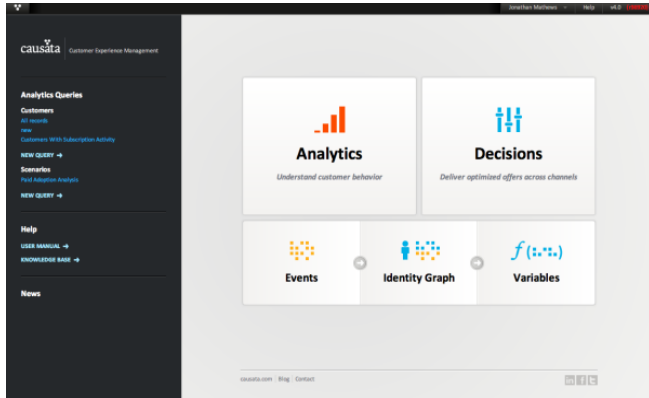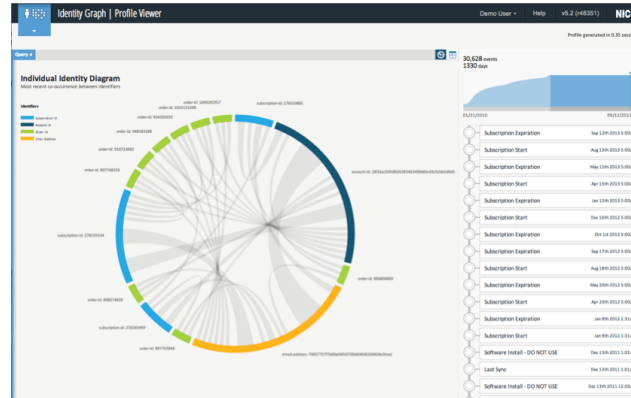# JONATHAN MATHEWS | PORTFOLIO

causata

Application Homepage / Navigation

Led redesign and rebranding of application homepage and rethinking the way that different sections of the app are broken down.

Led redesign and simplication of navigation and naming conventions throughout the app.

Profile Viewer

Led redesign and development of timeline viewer, identity graph diagram (shown) and simplification of layout.

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Identifying customers across channels is complex (customers have multiple IDs: cookie IDs, account IDs, email addresses, etc.). One of Causata's most powerful features is its Identity Graph, which dynamically builds individual profiles from all of these.

Explore
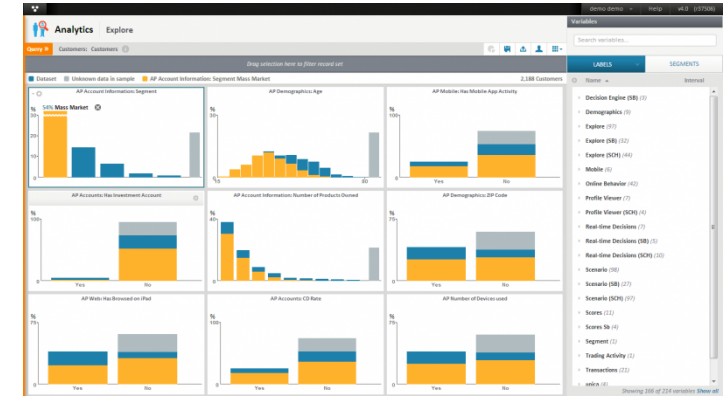
Simplified workflow and navigation. Led the design and development of a universal widget to allow variables to be used and sorted with a common interface throughout the app.

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Explore is a powerful in-memory interactive data exploration tool, enabling analysts and marketers to quickly spot patterns in data, using brushing and linking.


What is Causata?

Causata is a multichannel personalisation system, allowing marketers to precisely target prospects and customers using all of their data. Not just web data, but CRM, email and transactional data.

The company was based in London and San Francisco and backed by Accel Partners. Customers included Audi, Volkswagen, Intuit and AKQA.
It was sold to NICE Systems (Israel) in August 2013.

causata

Paths

Scenarios
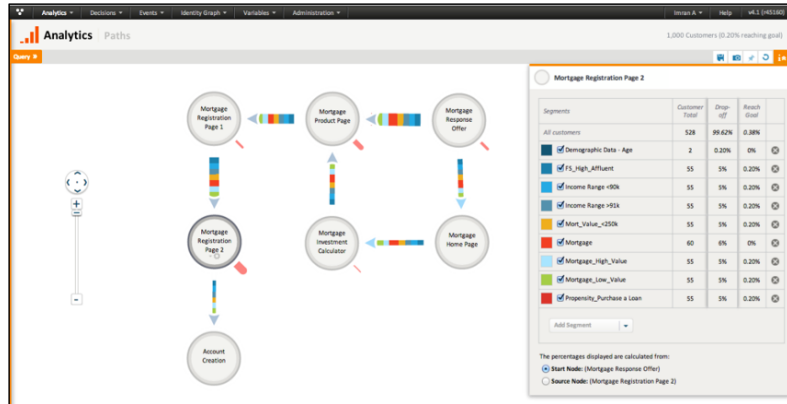
Originated concept for the app and sold the project to stakeholders.

Interviewed customers and potential users to validate designs and initial feature set.

Led a team of two designers and four developers to build, test and launch prototype.

Explored and advocated the use of D3.js to build the app, leading to a superior user experience.

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Paths is an interactive app allowing marketers to explore prospect and customer journeys across channels and sessions. This was an industry first, as web analytics pathing tools only allow exploration of a single channel and session.
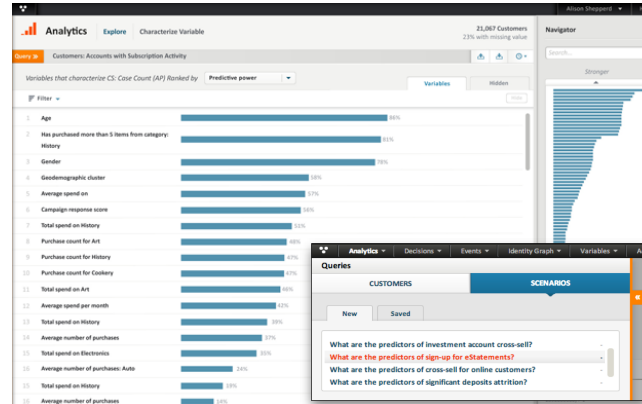
Led simplification of workflow and integration with Explore app to improve usability by aligning with the user's mental model.

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Scenarios allows users to understand which factors are predictive of a certain outcome.

For more examples of my work, please get in touch at jdmathews@gmail.com

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