



Portfolio

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Product Focus

Product ML

We wanted to build a tool for using Machine Learning to shape product experience.

We started by defining product/user stories, what problems our product could solve, at the same time we evaluated the market size and how well the team knew the market for each story, we also evaluated the overall complexity of the product or connections with other systems. We ended up choosing

ML to change game difficulty.

We did lists of potential clients, we broke down hundreds of games to find out where our product would help and we found a place in the market for us. Confirmed.



PRODUCT ML



Brand, Research, Competitor and Client Listing, Game Deconstruction, Product Flows,



Workflowy, Mindmeister, Excell

Users

Product ML

The next step was to find out who buys the product and who uses the product.

We need to build for the user and think on the buyer.

We have tracked down two main users: the Game Designer and the Live OPS. Me and the PM sat together and created a flow for each persona with what we knew. I learned more about the user by researching them online and interviewed a few potential users. Updated the users profile and met again with the PM to show my findings and discuss more.

We discovered a few other moments where they could use our product.



Study, Personas, User Interviews



Workflowy, Mindmeister



Product Flow and Wireframes v. 1

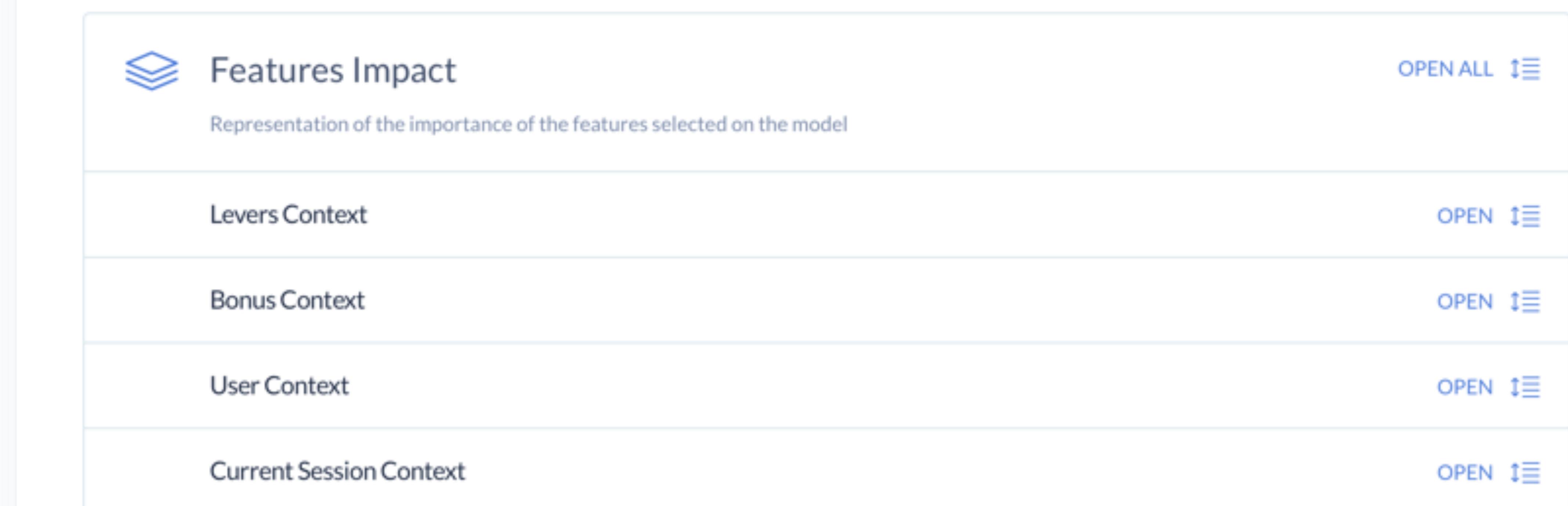
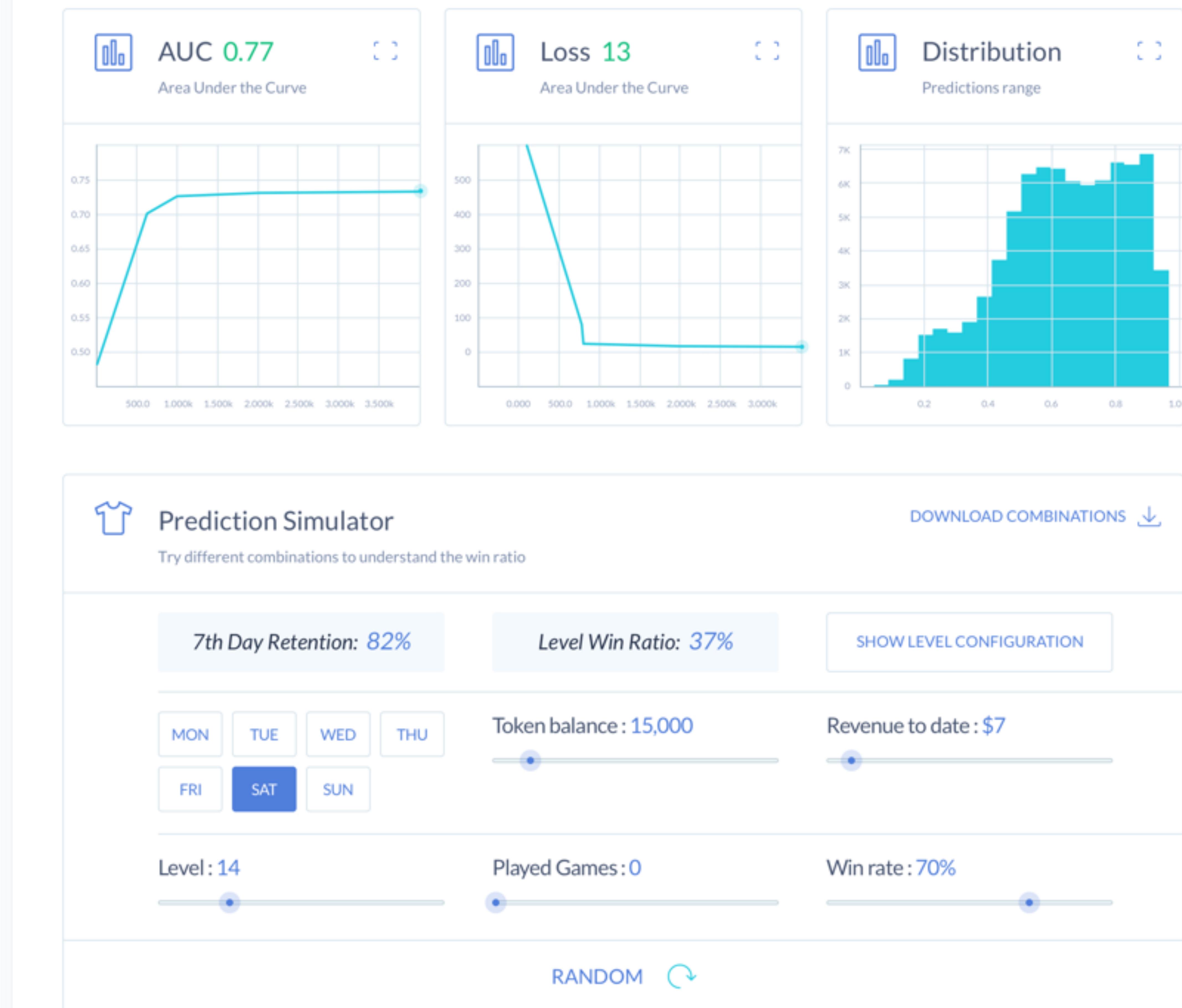
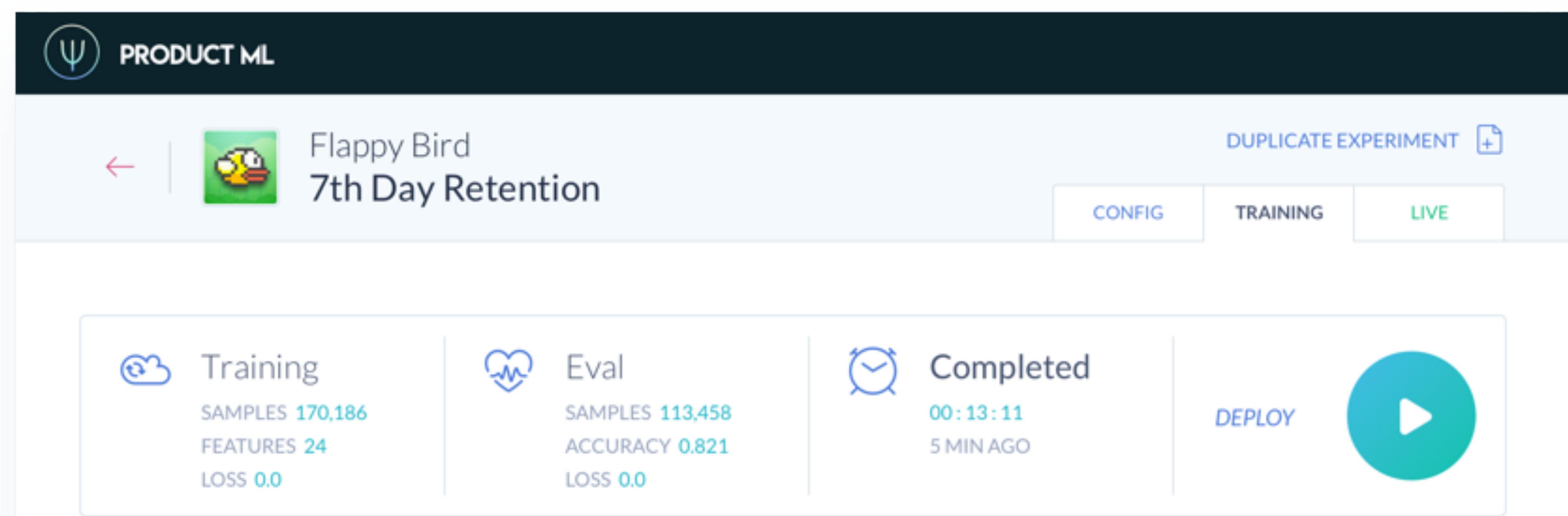
Product ML

When I have started designing the product flow, soon I figured out that it was impossible to clearly view the product at this stage, so I decided to define what I could and start visual exploration asap.

