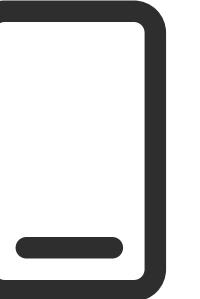
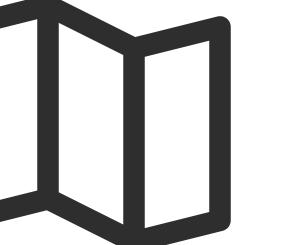


Presentation Agenda

1. About me

2. Anew 

3. Uber ATG 

June 2025

Hello ∞ Meta

I'm Luke



SAMSØE SAMSØE



About me

I love learning about people

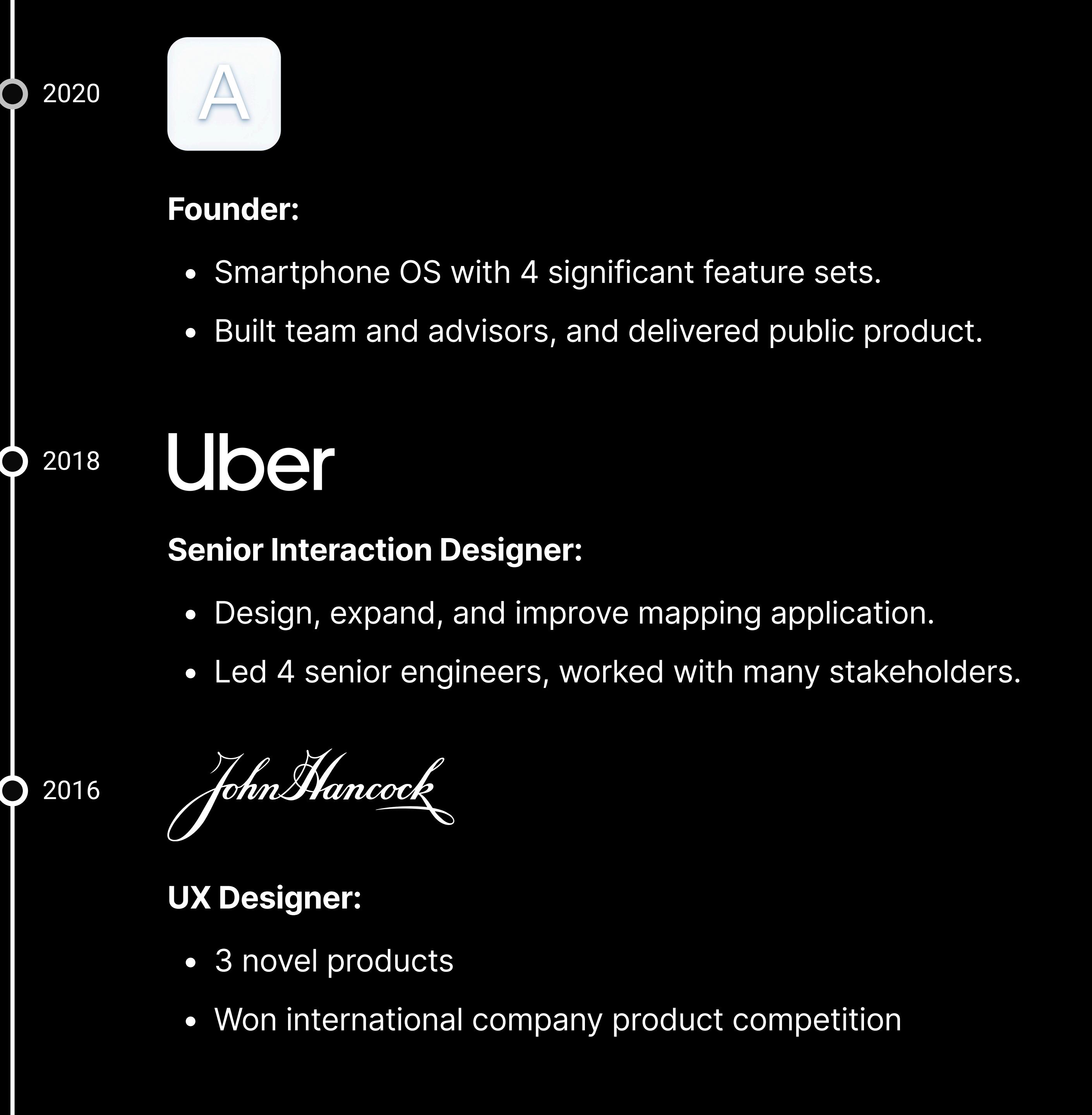
🏡 Parents are guidance and behavior counselors

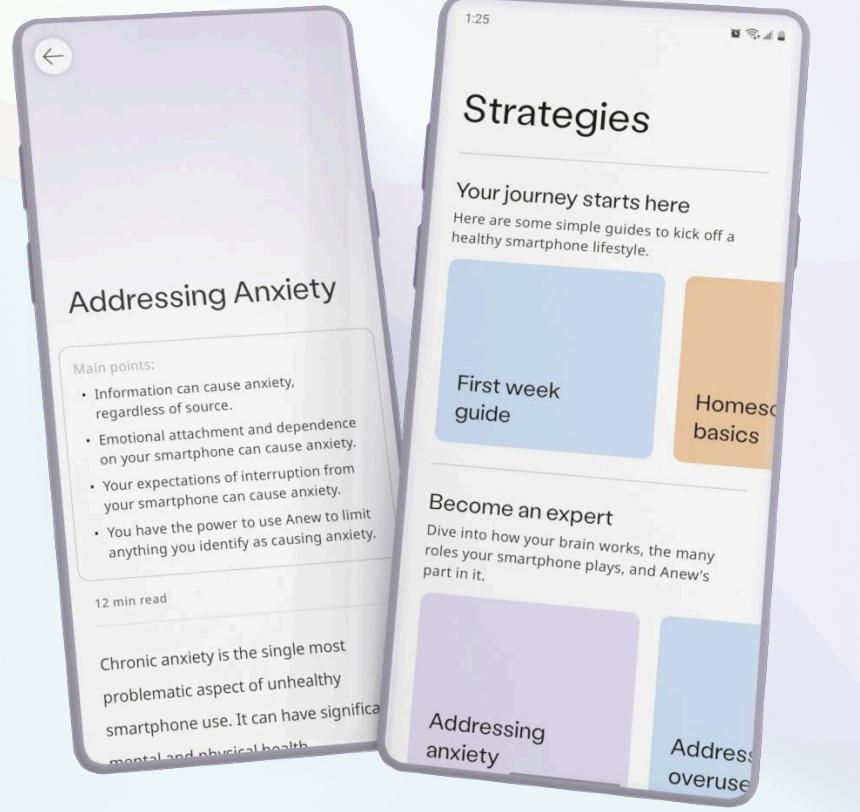
🇺🇸 Motorcycled across the USA

🇯🇵 Backpacked across Japan

🧑‍🎓 Mentored students and interns

🧠 Started company focused on behavioral health

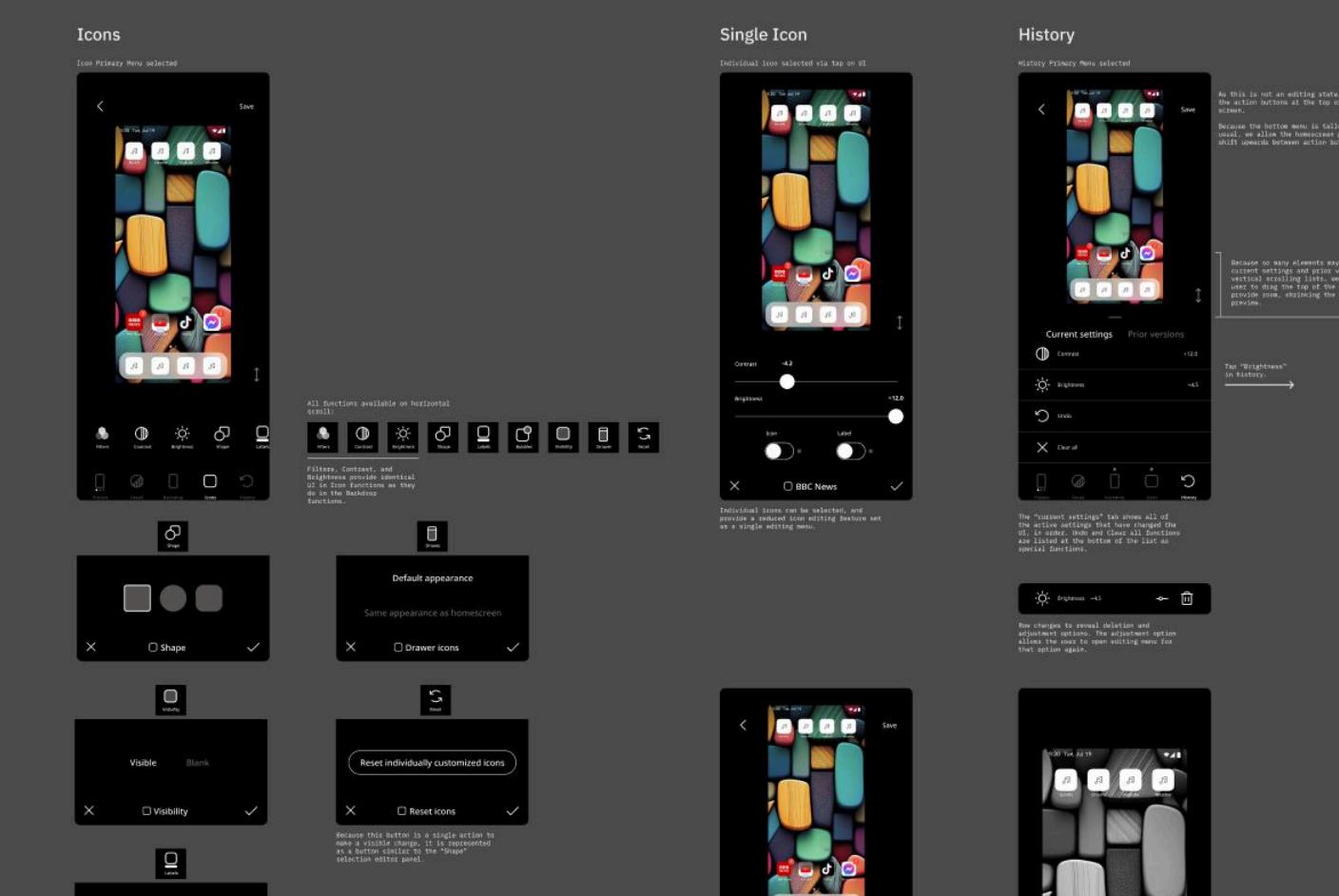
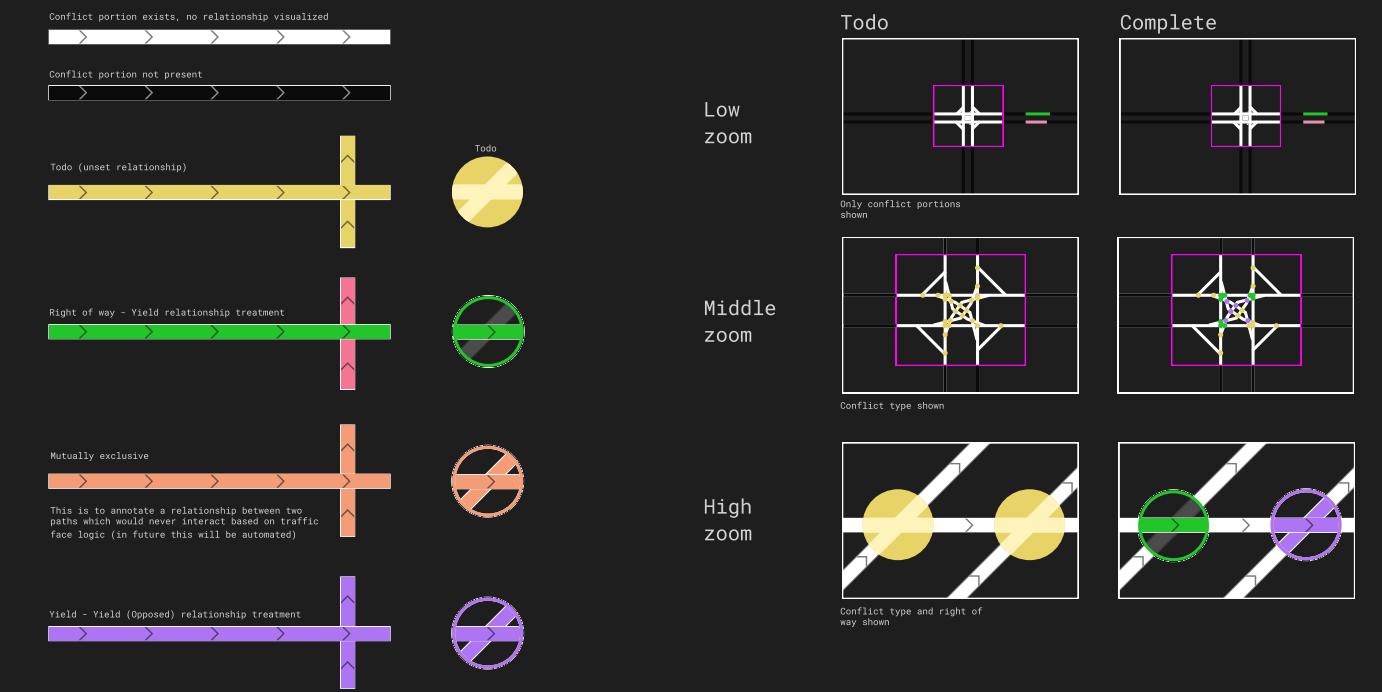




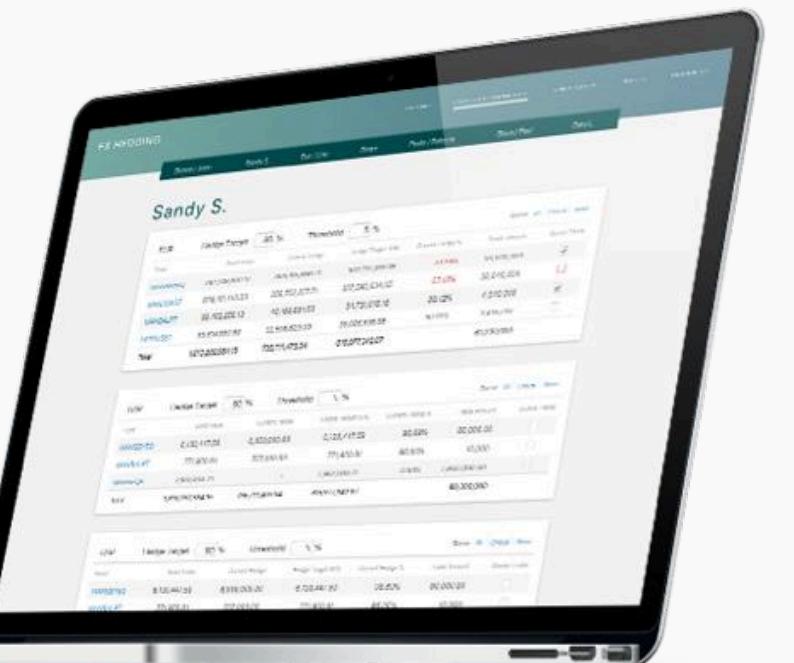
About My Experience

1. Psych and UX Research Experience

Visual Treatment



2. Lean Prototyping Focus



3. Design Systems

4. Mobile & Desktop Design

5. Positive and Uplifting Leadership



Anew Agenda

- 1. Context & Problem**
- 2. Governing Research, Design Principles, and Constraints**
- 3. Product Design**
- 4. Measurement Strategy**
- 5. Findings**
- 6. Next Steps**
- 7. Current-State Overview**

What is Anew?

Anew is a smartphone “OS” that reduces the smartphone’s negative influence on mental health.

It installs like any app, and replaces the user homescreen, can block apps and websites, and can scan and block notifications.

49% less anxiety

observed in the pilot study across 5 participants after 30 days of use.

What is the problem?

Anew was originally designed to treat symptoms of Problematic Smartphone Use (PSU), then defined as smartphone influence on:

- Depression
- Anxiety
- Memory
- Focus
- Sleep

Context & Problem

Anew

What was my role?

Solo founder collaborating with CMU faculty and additional advisors.

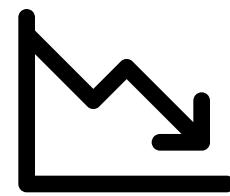
Why create Anew?

The issue of smartphone negative influence on mental health is one of the most **complex and important** problems in the world today.

Governing Research, Design Principles, and Constraints

Prior Research Guidance

Anew



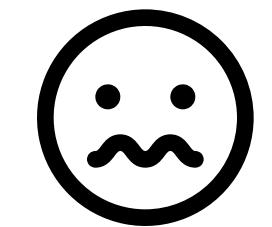
Users understand they want to reduce their use.

Users have an acute understanding of “unwanted use”, and if they use their device too much for their own preference.



Users don't know what steps to take.

They don't understand how their problems work, or how to address them effectively.

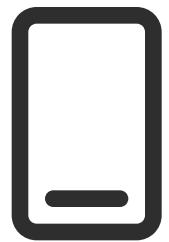


Users are proactive to find solutions, with no success.

Many have tried existing products with no lasting results.

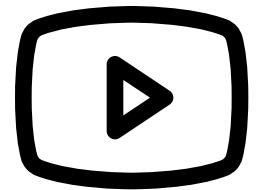
Design Principles

Anew



Environmental root cause must be addressed.

Willpower and personal exercises are prone to failure over long time horizons.



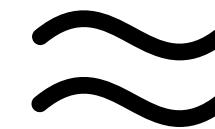
Users can identify problematic apps.

Unwanted use is caused by specific apps the user can easily identify, at specific parts of their routine.



Education and goal setting increases long-term success.

Informed self-governed goal setting and education has been proven effective in the weight-loss industry towards behavioral change.



Friction to change can increase efficacy.

High friction to change goals encourages users sticking to them, while leaving them in control.

Strategic Constraints

Anew

How can a product be developed as **simply and quickly** as possible?

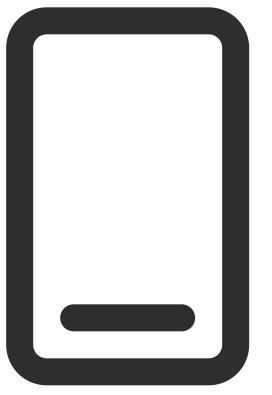
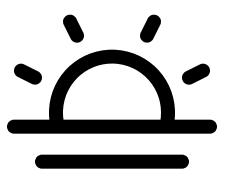
How can a product be designed to **maximize treatment impact**?

