

giide

Product Visualization + Giide Studio UX

# Product Visualization

Visualize Giide's product and business ecosystem to show investors

## Understanding the Product & Business

### 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

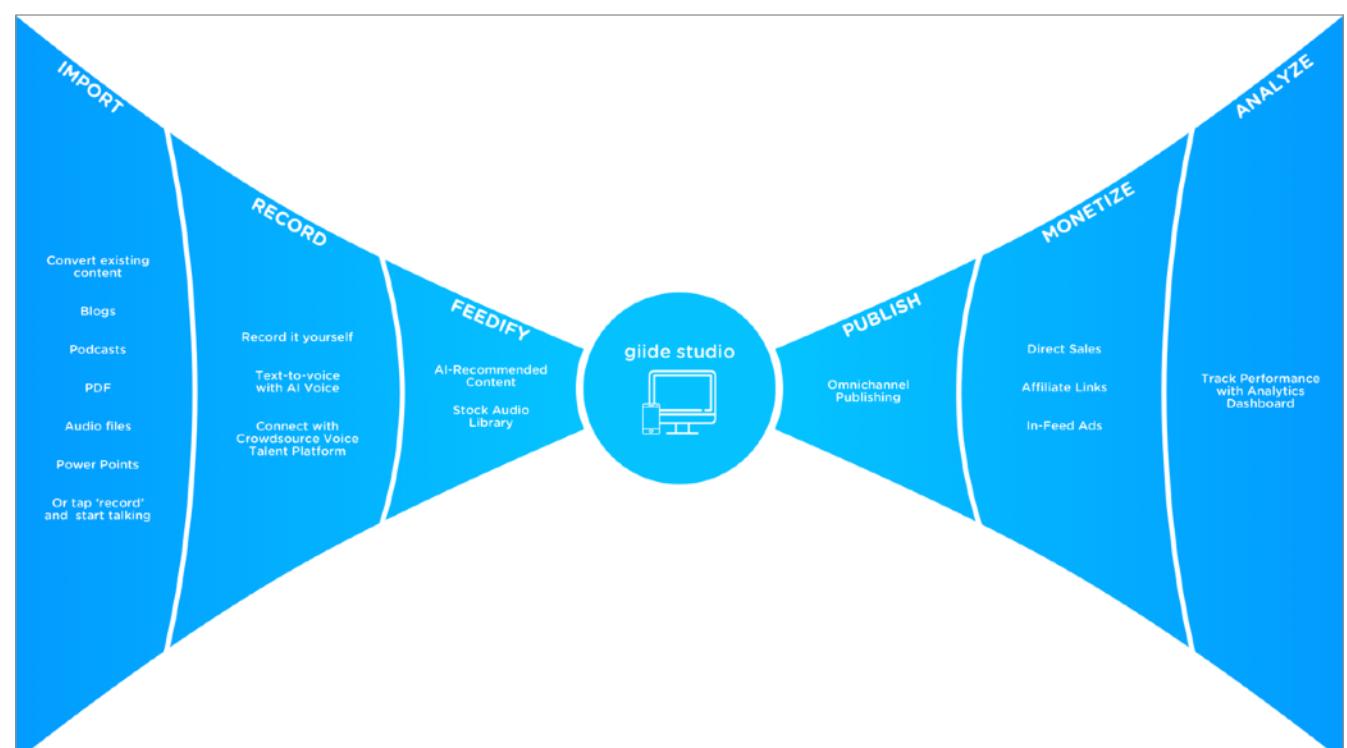
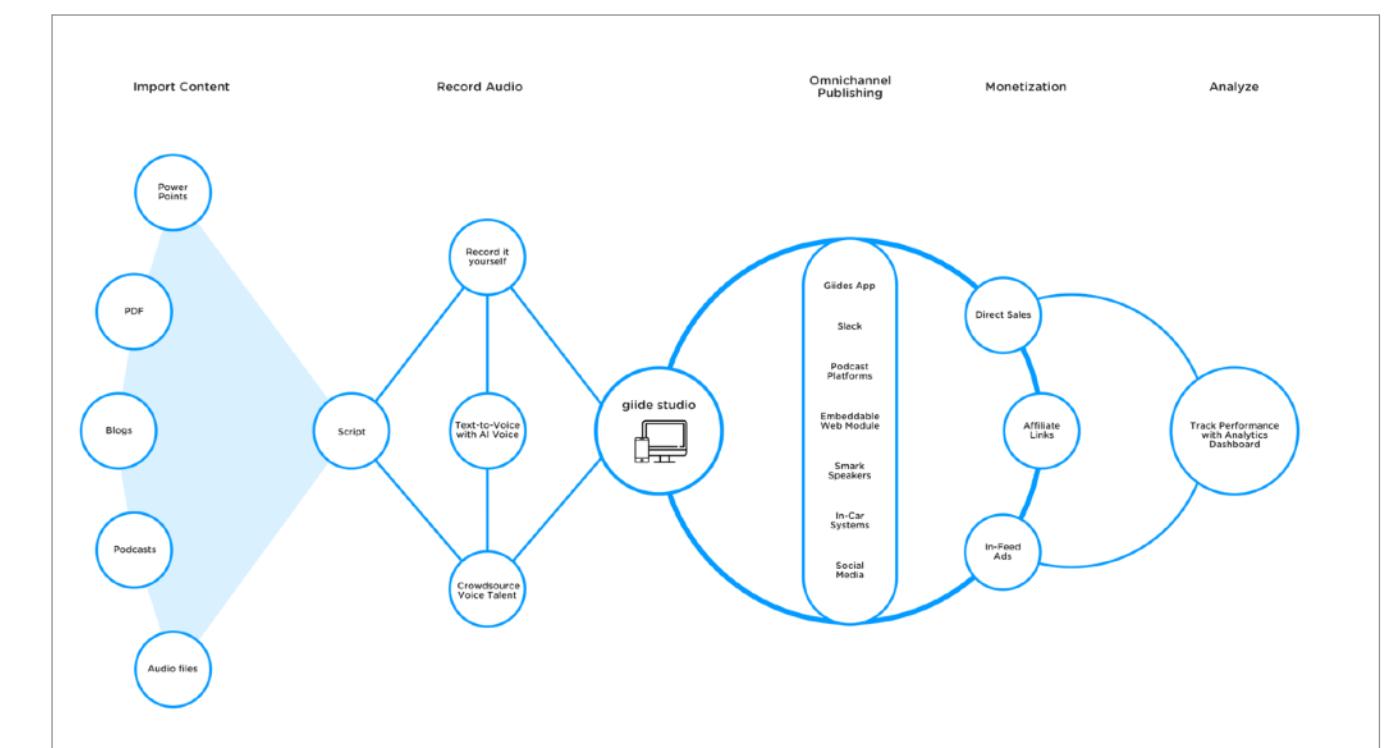
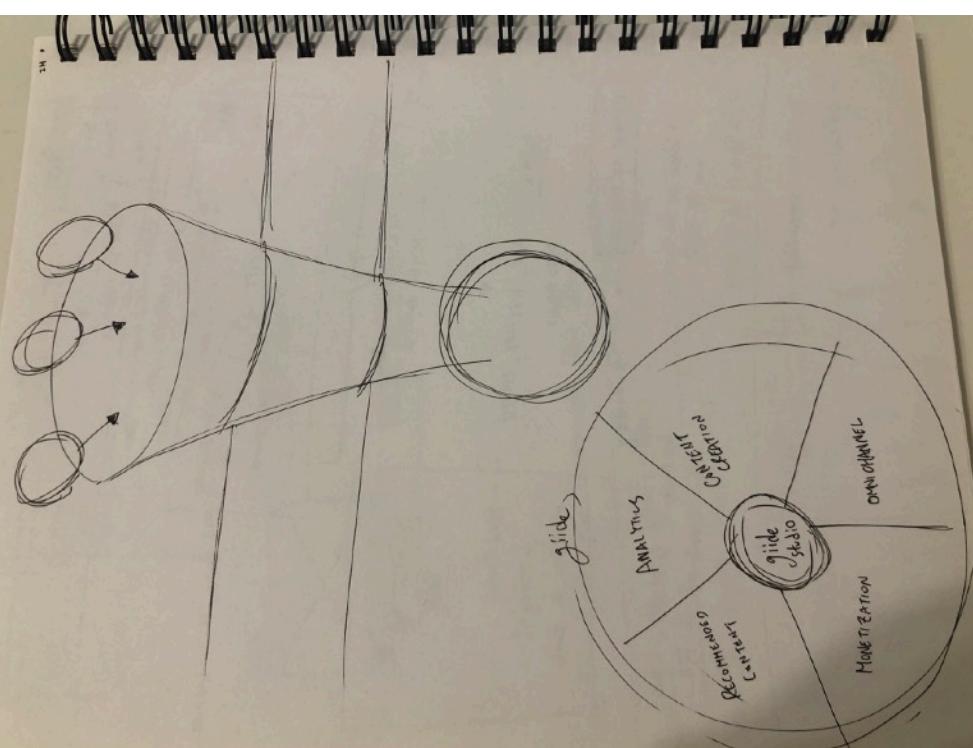
