

PORTFOLIO

Interactive Labs

ABOUT US



We are a **Product Design and Development Studio** based in San Francisco since 2013. We champion designing and developing delightful experiences and products



Capable of **interface design, user experience design, mobile, web, and server development**



Worked for major companies (Google, Cision, IAC, and more), and always **meet deadlines and exceed expectations**



Focused on mobile & web products in **Education, Health, Social Media, Consumer and Enterprise**



We have a stellar team with solid **domain expertise**



We are experienced in both iOS and Android



Strong focus on Design, Quality, Performance, and User Satisfaction

LEADERSHIP TEAM



ROHAN SARDESAI

CEO

Rohan is a detail-oriented and passionate self-starter. He is very organized and energetic and will both motivate and push everyone around him to be their best. Rohan leads product direction for several of our customers. He backs up his product intuition with strong metrics.



STEVE XU

CTO

Sicheng (Steve) Xu is an seasoned technologist with experience leading both web and mobile projects. Steve has worked on several high usage mobile and web apps and drives the overall technical direction for our team. Steve has an engineering degree from the University of California in San Diego.

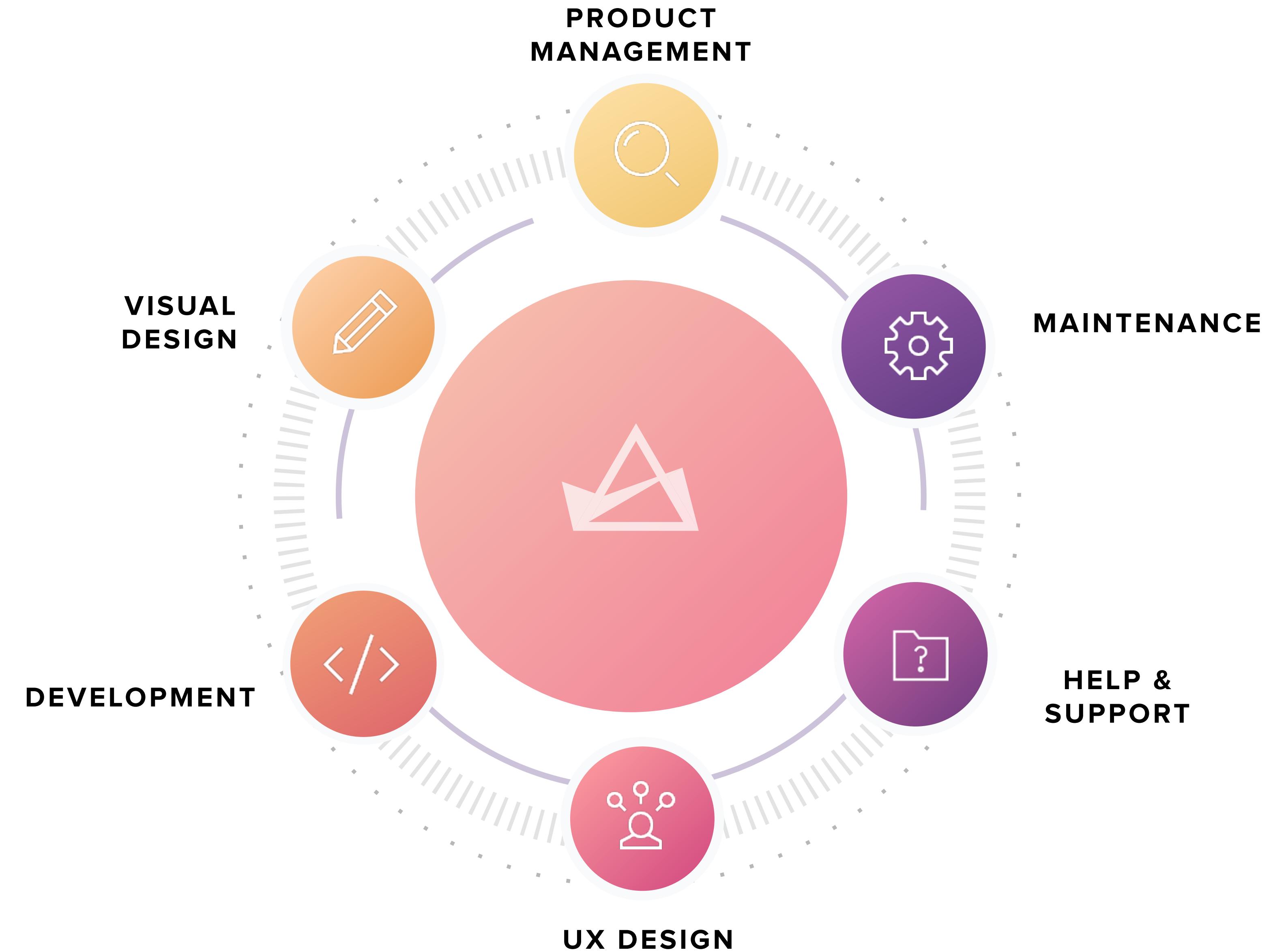


LOC NGO

Head of

Loc brings 14 years of directed web and mobile experience, crafting compelling product designs and user experiences across the mediums. He previously co-founded JobAlchemist, Inc., a Y-Combinator backed startup. With 100+ products under his belt, Loc ensures that your products are world class.

OUR SERVICES



OUR CLIENTS



FLARES



OUR PROJECTS



As the number one brand in PR softwares and services, Cision has provided a comprehensive set of tools and resources for communications professionals to Power their Stories with more than 1.6 million contacts, outlets and pitchable opportunities.

However, the competition is fierce. Emerging PR software providers with their own advantages are striving to take the lead. Given their powerful databases and robust systems, Cision saw the need to improve their product around user experience and interaction.

After Interactive Labs' successful work for ViralHeat, a product recently acquired by Cision, we were entrusted with the product revamp of their flagship product - Cision Elysium.

Working closely with Cision's internal team, we analyzed the market context, users reviews and user personas. We created a pain point matrix to prioritize use cases and understand the core problem users were facing. Our goal was to not only improve Cision's products but also secure its top-of-mind position.

Base on our findings, we ideated several UI/UX design options, created prototypes for key functions and put them through rigorous internal and external user testing. We then created an on-brand global UI library, to allow the Cision design and development teams to build consistent user interfaces across the portfolio of their products.

The screenshot shows the Cision Influencers dashboard. At the top, there are navigation tabs: CISION, INFLUENCERS (which is highlighted in orange), NEWS, ACTIVITIES, and ANALYTICS. Below the tabs, a search bar contains the word "marketing". A sidebar on the left is titled "Filters" and includes sections for SUBJECTS, ROLES, LOCATION, OUTLET TYPES, CONTACT LIST, and UDF. Under the SUBJECTS section, "Marketing" is selected. The main content area displays a list of 2,400 results, with 2 selected. The list includes profiles for Matt Ambrose (Blogger at The Copywriter's Crucible), Traci Reuter (Host at Social Media Marketing Happy Hour Podcasts), Anthony Tran (Host at Marketing Access Pass), Sarah Arrow (Blogger at The business of being a blogger), Lori Moreno (Blogger at Lori Moreno: Love Expert), Meghan Biro (Contributor at Forbes), Mr. Will Corry (Blogger at the Marketingblog), Mr. Neal Schaffer (Founder & Blogger at Maximize Social Business), and Pam Moore (Host at Social Zoom Factor). Each profile includes a small thumbnail photo, the influencer's name, and their title or role.

INFLUENCERS ▾ NEWS ▾ ACTIVITIES ▾ ANALYTICS

Bill Murray
My Public Relation Data

2,400 Results 2 selected Add to List Analytics Reports Communication More C

Matt Ambrose Blogger at The Copywriter's Crucible

Matt Ambrose Blogger at The Copywriter's Crucible

Traci Reuter Host at Social Media Marketing Happy Hour Podcasts

Anthony Tran Host at Marketing Access Pass

Sarah Arrow Blogger at The business of being a blogger

Lori Moreno Blogger at Lori Moreno: Love Expert

Meghan Biro Contributor at Forbes

Mr. Will Corry Blogger at the Marketingblog

Mr. Neal Schaffer Founder & Blogger at Maximize Social Business

Pam Moore Host at Social Zoom Factor

Matt Ambrose
Blogger at [The Copywriter's Crucible](#)
Email matt@copywriterscrubie.com Subjects Journalism, Marketing, Media Industry, Publishing

Profile
Matt Ambrose is a blogger and covers media, marketing, journalism, publish and communications. He can be contacted via email. Contact him via email. He covers all sports, primarily at the prep school level. Career: 1990 - present - Creston News Advertiser, Sports Writer (September) 2009 - Creston News Advertiser, Assistant Managing Editor (January) 1989 - Mason City Globe-Gazette, Assistant Sports Editor (August) 1980 - Atlantic News Telegraph, News Reporter (January) Education: 1979 - University of Iowa, B.A. Journalism [Read More](#)

Twitter  **@mattambrose** FOLLOW
United Kingdom <http://t.co/p4Kj4oghad>
B2B Copy writer & marketing consultant. Tweeting about inbound marketing, email funnels and sales copy that converts.

TWEET 6,720 FOLLOWING 306 FOLLOWERS 760

Recent Tweets
 Jul 26, 2015 at 7:47 PM Places you can see me tonight: Anderson Cooper 360, CNN Tonight, The Charlie Rose Show...and this Instagram Post. <https://t.co/Jf8Qs3D9vG>

Social Post

Post to (1 selected)

My facebook Page

Add account

Message

Compose a message

Shorten Links

Activity Details

Attach Details >

Set Schedule >

Schedule

CISION

The image displays the CISION software interface, featuring two main windows side-by-side.