For the UI, since we need to optimize for speed, the best solution was to create mid-weight wireframes, it takes a bit longer on the wireframing stage, but produces high quality screens of the product for promotion.

Product Flow, Wireframes/UI

Mindmeister, Sketch, Invision



MVP

Product ML

I have finished the first iteration on the product with a better view of the user goals. We decided to build a demo mvp to showcase the on the website. We decided on the main areas we needed to make available for the user and we took the opportunity to fix some ux problems.

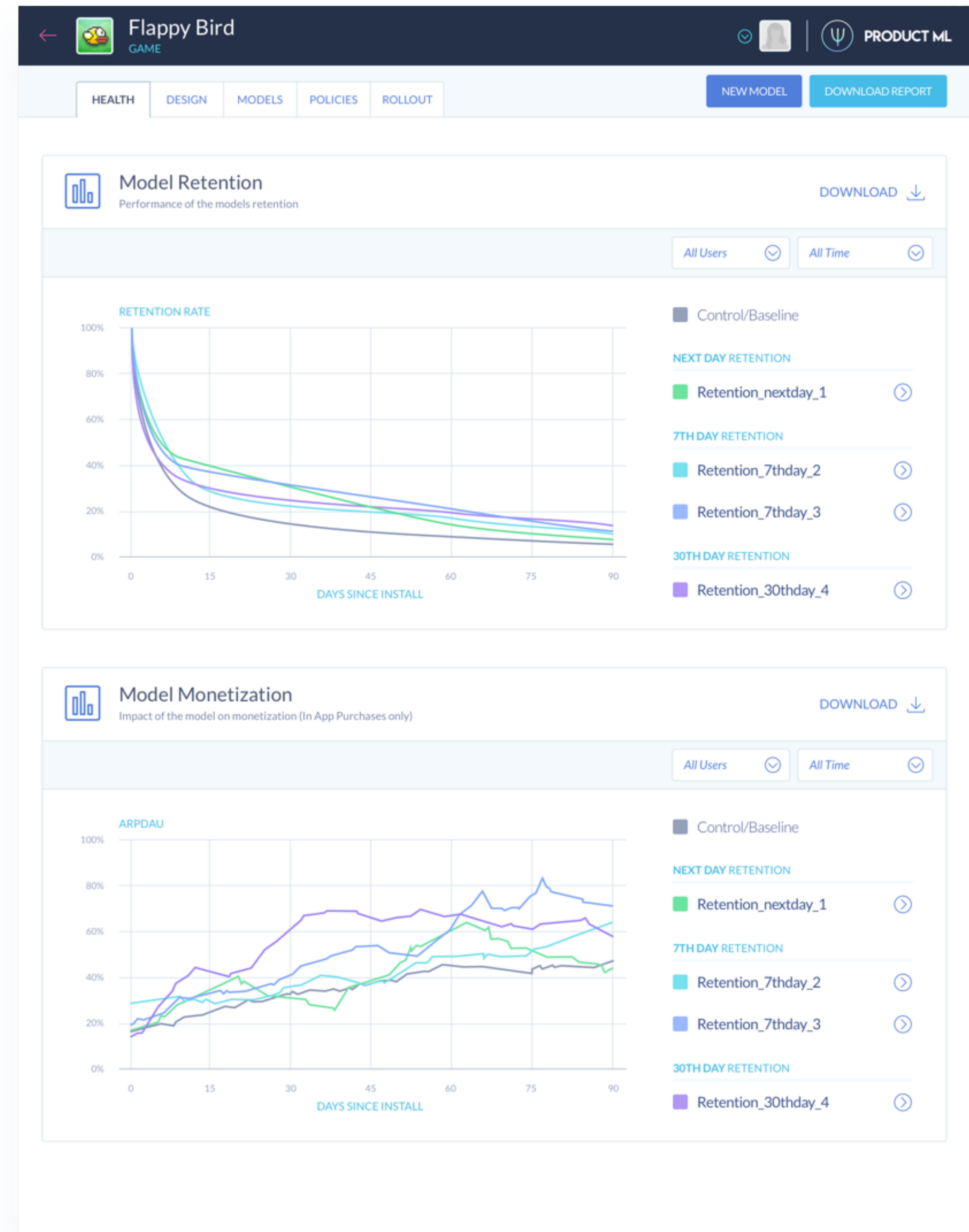
I created a new product flow specific for the mvp, we broke it down into tasks. Working closely with the PM and the ML team, we created a product that translates ML to Live Ops talk.