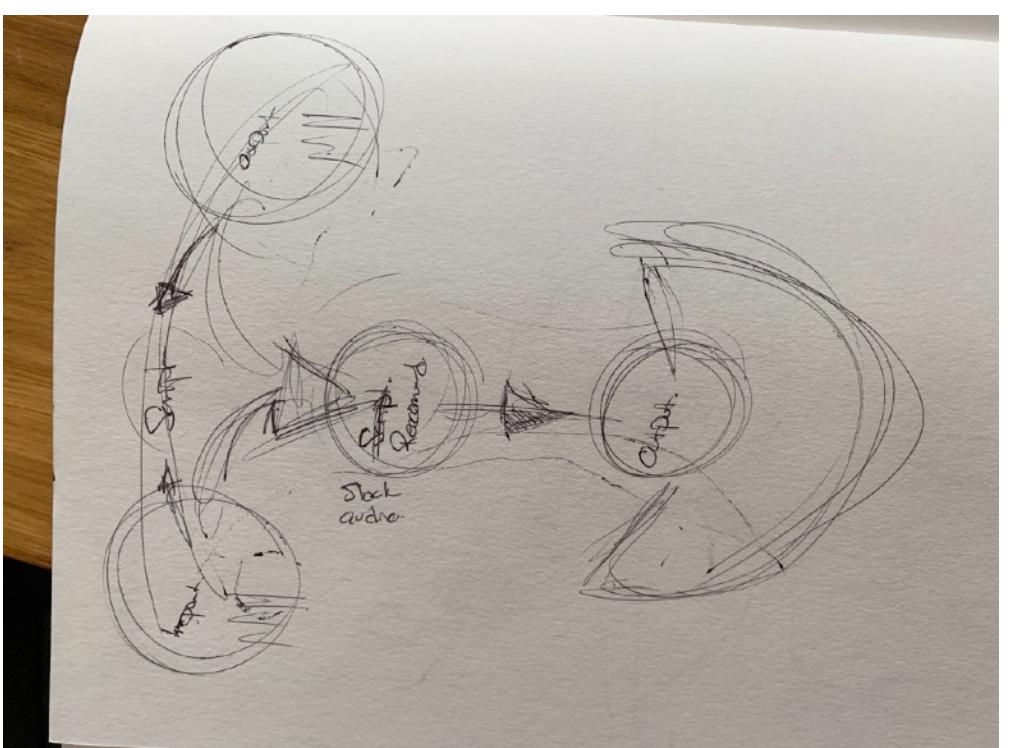
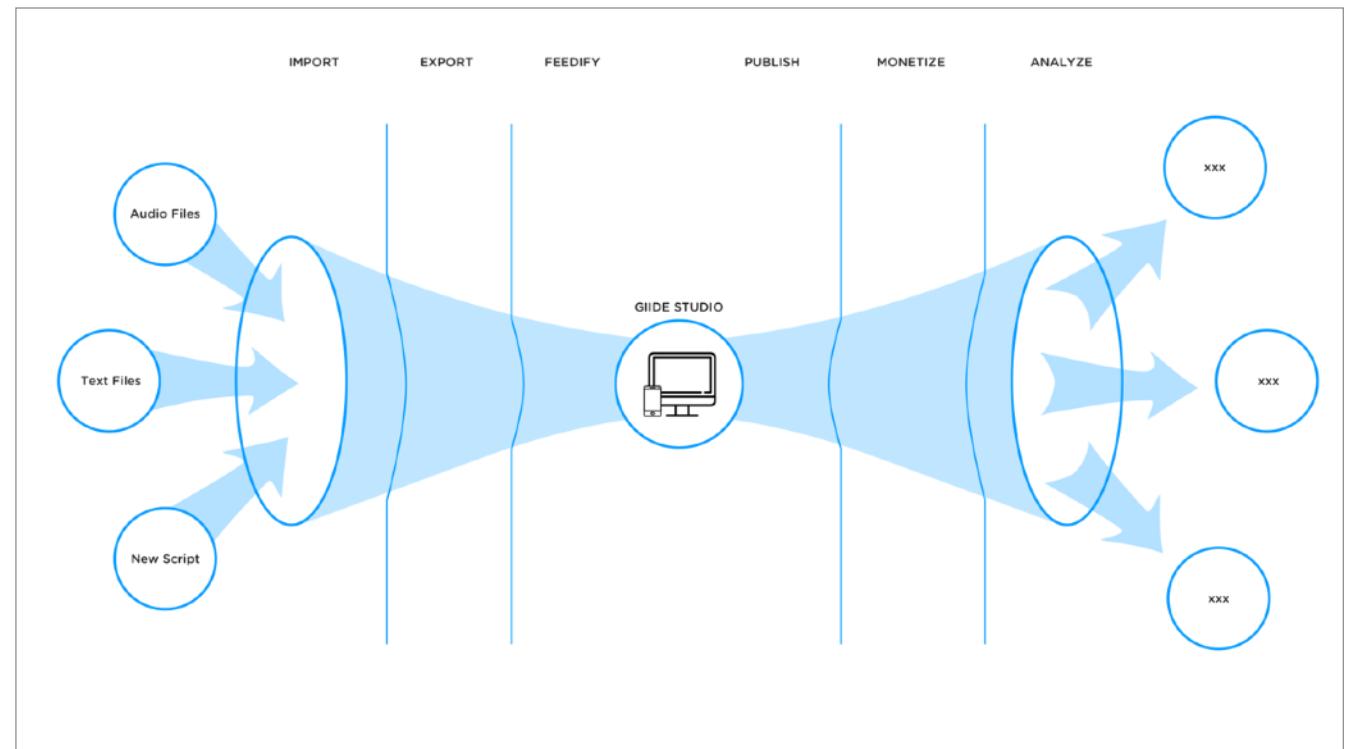
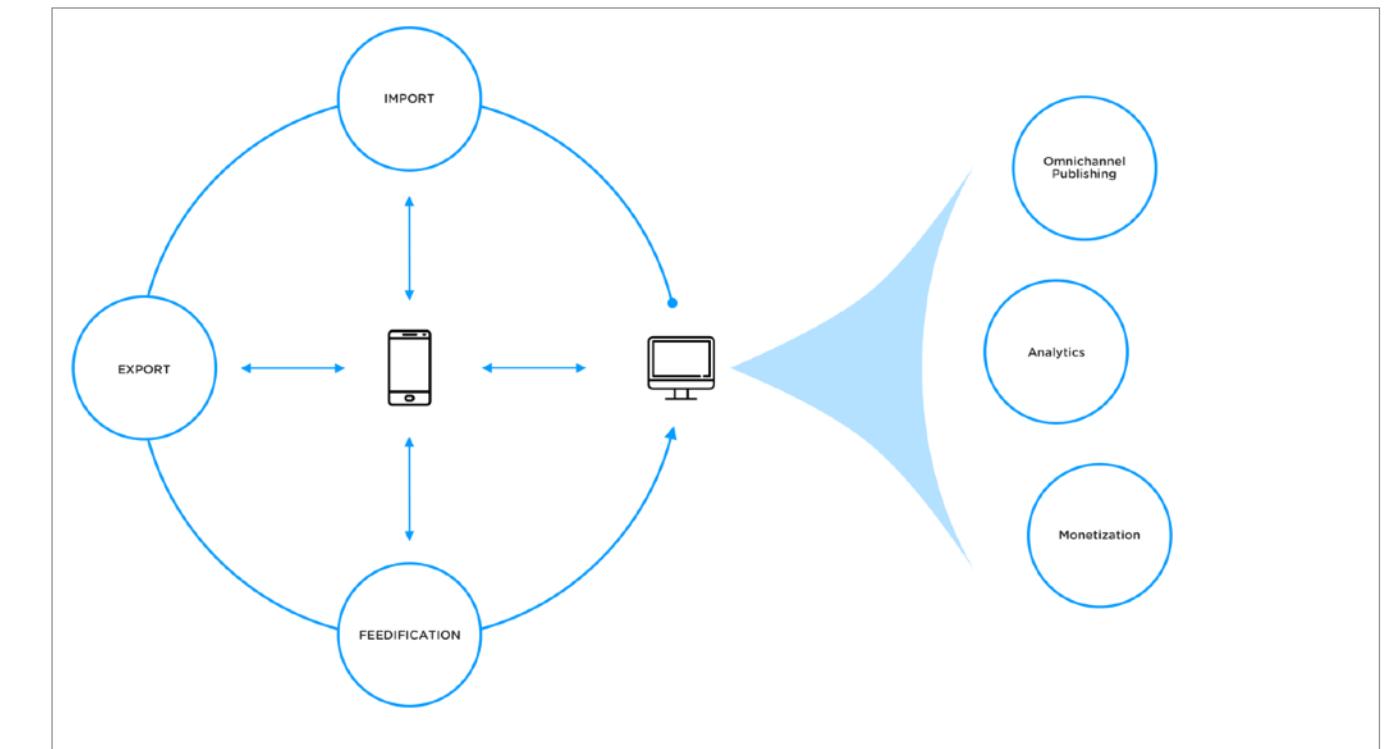
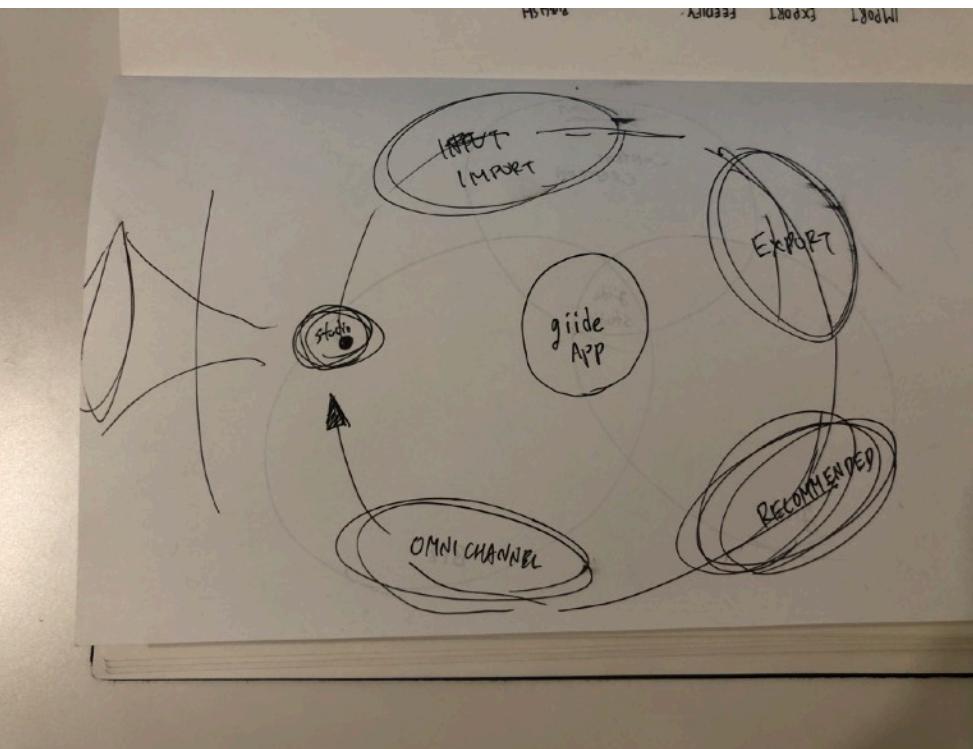
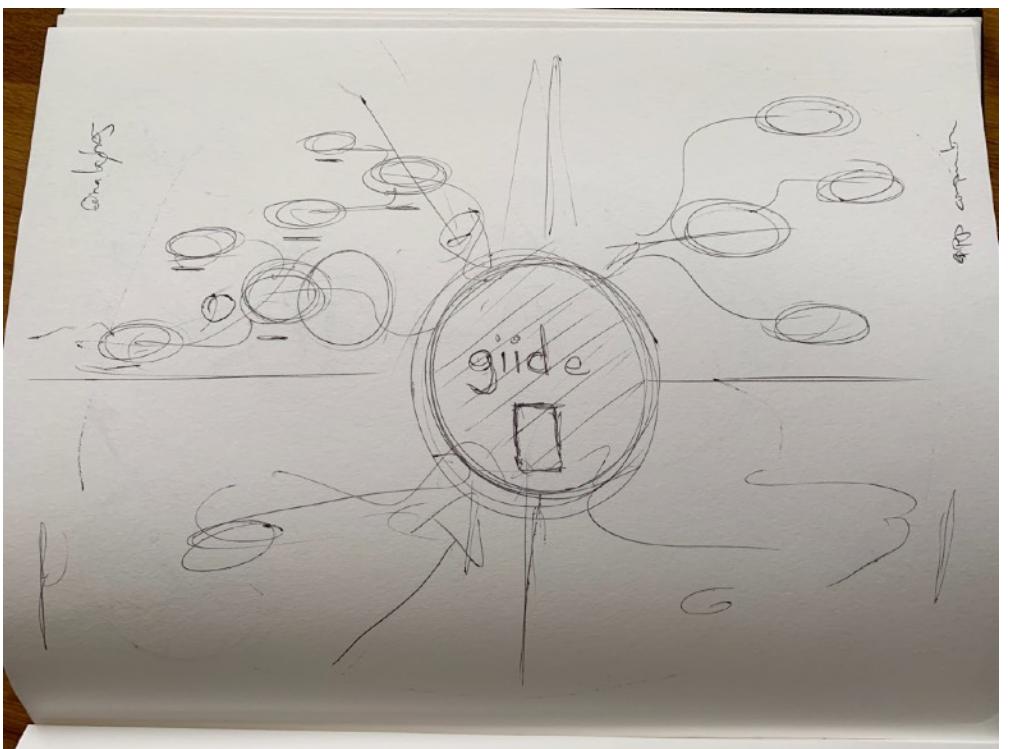