Left Window (Mobile View):

- Header:** CISION, INFLUENCERS, NEWS, ACTIVITIES, ANALYTICS.
- Top Row:** SEARCH, OUTLETS, OPPORTUNITIES, LOREM IPSUM, LOREM IPSUM.
- Middle Section:** MindShare.
- Filter Options:** News, Blog, Social.
- Chart:** Over Time Line Chart showing four series: Lorem ipsum (blue), Lorem ipsum (yellow), Lorem ipsum (red), and Lorem ipsum (purple).
- Bottom Sections:** Influences, News, Activities.

Right Window (Desktop View):

- Header:** CISION, INFLUENCERS, NEWS, ACTIVITIES, ANALYTICS.
- Top Row:** SEARCH, OUTLETS, OPPORTUNITIES, LOREM IPSUM, LOREM IPSUM.
- Middle Section:** MindShare.
- Filter Options:** News, Blog, Social.
- Chart:** Over Time Line Chart showing four series: Lorem ipsum (blue), Lorem ipsum (yellow), Lorem ipsum (red), and Lorem ipsum (purple).
- Section:** Share of Voice.
- Figure:** Donut chart showing Share of Voice percentages: 34%, 35%, 25%, and 6%.



CISION®

CPRE - Colors Guide

One of the most visible and powerful elements of the Product's Interface is Colors. It plays an important role in creating visual hierarchy, guide users and improve product's usability

We have chosen and fine-tuned this colors guide to ensure that the product appears with a consistent look/feel and an aesthetically clear user interface

Heading 4

Title 1

POWER YOUR STORY

| | SAMPLE | SPEC |
|---------------------|---|--|
| Proxima Nova | <p>Power your story</p> <p>Power your story</p> <p>Power your story</p> <p>Power your story</p> | <ul style="list-style-type: none"> Font: ProximaNova - Light Size: 3 rem Color: Charcoal 100 Letter Spacing: 0 <ul style="list-style-type: none"> Font: ProximaNova - SemiBold Size: 2,4 rem Color: Charcoal 100 Letter Spacing: 0 <ul style="list-style-type: none"> Font: ProximaNova - SemiBold Size: 2 rem Color: Charcoal 100 Letter Spacing: 0 <ul style="list-style-type: none"> Font: ProximaNova - SemiBold Size: 1,6 rem Color: Charcoal 100 Letter Spacing: 1px <ul style="list-style-type: none"> Font: ProximaNova - SemiBold All Caps |
| BEBAS NEUE | <p>Power your story</p> | |
| | <p>POWER YOUR STORY</p> | |

Typography

OUR PROJECTS



Viralheat is a media intelligence software that provides digital marketers with social media monitoring, publishing, analytics, content management, and reporting in a single, intuitive interface. Recently acquired by Cision, Viralheat is a powerful contribution to Cision family and helps to reinforce its social capabilities.

Interactive Labs was tasked with the goal of creating a more engaging and effective user experience. Working closely with the Viralheat team, we isolated the most typical use cases and the barriers that their users encountered in accomplishing core tasks. Rapid wire framing, prototyping and user testing led to quick decision making. The ViralHeat team was able to launch improvements in a phased manner and see improvements on an ongoing basis.

A screenshot of the Viralheat software interface. The main window is titled "Messages" and shows a weekly calendar view from July 19 to July 25, 2015. The calendar grid has columns for Monday through Sunday. Each cell contains a message card with a thumbnail image, a timestamp, the message content, and social sharing icons. A tooltip "ADD MESSAGES" appears over a specific message card. To the right of the calendar, there is a "WEEKLY SUMMARY" section with two donut charts: one for "Messages Published" (70/100) and one for "Messages Approved" (3/30). Below the summary are sections for "TUESDAY - JUL 20" and "10:30 AM" with a preview of a message card featuring a man in a suit.

VIRAL HEAT

Messages

John Doe

CREATE A POST

NETWORKS CHANNELS

DONE CLEAR

Facebook Twitter Instagram Google Plus LinkedIn

Youtube Tumblr Wordpress Pinterest WWW

July 19 - 25, 2015 Day Week Month

MON 7/19 TUE 7/20 WED 7/21 THU 7/22 SUN 7/25

12 PM 12:05PM 12:10PM 12:30PM 12:03PM

How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

+ ADD MESSAGES

2 more messages to goal 2 more messages to goal

WEEKLY SUMMARY

70/100 Messages Published 3/30 Messages Approved 5 Drafts

TUESDAY - JUL 20

10:00 AM How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

3 Tags 3 Channels

TUESDAY - JUL 20

10:00 AM How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

3 Tags

10:30 AM FELIZ DÍA 😊 @Lauraadri @placerdario @Cagramunt #TODOseaPORaprender @Lauraadri @placerdario...

VIRAL HEAT

Stream Filters Preset

Your smart stream includes: 3 Facebook accounts, 2 Twitter accounts, 1 Instagram Account

Instagram mention for Nike topic profile Jul 27 - 02:50 AM

@sam.i.am_official @nemorafans

It's more than what your eyes see.achieve it.top.
#nike #nikeplus #nikerunning #adidas #nikeairmax
#shoes #shoe More

Instagram Photo mantosdofutebol.com.br

Twitter mention for iPhone topic profile Jul 27 - 06:50 AM

Iphone @WeCantStopWont

<https://t.co/qKdARS0dX9> #4028 3ft/6ft/10ft FOR iPhone 6 plus 5 5s 5c STRONG FLAT USB CABLE... <https://t.co/g13pd3ISBN>

Tweeted Image <https://t.co/g13pd3ISBN>

<https://t.co/qKdARS0dX9> #4028 3ft/6ft/10ft FOR iPhone 6 plus 5 5s 5c STRONG FLAT USB CABLE... <https://t.co/g13pd3ISBN>

Facebook mention for Adidas topic profile Jul 27 - 02:50 AM

Betty W @whitebettys

RT @sofiaorden: 60-Second Adventures in Thought - for iPod/iPhone - The Open... <https://t.co/lRaUXHYxKs>

Comment Like More

Facebook mention for Adidas topic profile Jul 27 - 02:50 AM

Dream Team @dreamteamfc

Adidas revela nova chuteira SEM CADARÇO que será utilizada por Oscar, Mesut Özil, James Rodriguez e Ivan Rakitić em 2016. Conheça!
#MDF

Instagram Photo mantosdofutebol.com.br

Twitter mention for iPhone topic profile Jul 27 - 06:50 AM

@sam.i.am_official @razin_zharif

#NBA #Basketball Nike Zoom V #KevinDurant Mens Basketball Shoes Size 9.5 OKLAHOMA CITY Thunder

OUR PROJECTS

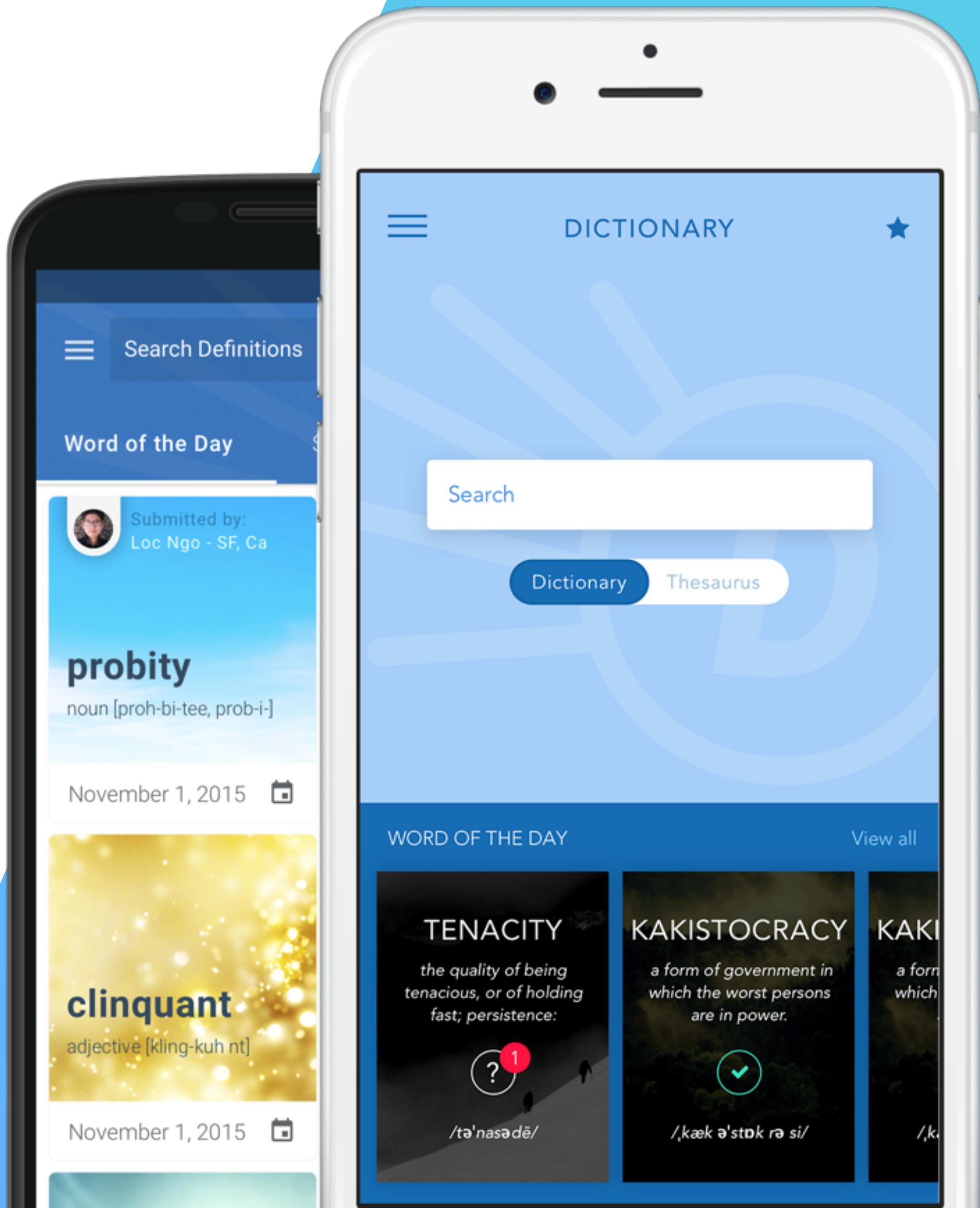


With 2,000,000+ trusted definitions and synonyms, 100+ million app downloads, Dictionary.com has spread the logophile-spirits to millions of mobile users world wide, affirming its position as the leading free English dictionary app for iPhone and Android.

