

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

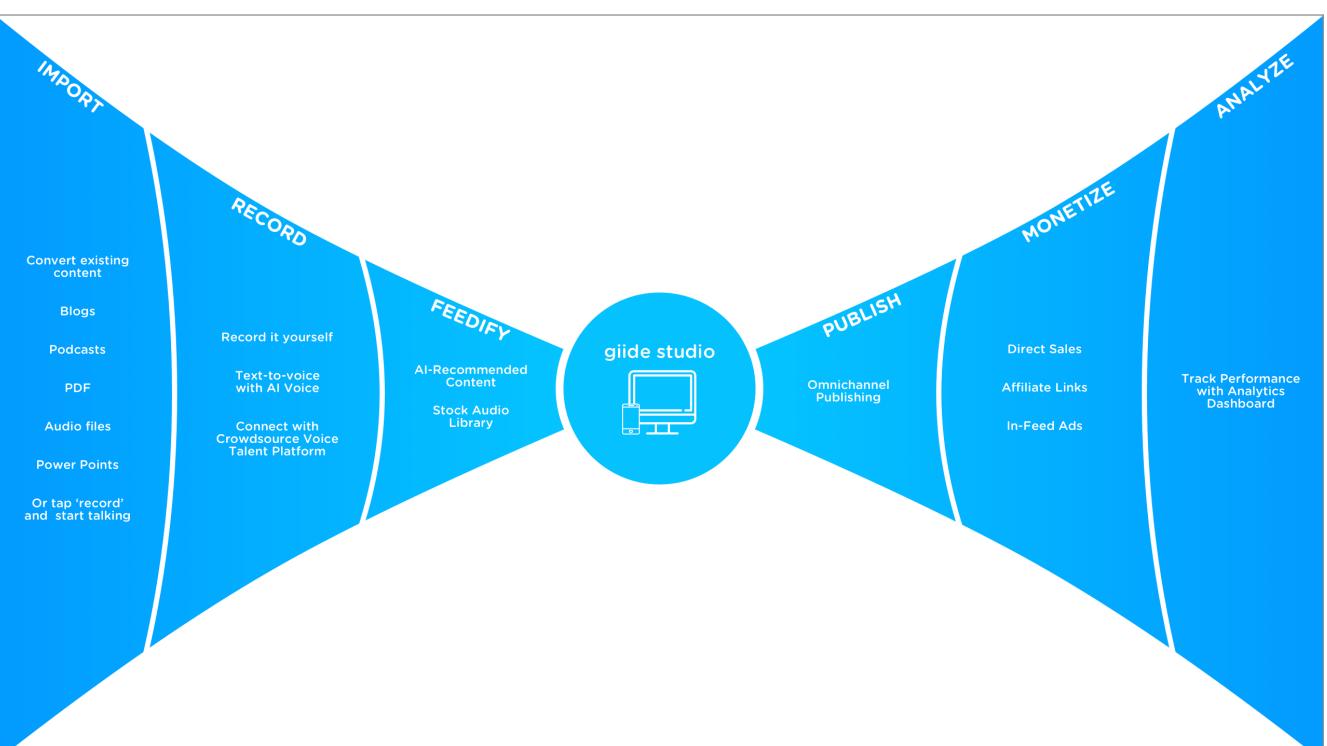
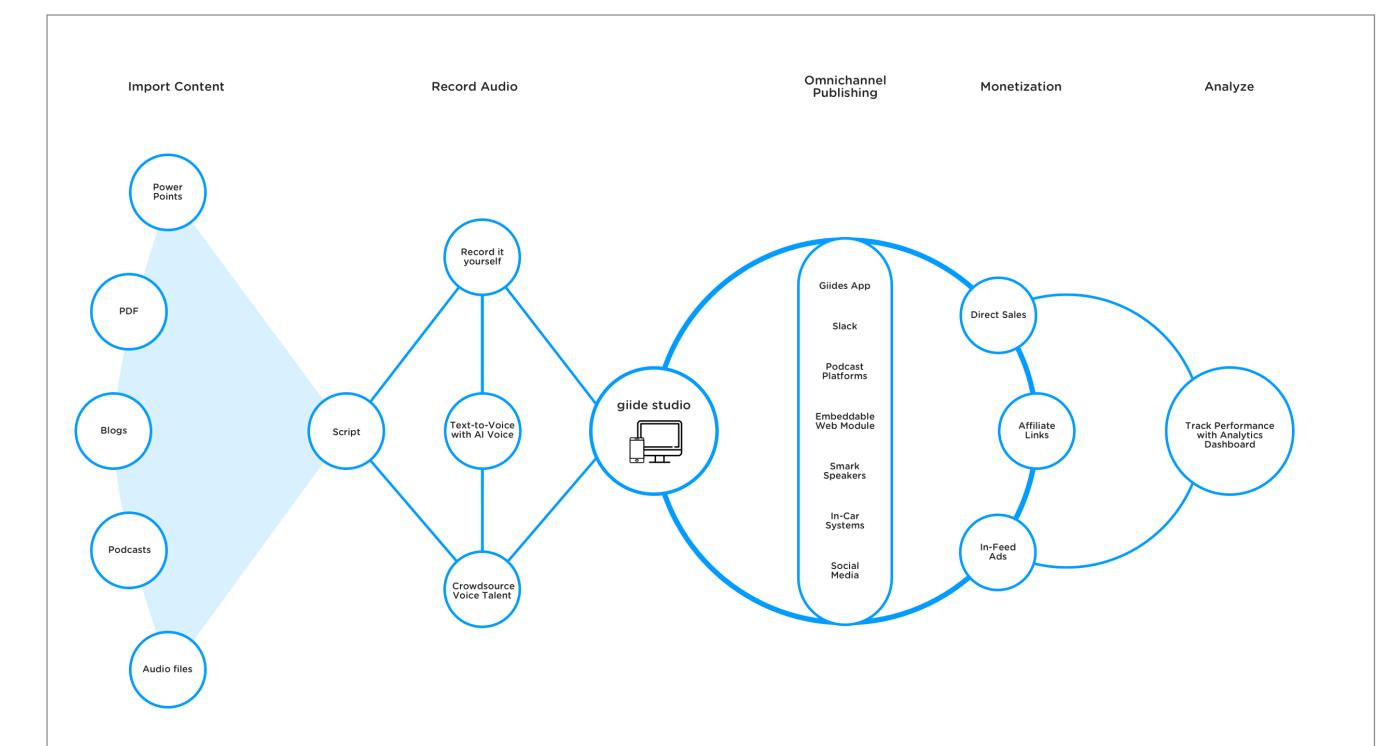