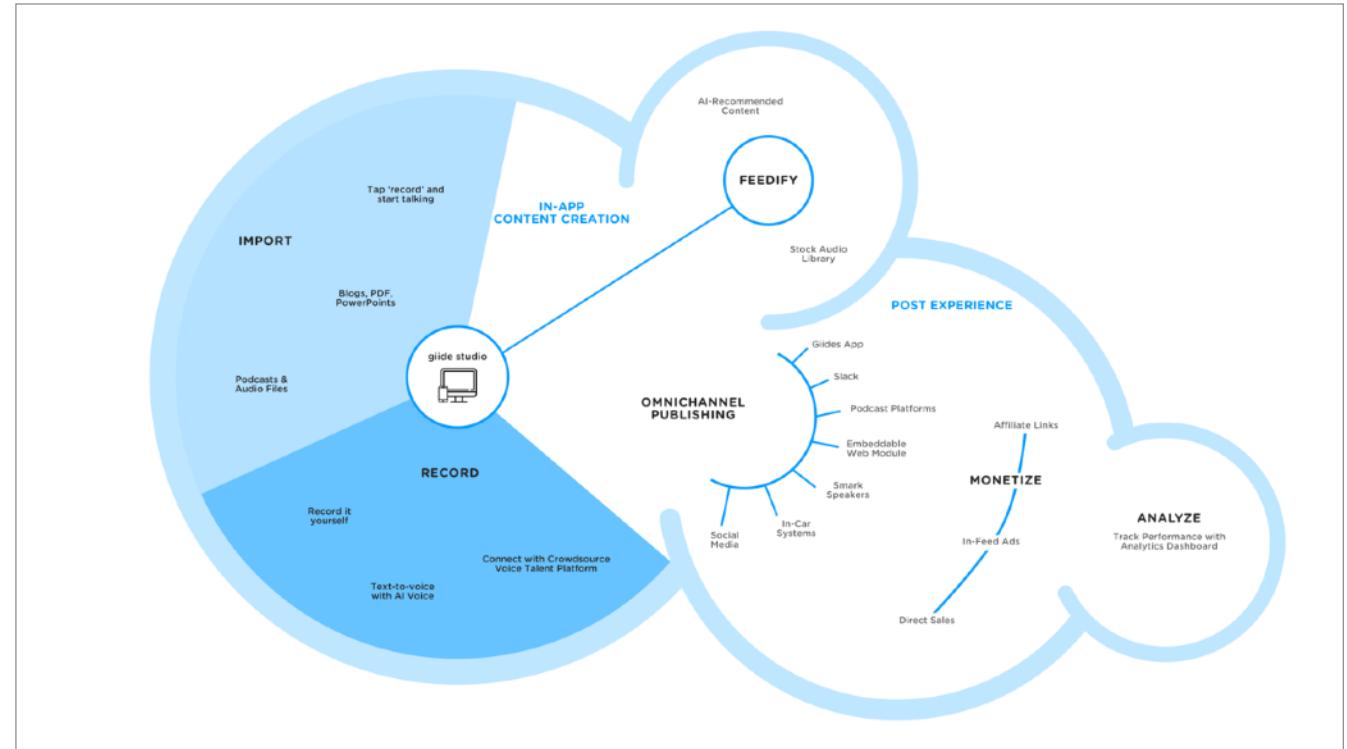
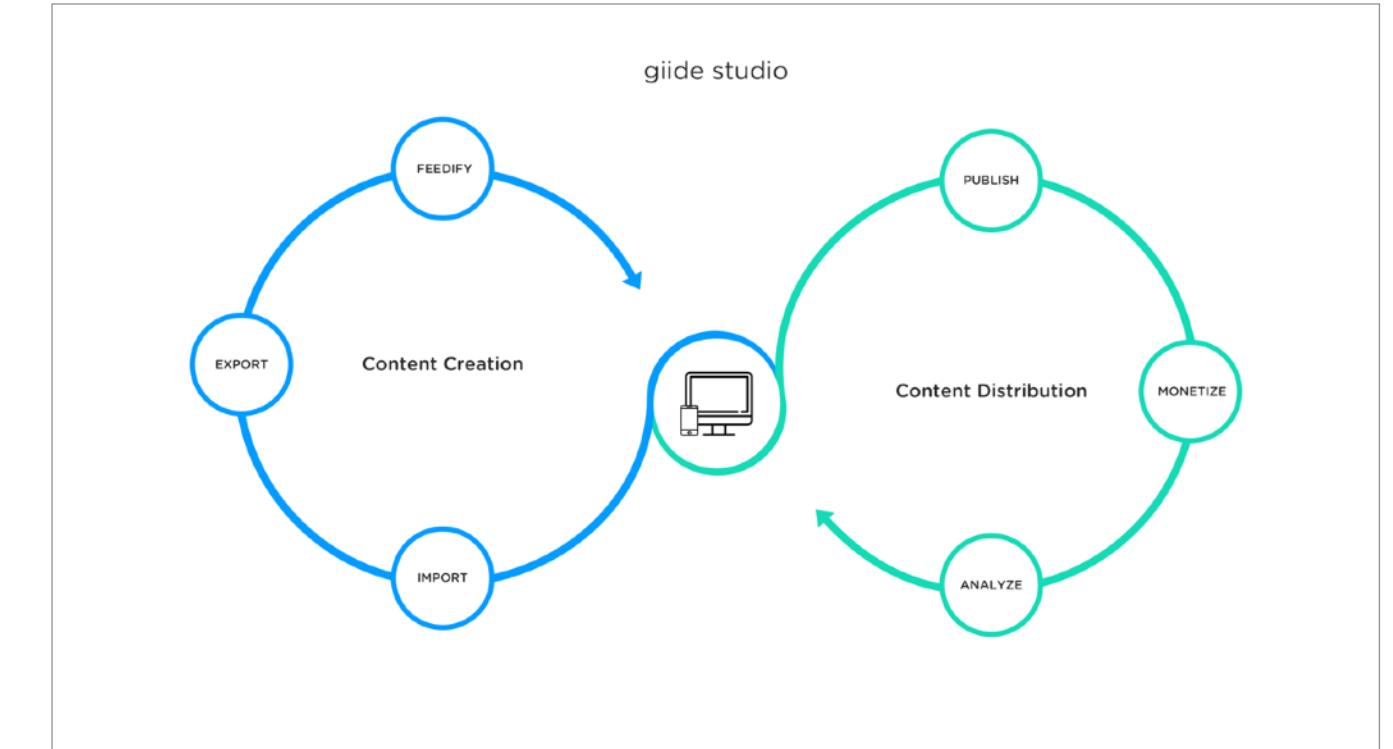
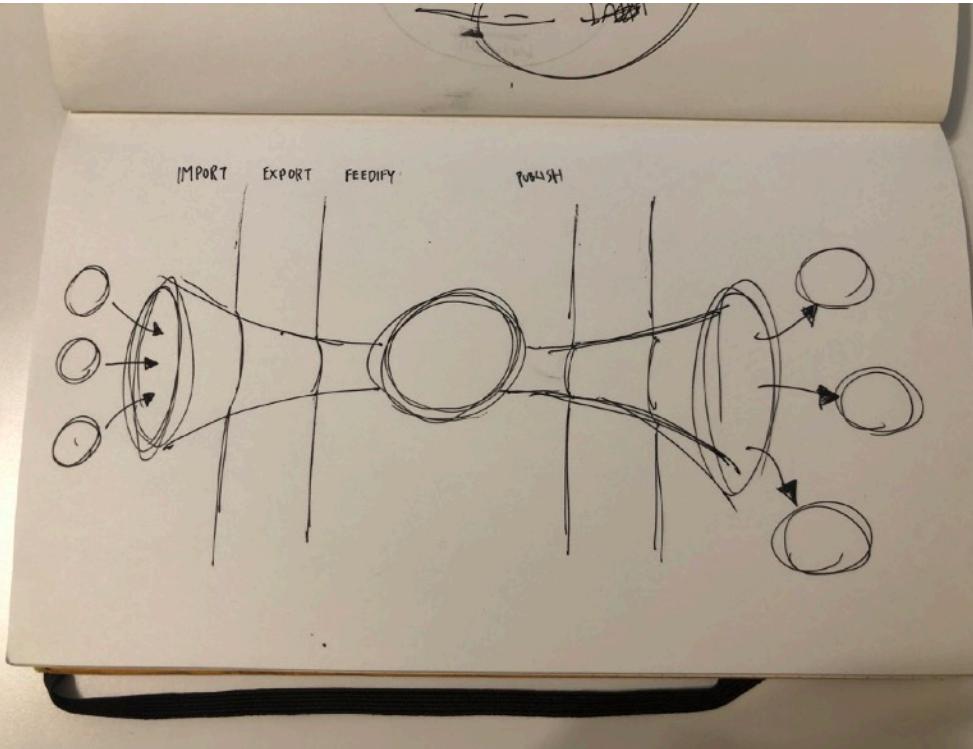
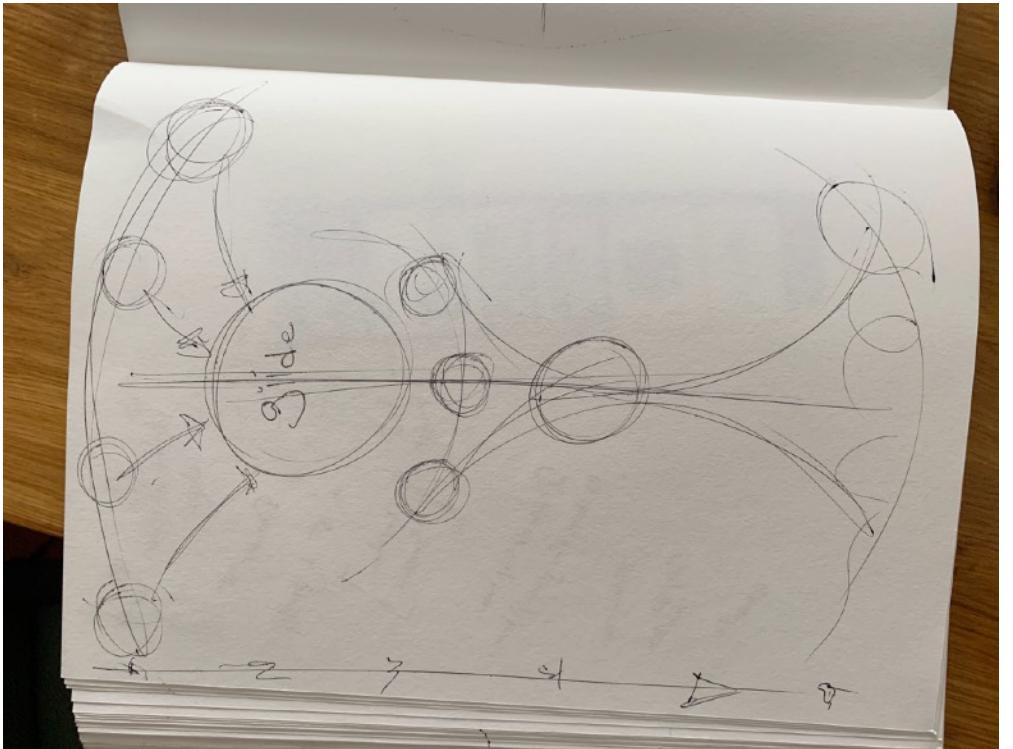
##### Analytics