As with any large app, user fatigue sets in after prolonged usage. Dictionary.com tasked us with building a UI refresh that would impact their core metrics - namely, retention, monetization and user reviews on the app stores.

We reviewed usage data and conducted a thorough audit based on users reviews of both iOS and Android. We put together a matrix of pain points and defined core flows that needed an upgrade. Within a short time, we built a road map that addressed their immediate goals.

We created multiples ideas, prototypes and validated them through user testing. We also product managed this critical release and provided detailed specifications and priorities for their internal engineering team. We launched the app well ahead of schedule to meet the pre-Christmas deadline. Our solution for the iOS version has helped the app reach a new high with a significant rise in page views and retention. We are applying material design principles to their Android app, which is expected to show similar positive results.

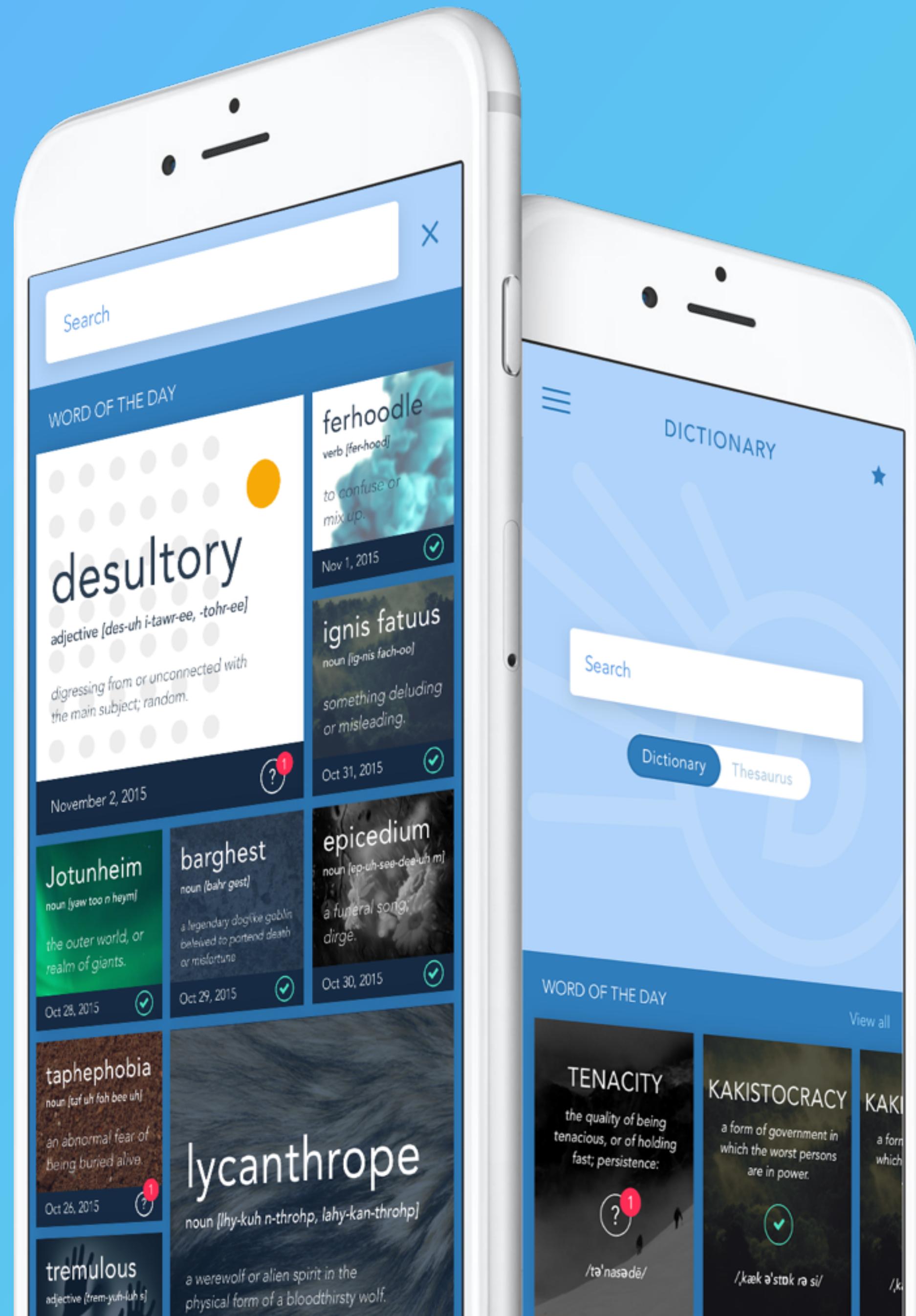


DICTIONARY.COM

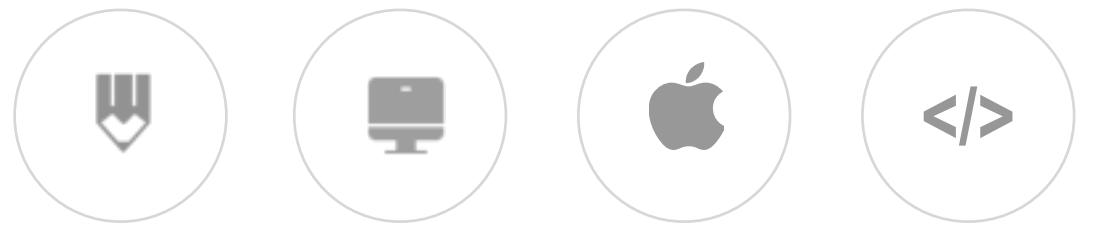


Two smartphones are shown side-by-side, both displaying the Dictionary.com mobile application. The phone on the left shows the search results for the word "Tenacity". The screen displays the word "Tenacity" in large letters, its phonetic spelling "tuh-nas-i-tee", and a "Show IPA" link. Below this, there are five definitions listed, each preceded by a green bullet point. The phone on the right shows the search results for the word "No Results", which is a placeholder message with a magnifying glass icon and the text "No Results Found. Please try another word."

