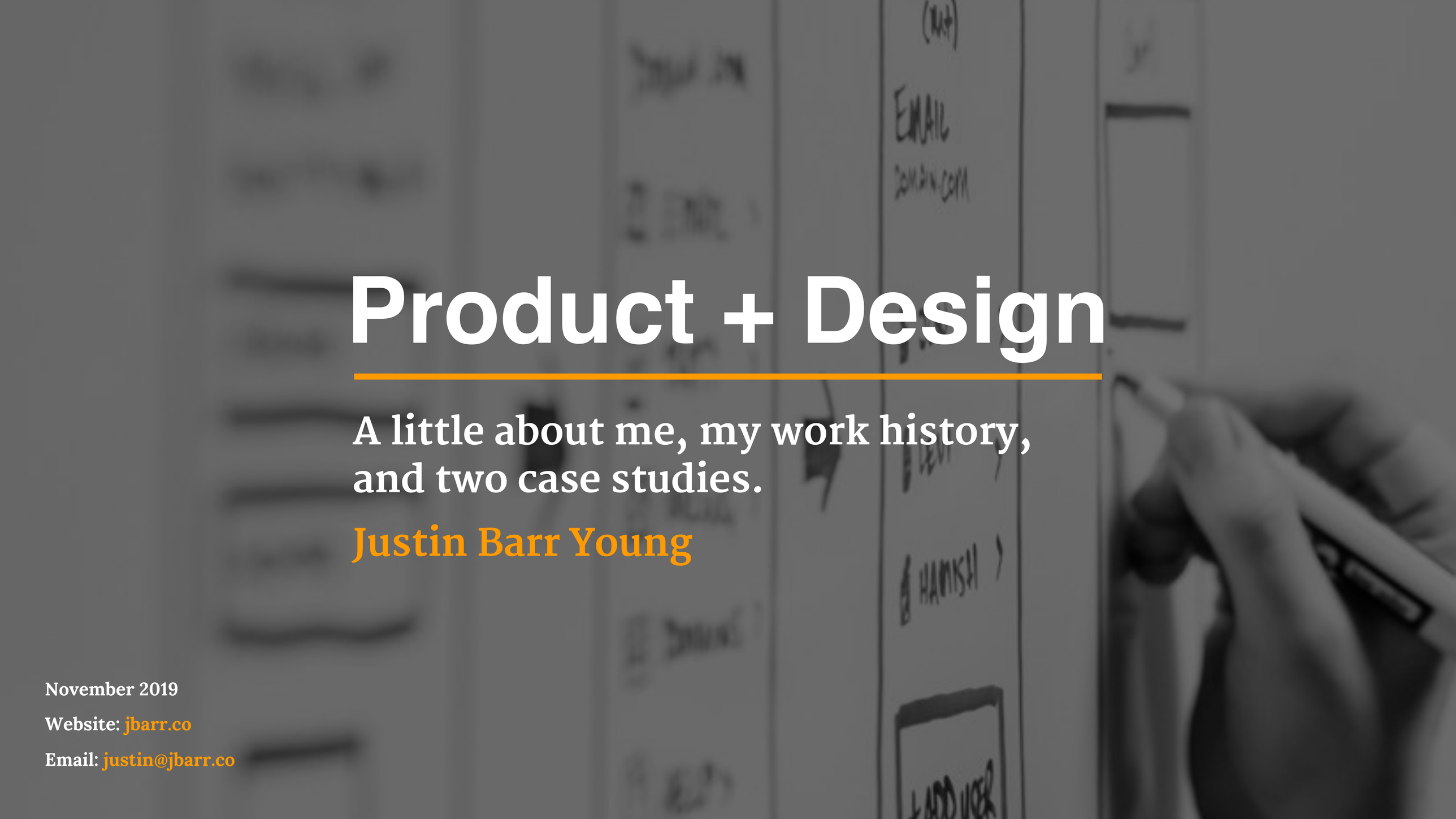


Product + Design

A little about me, my work history, and two case studies.

Justin Barr Young

November 2019

Website: jbarr.co

Email: justin@jbarr.co

About me

I'm a design-driven product manager for web and mobile experiences. I specialize in translating complex domains – like cybersecurity and web hosting – into friendly user experiences for startups and enterprise companies alike. I started my career as a designer and transitioned into product management. For over a decade, I've been working, learning, and mentoring in the sweet spot where design thinking, technology, and business meet.

I've written, talked, and presented on subjects such as product development, Agile design, chatbots, and how to improving UX process in small teams.

What I like:

Talking to users

New business domains

Honest prioritization

Complex systems

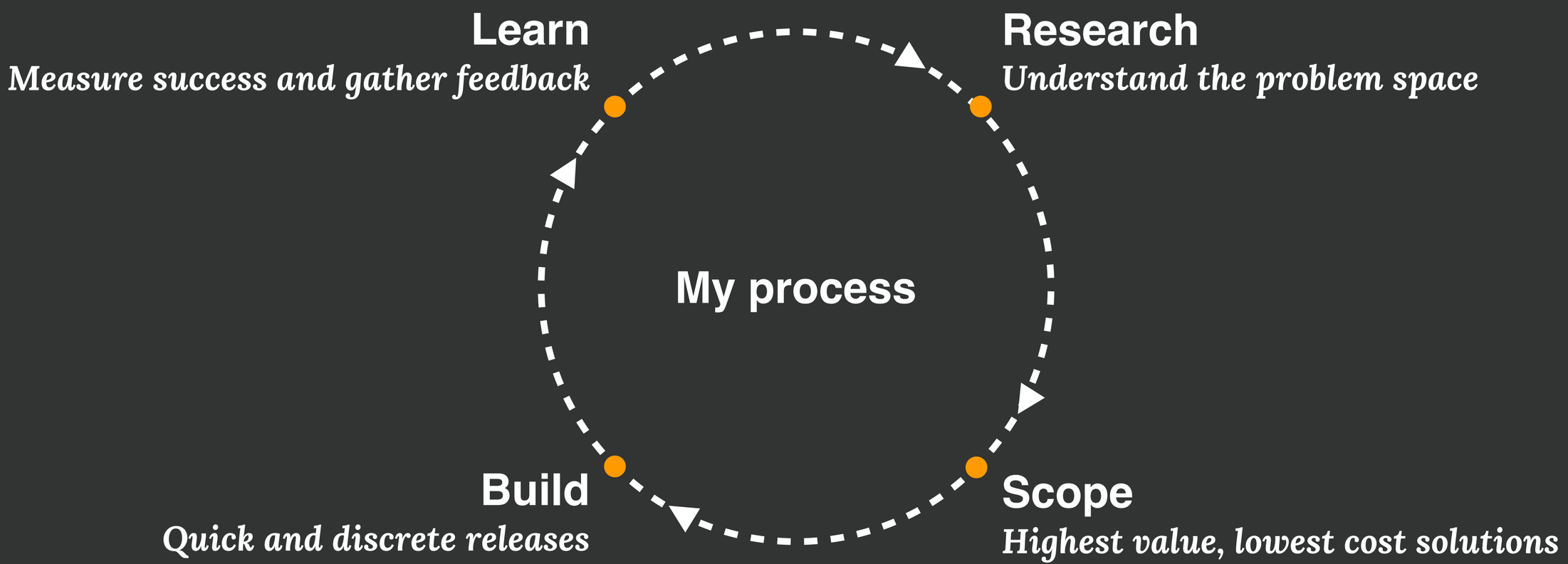
What I value:

Cross-functional teamwork

Focusing on business value

Iterative design

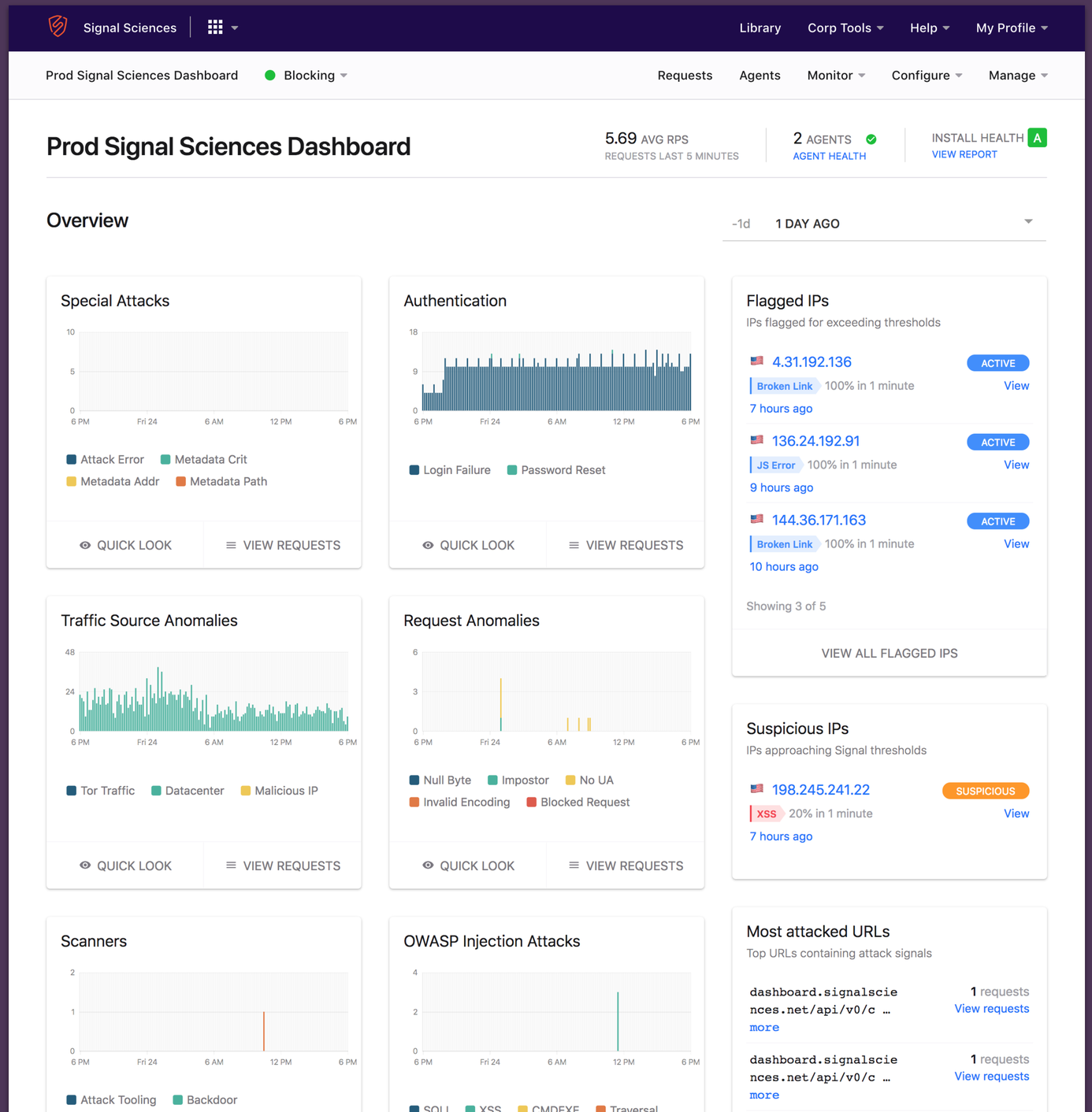
Open and regular feedback


Learn
Measure success and gather feedback
Research
Understand the problem space
My process
Build
Quick and discrete releases
Scope
Highest value, lowest cost solutions

