CLOUD CONSUMPTION PORTAL

Enterprise Application

Case Study covering UX & UI processes

2015-16

Topics Covered

- Cloud Consumption - At a Glance

- Project Snapshot

- Design Brief & Challenges

- UX Design Process
    - › Research & Discovery
    - › Application Existing State
    - › Concept Development

- UX Design Process
    - › Visual Design Objective
    - › Problem Areas in AS-IS State
    - › Design Process
        - – Color Palette
        - – Font Style
        - – Icon Creation
    - › Redesign Solution
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Cloud Consumption - At a Glance

Cloud Consumption as a Service, is aimed at helping smaller and mid-sized companies monitor the use of public cloud services. It helps you to discover which cloud services are used by your organizations, identify potential risks, and find the right cloud services to meet your business needs.

You could see all the cloud services used in your organization from a single dashboard even the services you didn't know existed. Also you would have a better understanding of the scope of the problem. You'd know if you faced a business risk or compliance issue with a new cloud service. You'd also know how much is being spent on cloud services, and by which business groups.

Reduce Cloud Risks

Reduce cloud security, privacy, & compliance risks and protect your brand & intellectual property.

Deliver Cloud Services Faster

To meet line-of-business needs by transforming IT into an internal cloud service brokerage.

Simplify Cloud Management

Make your cloud management simplify with the right people, processes, and tools.

Reduce Cloud Costs

Reduce cloud costs up to 15% by consolidating cloud services.

Improve Service Performance

by foreseeing infrastructure impact.

Improve Service Performance

Make your cloud management simplify with the right people, processes, and tools.

Project Snapshot

Technology

Cloud Consumption Service is an Enterprise Application.

Team Size

Shiwani Dixit - San Jose, CA

(UX Designer)

Team India

(3 UI Designer)

Tools

UX Design Tools

Pencil/Pen Sketching

White Board Sketching

Sketch / Microsoft Power Point

UI Design Tools

Pencil Sketching

Adobe Photoshop

Adobe Illustrator

Design Need & Challenges

- To understand how business units were using cloud services to help guide the company's cloud strategy; design team helped Cisco Cloud Consumption group to started by defining core issues through interviewing Users/Business users and other groups.

- Design team had to quickly break down design challenges, in order to create a best product where its more focused on user preferences and customized based on roles.

- Team start by immersing ourselves in your world and putting ourselves in the end-user's shoes. This data leads to recommendations a great user experience that works towards business goals.

- By conducting initial design Interviews/Testing and Ideation workshops with business groups and development team helped Cloud Consumption team to outline design needs in product development with agile.

Interactive approach and user-centered design process was focused supporting product's robust feature set while making it incredibly easy for our customers to use.

UX
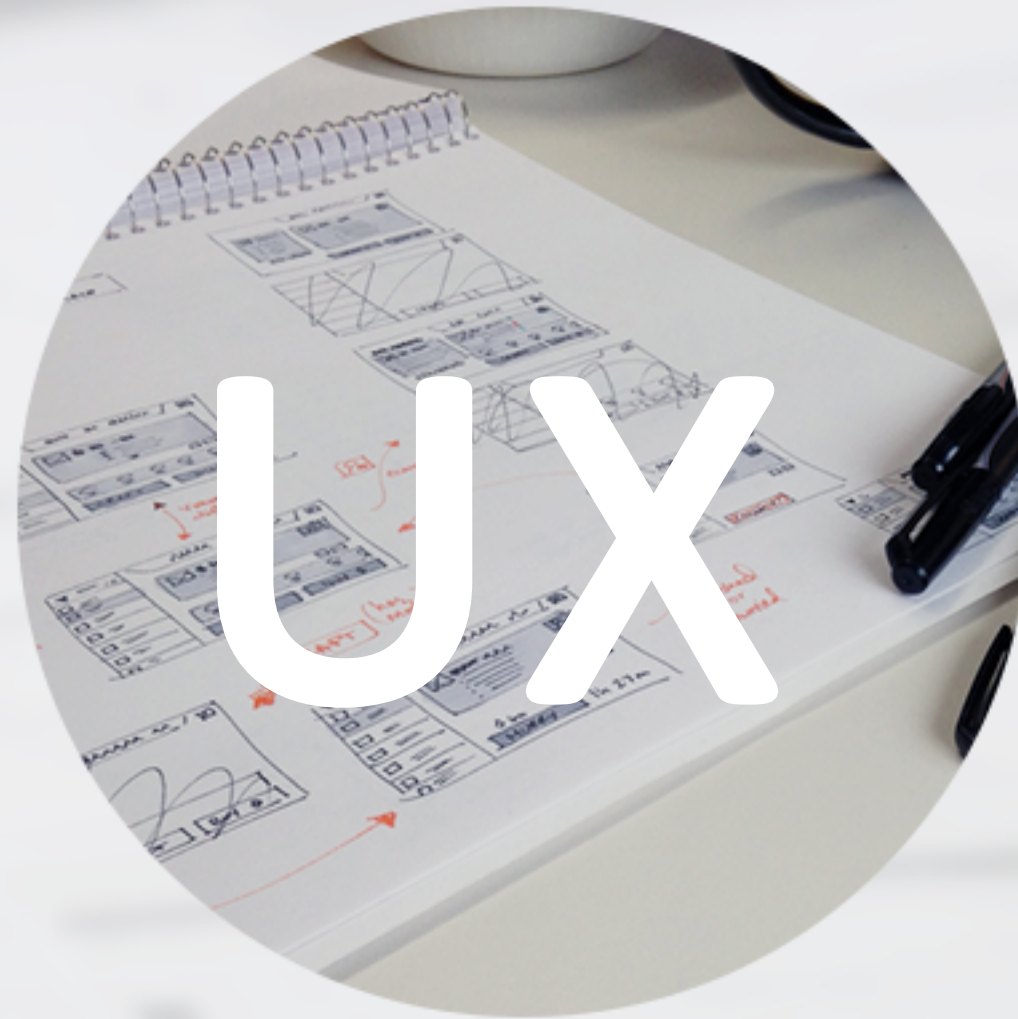
UX DESIGN PROCESS

Research & Discovery

I started by collecting everything that was already in cloud consumption product head (we call this a "scoping session"). We began talking to users of cloud consumption, Internal users, and those unfamiliar with product to figure out what resonated with in the cloud space.

Major Objective discovery phase to analyze

- What felt the most valuable within that data?

- How would people approach the product, from a specific or general view?

- What would encourage investigation more ? What is needs and good to have things in product.

Traveling alongside development team

Projects go best when we're working side by side a back-end development team. In this case, we worked with cloud consumption developers as well as with other business teams . We all worked in weekly sprints, going from ideation to design prototypes in a matter of weeks instead of months to ensure design should go with development along together.

Application Existing State

First Glance Observations

Plain Vanilla

Less insightful

Information should be clear, compelling and convincing. Here it is not coming out so well!

No quick, risk mitigating actions can be taken!!

No Cisco Soul

Does not works as decision making tool!

Info overload!

Concept Development

The journey from brainstorming to wireframes to designs.

Business Understanding

User Centered Analysis

Information Architecture & Low Fidelity Wireframes

Ideation Concept Design & Approach

We started with brainstorming. As ideas begin to solidify, we created low fidelity wireframes and ultimately designs. At every sprint, we had the opportunity to validate our ideas with the outside Cloud consumption team. This iterative prototyping allowed us to validate our ideas with real users, learn what was working (and what was not), discover new ideas, and catch technical hurdles early in the process.

At the same time, we started our interactive wire framing process. By keeping the wireframes simple we were able to focus on the content and the overall goal of each screen without getting lot down in the details. The wireframes functioned as a sounding board for the project – allowed us to discuss concepts and quickly make revisions when needed.

Design team worked with product management team to make sure all goals for product is achieved with timelines. By research we figured out the user, age group, location & design tradition of the user of this application.

Concept Development

Target Users

I. T. Head
I want a High-level overview and quick stats and be able to take initial set of actions.

Admin
I want a dashboard which gives me all the information at 1 view and intuitive drill downs for details.

Enterprise User
I want to see what my employees are browsing, any excess network usage on external websites

"How to make my client Intelligent & Efferent buyers "

" I believe we should leverage new technologies to serve customers need best, as smart as iPhone Do " , Easy to use.

