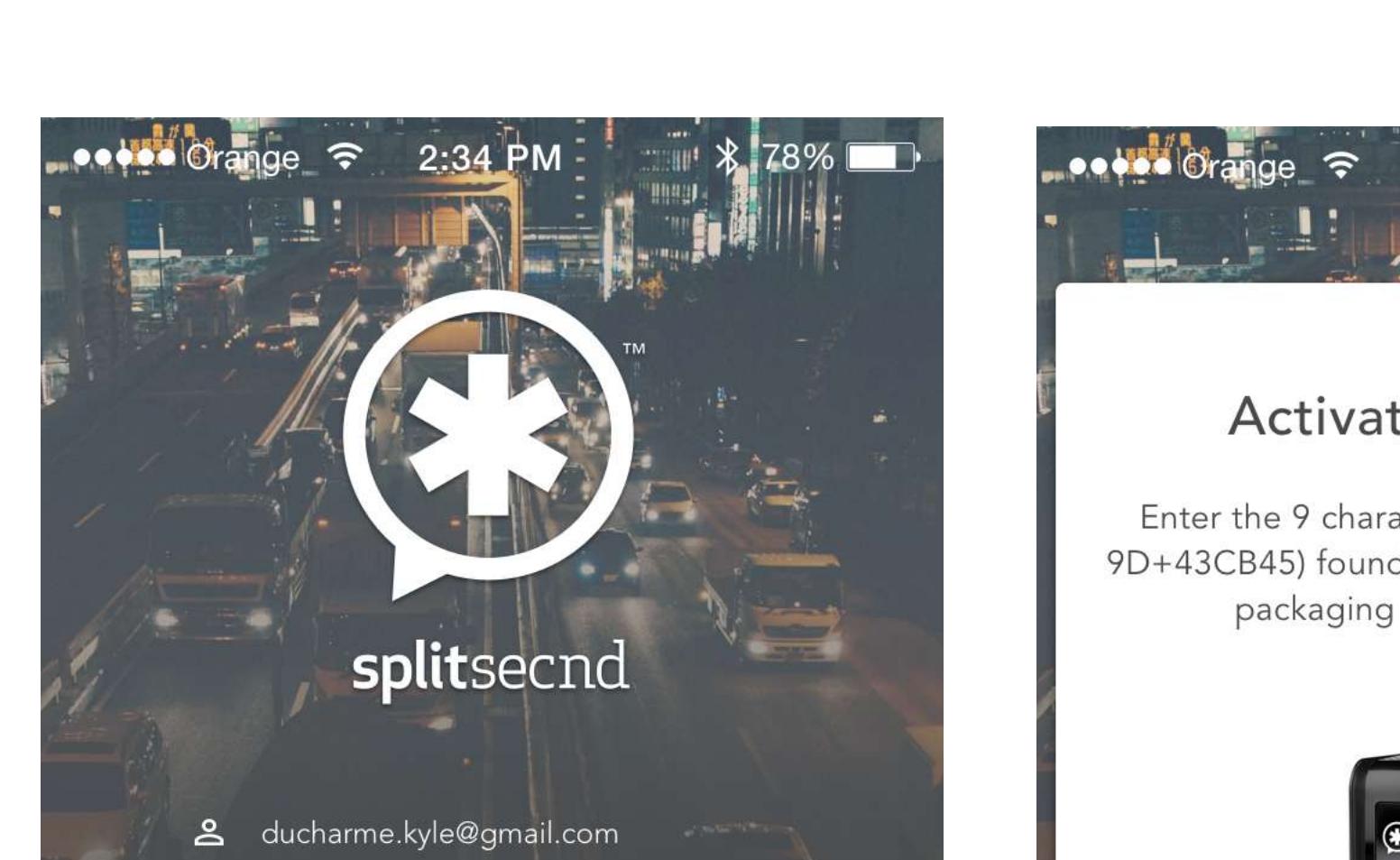


- A style guide with components and theming

application, it was also provided to a full documentation to the developers so can the designs can be translated in to efficient code.



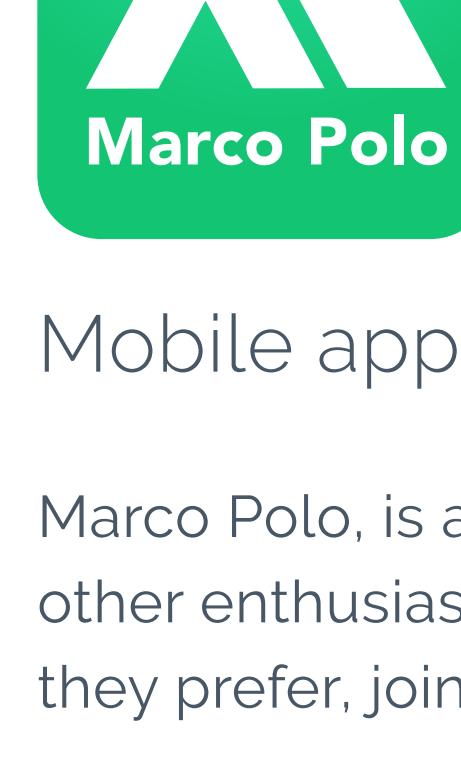
phones, I quickly started to work with them, proposing different prototypes for a Mobile app and got to a point which they felt comfortable, the design challenge was simplify the functionalities without having to reinvent the wheel, this time it was decided to focus more on the map that is the initial virtue of the device (GPS).



 Vanderbilt
University

Results

Today the application and device are ready to become the game-changing technology that will redefine the way the world drives safely.



Mobile app

Marco Polo, is a mobile application to find and organize outdoor activities with other enthusiasts near to users, they can join with other enthusiasts for free or if they prefer, join groups with guides experts for a very low cost.

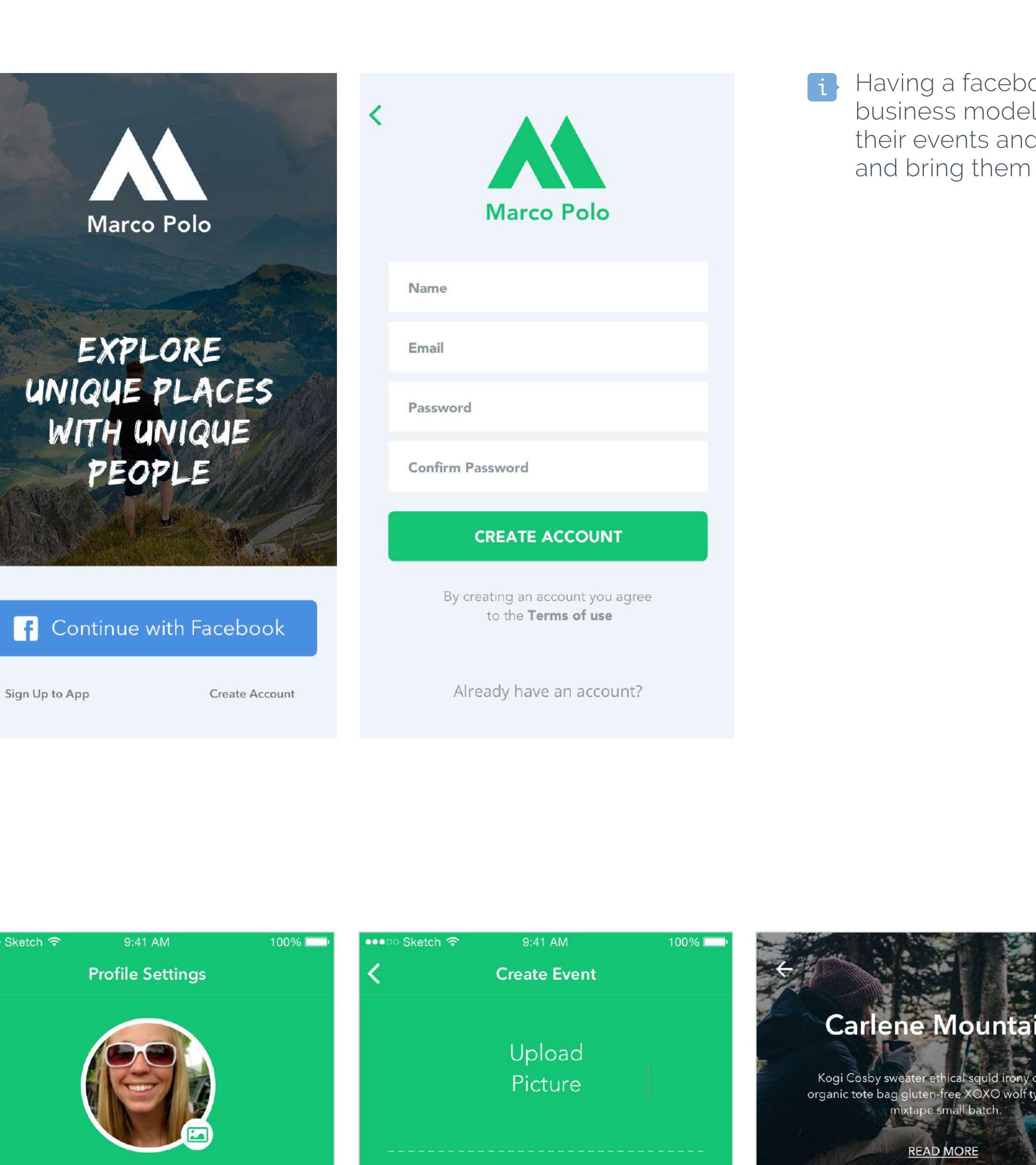
Validate the idea

the client of this project already had the idea in his mind and it's was very helpful that he had knowledge with agile methodologies and experience as a project manager before.

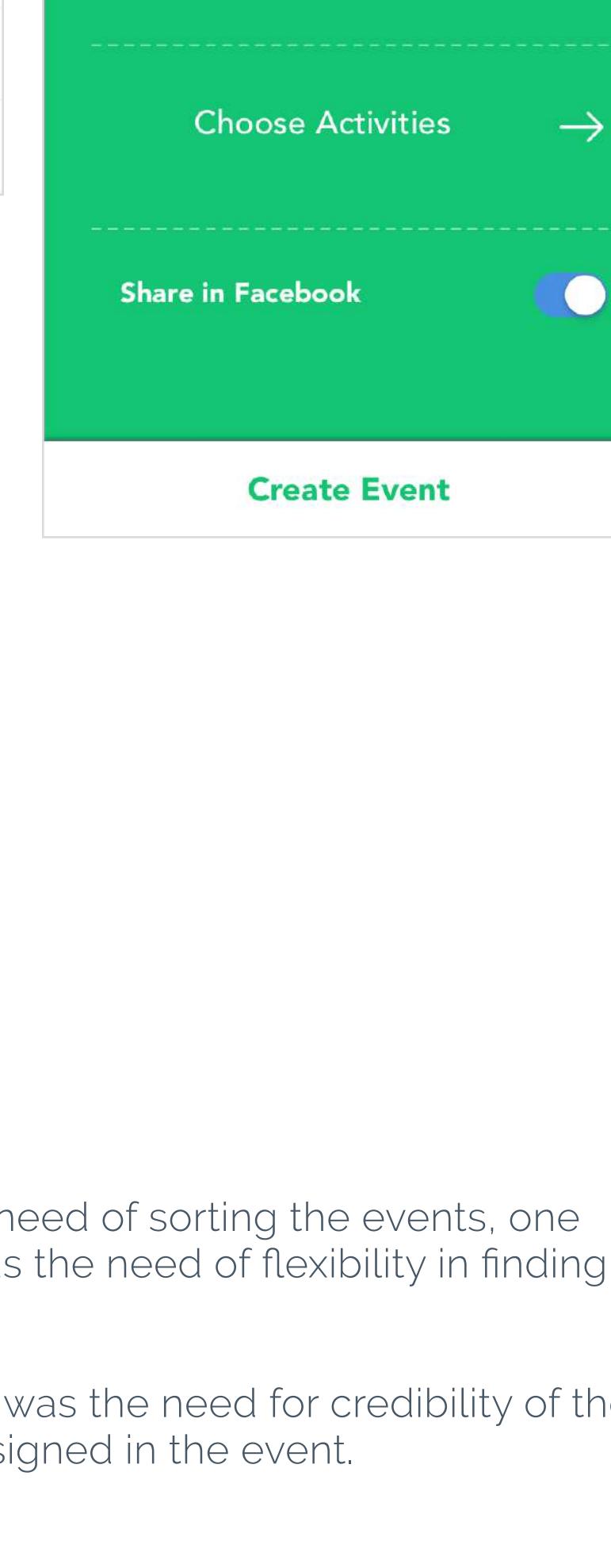
I suggested to our partner validate the idea and make different experiments first, before moving forward, that being said we talk to the real users, research market and conduct focus groups. Those efforts brought new thoughts to the table.

