



Strategy Visualization + Giide Studio UX
Dec. 2019 - Jan. 2020

What is Giide?

Giide is a startup in Colorado, aiming to deliver interactive audio experiences led and curated by experts. The company's vision is to become the "Shopify of audio experiences" by enabling people to create their own guided-audio experience with ease.

Each Giide is supported by a synchronous feed on the mobile screen, so listeners can interact with content the moment it's mentioned.

My Role

Throughout the project, I collaborated with the founders of Giide and received feedback from senior designers at Green Stone to complete the deliverables.

My output consisted of visualizing the business strategy to show investors, and crafting the UX of Giide Studio - the content creation platform for Giide authors.

Product Visualization

Visualize Giide's product and business ecosystem to show investors

Content Received from Clients

USER INPUT

Content Creation

Import

- Creating new audio (based on a newly written script)
- Converting existing content to the Giide format
- Ability to import PDFs, PowerPoints, blog posts, existing podcast/audio files.
- Script content is not required. Author could choose to simply tap 'record' and start talking.

Export

- Author can record themselves
- Author can choose to use text-to-voice, using a computer voice
- Author can connect with crowdsource voice talent platform

GIIDE STUDIO

Feedification

AI-Recommended Content

Stock Audio Library

GIIDE

Business

Omnichannel Publishing

- Publish Giides to Giide app
- Embeddable web module
- Slack
- Smart speaker systems
- In-car interactive platforms
- Existing podcast platforms
- Giides and Giide content (steps, Feedcards) can be shared through social channels