Signal Sciences

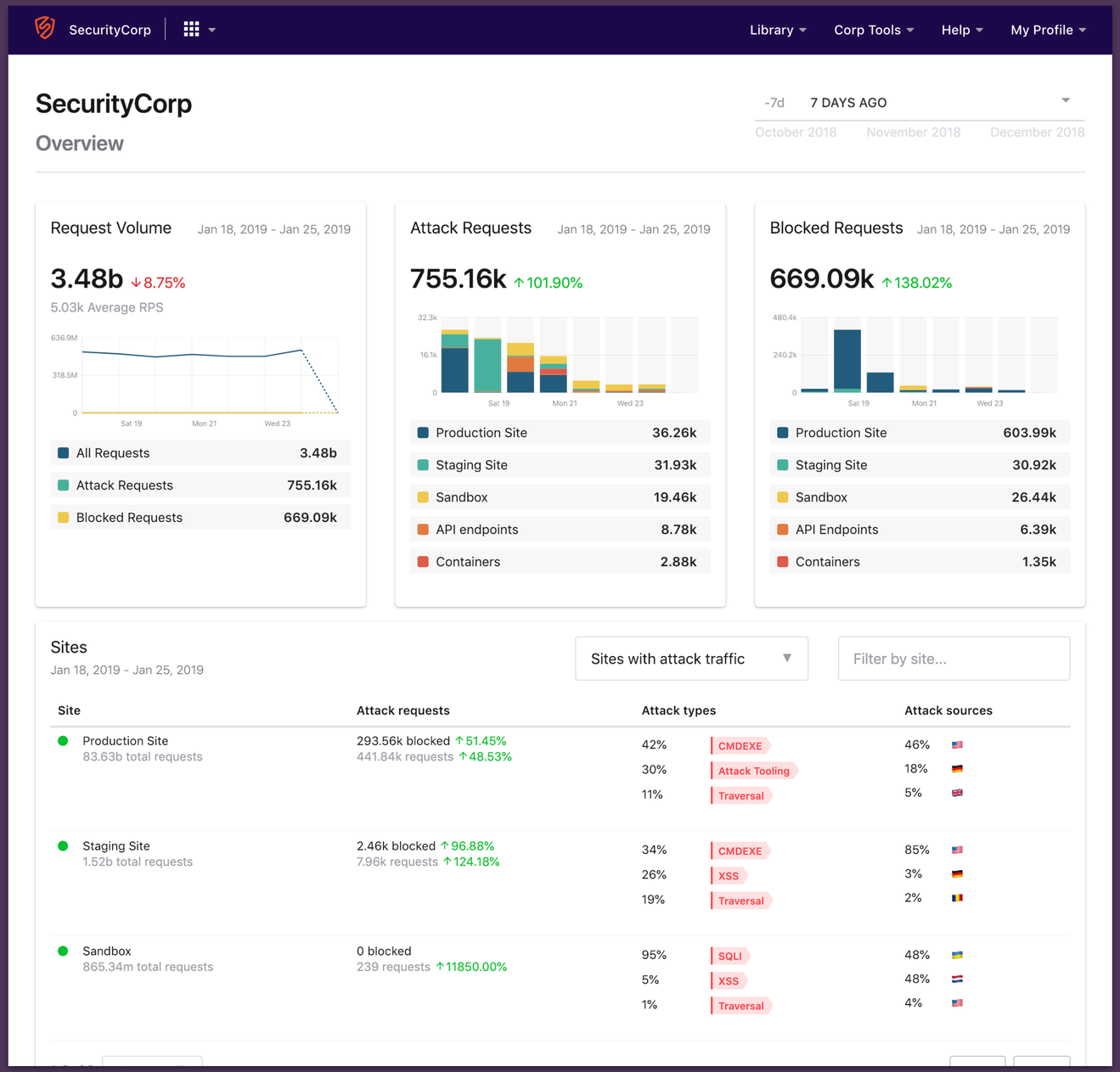
Signal Sciences is a cybersecurity SaaS platform that monitors customers' sites, apps, and online properties for hacking attempts and malicious traffic, and provides actionable data for security teams. The product is recognized by customers and industry experts, including Gartner, for its ease-of-use.

- Currently Product Manager
- Started as Product Designer
- Focused on account and domain management, user customization, and enterprise scalability



As product lead

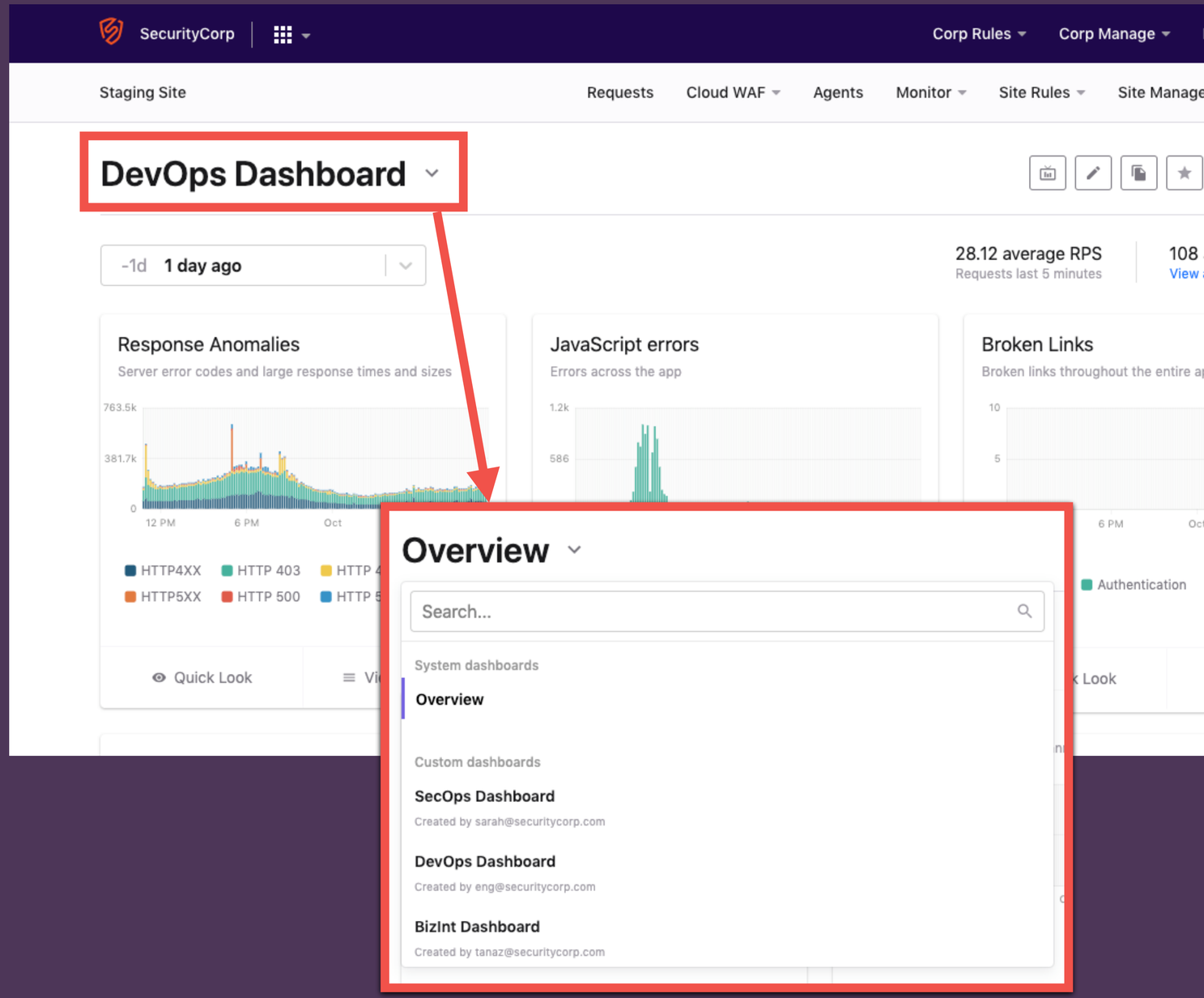
- Manage feature roadmaps for the management console as well as multiple strategic programs, like:
  - International data privacy
  - Managed resellers
  - Third-party integrations
- Product owner for multiple cross-functional development teams
- Redesigned roles and permissions scheme, enabling multi-site features
- Created process training curriculum for teams and employees
- Led Customer Advisory Board feedback sessions



Read more about this feature: [corp overview page]

As design lead

- Principal designer for majority of the management console
- Full-stack design: ideation, wireframing, prototyping, testing
- Created industry-first “attack story” feature, increasing sales conversion (case study #1)
- Redesigned console navigation to scale and improve access to high-value features (case study #2)
- Defined user analytics standards across design, product, tech teams
- Reduced customer support tickets 12% through UI improvements

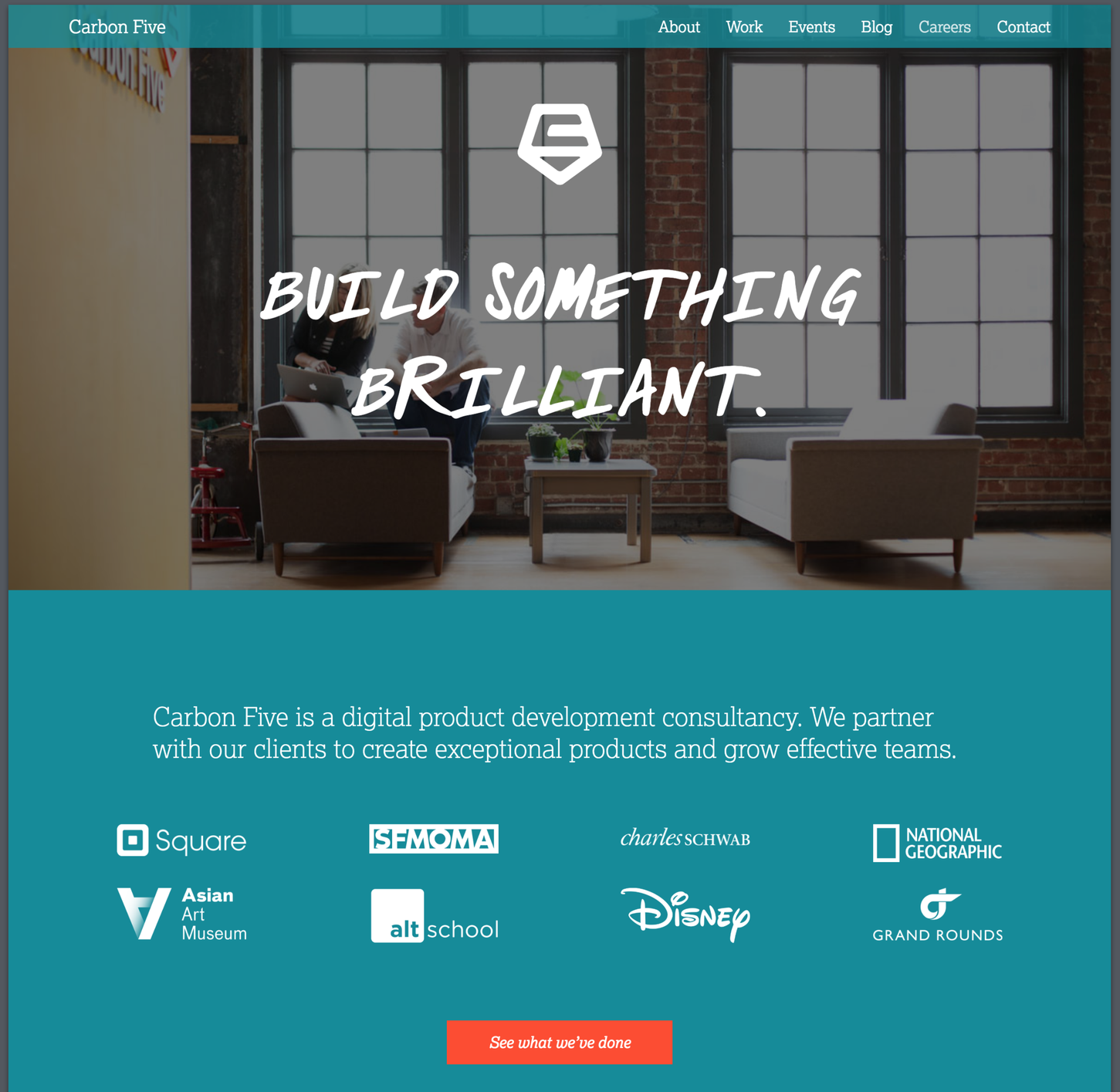


Read more about this feature: multiple custom dashboards

Carbon Five

Carbon Five is an Agile design and development consultancy that embeds with startup and enterprise clients to build products and mentor effective teams.