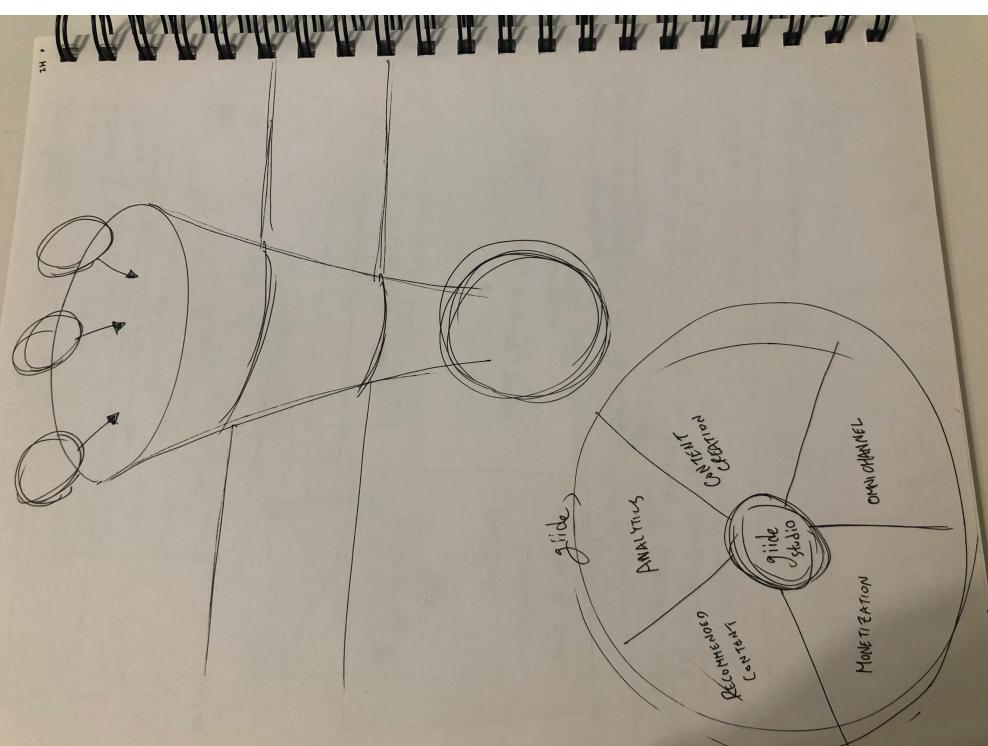
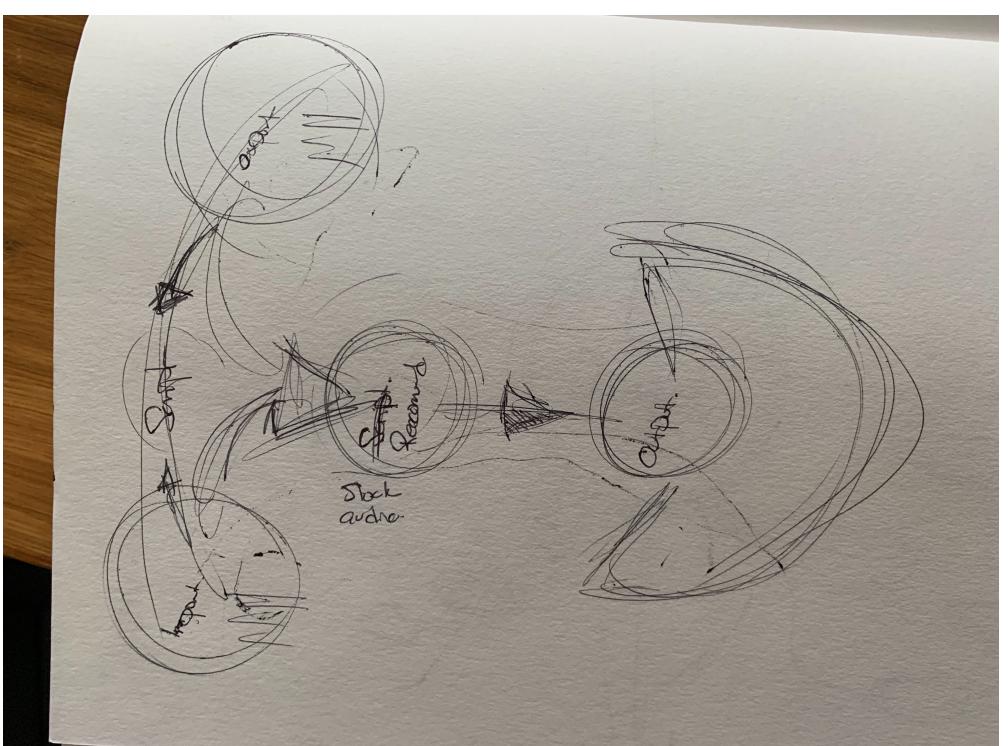
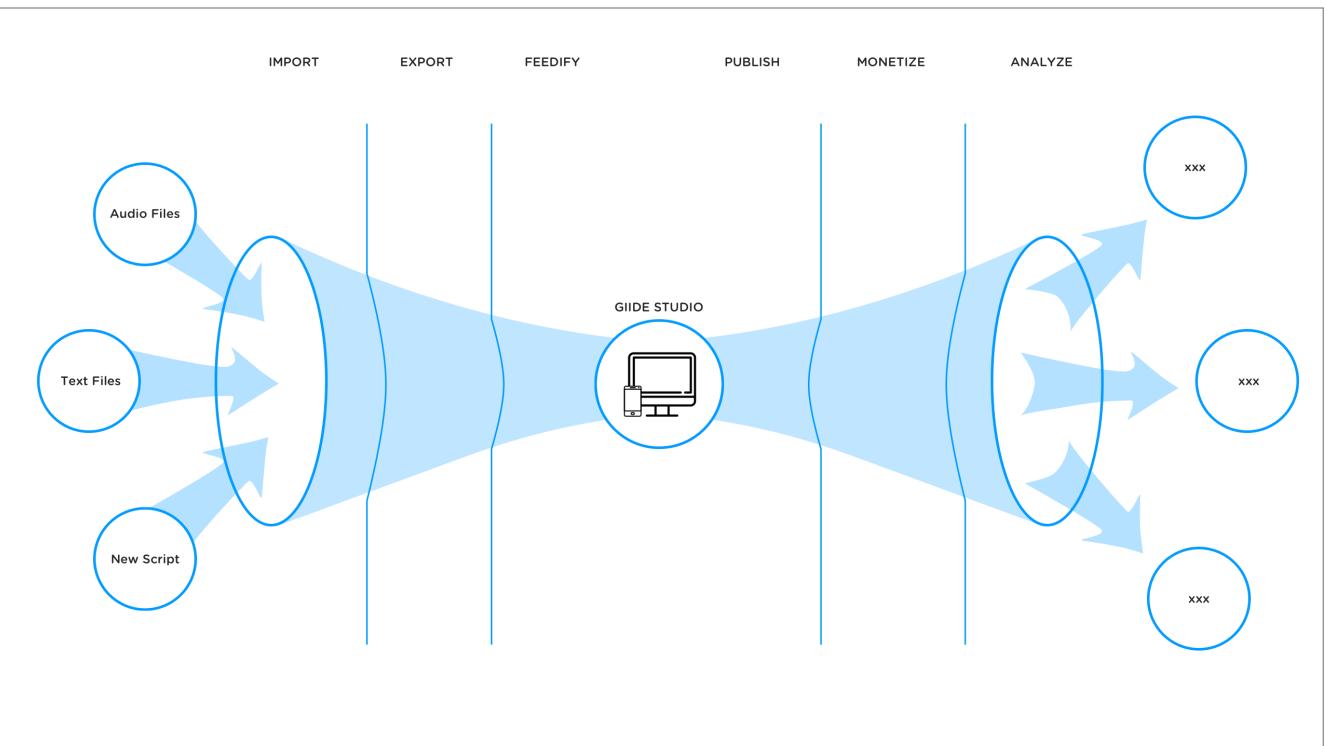