Product flow, Wireframes/UI,



Mindmeister, Sketch, Invision



Flappy Bird Game

Game Setup

Setup the SDK to match the game type, value returned and test config

Game Type: Single Level

Avg Score: Return the score for the game

Time: Return the time in seconds for the game

SAVE

CANCEL

Test Levers

Set an outcome value to always be returned by the SDK for experimentation purpose

Levers

Configurable parameters that can change the difficulty of the level and the experienced win rate.

- Gap Height: MIN VALUE 104, MAX VALUE 265, DEFAULT VALUE 170
- Pipe Distance: MIN VALUE 280, MAX VALUE 425, DEFAULT VALUE 390
- Camera Speed: Curve: In Cubic, START RATE 3, DEFAULT VALUE 390

TURN ON TESTING

NEW LEVER

PRODUCT ML

DESIGN

MODELS

POLICIES

ROLLOUT

Active Models

Compare how the model performs against the baseline

Control/Baseline

Retention_nextday_1 UPLIFT +14%

Retention_7thday_2 UPLIFT +8%

Retention_30thday_4 UPLIFT +6%

Retention_7thday_3 UPLIFT +12%

KPI: Next Day Retention

Compare models between the same KPI

Avg Score

User Skill

KPI

NEW MODEL

DOWNLOAD REPORT

ACTIVE POLICIES

It's advisable to use 5 or less policies

Pipe Distance: Days since install

Days since install: Condition equals

Gap Height: Days since install

Days since install: Condition equals

VIOLATIONS: -493 (0.75%)

INSPEC

OPERATOR

AND

END

ADD POLICY

User Rollout

Define which model the user is going to get on the session start

Control/Baseline: USERS 20%

Retention_nextday_1: USERS 18% NEXT DAY RETENTION +14%

Retention_7thday_2: USERS 18% 7TH DAY RETENTION +8%

Retention_30thday_4: USERS 18% 30TH DAY RETENTION +6%

Retention_7thday_3: USERS 18% 7TH DAY RETENTION +12%

RESET VALUES

PRODUCT ML

DESIGN

MODELS

POLICIES

ROLLOUT

ACTIVE POLICIES

It's advisable to use 5 or less policies

Pipe Distance: Days since install

Days since install: Condition equals

Gap Height: Days since install

Days since install: Condition equals

VIOLATIONS: -190

INSPEC

OPERATOR

AND

END

ADD POLICY

Flappy Bird Game

Health

Design

Models

Policies

Rollout

Add a metric

CURRENT SESSION

- Hourly Since Last Session
- Session Index
- Session Index Since Install

PREVIOUS SESSION CONTEXT

- Session Index
- Previous Week Context

CHANGE

CANCEL

Flappy Bird Game

Health

Design

Models

Policies

Rollout

Active Policies

It's advisable to use 5 or less policies

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INSPEC

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ADD POLICY

Flappy Bird Game

Health

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RESET VALUES

PRODUCT ML

DESIGN

MODELS

POLICIES

ROLLOUT

5

Feature Storyboard

Product ML

Since the main pages are done, is time to focus on wireframing and prototyping all features functionality.


Next Steps: build a prototype and user test.



