sentiance
From mobile data to smart life

Background

Sentiance learns human behavior from raw location and motion sensor data. They turns IOT sensor data into rich insights about people's behavior. Sentiance learns from tons of data include time series with events, moments and more long-term user profiles.

My Role: UX/UI

Powering the Solution for

Insurance

Health Industries

Commerce

Mobility

Connected Car

Smart Home

Sentiance Challange

The goal is to create a visually attractive high-fidelity design of a single view in a mobile application that visualizes the data of a single user for a single day.

DETECTED SEGMENTS THE USER IS MEMBER OF

ID	CATEGORY	DISPLAY_NAME	DESCRIPTION
geography.work.antwerpen	geography	Work : Antwerp	Works in Antwerp
geography.home.antwerpen	geography	Home : Antwerp	Lives in Antwerp
behavior.city_home	behavior	City Home	Lives in the city
lifestyle.brand_loyalty.restaurant_bar	lifestyle	Brand Loyalty : Restaurant Bar	Person who is loyal to a specific restaurant or bar
lifestyle.social_activity.high	lifestyle	Social Activity : High	Profile based on user work/social activities score
behavior.city_worker	behavior	City Worker	Works mostly in the city
lifestyle.brand_loyalty.supermarket	lifestyle	Brand Loyalty : Supermarket	Person who is loyal to a specific supermarket brand
behavior.night_owl	behavior	Night Owl	Person whose last evening activity is later than average
behavior.workaholic	behavior	Workaholic	Person who works more than average
lifestyle.resto_lover	lifestyle	Resto Lover	Someone who likes eating out
lifestyle.fulltime_worker	lifestyle	Fulltime Worker	Someone who works full-time
lifestyle.sportive	lifestyle	Sportive	Someone who sports regularly.
mobility.short_commuter	mobility	Short Commuter	User lives close to his work location
mobility.easy_commuter	mobility	Easy Commuter	User has an easy commute to/from work.
driver_behavior.distracted_driver	driver_behavior	Distracted Driver	Profile score based on the amount of phone usage during car trips
lifestyle.physical_activity.high	lifestyle	Physical Activity : High	Profile based on user physical activity score
driver_behavior.city_driver	driver_behavior	City Driver	Drives a lot in city
driver_behavior.illegal_driver	driver_behavior	Illegal Driver	Profile score based on speed limit violations
driver_behavior.anticipative_driver	driver_behavior	Anticipative Driver	Profile score based on sequences of coasting, cruising, accelerating, decelerating and turning
mobility.mobility.moderate	mobility	Mobility : Moderate	Profile based on user mobility score