How can a study be designed to **measure both efficacy and usability**?

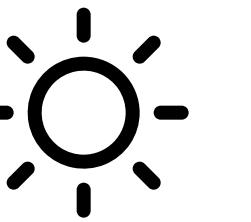
Product Design

Product Design

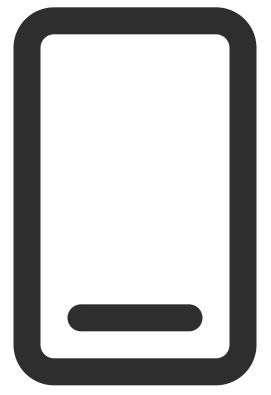
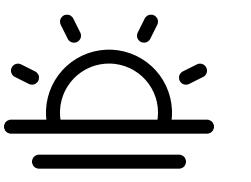
Anew



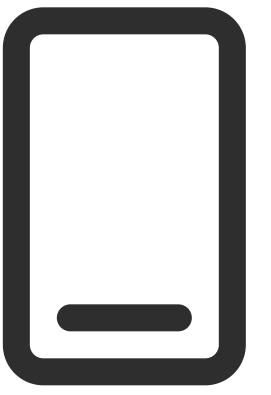
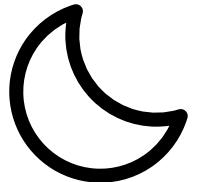
6am - 9am



9am - 5pm



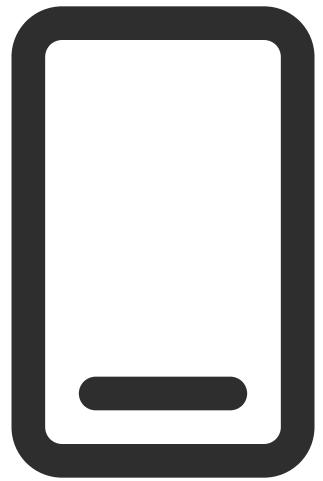
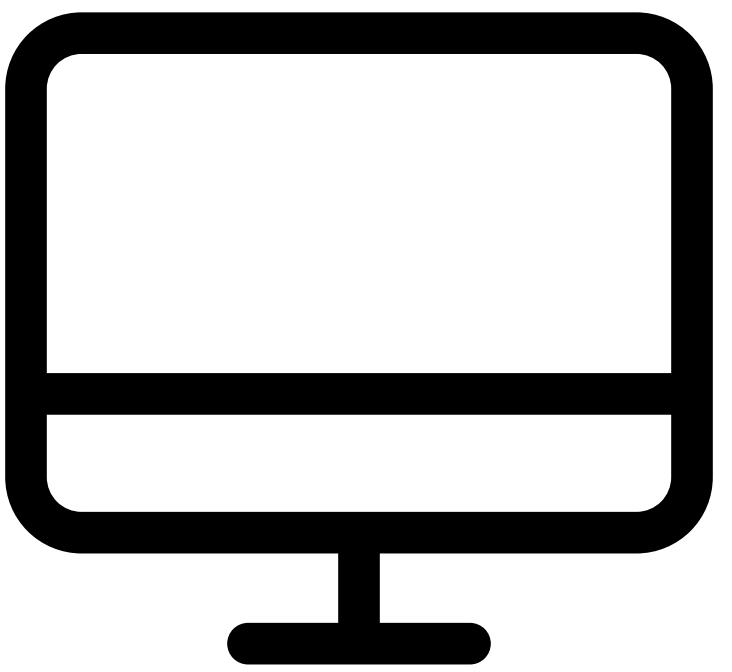
5pm - 11pm

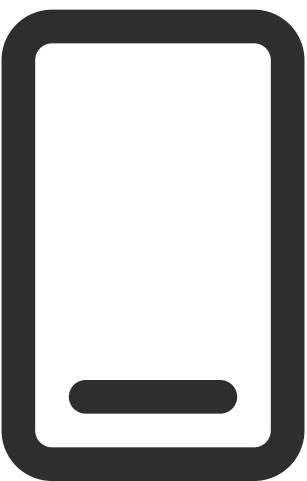
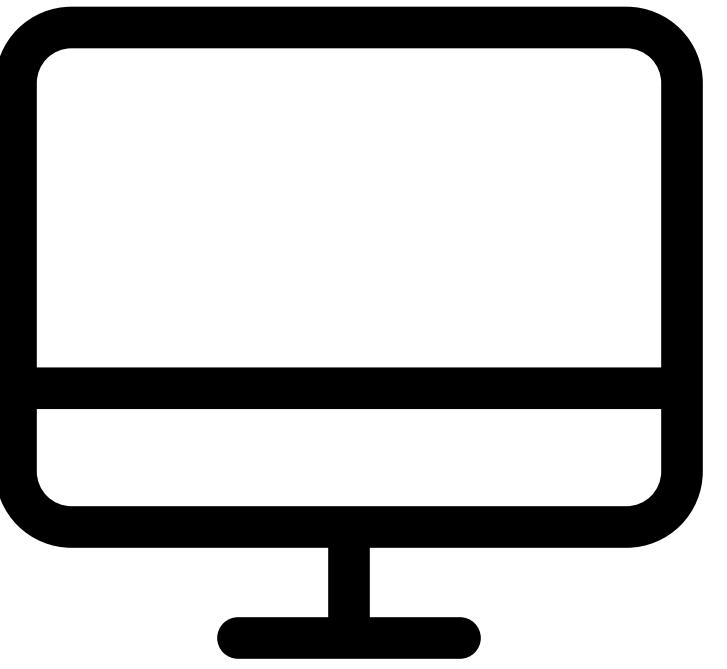


11pm - 6am

Product Design

Anew





Simplified design process

Desktop form factor kept product design simpler, as mobile has more limitations.

Friction design principle

Only allowing changes on desktop creates friction that can encourage sticking to current choices.

Detached decision making

I wanted users to make decisions about limiting their use when not subject to the phone itself.

16 total steps & resources

Consideration 1

What are my larger life goals?

We can't decide on how we want something to affect and shape us, until first we plant our flag into what exactly we want to be.

If you haven't thought about what your best self looks like before, this is the time to do it! We're going to be creating the environment which shapes the future you. So be ambitious, what's the best you, who you want to be the most.

Take some time and quiet to reflect on this. Think about what this person looks like. Don't feel like what you want is unrealistic.

Believe you can, and you're halfway there.

Theodore Roosevelt, 26th U.S. President

It is important to understand the impact of believing something is possible. Once you come up with an idea of this person you want to be, and believe it, then we can get to work in figuring out how to get you from how your life is now, to how that ideal life is. If you believe it, you'll arrive there.

When you feel you've given shape to the idea of this person, write some quick notes down about them – describe who this person is, what they've achieved, and what they can do. Who are they?

Once you've done that, congratulations! You're already halfway there.

Step 1

Consideration 3

What does that mean for each day?

How we spend our days is how we spend our lives.

Annie Dillard, Writer

We have a good idea of their lifestyle, but what do their days, the building blocks of that lifestyle, look like?

They have all these things they do, but how specifically do they make time to do them?

Don't worry about planning the day too specifically. For now, just consider all the activities they'll be engaging in.

How does this relate to PSU symptoms?

Write as much as you'd like, here.

Step 3

Consideration 6

What role should your Smartphone have in achieving days like this?

You can't make positive choices for the rest of your life without an environment that makes those choices easy, natural, and enjoyable.

Deepak Chopra, Author

Per the above quote, we are going to make choices that are positive and positive meaning choices that lead to your ideal self – easy, natural, and enjoyable.

If you're anything like the average American, you spend 22% of your conscious attention on your smartphone – more than any other single environment. That's over 2 hours of your day. While the smartphone isn't your entire environment, it is likely an extremely prominent piece. Moving forward from here, our focus is going to be on our smartphone. However, we will continue to be thinking from the context of your ideal self, and their activities and sections of the day.

In each section of the day that you've written down, what can your smartphone do to make your life easier and better?

Don't think in terms of apps yet. Think in terms of it just being a little computer. Think generally. What does it do that you find valuable? What information and resources are helpful? Why is it helpful, and does this help help your ideal self?

Think in terms of the sections of the day, and your activities and goals.

Step 6



Guidance on making a decision

Each part has a specific decision, or set of decisions, the user needs to make about their lifestyle or device.

Inputs for entering decision information

Inputs are used to then generate either how the mobile OS functions, or inform later decisions.

Mental health supplements

Supplements are provided on behavioral and mental health considerations, related specifically to the decision they're making.

Product Design

Anew

The screenshot shows a desktop application window titled "Morning". At the top left is a "Prev" button. The main area has a title "Now that you see it, here's how to use it." Below this is a section of text about organization space. To the right is a large text block about morning routines and a sidebar with Japanese text "おはよう". A "View icons" button is at the top right. Below the sidebar are several cards with links to Spotify playlists, YouTube playlists, Cryptee documents, and Instagram posts.

Now that you see it,
here's how to use it.

This is our organization space. There are no long menus, no confusing buttons or icons. Just a space to get your things, well organized.

Looking at the organizer, you'll see the 3 dashboards for each section of the day as we said earlier. Drag the buttons for each service over to the dashboard and arrange them how you'd like.

Whenever you place a button for a service on your dashboard, you can either put an icon in it, put some text in it or next to it, give it an icon or text, or even don't give it anything. After all, if you know what that button is for, you don't need to see any reminders and you'll likely remember something you use dozens of times each day.

You can make them larger or smaller by dragging the edges of the buttons once you've placed them on the dashboard. By right clicking anywhere on the dashboard, you can add text labels anywhere as well to remind yourself of a button's purpose, or just throw some text in that you like.

You might be asking yourself, "Why is everything so grey and drab?" Think of yourself in this step as an architect drawing a blueprint. There isn't a lot of color, and it isn't meant to look pretty yet. We're making decisions about the function first. We don't want to get caught up thinking about style and arrangement all at once, so don't worry about how it looks, trust the process. We're putting things in

Morning

Waking up, pre work and prep. I love quiet in the morning to ease in and think over my day. Since my work is complex and always changing, having time to start processing and thinking through my day is needed, otherwise I'll flounder. I like to listen to audio, music, or read any content that's inspiring and puts me in the right optimistic and confident headspace to go into my pursuits.

View icons

I love a little bit of design inspiration in the morning. Maybe a little something to chew on to start the day. I don't want to read a big article, just see some neat things that get me excited, and excited relevant to my work.

Show more <https://dribbble.com/shots/recent>

This is a link to the 'Skyrim Ambience' playlist, which I use a lot in the mornings.

[https://open.spotify.com/playlist/...](https://open.spotify.com/playlist/)

This is my YouTube easy listening playlist, with all my favorite thinking and morning music.

<https://www.youtube.com/playlist?...>

Link to Cryptee documents. It's the only thing I use, even within the app.

<https://cryptee/docs>

Yuerer lol

Instagram

ReadFro

Curation user interface on desktop



+ 3 other parts of their day

Measurement Strategy

Why not test during design?

Anew

Testing efficacy

Testing individual components of this experience wouldn't give a valid indication of efficacy.

Prioritized a single large study

Based on very limited resources, I prioritized doing a large study to test a large amount of assumptions at once.

Low-risk interface design

I aimed to borrow familiar design patterns users would be used to, mitigating the risk of too many novel design patterns.

Advisor input on strategy

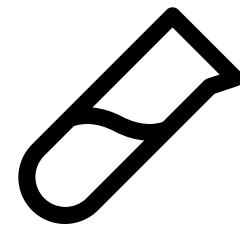
I vetted concepts and strategy with psychology advisors during design phase.

5 CMU students were selected for a 30 day study.

... after receiving 60 applications for the study, where applicants answered a questionnaire evaluating their mental health needs and concerns.

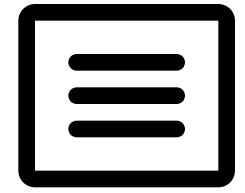
Measurement Strategy

Anew



Measuring treatment efficacy

Users completed clinically recognized mental health self assessments for **depression and anxiety**, along with additional assessments for **memory and focus**.



Feature-specific questionnaires

To measure usability, users answered questionnaires after each part of the desktop experience.



Personal journals

Users kept daily journals of their experience once using their customized mobile OS, outlining their feelings, thoughts, and observed changes in behavior.



Interviews

Interviews were conducted at the beginning, end, and intermittently through the study, aimed at understanding both **how user behavior and mental state was changing**, and their overall experience.

Findings

Anxiety reduced by 49%

However, the four other aspects of PSU did not change in a meaningful way.

What are the mechanics of phone-based anxiety?

Passive expectation of engagement from notifications

The greater the total daily notifications, the greater the passive expectation of engagement, increasing anxiety.

Consuming anxiety-causing information

The more information the user consumes that create anxiety, the greater their daily anxiety.

Emotional dependence on device

Greater emotional dependence on parasocial and social relationships through the phone can increase separation anxiety with the phone.

Why weren't other aspects of PSU reduced?

Anxiety is unique in that it is very context-dependent, and was found to be reduced in 1-3 days once the users digital environment of the smartphone was changed.

Other aspects of PSU simply **take longer to treat impactfully**.

Findings

Anew

Friction was effective

The design principle around friction proved to be effective in helping users stick to goals and adapt their behavior.

Friction was too high

Friction sometimes prevented users from making changes that would have been constructive.

Desktop-Mobile relationship was error prone

Both from a user understanding perspective and a technical perspective.

Before study

“I try to keep it minimized to productive uses, but **I often fail at that.**”



After study

“I've **stopped** using my phone as much, or at least in **unproductive ways.**”

“I want to see my phone as a tool, not as a second brain or as a way to **cover up my feelings.**”



“I've gained a lot more distance from technology, and I have **improved ability to identify my reactions to it.**”

Anxiety reduced

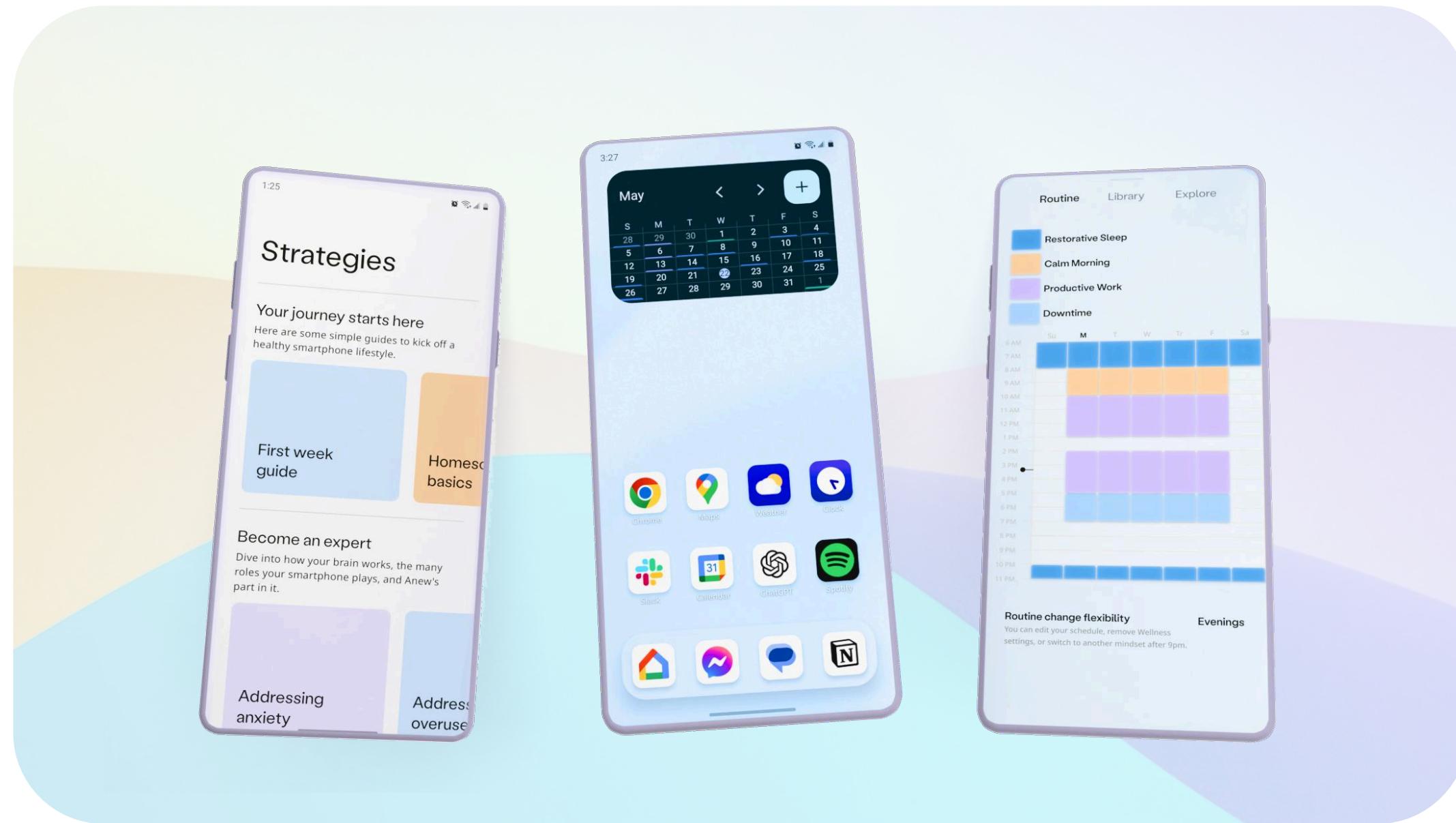
↓ **66%**

↓ **46%**

Next Steps

Next Steps

Anew



Commercializing Anew

Continued to iterate and research product, and developed two following versions to release publicly.



Added seven CMU internships

Continuing the partnership with CMU, six masters graduates and one undergraduate participated in internships spanning research, design, development, and data science.



Alex

26 years old

Research scientist at a pharma firm; enjoys recreational sports and outings with friends.

Attitude

He is generally positive, intellectually curious, and professionally oriented. He does often feel overwhelmed, as there isn't enough time for everything in the day - work, health, hobbies, relationships. He is always looking to improve and optimistic, but often feels worn down.

Experience with our product category

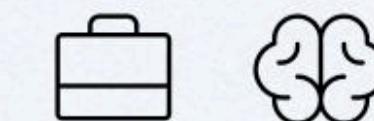
Casual smartphone user of 8 years. Has never used a launcher aside from the phone's default.

He is interested in health and fitness, and is familiar with the idea of conditioning. Is unfamiliar with environmental design's role towards behavior and health.