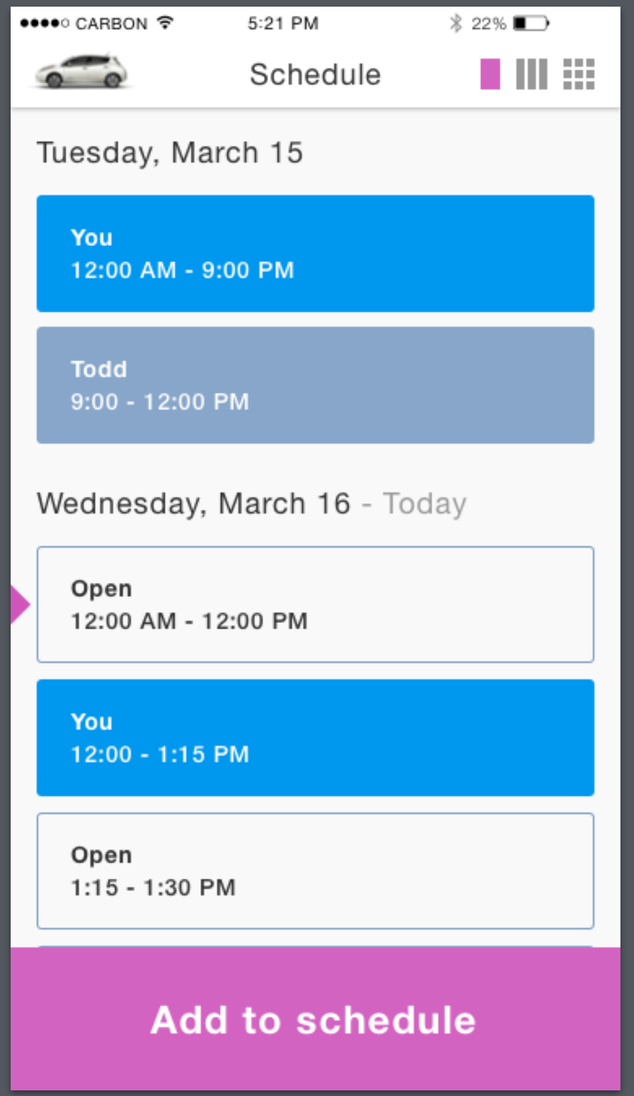
- Design lead for 8 client projects
- Early-stage product validation and prototyping
- Rapid iteration, continuous delivery, and TDD
- Mentored enterprise teams on Agile design transformation
- Managed design backlogs

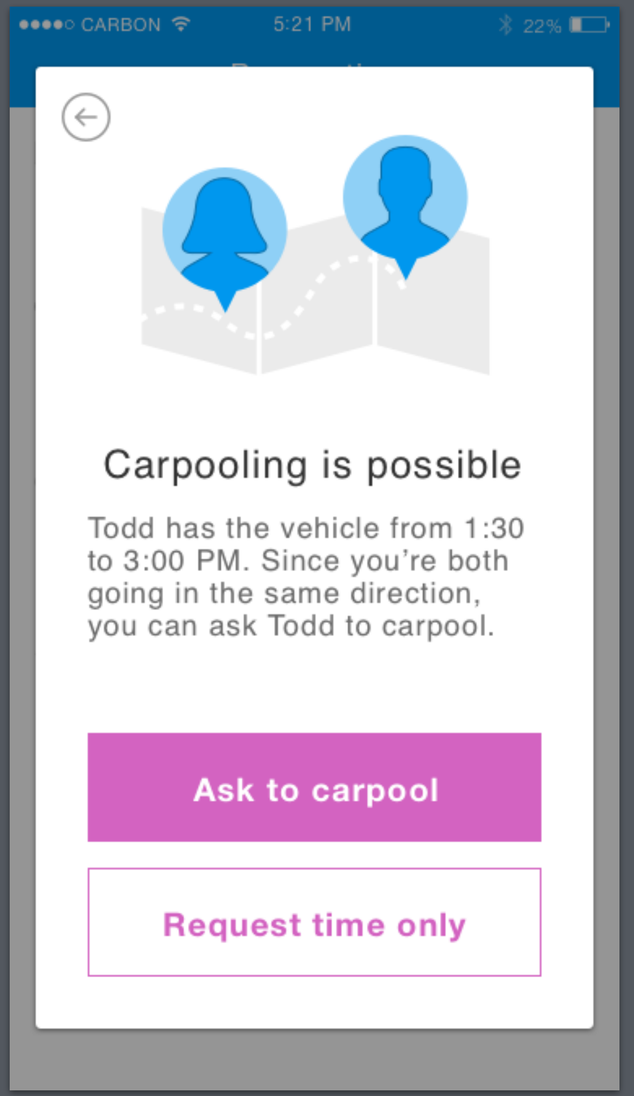


Nissan

Carbon Five partnered with Nissan to test an early-stage car sharing product concept. The auto manufacturer wanted to learn how two or more parties might co-own a car.

- Designed real-world experiment
- Recruited 50 families to record schedules and driving habits
- Gave families vehicles and tracked driving behavior for a month
- Built dashboard to analyze data
- Conducted customer interviews
- Prototyped car-sharing app



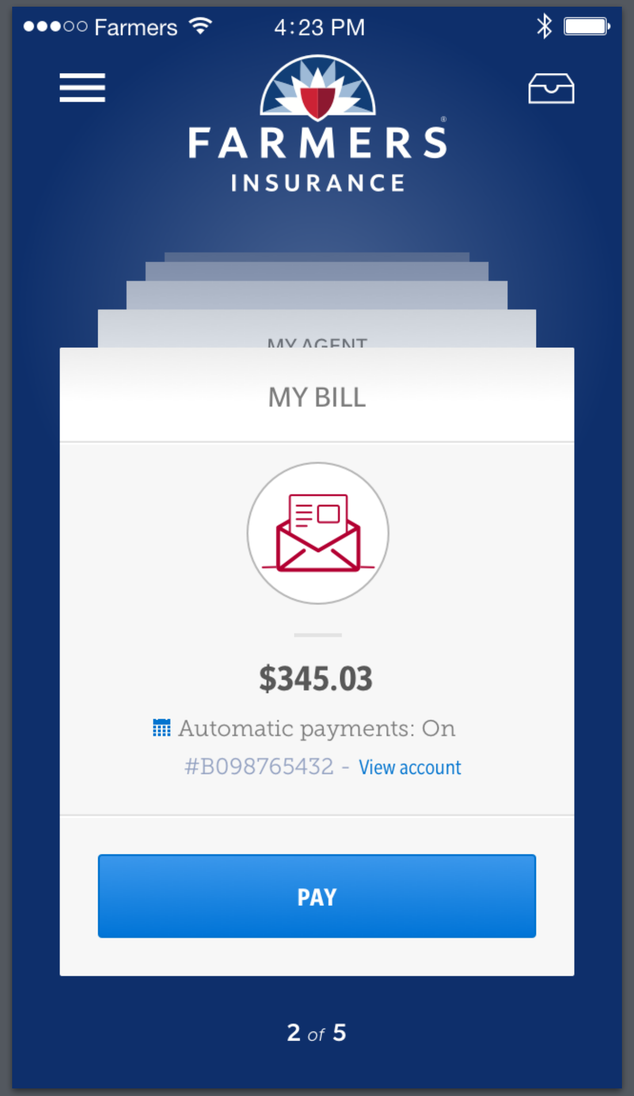


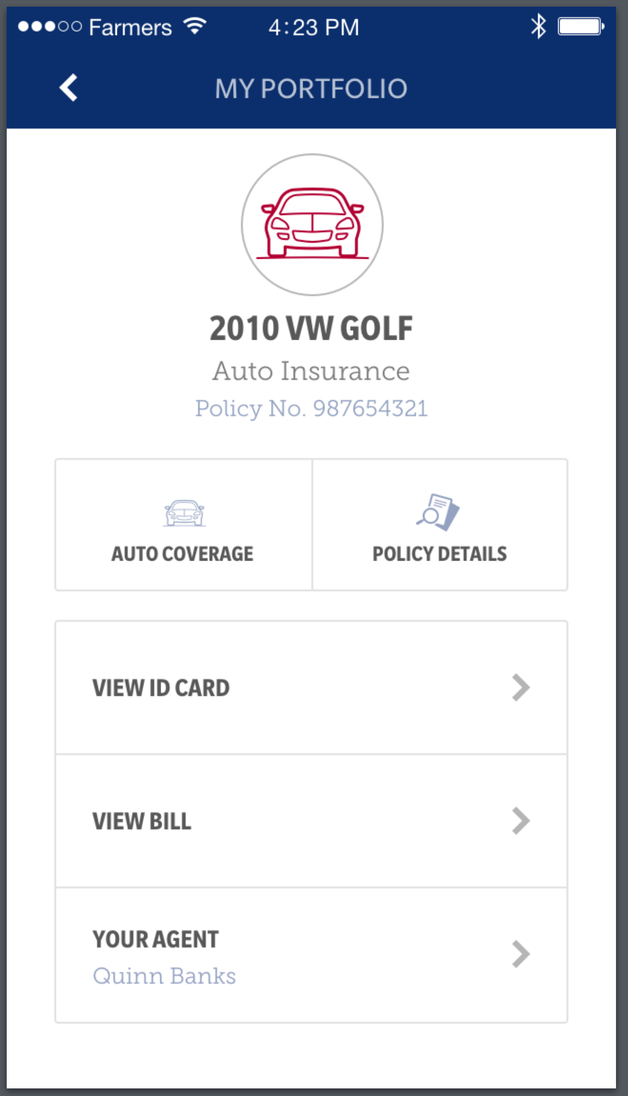
Read the full case study

Farmers

Carbon Five partnered with Farmers to rebuild both its Android and iOS apps and train its brand new mobile development team in Agile process.