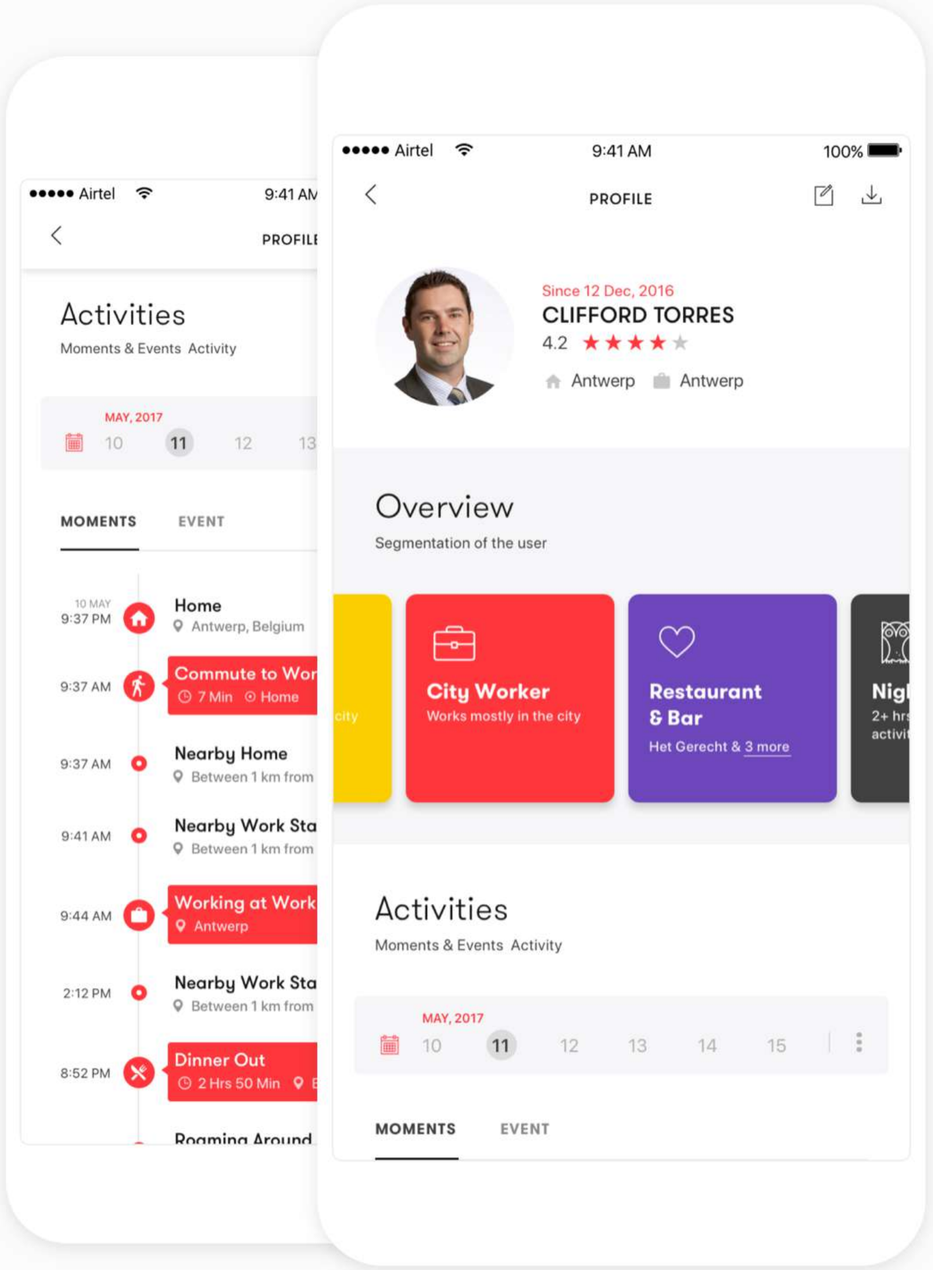
MOMENTS DETECTED

ID	START TIME	END TIME	CATEGORY	DISPLAY_NAME	DESCRIPTION
night	2017-05-11T23:58:00.000+02:00	2017-05-12T07:58:00.000+02:00	semantic_time	Night	This moment will be active when the user is sleeping or expected to.
evening_drinks	2017-05-11T23:42:18.516+02:00	2017-05-12T00:25:23.041+02:00	activity	Evening drinks	This moment will be active when the user is in his semantic evening and is at a drinks related venue, or we predict he is moving toward such a location.
city_name	2017-05-11T20:58:04.002+02:00	2017-05-12T00:25:23.041+02:00	location	At city	This moment will be active when a user is in a city (by name). The city name can be found in the meta data, under the 'name' key.
dinner_out	2017-05-11T20:52:00.000+02:00	2017-05-11T23:42:18.516+02:00	activity	Dinner out	This moment will be active when the user is in his semantic evening and is at a restaurant related venue, or we predict he is moving toward it.
evening	2017-05-11T19:28:00.000+02:00	2017-05-11T23:58:00.000+02:00	semantic_time	Evening	This moment will be active for the evening period a user experiences before going to bed.
nearby_work	2017-05-11T14:12:01.019+02:00	2017-05-11T14:15:35.486+02:00	geography	Nearby work	This moment will be active when user is not at his usual work location, but within a radius of one km.
lunch	2017-05-11T12:58:00.000+02:00	2017-05-11T14:51:00.000+02:00	semantic_time	Lunch	This moment will be active for the user mid-day period, but within a radius of one km.
working_at_work	2017-05-11T09:44:00.000+02:00	2017-05-11T14:12:01.019+02:00	activity	Working at work	This moment should be active when the user is working at his work location. It will also remain active when the user leaves his work location for short, small trips. For example, when getting a sandwich at a shop.
nearby_work	2017-05-11T09:41:32.000+02:00	2017-05-11T09:44:00.000+02:00	geography	Nearby work	This moment will be active when user is not at his usual work location, but within a radius of one km.
about_to_working	2017-05-11T09:37:39.666+02:00	2017-05-11T09:44:00.000+02:00	about_to_routine	About to work at work	This moment should be active when we predict that the user will be working at his usual working location soon.
nearby_home	2017-05-11T09:37:39.666+02:00	2017-05-11T09:39:44.999+02:00	geography	Nearby home	This moment will be active when user is not at his home location, but within a radius of one km.
commute_from_home	2017-05-11T09:37:39.666+02:00	2017-05-11T09:44:00.000+02:00	activity	Commute to work	This moment should be active during a users commute from home to work. The moment can also remain active during short stops in commutes.
morning	2017-05-11T07:58:00.000+02:00	2017-05-11T10:28:00.000+02:00	semantic_time	Morning	This moment will be active for the first half of the time between wake up and lunch.
home	2017-05-10T21:37:46.155+02:00	2017-05-11T09:37:39.666+02:00	activity	Home	This moment will be active when the user is home and will stay active even if he takes short walks around his home.
city_name	2017-05-07T20:26:00.000+02:00	2017-05-11T20:04:49.974+02:00	location	At city	This moment will be active when a user is in a city (by name). The city name can be found in the meta data, under the 'name' key.
country	2017-04-23T23:05:00.000+02:00	2017-05-23T15:01:00.000+02:00	location	At country	This moment will be active when a user is at a country. The country name can be found in the meta data, under the 'name' key.