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

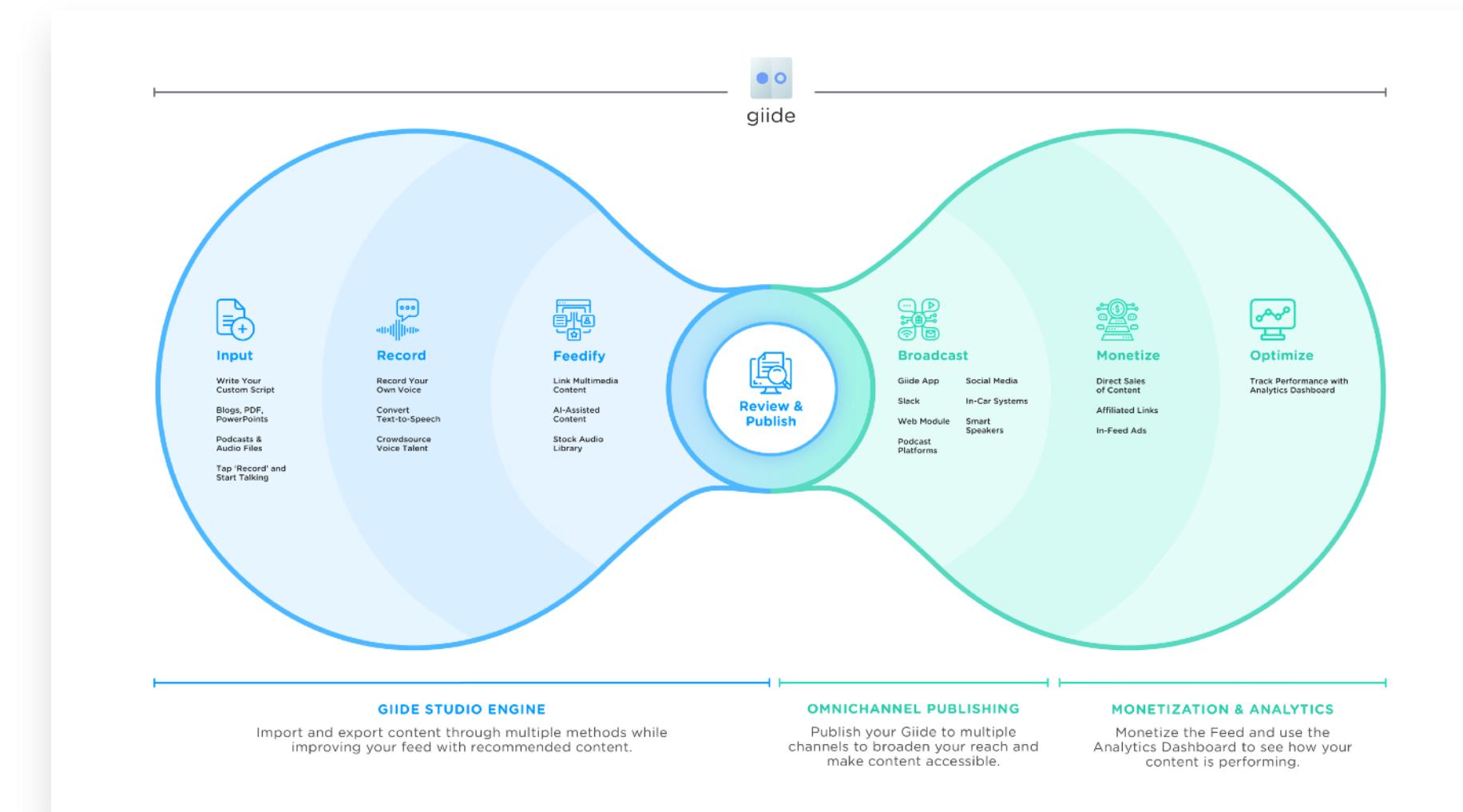
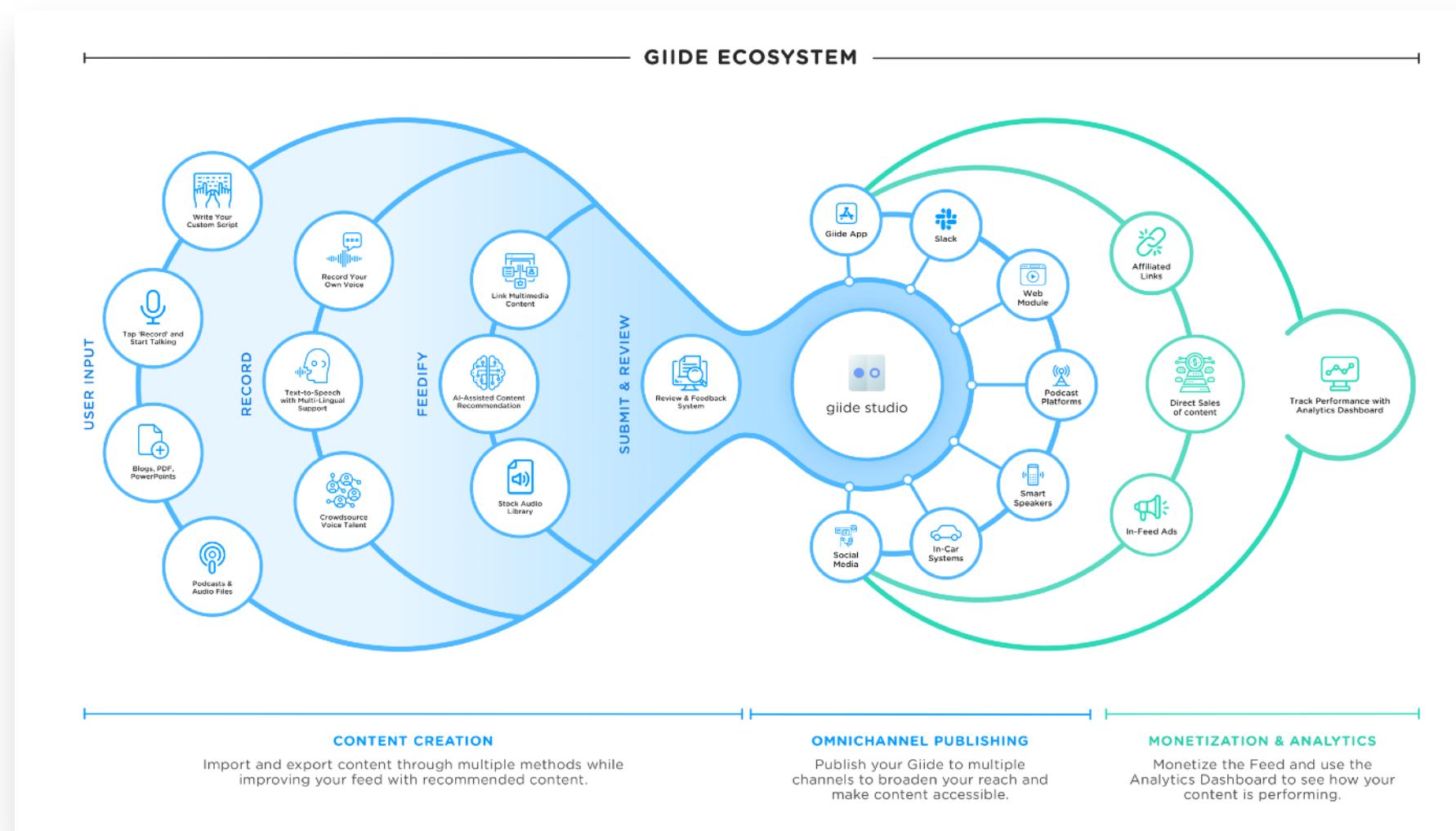