" Cloud consumption will surly help our customers to think more then traditional Procurement process "

User Level Experience

Beginner   Novice   Competent   Proficient   Advanced

Job Level

Mid-Career   Senior   Executive/VP

Primary Job Responsibilities

Monica is part of Procurement where she look for making determination standards, specifications development, value analysis for customers and do price negotiation, .

Pain points
- We don't have system to see process completely we do it manually.
- We don't have method see our competitors in market ?
- How can we educate our customers and make them smart buyers ?

Suggestions/Good to have
- Benchmarking is Import feature- look for competitors and What they missing to make our product more efficient .
- facilitate collaboration between buyers and sellers so they don't require any special client software or integration work and are easily accessible to all parties.

" My Customers should see value addition we are giving at negotiation "

" I am more focused on , How can we make or sales procurement more efficient for the customers "

"I look for making Terms & conditions clear to the users to help them."

User Level Experience

Beginner   Novice   Competent   Proficient   Advanced

**Job Level**

Mid-Career   Senior   Executive/VP

Primary Job Responsibilities

My role contract negotiator to do hand to hand procurement / I do price negotiation and look for need of the client and negotiate.

Pain points
- Customers are smart can we give them choices upfront where they can see and select what they need.
- Can customer see how much value addition we are giving compare to out customers.

Suggestions/Good to have
- I need my customer have something where they can for the T & C that will be a addition.

Concept Development
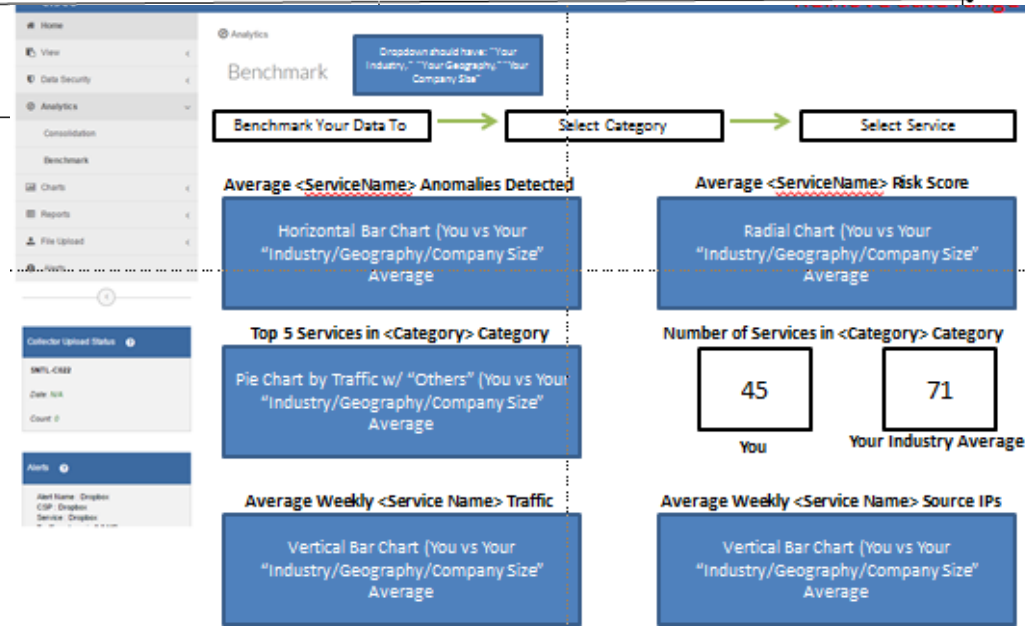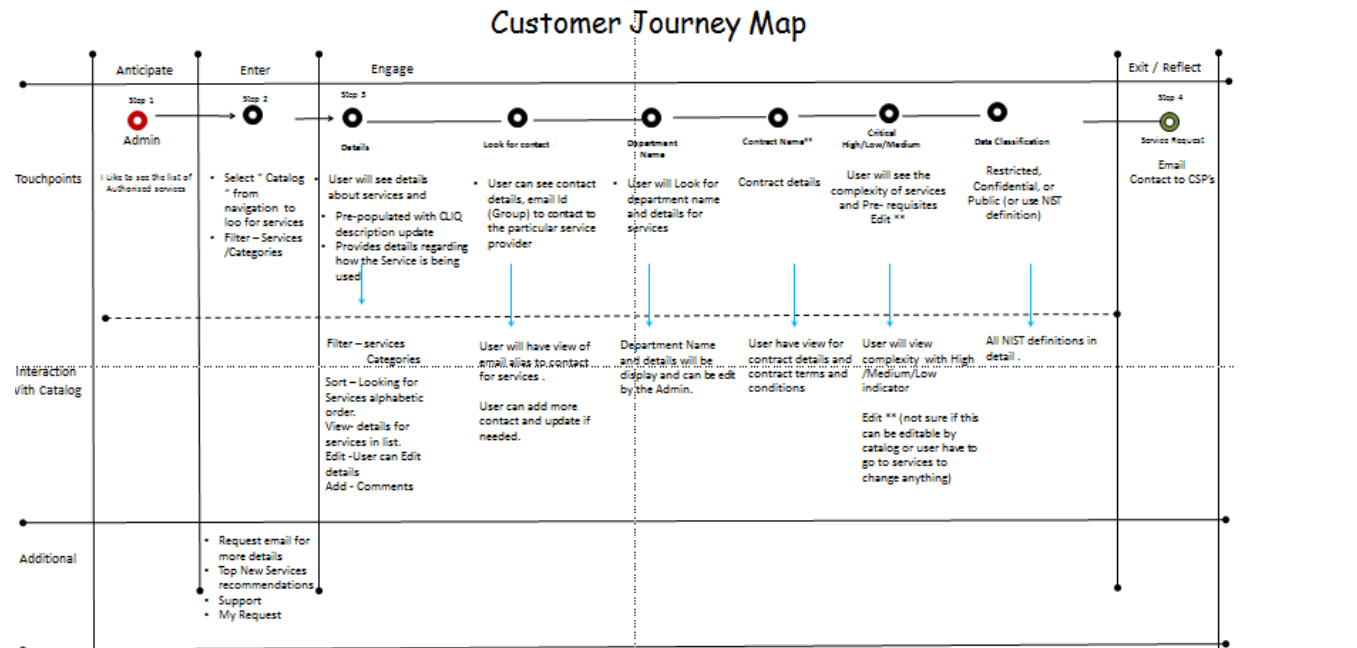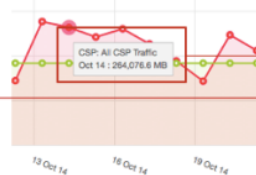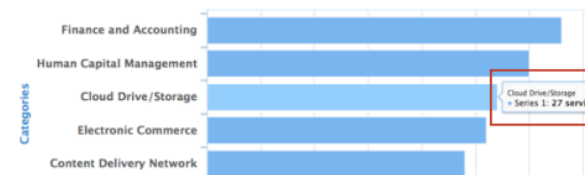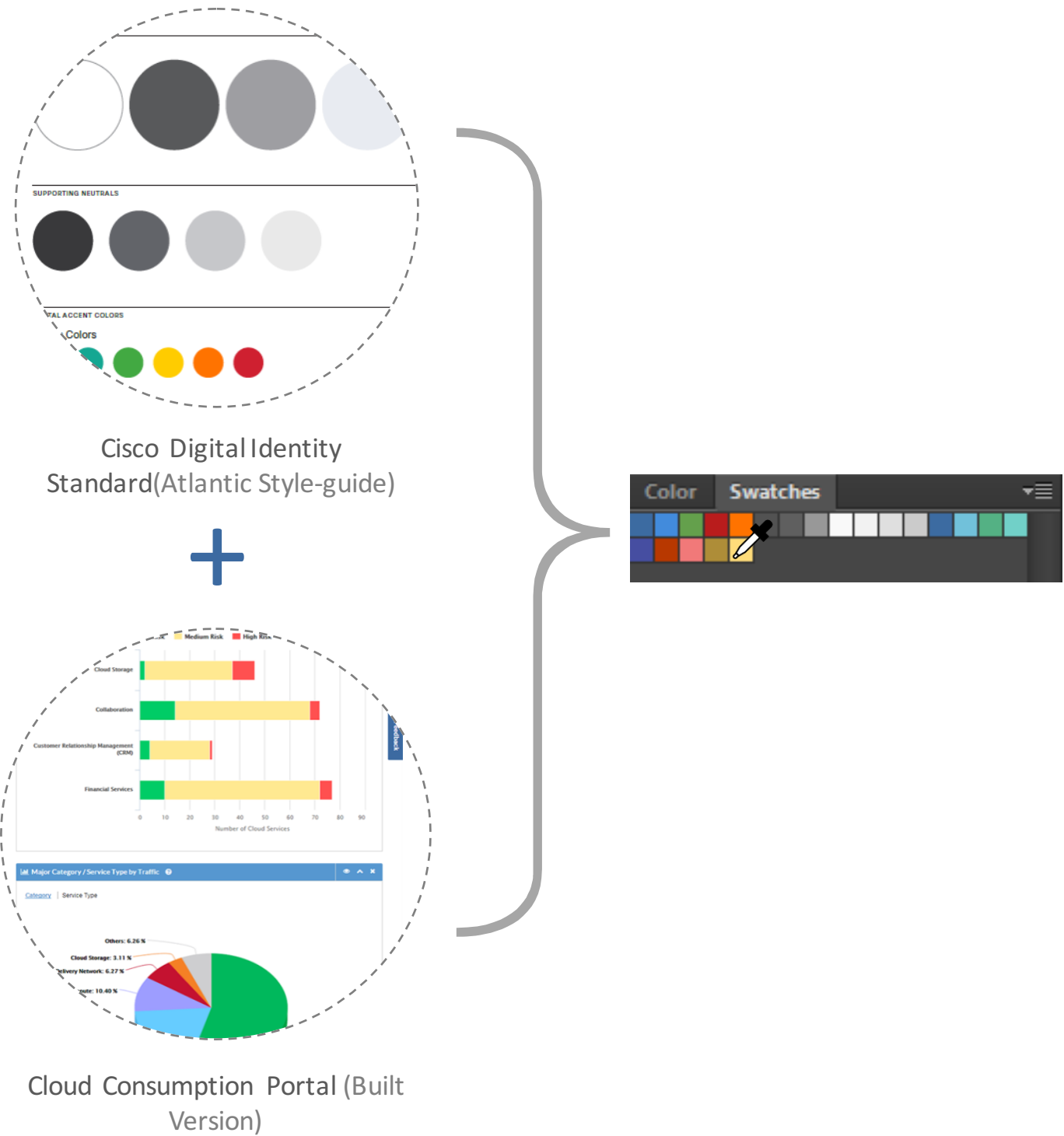
UI DESIGN PROCESS