Marco Polo App

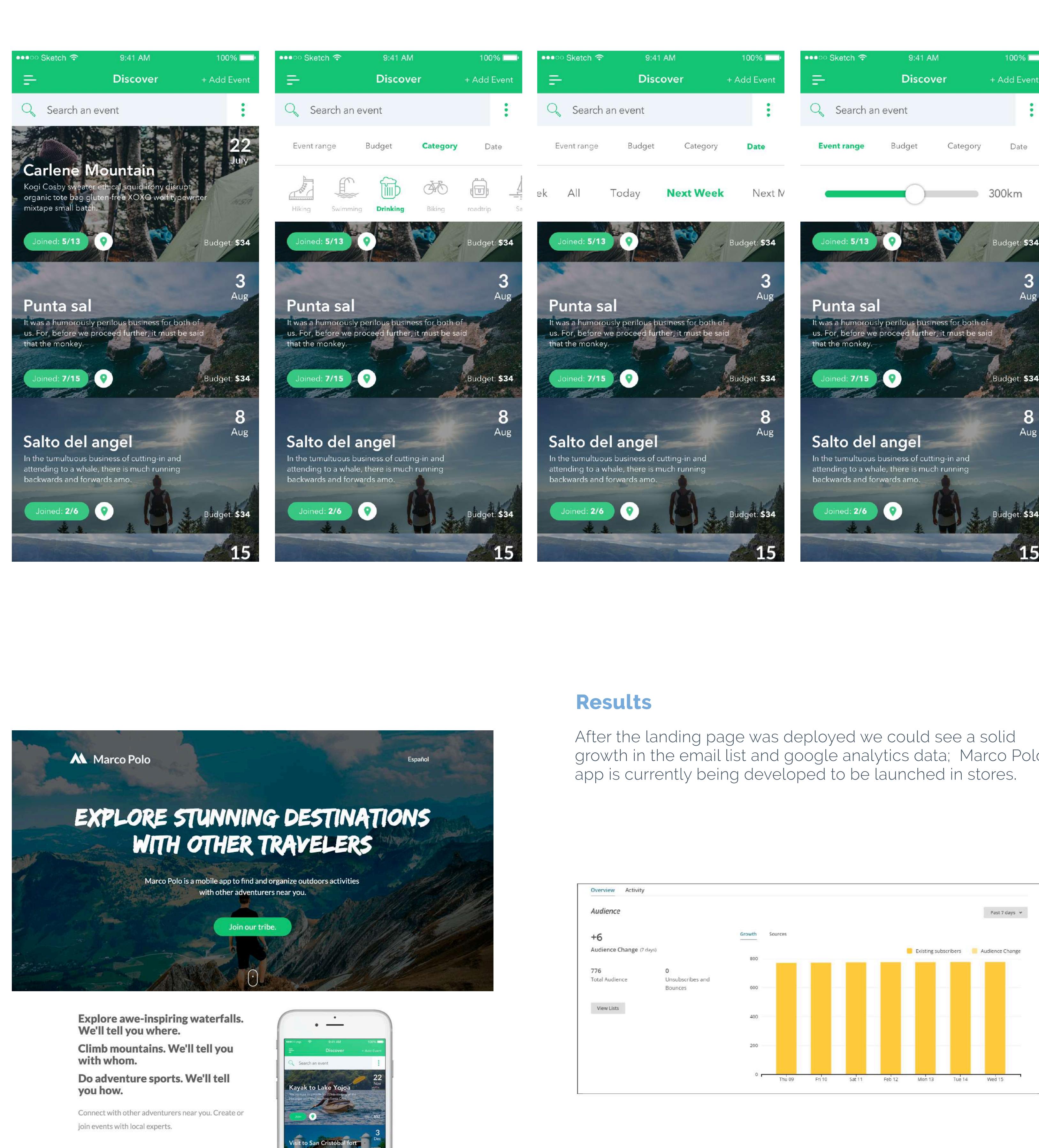
User Flow Chart



i User personas and sitemap changed after these experiments to a more accurate necessity



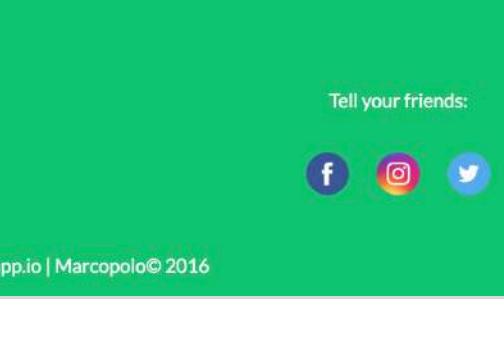
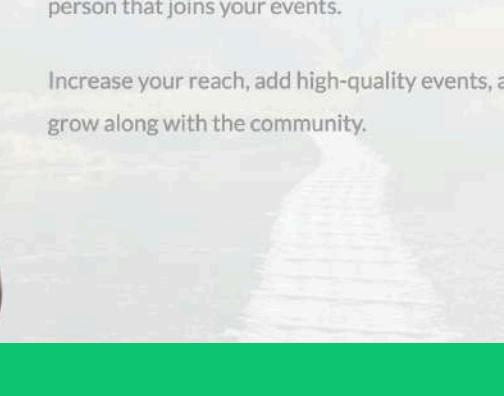
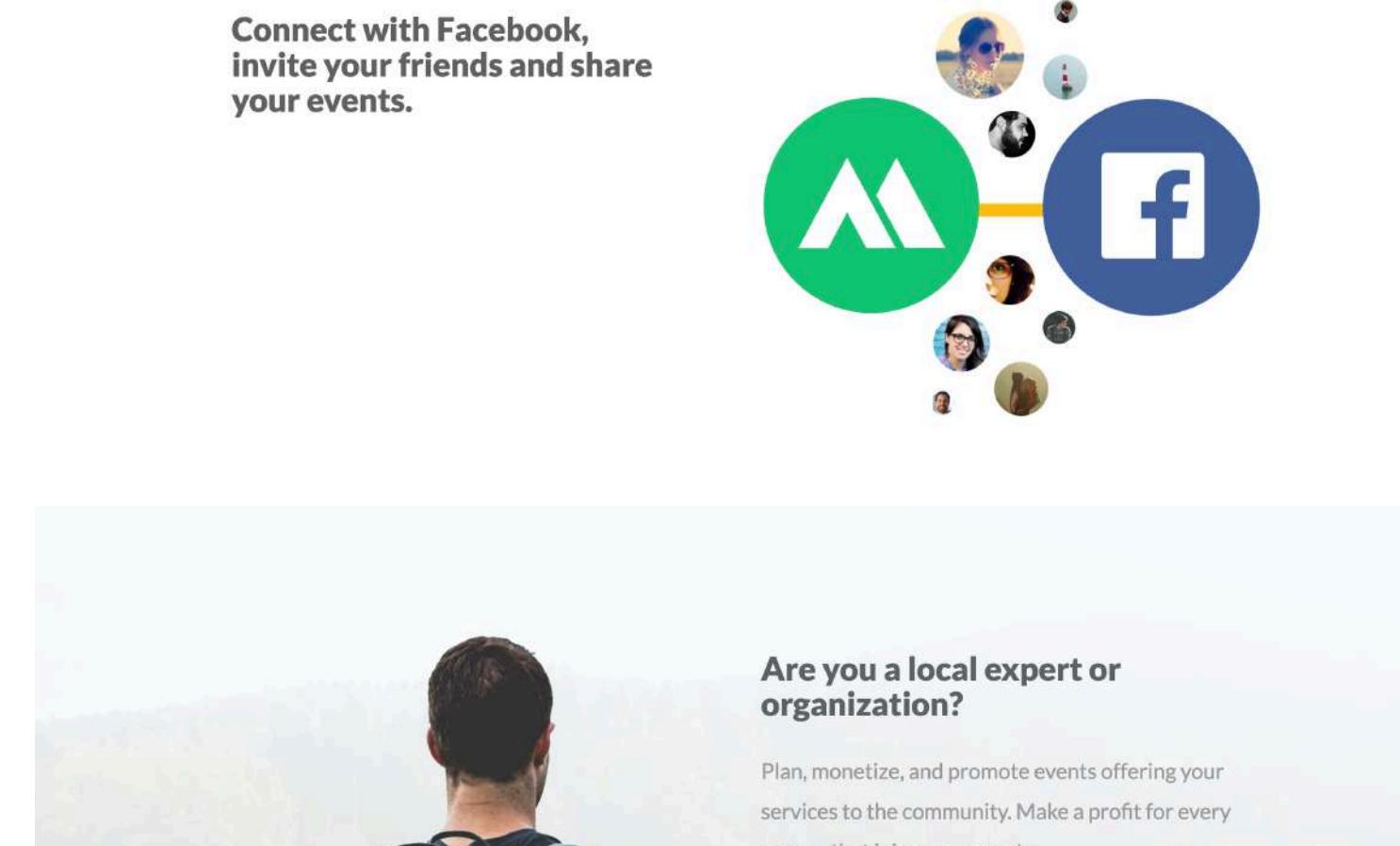
i Having a facebook login can be beneficial for a MVP and business model, the idea behind it is that users can promote their events and use facebook as a lever to invite their friends and bring them to Marco Polo app.

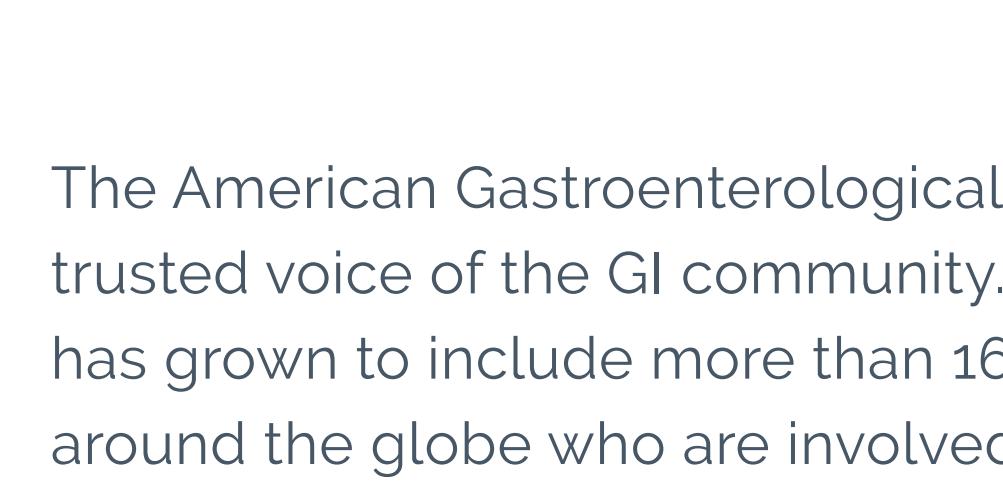


Evolution

We often listened the users the need of sorting the events, one thing they had all in common was the need of flexibility in finding an events.