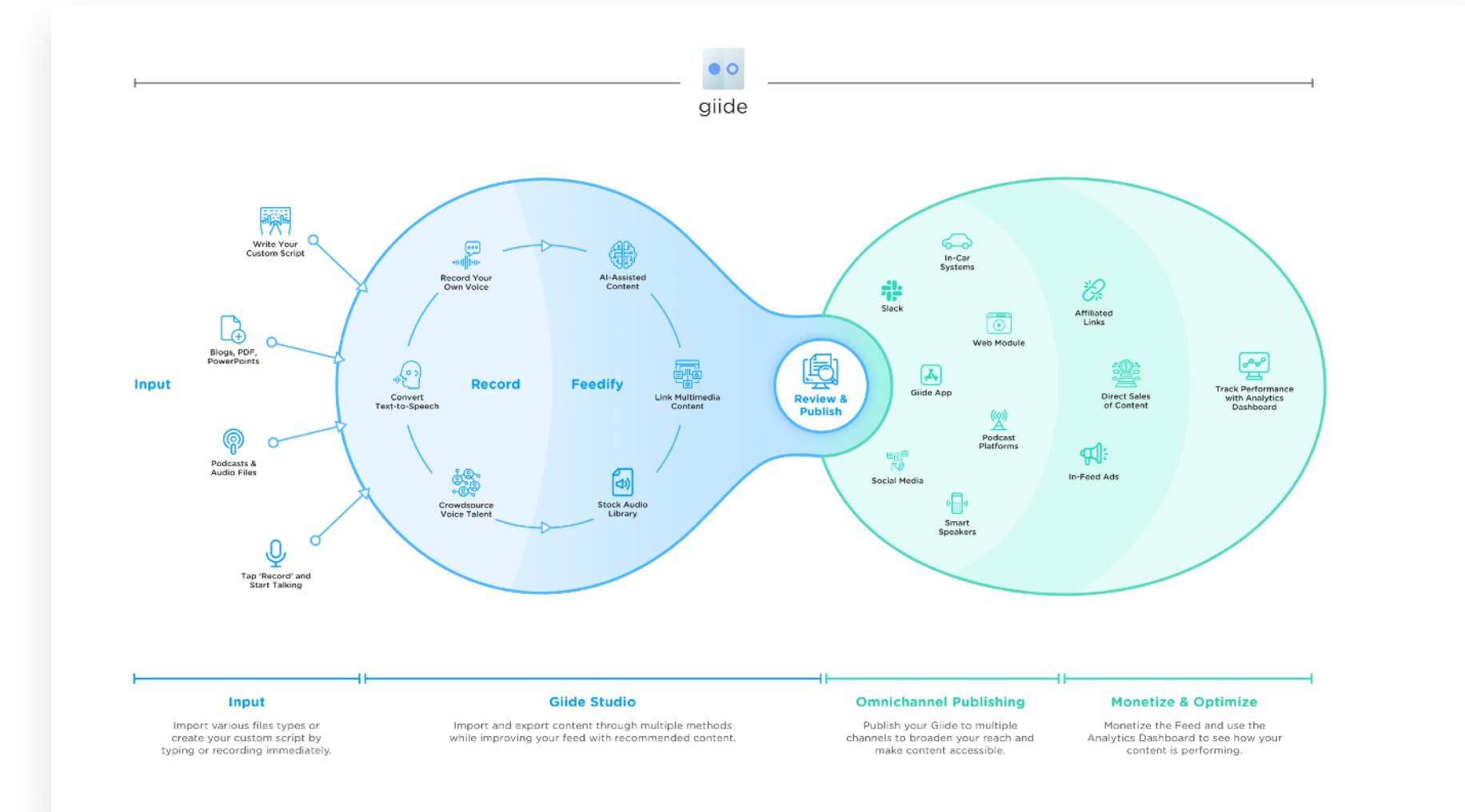
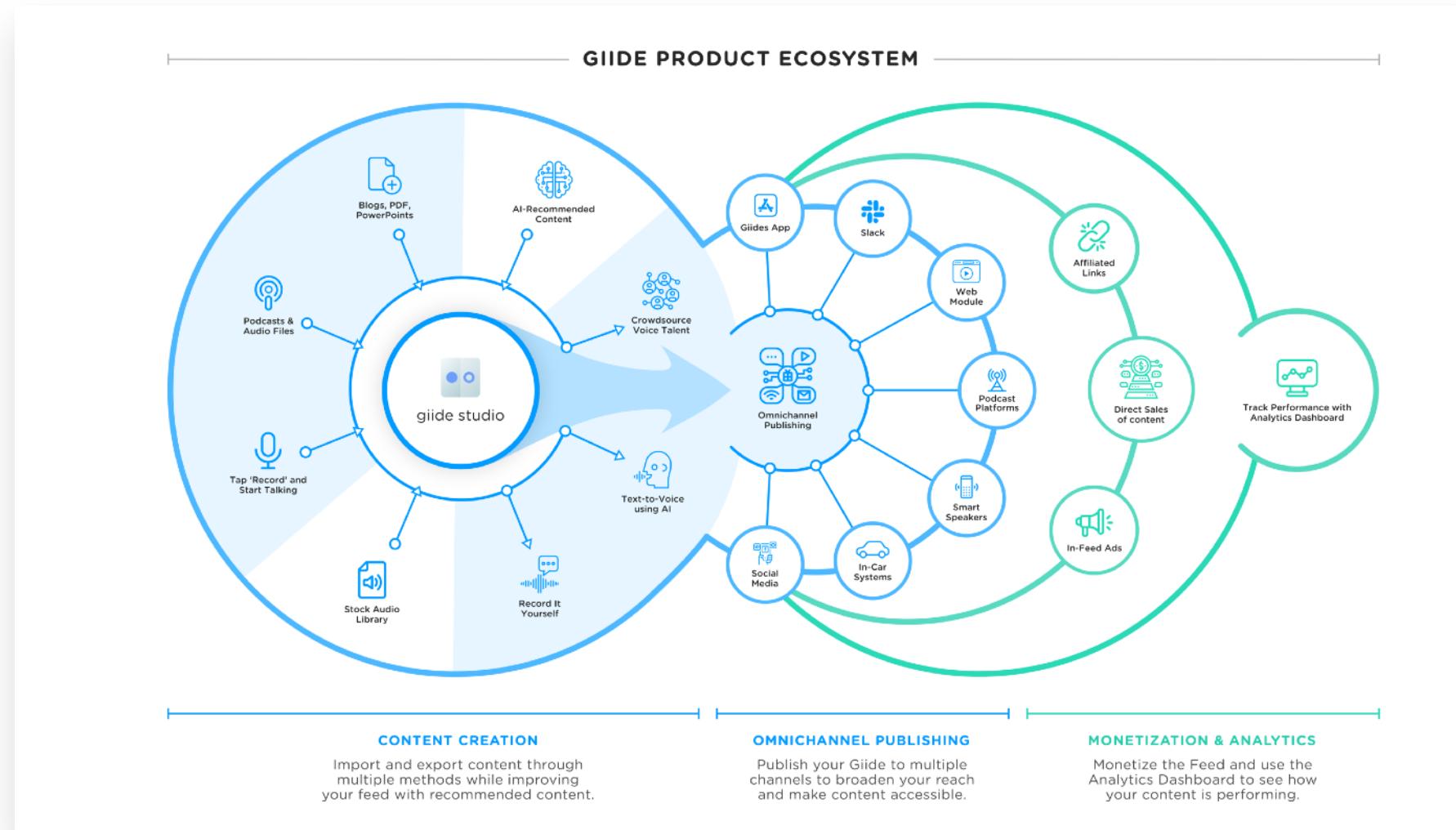
##### Monetization