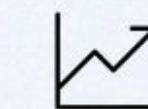
Context for interaction with our product

Personal choice to use the product based on wanting to improve their mental health and performance. As a "thought work" professional, his job demands levels of cognitive performance, which is pressure he feels.



Goals and concerns using our product

He expects the product to be fast and to work similarly to his previous smartphone. He wants to feel better about his use, either through reports about his use or simply feeling better during the day.



He expects a high quality look and feel to his experience, at least on parity with his current phone. He however is not interested in designing things himself, or making decisions in that regard.

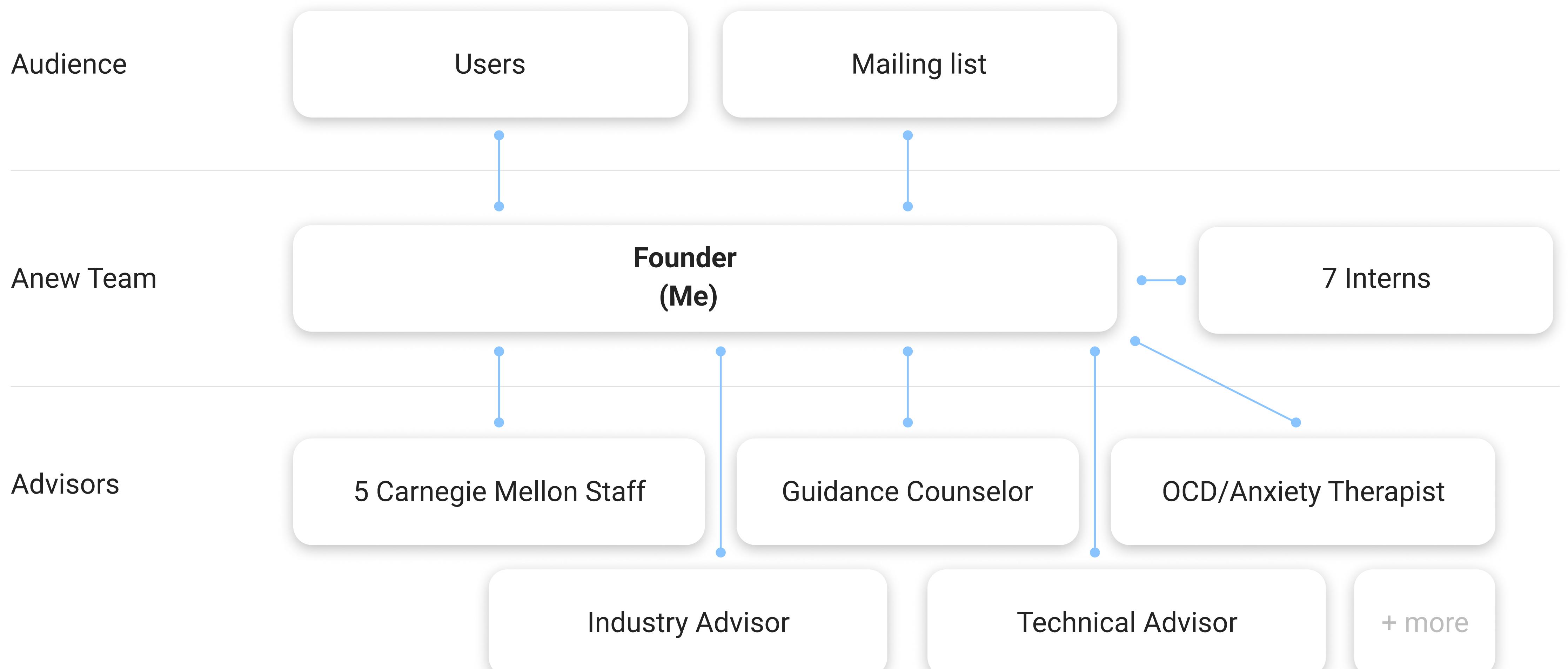


He is nervous and anxious about change, as he uses his smartphone 7 hours a day currently. He already is very busy, and doesn't want a lot of training benefit from the product. However, he is curious and open to learning about his own health, which he finds interesting.



Collaboration

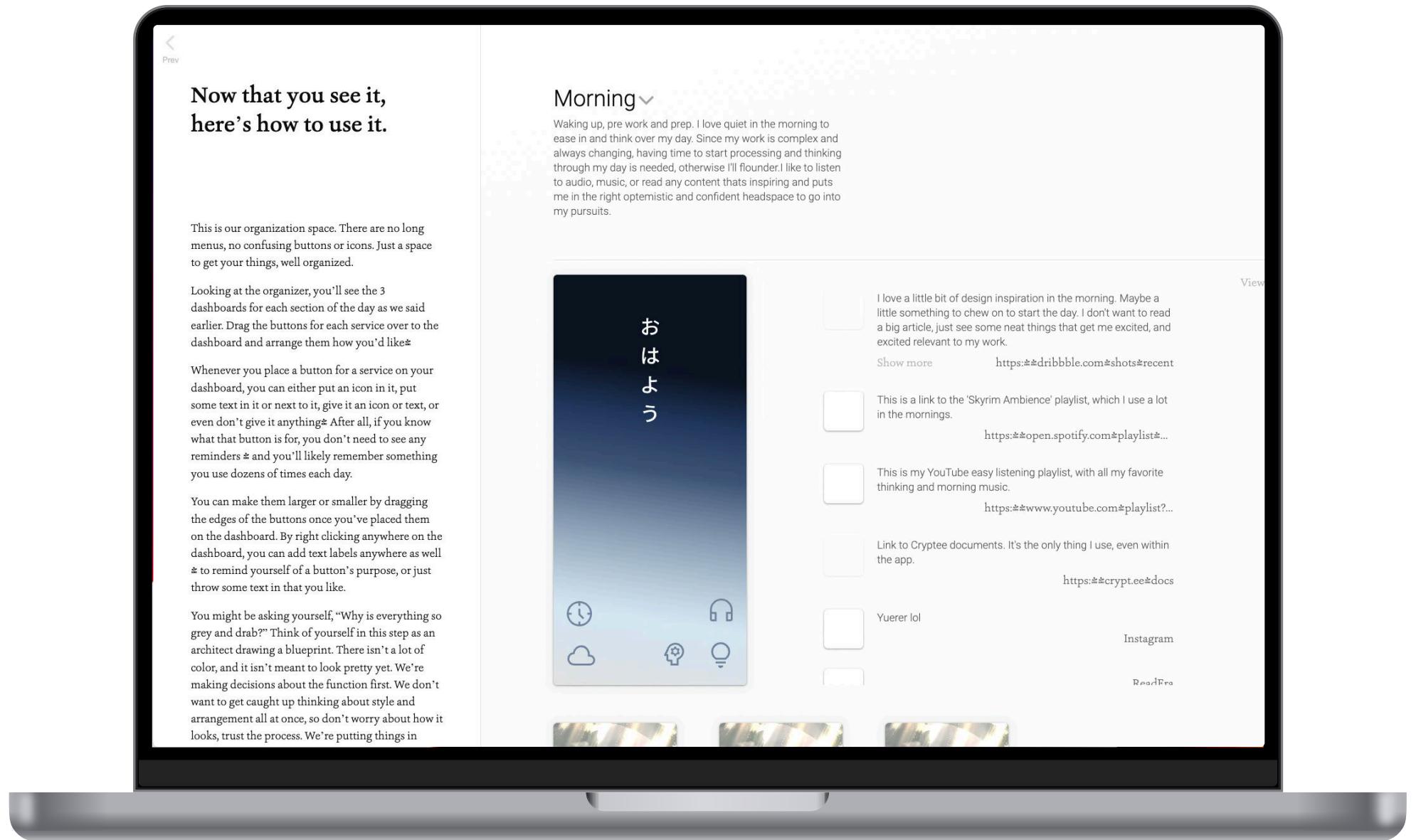
Anew



Anew Smartphone OS

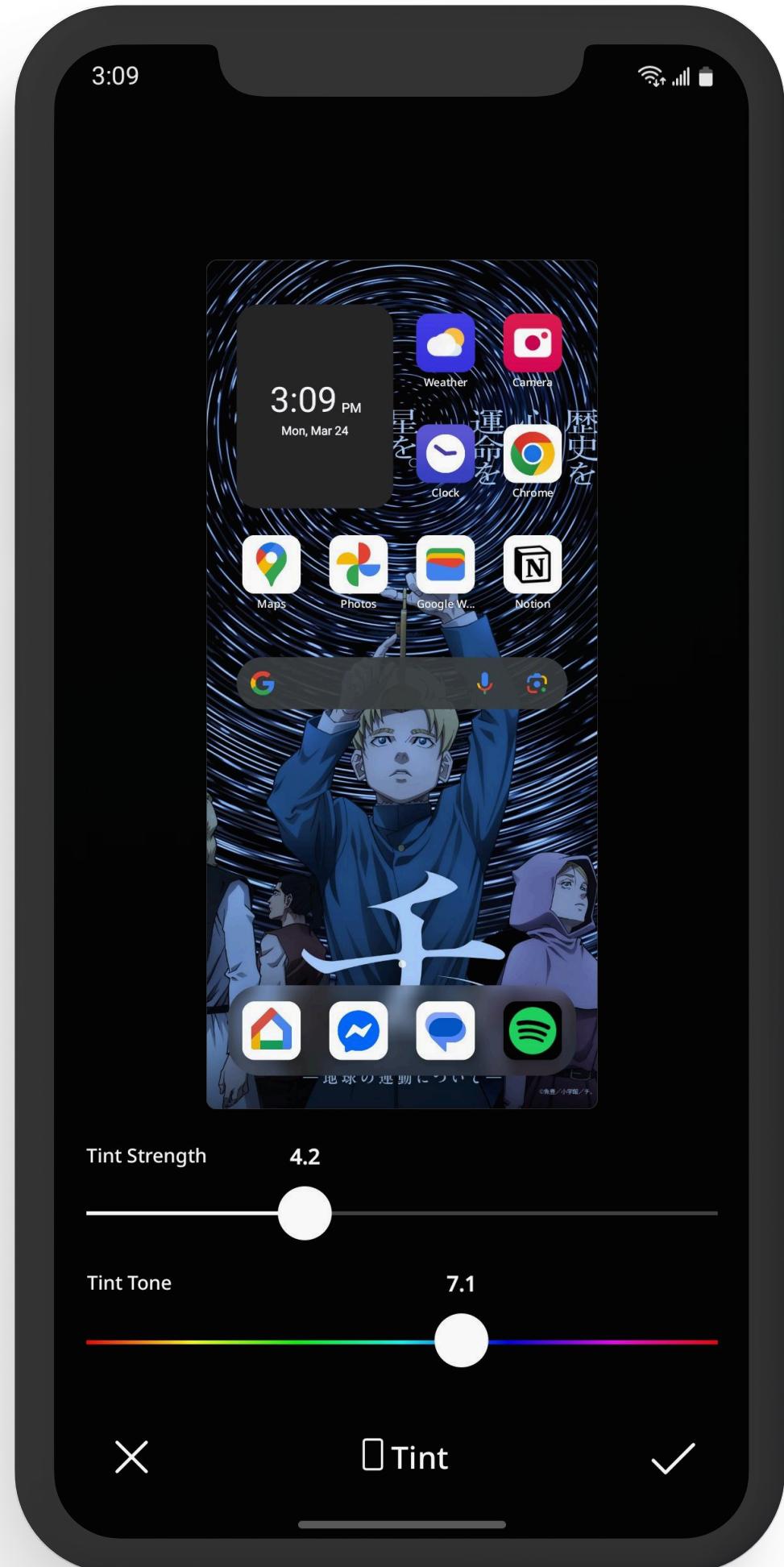






✓ Editing UI appearance
effective in breaking habits

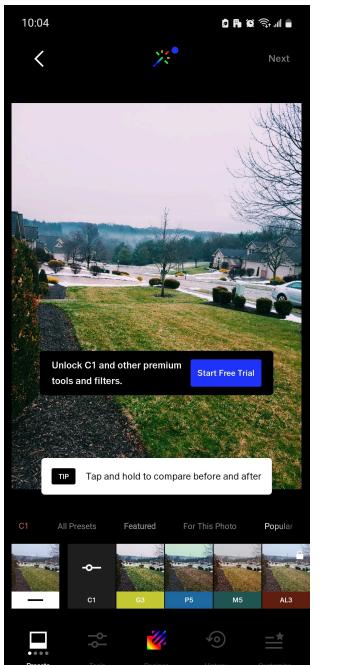
- ✗ Lots of effort to curate
- ✗ Tooling felt complicated
- ✗ Unfamiliar editing UI



- ✓ Preset UI styles to allow users to easily edit
- ✓ Simplified tools specific to user needs
- ✓ Migrated to familiar mobile image editing experience.

VSCO
• Popular

There is no undo for this app, as the icons below act as on/off, which makes undo less important.



Tap and hold to compare before and after is interesting, and is instructed by a pop up on first use of a filter.



"Back button omitted in editing state, only one exit action present at bottom to leave state.



Slider for filter strength.



B612
• Popular

Undo is delegated to a "history" tab at the bottom.



Back, save, and undo above. All actions



Hiding actions during an editing state, allows the image to be shifted up.

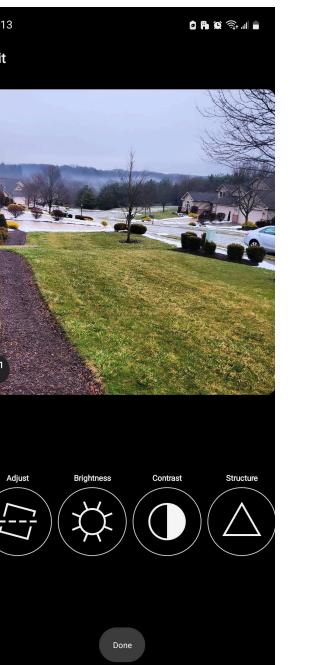


Tapping on the "Store" category allows for buying filters and treatments.



Instagram
• Popular

Title of section is shown, and actions hidden.



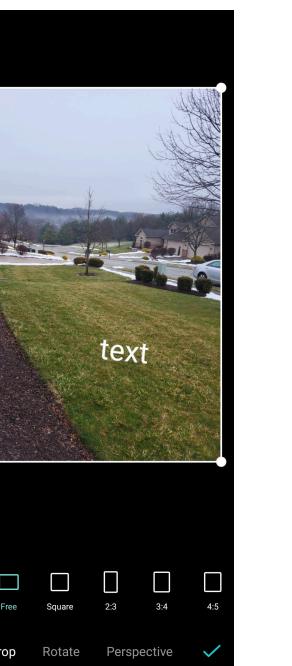
Tools are specific effects



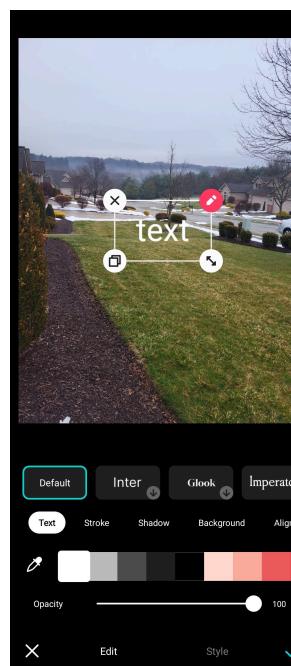
Tapping a tool gives that single slider



Sliders values are made up, but have understandable amounts and reasonable granularity.



Any tool that has an active effect shows a dot above the icon, indicating it has been changed.



Submenu gives confirm or exit options, with icons and text.



Objects can be selected in the UI, and have a menu to edit them independently.



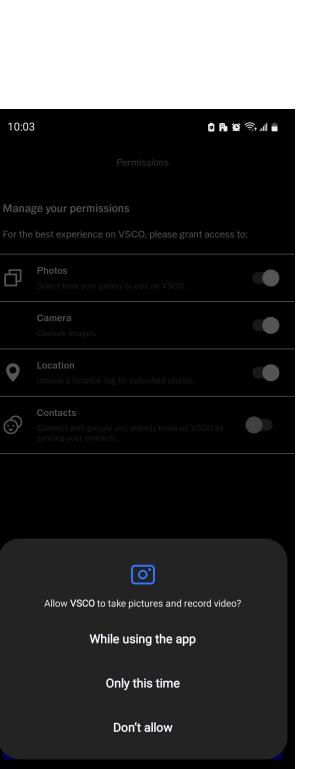
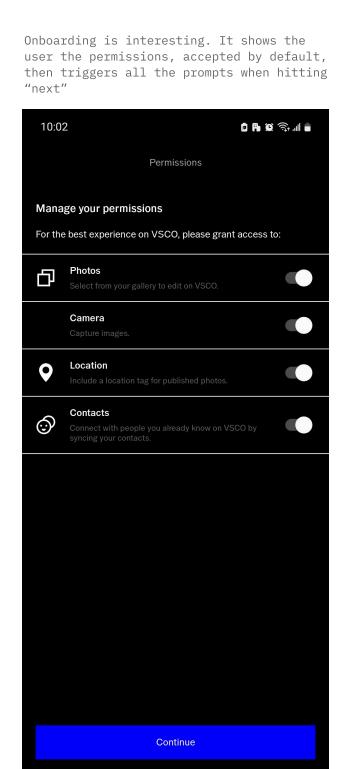
If an option has been used, it gets a faded title and a dot underneath it.



Some functions have sub-functions, but they have no sliders only selection.

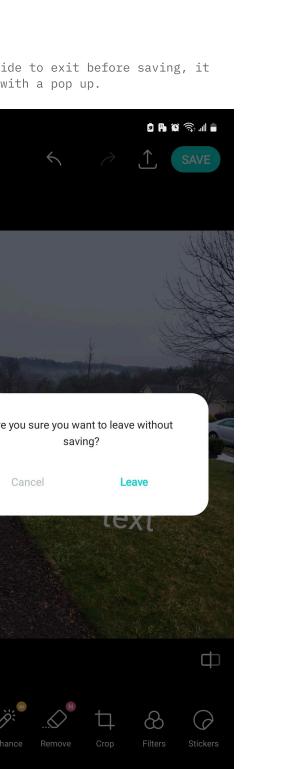


Dragging the image changes where the crop is taking effect.



If making an exit action, the user is prompted to save or discard changes.

"Next" above is the actual save action.