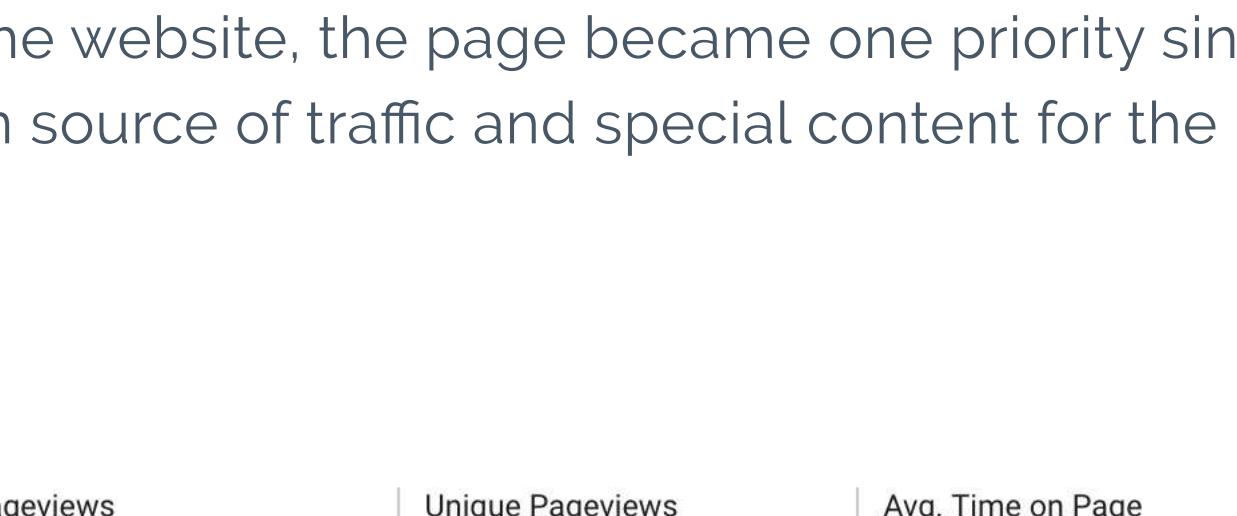
Another thing that we could see was the need for credibility of the host and how many users were signed in the event.





the challenge was a ne

Within the analytics could noticed an unusual behavior, almost 60% of the users only went to the clinical guidelines on the website, the page became one priority since it is main source of traffic and special content for the users.



| | | | |
|----------------------|-----------------------------|---|---|
| Pageviews 191,651 | Unique Pageviews 152,221 | Avg. Time on Page 00:01:35 | Bounce Rate 70% |
| Site Content | | Page | |
| Page | Page Title | 1. www.gastro.org/ | 2. www.gastro.org/guidelines |
| Site Search | Search Term | 3. www.gastro.org/practice-management | 4. www.gastro.org/education |

The dashboard displays a single data point: a 49.93% exit rate. Below this, a table provides a comparison between Pageviews and % Pageviews, showing 22,041 pageviews (11.50% of total).

| Pageviews | % Pageviews |
|-----------|-------------|
| 22,041 | 11.50% |

- Having this insight, we made the different types of users

AGA Website User Personas

Website User Personas are based on user goals when visiting the website. Not based on AGA membership role.



Heather Schultz
Caregiver Persona

Visits Gastro.org on a weekly basis.¹ Her main reason for visiting the website is the AGA Guidelines.¹ She is aware of the guidelines app, but she prefers to print them.¹ She also visits AGA's website.⁴ reads:



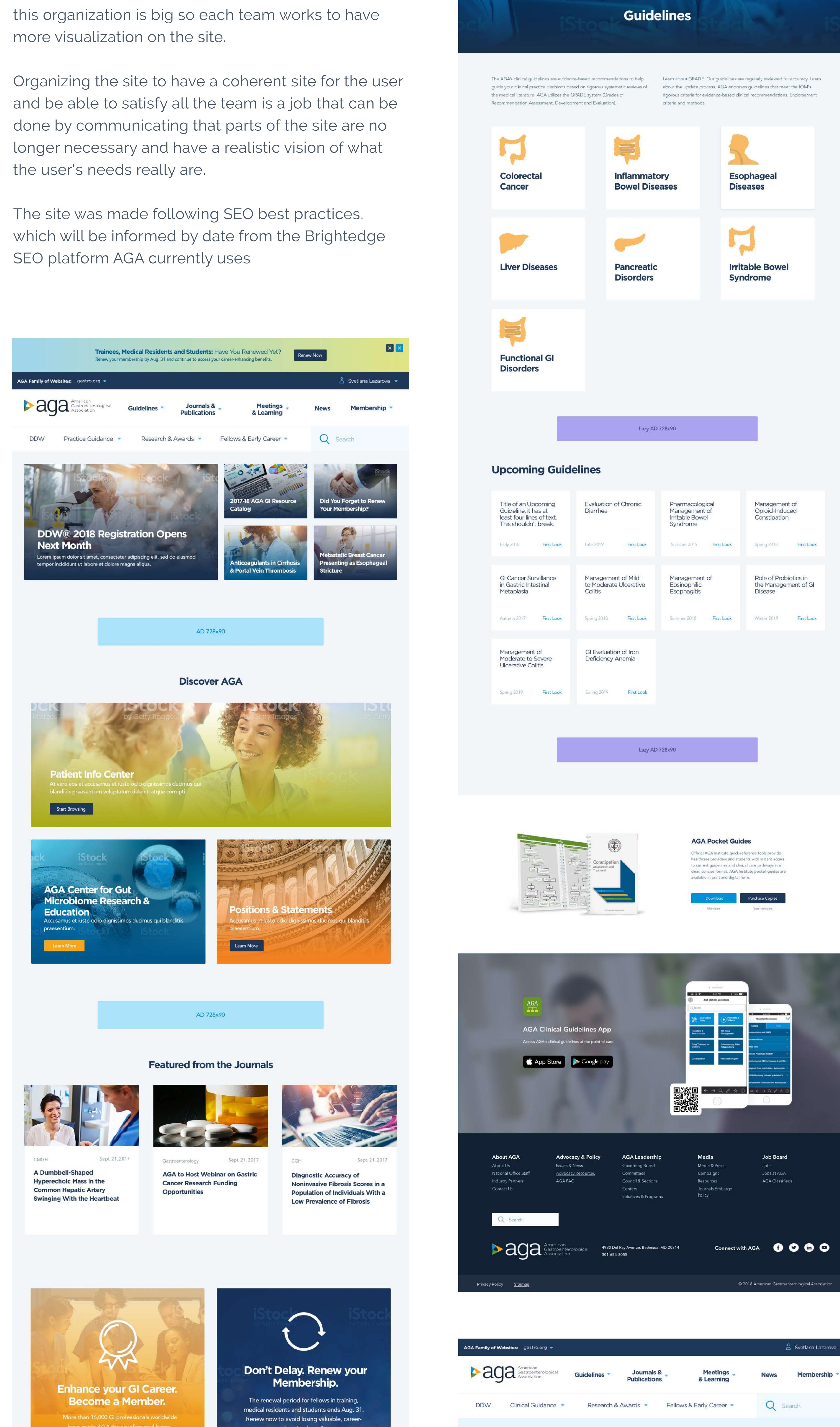
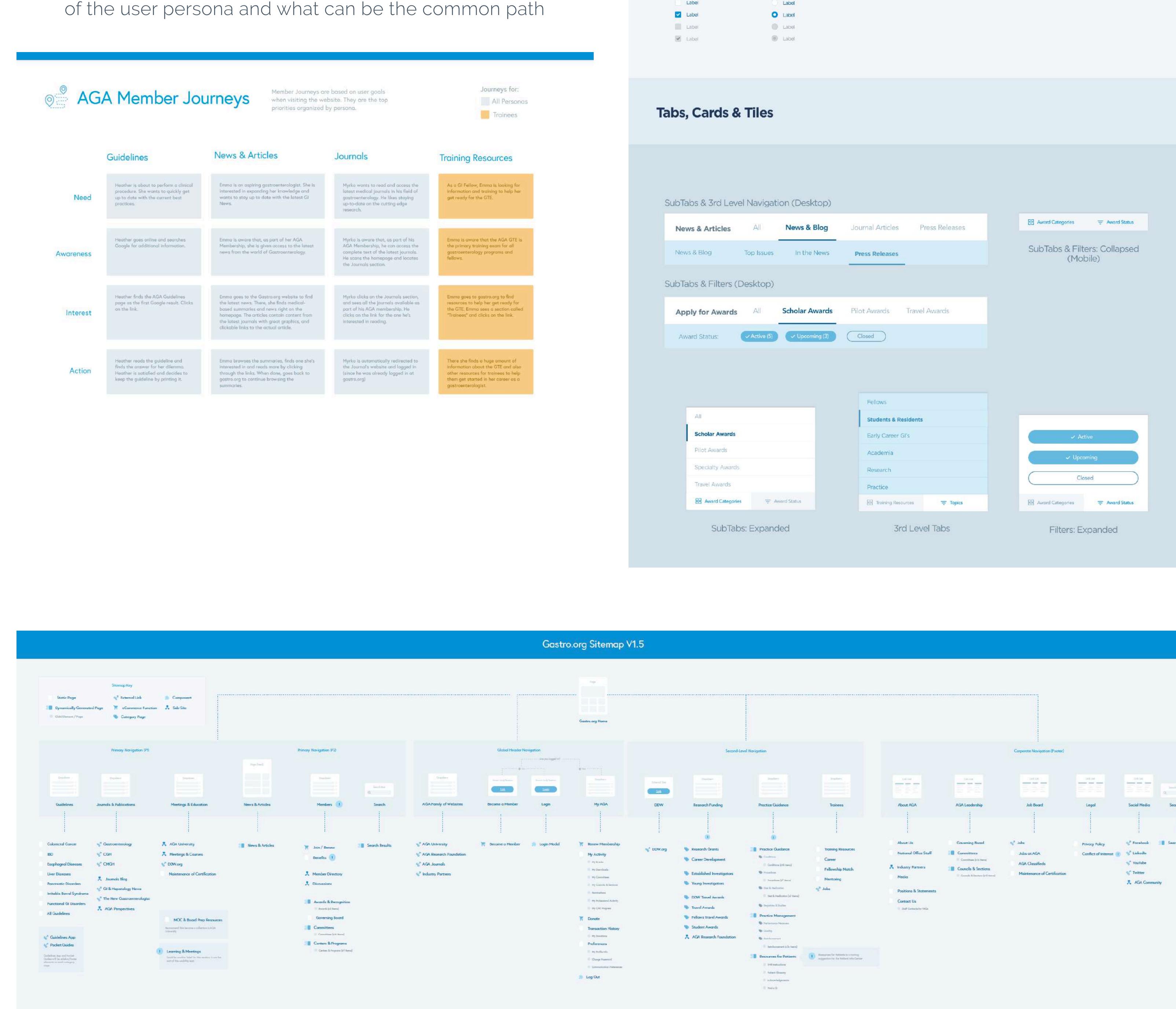
Myrko Williamson
Researcher Persona

Visits Gastro.org on a monthly basis⁸ and regularly opens AGA's email communications.⁸



Emma Cunningham
Trainee Persona

Visits Gastro.org on a weekly basis¹⁰ and her top reasons to do it are for accessing guidelines and registering for DDW.¹⁰ She is also interested in training resources and career information.¹¹



A hand holding a smartphone displaying the iStock app interface. The screen shows a grid of images and the text 'iStock' and 'News & Trends'.

All News Journals Blog By Members

Search News

Featured in **News**



News Sept. 21, 2017

Nominations Open for AGA Institute Council Positions

Featured in **Journals Blog**



Gastroenterology Sept. 21, 2017

What Comes First — the Psychological Disorder or the Gastrointestinal Disorder?