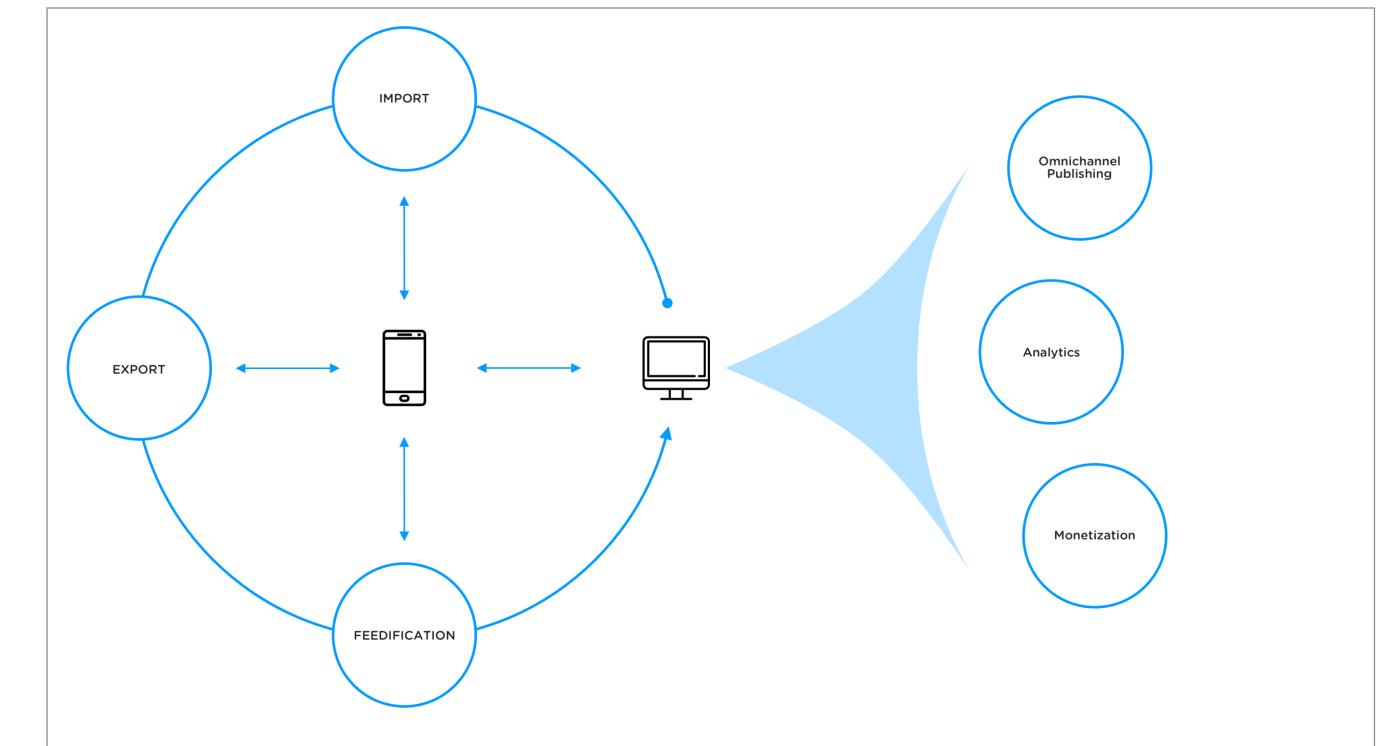
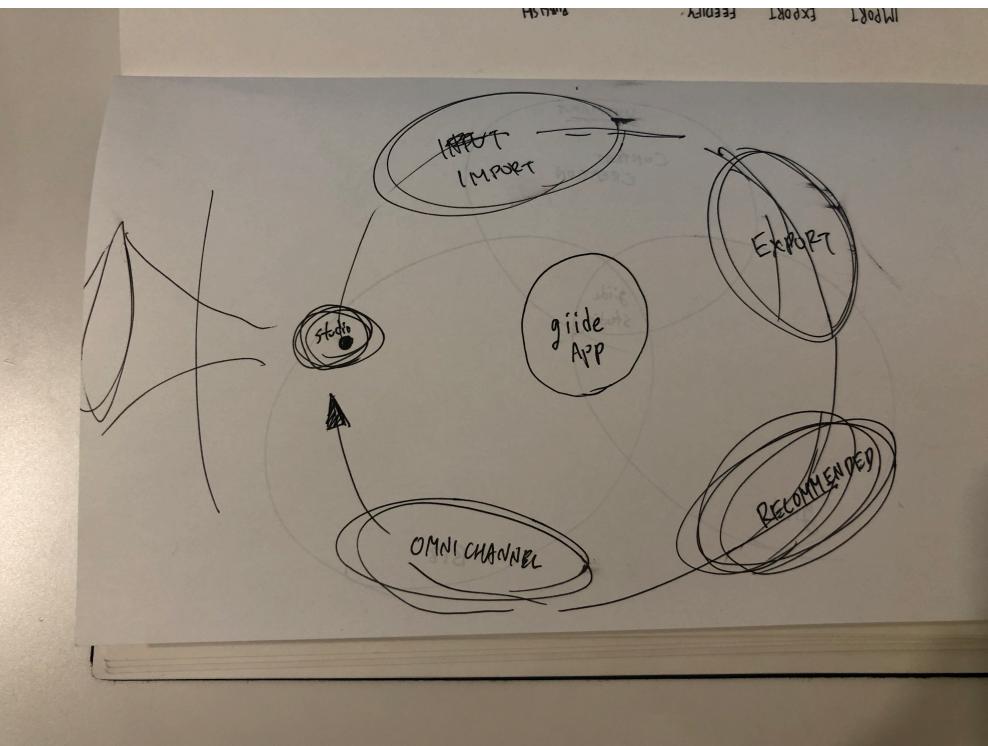
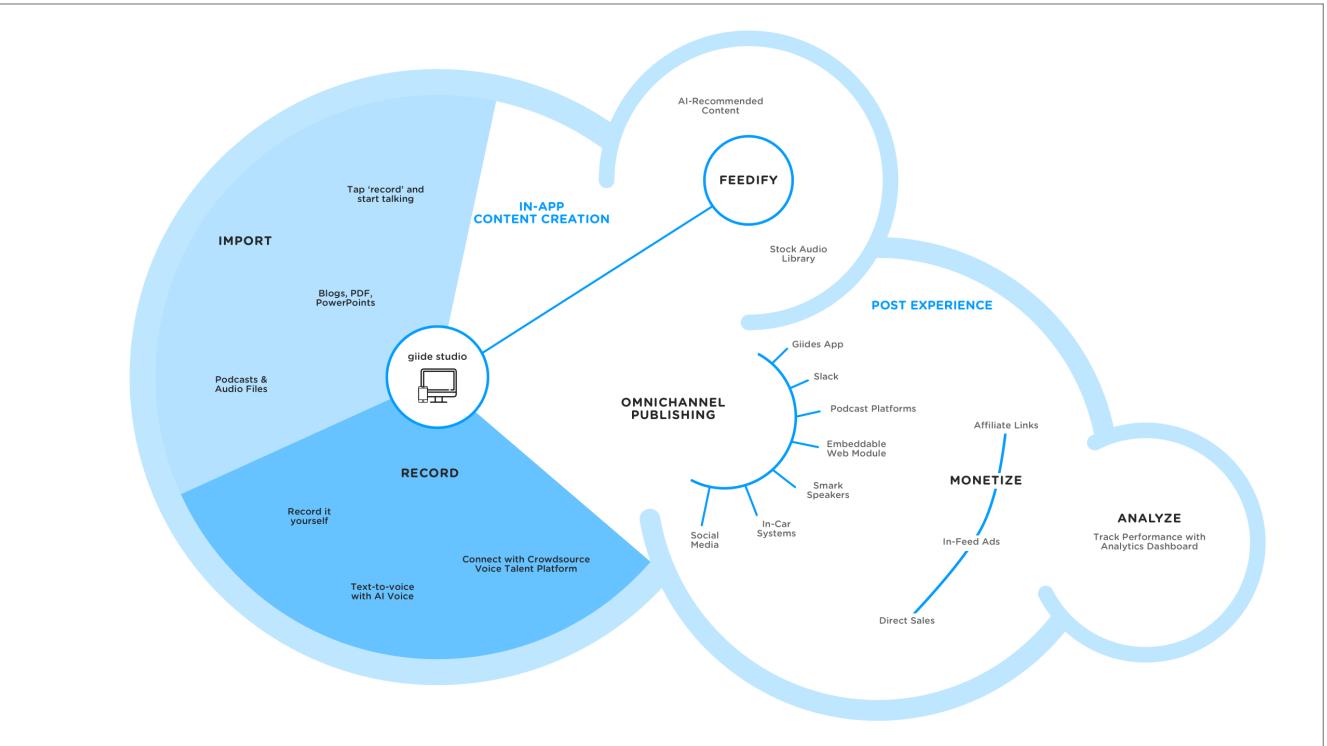