Visual Design Objective

- To enhance User Interface & User Experience which will give users an instant kick of understanding, satisfaction & happiness.

- To focus on User Experience & Interaction and give solutions for existing usability to achieve same result.

- To create motivation & positive attitude by keeping Cloud Consumption Service web application frication free.

Problem Areas in As Is State

- Client had built version of Cloud Consumption Web Application. However, User found that application don't have an intuitive User Interface & Experience.

- The big challenge was to give UI solutions without adding additional extra efforts in re-development.

- UI components didn't follow the same language of experience. Creating new UI was not only to create new design but also to balance between functionality & usability.

- Create clean, smart & quickly understanding UI Components; Hence, User can focus on the task at a first glance & motivate them to return to Cloud Consumption Application again & again.

Design Process // Color Palette

Color Palette Creation

Cisco Digital Identity Standard (Atlantic Style-guide)

+

Cloud Consumption Portal (Built Version)

Color | Swatches

Consumption Consumption Portal - Color Palette

Core Colors

#386aa3	#428bdc	#64a04c	#b91c1c	#ff7300

Supporting Colors

#55555	#5f5f5f	#989898	#cbcbcb	#ff7300
#f2f2f2	#f9f9f9			

Chart Colors

#3c6ba1	#71c1da	#54b184	#92cd73	#71d0c8
#464ea1	#b83800	#f17979	#ae8d38	#ffdc7a
#dfdfdf				

Design Process // Font Style

Font Style & Specifications

Brand Specific Font - CiscoSans

Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Font Specifications

Menu Header	CiscoSans Regular 12pt #525252
Page Title	CiscoSans Thin 30pt #525252
Wizard/Description Title	CiscoSans Bold 14pt #525252
Body Copy/Input Text	CiscoSans Regular12pt #5f5f5f
Body Copy Bold	CiscoSans Bold 12pt #525252
Input Text Disable	CiscoSans Regular12pt #cbcbcb
Input Field Title	CiscoSans Regular14pt #5f5f5f
Column Title	CiscoSans Regular12pt #525252
Text Link	CiscoSans Regular12pt #428bdc
Large Text Link	CiscoSans Regular12pt #428bdc
Information Note	CiscoSans Regular12pt #428bdc

Icon Creation

Cisco Digital Identity Standard (Atlantic Style-guide)

+

Cloud Consumption Portal (Built Version)

Design Process // Icon Creation

Icon Stages

Normal	✎	⊗	○	◔
Hover	**Edit** ✎	**Delete** ⊗	**Completed** ○	**Pending** ◔
Clicked	✎	⊗		

Normal	👁̷	↗	👤+	✕
Hover	**Show/Hide Column** 👁̷	**Export** ↗	**Create User** 👤+	**Delete User** ✕
Clicked	👁̷	↗	👤+	✕

Show/Hide Column
- ☑ LOREM 1
- ☑ IPSUM 2
- ☐ LOREM 3
- ☑ IPSUM 4
- ☐ LOREM 5
- ☐ IPSUM 6

Export
- ● PDF
- ○ CSV
- ○ LOREM
- ○ IPSUM
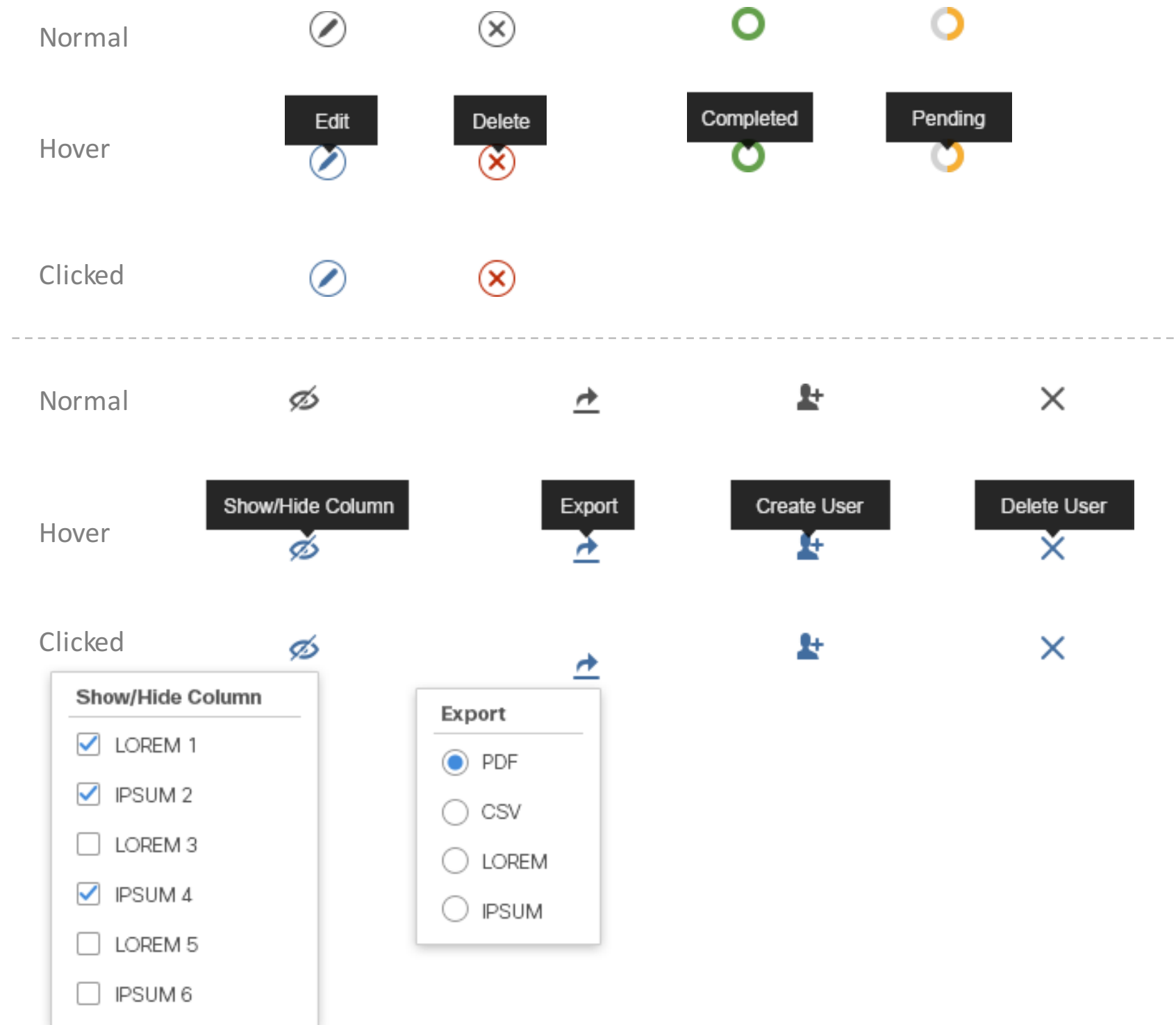
Icon Design Options

Resources Status
upto 35% | 35-55% | above 55%

Quick Start

Column Chooser

Re-Design Solution // Final Output

After doing a research & detail study of the application, project team identified UI & Usability problems.