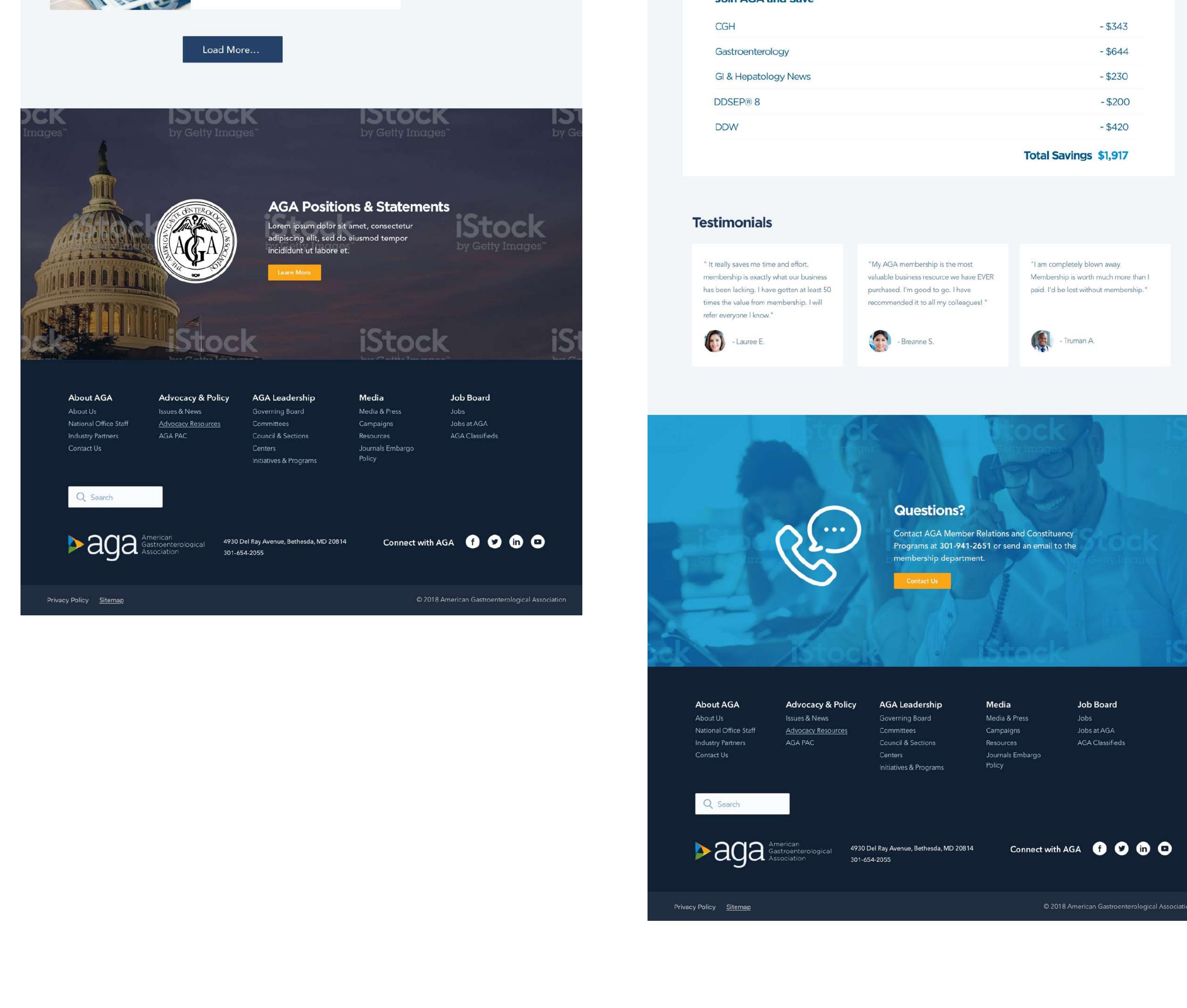
Featured in **By Members**



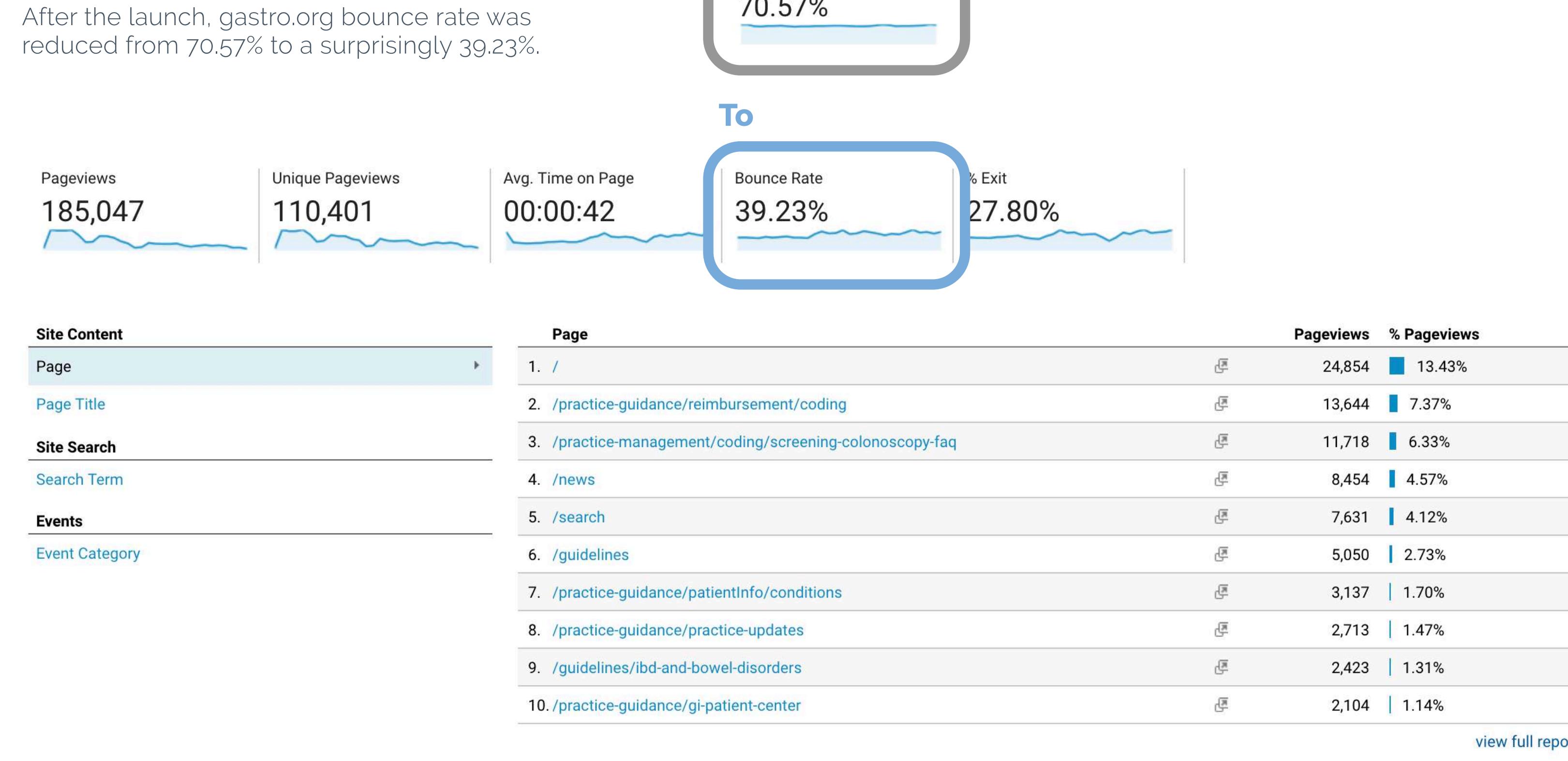
Lorem Ipsum Sept. 21, 2017

Association Between Response to Acid-Suppression Therapy and Efficacy of Antireflux Surgery in Patients With Extraesophageal Reflux

A composite image consisting of two parts. On the left is a close-up photograph of a white mushroom with a rounded cap and a thick stem, growing in a field of dry grass and small plants. On the right is a grayscale ultrasound image showing a cross-section of a liver. The image displays internal structures and a prominent, horizontally oriented, dumbbell-shaped hyperechoic mass within the liver tissue. The background of the entire composite is a light gray.



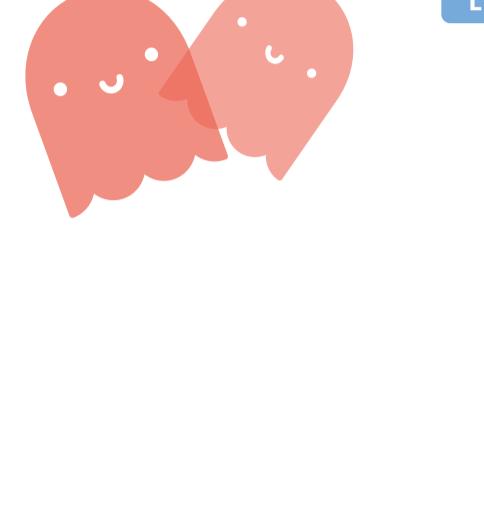
Results





Mobile App

Gifhub is a personal wishlist companion. The app allows users to manage all the items with just a simple link and adding them to their wishlist. friends will mark and share the items in the list, but the user will not know who marked it.



the application was launched for both IOS and Android stores

Your gift come true!

Gifhub is an app that helps you to give and get the right gifts

+1 USA Phone Number

Continue

Or

Continue with Facebook

By signing up, you agree to our [Terms & Conditions](#).

My Lists

Valentine's day > 4 items

Things that i want > 12 items

My awesome birthday > 7 items

Notifications My Lists Friends Settings

Notifications

Friend Requests

LK Linda Kelly wants to be your friend Yeah Nah

MS Michael Schumacher wants to be your friend Yeah Nah

Activity

Steven Hopkins claimed dibs on a gift!

Linda Kelly purchased a gift from your list my birthday.

Someone claimed dibs on a gift.

Marina Kortkova purchased a gift from your list my geek stuff.

Someone claimed dibs on a gift.

Notifications My Lists Friends Settings

My gifts for sweet valentine!

JL Jennifer Lynch

Coffee Chemistry Mug

Fill this mug with your favorite French roast or Mocha Java and savor the familiar

THEBESTGIFTSTHETWORLD.COM

Dibs

4/8

My gifts for My Birthday !

JL Jennifer Lynch

Coffee Chemistry Mug

Fill this mug with your favorite French roast or Mocha Java and savor the familiar

COGNITIVE-SURPLUS.COM

Purchased

4/8

My gifts for sweet valentine!

JL Jennifer Lynch

Coffee Chemistry Mug

Fill this mug with your favorite French roast or Mocha Java and savor the familiar

THEBESTGIFTSTHETWORLD.COM

Dibs

4/8

Friends

Friends?

Start giving and getting the right gifts

Find Friends

4/8

Notifications My Lists Friends Settings

Add Friends

Start scoring some swag!

Add Friends on GiftHub

Add Everybody!

KR Kimi Raikkonen

SV Sebastian Vettel

LH Lewis Hamilton

AS Ayrton Senna da Silva

REQUEST SENT

Bring more friends to the party!

Invite them to join GiftHub

Friends

RE

MF

Laura Stevenson

Michael Foo

MA

DA

Mary Anderson

Dmitri Antonov

Notifications My Lists Friends Settings

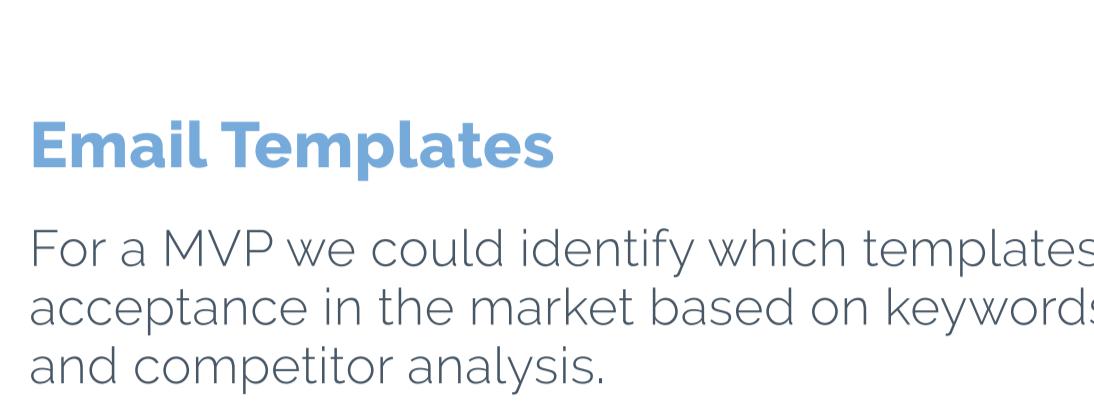


Product design

Coding custom emails has a level of difficulty since is an old technology, Mailforge is a marketplace for high quality emails templates exclusively for startups, developers, designers and entrepreneurs.