- Created style guide that was compatible across both operating systems and every design size
- Established Design Ops practices
- Knowledge transfer to developers
- Mentored junior designers
- *Did not* visually design the app



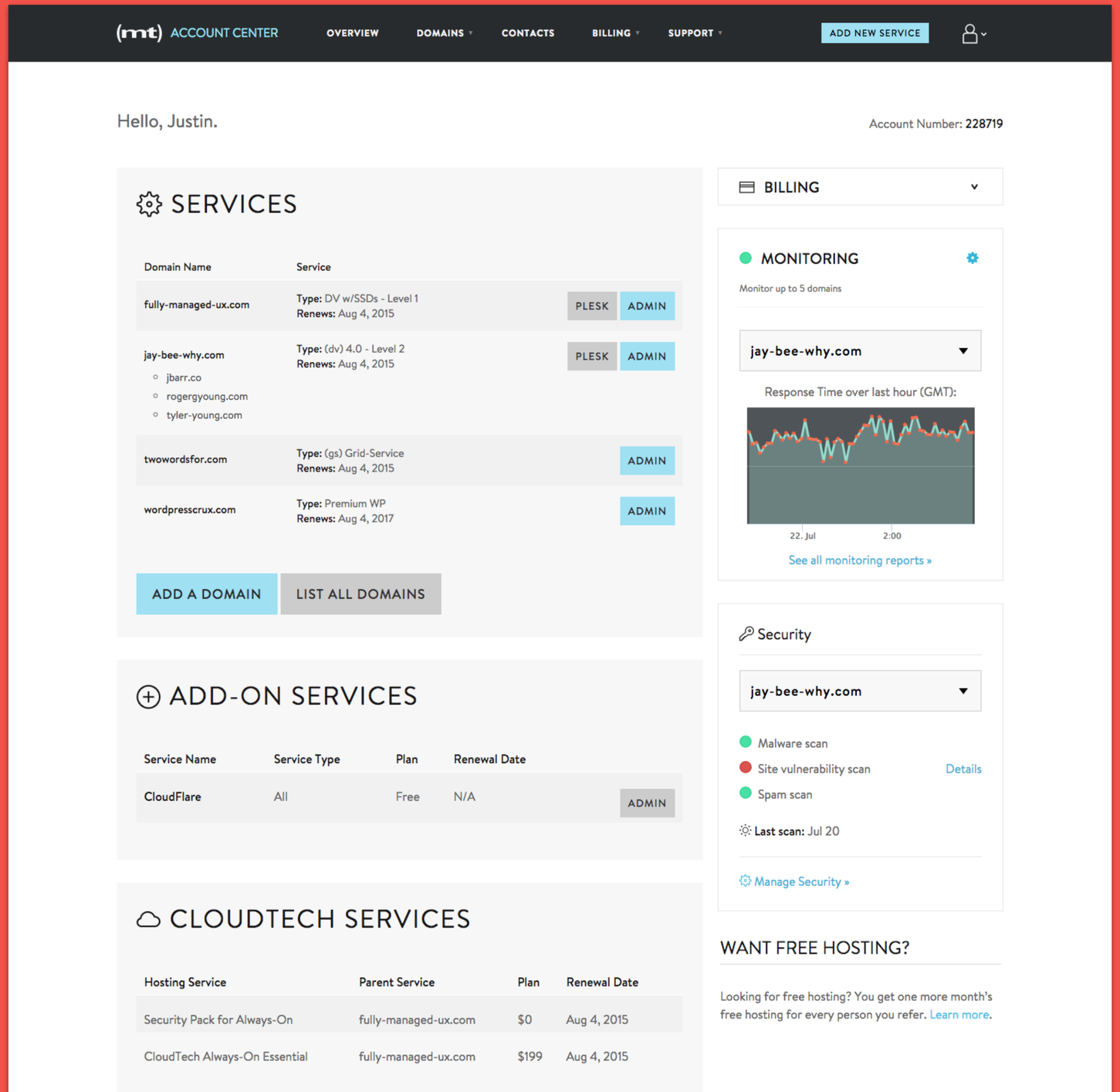


Read the full case study

Media Temple

Media Temple is a web hosting and cloud solutions provider.

- **Principal UX Designer**
- **Started as a UX Engineer**
- **5 products launched and improved UX across 8 others**
- **Redesigned and rebuilt award-winning website and account dashboard with over 1 million combined monthly users**
- **Contributed to responsive framework and component library**

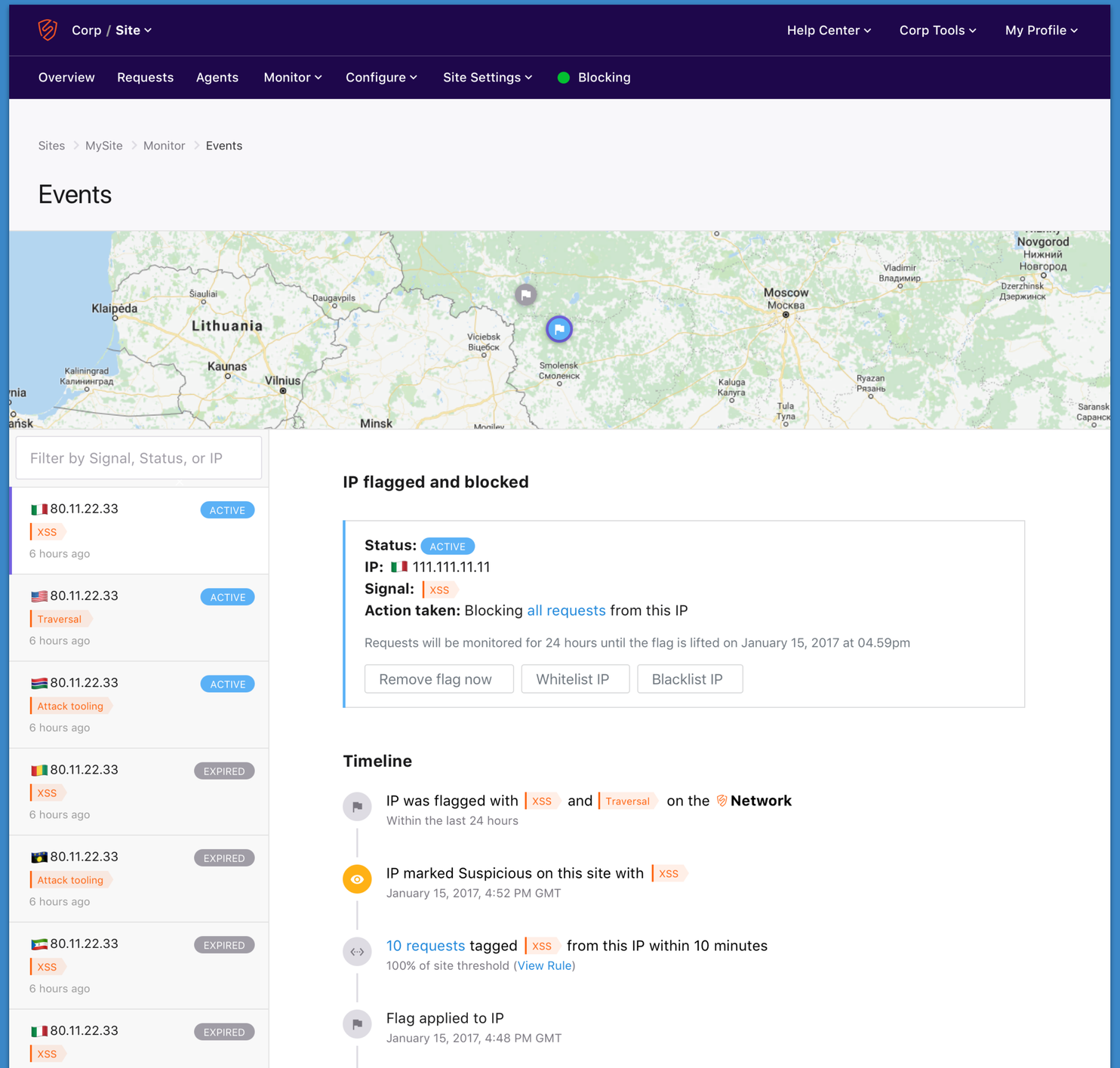


Case study #1

Events feature

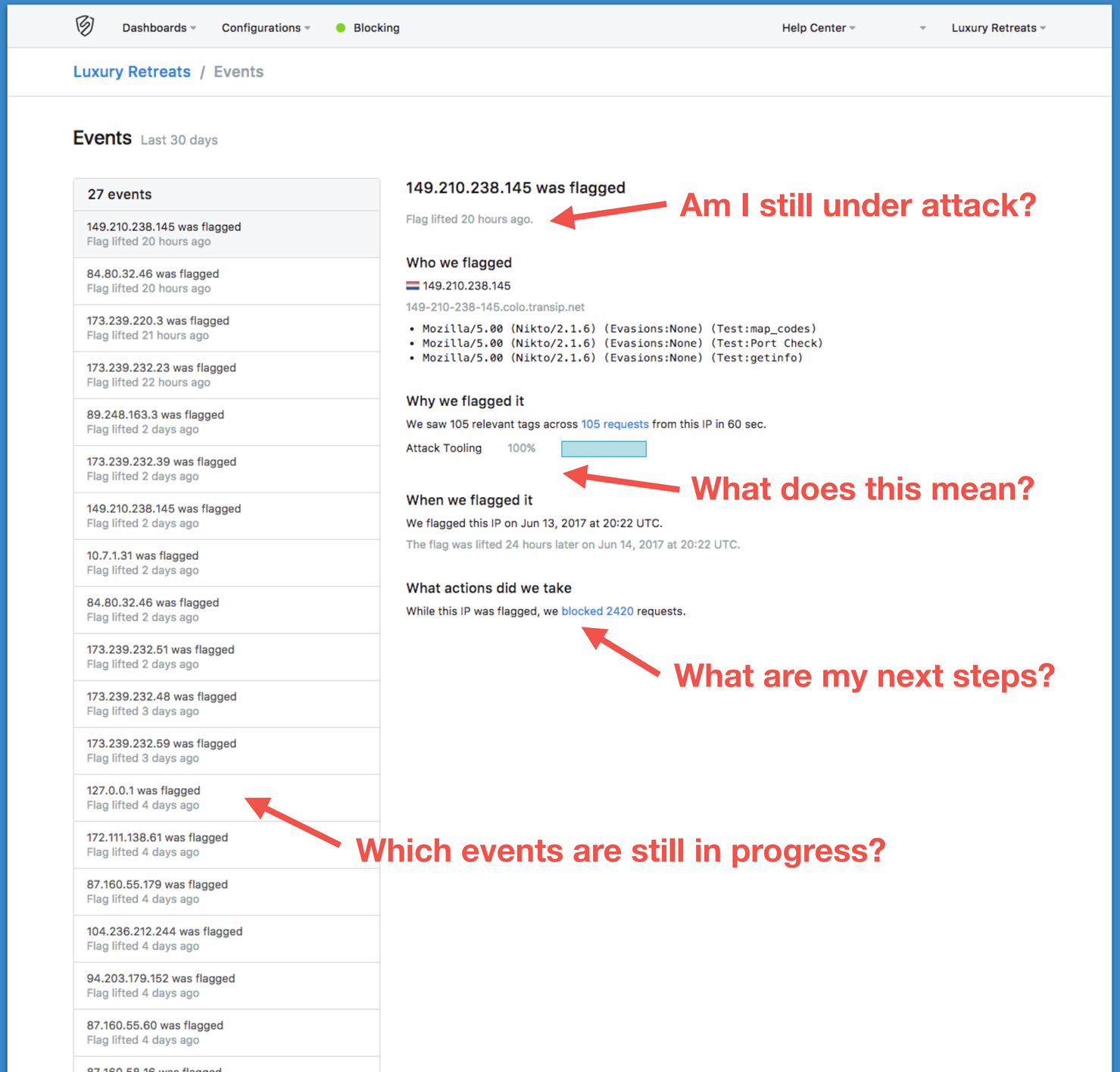
I redesigned Signal Sciences' Events feature, which lists and describes hacking attempts against a customer's service.