DICTIONARY.COM



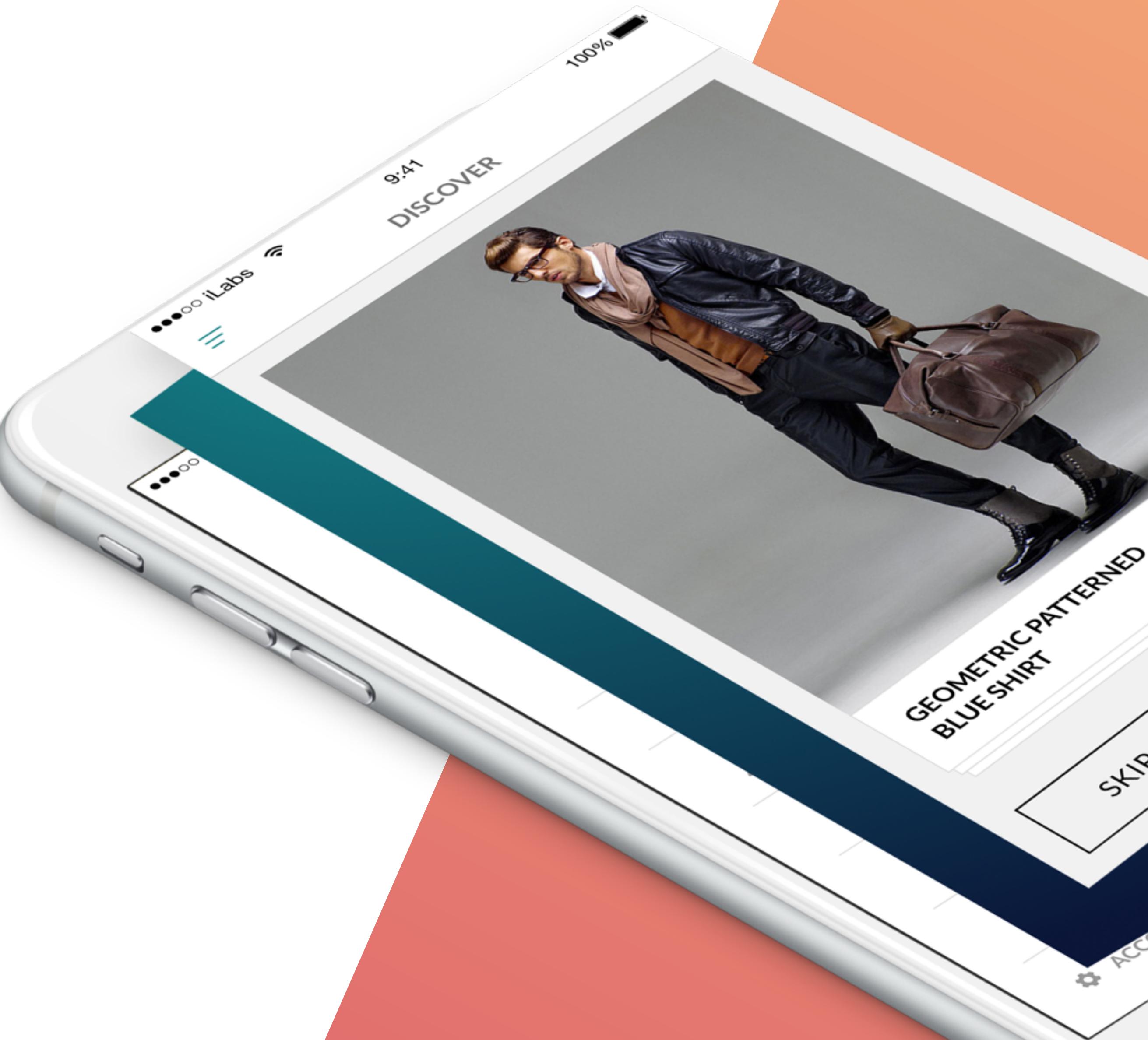
OUR PROJECTS



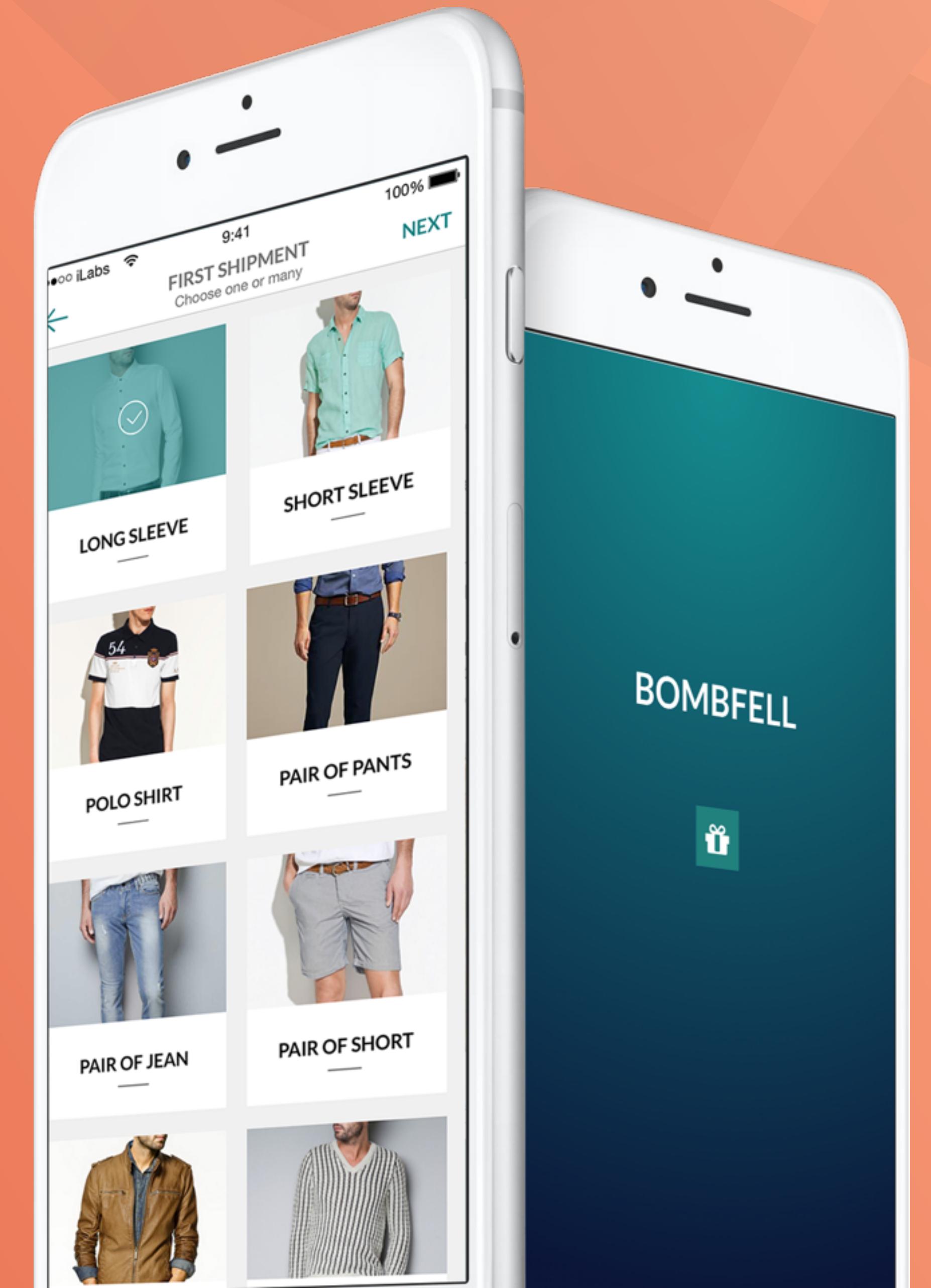
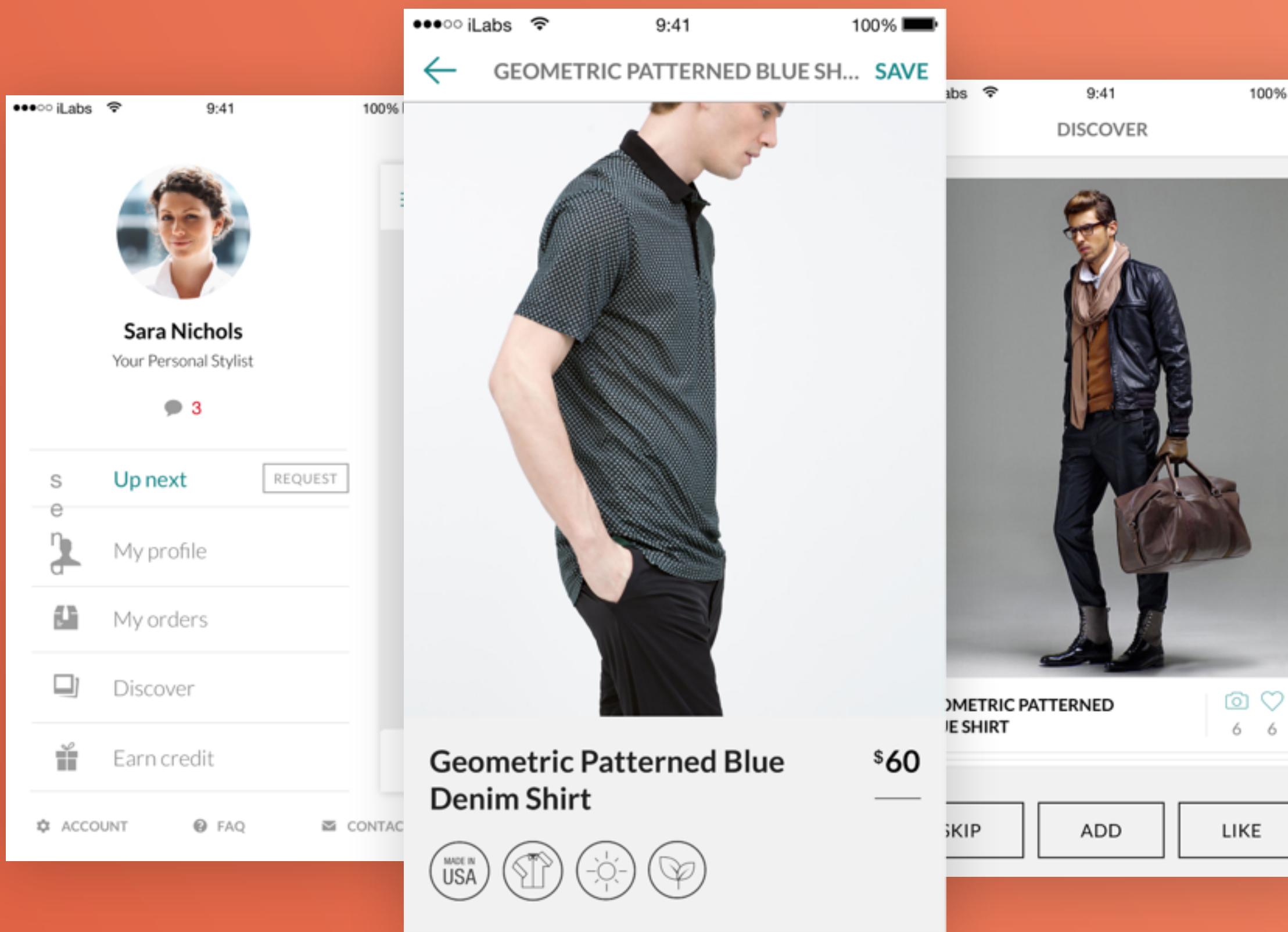
Entering the niche of m-commerce applications targeted towards the male demographic, Bombfell needed a partner who had strong experience building end-to-end m-commerce applications.

Combining our product strategy, design and development expertise with Bombfell's knowledge of the market, we created an application that provides a streamlined first user experience and offers in-depth customization and a rich user interface that is required in a stand-out m-commerce product.

The new Bombfell app makes styling yourself a fun, easy, and joyful experience. Only 4 steps: Sign up, Set up your order, Get a preview email, Receive Clothing, and Bombfell users can save a lot of time and efforts.