Colors

Primary colors



Secondary colors



Concept



Typography

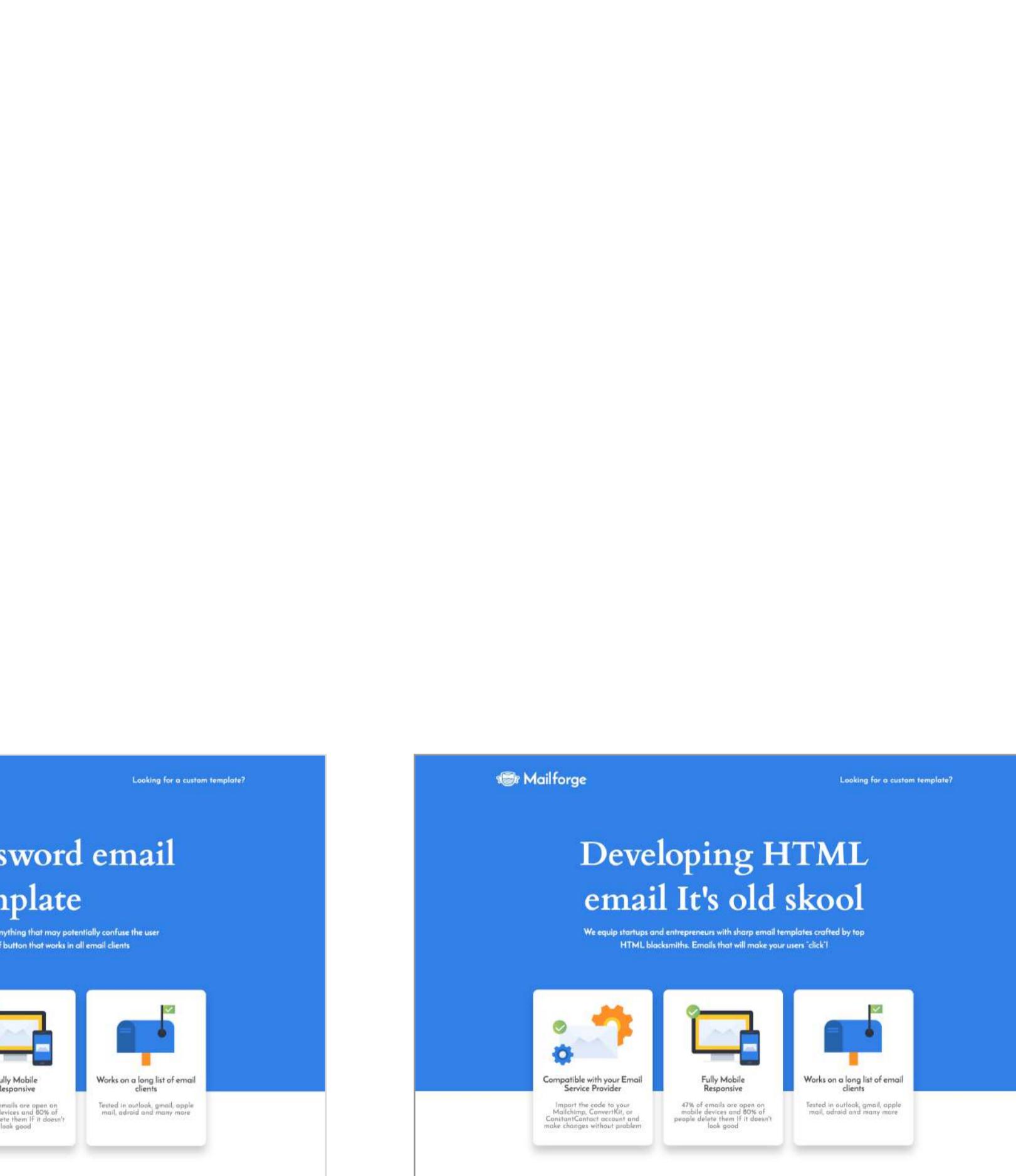
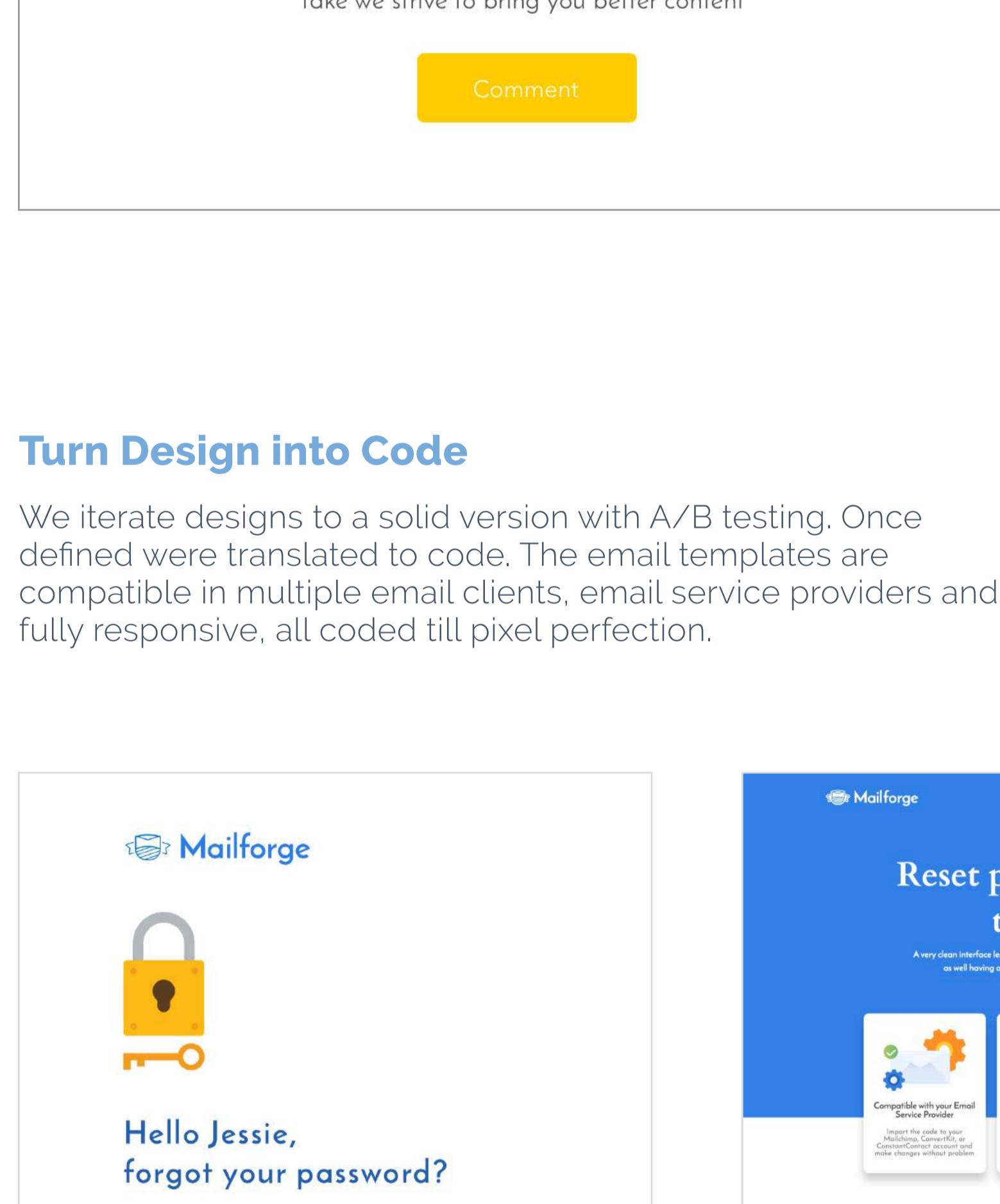