Wireframes/UI



Sketch, Invision



1

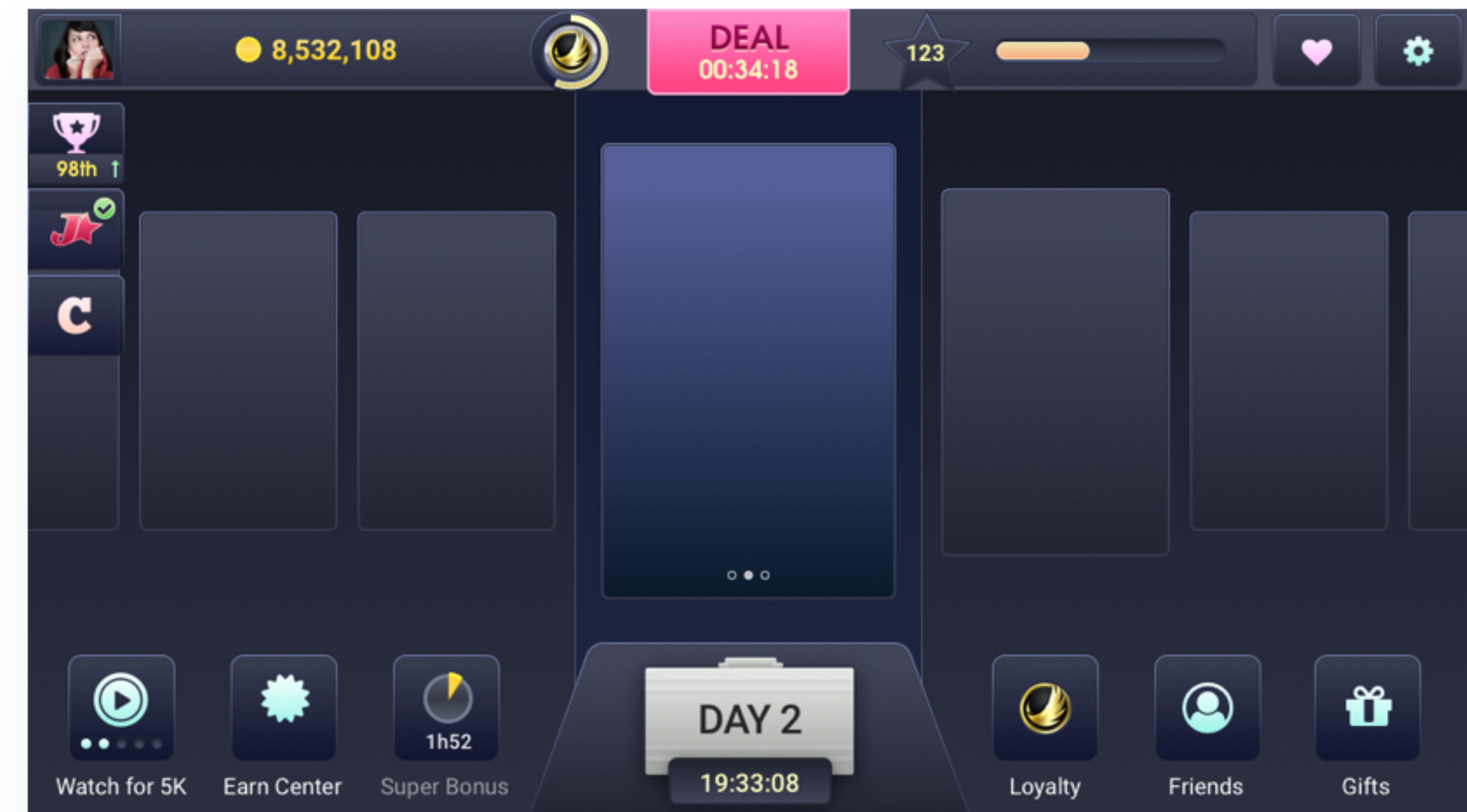
GSN Classic Casino re-design