STATIONARY EVENTS DETECTED

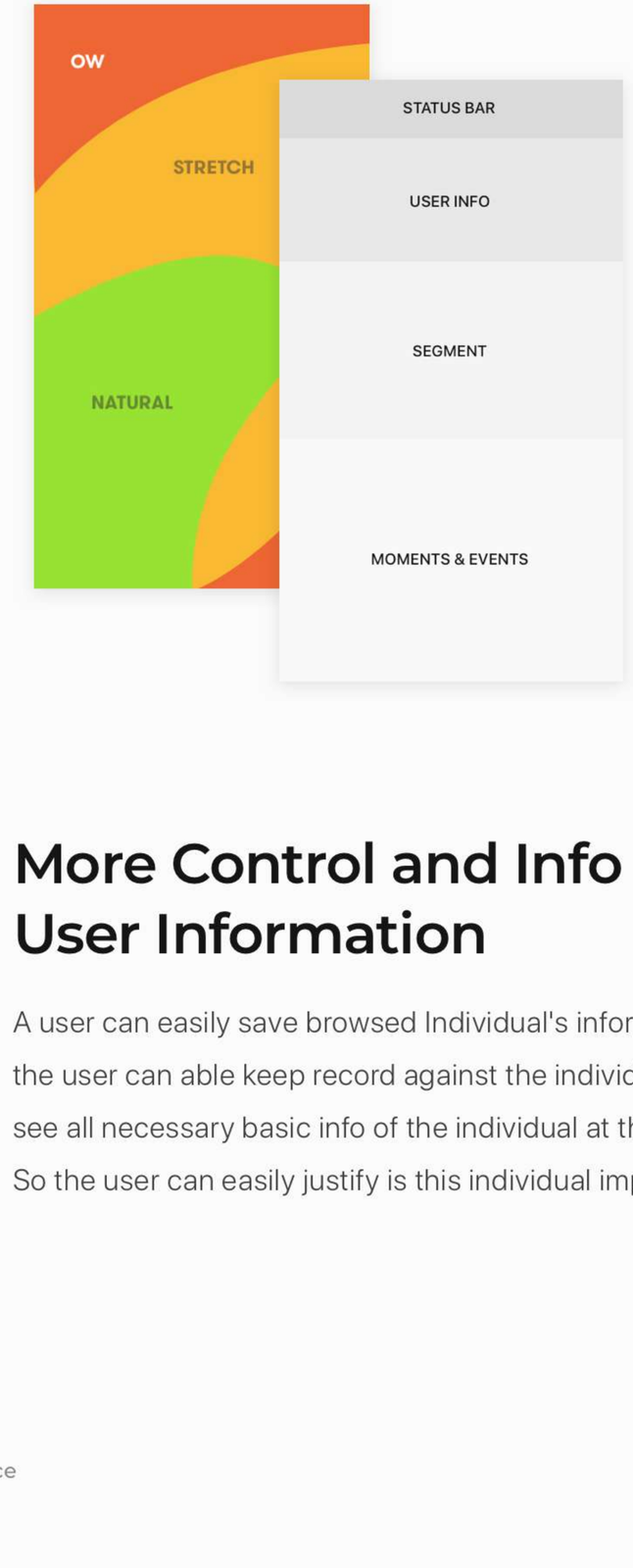
START TIME	END TIME	LATITUDE	LONGITUDE	SIGNIFICANCE	PLACE NAME	PLACE CATEGORY	CITY	CITY TYPE	COUNTRY
2017-05-11T23:45:00+02:00	2017-05-12T00:25:23.041000+02:00	50.84768	4.36369	nonregular		drinks	Ville de Bruxelles - Stad Brussel	city	België - Belgique - Belgien
2017-05-11T20:58:04.002000+02:00	2017-05-11T23:42:18.516000+02:00	50.84076	4.35528	nonregular		food;restaurant	Ville de Bruxelles - Stad Brussel	city	België - Belgique - Belgien
2017-05-11T14:15:35.486000+02:00	2017-05-11T20:04:49.974000+02:00	51.19527	4.40856	poi			Antwerpen	city	België - Belgique - Belgien
2017-05-11T09:44:00+02:00	2017-05-11T14:12:01.019000+02:00	51.19648	4.40818	work	Sentiance	office;company	Antwerpen	city	België - Belgique - Belgien
2017-05-10T21:37:46.155000+02:00	2017-05-11T09:37:39.666000+02:00	51.21402	4.3929	home		building;residential	Antwerpen	city	België - Belgique - Belgien