BOMBFELL



BOMBFELL

EARN CREDITS UP NEXT DISCOVER MY ORDERS ACCOUNT ADD REQUEST

Order Details

SHIPMENT TRACKING
D2940LDK04590

ORDER SHIPPED IN
5 Days

STATUS
Unpaid

ADDRESS
123 4th avenue Ny, NY

INTERCEPT

VINTAGE FLEECE JEANS DARK
SIZE MEDIUM
STATUS PAID - \$80
Take a photo

TEXTURED POLO
SIZE 32W - 34L
STATUS RETURN PENDING
Take a photo

TEXTURED POLO
SIZE MEDIUM
STATUS PAID - \$80
Take a photo

TEXTURED POLO
SIZE MEDIUM
STATUS PAID - \$80
Take a photo

TEXTURED POLO
SIZE 32W - 34L
STATUS RETURN PENDING
Take a photo

BACK

Michelle C.
Stylist

Your first shipment
JULY 15, 2015

OCCASIONS
The Office, Weekend

ADDITIONAL NOTES
I'd like to get this in 2 weeks for a wedding event. Can we rush this shipment?

EDIT REQUEST

OUR PROJECTS

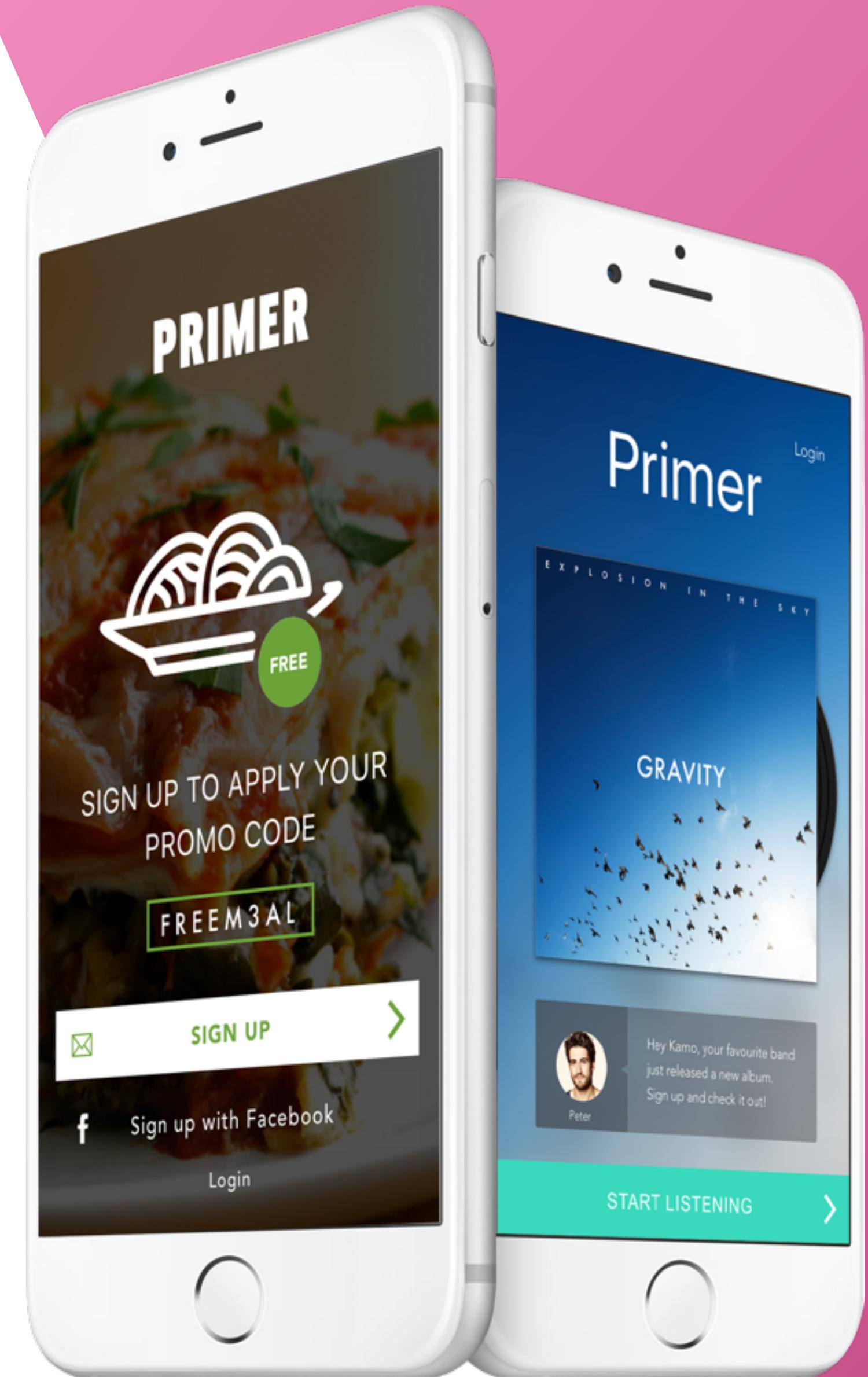
PRIMER



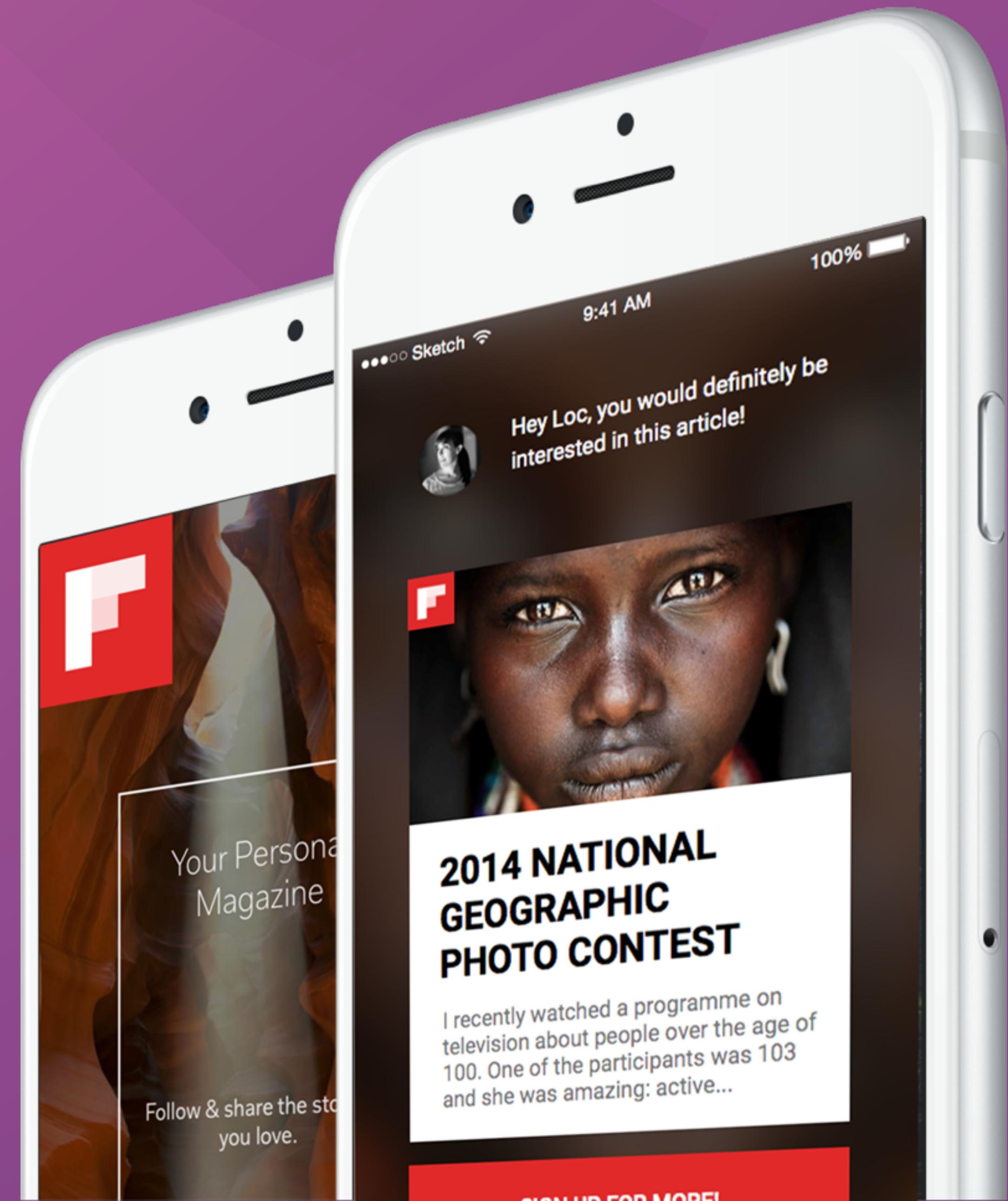
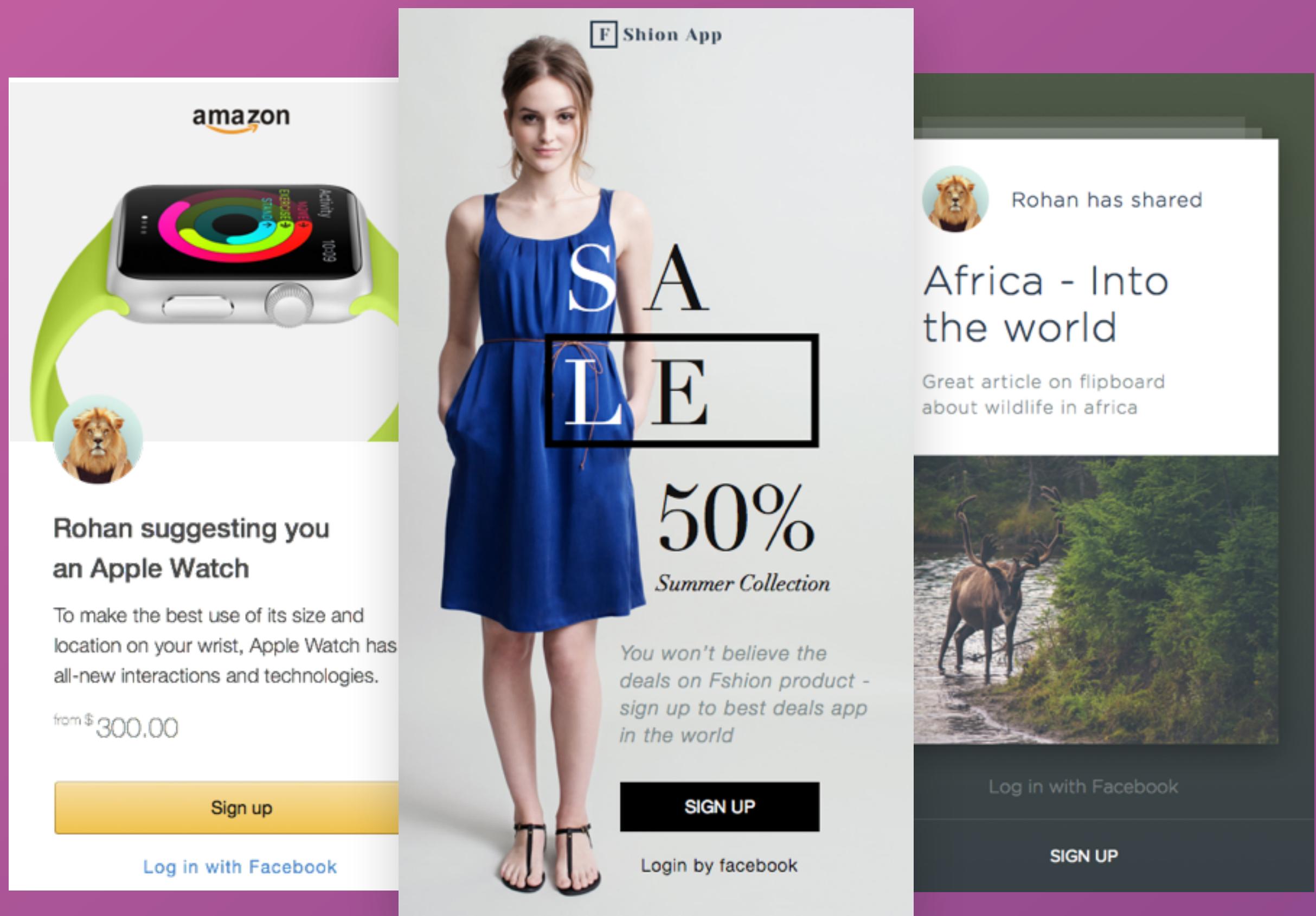
Primer is a complex SAAS tool that allows non developers to be able to create, A/B test and fine tune new user experiences (NUX) for mobile apps.