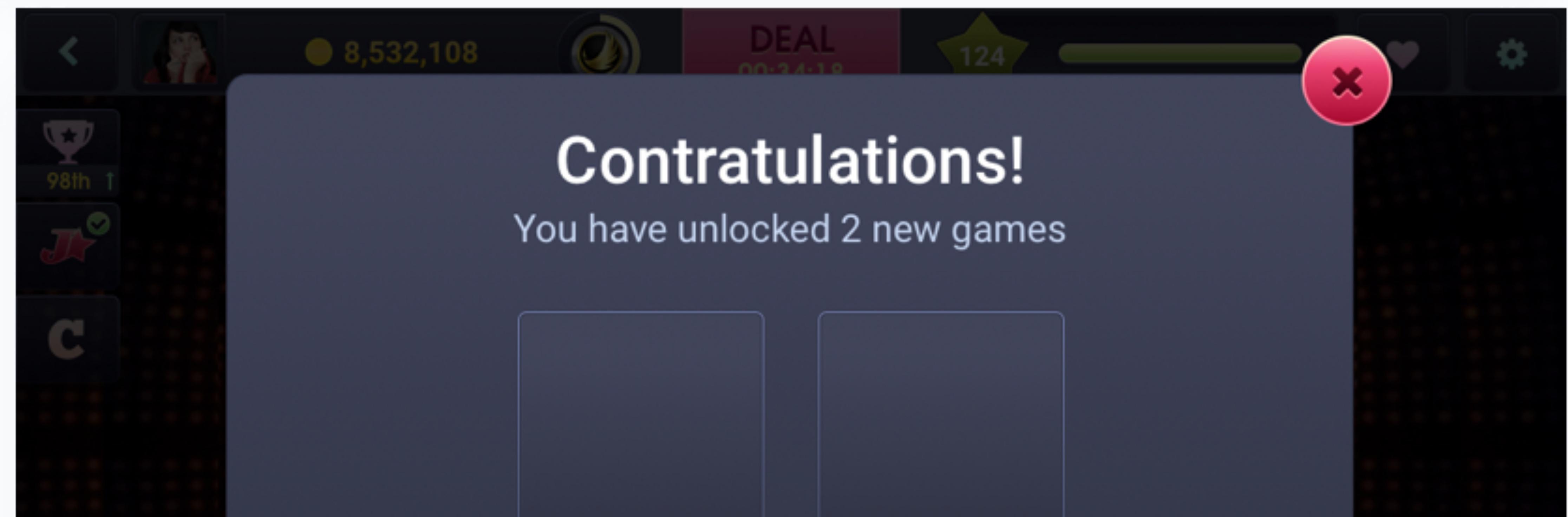
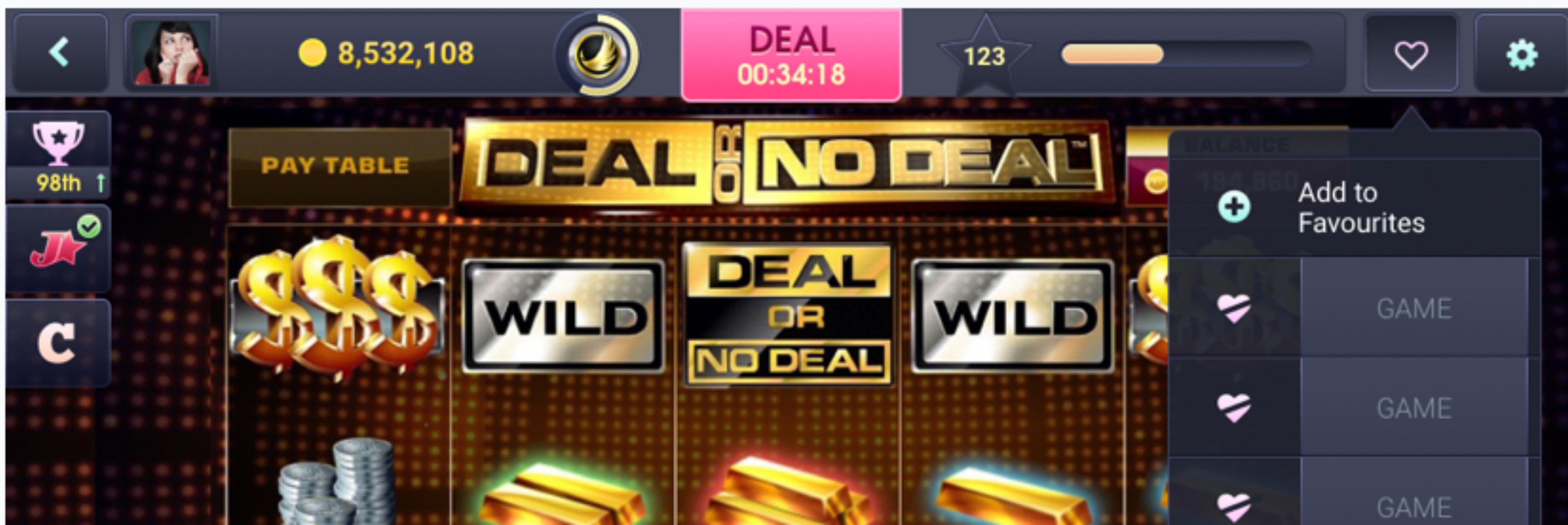