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

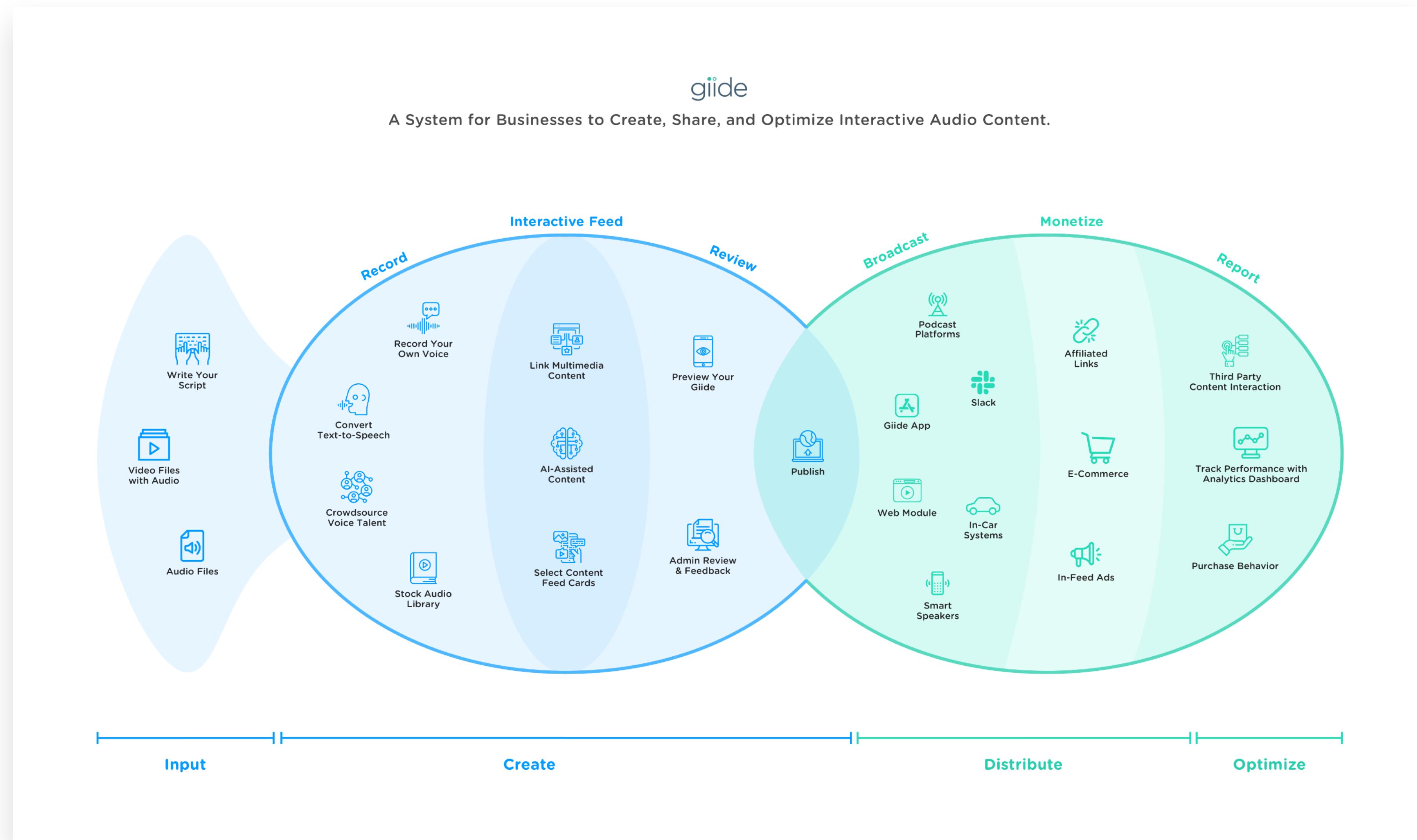
## Sketches



## Some Iterations



## Final Visualization



# Giide Studio UX

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

## Initial UX



### Start Creating

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



### My Giides

The 'Create' section shows the 'Mindfulness' step 1. It includes a 'New Giide' button, three buttons for 'Write &amp; Record' (microphone icon), 'Feedify' (brain network icon), and 'Submit' (cloud icon). The main content area is titled 'Step 1 Introduction To Mindfulness'. It contains a 'Script' section with text about neuroscientists proving the benefits of mindfulness and a 'Proof' section with text from a Harvard study. A red 'Record' button is located at the bottom left.

### My Giides

## Overview

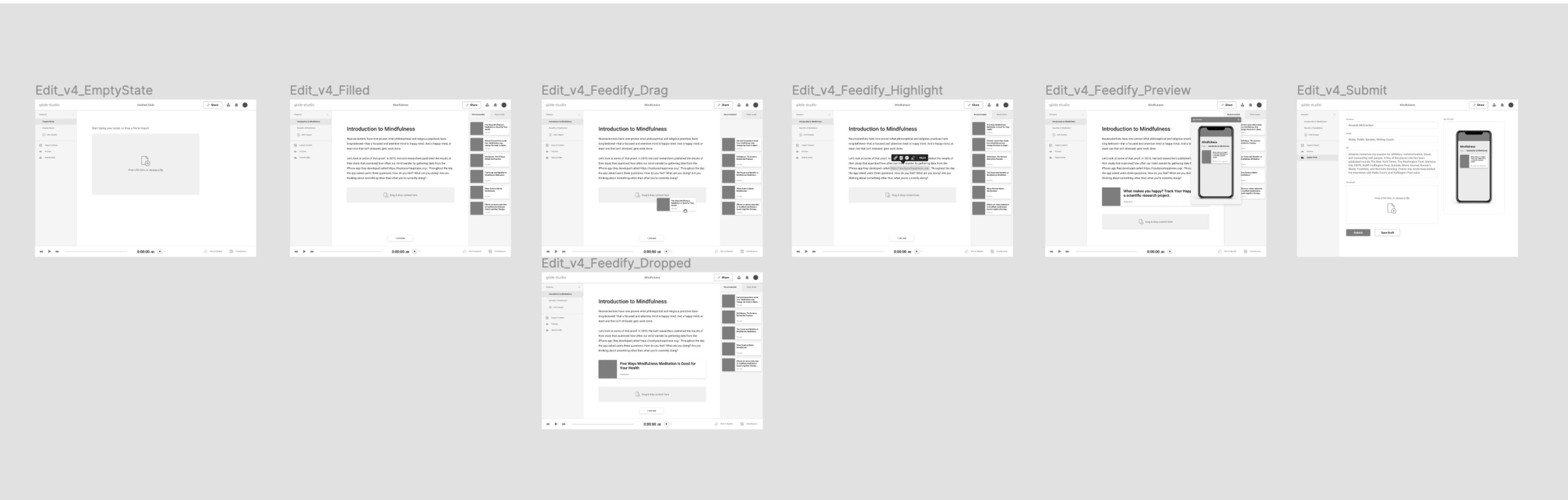
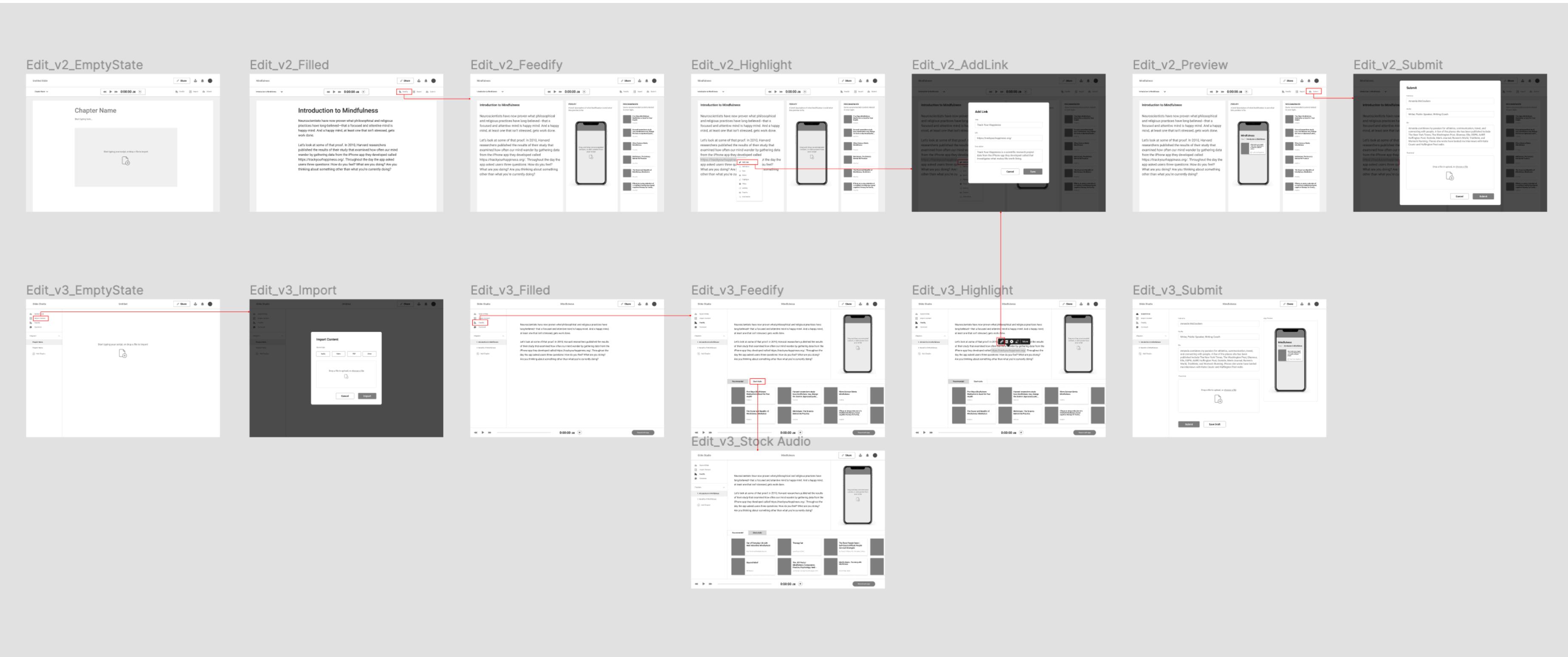
The existing design of Giide studio require authors to follow a linear process when creating a new giide. The actual creation process is non-linear since authors might want to feedify their script before recording, or begin recording immediately without a script.

To provide a non-linear workflow, we are proposing giving the ability for authors to write, Feedify, and record their Giides all together in the same place with collapsible side panels.