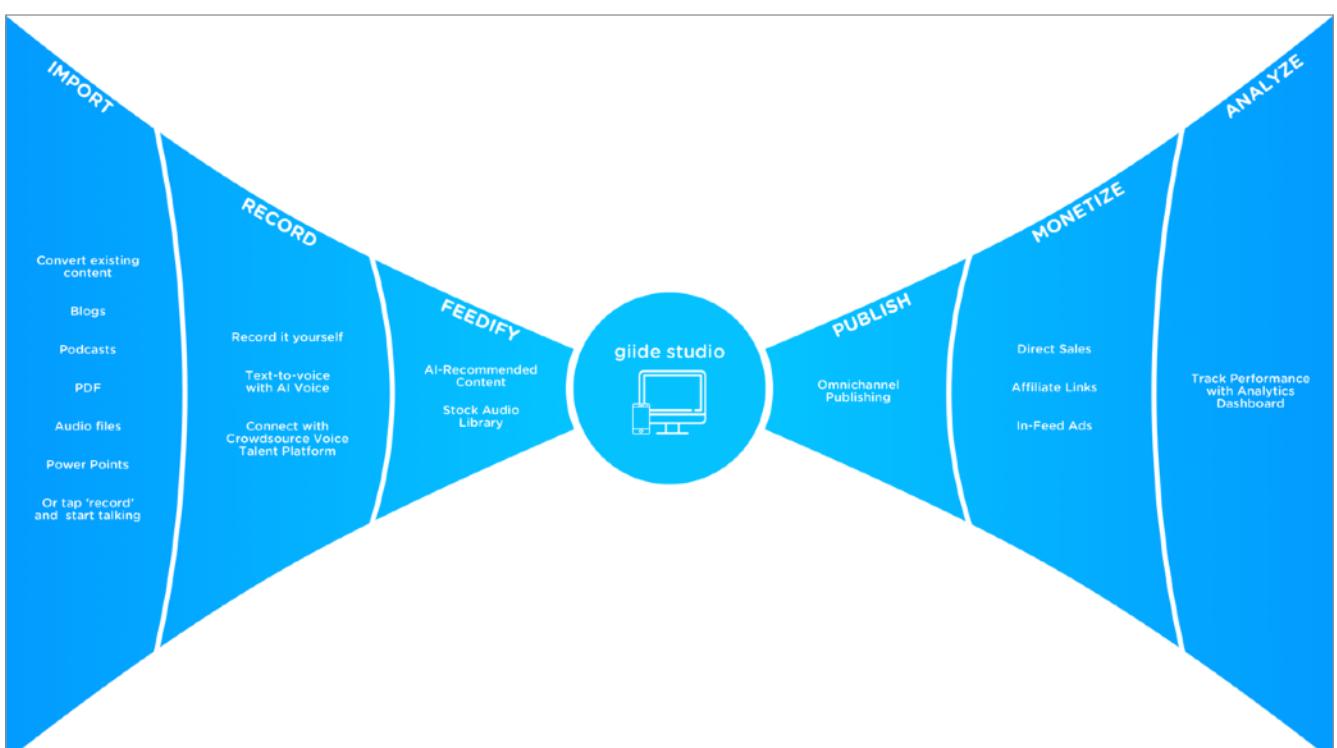
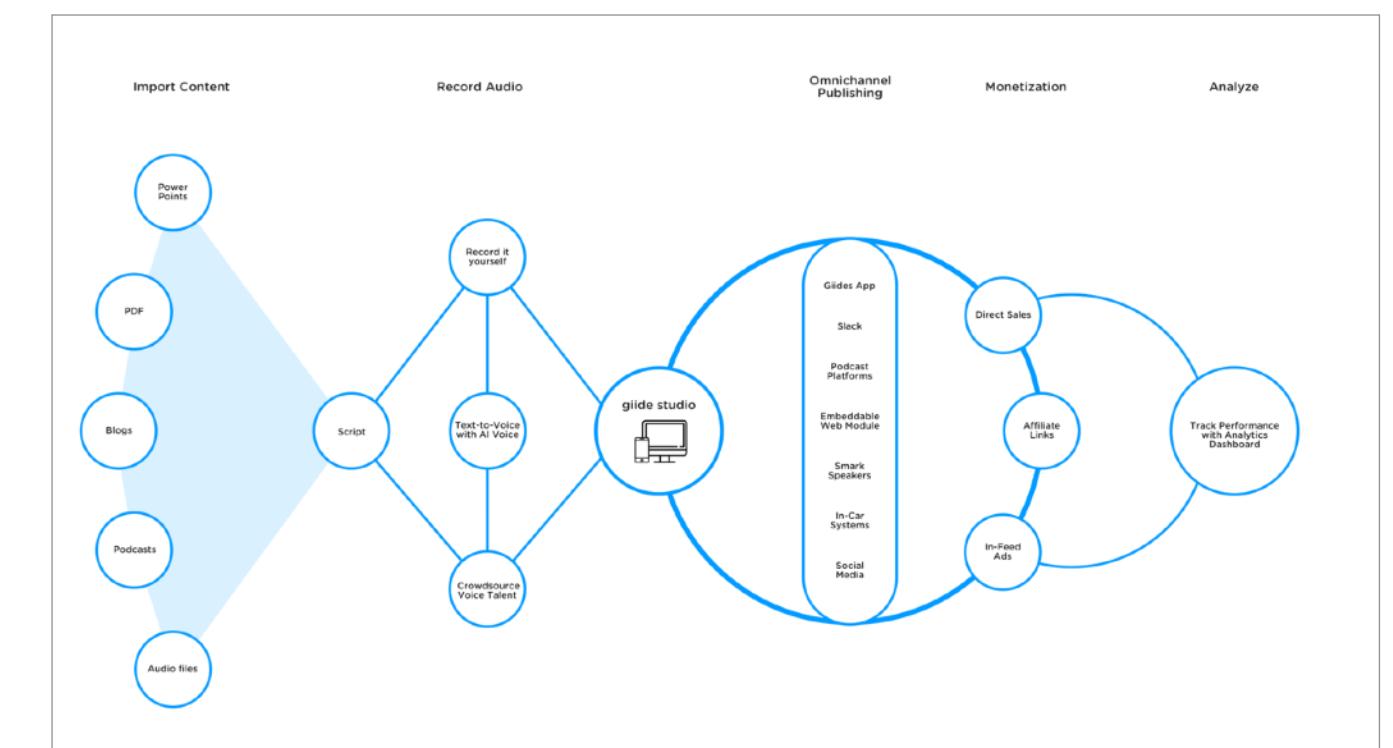
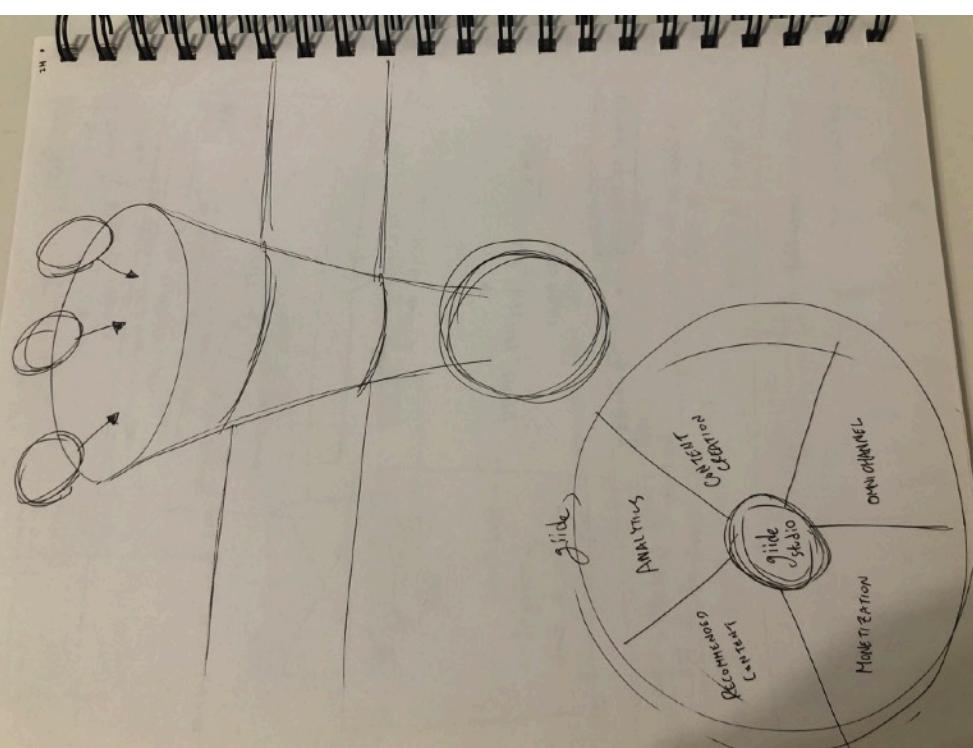
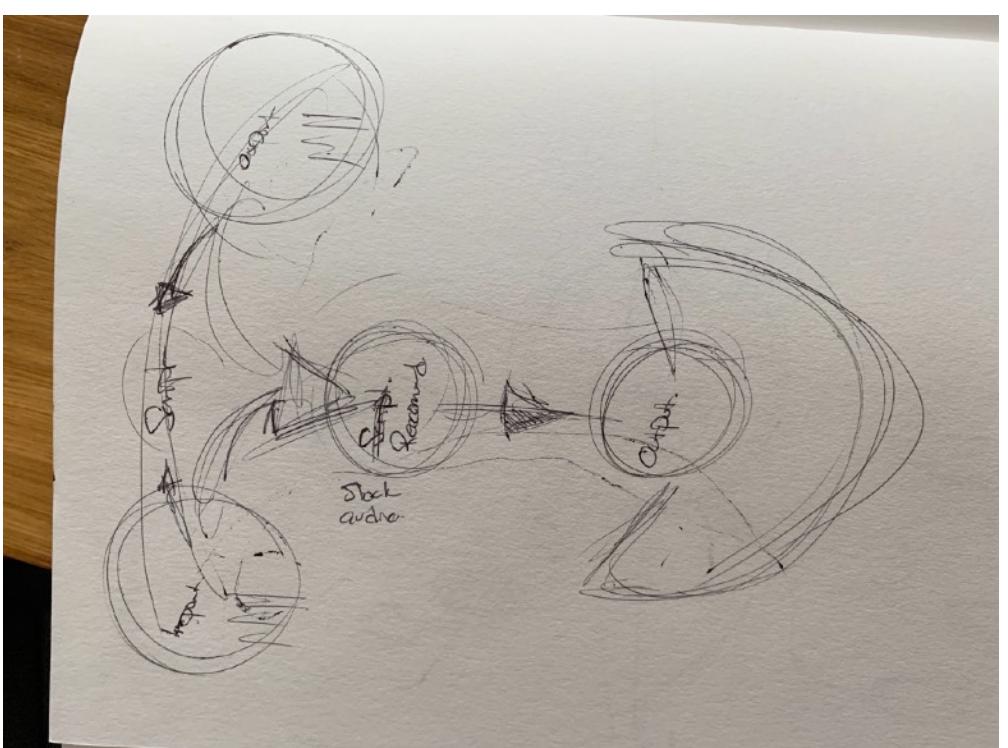