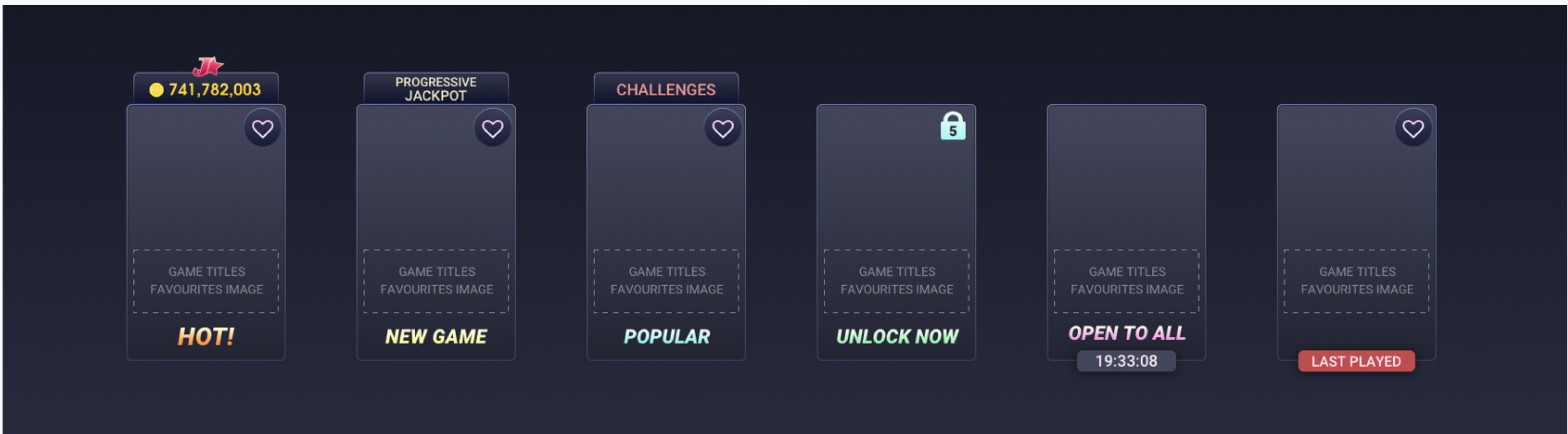
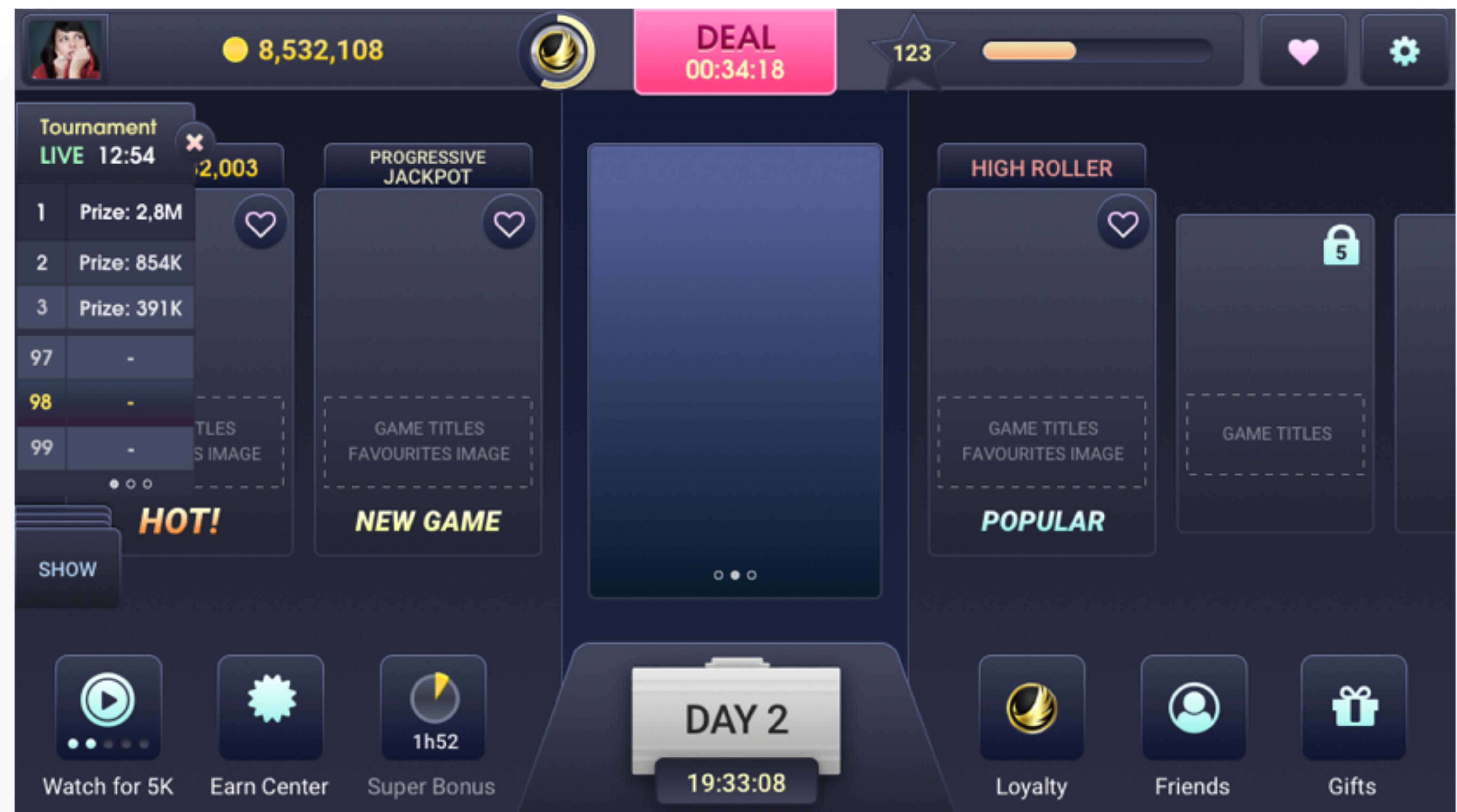
GSN/Plumbee : Mobile