TRANSPORT EVENTS DETECTED



Solution of the Challange

- Easy to understand, no help/tutorial required
- Slick, professional and “sexy” feel
- Feel the power of the data and it’s presentation
- Detection technology is working well, showing enough detail

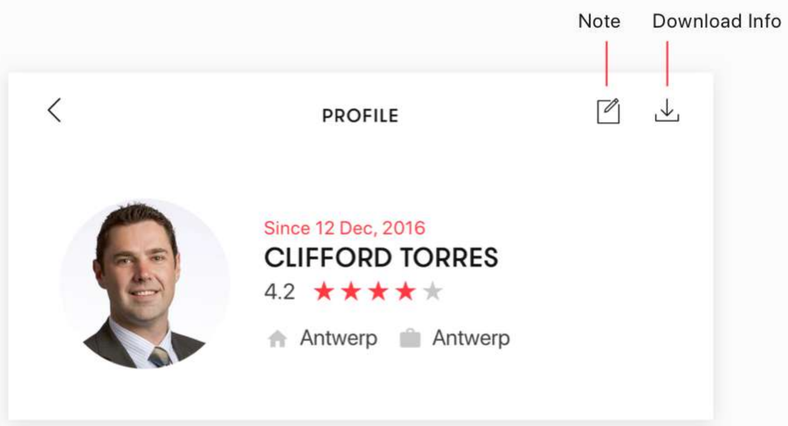


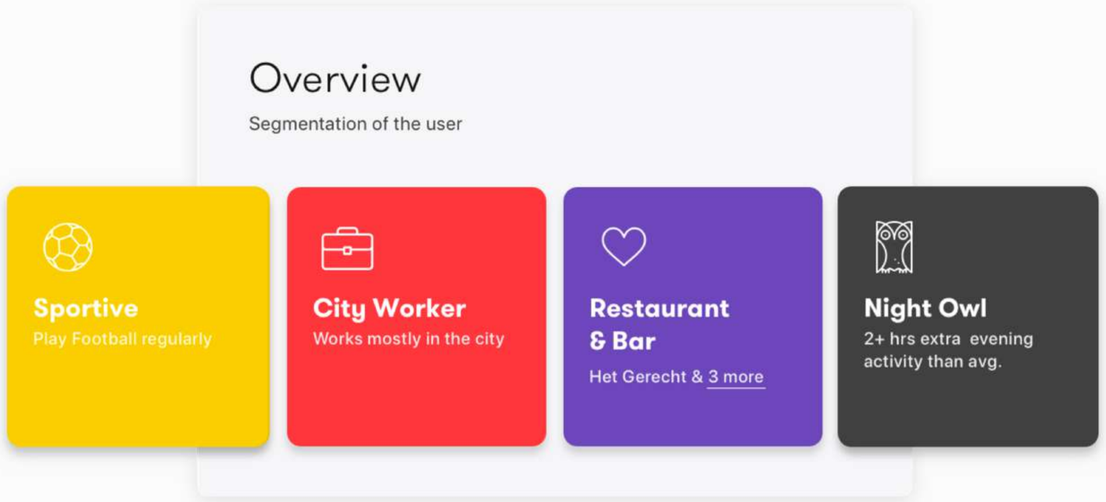
The Logic of Layout

The main purpose of this design is to simplify the raw data and arrange it in an accessible and understandable way. That's why I arrange all the information and elements as per its necessity and uses. People usually wanted to see the state of the view/page and basic info of a user, so that I placed them on top. Then, I placed the Segment section on the best accessible place where the user can check all Segment easily. After that, the Moments & Events section will appear. By scroll, the user can see the full view of Moments and Events.

More Control and Info of User Information

A user can easily save browsed Individual's information by Downloading it. Also, the user can able keep record against the individual by Note option. The user will see all necessary basic info of the individual at the beginning of the profile view. So the user can easily justify is this individual important or not.





Slick Segment Section

One of the most prominent parts of this new interface is the Overview/Segment section. This section is easy very to understand, more interactive and informative. A user can get a good observation here about the individual.

Strong Data Visualization

Improved date navigation system with more focused data visualization filter option. Also, we are able to present more (unlimited) metadata underneath every Moment or Event title.