- Introduced usability and navigation improvements
- Focused on event narrative and providing context
- Created industry-first "attack timeline" feature
- Aligned business logic, UI, and data model
- Highlighted customer value

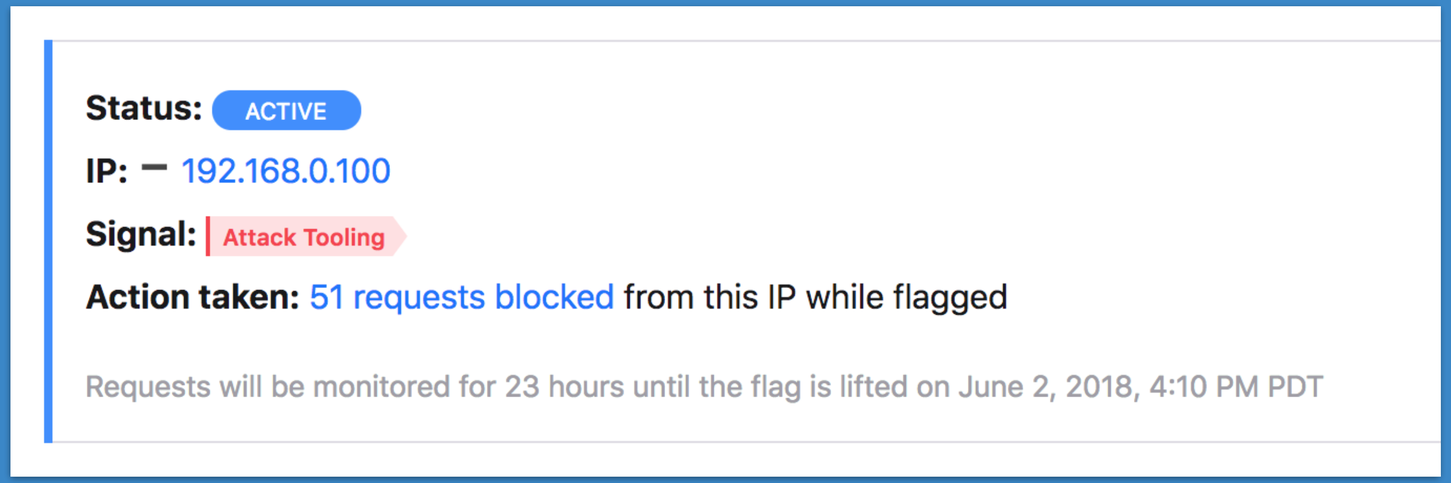


Problems:

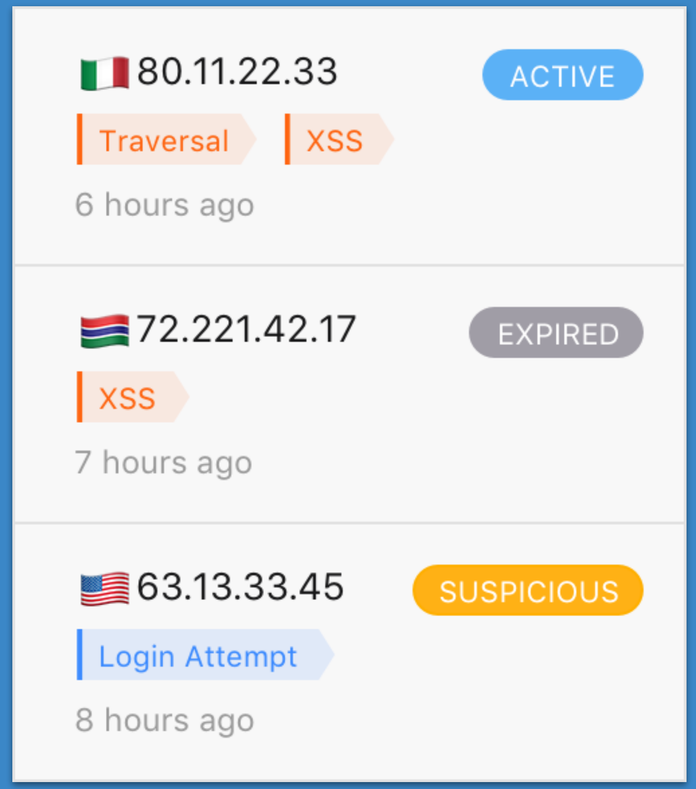
- Navigation didn't provide enough contextual information to be useful
- Details of event were out of order and hard to parse
- Business logic relationships were not clear: *what's the relationship between an "event," a "flag," and an "attack"?*
- Valuable and proprietary insights into an attack were a competitive advantage but poorly articulated