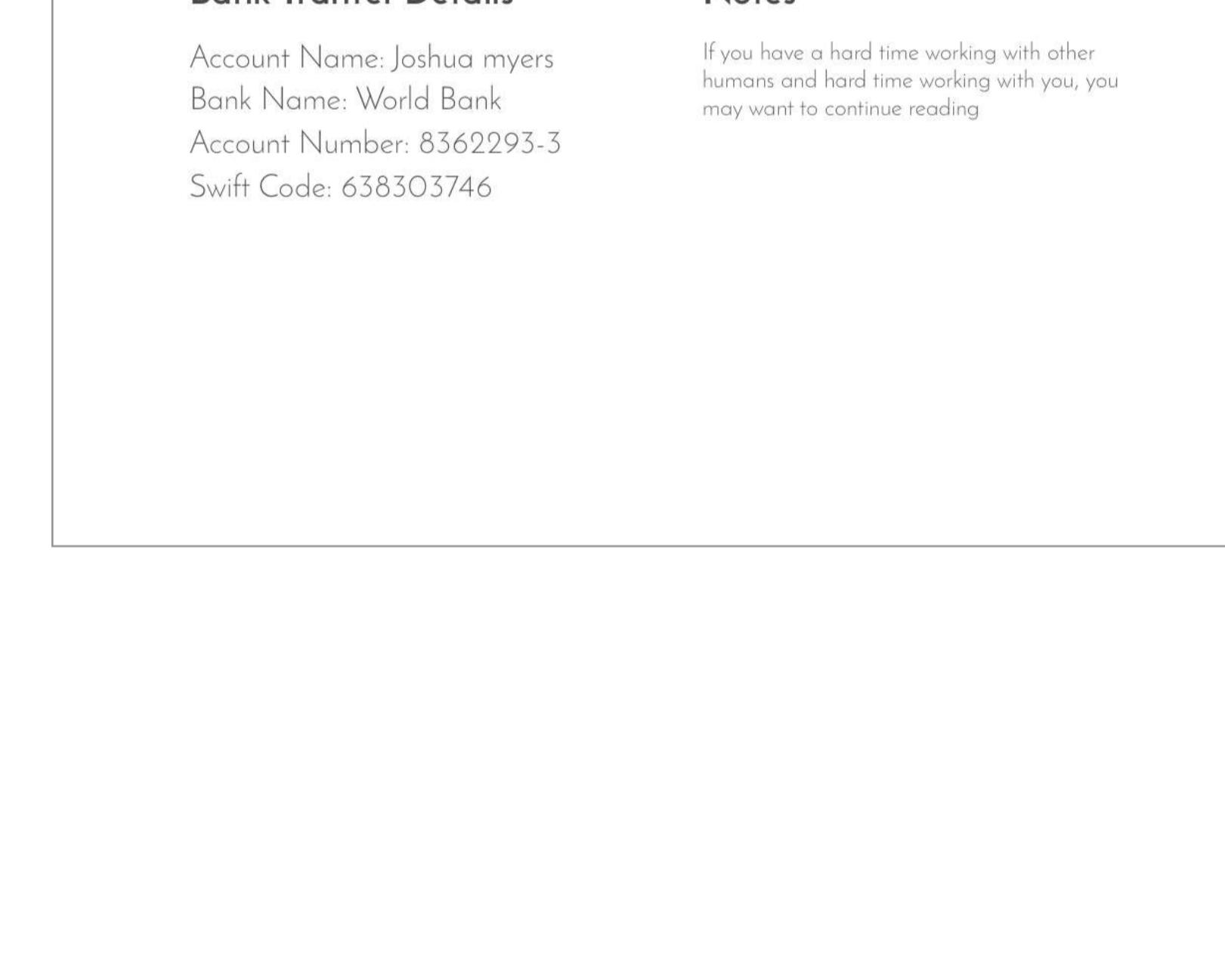
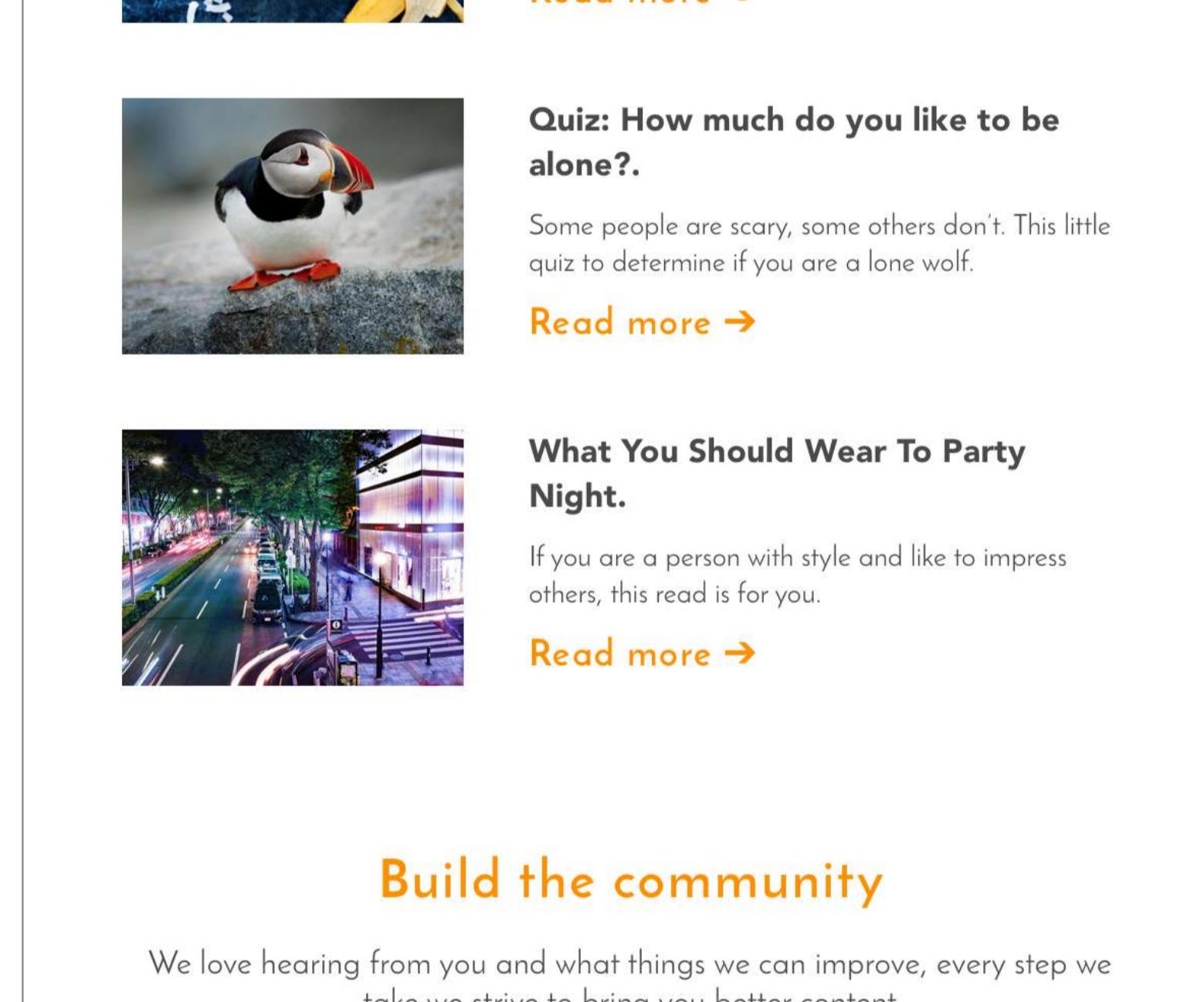
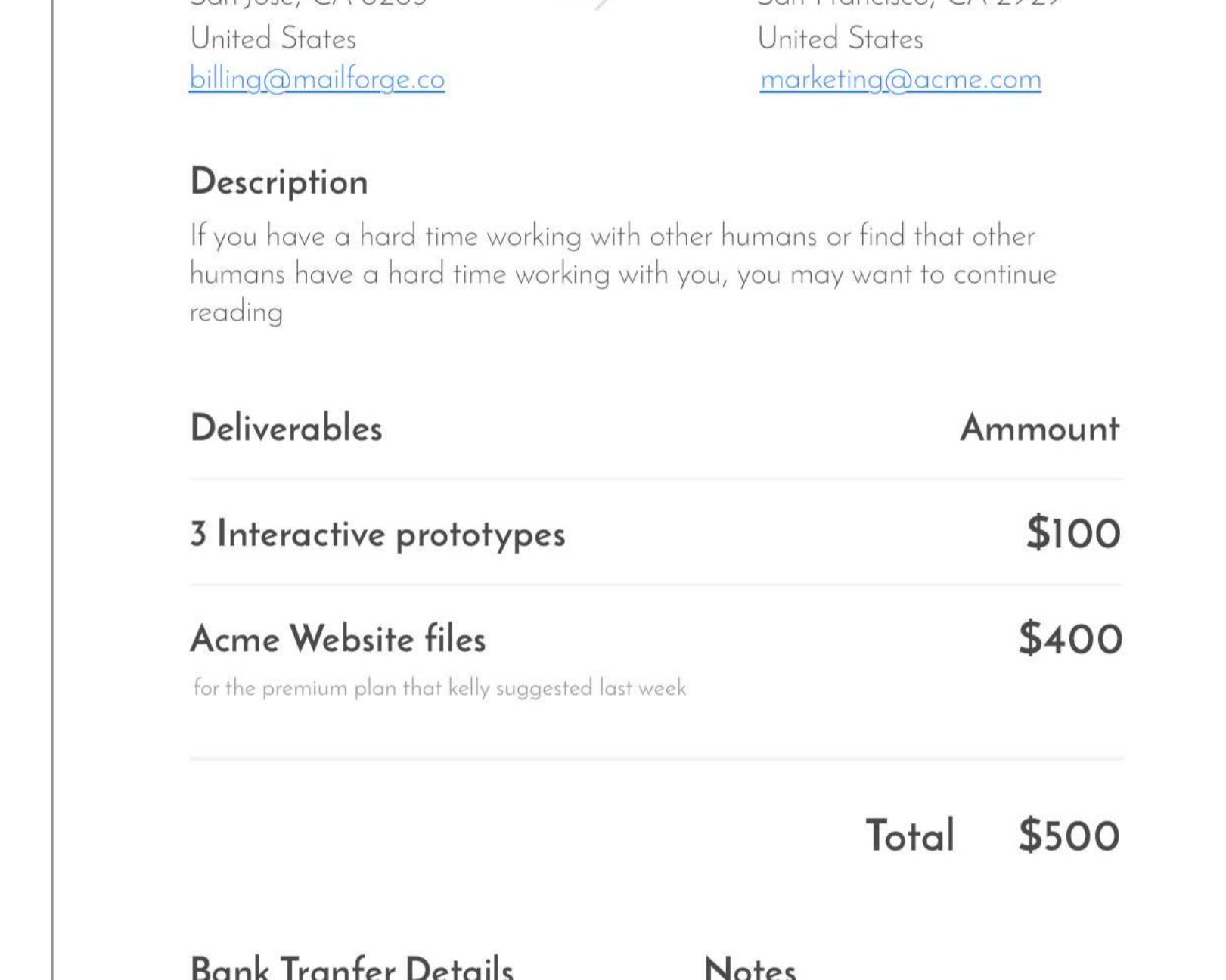
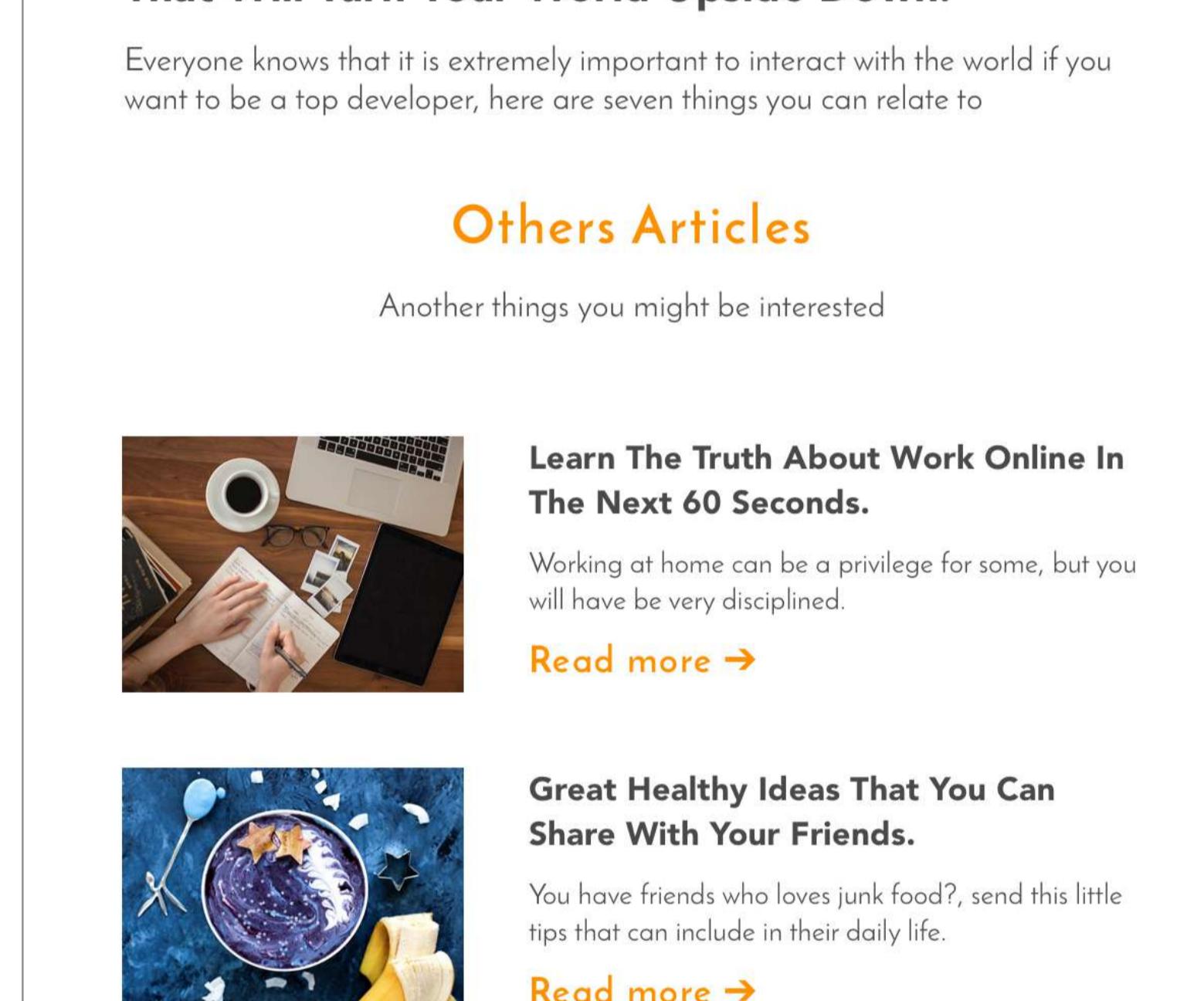