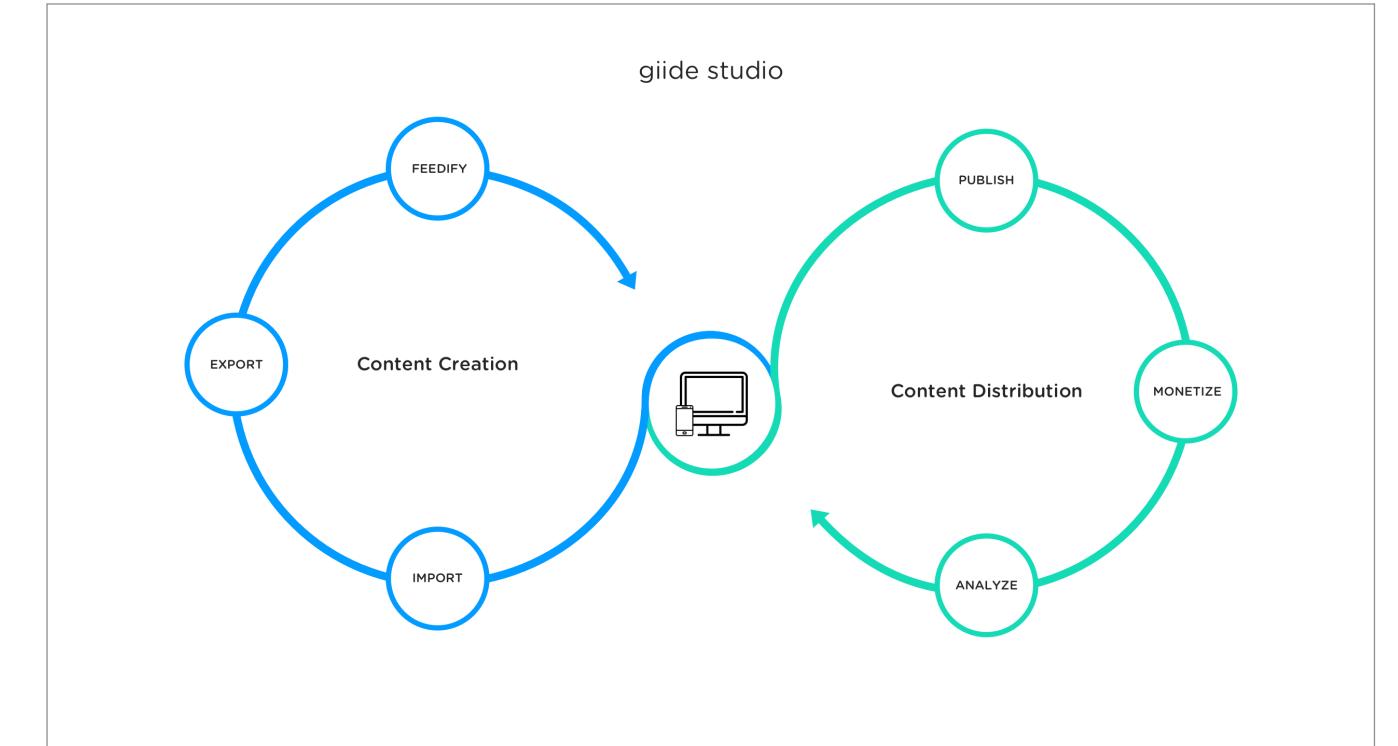
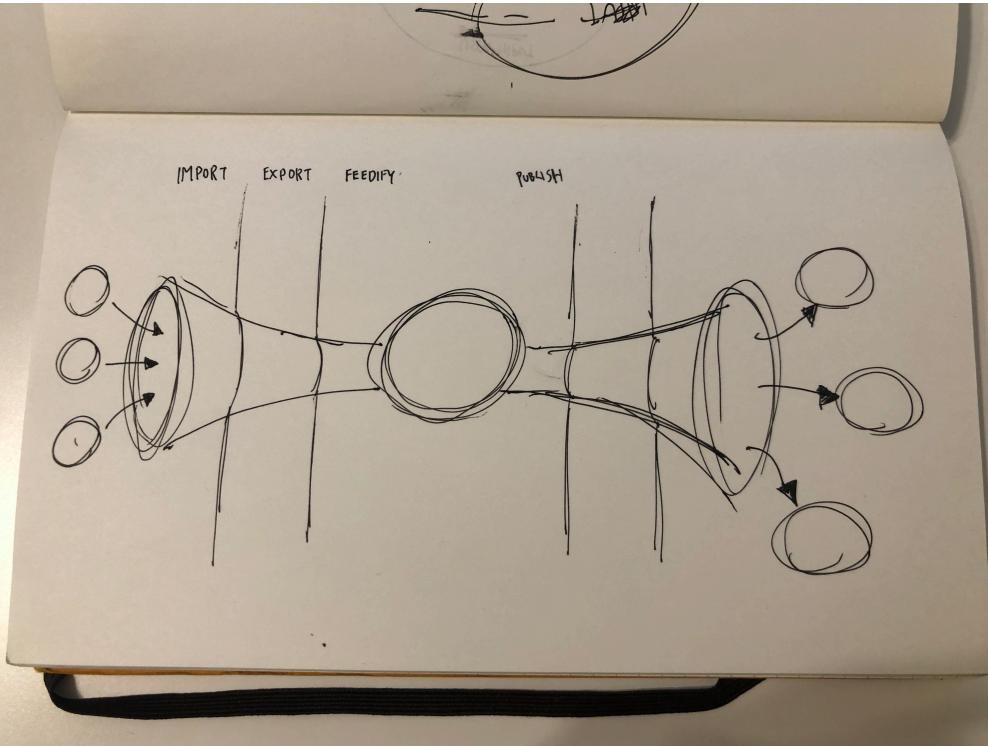
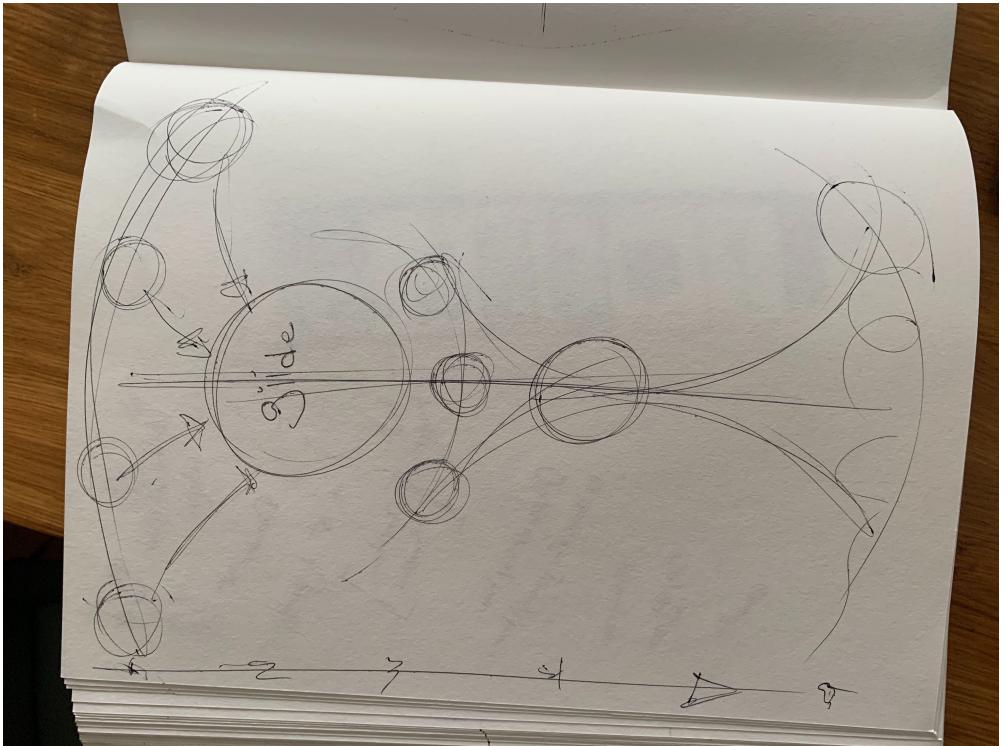
Analytics