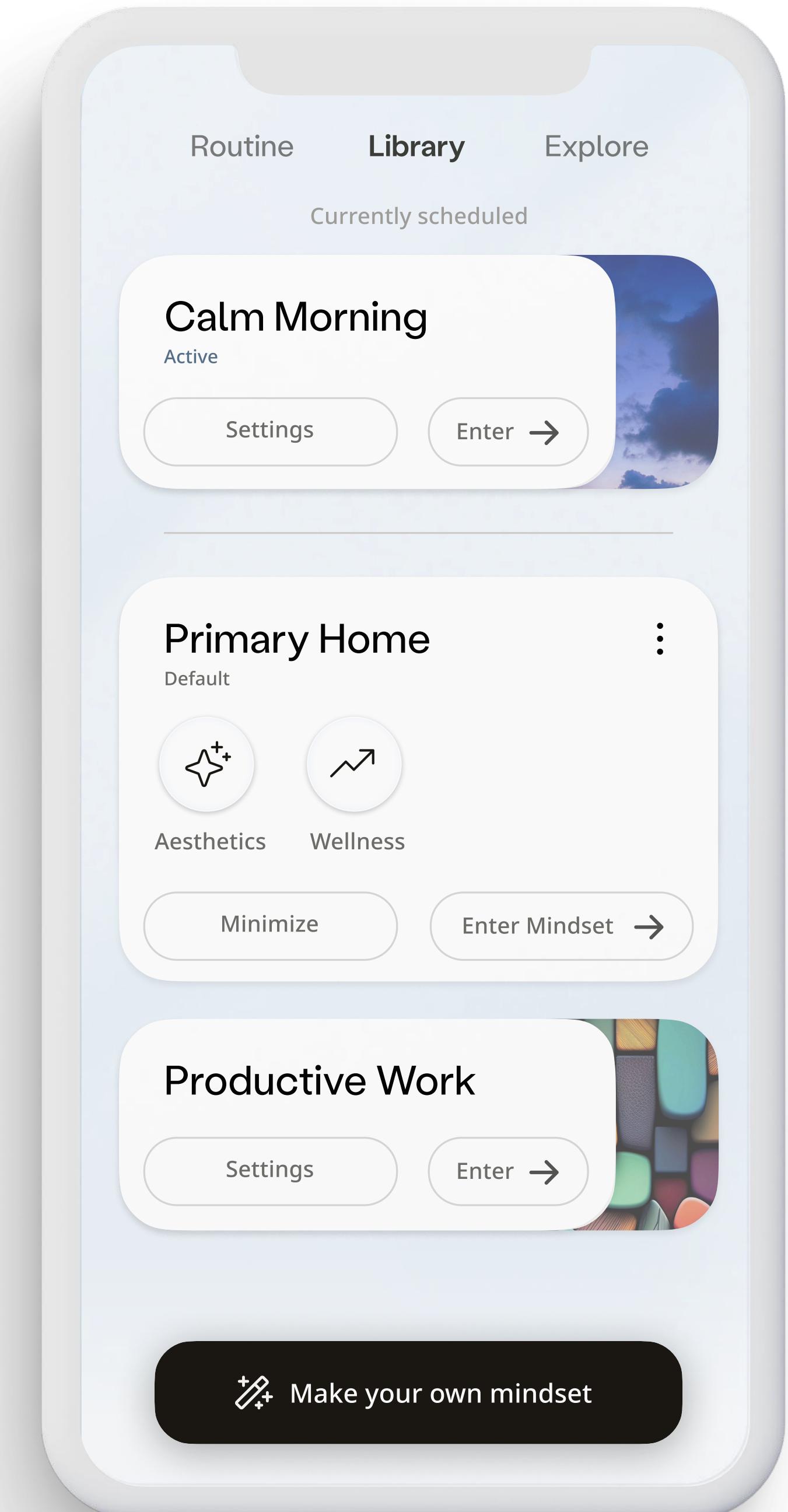


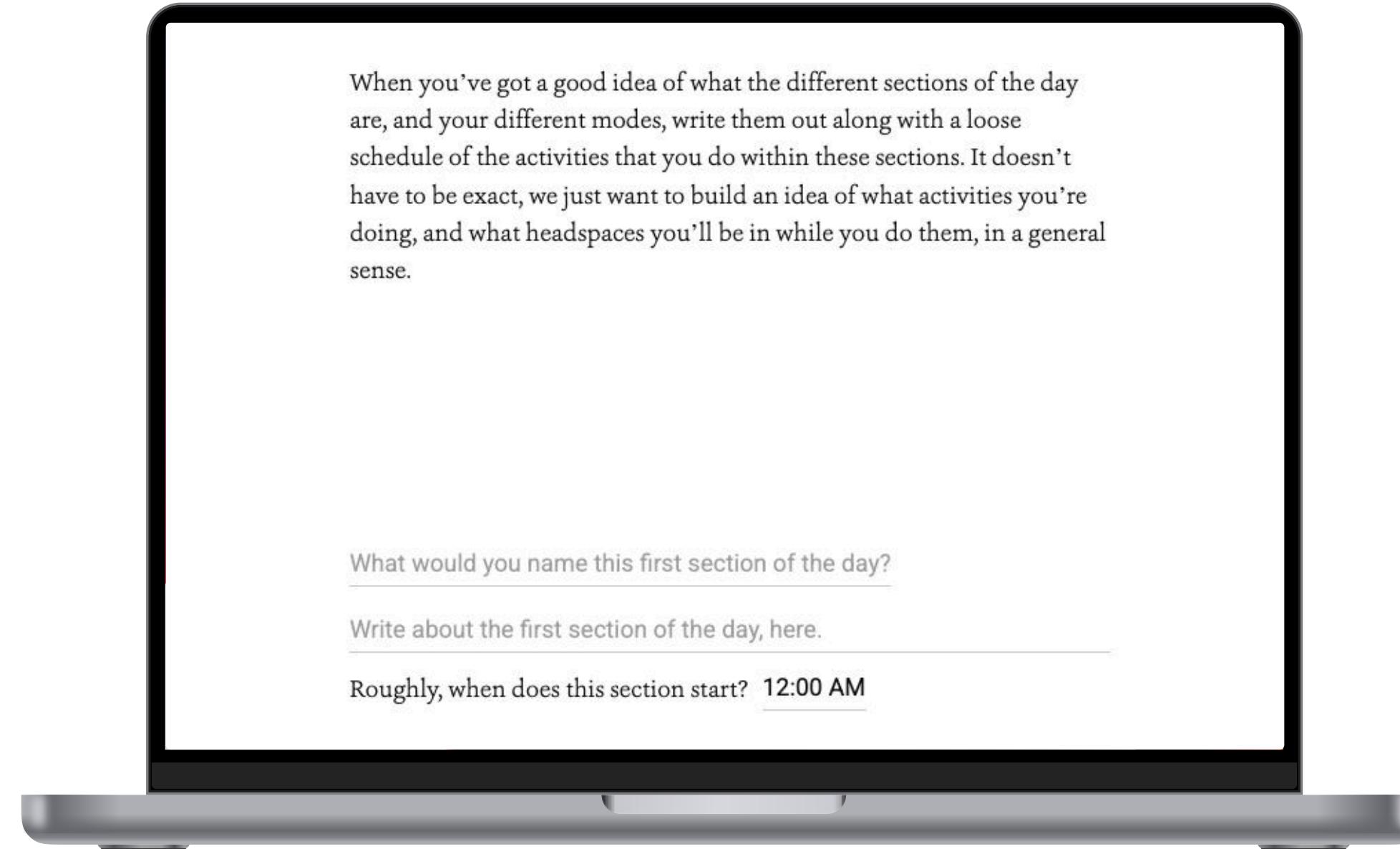
If you decide to exit before saving, it warns you with a pop up.





Mindsets

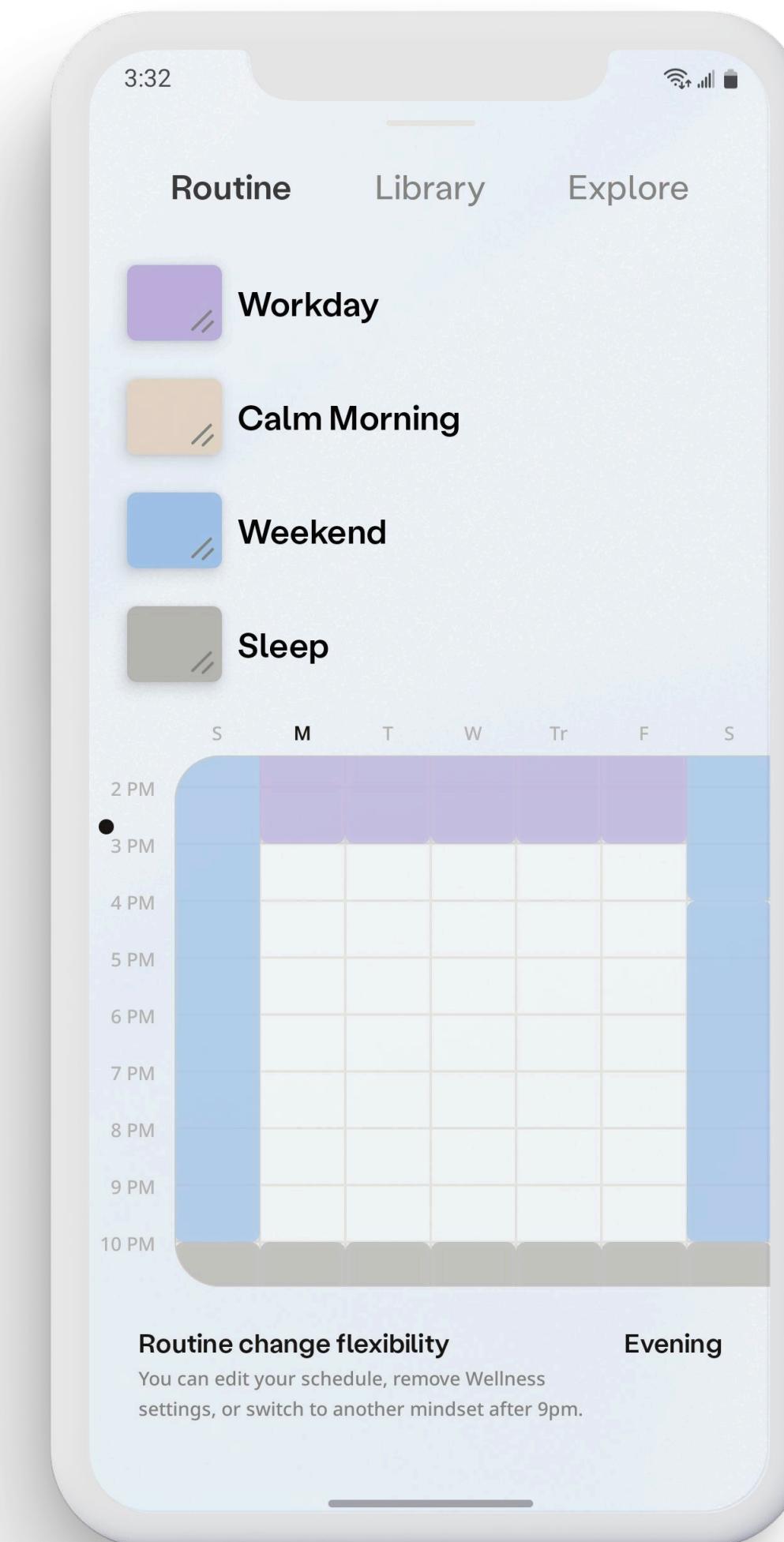




✓ Routine based restrictions effective in gradual change

✗ Daily routine does not capture weekend variation

✗ Required 4 sections of day isn't necessary

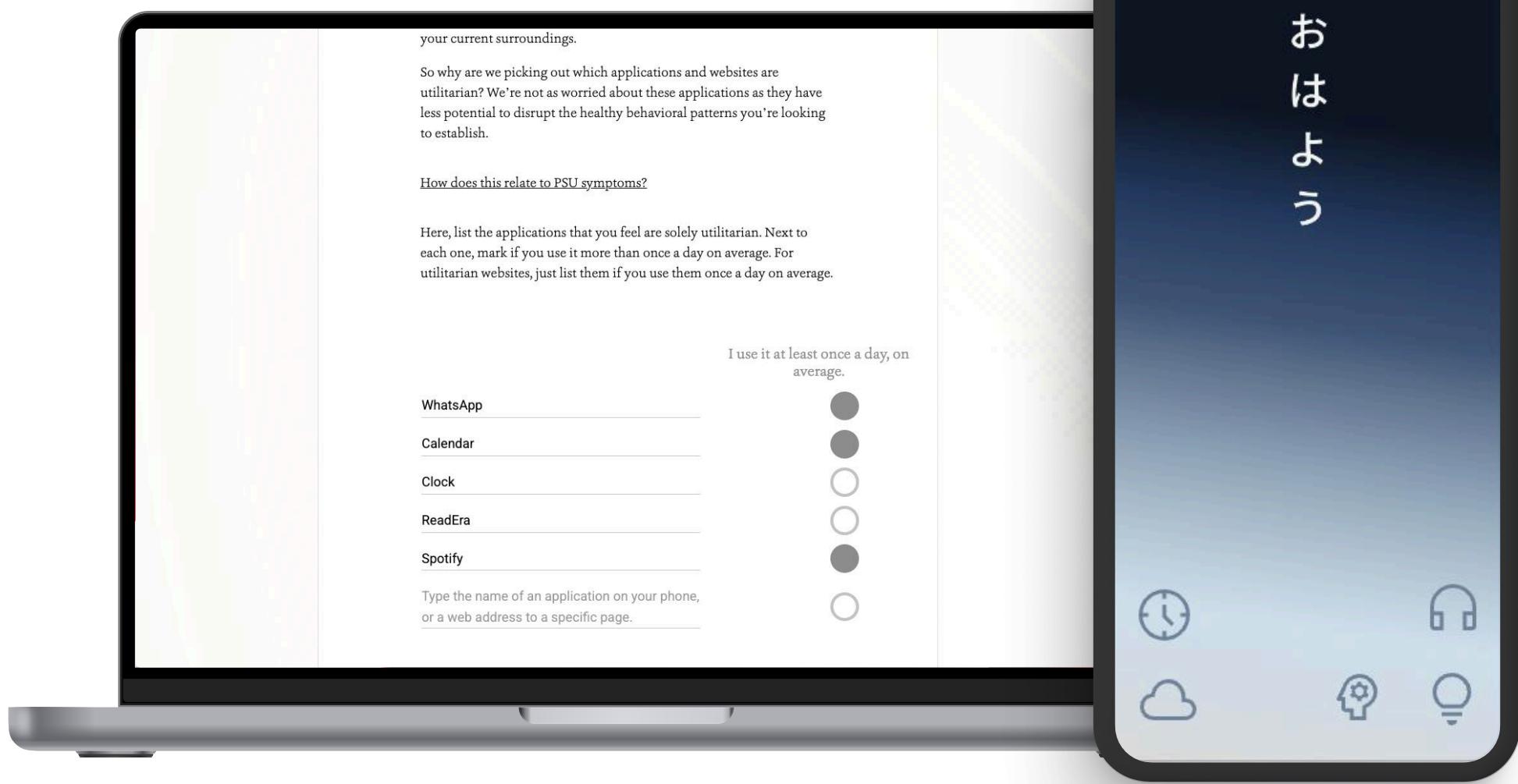


✓ 7-day routine allowing hourly scheduling allows lifestyle alignment.

✓ Days can be broken into any number of sections with different versions and restrictions.