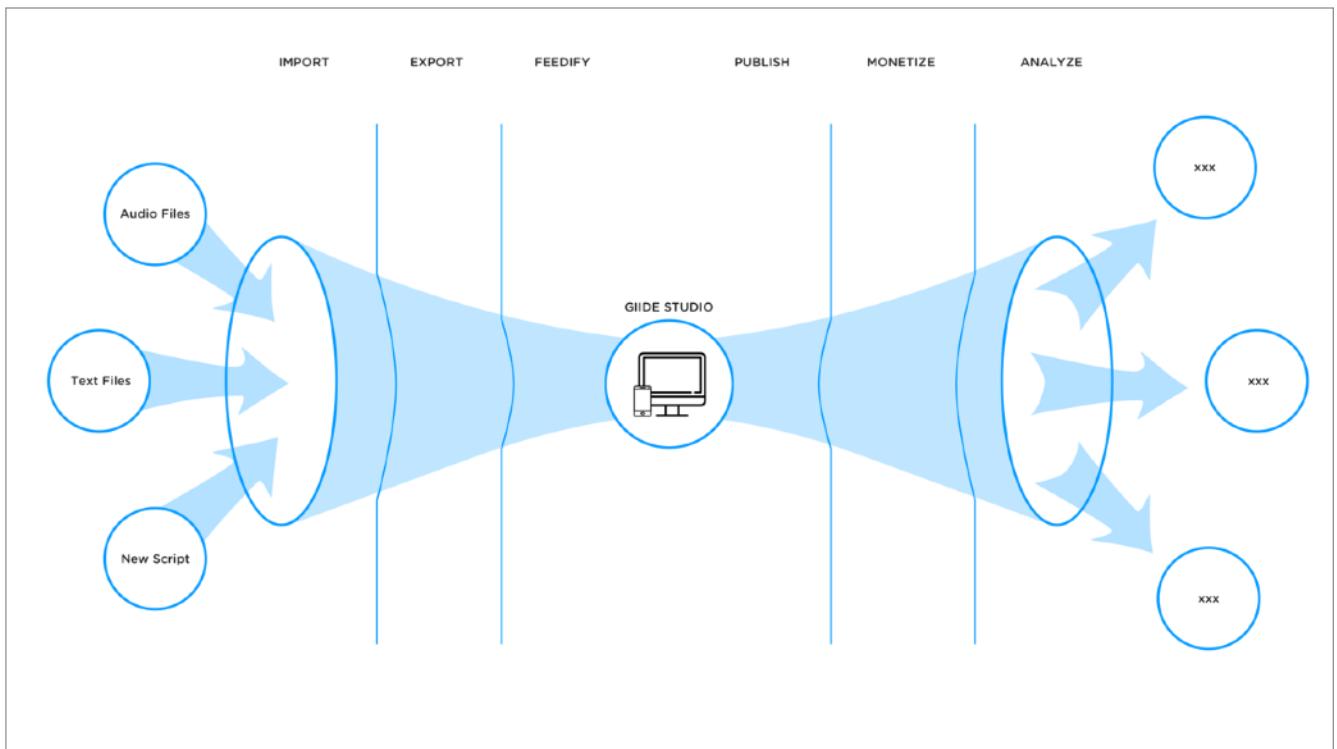
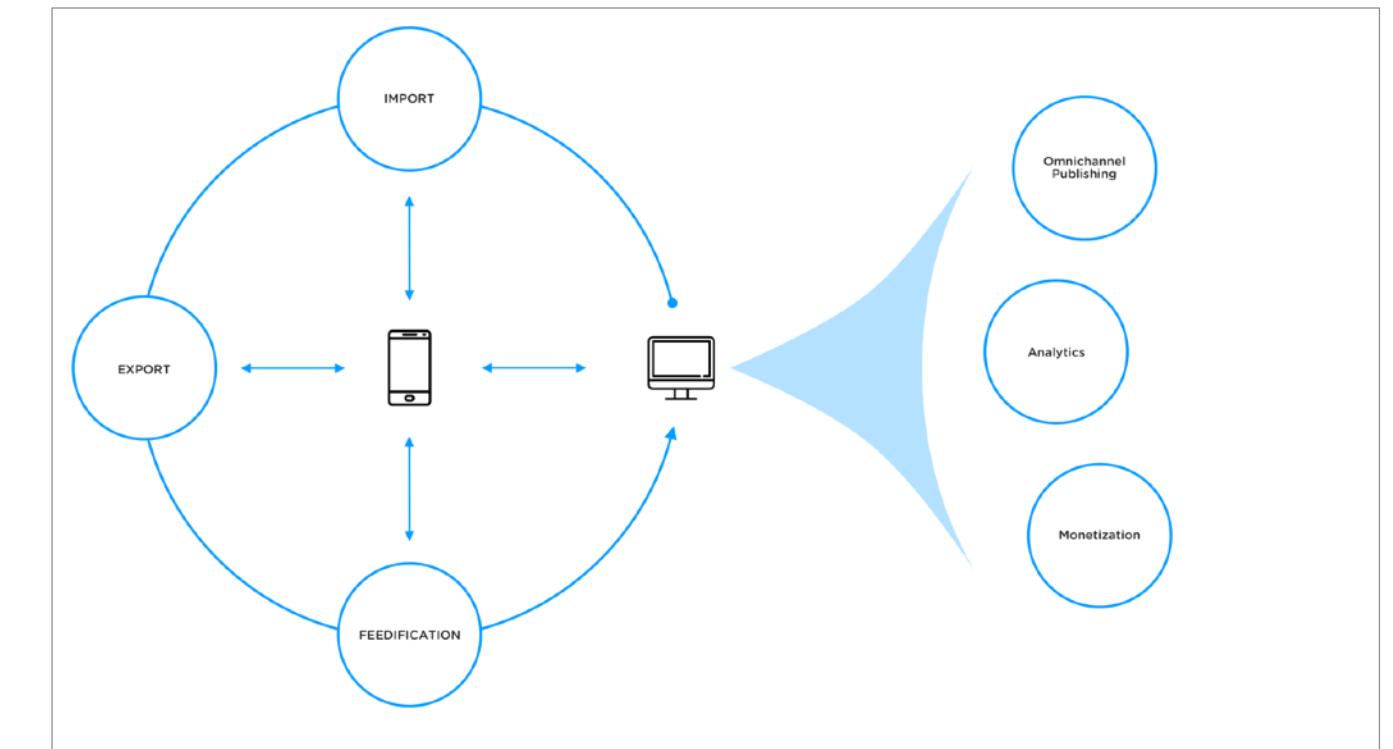
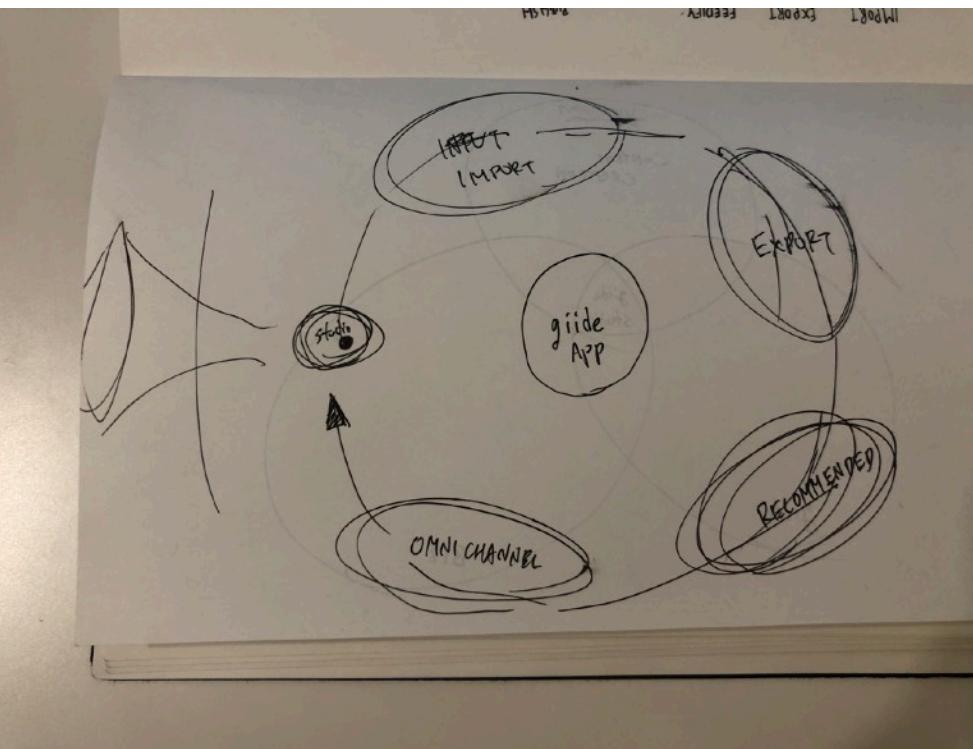
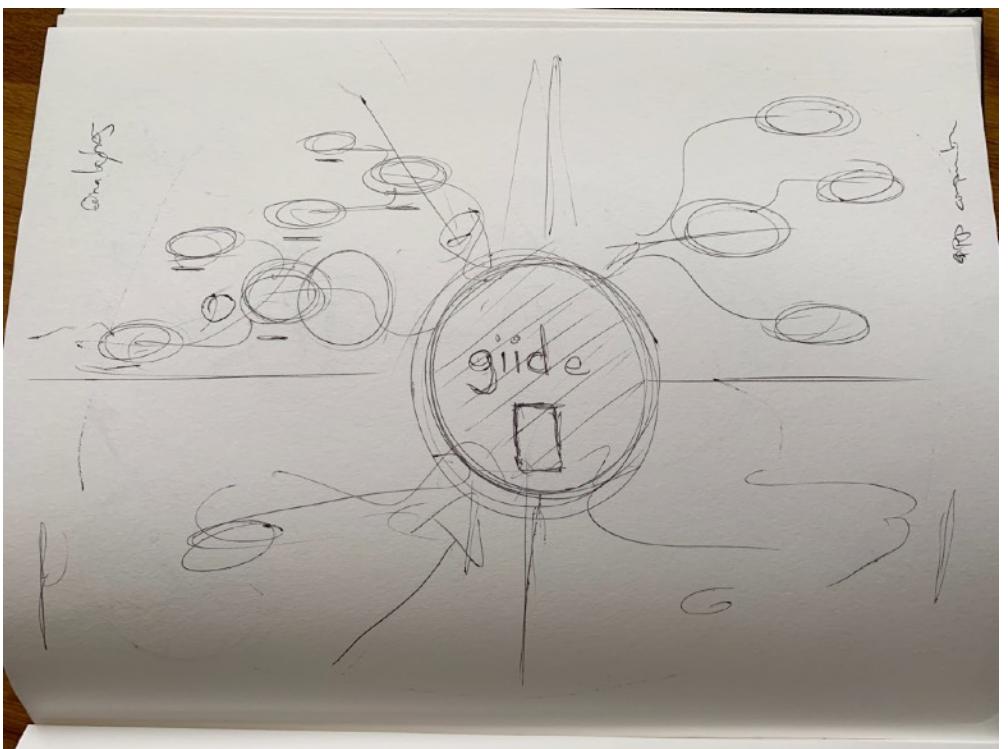