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

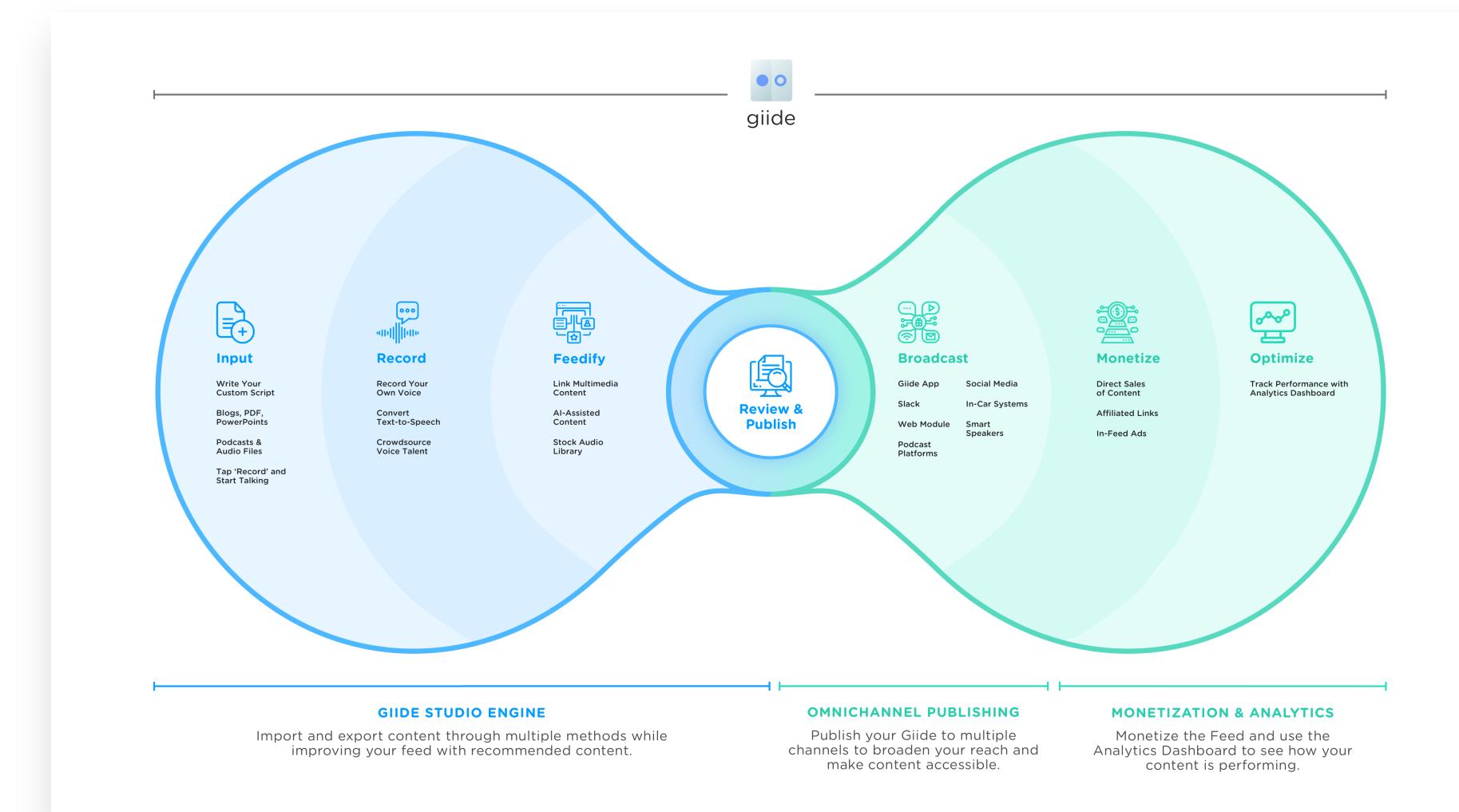