UI designer played a role to identify & improve existing Cloud Consumption Portal's design language in terms of Colors, Font Style, Icons & Graphics.

Before

After

Dashboard

30 Days Trailing — 11 Jan, 2016

899 Discovered Cloud Services	**97%** Unauthorized Cloud Services	**264** Anomalies Identified	**Above** Average Peer Risk Scores
View Details ›	View Details ›	View Details ›	View Details ›
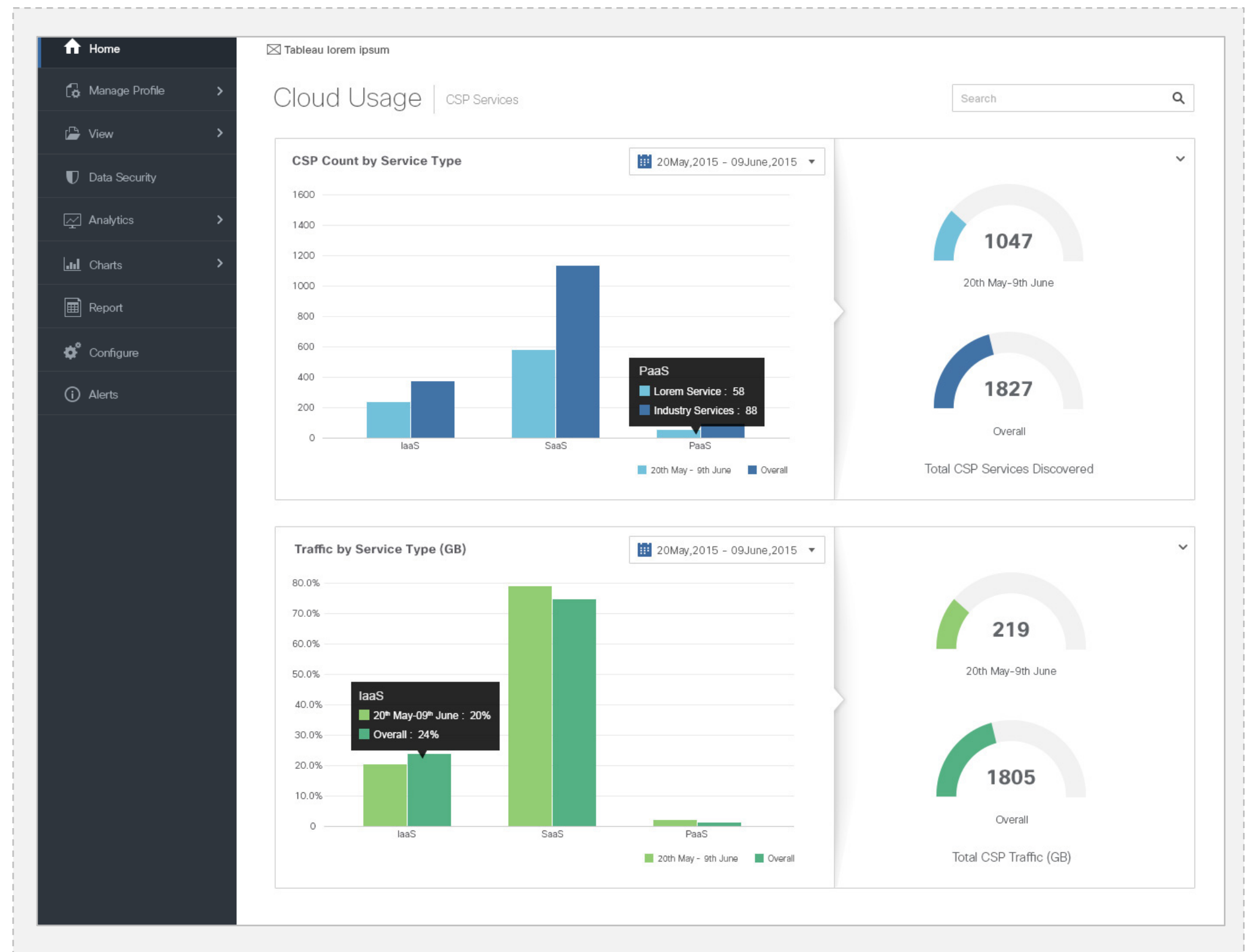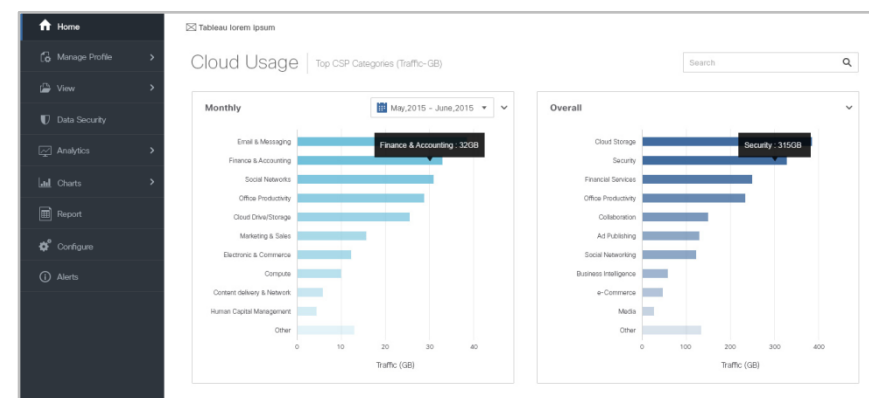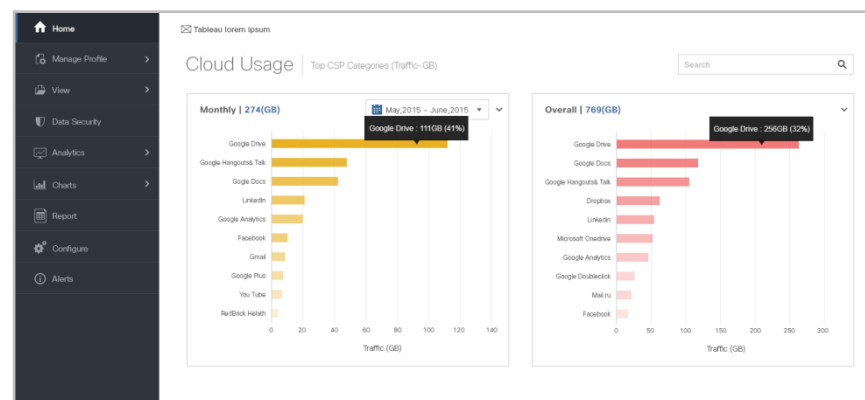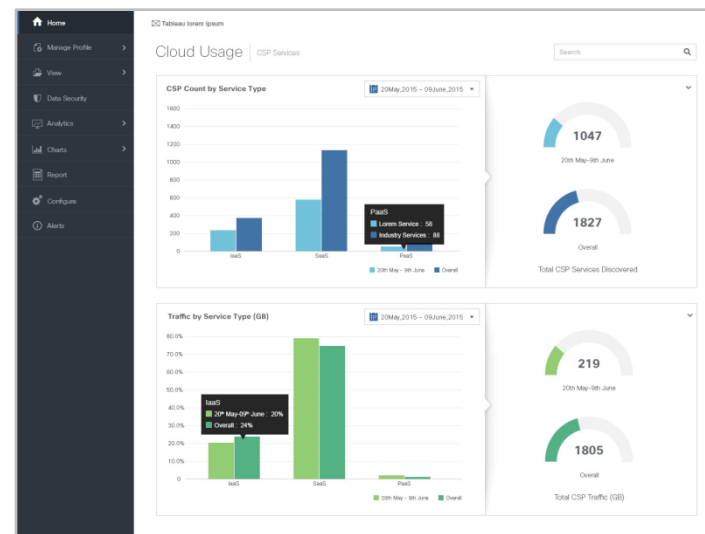
- Manage Profile
- View
- Data Security
- Analytics
- Charts
- Report
- Configure
- Alerts