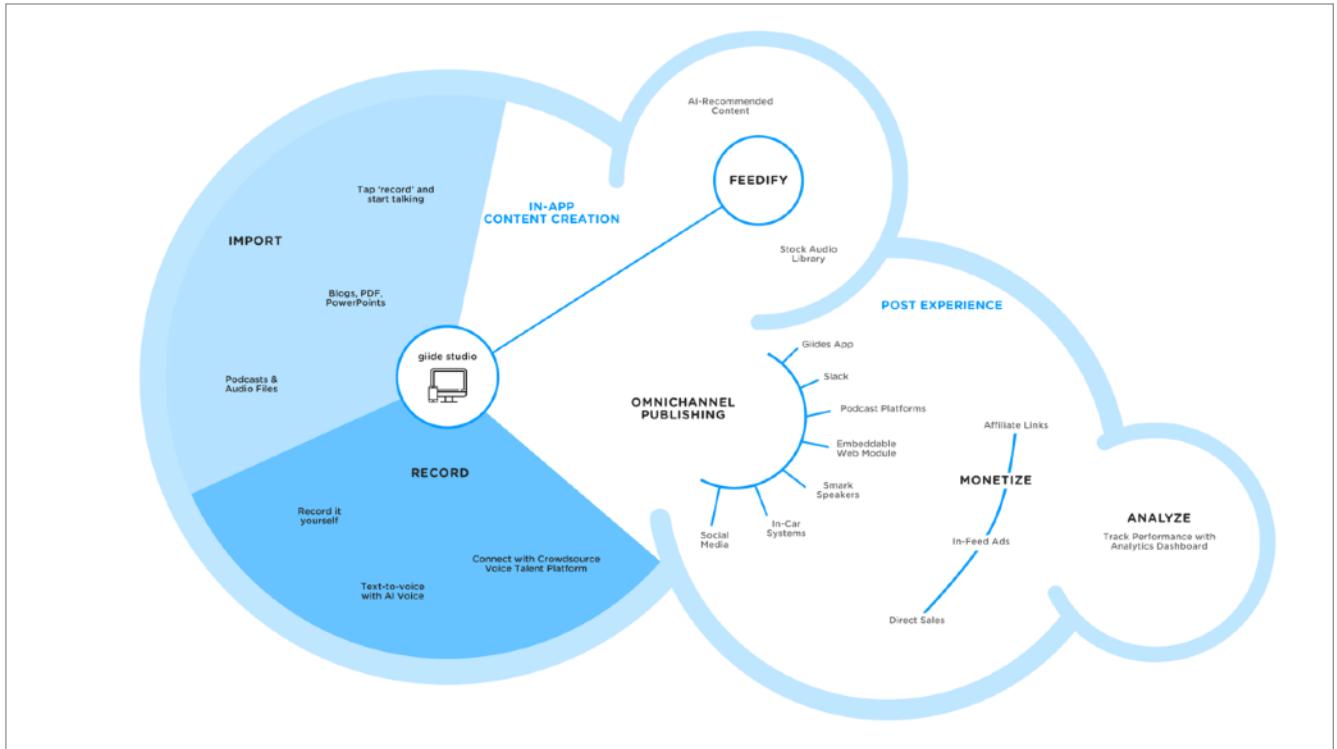
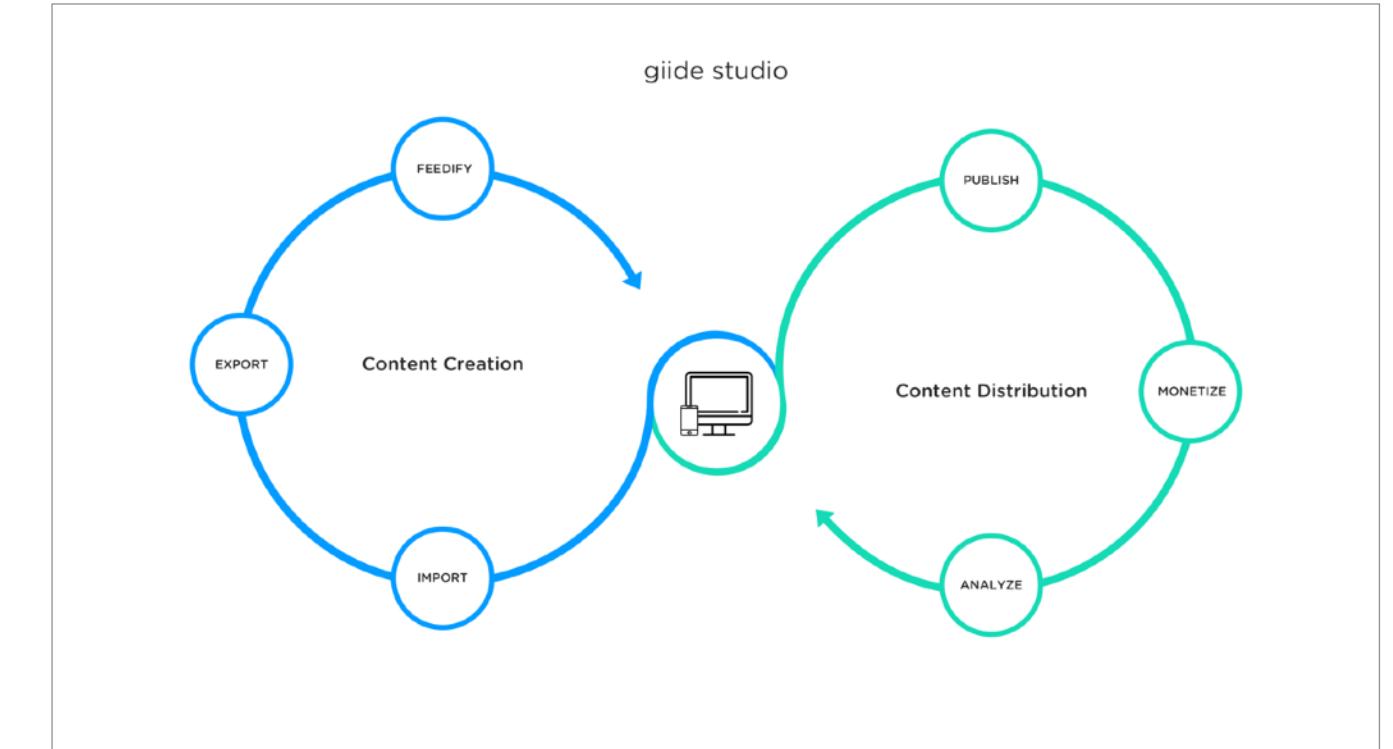
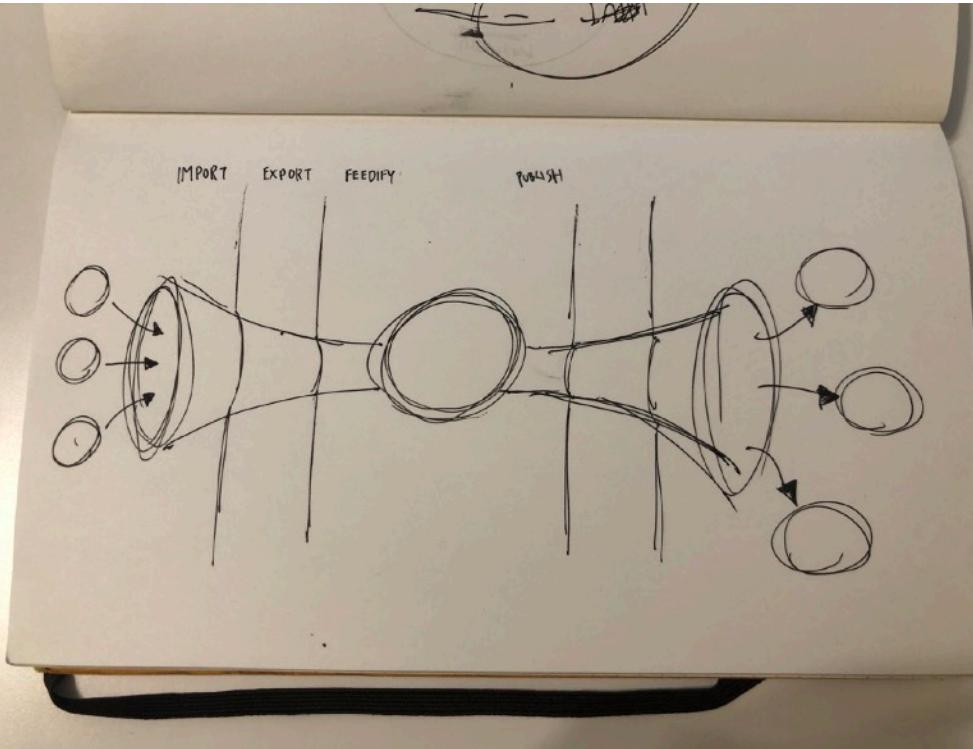
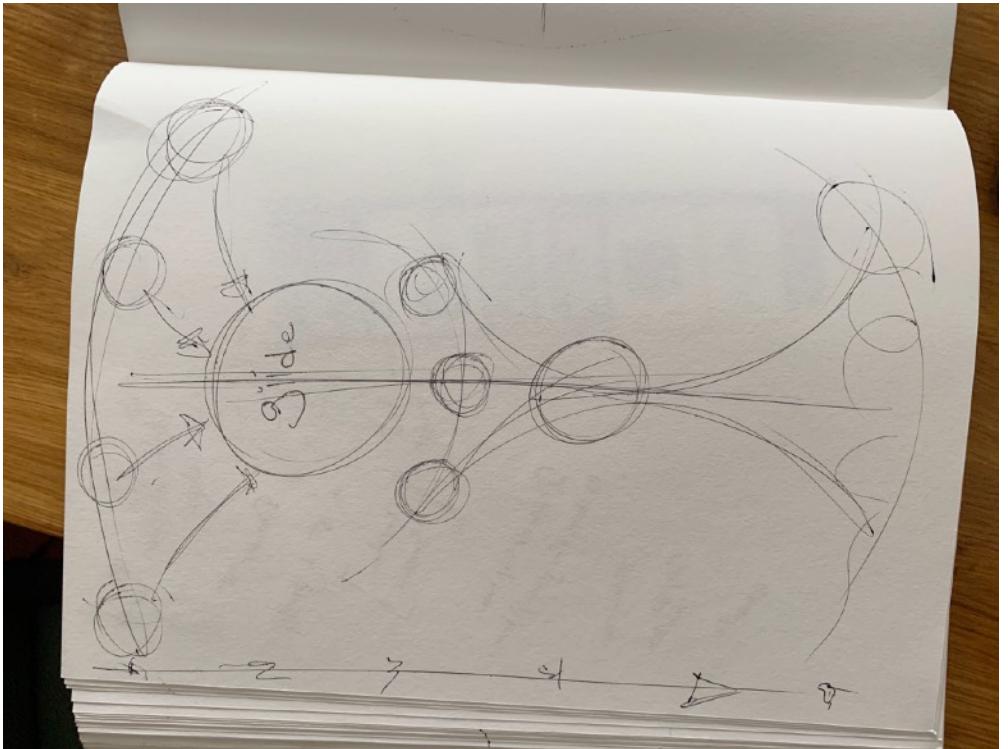
Analytics