New summary component

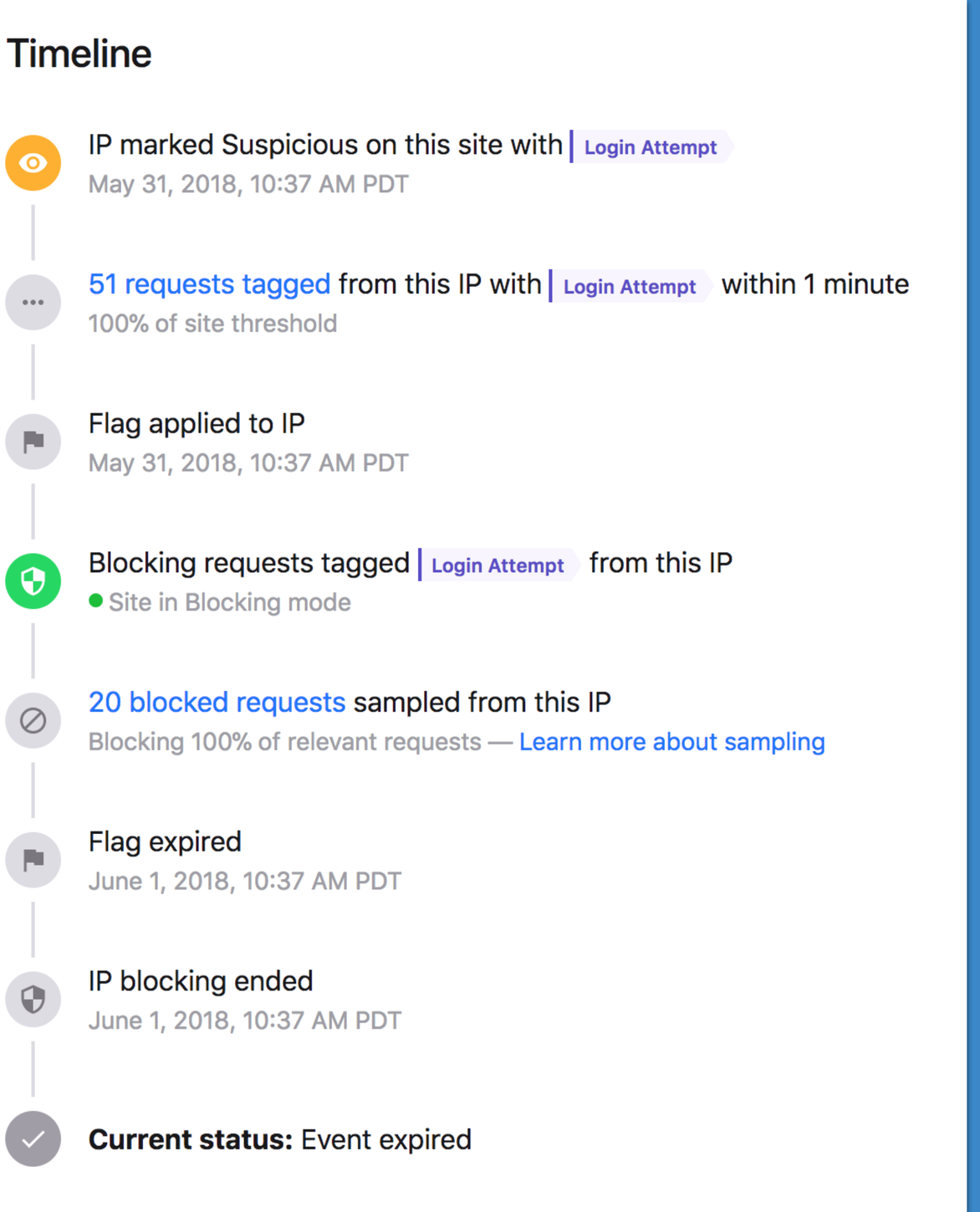


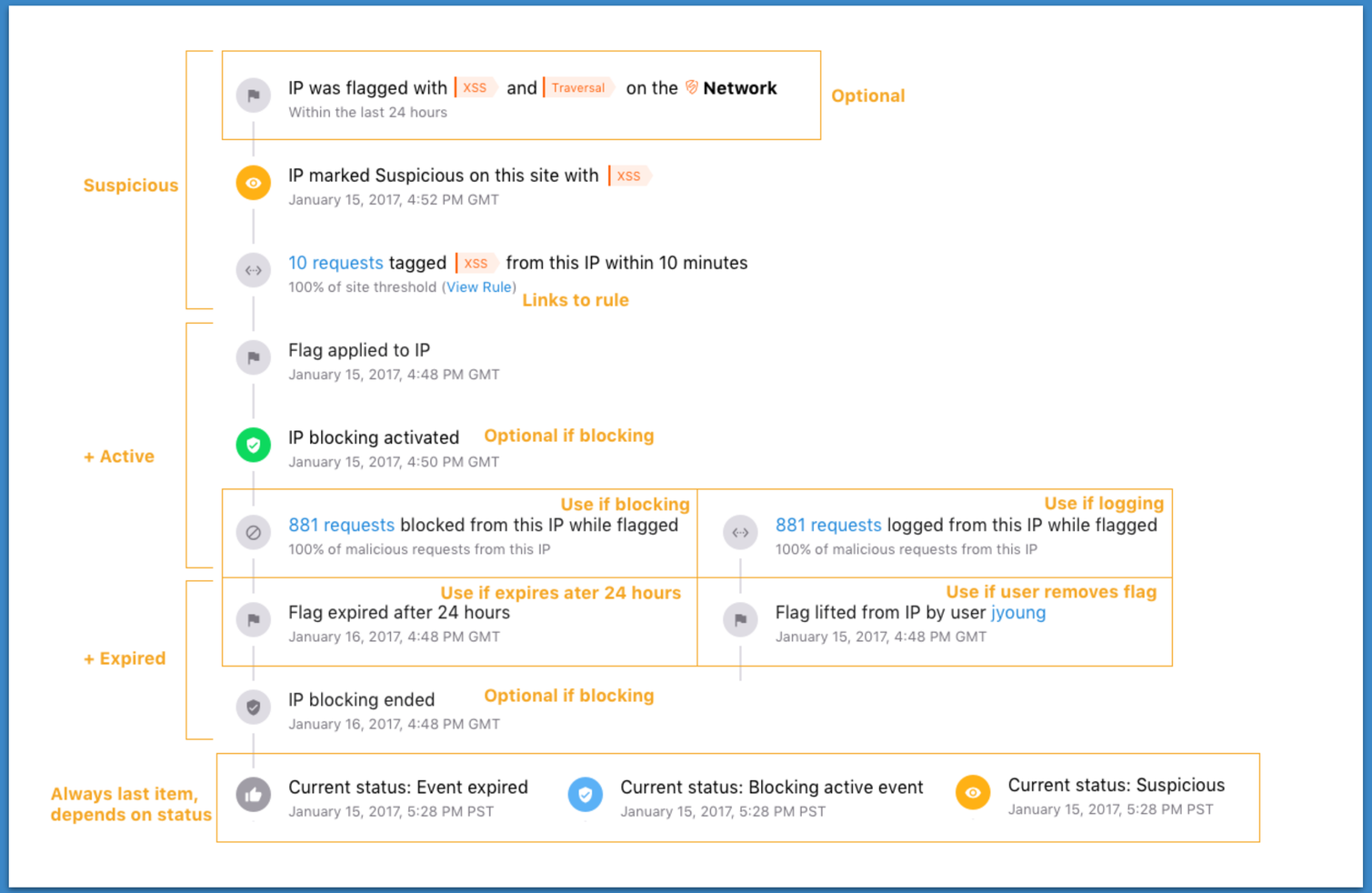
Updated navigation and status model

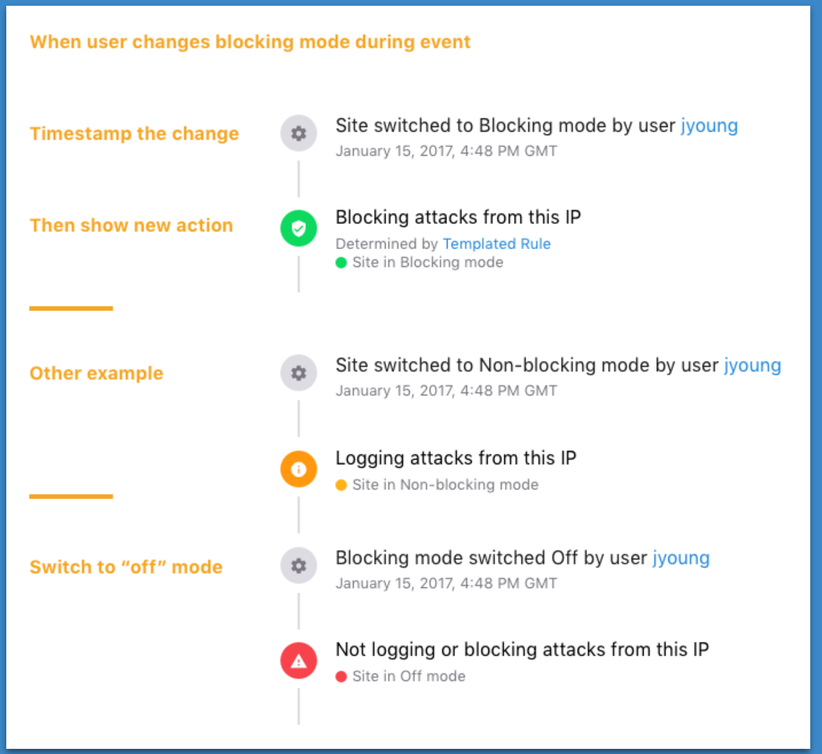


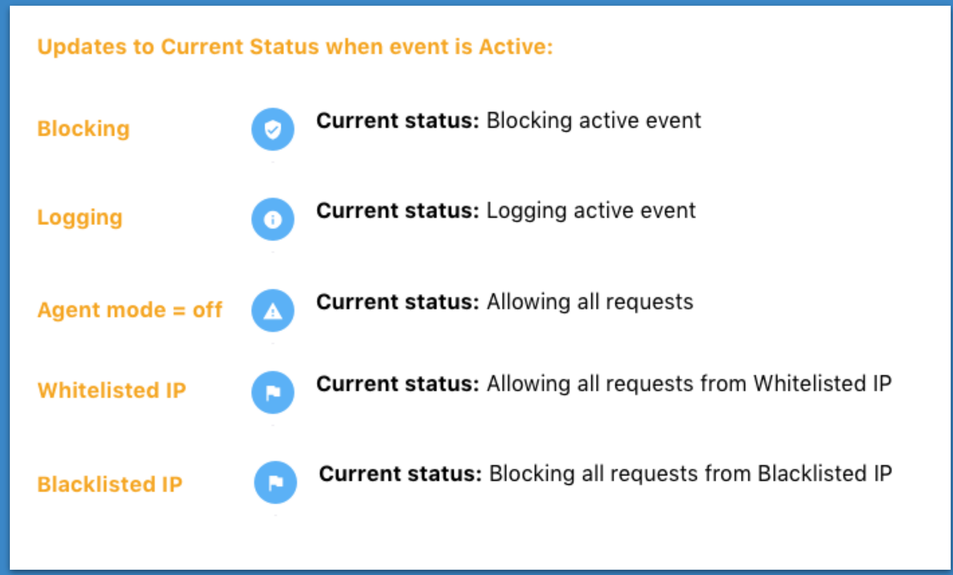
Attack timeline:

- Industry-first
- No competitors have this
- Makes variety of data easier to parse
- Narrative format makes Signal Sciences value explicit
- Complex feature at the nexus of business logic, UI, and backend data model









Multiple changes during implementation

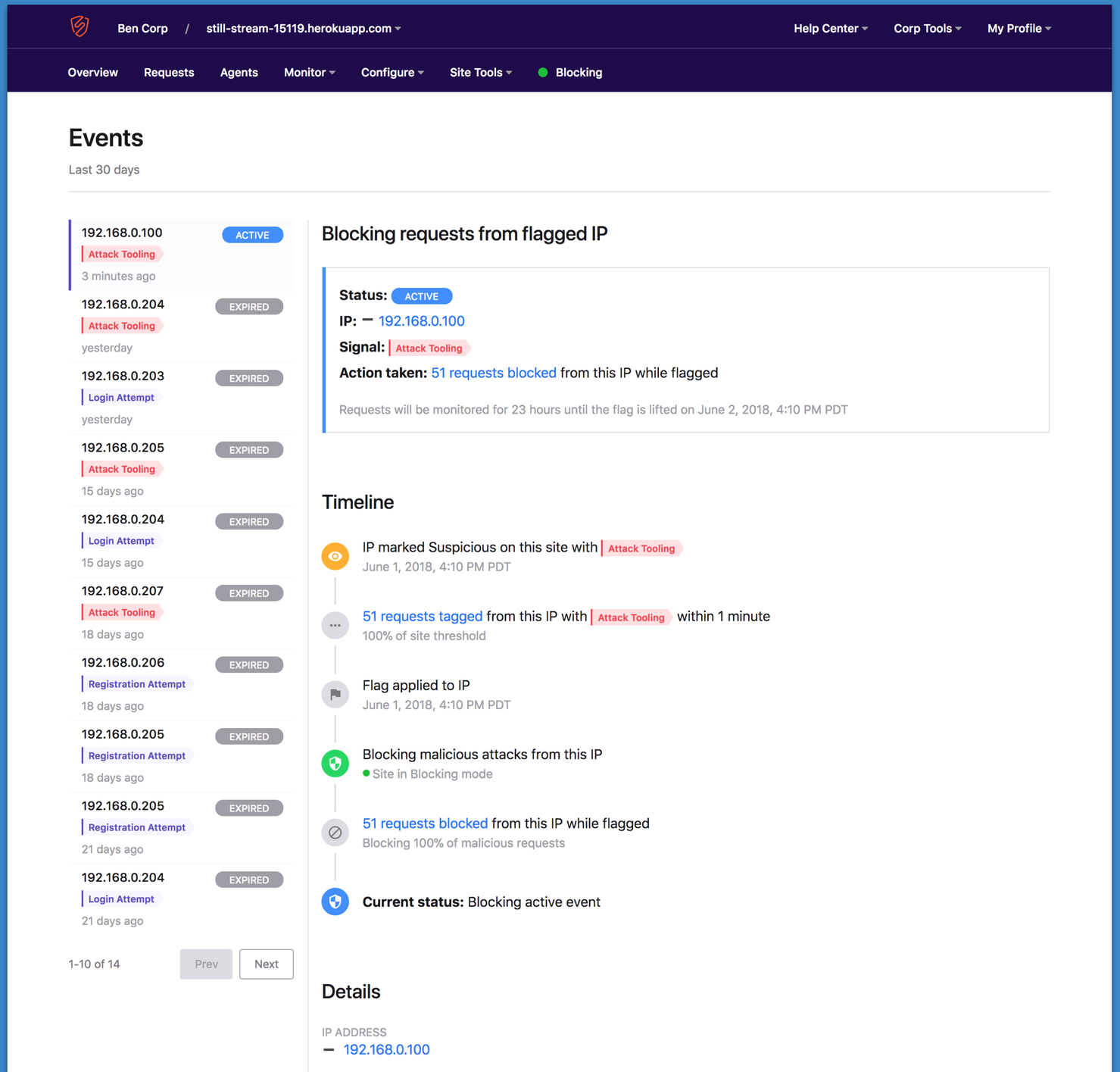
- During development, we adapted to the requirements of the legacy data model and strived to render it clearly to users
- (My notes to engineers are in orange)

Results:

- Higher engagement rates via analytics and bug reports
- Qualitatively better usability
- Multiple marketing wins
- Highlighted during sales demos

Missed opportunities:

- Event filter was de-prioritized
- Event map was de-prioritized
- Differences between design and production due to component library restrictions