Internet Traffic
Total Traffic — CSP Traffic

365 Day Data Security Snapshot
Cloud Storage, Collaboration, CRM, Financial Services
Low Risk — Medium Risk — High Risk
Number of Clud Services

Top 5CSPs by Traffic/Users
Traffic | Users
- 17.73% Time Warner Cable
- 6.21% Century Link
- 6.30% Akamai Technology
- 42.65% Others
- 15.05% Verizon
- 12.06% Comcast

Major Category/Service Type by Traffic
Category | Service Traffic
- 19.56% Collaboration
- 6.26% Others
- 10.40% Compute
- 6.27% Content Delivery Network
- 3.11% Cloud Storage
- 54.40% Cloud Carrier

CSP Traffic
Total CSP Traffic — Unauthorized CSP Traffic

New CSPs/Services - Last 30 Days
Search

Alert Name	Services	Users	Traffic (MB)
T-Mobile	T-Mobile	246	1098765
China Unicom Liaoning	China Unicom Liaoning	1650	143587.02
Signet	Signet	188	134572.8
China Unicom Beijing	China Unicom Beijing	2964	113459.2
Tikona Digital Networks	Tikona Digital Networks	86	123456.1

Showing 1 to 5 of 104 entries   Previous 1 2 3 4 5 Next

Re-Design Solution // Use Cases

Service Catalogs

Service Catalogs

Find Services	Search by Name	Or	Browse By Category : Select Category ▾	View Services

Summery of Cloud Services

203
Top 5 Categories by Number of Services
View Services ›

3408
Usage of Cloud Services
View all Categories ›

56
New Services
View Services ›

Top 5 Categories by Number of Services

Usage of Top 5 Cloud Services

- 17.73% Time Warner Cable
- 6.21% Century Link
- 6.30% Akamai Technology
- 42.65% Others
- 15.05% Verizon
- 12.06% Comcast

New Services -Last 30 Days

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T-Mobile	T-Mobile	246	1098765
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Tikona Digital Networks	Tikona Digital Networks	86	123456.1

Showing 1 to 5 of 104 entries

Previous 1 2 3 4 5 Next

Re-Design Solution // Use Cases

Tableau Design – CC Optimization

Re-Design Solution // Use Cases

Manage Profile / File Upload & Download

After

Before

Manage Profile / File Upload

Re-Design Solution // Use Cases

Free Trial Registration

Before

Reduce Risk, Stay Compliant, and Cut Costs

You're using 15-22 times more cloud services than you realize, leading to serious security and compliance risks – and it could cost you.

Cisco Cloud Consumption as a Service can help you discover exactly what cloud services you're using down to who's using what and where the security concerns are. Gain a complete view of your organization's cloud usage so you can reduce risk, stay compliant, and cut costs.

Try Cloud Consumption as a Service free-of-charge for 30 days with up to 1 million traffic records to see how you can:

- **Reduce cloud security, privacy, and compliance risks** and protect your brand and intellectual property.
- **Deliver cloud services faster** to meet line-of-business needs.
- **Simplify cloud management** with the right people, process, and tools.
- **Reduce your cloud costs up to 15 percent** by consolidating cloud services.
- **Improve service performance** by foreseeing infrastructure impact.

See the power of Cisco Cloud Consumption as a Service at no risk and gain new visibility into your shadow IT problem. You'll be glad you did.

For additional information, contact the Cloud Consumption Team

User ID
shiwdixi

First Name *
Shiwani

Last Name *
Dixit

Phone Number *
Enter Phone Number

E-mail *
example@domain.com

Company Name *
FileUpload_Perf_Shiwani

Job Title *
Select Job Title

Annual Revenue
Enter Annual Revenue.Eg:1000000

Industry *
Select Industry

Number of Employees *
Select Number of Employees

Country *
UNITED STATES

Partner Company Name
Partner Company Name.

How did you hear about Cloud Consumption as Service? *
Select a value

Register

After

Hi John !

Welcome to lorem ipsum service. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy.

Reduce Risk
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Stay Compliant
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod.

Cut Costs
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

Easy and quick account creation.

E-mail ID*

Optional

We would like to have more information.

Phone Number

Job Title

Partner Company Name

How did you hear about Cloud Consumption as a service?

Register

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Information For
Small Business
Midsize Business
Service Provider
Executives
Industries