Editing blocking

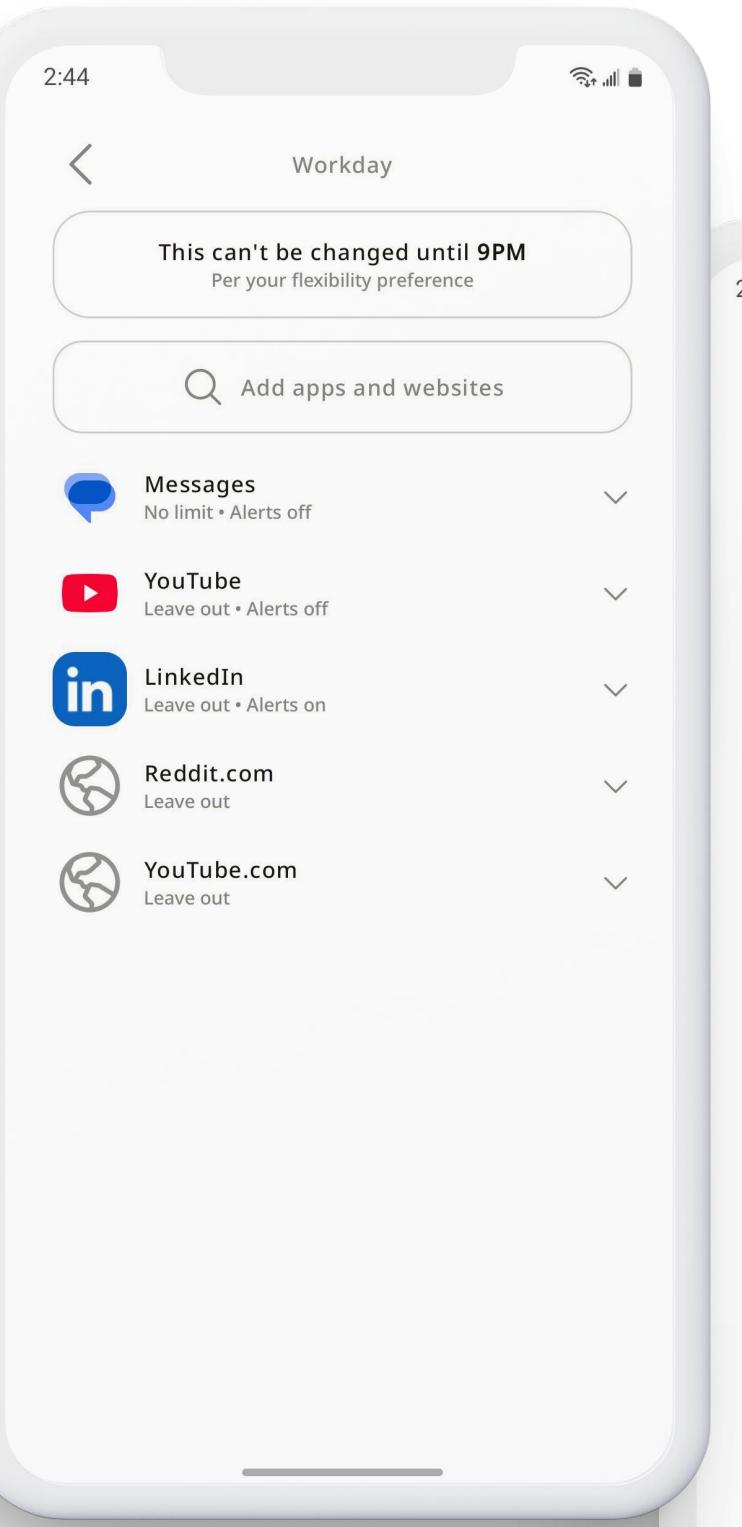
Editing blocking on desktop



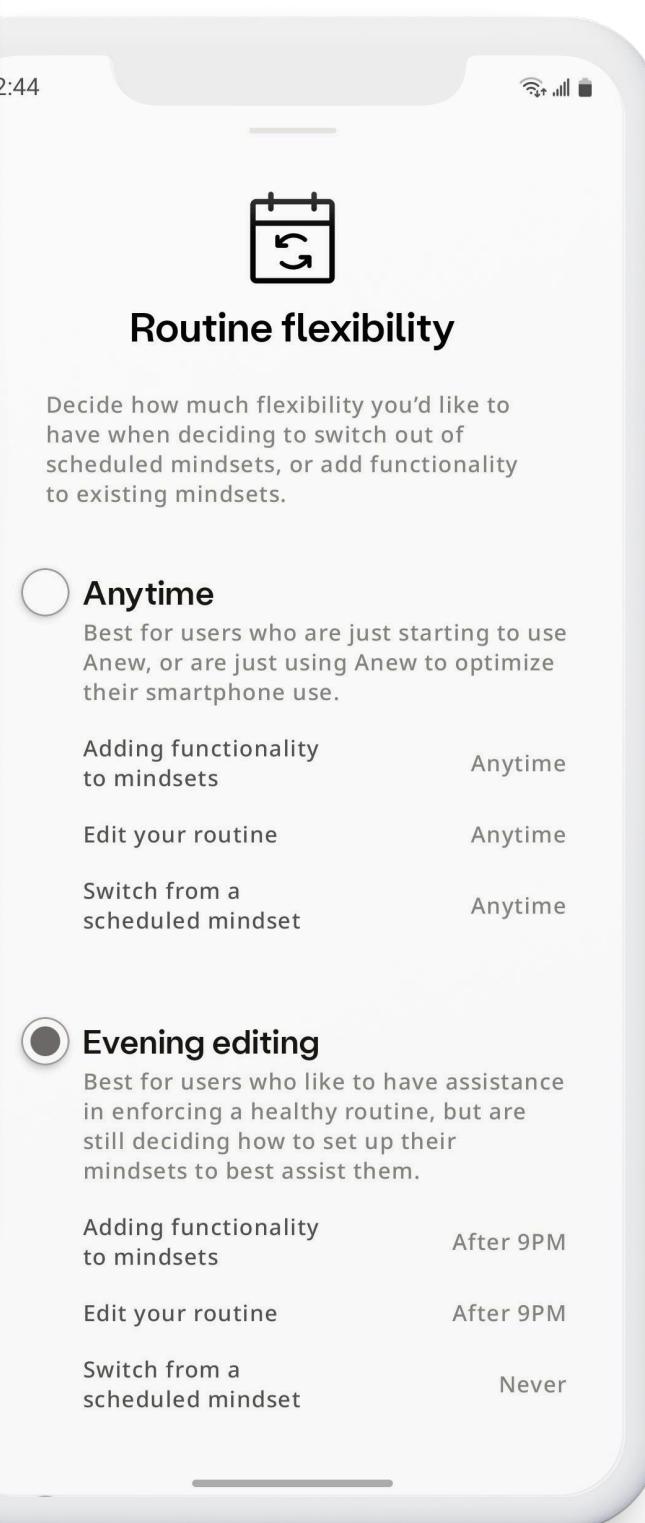
✓ Both app and website restriction necessary on mobile.

✓ Friction to make changes on desktop helpful in sticking to changes.

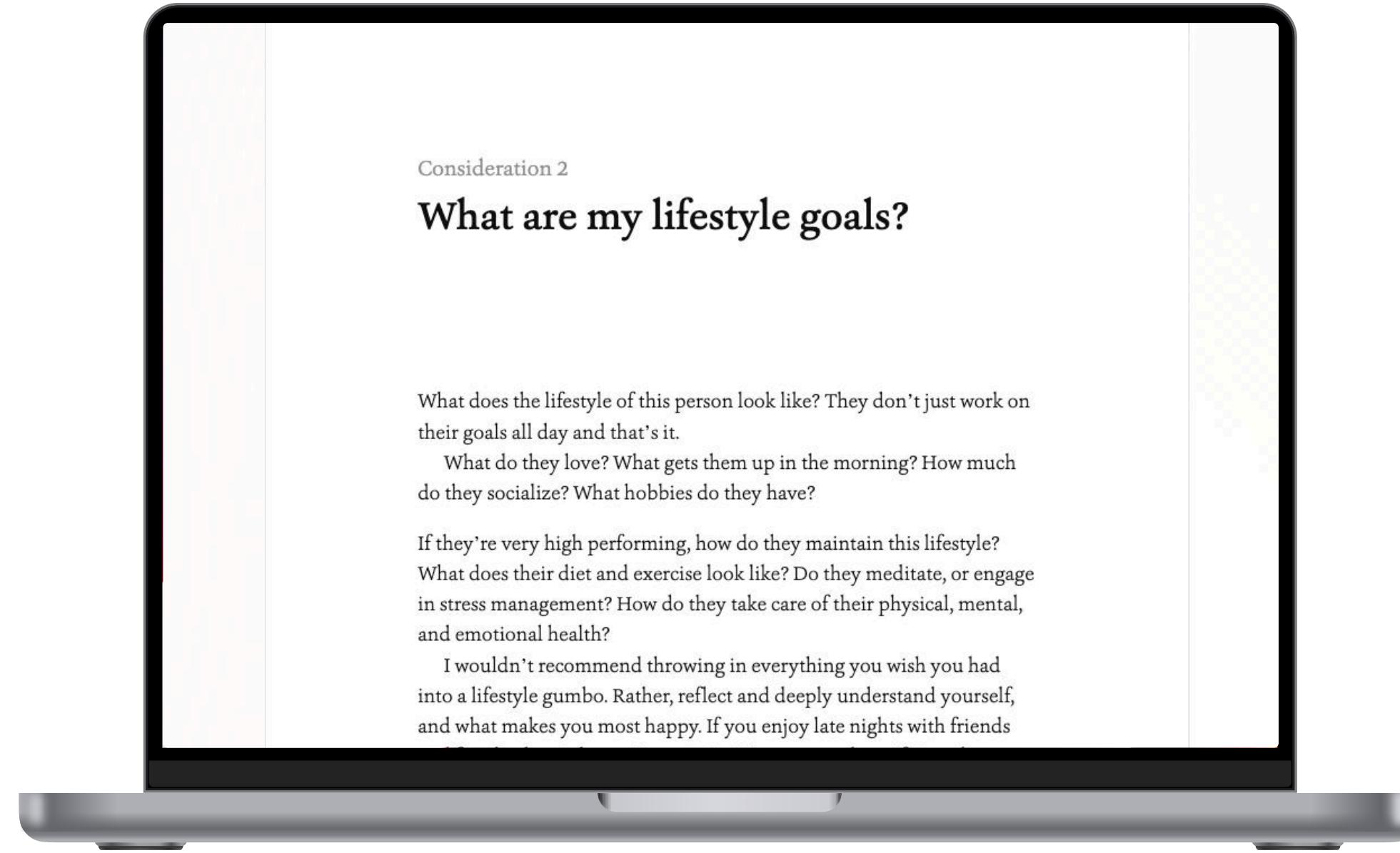
✗ Desktop-to-mobile friction too high for helpful user changes.



Flexibility settings



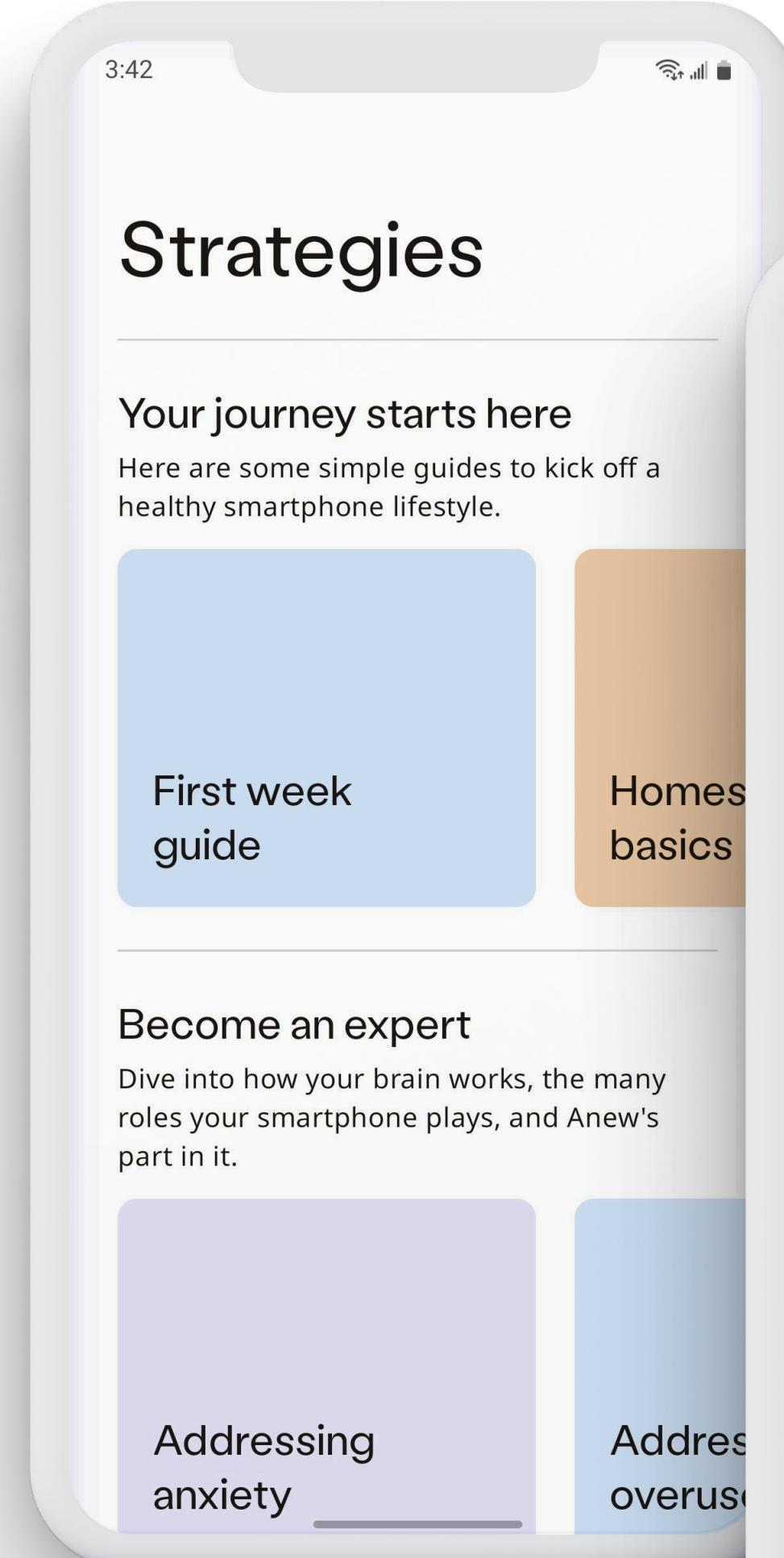
✓ Maintained friction by introducing flexibility preferences



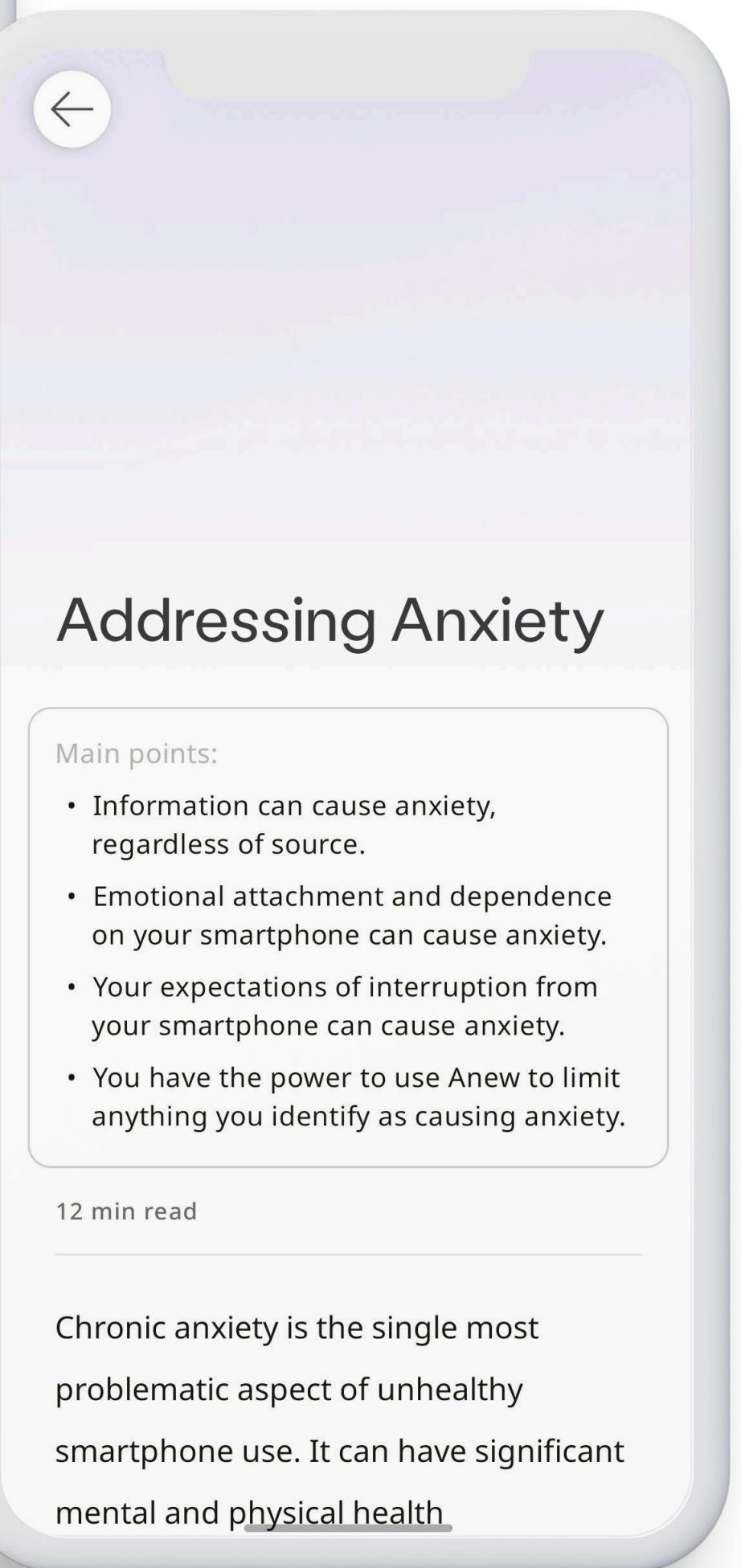
✓ Education informed decisions

✓ Goal-based decisions effectively enforced change

✗ Having all education and decisions required before use felt prohibitive



✓ Allow education to be accessible but flexible, and not required.



Currently scheduled

You can make changes after 9PM
Per your flexibility preference

Calm Morning
Active

Primary Home
Default

Productive Work

Restorative Sleep
Calm Morning
Productive Work
Downtime

	Su	M	T	W	Th	F	Sa
6 AM							
7 AM							
8 AM							
9 AM							
10 AM							
11 AM							
12 PM							
1 PM							
2 PM							
3 PM							
4 PM							
5 PM							
6 PM							
7 PM							
8 PM							
9 PM							
10 PM							
11 PM							

(X) Remove selection (✓) Done

Routine change flexibility Evenings
You can edit your schedule, remove Wellness settings, or switch to another mindset after 9pm.

See portfolio samples for more context and process

<https://lukeschenker.com/assets/Luke-Schenker-Portfolio-Samples.pdf>

Routine flexibility

Decide how much flexibility you'd like to have when deciding to switch out of scheduled mindsets, or add functionality to existing mindsets.

Choosing your flexibility
15 minutes

Anytime
Best for users who are just starting to use Anew, or are just using Anew to optimize their smartphone use.

Adding functionality to mindsets Anytime

Calm Morning

A mindset template to kick off your discovery of how you'd like to best organize your morning.

Add to your Library

Add to Library & Routine
from 10pm until 6am

Limited apps & websites

Additional Production Details



Weiyi Zhang
2023 Intern

Brand Overview

This brand overview helps to give a high-level guide about how to communicate the anew experience and message to people as a whole through writings and visuals.

Brand personality

We want to be the **approachable Demian in this digital world** (refer to the novel *Demian* by Hermann Hesse). We are an assistant, mentor, and most importantly, friend to give our users personalized support in the way they'd like and when they need to help them find their best selves and ways of living.

Brand character

Living essentials
Focus on the most important things and what matters
Authentic
Stay to ourselves openly and honestly, build genuine relationships with others and the world
Free (given by the underlying control)
Being in present for all possibilities without worrying about what's in the past or in the future
Embracing the nature
Feel connected with natural elements on the earth and their pristine power

Moodboard

This moodboard illustrates the general feeling that we want to deliver through the brand, the writings, and the visual materials. It also helps to identify a list of potential visual elements/cues that we want to incorporate in our materials and products.

Voice of tone

We hope and encourage people to **live in the moment in our era** that is woven by both digital and physical experience. By anew Technologies, we want to empower our users with better control over their digital world to focus on what really matters, to be present, and to enjoy the richness of their lives.

Voice principle

Be mindful and clear
As we're here to help our want, we want to deliver
Be calm and secure
We want people to feel calm seeing visuals related to
Be sketchy and extendable
We believe there're no original styles that are also want to incorporate expandable without rest
Be welcoming and friendly
We want people to feel comfortable. We write and invite people to step in the scene

Color Guide

The brand colors are inspired by the nature and carefully selected to balance anew's personality, tone of voice, and the potentially versatile use cases. The colors are mainly dedicated for digital applications at this moment and the color palettes apply to all marketing or identity material.

Primary

Mushroom Black #1B1512, Mushroom White #F9FBF4, Sky Blue #0EDFB

Secondary

Besides the primary colors, we have a secondary dynamic color system that allows more vibrant color use for different materials and align with the colorful root for "living in the moment".

Purple	dark 3	dark 2	dark 1	Purple	light 3	light 2	light 1
Blue	dark 3	dark 2	dark 1	Blue	light 3	light 2	light 1
Green	dark 3	dark 2	dark 1	Green	light 3	light 2	light 1
Beige	dark 3	dark 2	dark 1	Beige	light 3	light 2	light 1
Orange	dark 3	dark 2	dark 1	Orange	light 3	light 2	light 1
Red	dark 3	dark 2	dark 1	Red	light 3	light 2	light 1
Pink	dark 3	dark 2	dark 1	Pink	light 3	light 2	light 1

Neutral

The neutral color palettes can be used for different use cases in our products and websites to complement with primary and secondary colors.