- Analytics dashboard for clients/users to see how their content is performing

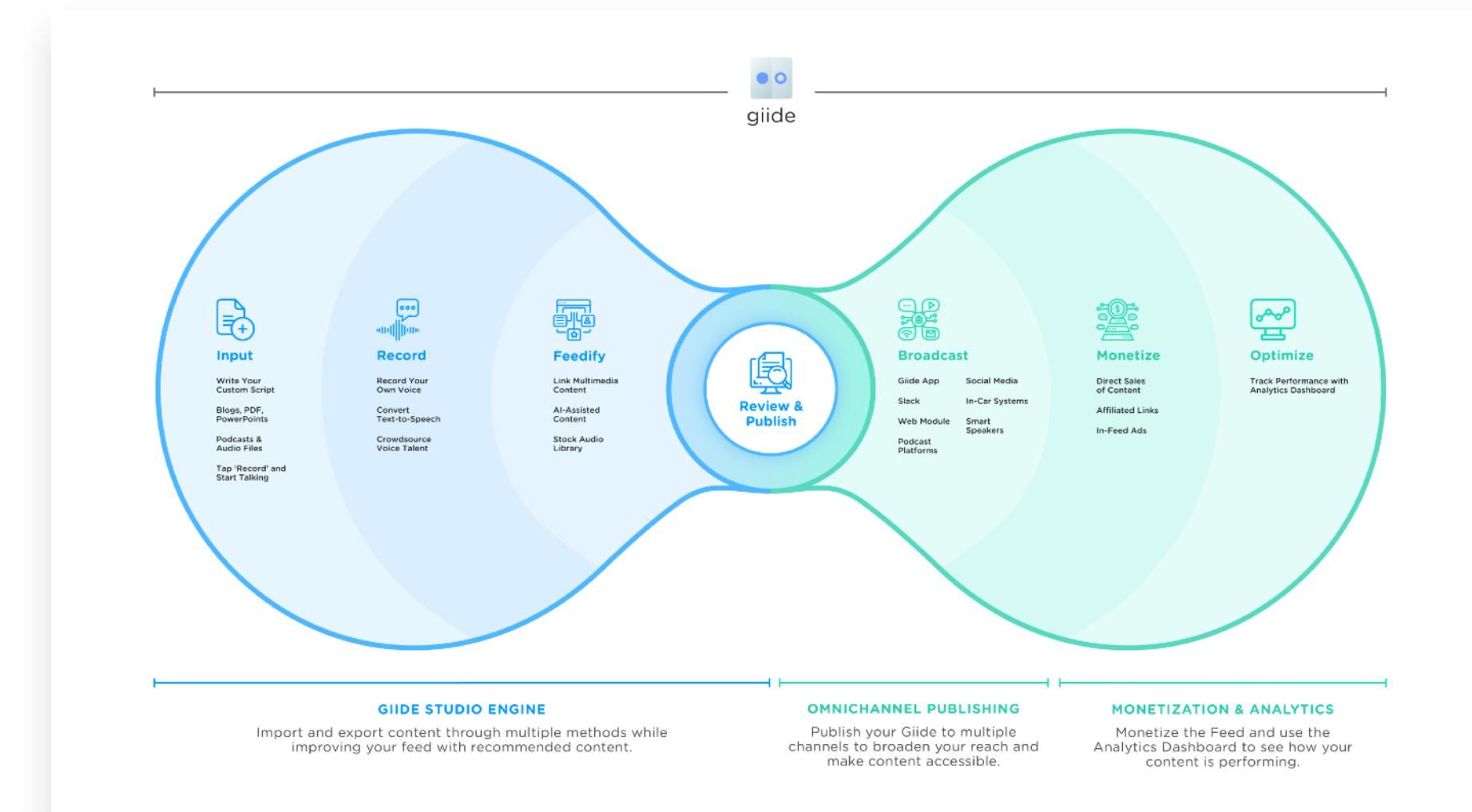
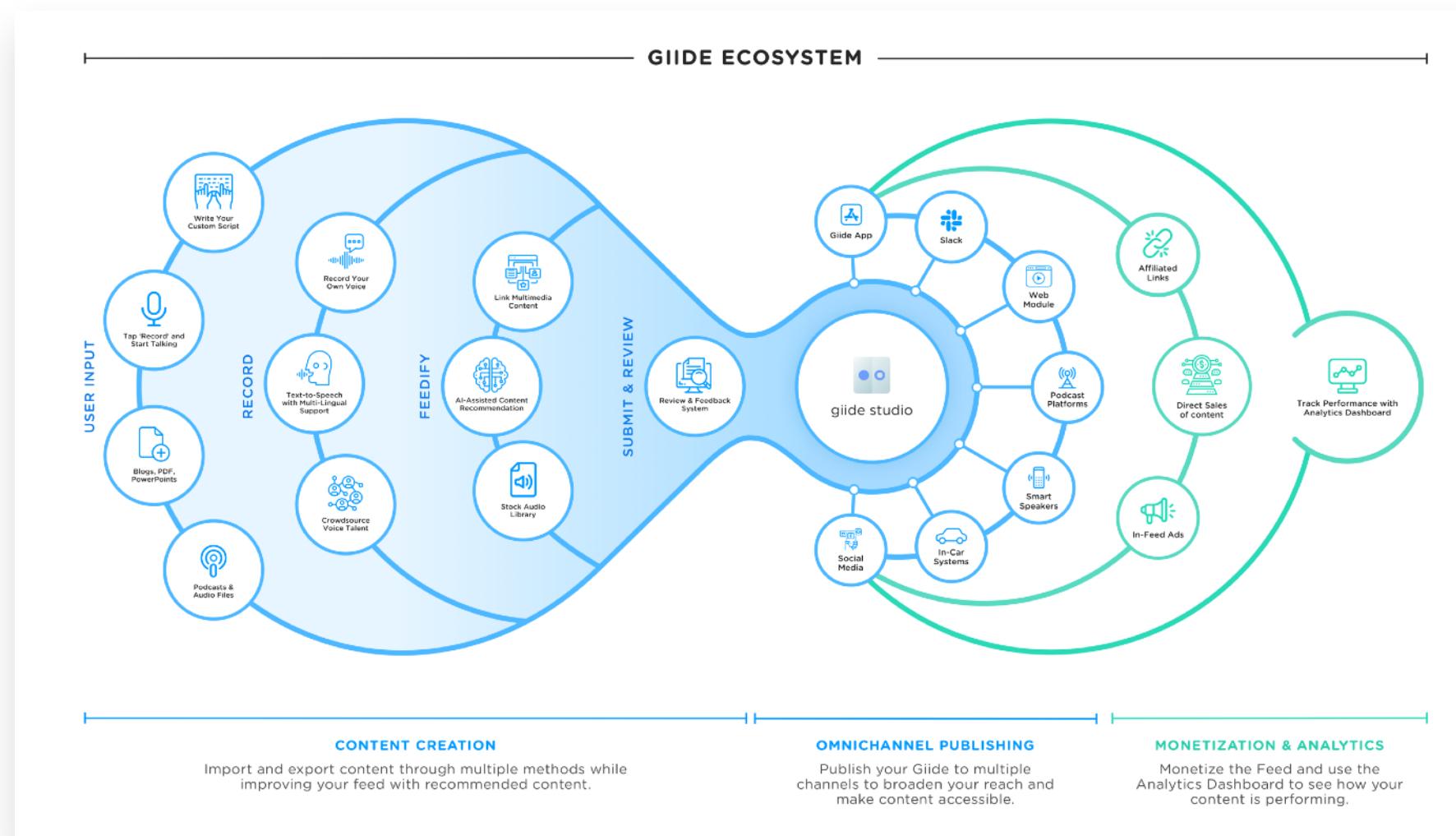
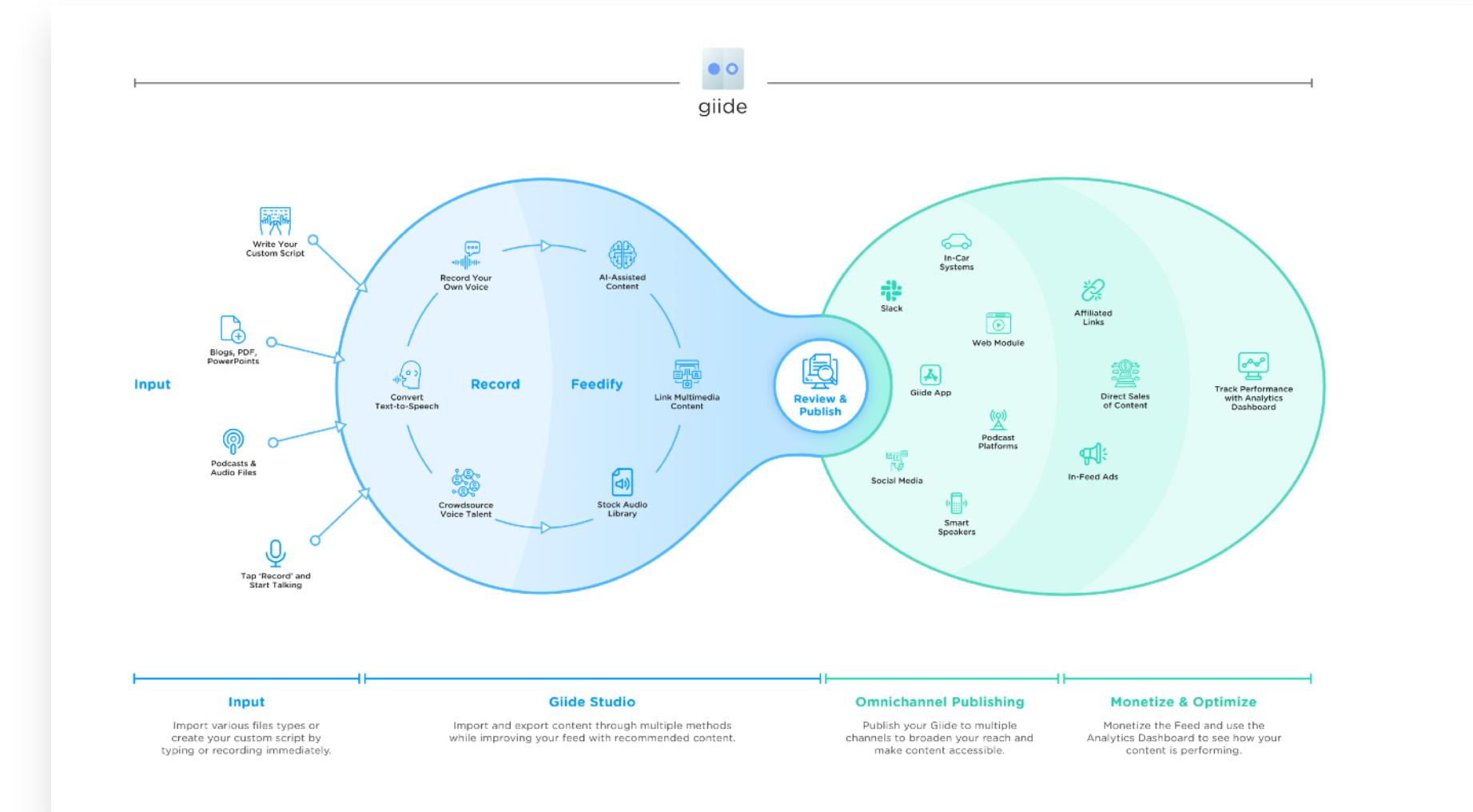
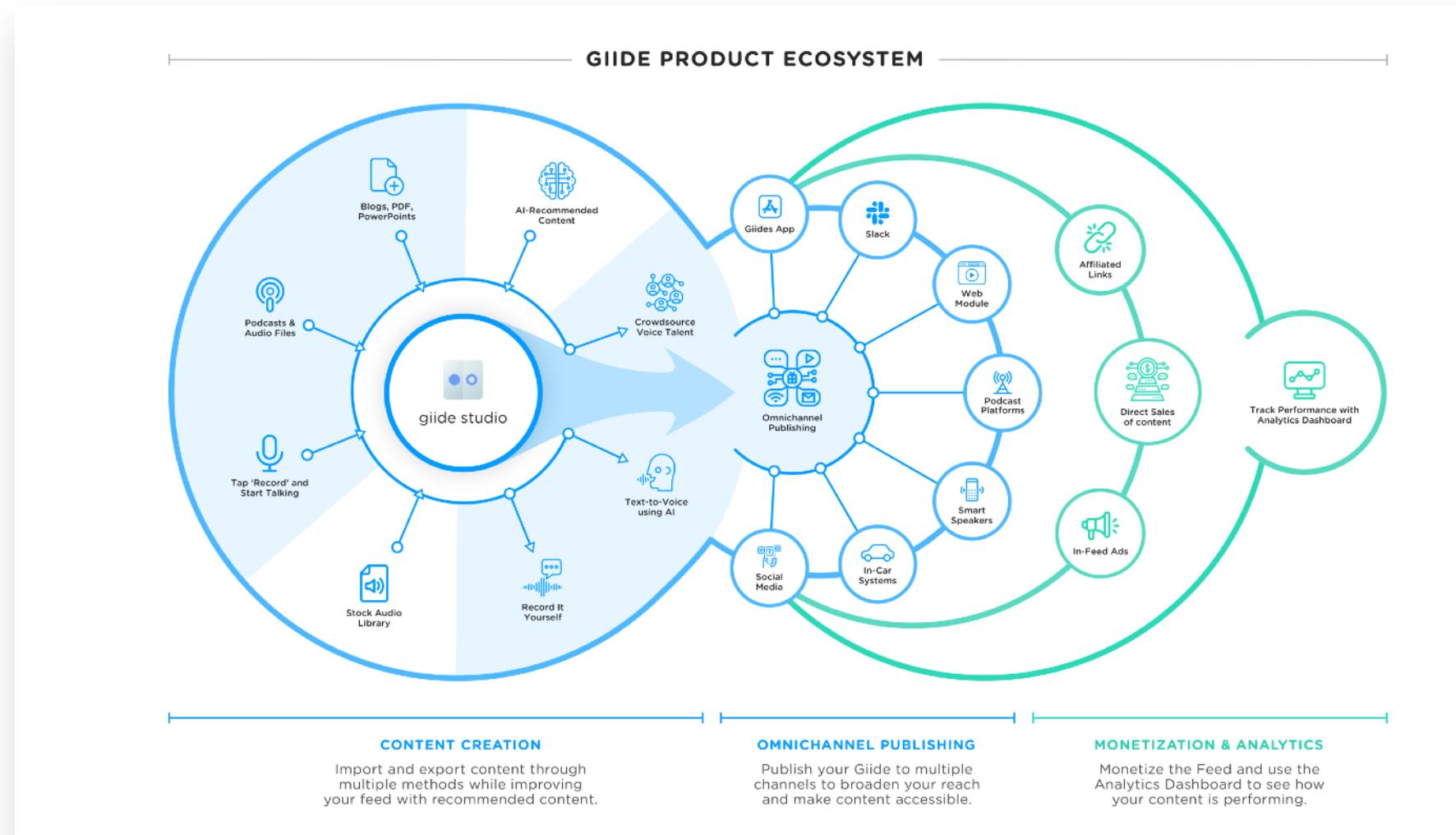
Monetization

- Direct sales of a client's content/product
- Affiliate link approach
- In-feed ads