News & Alerts
Newsroom
Blogs
Field Notices
Security Advisories
Technology Trends

Support
Downloads
Documentation

Communities
DevNet

About Cisco
Investor Relations
Corporate Social Responsibility
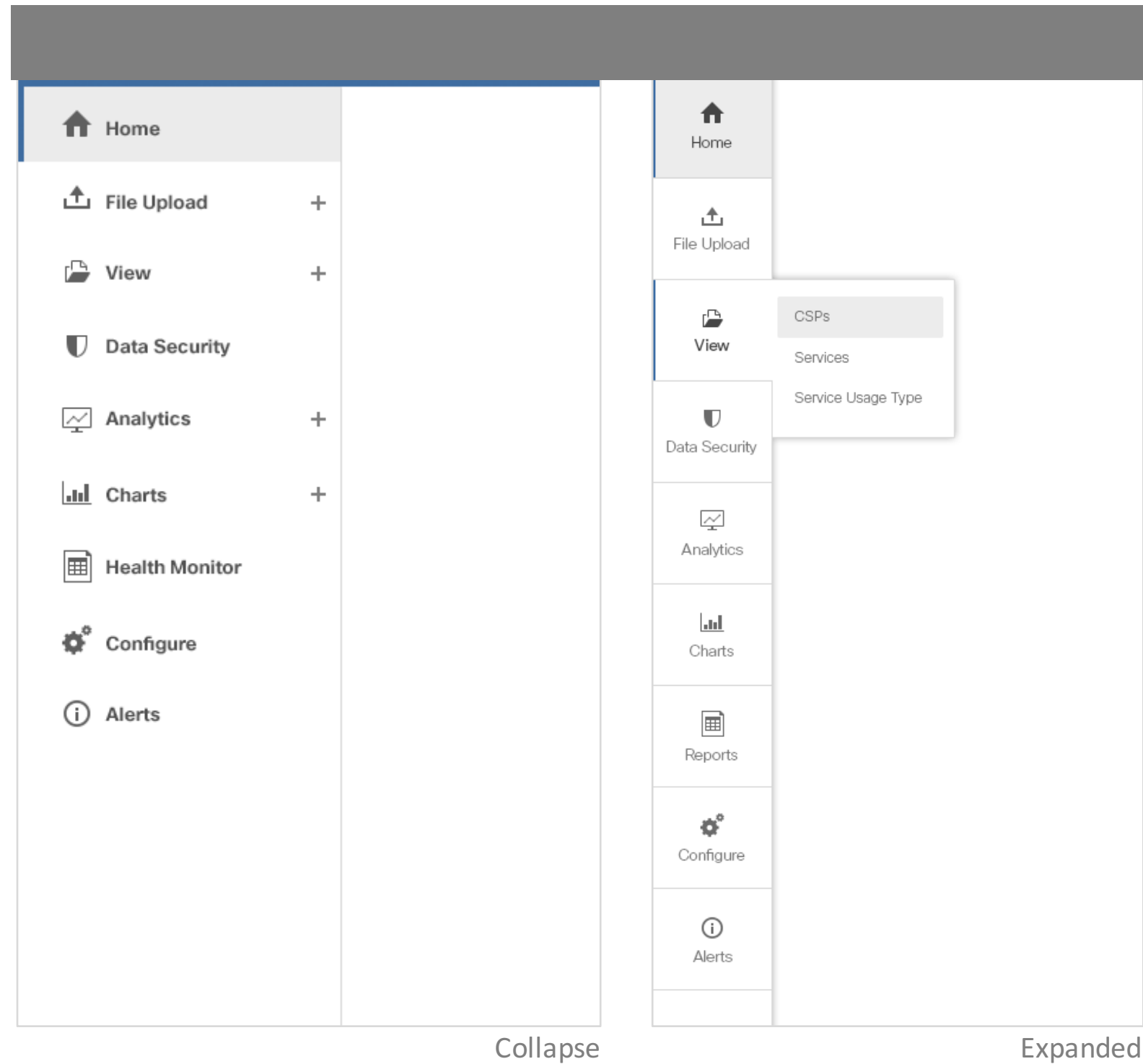Environmental Sustainability
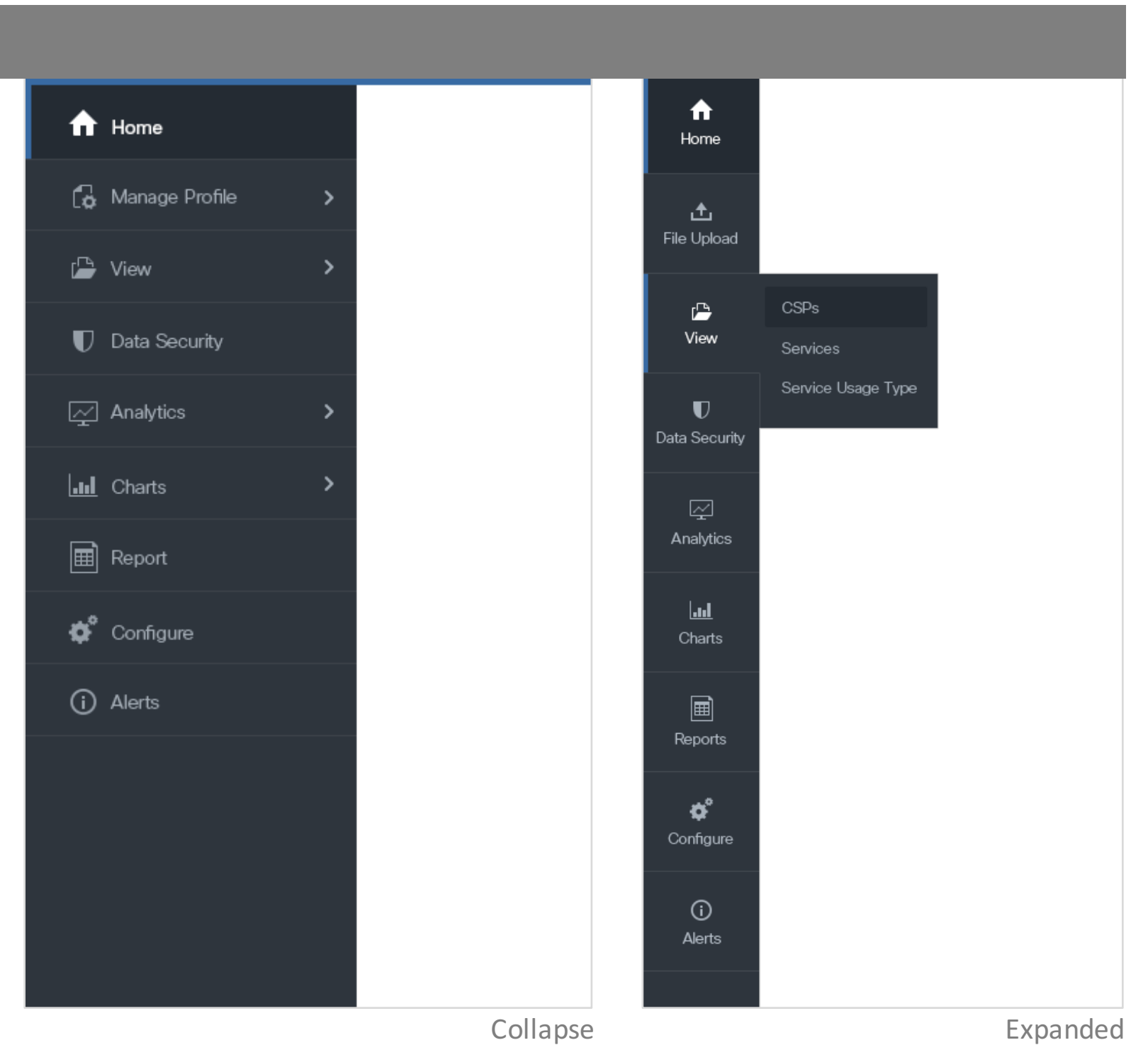Trust and Transparency Center
The Next Wave of The Internet