The original app was almost 10 years old and had very little revamp work on it. But at the same time the users know the current UI very well and this app has a very large number of long time users. We decided to do a modular approach and we brokedown the features and functionalities in a way that could be updated without dependencies, every feature needed to have a fallback to the current Ulz. I did all the ux study for each feature, starting with the top bar and ending with the new shiny lobby.

 Research, Feature Flow, Wireframe,
Feature Storyboard, Prototype, User Testing

 Sketch, Invision, Framer, Mindmeister





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GSN Classic Casino Tournaments

GSN/Plumbee : Mobile

-  Research, Feature Flow, Wireframe, Feature Storyboard, Prototype

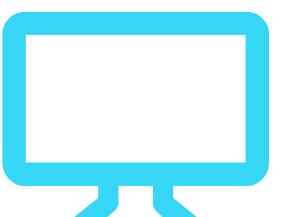
-  Sketch, Invision, MindMeister




New Features

GSN/Plumbee : Mobile

I've studied and tested with users many other features, like jackpot, hourly bonus, clubs, money tree, etc...

-  Research, Feature Flow, Wireframe, Feature Storyboard, Prototype, User Testing
-  Sketch, Invision, MindMeister



MBS Challenges

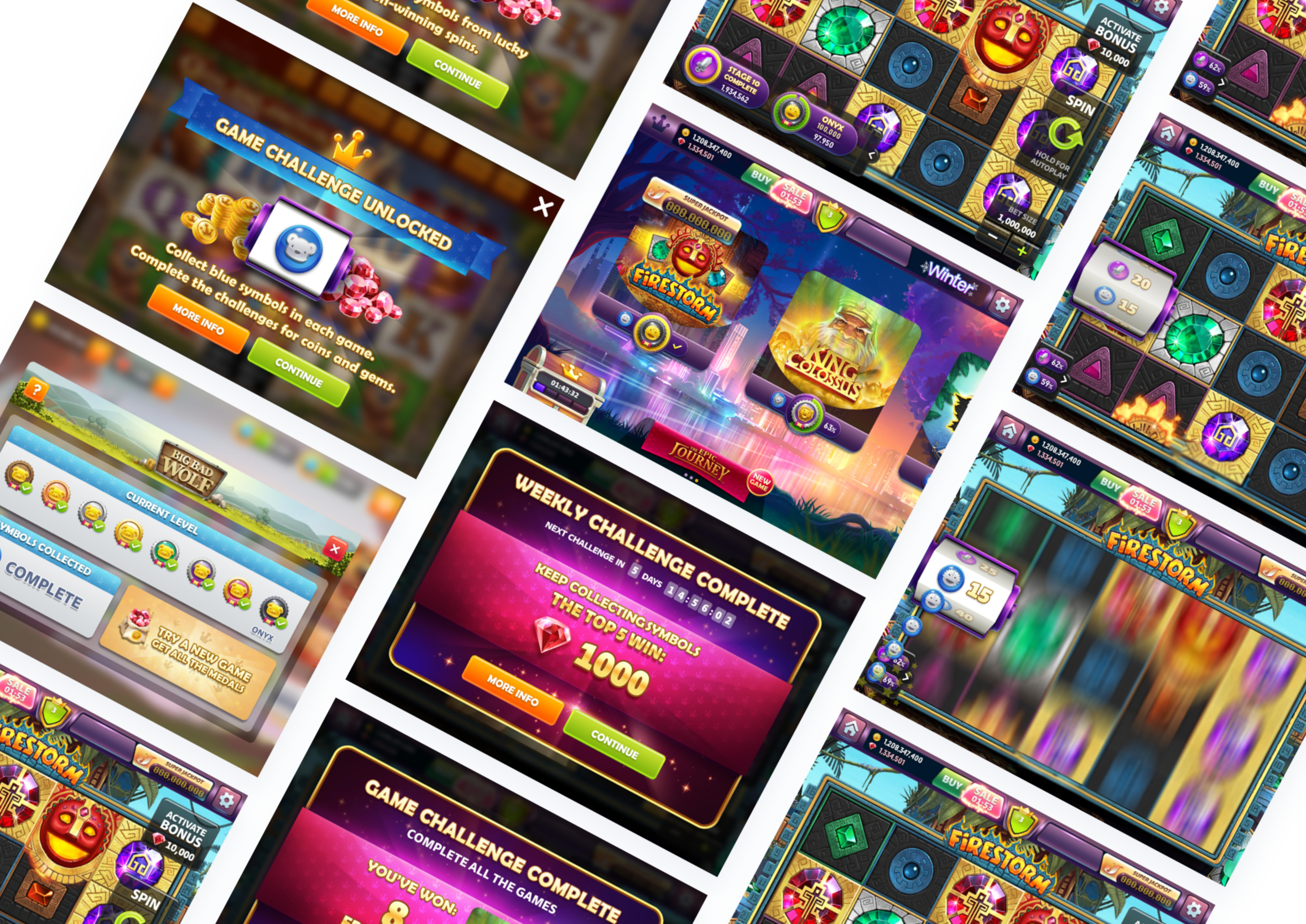
Plumbee : MBS Mobile

We had a challenge feature live, but after we introduced the new top bar we needed to review a few elements, we took the opportunity to review the ux and the ui of the entire feature.

-  Research, Feature Flow, Wireframe, UI, Animation, Pre-Production

-  Illustrator, Photoshop, Flash





Promotion Popups

Plumbee

I start by doing research on competitors and non related areas of business. Select 5 or 6 best ones and that is the standard to compare against our popup. Since we already know the user very well, I begin to wireframe the type of content needed, spaces, sizes, text and I get a blueprint of the popup. Next comes styling in photoshop, always comparing against the competition bar and I begin to think about how the animation is going to be, at this moment we need to be adaptable and don't be afraid to fine tune the content we wireframed. Later I create the animation mockup and in this case jump to flash to prepare the files for implementation.



Research, Wireframe, UI, Animation,
Pre-Production



Illustrator, Photoshop, Flash