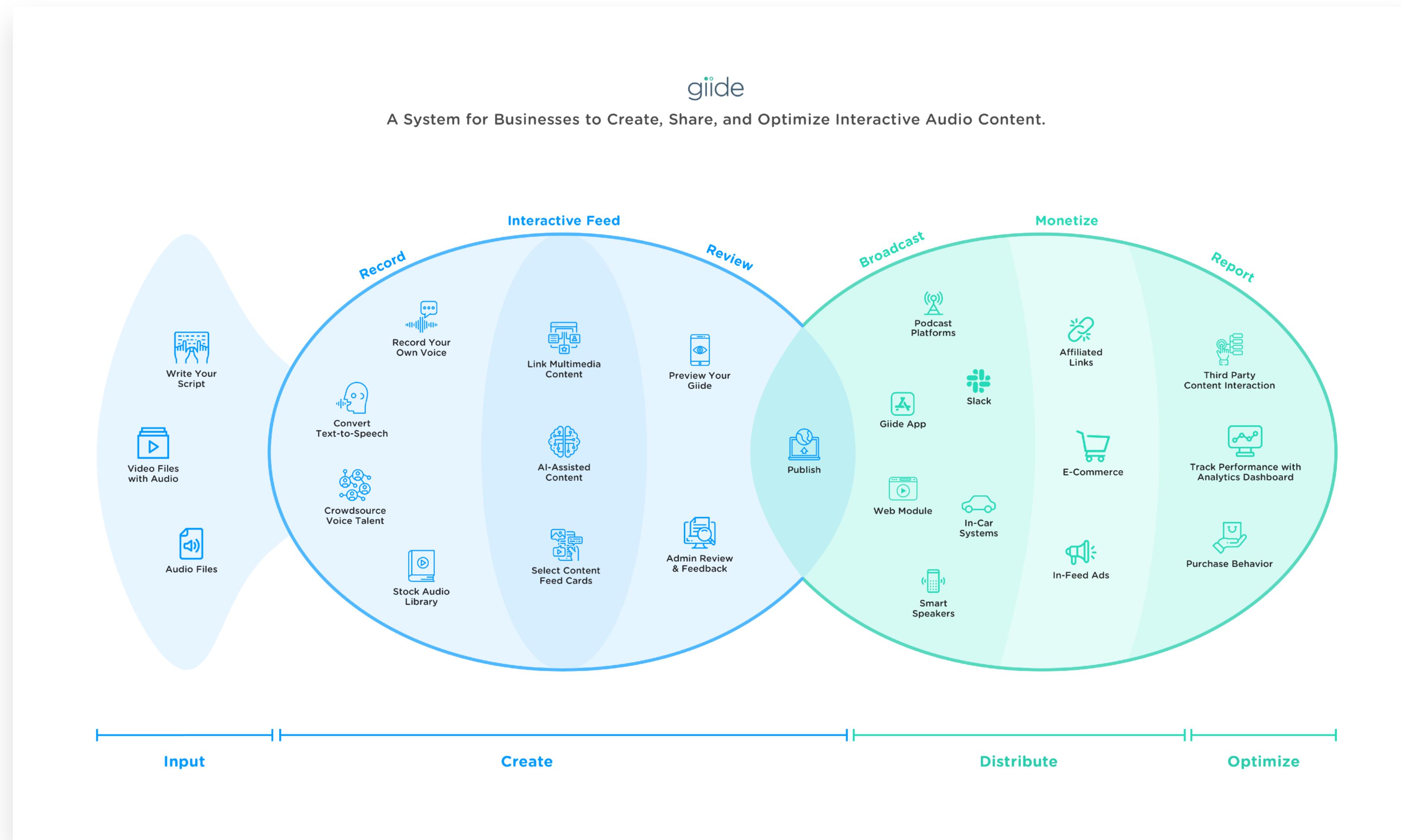
Sketches



Explorations



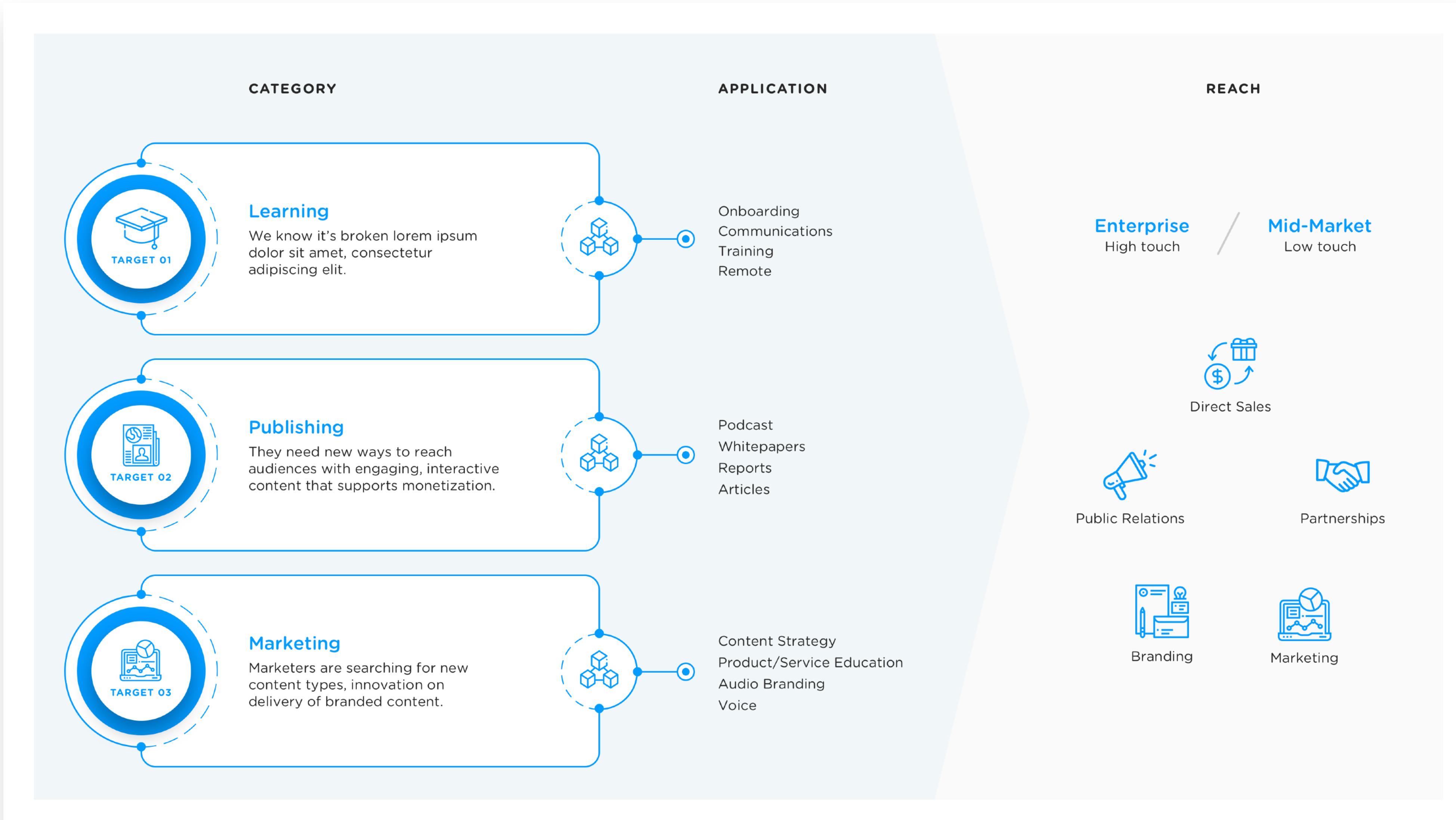
Final Visualization



Target Market Visualization

Visualize Giide's target market and reach strategy to show investors.

Final Visualization



Giide Studio UX

Craft the user experience of Giide Studio - the content creation engine for authors

Initial UX Received from Clients



Start Creating

Welcome to Giide Studio. The studio will guide you through how to make a Giide in a few easy steps.



My Giides

Curate My Catalog By

Date	10
Favorites	8
Made For You	3

150 1,702,435 October 29, 2019 5 Audios

Blockchain Take action, not now but right now
Blockchain is a revolutionary technology that represents the future of society. Everything sci-fi fans have

The Five Steps to AI Competence
Build a way to promote a wider understanding of machine learning – not just for engineers

Technology Beyond Productivity Gains
Getting Workers More Comfortable With Technology Beyond Productivity Gains

Youtube



Create

New Giide



Mindfulness

Step 1 Introduction To Mindfulness

Script

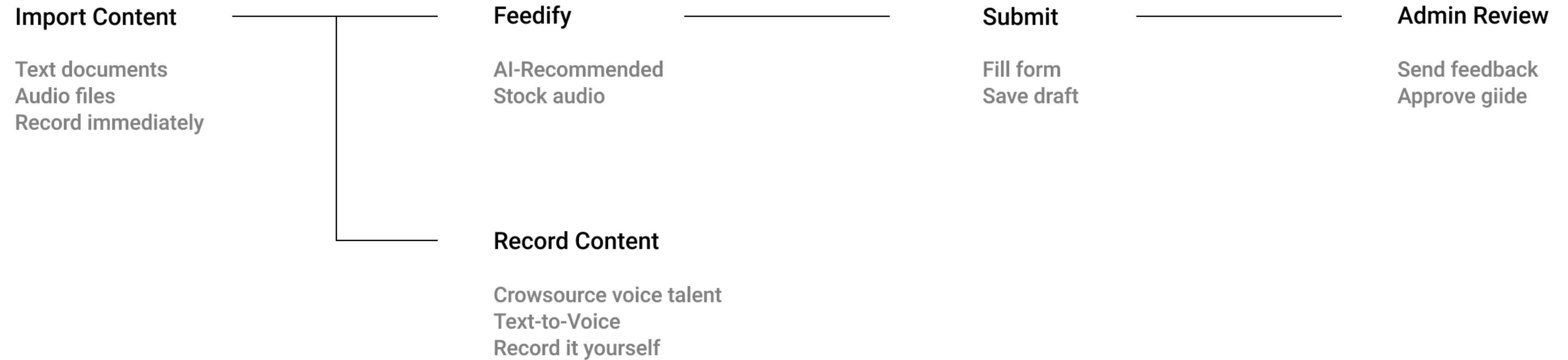
Neuroscientists have now proven what philosophical and religious practices have long-believed—that a focused and attentive mind is happy mind. And a happy mind, at least one that isn't stressed, gets work done.