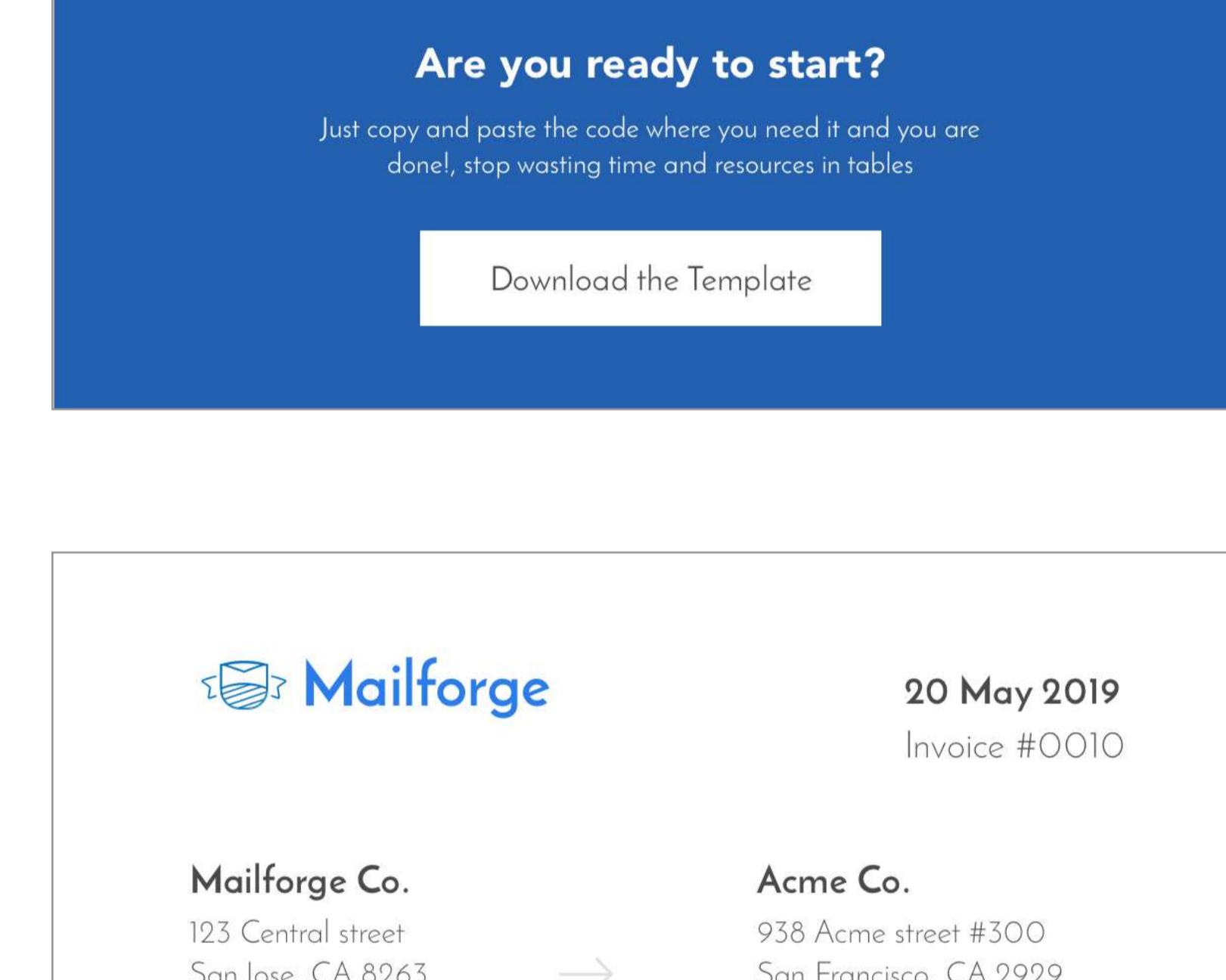
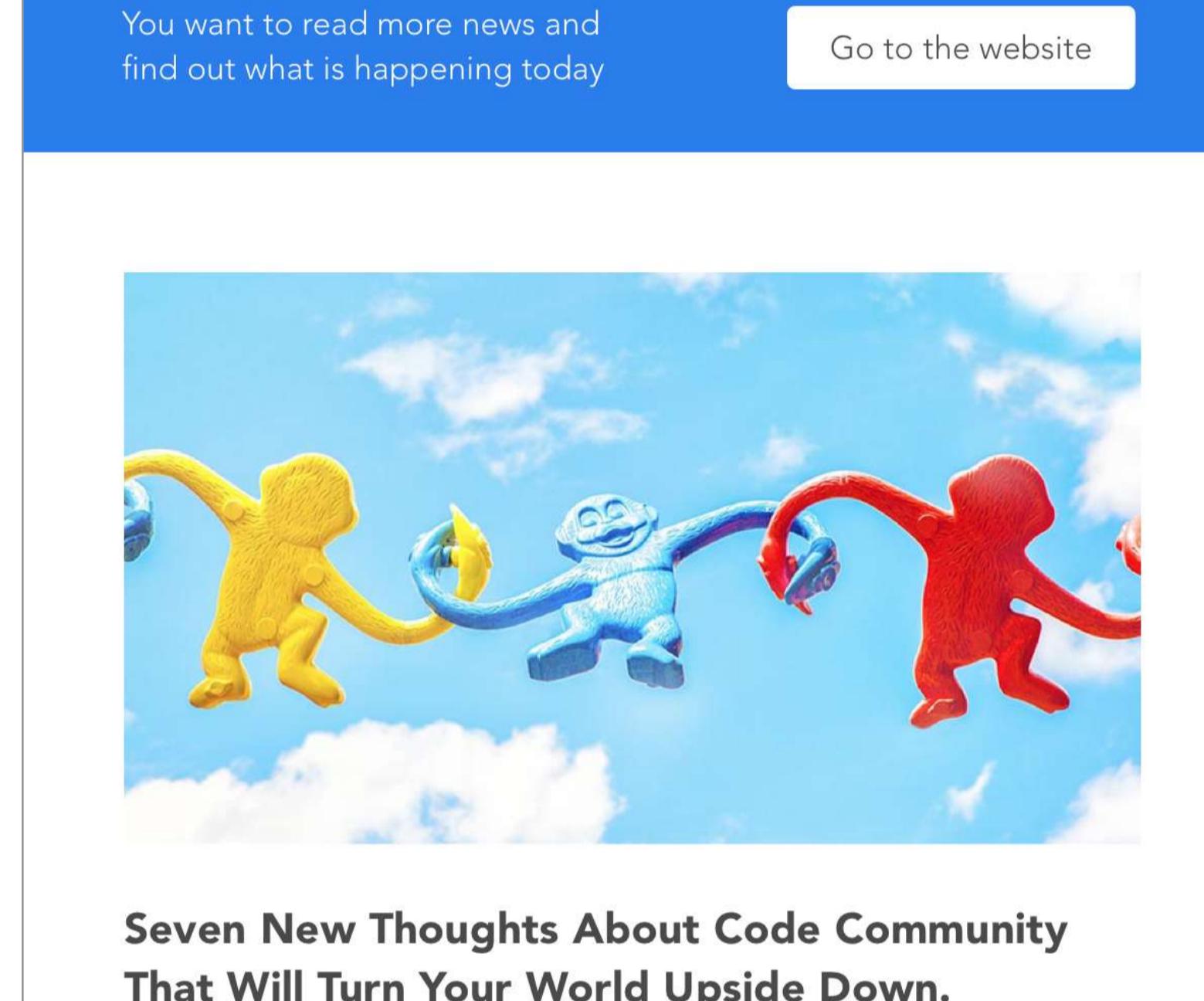
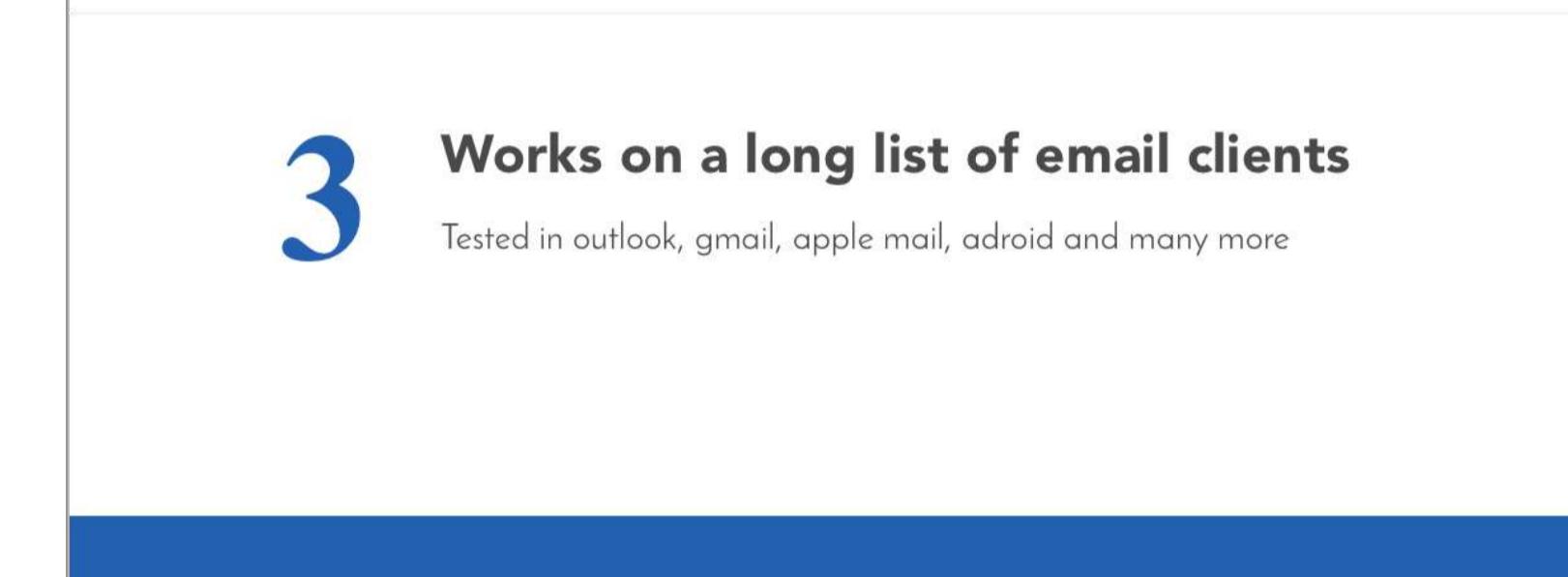
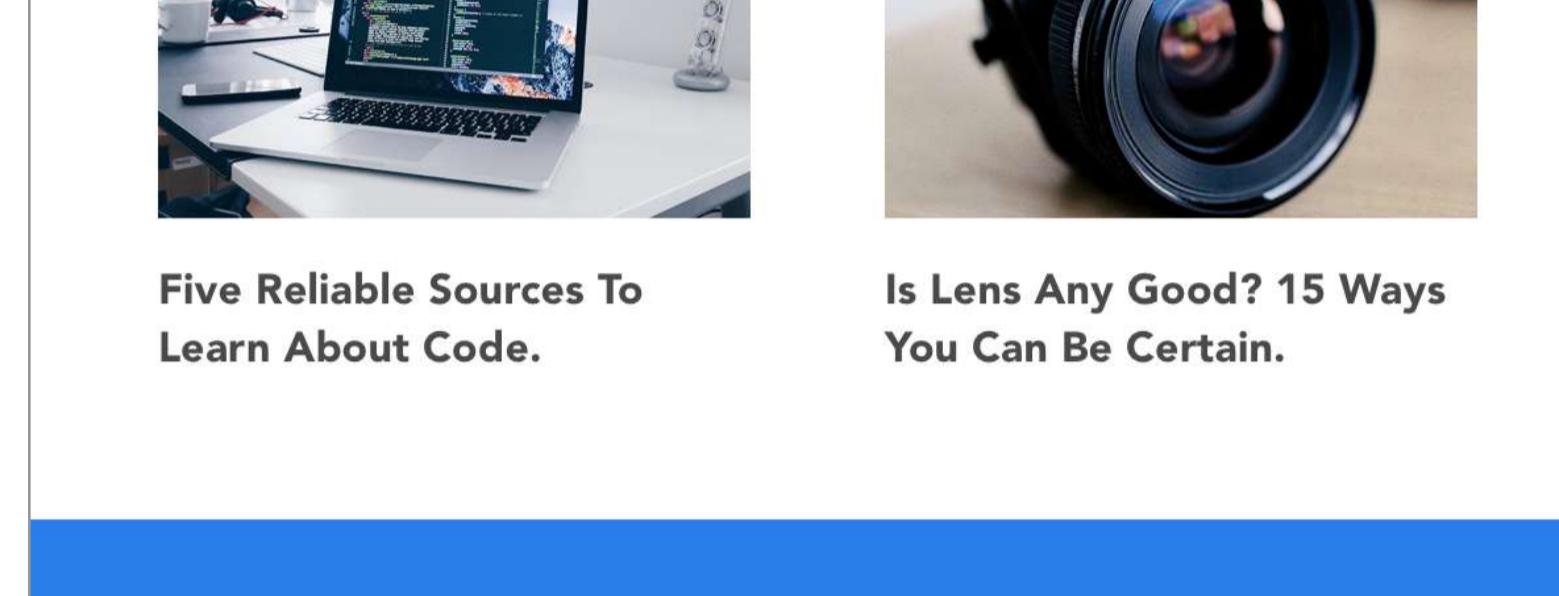
Cardo
ABC 123