Dark	dark 0	dark 7	dark 6	dark 5	dark 4	dark 3	dark 2	dark 1
Light	light 3	light 2	light 1					

Transparent

For non-textual applications that want to add transparency there's also a frost palette with frequently used transparency levels.

Frost	100%	80%	60%	40%	32%	24%	16%	8%
-------	------	-----	-----	-----	-----	-----	-----	----

Palette

To better present the brand aesthetics, there're recommended usage of color combinations that can be applied to different product or marketing materials.

- The primary palette**
- Duo palette 1 (Sky Blue + Secondary colors or their variants)**
- Duo palette 2 (Secondary colors dark variants + light variants)**
- Trio palette (2 monochromatic secondary colors + 1 complementary)**

Typography

There are two types of fonts we want to use for delivering the cohesion of anew's branding – Labil Grotesk for larger display or headline texts and Noto Sans for reading contents.

Typefaces

Aligning with the brand feeling and tone of voice, Labil Grotesk is a unique font that well emphasizes the roundedness, balance, cleanliness but with appropriate amounts of curves at the ends and spines of the stroke.

Display

As the largest text on the screen, display styles are reserved for short, important text or numerals. They work best on large screens. If available, set the appropriate font weight to specific usage.

- H1 - Labil Grotesk 57/64 .0**
- H2 - Labil Grotesk 45/52 .0**
- H3 - Labil Grotesk 40/48 .0**
- H4 - Labil Grotesk 36/44 .0**

Headline

Headlines are best-suited for short, high-emphasis text on smaller screens. These styles can be good for marking primary passages of text or important regions of content.

- H5 - Labil Grotesk 32/40 .0**
- H6 - Labil Grotesk 28/36 .0**
- H7 - Labil Grotesk 24/32 .0**

Title

Titles are smaller than headline styles, and should be used for medium-emphasis text that remains relatively short.

- Title Large - Labil Grotesk Medium 22/28 .0**
- Title Medium - Labil Grotesk Medium 18/24 .+01**
- Title Small - Labil Grotesk Medium 14/20 .+01**

Body

Body styles are used for longer passages of text in the app, which are readable at smaller sizes and can be comfortably read in longer passages.

- Body Large - Noto Sans 16/24 .+0.5**
- Body Medium - Noto Sans 14/20 .+0.25**
- Body Small - Noto Sans 12/16 .+0.4**

Label

Label styles are smaller, utilitarian styles, used for things like the text inside components or for very small text in the content body, such as captions.

- Label Large - Noto Sans Medium 14/20 .+0.1**
- Label Medium - Noto Sans Medium 12/16 .+0.5**
- Label Small - Noto Sans Medium 10/16 .0**

- Data model
- State machines
- Architecture
- Stack selection

Individual icon aesthetics settings table
This table stores all the specific icon settings, referenced via IDs from the owning aesthetic version.

- Aesthetic version parent id
- Homescreen arrangement element ID (as fallback reference to handle multiple same service arrangement elements. This is generated on creation, or if this aesthetic is copied to a new aesthetic version, this element takes the id of an existing element of same service type in the new arrangement).
- individual icon contrast - float
- individual icon brightness - float
- individual icon image visible - bool
- individual icon label visible - bool
- widget color settings (**determine**)

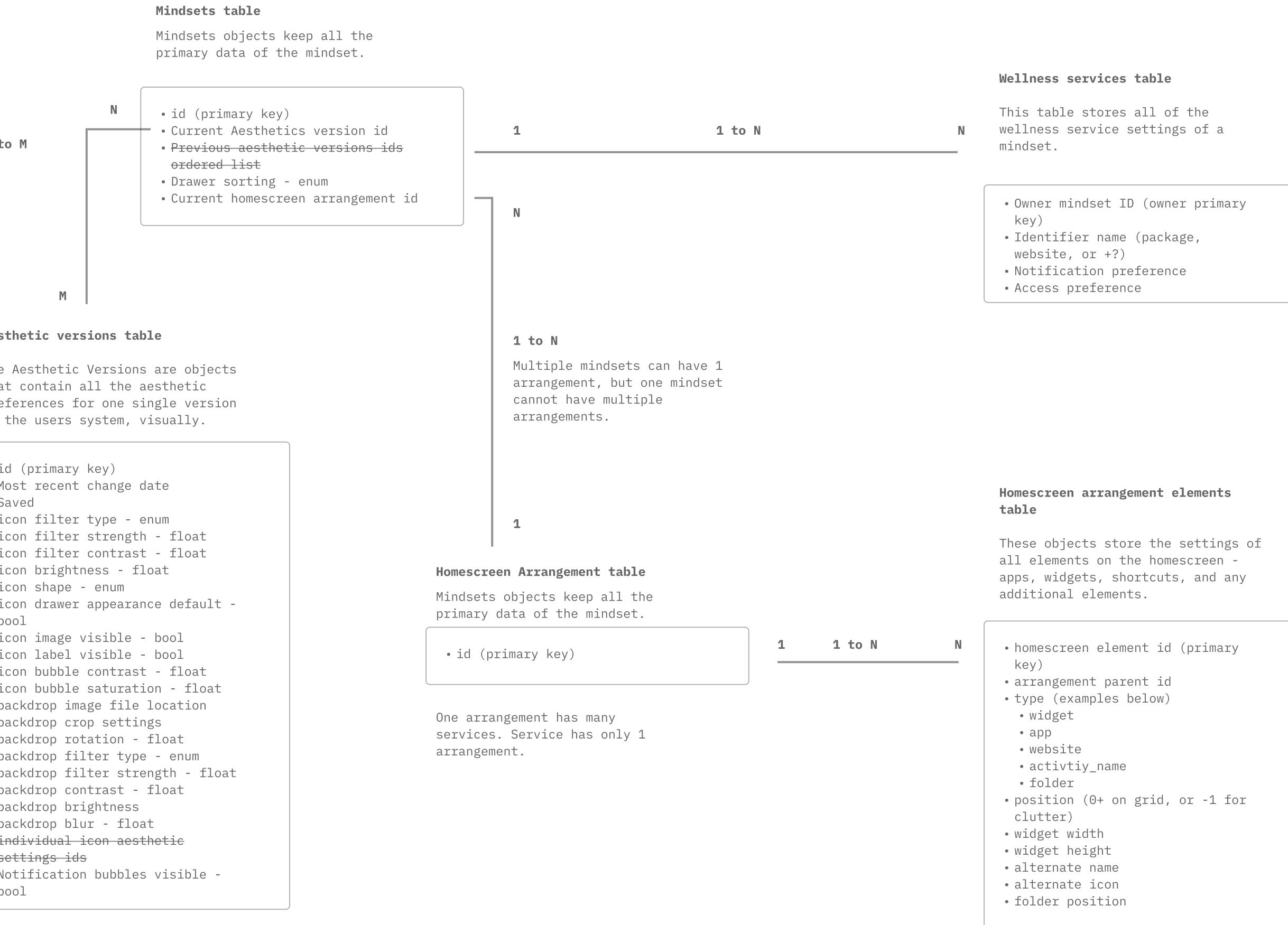
N 1 to N 1

One aesthetic version has multiple icon aesthetics. If a new version is created, individual icon settings should be decoupled from the original, therefore copied to a new aesthetic version.

Routine entry table

List of all the scheduled mindsets in the user's routine, stored to the second as Ints for a week.

- Article ID



Arrangements can be used for multiple mindsets, so having a unique arrangement ID allows for that (as opposed to using a mindset ID here)

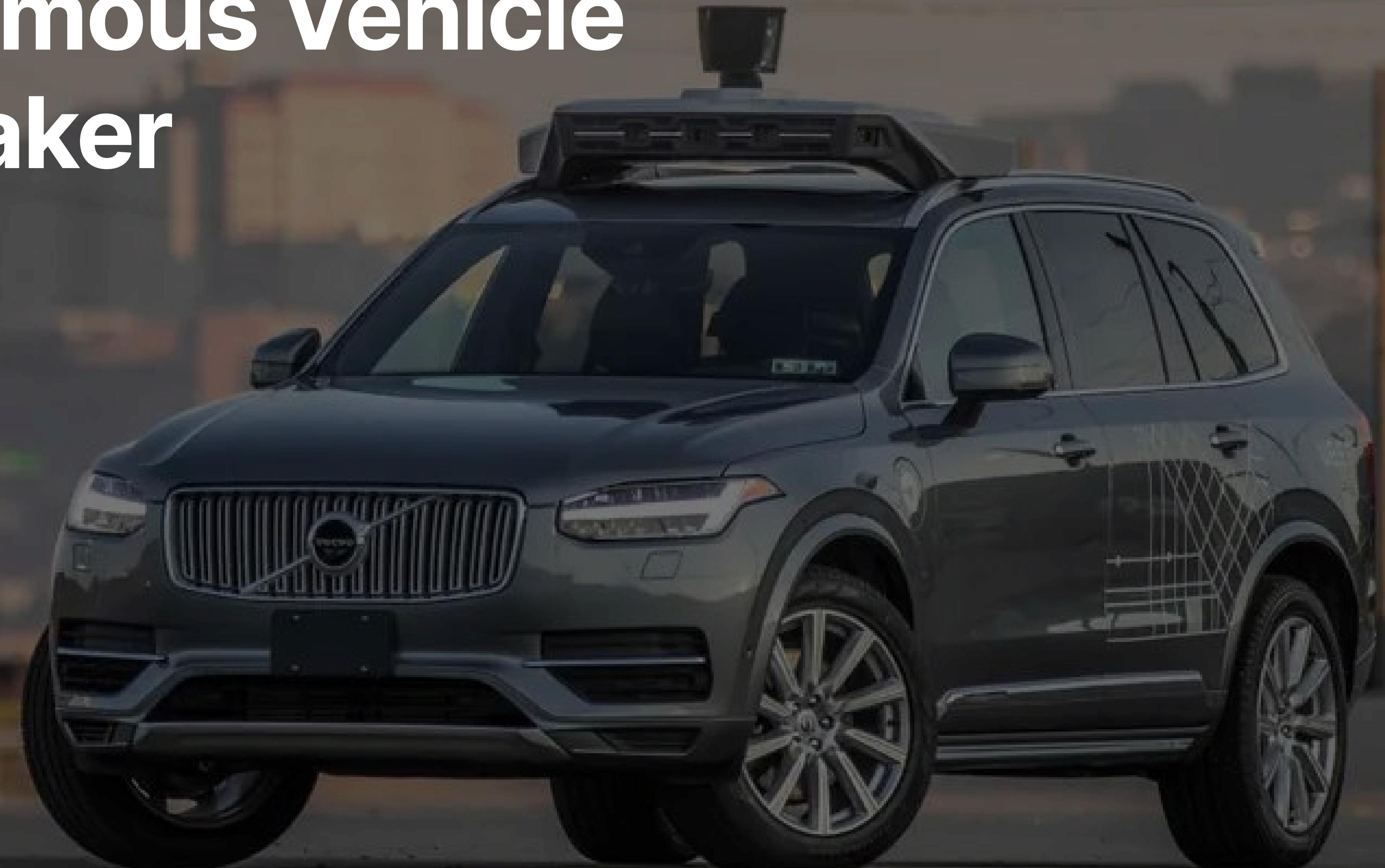
Individual IDs are used to tie aesthetic settings to specific homescreen elements.

Alternate name, and alternate icon, are both stored here as opposed to being part of icon aesthetics settings.

This is because those attributes are more related to arrangement than treatment. Those things change what the button/object IS to the user. Aesthetics change how that thing is visually tweaked (think of it like changing a car, vs changing a coat of paint).

Case Study #2

Autonomous Vehicle Map Maker



Uber ATG Agenda

- 1. Context**
- 2. Problem**
- 3. Research & Iteration Strategy**
- 4. Solution**
- 5. Outcome & Next Steps**

Context

This screenshot shows a sophisticated traffic analysis and planning software interface. The central feature is a map of a complex highway interchange with multiple lanes and ramps, overlaid with numerous colored lines and shapes representing different traffic paths and zones. A legend on the left provides a key for these symbols, categorized into several groups:

- Shift, V, Y, H
- Comment
- Signs Faces
- Roads
- Paint Markers
- Driving Paths
- Bikes
- Int Cross Parking
- Conflicts Turns
- Overlays
- Evidence
- Extra Layers

The main map area displays a dense network of these overlays, particularly in red, cyan, and yellow, indicating specific driving paths or conflict areas across the highway system.

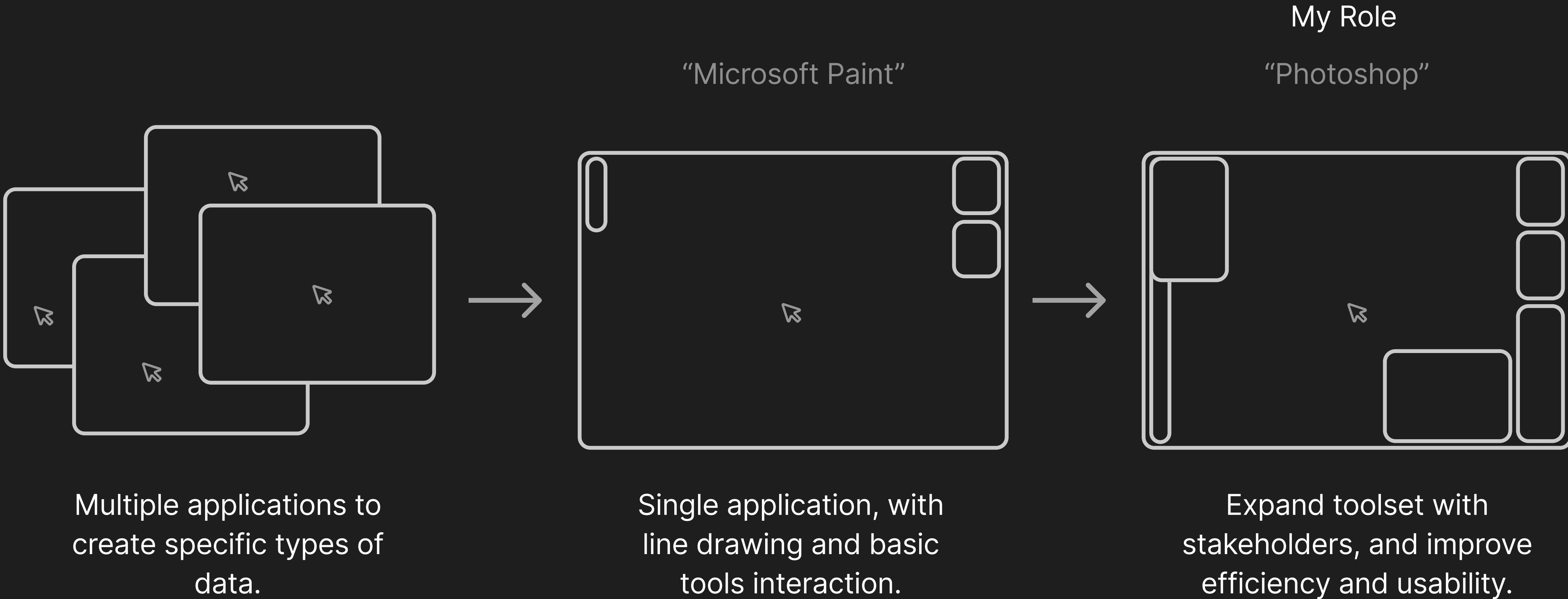
On the right side of the interface, there is a detailed configuration panel titled "Dynamic Driving Path Portion". This panel includes the following sections:

- Portion type:** Shows three circular icons representing different path types: a purple circle with a white 'A' and 'S', a blue circle with a white 'H', and a green circle with a white 'S'.
- Primary state:** Set to "Standard use".
- Temporal state logic:** Set to "Temporal speed days: All M-F".
- Temporal state:** Set to "Left turn lane".
 - 6:00 AM to 9:00 AM
 - 11:00 AM to 12:00 PM
- Temporal state:** Set to "Disabled".
 - 8:00 AM to 12:00 PM
- Flow behavior:** Options include "Default", "Non-stopping", and "Stopping".

At the top of the interface, there are standard window controls (Minimize, Maximize, Close) and tabs for "Panorama" and "Comments".