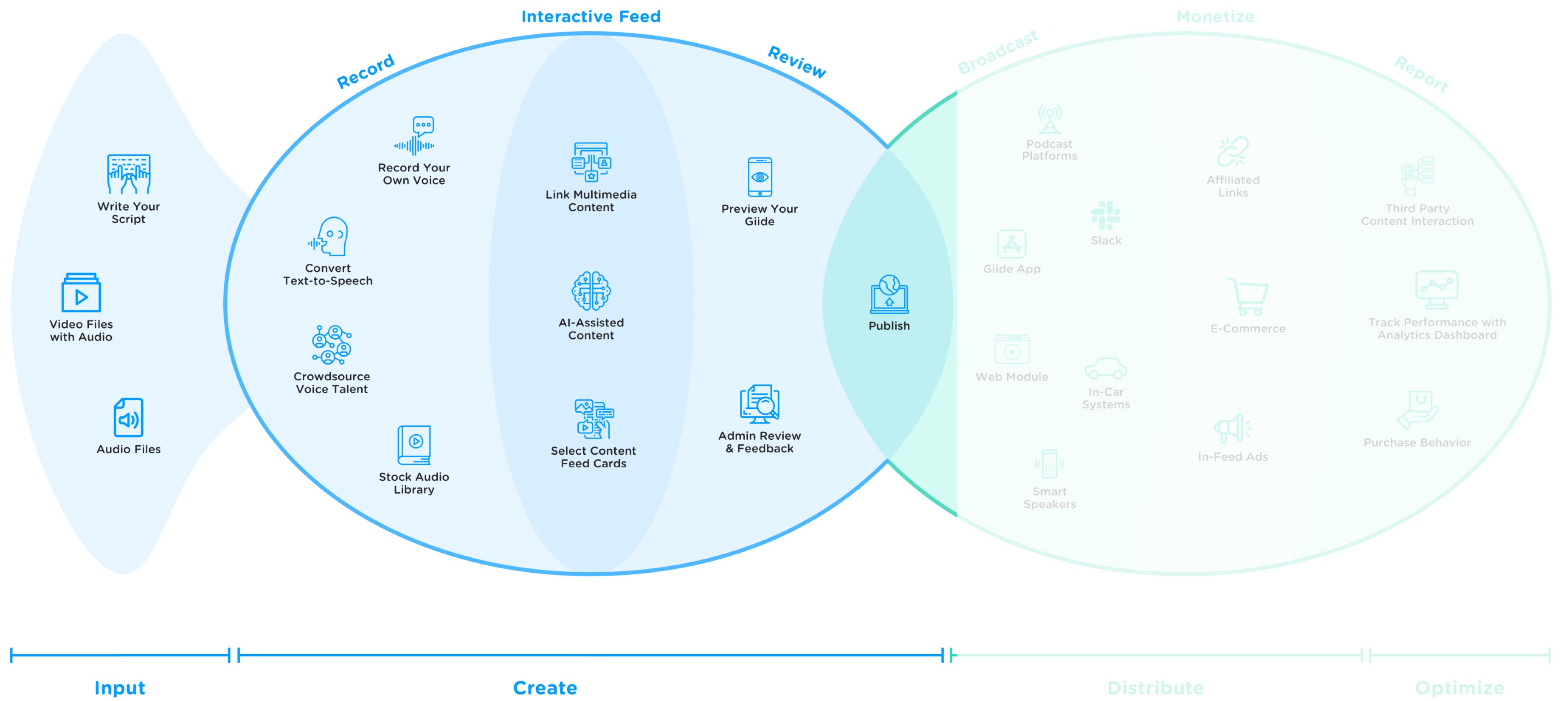
Let's look at some of that proof. In 2010, Harvard researchers published the results of their study that examined how often our mind wander by gathering data from the iPhone app they developed called <https://trackyourhappiness.org/>. Throughout the day the app asked users three questions: How do you feel? What are you doing? Are you thinking about something other than what you're currently doing?

Record

My Giides

Mapping Out the Content Creation Process





UX Explorations

Edit_v2_InitialState

Edit_v2_Filled

Edit_v2_Feedify

Edit_v2_Highlight

Edit_v2_AddLink

Edit_v2_Preview

Edit_v2_Submit

Edit_v3_InitialState

Edit_v3_Import

Edit_v3_Filled

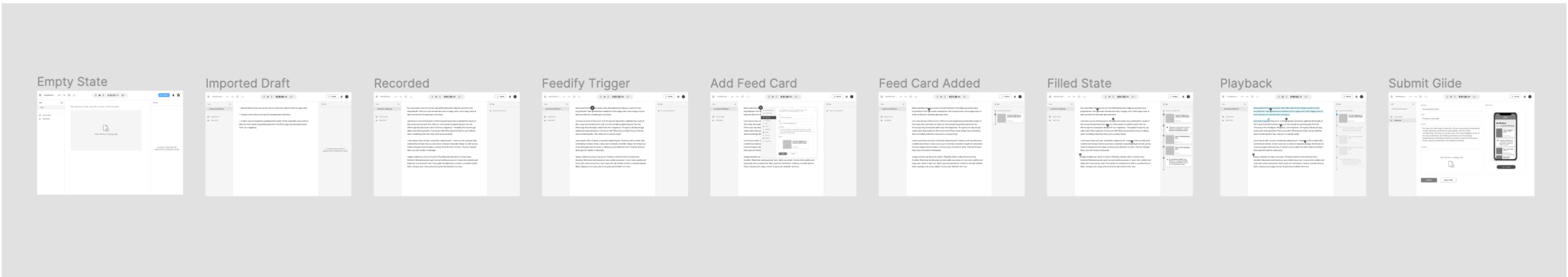
Edit_v3_Feedify

Edit_v3_Highlight

Edit_v3_Stock Audio

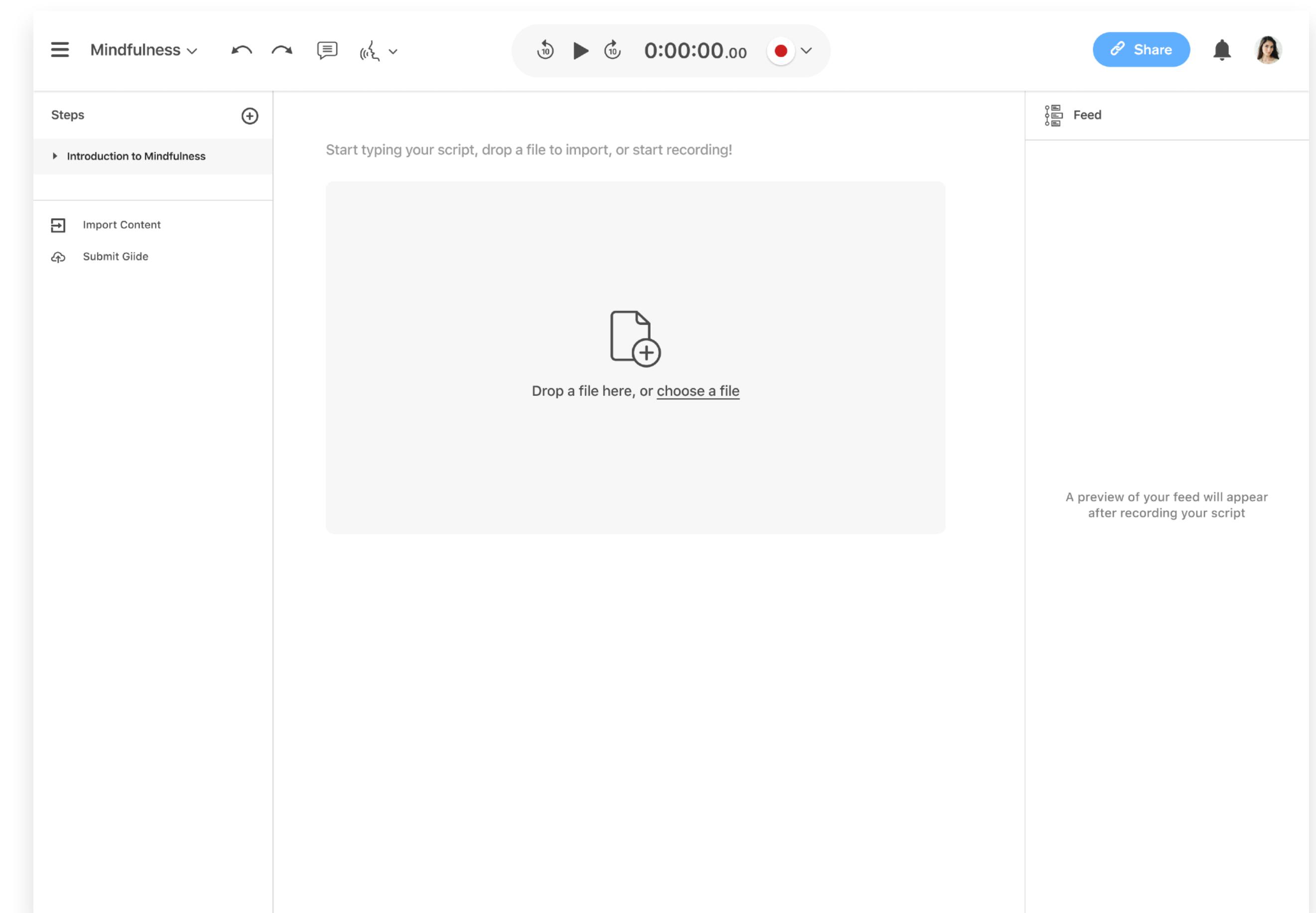
Edit_v3_Submit

Final Wireframes (included at the end of this deck)



Execution

Empty State

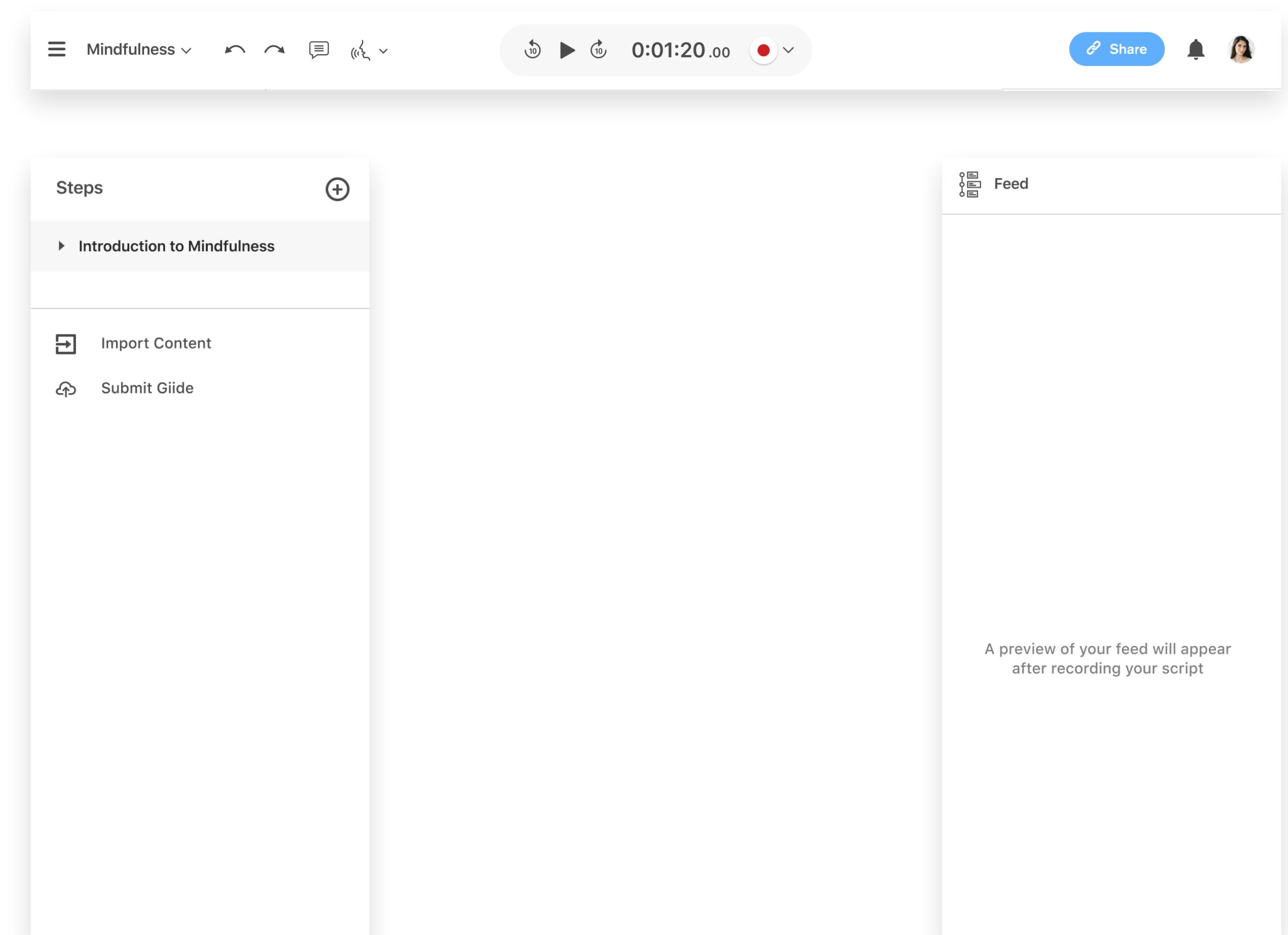


Non-Linear Workflow

The existing design of Glide Studio require authors to follow a linear process when creating a new glide.