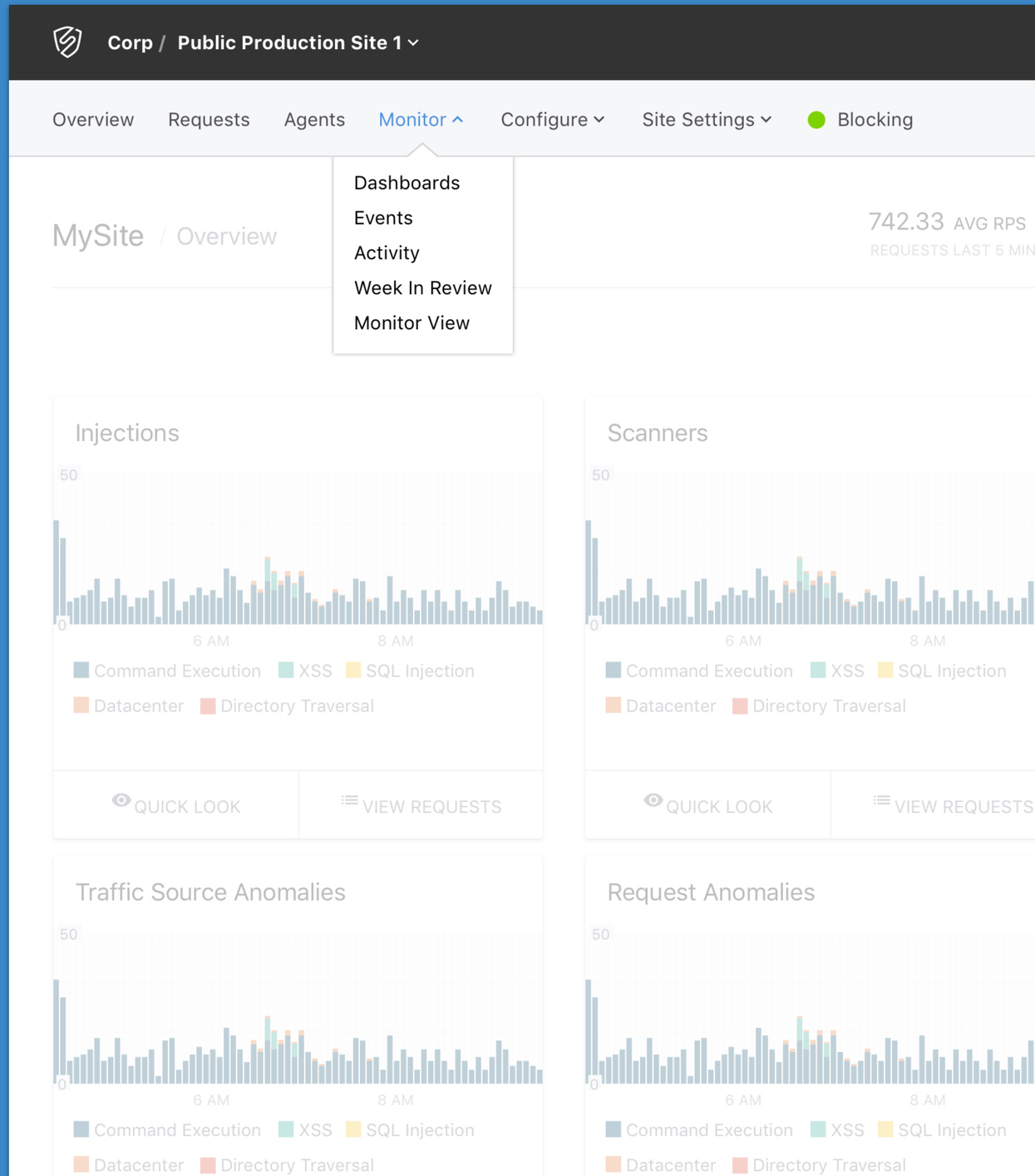


Case study #2

Navigation redesign

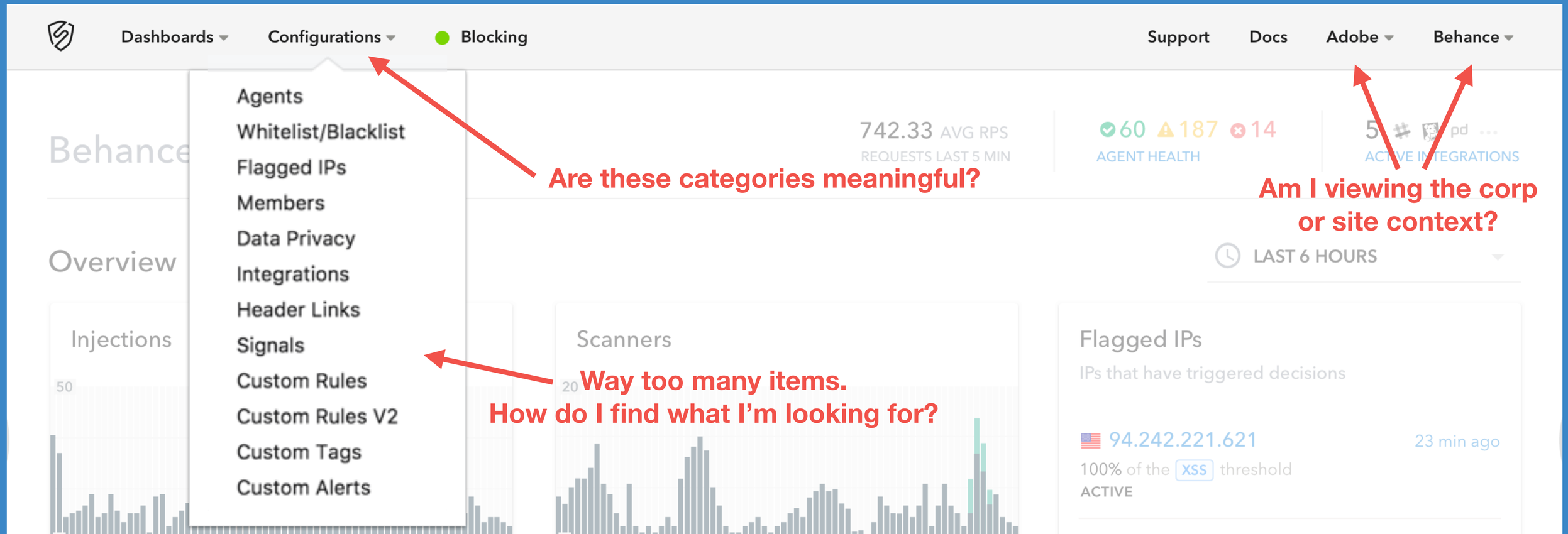
I redesigned Signal Sciences' management console navigation.

- Reorganized menu items into more intuitive groupings
- Improved access to most-used features
- Redesigned to reflect how Signal Sciences organizes customer properties
- Identified highest-value enterprise "power users"
- Prepared dashboard to scale for enterprise
- Established new analytics tracking standards



Problems:

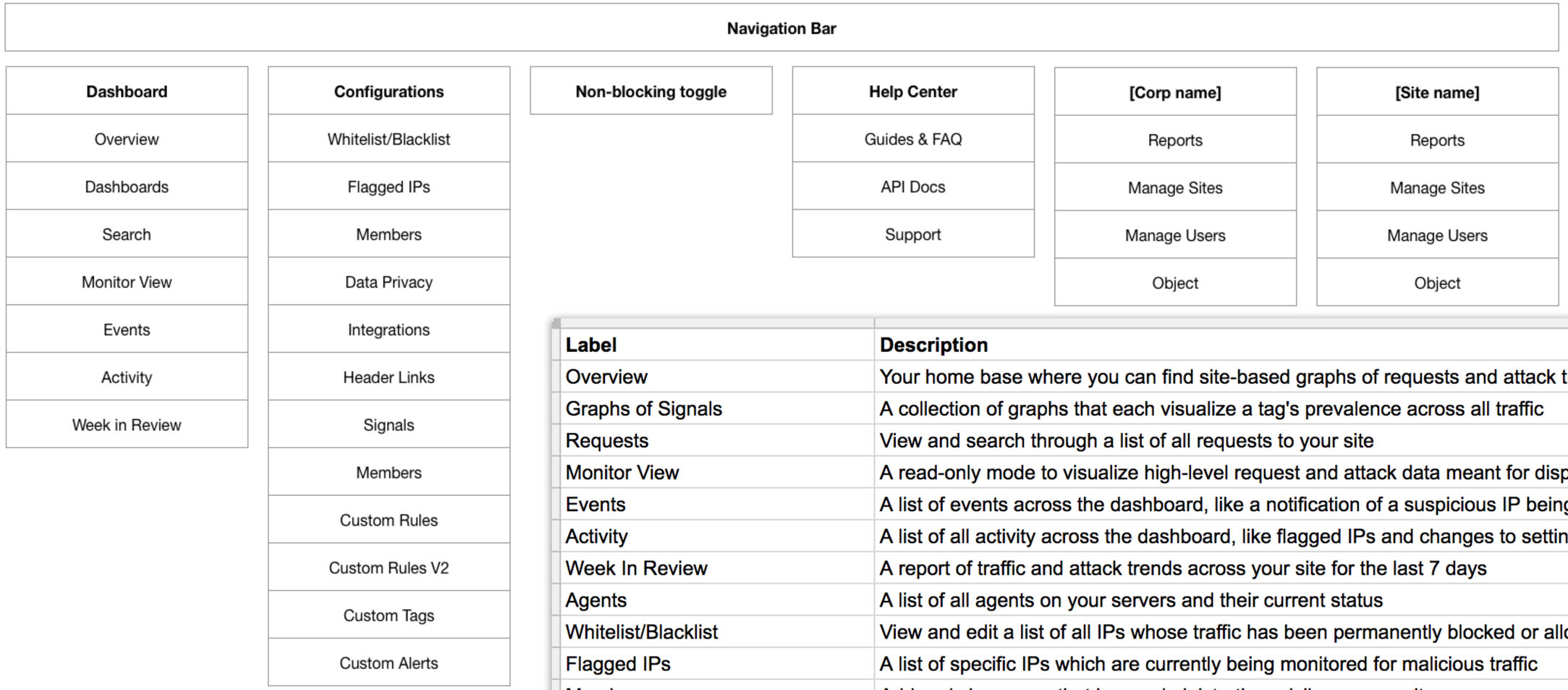
- Items were crammed into non-intuitive menus
- Most-visited pages were hard to find and access
- Wasn't clear whether the user was in the "site" context or the "corp" context
- Difficult and slow to switch between customer sites



	Event Label	Total Events	Unique Events	Event Value	Avg. Value
		7,217 % of Total: 26.40% (27,333)	4,197 % of Total: 29.48% (14,236)	0 % of Total: 0.00% (4)	0.00 Avg for View: <0.01 (-100.00%)
☐	1. overview-link	**1,659** (22.99%)	809 (19.28%)	0 (0.00%)	0.00
☐	2. agents-link	**1,345** (18.64%)	580 (13.82%)	0 (0.00%)	0.00
☐	3. requests-link	**1,036** (14.35%)	495 (11.79%)	0 (0.00%)	0.00
☐	4. whitelist-blacklist-link	**339** (4.70%)	223 (5.31%)	0 (0.00%)	0.00
☐	5. signals-link	**306** (4.24%)	168 (4.00%)	0 (0.00%)	0.00
☐	6. events-link	**247** (3.42%)	150 (3.57%)	0 (0.00%)	0.00
☐	7. dashboards-link	**242** (3.35%)	189 (4.50%)	0 (0.00%)	0.00
☐	8. custom-alerts-link	**209** (2.90%)	132 (3.15%)	0 (0.00%)	0.00
☐	9. members-link	**208** (2.88%)	135 (3.22%)	0 (0.00%)	0.00
☐	10. corp-link	**165** (2.29%)	131 (3.12%)	0 (0.00%)	0.00