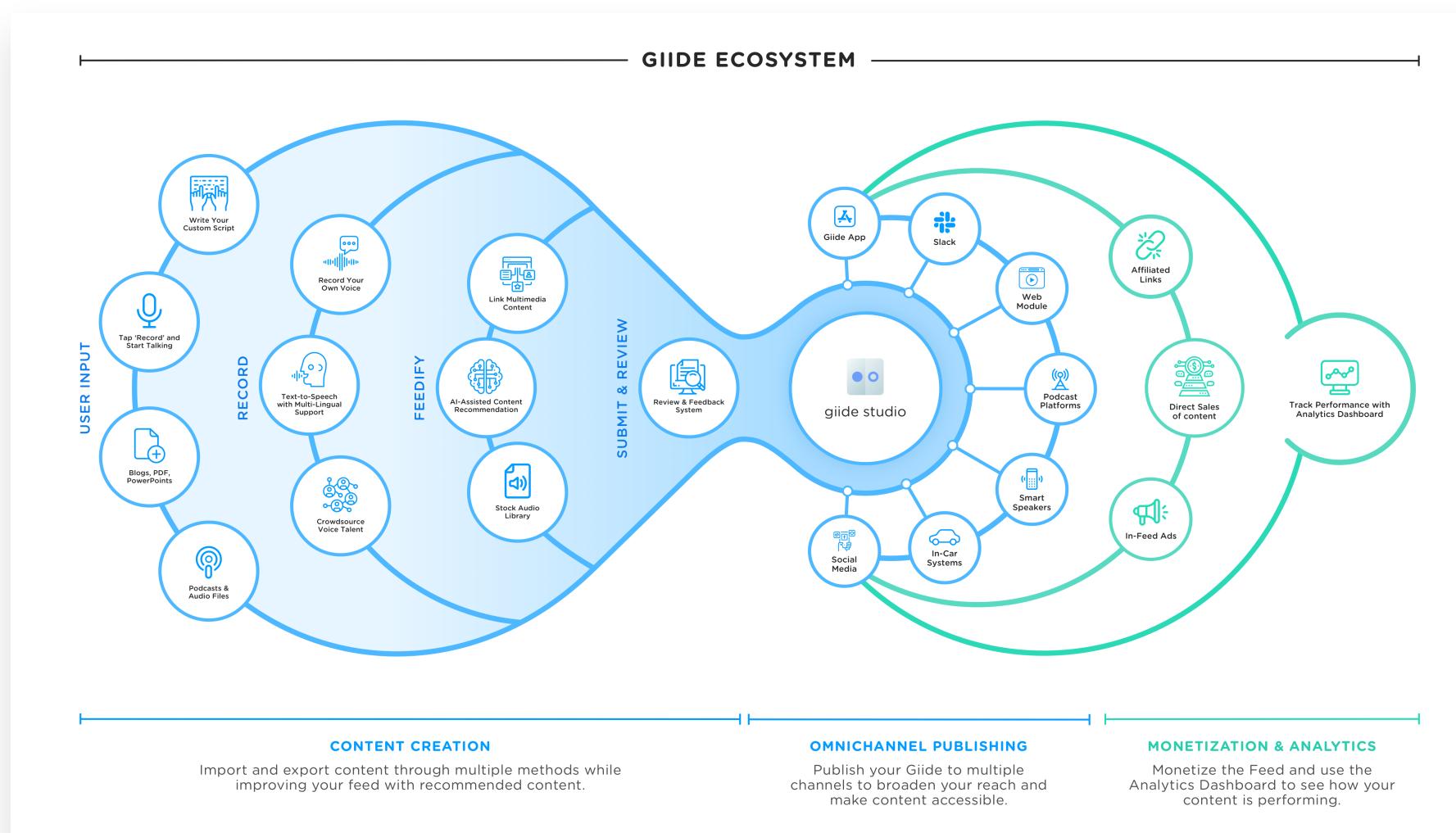
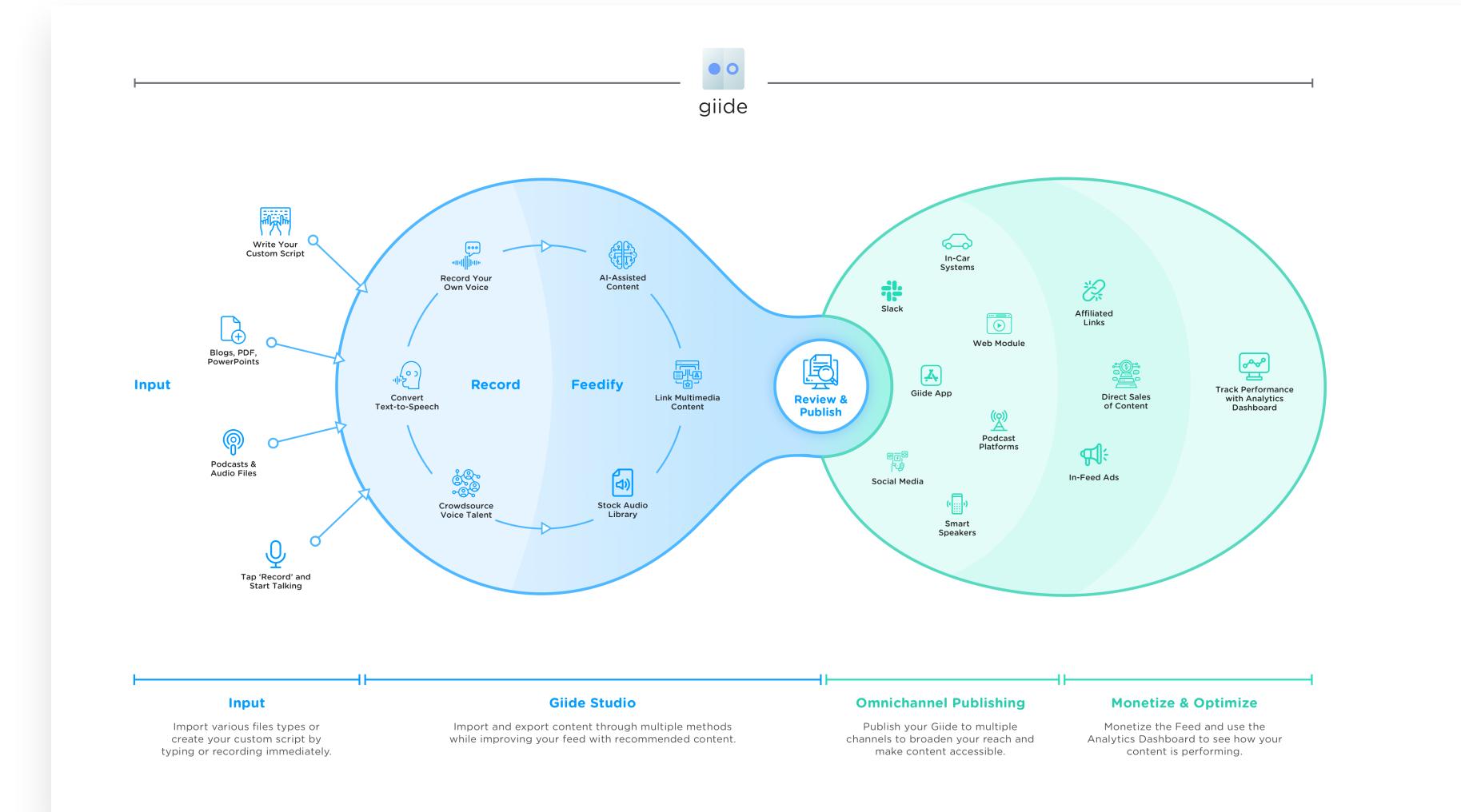
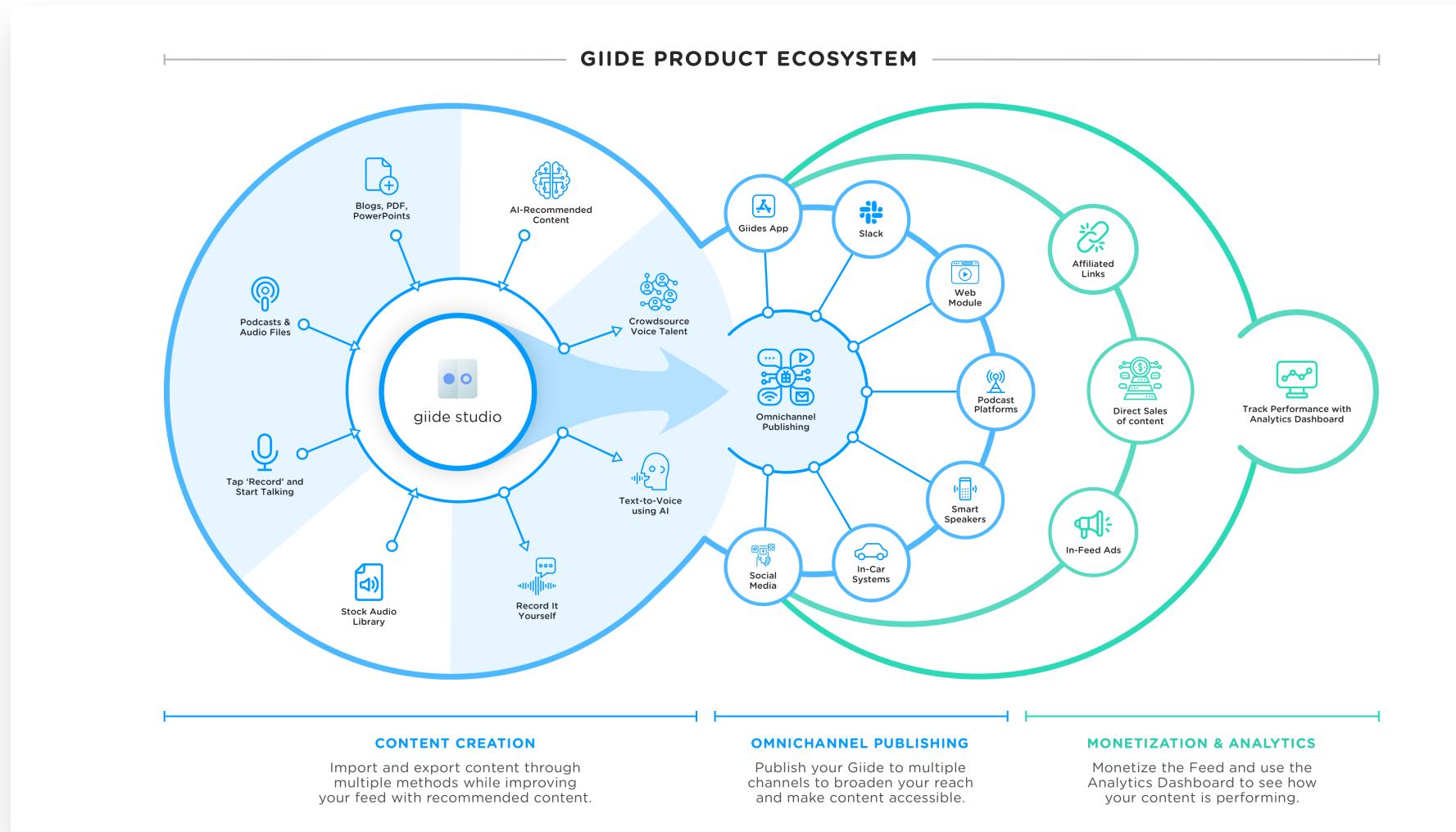
Monetization