The actual creation process is non-linear since authors might want to feedify their script before recording, or begin recording immediately without a script.

Navigation Bar + Side Panels



Non-Linear Workflow

To provide a non-linear workflow, we proposed **giving the ability for authors to write, Feedify, and record their Guides all together in the same place with collapsable side panels.**

The most necessary actions were validated with the clients and included in the tool bars.

A preview of your feed will appear after recording your script

Add Feed Card

The screenshot shows the Giide application interface with a central modal window titled "Add Feed Card". The modal is a "Feed" card being created, with the title "Introduction to Mindfulness" and a "Stock Audio" icon. The modal contains fields for "Title" (Track Your Happiness), "URL" (https://trackyourhappiness.org/), and "Description" (Track Your Happiness is a scientific research project data from the iPhone app they developed called that investigates what makes life worth living.). A preview image shows a cartoon character in a small hot air balloon. The background shows a script editor with steps like "Introduction to Mindfulness", "Import Content", and "Submit Glide". The top bar includes navigation icons, a timer at 0:01:20.00, and user profile information.

Feed Card

Creating your own interactive feed was a key feature that made Giide unique. This particular flow **reflected the current steps users took to create their Giide**.

We aimed to present the different options in a simple popup modal that's triggered by selecting a specific point of the script.

Filled State

The screenshot shows the Giide application interface in its 'Filled State'. At the top, there's a navigation bar with icons for back, forward, and search, followed by a timer set at 0:01:20.00 and a red circular button. To the right are 'Share', 'Bell', and user profile icons.

The main area is divided into several sections:

- Steps:** A sidebar on the left lists 'Introduction to Mindfulness' and other options like 'Import Content' and 'Submit Glide'.
- Text Editor:** The central area contains a block of text with numbered callouts (1 through 5) pointing to specific parts of the text. The first callout points to the word 'now'. The second points to 'Harvard researchers published the results of their study'. The third points to 'often our mind wander by gathering data from the iPhone app they developed called Track Your Happiness'. The fourth points to 'Vivamus feugiat euismod turpis, in ultrices lacus tincidunt sit amet. Vivamus interdum libero quis elit interdum malesuada.'. The fifth points to 'Integer molestie nec lacus non auctor. Phasellus lobortis metus sit amet luctus tincidunt. Maecenas iaculis quam ac nunc mattis accumsan. In nunc enim, sodales sed turpis sed, viverra ornare risus. Nunc quam est, elementum ut ante in, convallis facilisis libero. Quisque nunc turpis, pretium et porta sed, hendrerit non nunc.'
- Feed:** On the right, a vertical timeline panel titled 'Feed' shows five feed cards:
 - Introduction to Mindfulness:** 'Track Your Happiness is a scientific research project' by Fast Company.
 - "The goal of mindfulness is to wake up to the inner workings of our mental, emotional, and physical processes."**
 - How to be More Mindful at Work:** By New York Times.
 - How To Train Your Monkey Mind:** By YouTube.
 - By learning to be mindful—to pay attention to our thoughts, physical sensations, and emotions—we can focus on the present moment.**

Synchronous Preview

By weaving 'feedification' into the writing and recording process, **it allows authors to have control over which feed card to use and when to trigger it in less screens.**

The timeline panel shows a live preview of their Giide as they feedify their script. By doing so, authors have **a better understanding of the relationship between their input and output.**

Playback

Mindfulness ▾

Steps +

Introduction to Mindfulness

Import Content

Submit Guide

0:00:24.08

Share

Feed

Introduction to Mindfulness

Track Your Happiness is a scientific research project
Fast Company

"The goal of mindfulness is to wake up to the inner workings of our mental, emotional, and physical processes."

How to be More Mindful at Work
New York Times

How To Train Your Monkey Mind
YouTube

By learning to be mindful—to pay attention to our thoughts, physical sensations, and emotions—we can focus on the present moment.

Neuroscientists have **1** now proven what philosophical and religious practices have long-believed—that a focused and attentive mind is happy mind. And a happy mind, at least one that isn't stressed, gets work done.

Let's look at some of that proof. In **2** 2010, Harvard researchers published the results of their study that examined **3** how often our mind wander by gathering data from the iPhone app they developed called **4** Track Your Happiness. Throughout the day the app asked users three questions: How do you feel? What are you doing? Are you thinking about something other than what you're currently doing?

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Wireframes

The screenshot shows the interface for a script recording tool. At the top, there's a navigation bar with icons for back, forward, and search, followed by a timer showing "0:00:00.00". To the right of the timer are "Share", "Bell", and a dark circular button. On the far left, a sidebar titled "Steps" has a single item: "Step 1". Below this, there are two buttons: "Import Content" and "Submit Guide". The main workspace is divided into two sections: "Start typing your script, drop a file to import, or start recording!" on the left and "Feed" on the right. The "Feed" section contains a placeholder text: "A preview of your feed will appear after recording your script". In the center, there's a large area with a "Drop a file here, or choose a file" prompt and a file icon.

Empty State

The screenshot shows the interface for a script recording tool with imported content. The layout is identical to the "Empty State" screenshot, featuring a navigation bar at the top, a sidebar on the left, and two main sections: "Start typing your script, drop a file to import, or start recording!" and "Feed". The "Feed" section now displays a list of imported items: "Introduction to Mindfulness", "Import Content", and "Submit Guide". The placeholder text in the "Feed" section has been replaced by a list of bullet points: "– Neuroscientists have now proven that a focused and attentive mind is happy mind.", "– A happy mind, at least one that isn't stressed, gets work done.", and "– In 2010, Harvard researchers published the results of their study that examined how often our mind wander by gathering data from the iPhone app they developed called Track Your Happiness.". The central workspace remains the same, with the "Drop a file here, or choose a file" prompt and a file icon.

Imported Draft

The screenshot shows a user interface for a recorded session. At the top, there's a navigation bar with icons for back, forward, and search, followed by the time '0:01:20 .00'. Below the navigation is a toolbar with 'Share', a bell icon, and a dark circular button. On the left, a sidebar titled 'Mindfulness' contains a 'Steps' section with a plus sign, a selected 'Introduction to Mindfulness' card, and buttons for 'Import Content' and 'Submit Guide'. The main content area displays a 'Feed' card with the title 'Introduction to Mindfulness' and a placeholder text block.

Neuroscientists have now proven what philosophical and religious practices have long-believed—that a focused and attentive mind is happy mind. And a happy mind, at least one that isn't stressed, gets work done.

Let's look at some of that proof. In 2010, Harvard researchers published the results of their study that examined how often our mind wander by gathering data from the iPhone app they developed called Track Your Happiness. Throughout the day the app asked users three questions: How do you feel? What are you doing? Are you thinking about something other than what you're currently doing?

Recorded Transcript

This screenshot shows the same recorded session after a new feed card has been added. The 'Steps' section now includes a plus sign and a new card for 'Introduction to Mindfulness'. The main content area shows the updated feed list, which includes the original card and the newly added one.

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Add Feed Card (Trigger)

The screenshot shows a digital interface for a 'Mindfulness' section. At the top, there's a navigation bar with icons for back, forward, search, and a share button. The main content area displays a 'Steps' section under 'Introduction to Mindfulness'. The first step contains text about neuroscientists proving that a focused mind is happy. The second step discusses a Harvard study using the 'Track Your Happiness' app. The third step is a block of placeholder text. The fourth step is a quote from the New York Times. The fifth step is another block of placeholder text. To the right of the main content is a 'Feed' sidebar with a vertical timeline of five items. Item 1 is a link to 'Track Your Happiness' from Fast Company. Item 2 is a quote from the New York Times. Item 3 is a link to 'How to be More Mindful at Work' from the New York Times. Item 4 is a link to 'How To Train Your Monkey Mind' from YouTube. Item 5 is a quote from YouTube.

Filled State

This screenshot shows the same digital interface, but the 'Feed' sidebar is now expanded to the right, overlapping the main content area. The main content area remains largely the same, displaying the 'Mindfulness' steps. The 'Feed' sidebar now occupies more space and is fully visible, showing all five items from top to bottom. The layout is identical to the 'Filled State' screenshot, except for the increased width of the sidebar.

Playback

Mindfulness

0:01:20 .00

Share

Steps

Introduction to Mindfulness

Import Content

Submit Giide

Full Name

Amanda McCracken

Profile

Freelance Journalist

Overview

For many, the daily grind is stressful. We are constantly bombarded by emails, meetings, notifications and updates. And it is often overwhelming. But there is another way. This Giide highlights some of the ways individuals and leading businesses are increasingly implementing mindfulness practices rooted in research to decrease stress, improve productivity and enhance creativity.

Thumbnail

Drop a file here, or choose a file

View in Giide App

Submit

Save Draft

The Feed Preview section shows a smartphone screen displaying the Giide app. The app's header reads "giide" and "Mindfulness". Below the header, it says "Step 1 Introduction to Mindfulness". There is a card for "Track Your Happiness is a scientific research project" from Fast Company. A quote from "The goal of mindfulness is to wake up to the inner workings of our mental, emotional, and physical processes." is shown. Below that are cards for "How to be More Mindful at Work" from New York Times and "How to Train Your Monkey Mind". At the bottom of the phone screen is a button labeled "View in Giide App".

Submit Giide

Thank You