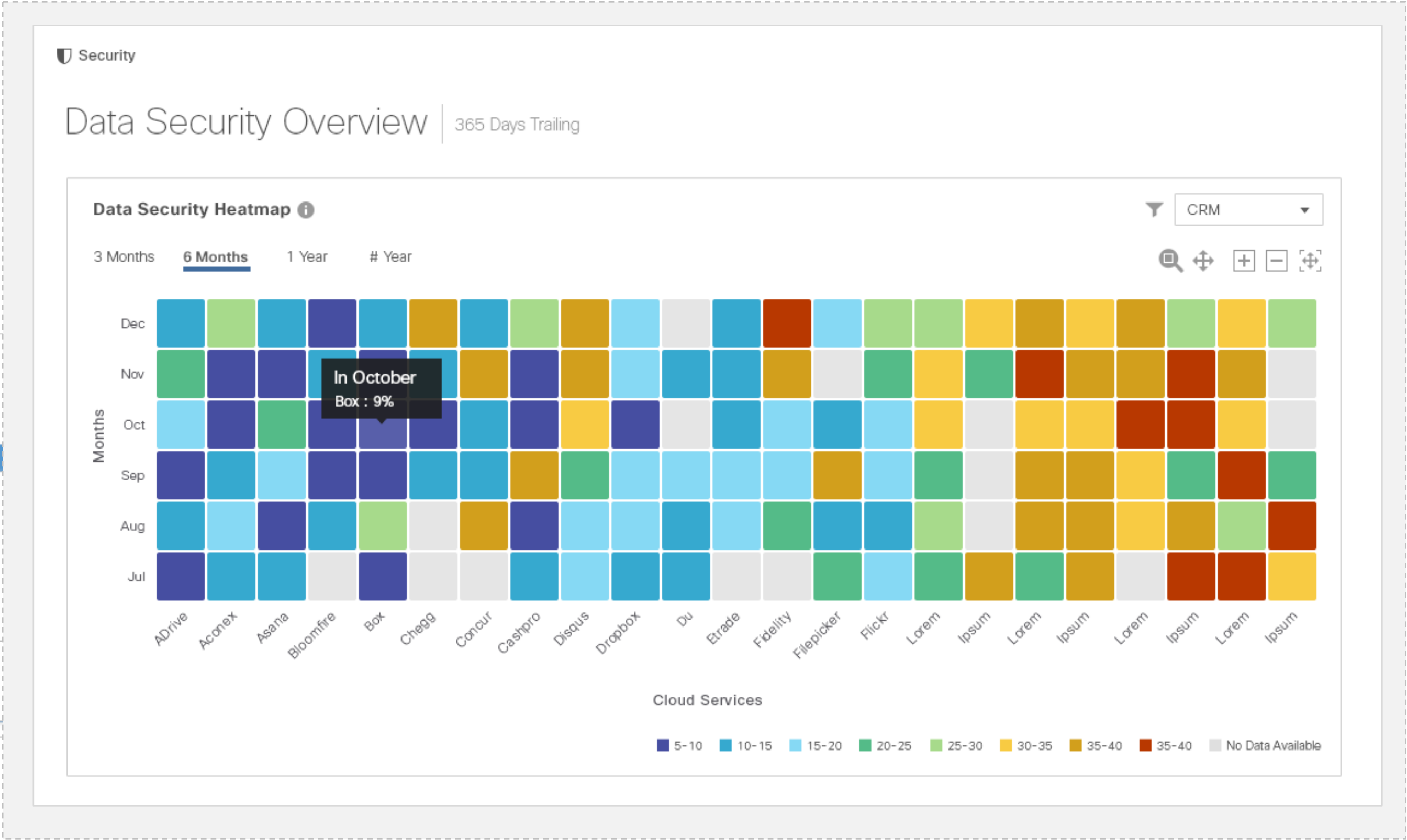# Re-Design Solution // Components

Left Navigation Panel

Light Theme

Dark Theme

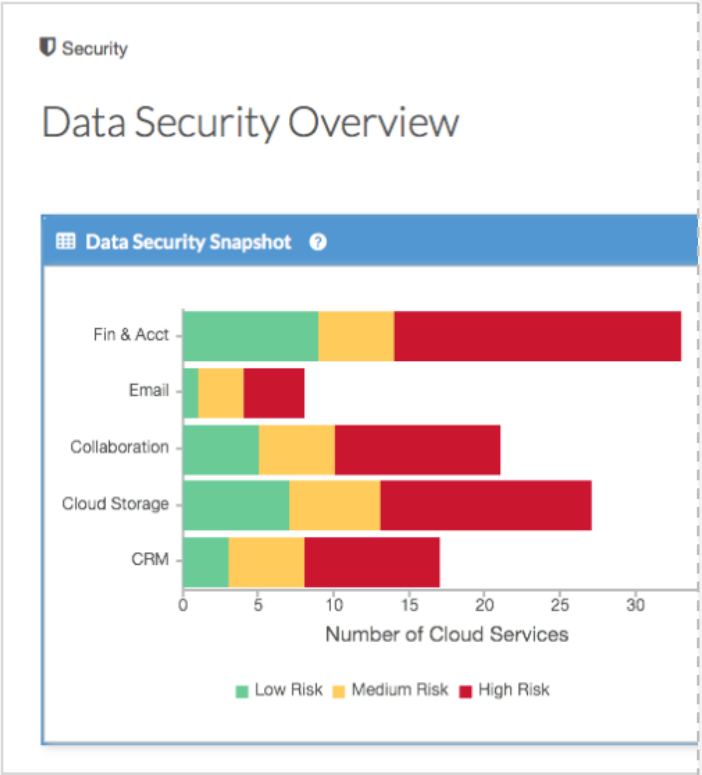

Collapse   Expanded   Collapse   Expanded

Re-Design Solution // Components

Chart Widgets / Heat Map

After

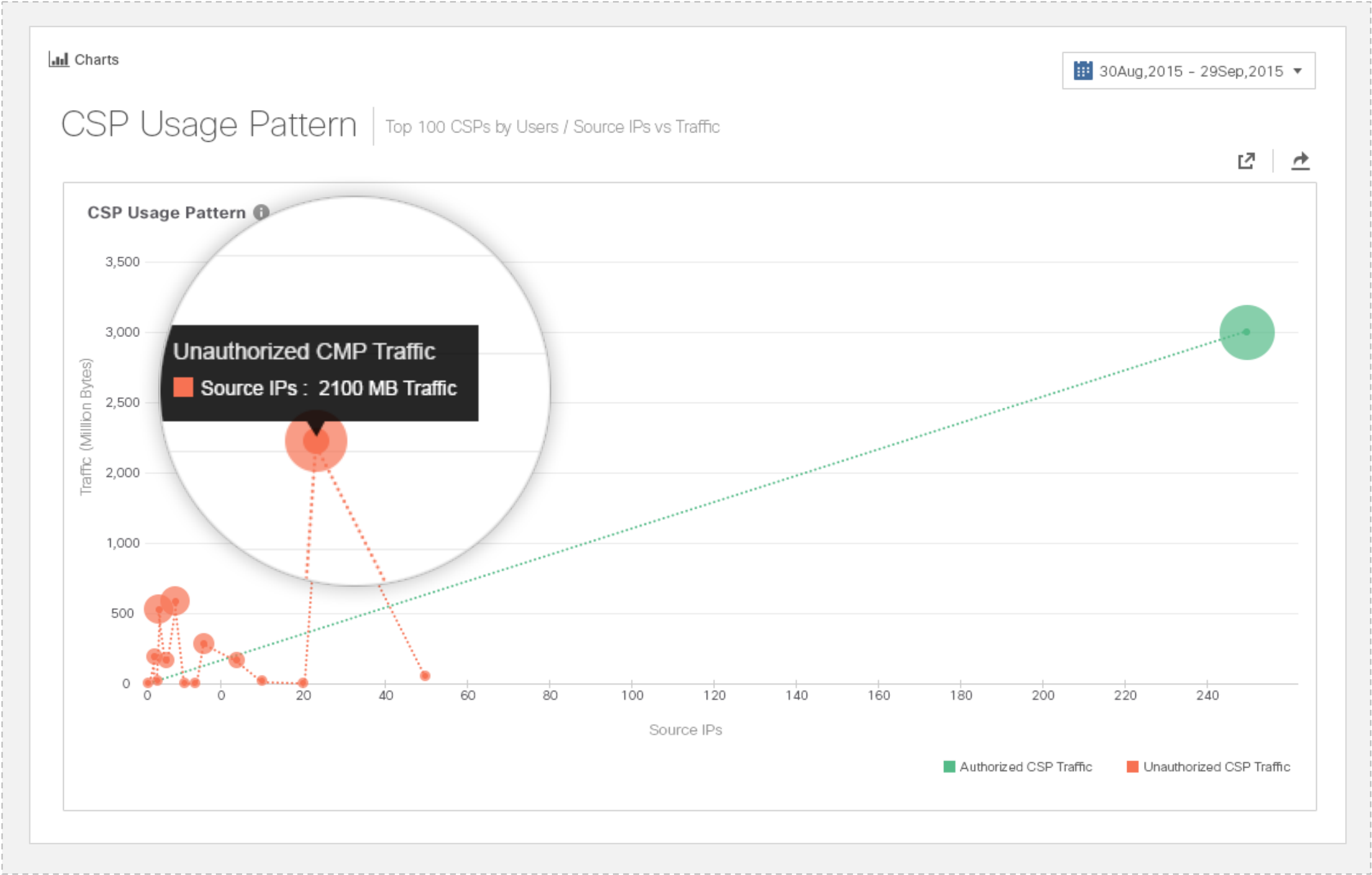Before