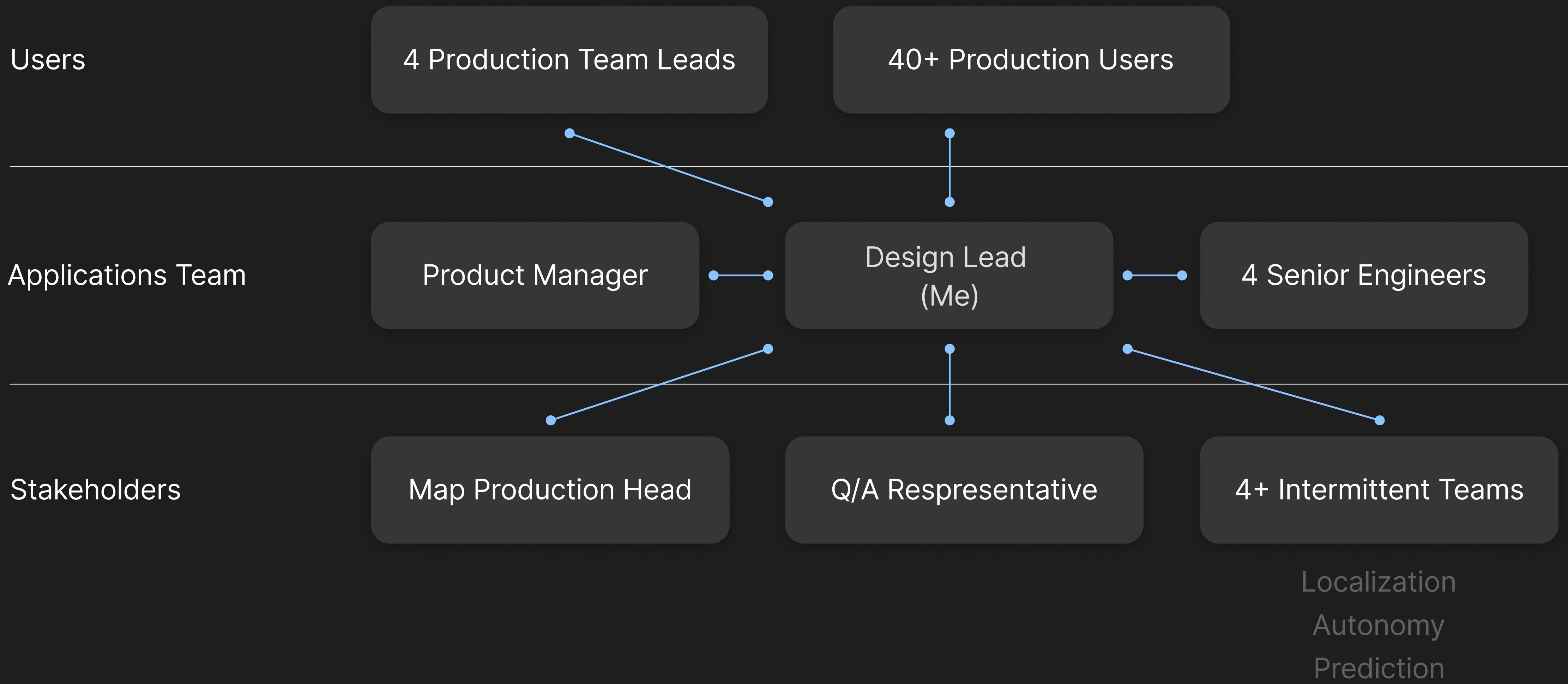
Context

Uber ATG



Context

Uber ATG

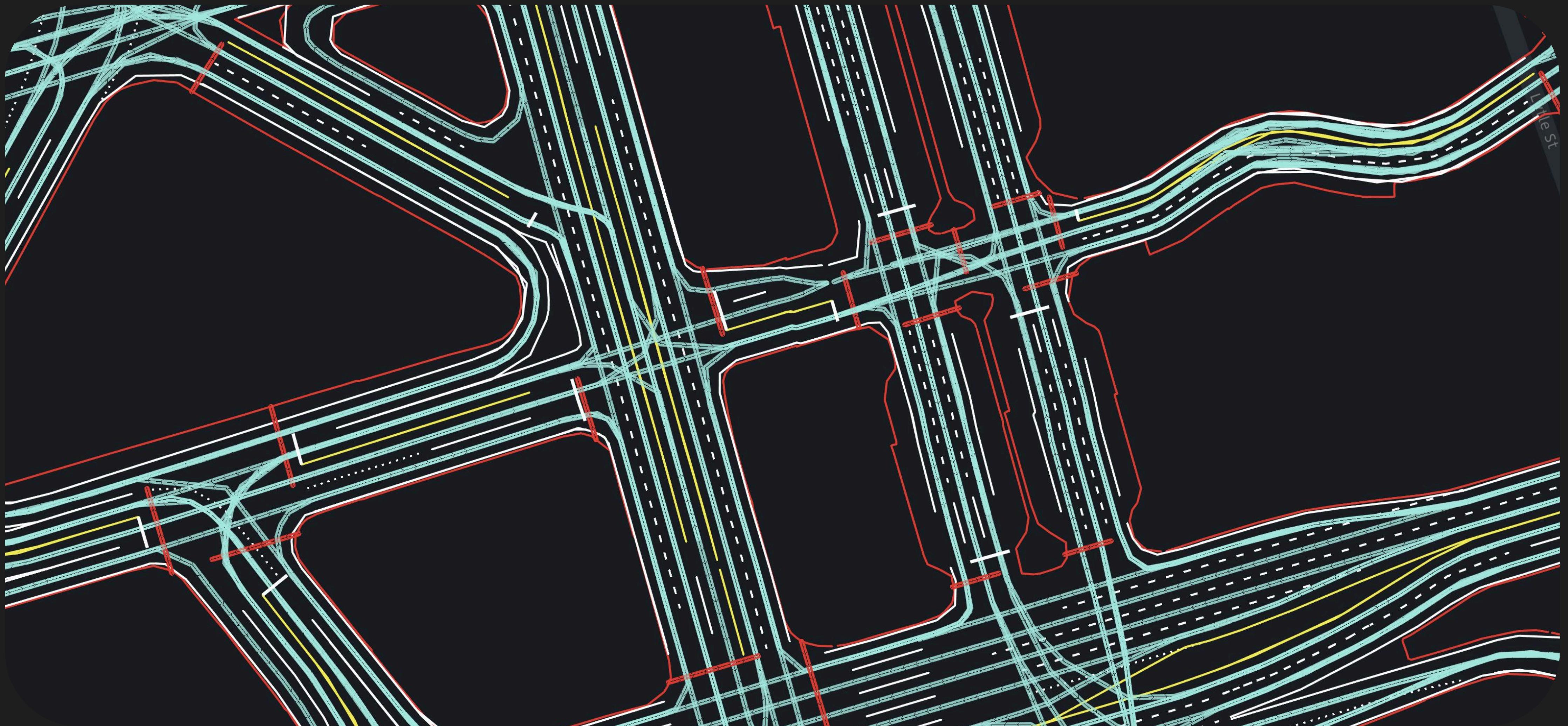


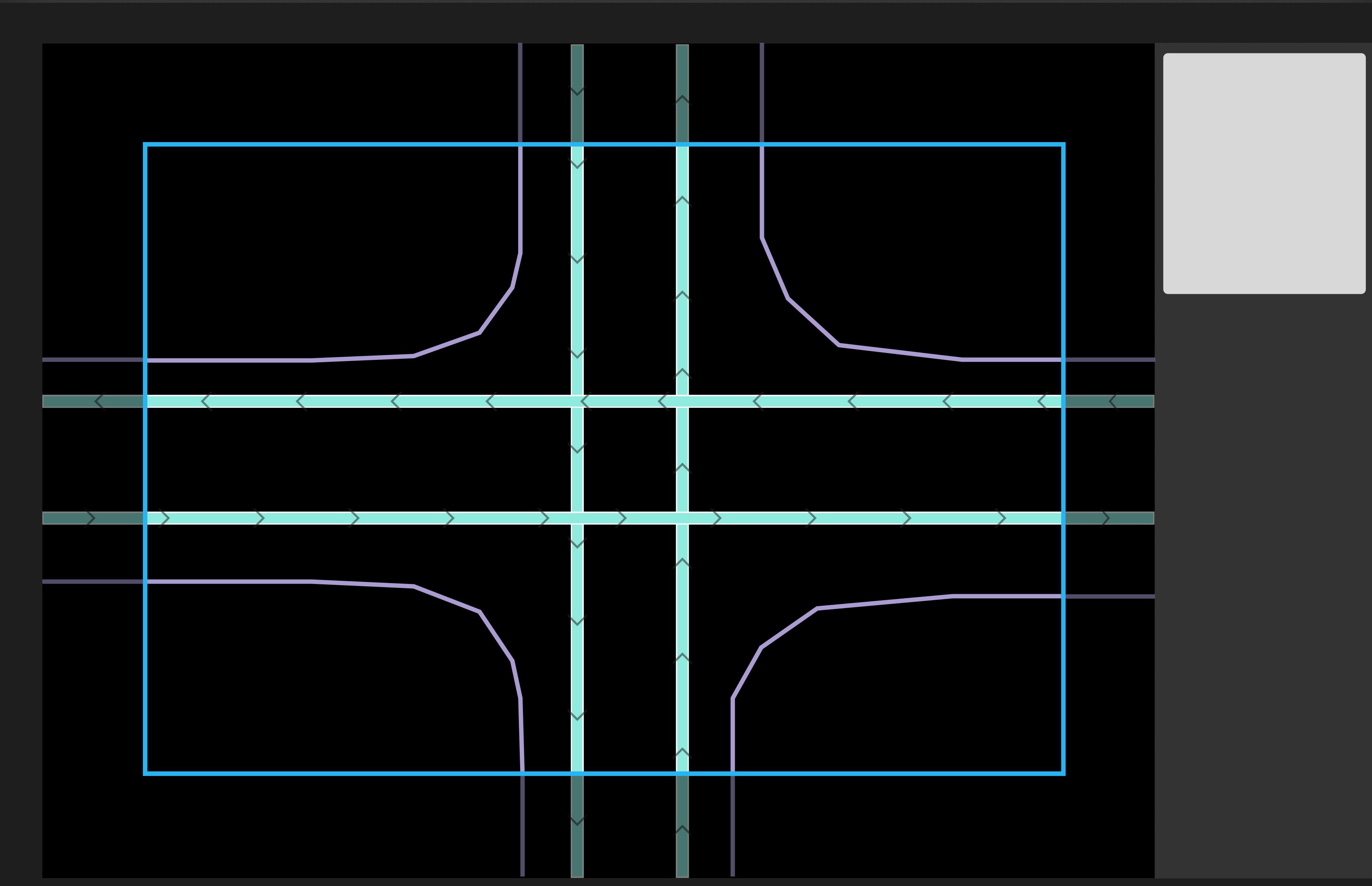
- 1. Ensure design stayed ahead of autonomy and development needs.**
- 2. Improve mapping output efficiency, ease of use, and ensure fast onboarding.**

Problem

Problem

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Research & Iteration Strategy

- 1. Constant collaboration with users and stakeholders.**
- 2. Competitive analysis.**

Alignment strategies

Uber ATG

Daily impromptu user interviews and tests

With easy access to 40+ users, production leads, and managers, feedback on any ideas was quick and accessible.

Weekly stakeholder presentations

Gathering relevant stakeholders for the coming features allowed us to maintain alignment with requirements, as they potentially changed.

Monthly user base presentations

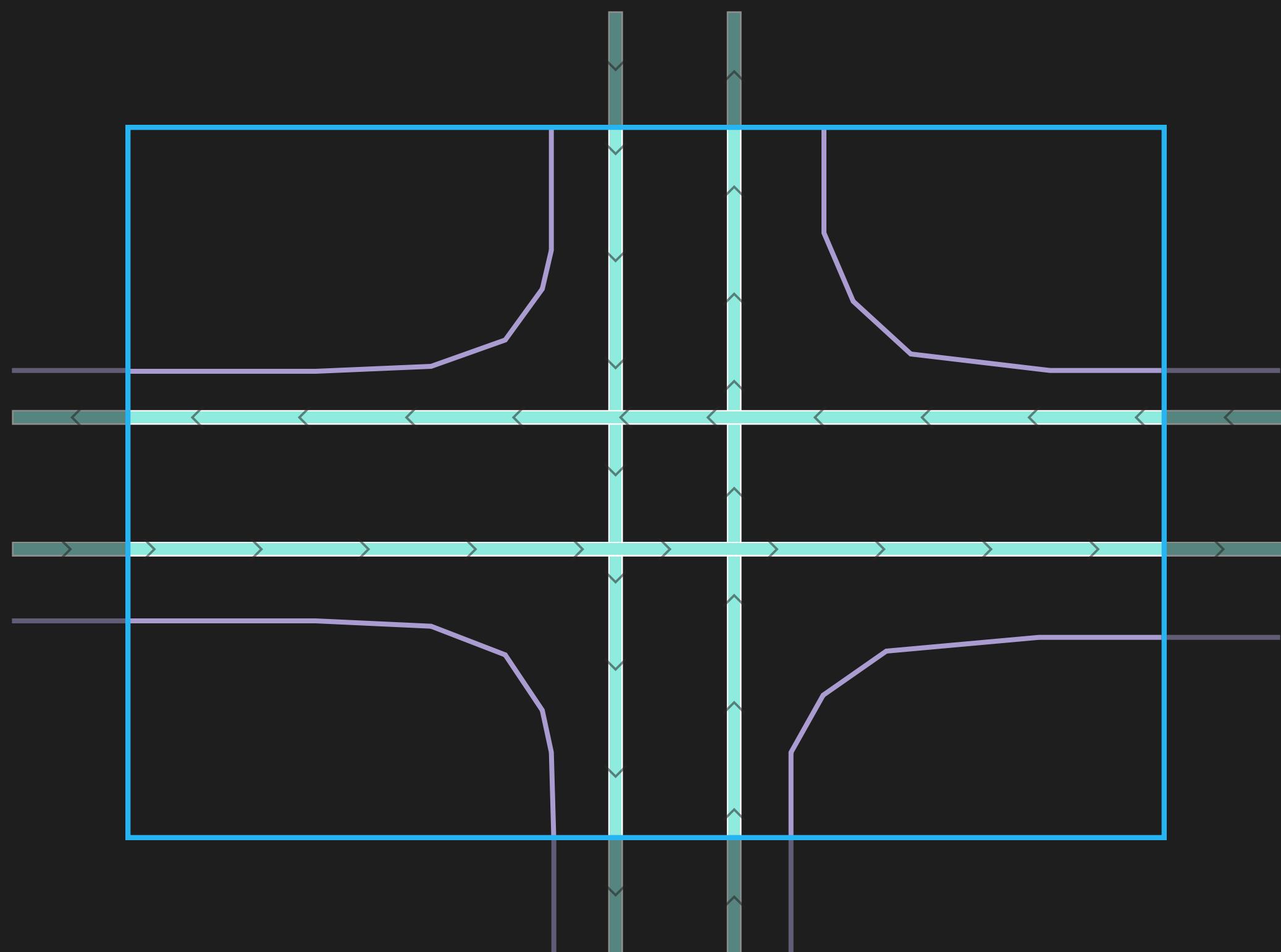
Each month we'd present current designs to the entire production floor to get feedback (either on the spot, or to trickle in later).

Ongoing feasibility collaboration with developers

Any design concepts I'd be considering I'd run by development to ensure timelines could be maintained.

Research & Iteration Strategy

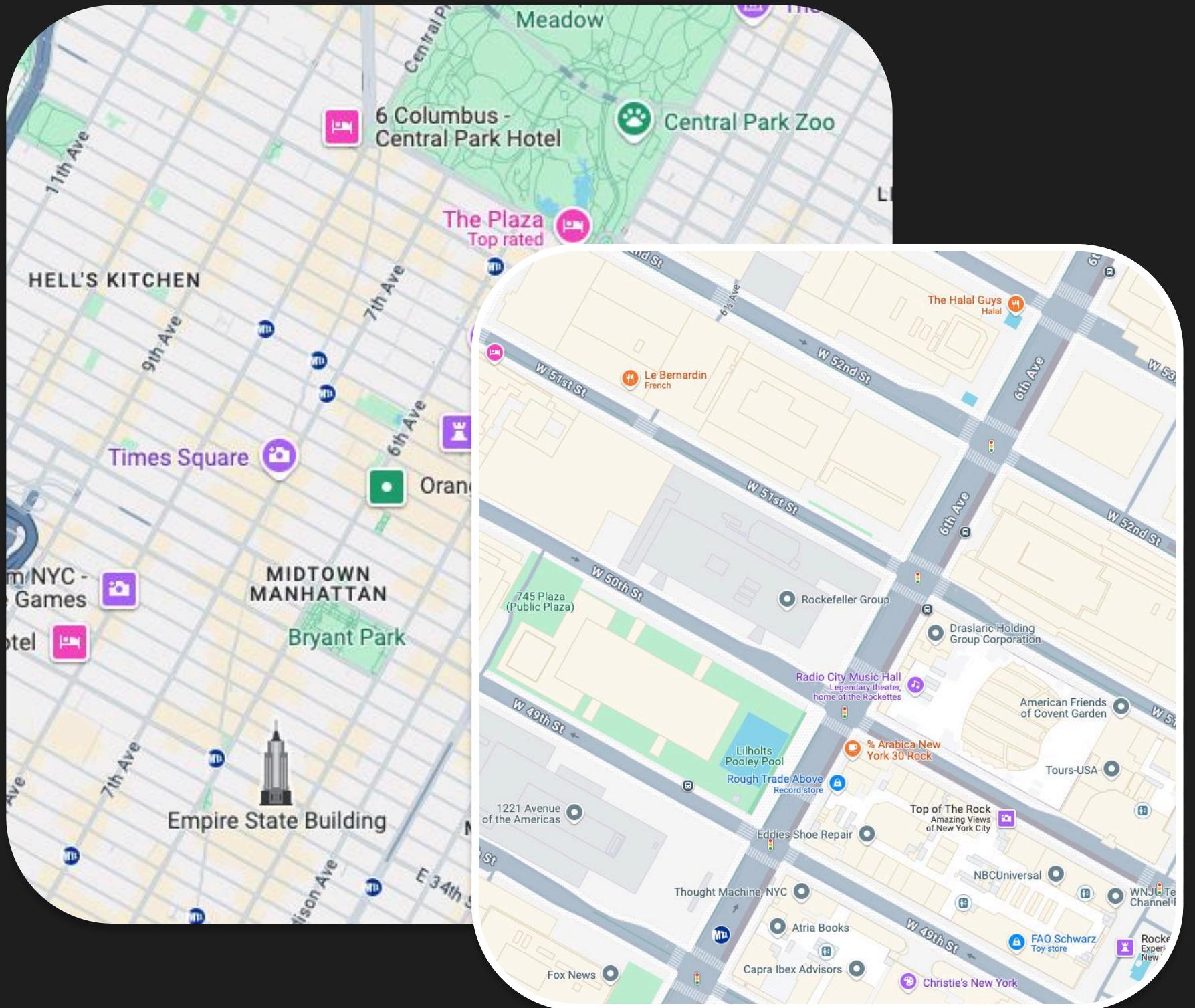
Uber ATG



- 1. Visualize all conflict relationships at once.**
- 2. Quickly select a relationship.**
- 3. Quickly assign and change a relationship.**
- 4. Easily progress through unassigned relationships in the current unfinished annotation task.**