The Primer team had an aggressive timeline in order to be first to market. To accomplish that, Primer needed a reliable partner who could deliver user interaction & designs in an iterative fashion and at a speed that did not slow down their development team.

With such tight deadlines it is important to keep an eye on quality with every drop. We worked with the Primer team to come up with a process and communication plan that helped us achieve their goals. This included weekly planning, daily drops of code & designs, daily reviews and integration by the Primer team. We were able to iron out any inefficiencies at the start of the project and delivered on a daily schedule.



PRIMER



PRIMER

Create New From Theme

SHOW ALL THEMES ▾

Epicure
SIGNUP FLOW

Guild
LANDING SCREEN

Immerse
SIGNUP FLOW

CUSTOMIZE >

CUSTOMIZE >

CUSTOMIZE >

TARGETING

THEME

CUSTOMIZE

?

Style

Image

TEST

OUR PROJECTS

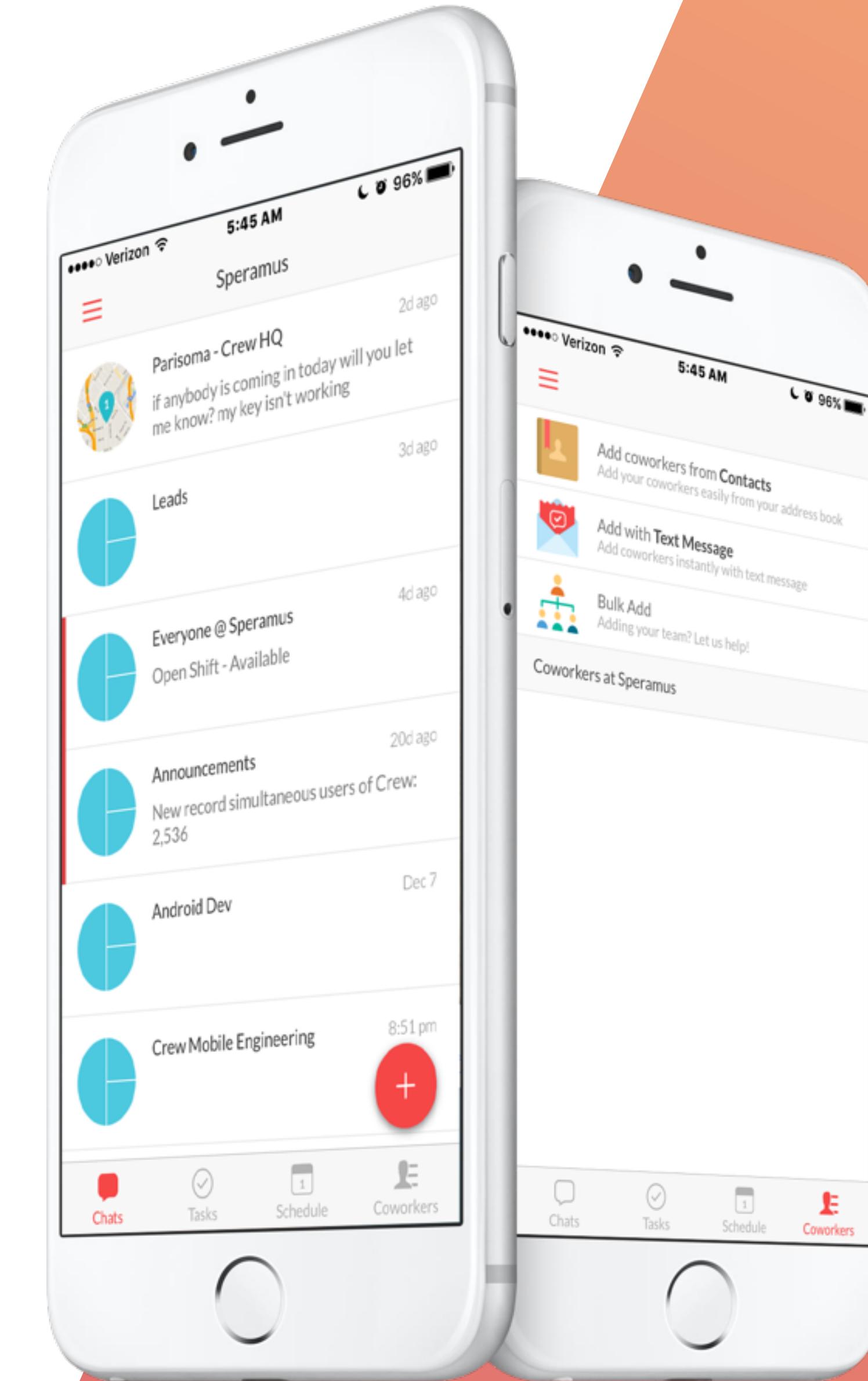


Crew is a group messaging app that allows managers and employees to communicate easily, stay in-sync anytime, anywhere. Crew allows co-workers stay on top of tasks and share shift schedules across the organization.