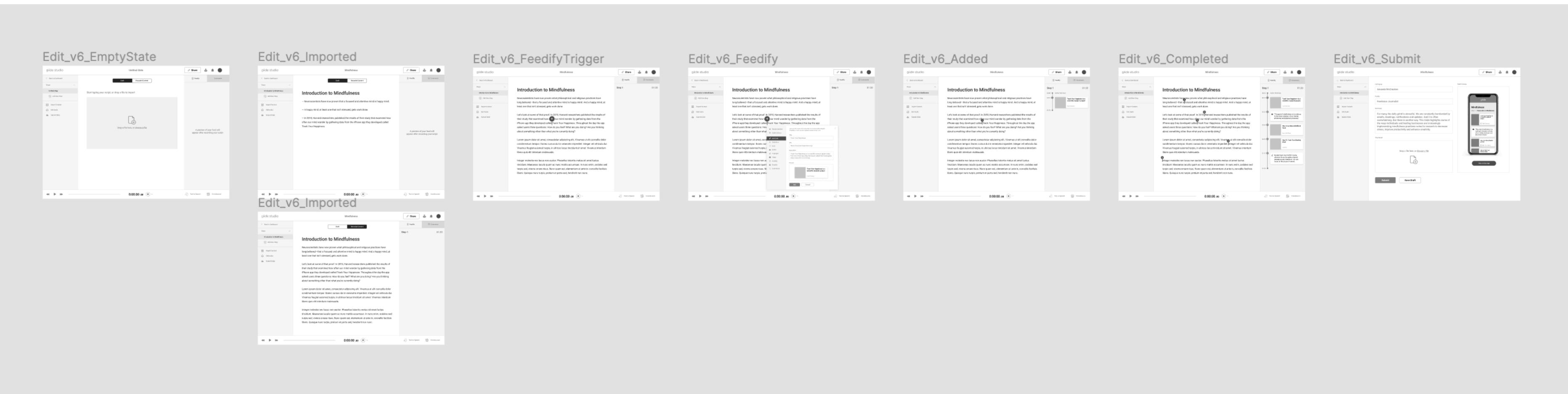
This proposed experience weaves ‘feedification’ into the writing and recording process which allow authors to have control over which feed card to use and when to trigger it in less screens.

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.

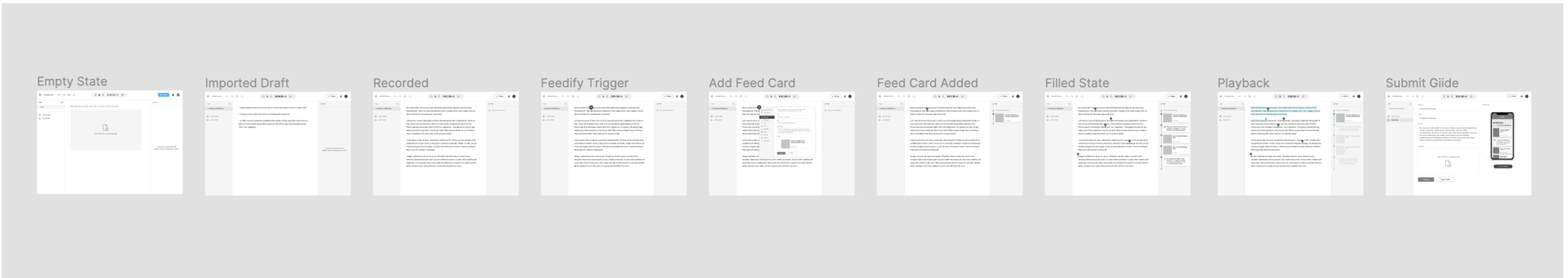
## UX Explorations



## UX Explorations



## Final Wireframes



1

## Empty State

The screenshot shows the 'Mindfulness' app interface. At the top, there's a navigation bar with icons for back, forward, and search. The center of the bar displays the time '0:00:00.00'. On the right side of the bar are 'Share', 'Bell', and profile icons. Below the bar, the main area is divided into three sections: 'Steps' on the left, a large central text input area, and a 'Feed' section on the right.

- Steps:** A list with 'Introduction to Mindfulness' selected. Other items include 'Import Content' and 'Submit Guide'.
- Central Area:** Text placeholder 'Start typing your script, drop a file to import, or start recording!' and a file upload area with a plus sign icon.
- Feed:** Placeholder text 'A preview of your feed will appear after recording your script'.

2

## Imported Draft

The screenshot shows the 'Mindfulness' app interface with an imported draft. The layout is identical to the empty state, with the same sections: 'Steps', central text input, and 'Feed'.

- Steps:** The same list as the empty state: 'Introduction to Mindfulness', 'Import Content', and 'Submit Guide'.
- Central Area:** Placeholder text 'Start typing your script, drop a file to import, or start recording!' and a file upload area with a plus sign icon.
- Feed:** Placeholder text 'A preview of your feed will appear after recording your script'.

In the central text input area, there is sample content listed:

- 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.
- 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.

3

## Recorded Transcript

Steps

- Introduction to Mindfulness

Import Content

Submit Guide

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?

*Placeholder text for recording*

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.

4

## Feedify Trigger

Steps

- Introduction to Mindfulness

Import Content

Submit Guide

A preview of your feed will appear after recording your 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.

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*Placeholder text for recording*

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5

## Add Feed Card

0:01:20.00

**Share**

**Feed**

**Steps**

- Introduction to Mindfulness
- Import Content
- Submit Guide

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?

Track Your Happiness is a scientific research project data from the iPhone app they developed called that investigates what makes life worth living.

Preview

Cancel Add

6

## Added State

0:01:20.00

**Share**

**Feed**

**Steps**

- Introduction to Mindfulness
- Import Content
- Submit Guide

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?

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1

Introduction to Mindfulness

Track Your Happiness is a scientific research project

Fast Company

7

## Filled State

Mindfulness ▾

Steps

- Introduction to Mindfulness
- Import Content
- Submit Guide

Share Bell User

0:01:20.00

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 2010, Harvard researchers published the results of their study that examined **3** 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?

**4** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivam ut elit convallis dolor condimentum tempor. Donec cursus dui in venenatis imperdier. Integer vel vehicula dui. Vivamus feugiat euismod turpis, in ultrices lacus tincidunt sit amet. Vivamus interdum libero quis elit interdum malesuada.

**5** 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.

8

## Playback

Mindfulness ▾

Steps

- Introduction to Mindfulness
- Import Content
- Submit Guide

Share Bell User

0:00:29.78

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 2010, Harvard researchers published the results of their study that examined **3** 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?

**4** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivam ut elit convallis dolor condimentum tempor. Donec cursus dui in venenatis imperdier. Integer vel vehicula dui. Vivamus feugiat euismod turpis, in ultrices lacus tincidunt sit amet. Vivamus interdum libero quis elit interdum malesuada.

**5** 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.

9

## Submit Giide

Mindfulness ▾

0:01:20.00

Share

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](#)

Feed Preview: A smartphone displaying the Giide app interface for a "Mindfulness" project. The screen shows the title "Mindfulness", a sub-step "Step 1 Introduction to Mindfulness", and three cards: "Track Your Happiness is a scientific research project" (Fast Company), a quote about mindfulness from "The goal of mindfulness is to wake up to the inner workings of our mental, emotional, and physical processes.", and "How to be More Mindful at Work" (New York Times). Below the phone is a "View in Giide App" button.

Save Draft

Submit Giide

**Thank You**

# Archive

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 bar are two main sections: a sidebar on the left and a main content area on the right.

**Sidebar:**

- Steps:** A list containing 'Introduction to Mindfulness' (selected), 'Import Content', and 'Submit Guide'.
- Share:** A button with a pencil icon and the word 'Share'.
- Feed:** A section header.
- Content:** A single feed card titled 'Introduction to Mindfulness'.

**Main Content Area:**

**Text:**

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?

*(Placeholder text)*

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.

Recorded Transcript

This screenshot shows the same recorded transcript interface as the first one, but with a new feed card added.

**Sidebar:**

- Steps:** A list containing 'Introduction to Mindfulness' (selected), 'Import Content', and 'Submit Guide'.
- Share:** A button with a pencil icon and the word 'Share'.
- Feed:** A section header.
- Content:** Two feed cards, both titled 'Introduction to Mindfulness'.

**Main Content Area:**

**Text:**

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?

*(Placeholder text)*

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.

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 quote from YouTube. To the right of the main content is a vertical 'Feed' sidebar with numbered cards. Card 1 is about the 'Track Your Happiness' app. Card 2 is a quote from the New York Times. Card 3 is about being more mindful at work. Card 4 is about training your monkey mind. Card 5 is a quote from YouTube.

Steps

Introduction to Mindfulness

Import Content

Submit Guide

Share

Feed

1 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.

2 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?

3

4

5

1 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.

2

3

4

5

Filled State

This screenshot shows the same digital interface during playback. The main content area now displays the text from the fifth step of the 'Feed' sidebar, which is a quote from YouTube about learning to be mindful. The rest of the content from the 'Mindfulness' section remains the same as in the filled state. The 'Feed' sidebar on the right also remains the same.

Steps

Introduction to Mindfulness

Import Content

Submit Guide

Share

Feed

1 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.

2 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?

3

4

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1 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.

2

3

4

5

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