< A mix of antique and modern >

Josefin sans
ABC 123

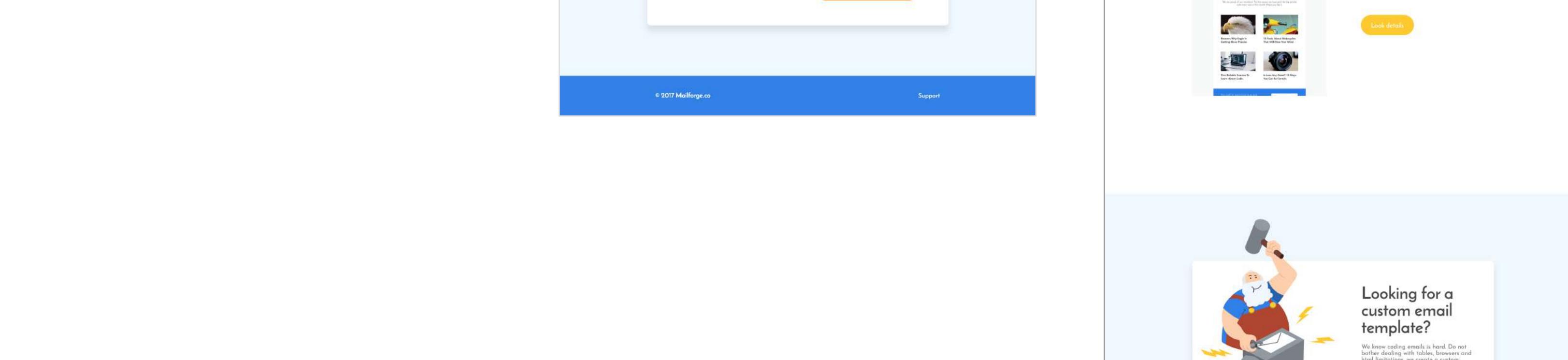
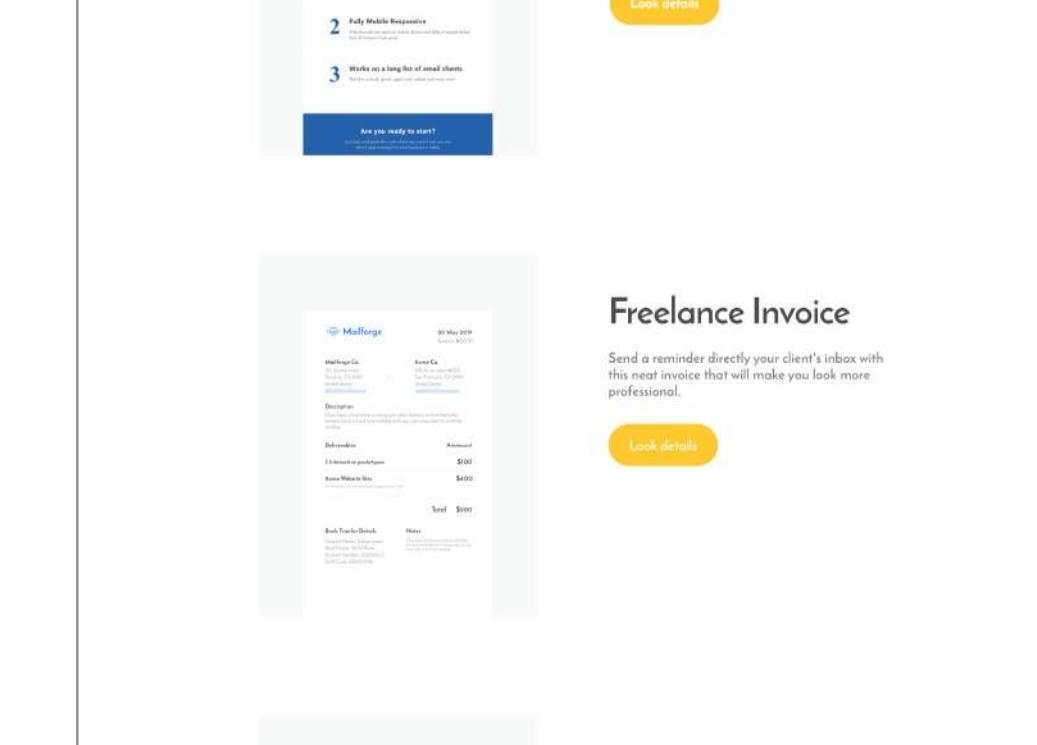
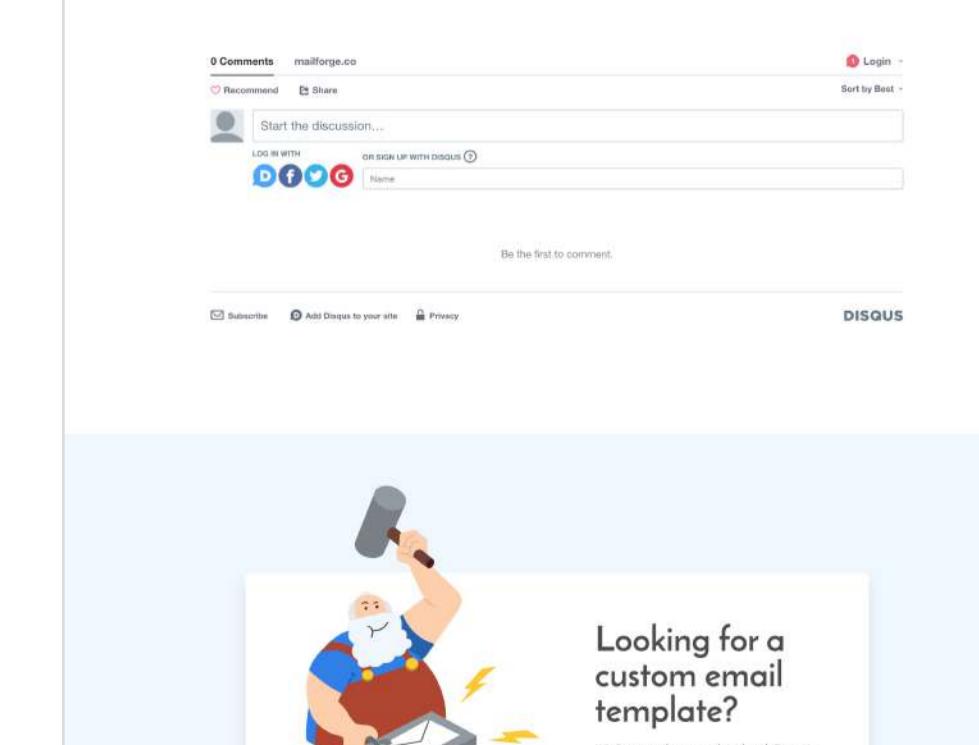
Email Templates

For a MVP we could identify which templates will have better acceptance in the market based on keywords searches, surveys and competitor analysis.



Turn Design into Code

We iterate designs to a solid version with A/B testing. Once defined were translated to code. The email templates are compatible with multiple email clients, email service providers and fully responsive, all coded till pixel perfection.





Providence Health is a hospi

services with a 4-star rating.

The goal was to maximize the use of internal referral data to specialty physicians and be translated in a dashboard with rich data

modules using the right data values. requirement testing using different

| | | | |
|---------------------------|--|------------------------------|--|
| ALBERT ODOM | ALBERT ODOM: 300 PALMETTO HEALTH PKWY STE 300 COLUMBIA TRMA IRMO | Carsten Lauren 2/27/17 0:00 | Out-Net OBSTETRICS AND GYNECOLOGY |
| REFERRAL | -122.4535363 37.78627777 | | |
| ALBERT ODOM | ALBERT ODOM: 300 PALMETTO HEALTH PKWY STE 300 COLUMBIA TRMA IRMO | Schumacher Sarah | 5/11/17 0:00 |
| REFERRAL | -87.71083865 42.07804911 | | Out-Net OBSTETRICS AND GYNECOLOGY |
| ALBERT ODOM | ALBERT ODOM: 300 PALMETTO HEALTH PKWY STE 300 COLUMBIA TRMA FOREST | Ballou Christopher | 1/10/17 0:00 |
| REFERRAL | -122.6719612 45.63990888 | | Out-Net OBSTETRICS AND GYNECOLOGY |
| ALBERT ODOM | ALBERT ODOM: 300 PALMETTO HEALTH PKWY STE 300 COLUMBIA TRMA IRMO | Lebel Elizabeth | 4/18/17 0:00 |
| REFERRAL | -122.4194419 37.76551123 | | Out-Net OBSTETRICS AND GYNECOLOGY |
| ALBERT ODOM | ALBERT ODOM: 300 PALMETTO HEALTH PKWY STE 300 COLUMBIA TRMA IRMO | Lebel Elizabeth | 11/15/16 0:00 |
| REFERRAL | -88.23262638 40.10987766 | | Out-Net OBSTETRICS AND GYNECOLOGY |
| ALBERT ODOM | ALBERT ODOM: 300 PALMETTO HEALTH PKWY STE 300 COLUMBIA TRMA IRMO | Carsten Lauren 1/3/17 0:00 | Out-Net OBSTETRICS AND GYNECOLOGY |
| REFERRAL | -96.60673107 40.83189224 | | |
| ALBERT ODOM | ALBERT ODOM: 300 PALMETTO HEALTH PKWY STE 300 COLUMBIA TRMA IRMO | Schumacher Sarah | 4/5/17 0:00 |
| REFERRAL | -73.95918789 40.76751396 | | Out-Net OBSTETRICS AND GYNECOLOGY |
| ALBERT ODOM | ALBERT ODOM: 300 PALMETTO HEALTH PKWY STE 300 COLUMBIA TRMA IRMO | Schumacher Sarah | 1/30/17 0:00 |
| REFERRAL | -81.852534 41.372216 | | Out-Net OBSTETRICS AND GYNECOLOGY |
| ALEXANDER SMYTHE | ALEXANDER SMYTHE: 1301 TAYLOR ST STE 6-J COLUMBIA | TRMA NE Oliver-Dingle, Peggy | 4/6/17 0:00 |
| REFERRAL | -75.15926396 39.94762462 | | Out-Net OBSTETRICS AND GYNECOLOGY |
| ALI RIZVI | ALI RIZVI: 2 MEDICAL PARK RD STE 306 COLUMBIA TRMA FOREST | Chang Bin Yue | 4/18/17 0:00 |
| REFERRAL | -87.833658 41.815933 | | Out-Net ENDOCRINOLOGY REFERRAL -122.395039 37.777094 |
| ALI RIZVI | ALI RIZVI: 2 MEDICAL PARK RD STE 306 COLUMBIA TRMA FOREST | Chang Bin Yue | 4/18/17 0:00 |
| REFERRAL | -87.78803379 41.99598031 | | Out-Net ENDOCRINOLOGY REFERRAL -87.630199 41.904899 |
| ALLERGY PARTNERS OF MIDLA | ALLERGY PARTNERS OF MIDLA: 103 MIDLANDS CT WEST COLUMBIA | TRMA NE Chang Bin Yue | 11/7/16 0:00 |
| REFERRAL | -88.02690514 35.15314873 | | Out-Net ALLERGY |
| ALLERGY PARTNERS OF MIDLA | ALLERGY PARTNERS OF MIDLA: 103 MIDLANDS CT WEST COLUMBIA | TRMA IRMO | Lebel Elizabeth |
| REFERRAL | -122.4430883 37.79920087 | | 1/16/17 0:00 |
| ALLERGY PARTNERS OF MIDLA | ALLERGY PARTNERS OF MIDLA: 103 MIDLANDS CT WEST COLUMBIA | TRMA FOREST | Nairn Dana |
| REFERRAL | -87.833658 41.815933 | | 1/24/17 0:00 |
| ALLERGY PARTNERS OF MIDLA | ALLERGY PARTNERS OF MIDLA: 103 MIDLANDS CT WEST COLUMBIA | TRMA IRMO | Lebel Elizabeth |
| REFERRAL | -87.78803379 41.99598031 | | 5/24/17 0:00 |
| ALLERGY PARTNERS OF MIDLA | ALLERGY PARTNERS OF MIDLA: 103 MIDLANDS CT WEST COLUMBIA | TRMA IRMO | Lebel Elizabeth |
| REFERRAL | -122.2628023 37.83698039 | | 1/6/17 0:00 |
| ALLERGY PARTNERS OF MIDLA | ALLERGY PARTNERS OF MIDLA: 103 MIDLANDS CT WEST COLUMBIA | TRMA FOREST | King Sarah |
| REFERRAL | -87.88366124 42.98797084 | | 6/12/17 0:00 |
| ALLERGY PARTNERS OF MIDLA | ALLERGY PARTNERS OF MIDLA: 103 MIDLANDS CT WEST COLUMBIA | TRMA FOREST | King Sarah |
| REFERRAL | -87.88366124 42.98797084 | | 6/12/17 0:00 |

Mar 1, 2017 - Aug 18, 2017

\$ 12,628
Estimated Revenue Lost

2,484
Total referrals

+ 5%
From Prior period

Estimated revenue lost

Top 3 specialties ▾

1. Gastroenterology 2. Urology 3. Gynecology

Mar 2017 April 2017 May 2017 Jun 2017 Jul 2017 Aug 2017

Jun 2017
Gastroenterology: \$5,800 (100%)

Referral locations

Mar 1, 2017 - Aug 18, 2017
Total Referrals in this area: 2759 (15%)

South Carolina (SC)

Revenue projections

Increase ▾ referrals for in-network ▾ by 50 percent, in the next 6 months ▾

20k
18k
16k
14k
12k
0

September October November December January February

December 12
\$15,637

Search for a doctor

Nairn Dana King Sarah **COMPARE**

Nairn Dana

\$1,003
Total Estimated revenue lost

1,143
Total Referrals Out

Dermatology \$1000 (1234)

Neurology \$366 (1234)

Pediatrics \$366 (1234)

Anesthesiology \$366 (1234)

Show full list ▾

Gould John

\$933
Total Estimated revenue lost

1,143
Total Referrals Out

Dermatology \$1000 (1234)

Neurology \$366 (1234)

Pediatrics \$366 (1234)

Anesthesiology \$366 (1234)

Show full list ▾

King Sarah

\$1,103
Total Estimated revenue lost

943
Total Referrals Out

Dermatology \$1000 (1234)

Neurology \$366 (1234)

Pediatrics \$366 (1234)

Anesthesiology \$366 (1234)

Show full list ▾