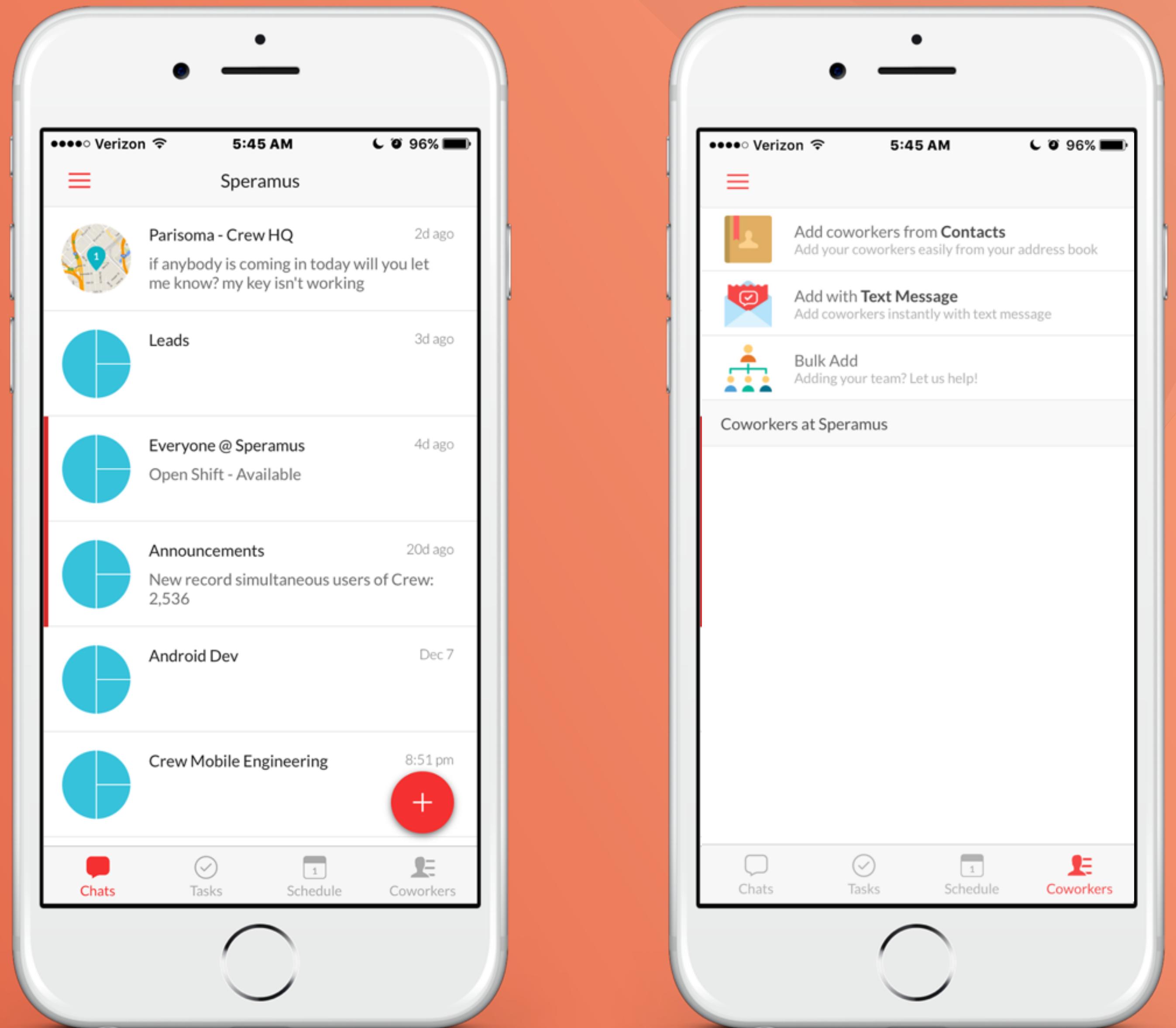
Our challenge was to build a high performance communication platform connecting the mobile workforce.

Our solution was to make user interface responsive to large quantities displayed data. Crew messages must be delivered at the fastest speed possible. The data transfer also had to be reliable and robust, even in low connectivity conditions.

Crew app has climbed into the top 50 of Free Business Apps on both iOS and Android app stores, and reached hundreds of thousands of downloads.



CREW



OUR PROJECTS

★ TidePool



TidePool's product, Cognito, is a set of brain training games focusing on 5 areas: speed, memory, attention, flexibility, and problem solving.

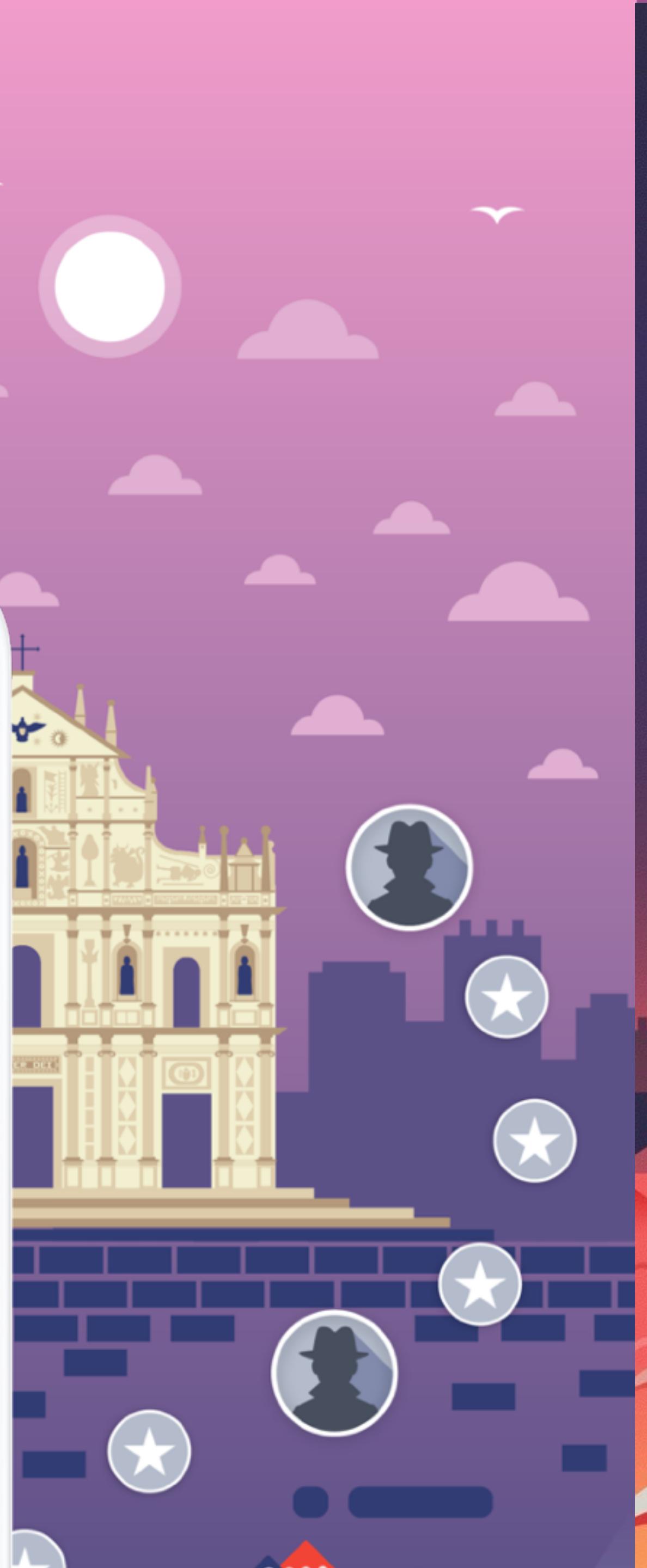
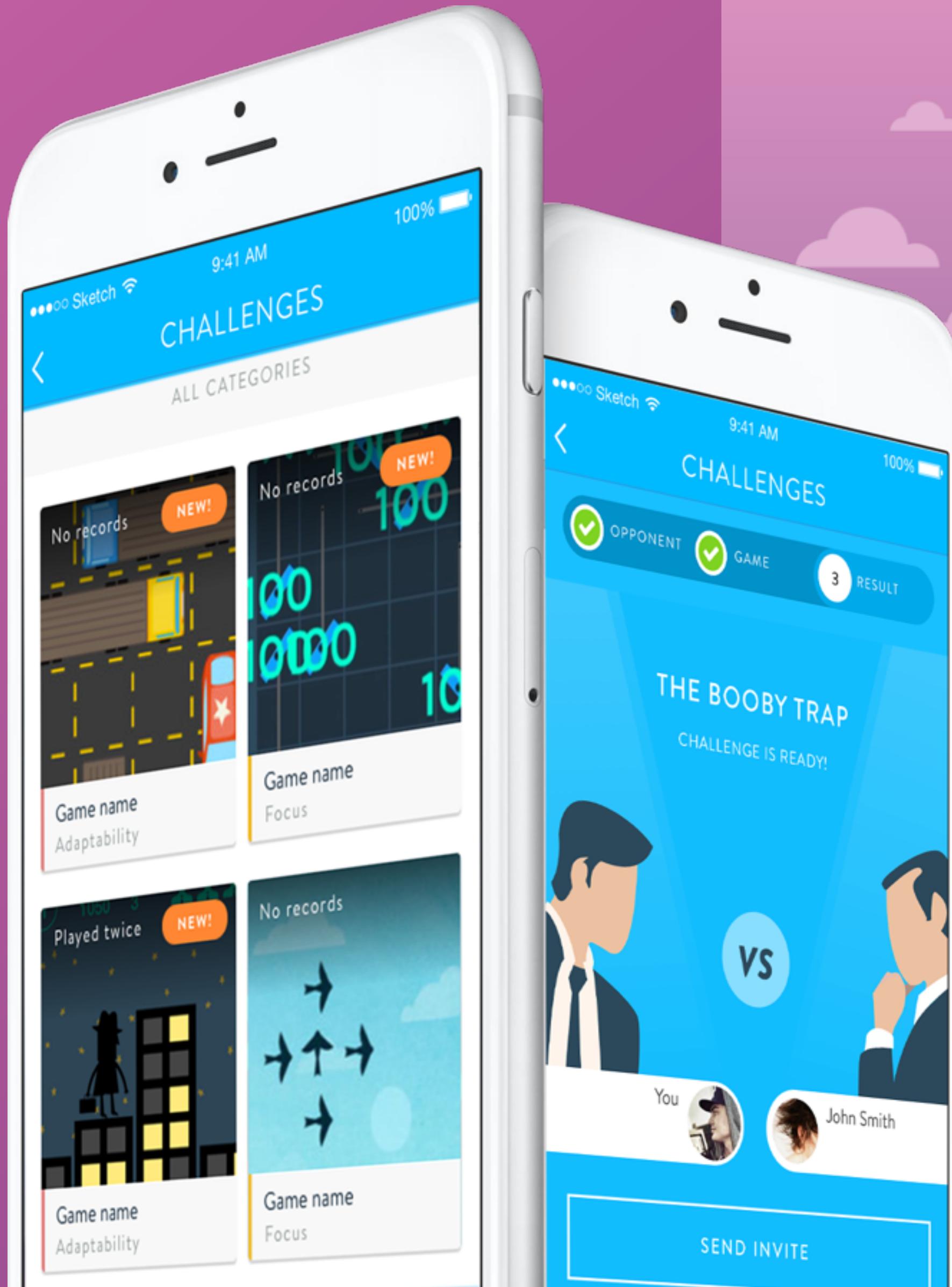
To develop this series of games, TidePool selected Interactive Labs as a development partner. We worked with their platform engineers to rapidly develop mini-games allowing their core team to focus on the game framework.