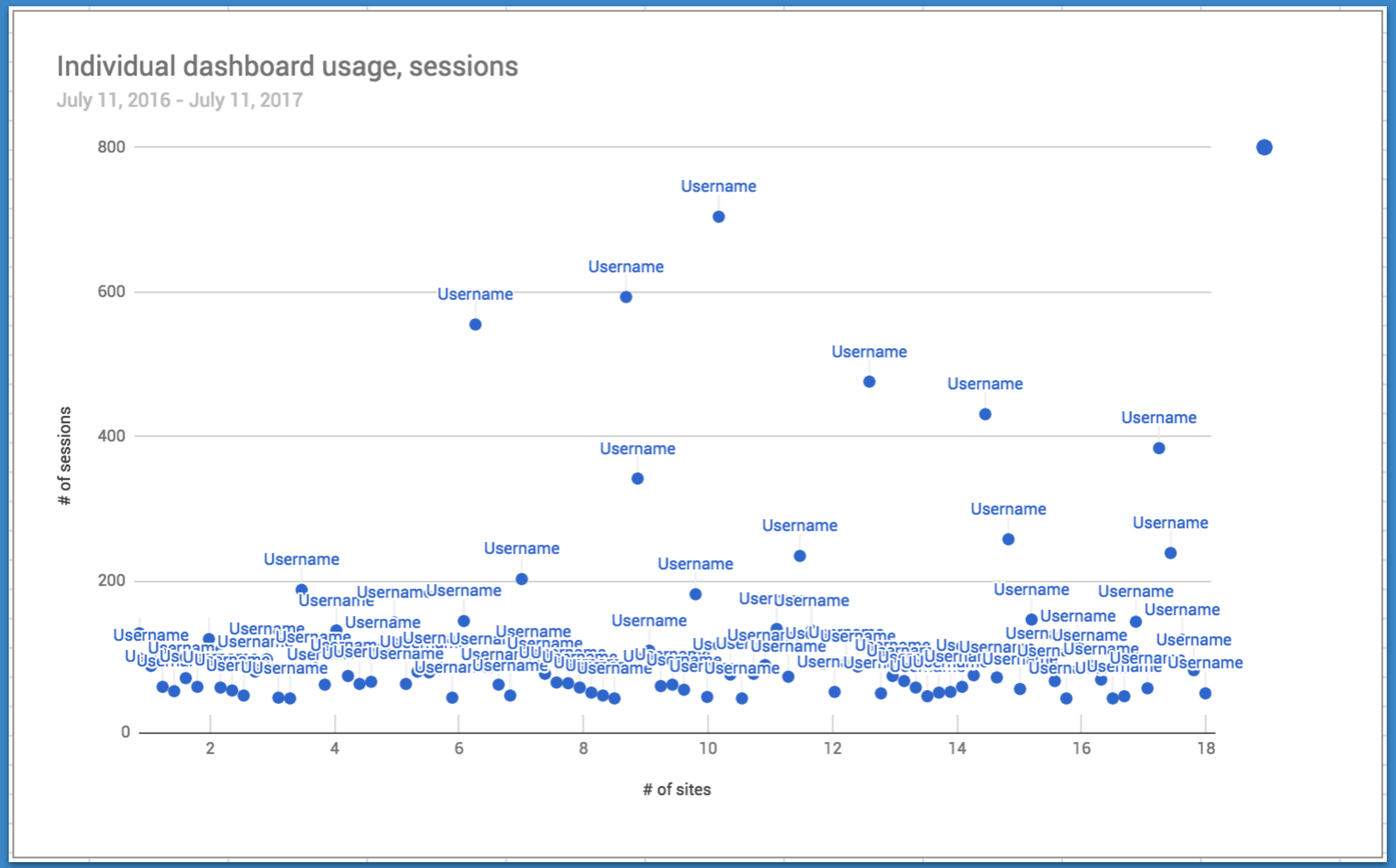
Identified most-used pages

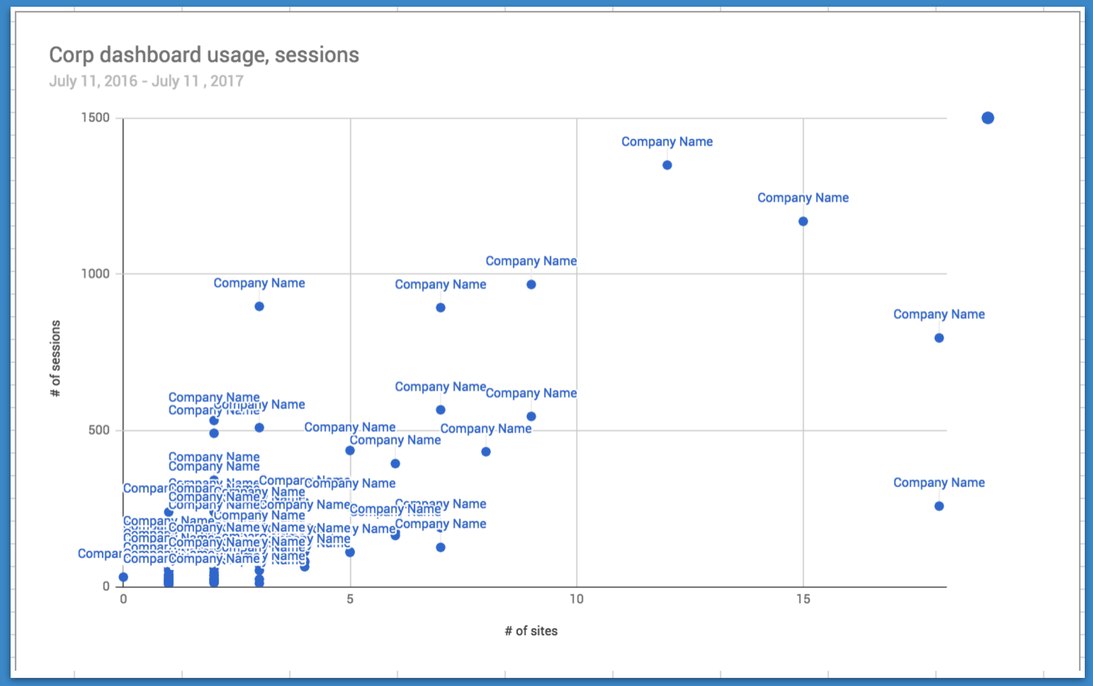
- **Established analytics tracking standards to capture data**
- ***page-name, component-action, target-component***

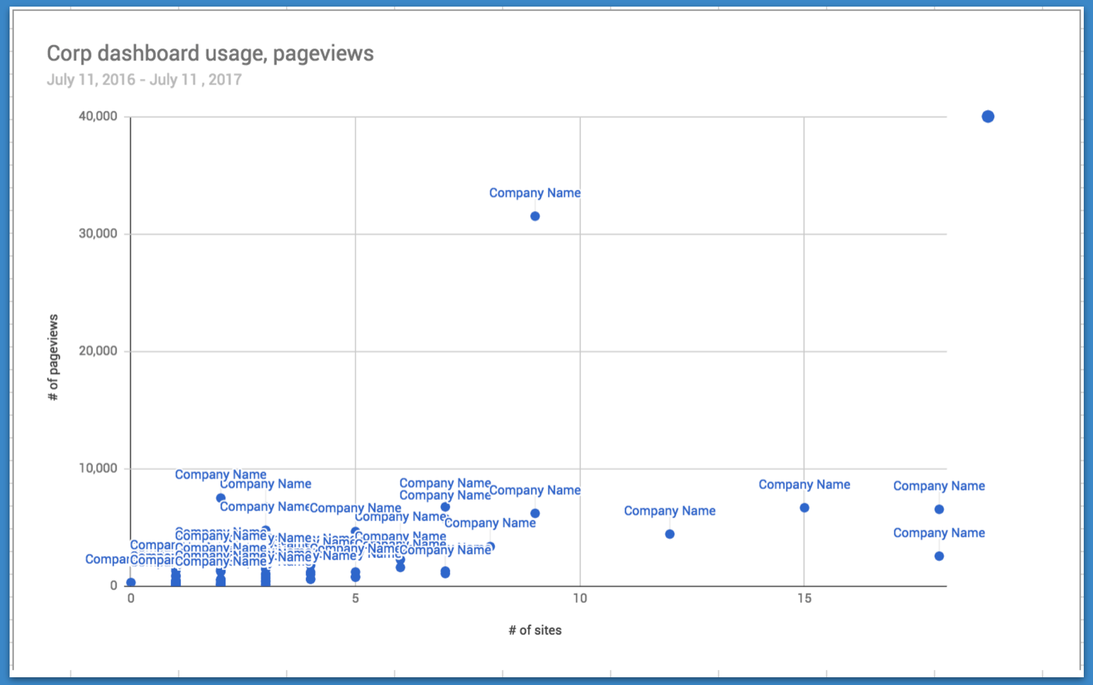


Label	Description
Overview	Your home base where you can find site-based graphs of requests and attack trends, alerts, and links to m
Graphs of Signals	A collection of graphs that each visualize a tag's prevalence across all traffic
Requests	View and search through a list of all requests to your site
Monitor View	A read-only mode to visualize high-level request and attack data meant for displaying on large monitors
Events	A list of events across the dashboard, like a notification of a suspicious IP being flagged.
Activity	A list of all activity across the dashboard, like flagged IPs and changes to settings by a users
Week In Review	A report of traffic and attack trends across your site for the last 7 days
Agents	A list of all agents on your servers and their current status
Whitelist/Blacklist	View and edit a list of all IPs whose traffic has been permanently blocked or allowed
Flagged IPs	A list of specific IPs which are currently being monitored for malicious traffic
Members	Add and view users that have administrative privileges on a site
Data Privacy	Edit what data from your requests is visible or redacted prior to being sent to our platform
Integrations	Connect to third-party services like Slack or Jira in order to view notifications and information
Header Links	Set up links to cross-reference our request data in other third-party services you use
Signals	View the rules that determine how requests are tagged and what actions are taken by our platform
Custom Tags	Create custom tags to categorize specific request types
Custom Alerts	Create custom alerts based on the presence and rate of custom tags
Turn Blocking Mode On and Off	Toggle Blocking Mode on and off with a single click
Guides & FAQ	See guides for installing, using, and troubleshooting our platform
API Docs	In-depth technical instructions on connecting to and using our platform's API

Re-grouped features





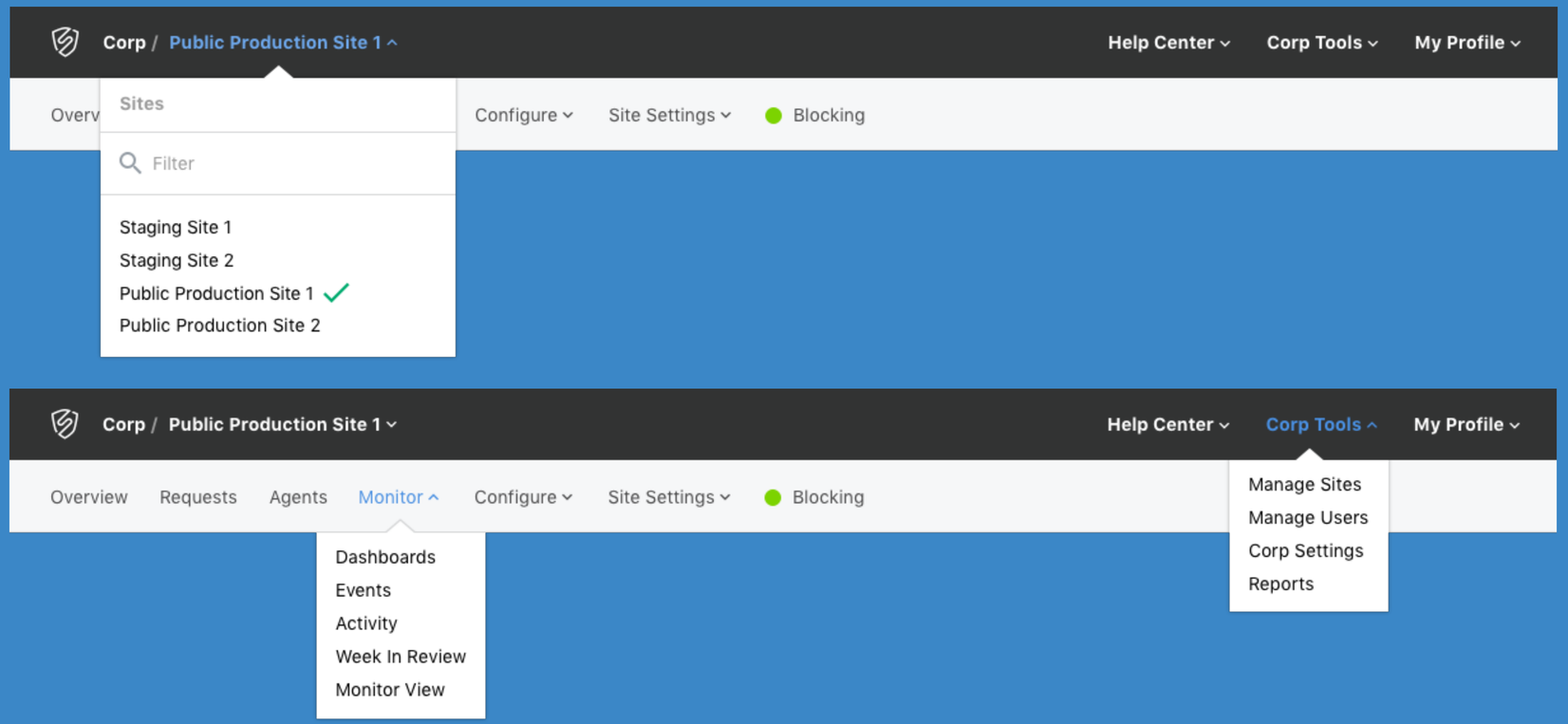


Identified “power users” to test with

- (Customer names redacted)

Results:

- Introduced two-level nav that aligns with property hierarchy:
  top-level is corp-level features, bottom level is site-level features
- Moved most-used items, like *Requests*, to the front
- Re-organized remaining nav items into new categories that reflect purpose
- New site switcher is explicit about corp/site heirarchy and includes on-the-fly filter



Thanks!

November 2019

Website: jbarr.co

Email: justin@jbarr.co