Research & Iteration Strategy

Uber ATG



Google Maps

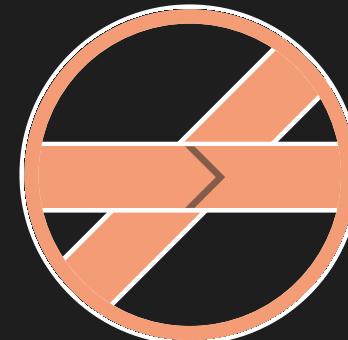
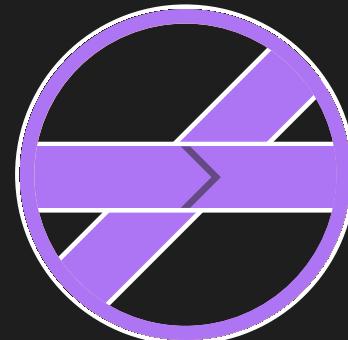
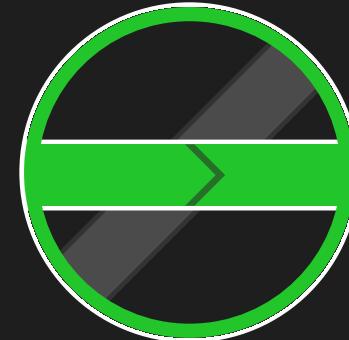
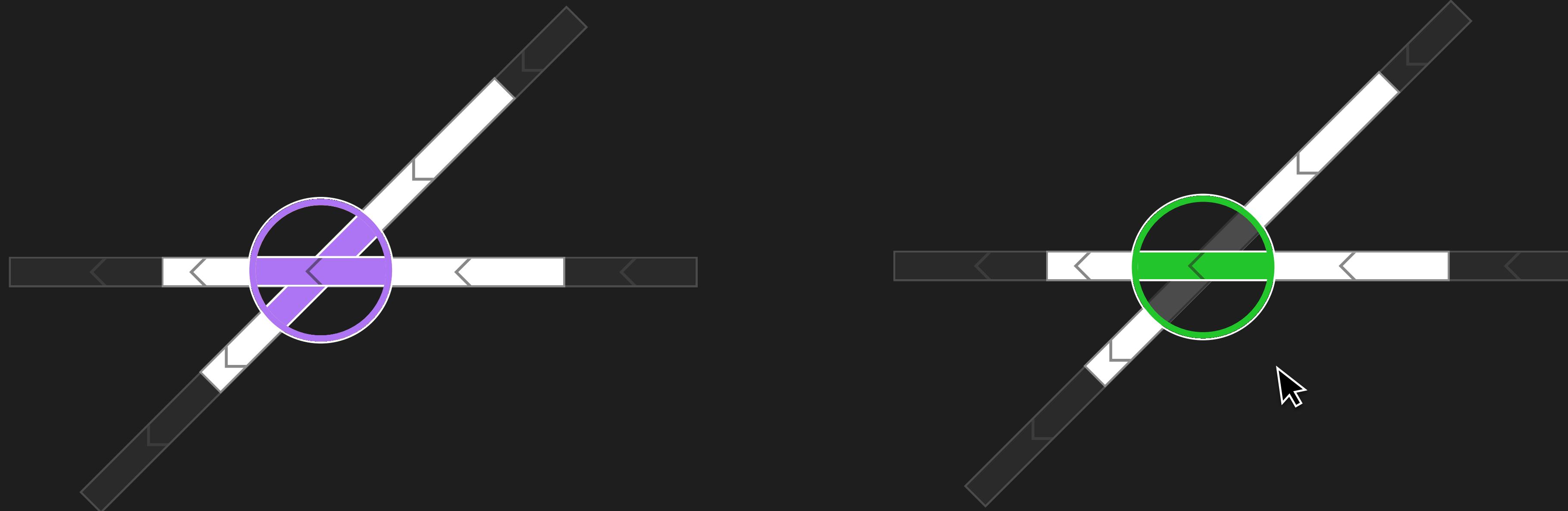


Red Dead Redemption 2

Solution

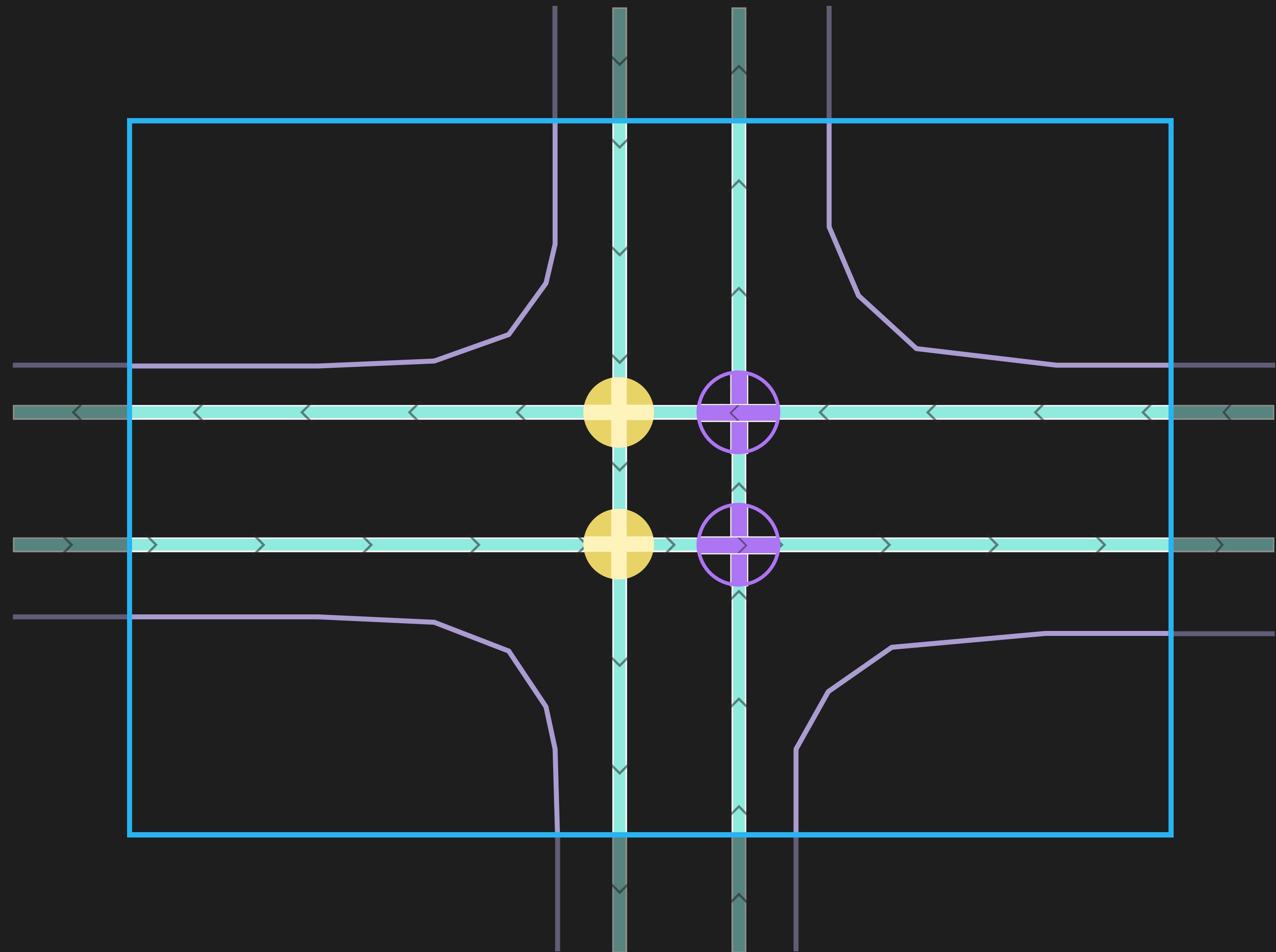
Solution

Uber ATG

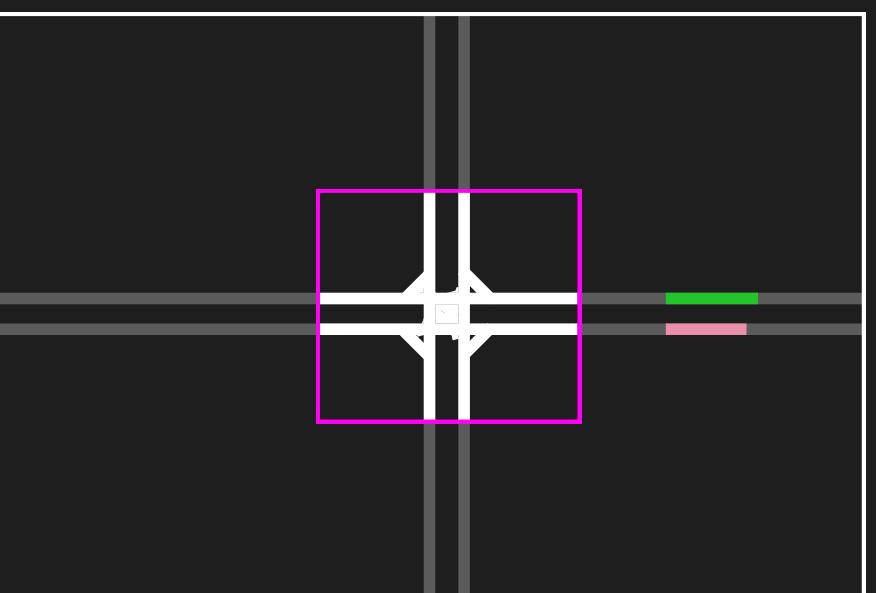


Solution

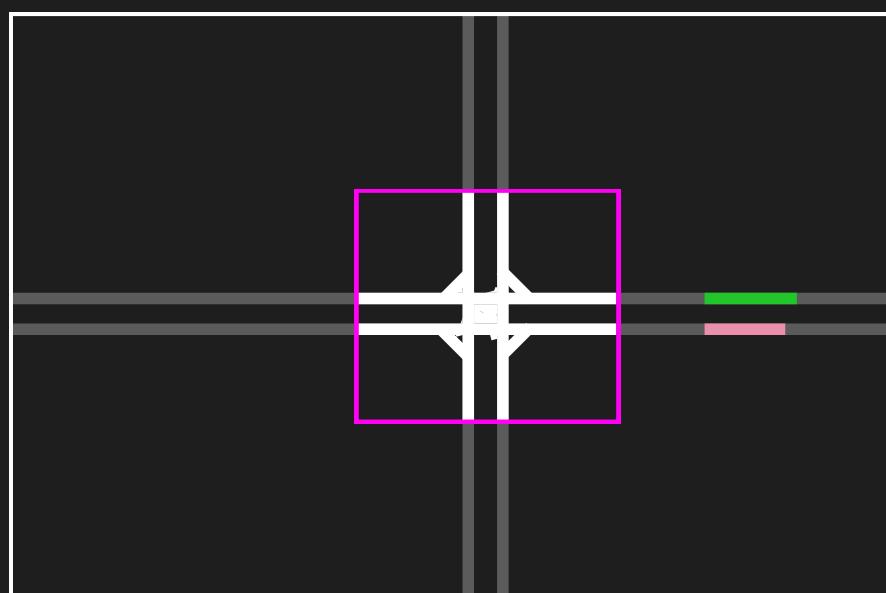
Uber ATG



Todo



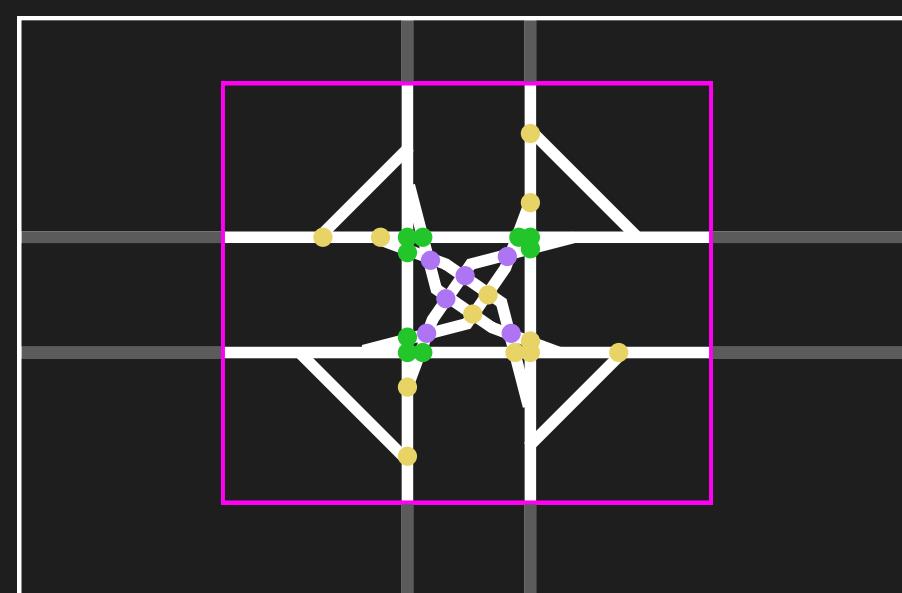
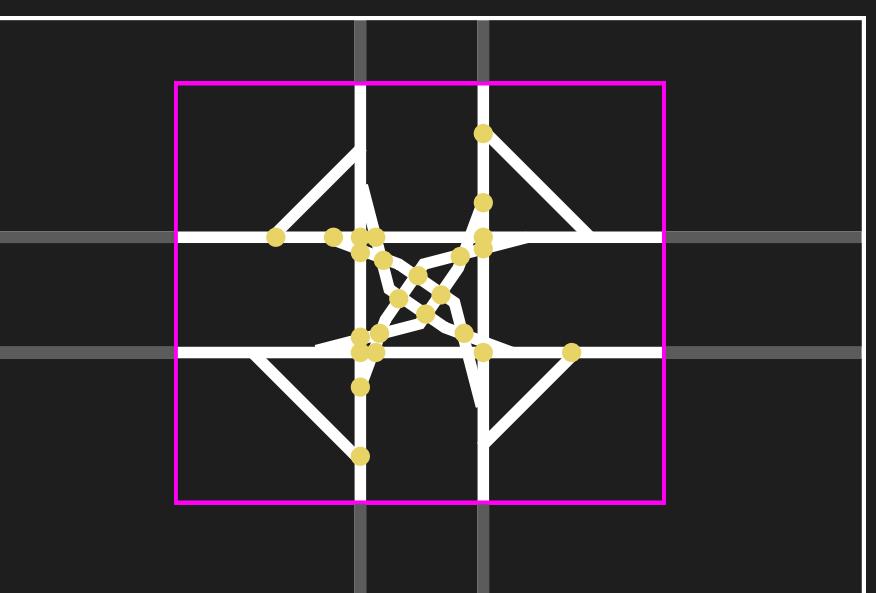
Complete



Zoomed
out

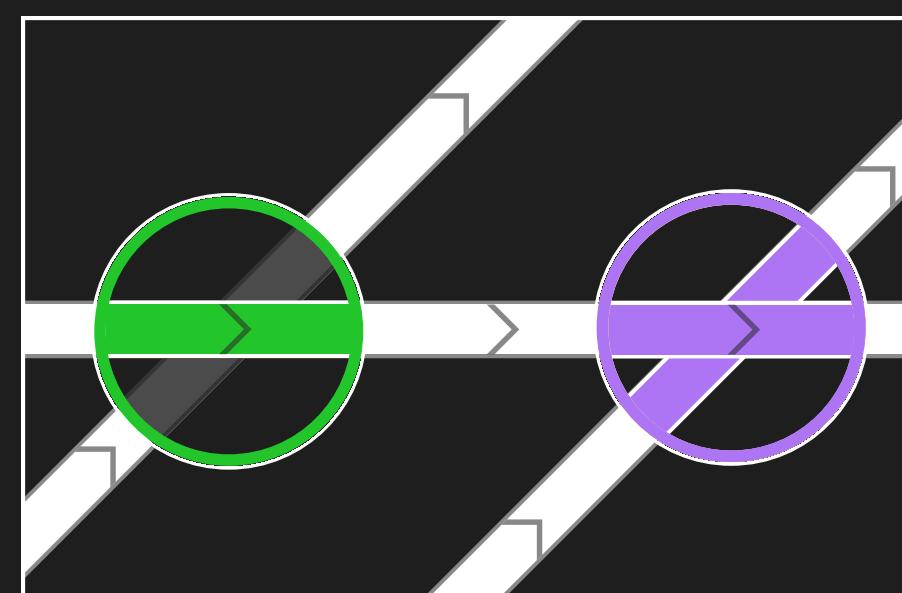
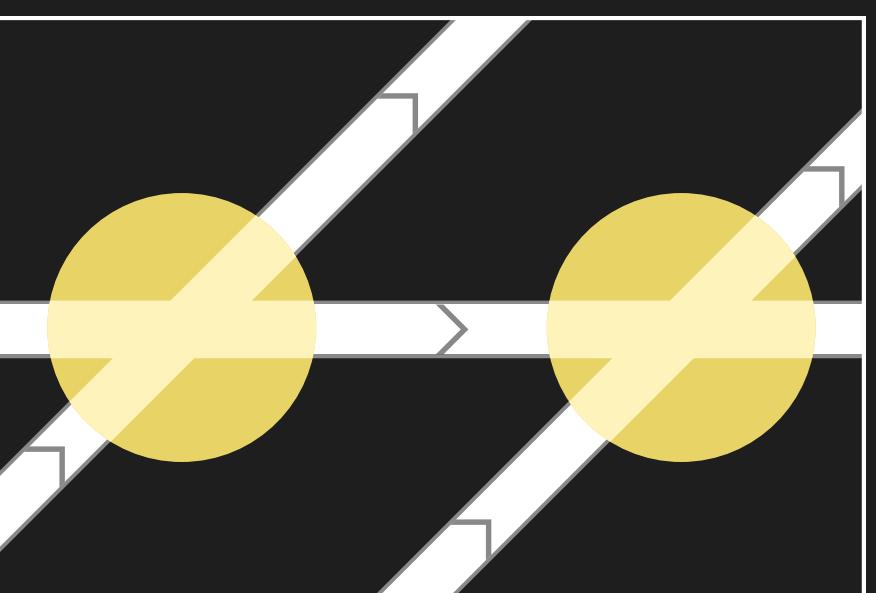
Only conflict portions
shown

Middle
zoom



Conflict type shown

High
zoom



Outcome & Next Steps

70% faster annotation

of conflicts in Map Maker, one of the most time-intensive annotation tasks for the business.

*Compared to the previous conflict annotation processes.

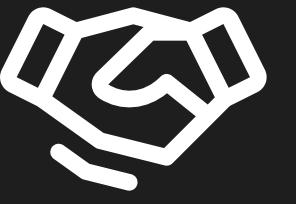
Outcome & Next Steps

Uber ATG



Comprehensive walkthrough and Q/A with development

I went through implementation of the features in complete depth and answered all questions.



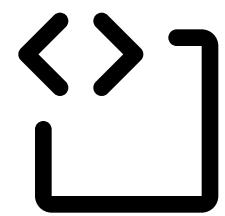
Ongoing monitoring and support of development

I was always available to answer questions and check in.

Recap

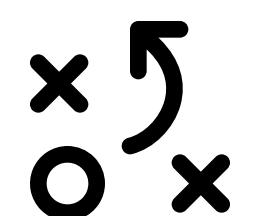
Why consider me?

Why consider me?



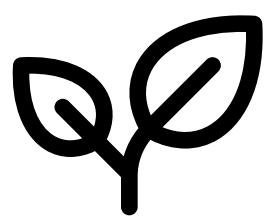
Significant development background

Thus enabling deeper collaboration with engineers, with more effective and efficient outcomes.



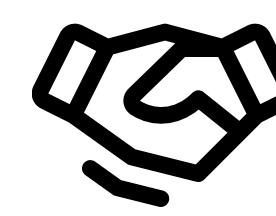
Proven resilient, adaptable, and effective

Especially within your unique business sector.



Will help grow and inspire burgeoning design team

Leadership, especially in a challenging design space, is critical for maintaining and growing talent.



Will increase organizational design maturity

Through collaboration and teaching, measured and evidence based design practices can make everyone's lives easier.



Thanks for taking the time today!

I'm excited to answer any questions!