Using SpriteKit to build the games, we ensured smooth, timely animations that delighted users. To tweak the difficulty curve, we worked closely with the game designers, understood the system to define a common description language to control the difficulties of each stage, making it easy to tweak and test.

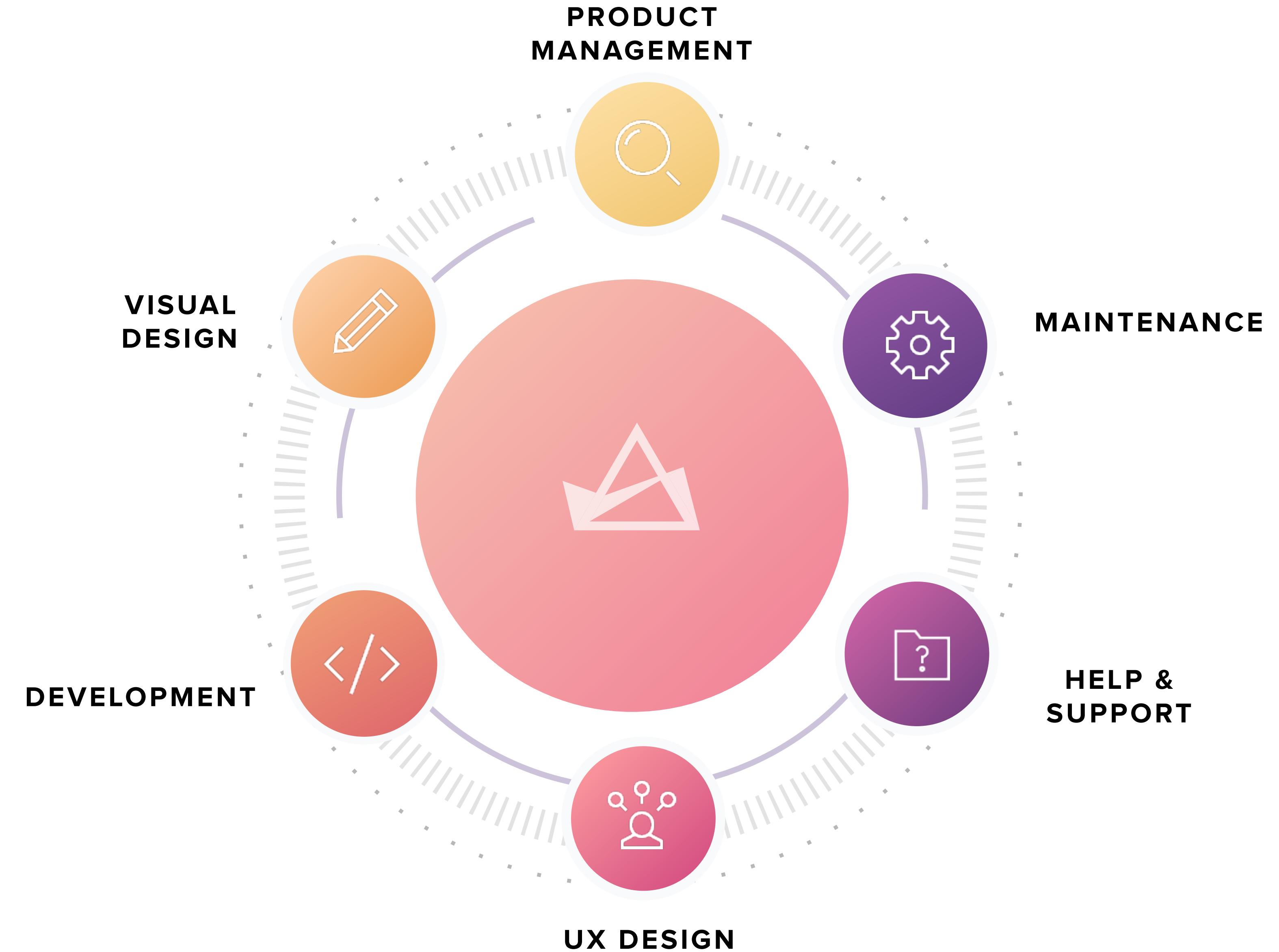
With a well defined process, our engineers worked closely with their product, design and platform team on a daily basis, to deliver high quality games at lightning speed.



TIDEPOOL



OUR SERVICES



STRATEGY

Your success depends on a lot of factors other than technology. Product market fit, competitive analysis, differentiation, target user segments etc drive product design and other downstream activities that lead to a successful product



Competitive
Analysis

Research

Market
Analysis

Specifications &
Roadmap Planning

Monetization /
Pricing Strategies

DESIGN

We believe in Lean design - that means, we prioritize design to prove your hypothesis. Sometimes a hand drawn sketch is enough, other times wireframes or fully functional prototypes are needed to communicate experiences to get tangible user feedback



UI/UX Design

Visual Design

Branding

Prototyping

User Testing
and Analysis

BUILD

We use an Agile development process that allow for a quick feedback loop. Our full stack development capabilities can address all your development needs from the app client to the server. We are a performance driven organization - application performance & stability are very high on our list of priorities.



iOS/Android
Development

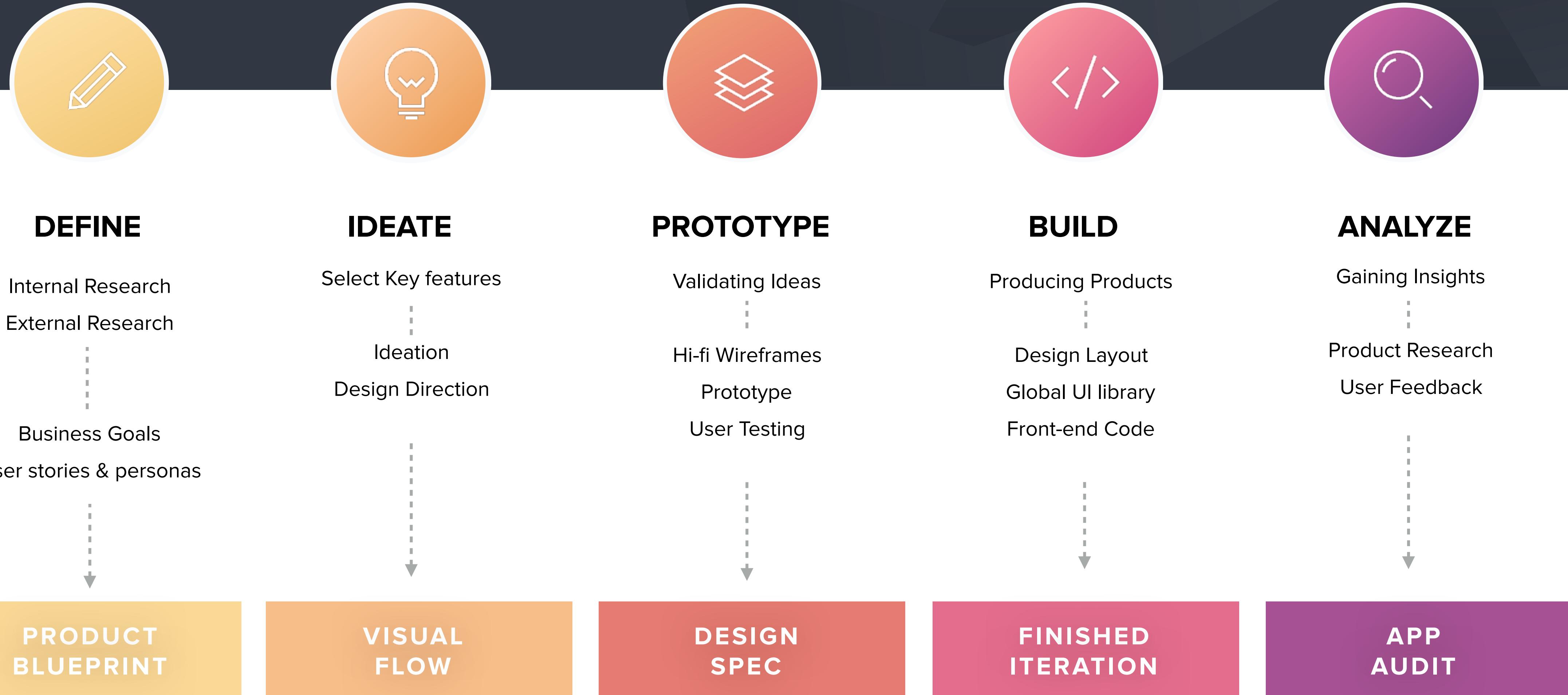
Back End
Development

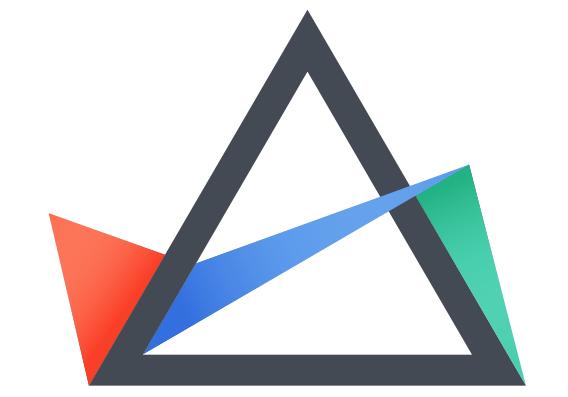
Performance
Tuning and Scaling

Architecture Design
and Review

Quality
Assurance

DESIGN PROCESS





THANK YOU!