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

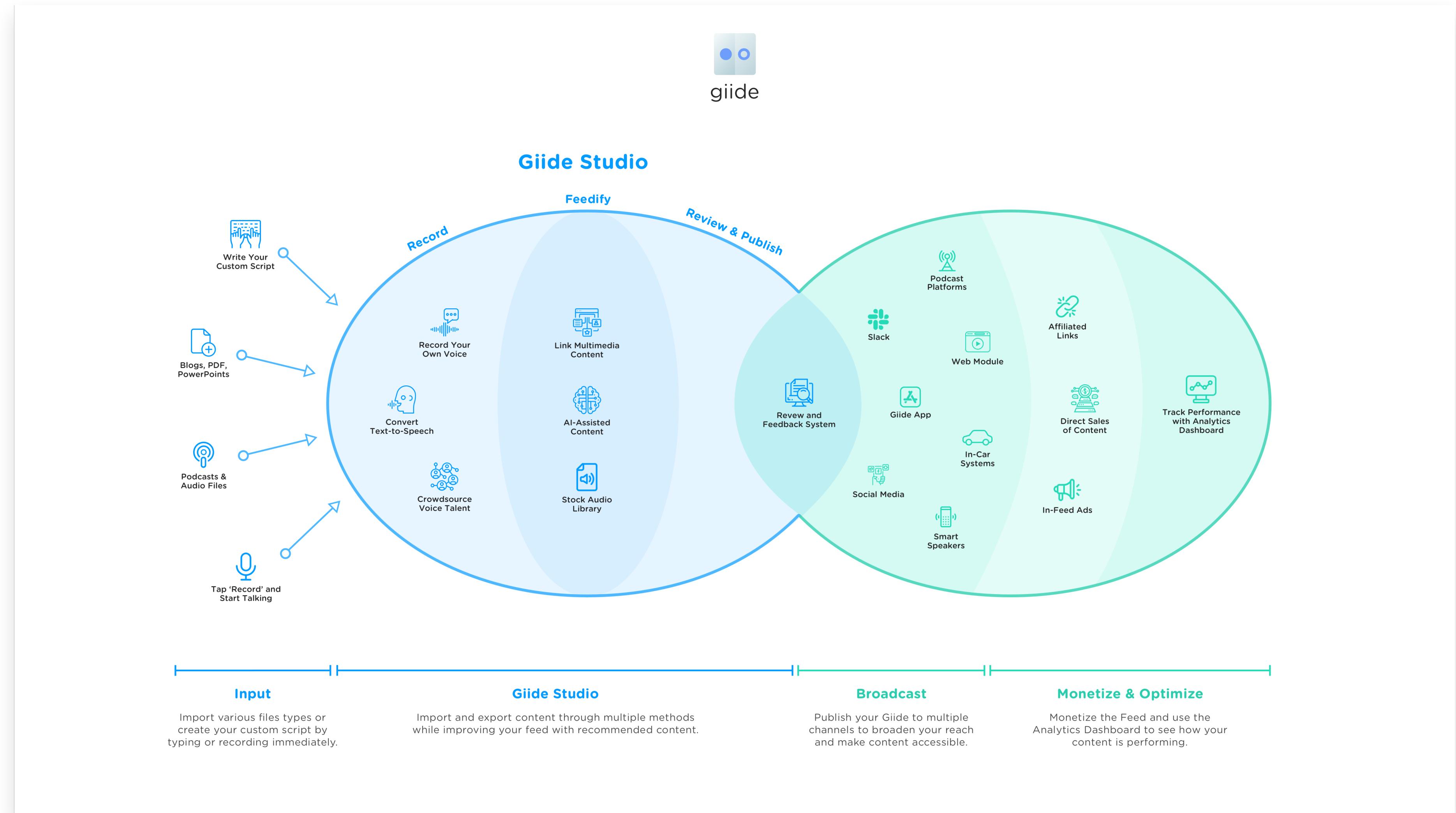
Sketches



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.



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

Overview

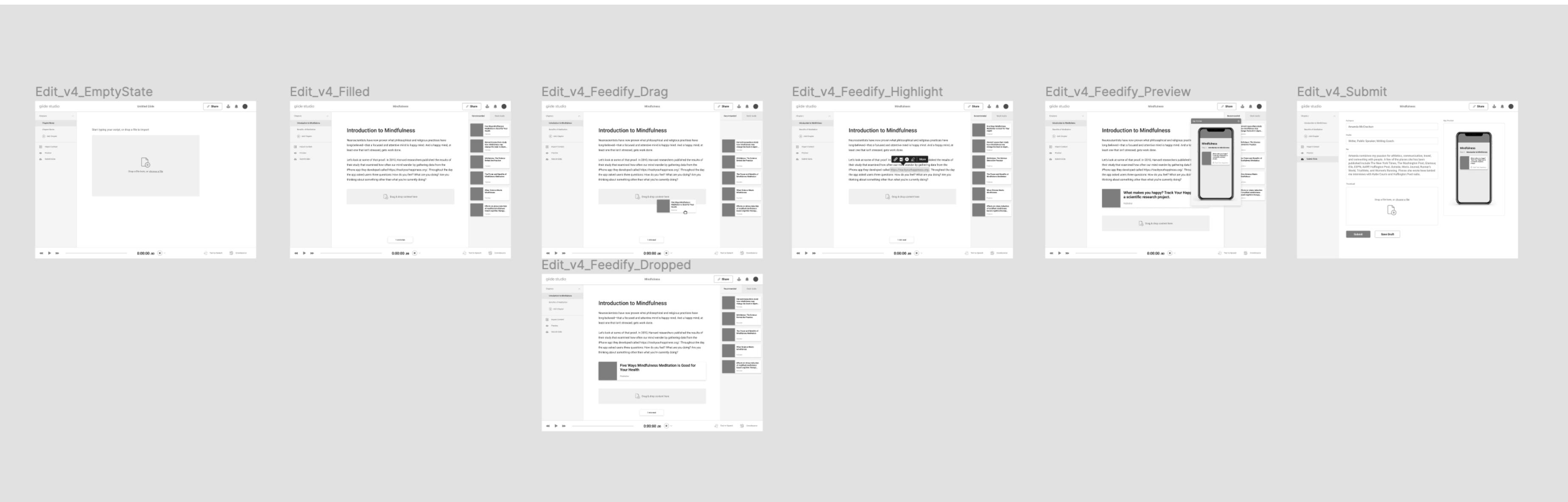
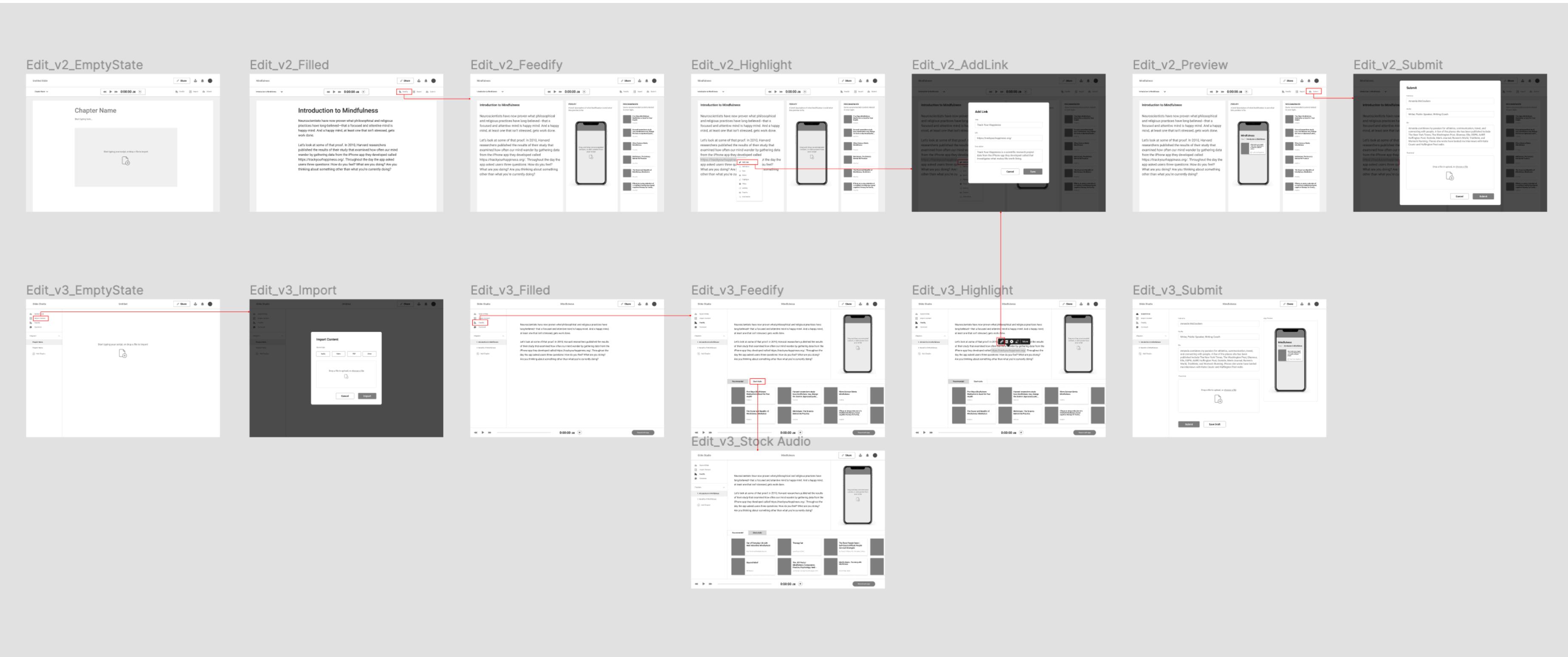
The existing design of Giide studio require authors to follow a linear process when creating a new giide. The actual creation process is non-linear since authors might want to feedify their script before recording, or begin recording immediately without a script.

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.

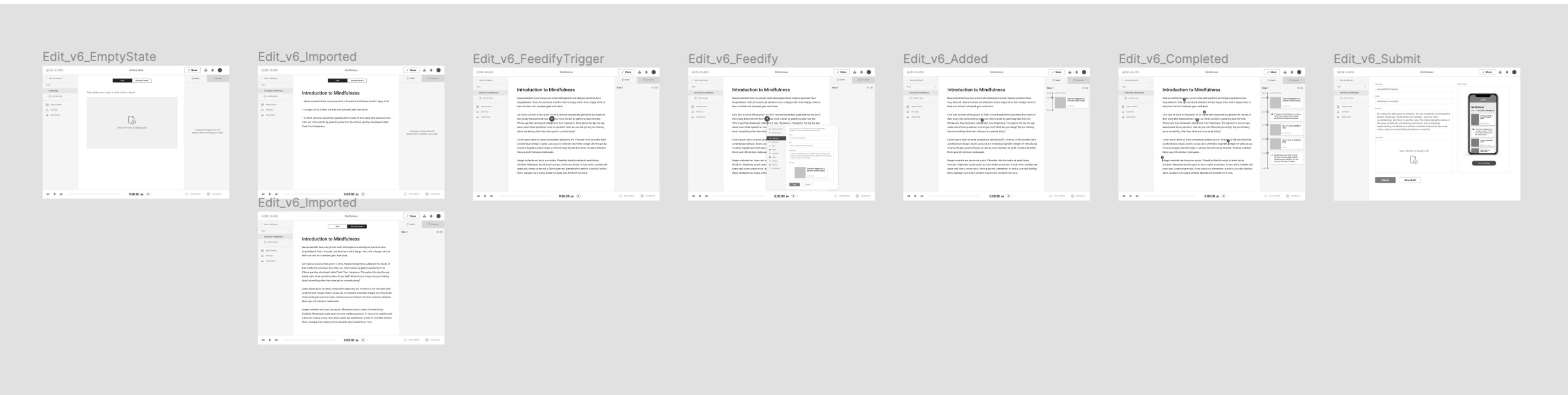
This proposed experience weaves ‘feedification’ into the writing and recording process which allow authors to have control over which feed card to use and when to trigger it in less screens.

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.

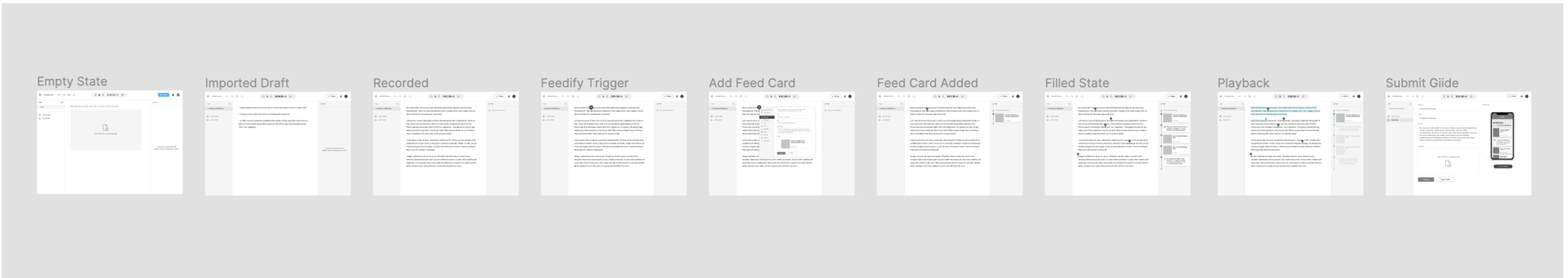
UX Explorations



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 top bar displays the time '0:00:00.00'. On the right side of the top bar are 'Share', 'Bell', and profile icons. Below the top bar, the main area is divided into three sections. The left section is titled 'Steps' and contains a single item: 'Introduction to Mindfulness'. The middle section is a large input area with a placeholder 'Start typing your script, drop a file to import, or start recording!' and a 'Drop a file here, or choose a file' button. The right section is titled 'Feed' and has a placeholder 'A preview of your feed will appear after recording your script'. At the bottom of the screen, there are three buttons: 'Import Content', 'Submit Guide', and a plus sign icon.

2

Imported Draft

This screenshot shows the same 'Mindfulness' app interface as the first one, but it now displays an imported draft. The 'Steps' section remains the same. In the middle section, the input area now contains 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 right section, 'Feed', also has a placeholder 'A preview of your feed will appear after recording your script'. The bottom buttons ('Import Content', 'Submit Guide', plus sign) are also present.

3

Recorded Transcript

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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4

Feedify Trigger

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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5

Add Feed Card

This image shows a screenshot of a digital platform interface, likely a learning management system or a content creation tool. The top navigation bar includes icons for back, forward, search, and a timer set at 0:01:20.00. On the right, there are 'Share' and 'Feed' buttons, along with a user profile icon.

The main content area is titled 'Mindfulness' and contains a 'Steps' sidebar with sections for 'Introduction to Mindfulness', 'Import Content', and 'Submit Guide'. A large text box displays a paragraph about neuroscientists proving the benefits of mindfulness, followed by a list of items such as 'Recommended', 'Stock Audio', and various media types like 'Add Link', 'Definition', 'Quiz', 'Quote', 'Highlight', 'Video', 'Activity', 'Graphic', and 'Commerce'. A modal window is open, allowing the addition of a link titled 'Track Your Happiness' with the URL <https://trackyourhappiness.org/>. The modal also includes a description of the project and a preview image showing a person sitting on a cloud-like shape.

6

Added State

Mindfulness ▾

Share

Feed

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 **2** often our mind wander by gathering data from the iPhone app they developed called **3** 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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Feed

- 1 Introduction to Mindfulness
- 2 "The goal of mindfulness is to wake up to the inner workings of our mental, emotional, and physical processes."
- 3 How to be More Mindful at Work
- 4 How To Train Your Monkey Mind
- 5 By learning to be mindful—to pay attention to our thoughts, physical sensations, and emotions—we can focus on the present moment.

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 **2** often our mind wander by gathering data from the iPhone app they developed called **3** 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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Feed

- 1 Introduction to Mindfulness
- 2 "The goal of mindfulness is to wake up to the inner workings of our mental, emotional, and physical processes."
- 3 How to be More Mindful at Work
- 4 How To Train Your Monkey Mind
- 5 By learning to be mindful—to pay attention to our thoughts, physical sensations, and emotions—we can focus on the present moment.

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 the "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), "How to be More Mindful at Work" (New York Times), and "How to Train Your Monkey Mind".

View in Giide App

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 buttons for Share, Bell, and a dark mode switch. Below the navigation bar, the main area is divided into two sections: 'Steps' on the left and 'Feed' on the right.

Steps Section:

- A title 'Mindfulness' with a dropdown arrow.
- A list titled 'Steps' with a '+' icon. The first item is 'Step 1'.
- Two buttons: 'Import Content' and 'Submit Guide'.
- A large central area with a placeholder message: 'Start typing your script, drop a file to import, or start recording!' and a 'Drop a file here, or choose a file' button with a file icon.

Feed Section:

- A title 'Feed' with a dropdown arrow.
- A message: 'A preview of your feed will appear after recording your script'.

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 'Steps' section on the left, and a 'Feed' section on the right.

Steps Section:

- A title 'Mindfulness' with a dropdown arrow.
- A list titled 'Steps' with a '+' icon. The first item is 'Introduction to Mindfulness'.
- Two buttons: 'Import Content' and 'Submit Guide'.

Feed Section:

- A title 'Feed' with a dropdown arrow.
- 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.
 - 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.
- A message: 'A preview of your feed will appear after recording your script'.

Imported Draft

The screenshot shows a digital interface for a recording session titled "Mindfulness". At the top, there are controls for volume, playback (rewind, play, fast forward), and a timestamp of "0:01:20 .00". Below the controls is a "Share" button and a dark circular icon. On the left, a sidebar titled "Steps" contains a section for "Introduction to Mindfulness" which is currently selected. Other options include "Import Content" and "Submit Guide". The main content area displays a recorded transcript:

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

The screenshot shows a digital interface for adding a feed card. The top bar includes controls for volume, playback, and a timestamp of "0:01:20 .00". A "Share" button and a dark circular icon are also present. The left sidebar is identical to the first screenshot, showing the "Introduction to Mindfulness" step. The main content area is titled "Feed" and contains a single item:

● Introduction to Mindfulness

Below the feed card, the recorded transcript from the previous screenshot is displayed:

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?

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 user profile. The main area displays a 'Steps' section on the left and a 'Feed' sidebar on the right.

Steps Section:

- Introduction to Mindfulness** (highlighted)
- Import Content
- Submit Guide

Feed Sidebar:

- 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?
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Filled State

This screenshot shows the same digital interface during playback. The feed items are highlighted sequentially, indicating the progression of the content being played.

Feed Sidebar (Highlighted Items):

- 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?
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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 displaying the Giide app interface. The app title is 'Mindfulness' and the step is 'Step 1 Introduction to Mindfulness'. The preview includes a thumbnail 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.', and two other items: 'How to be More Mindful at Work' from New York Times and 'How to Train Your Monkey Mind'.

Submit Giide