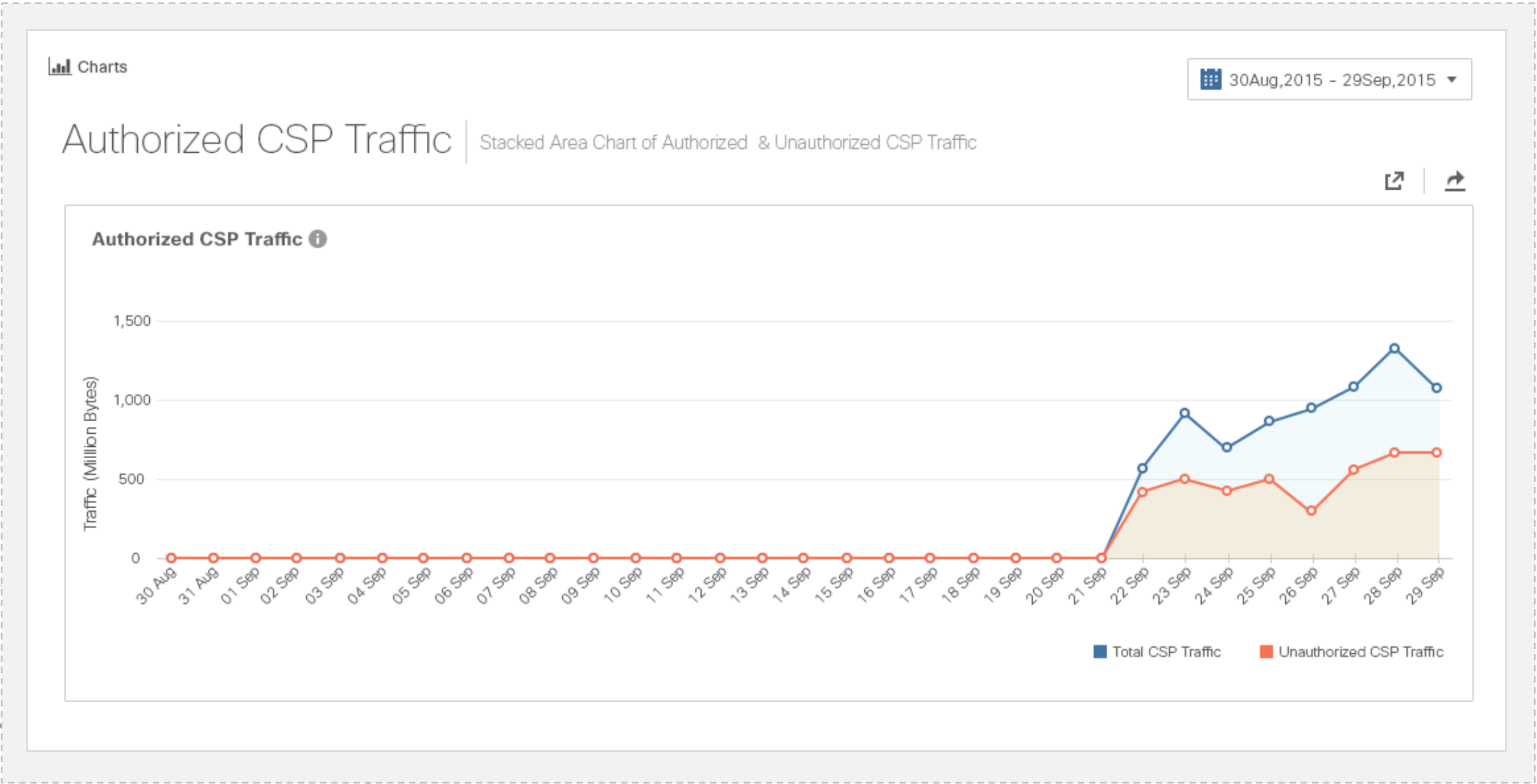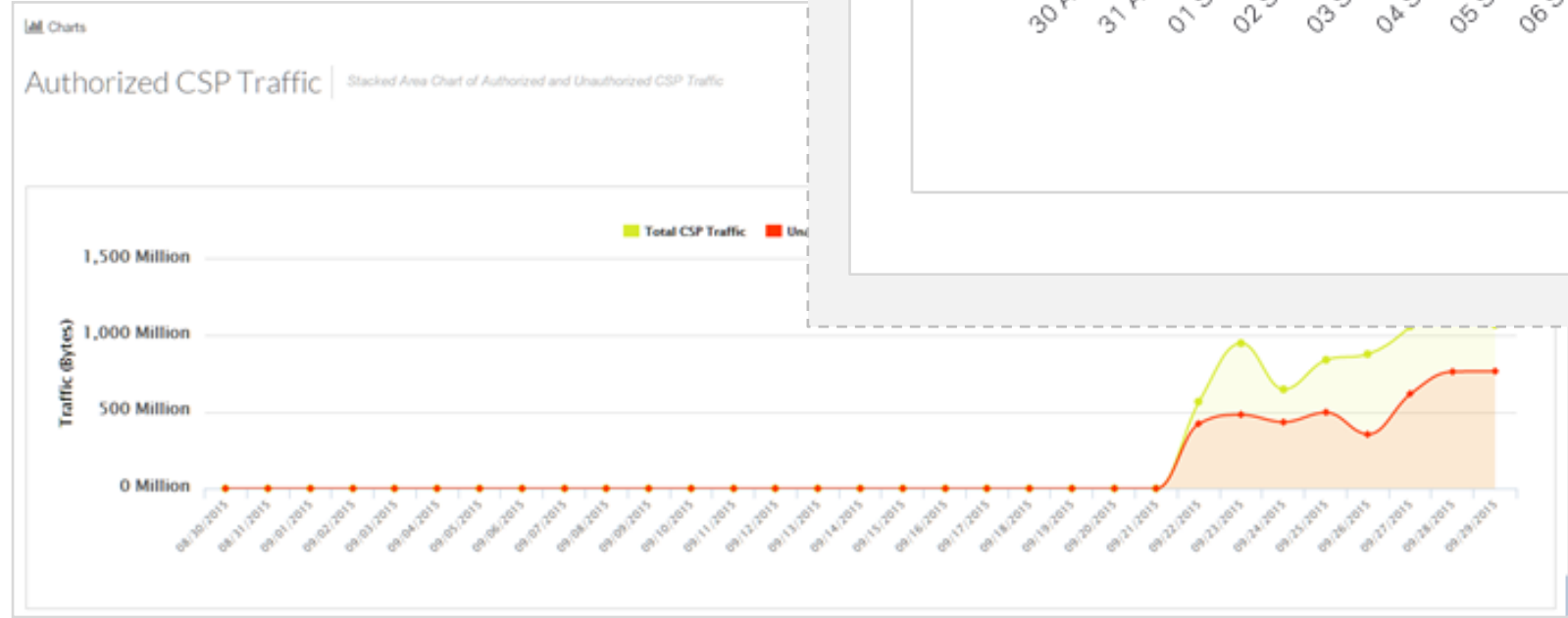# Re-Design Solution // Components

Chart Widgets / Dot Plot

After

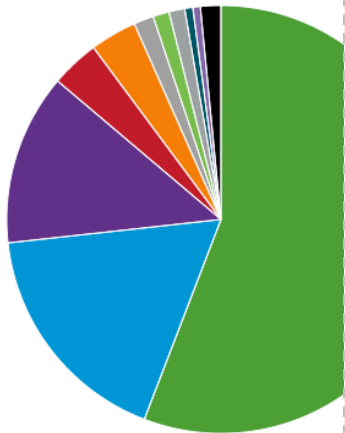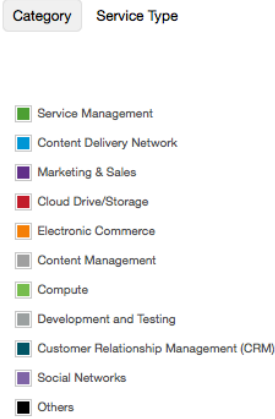# Re-Design Solution // Components

Chart Widgets / Line Charts

After

Before

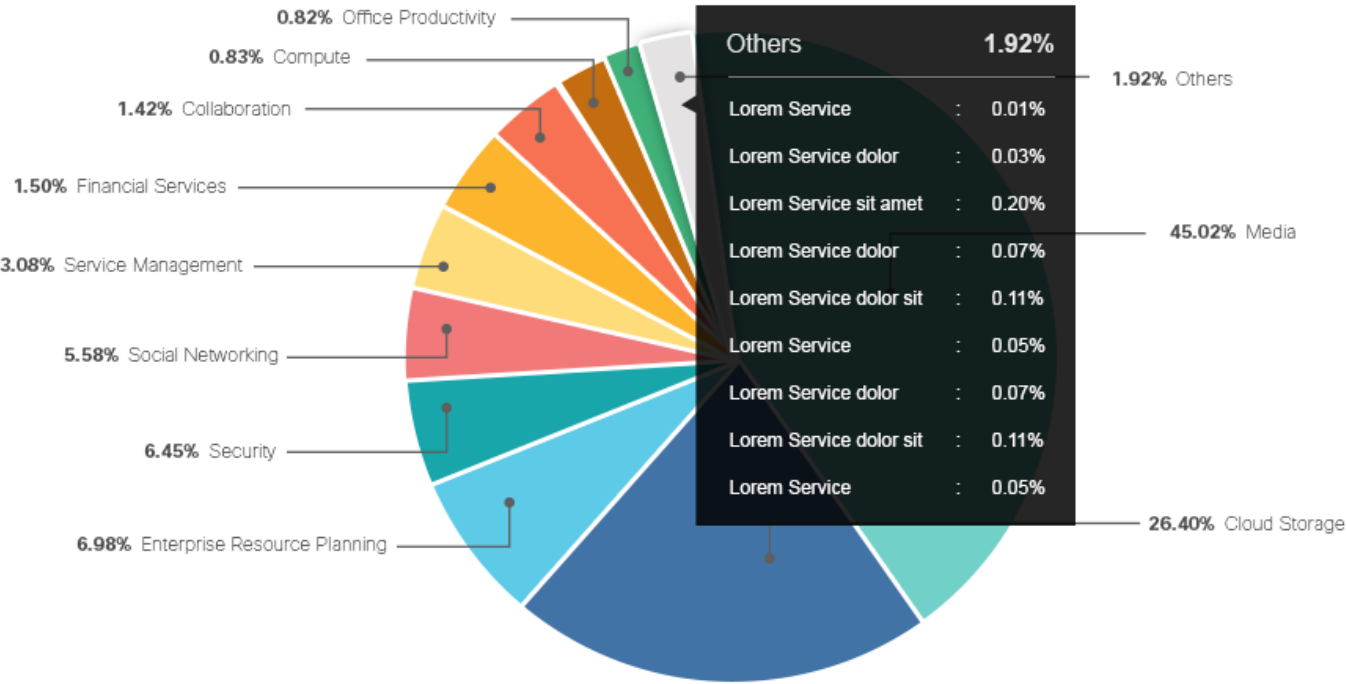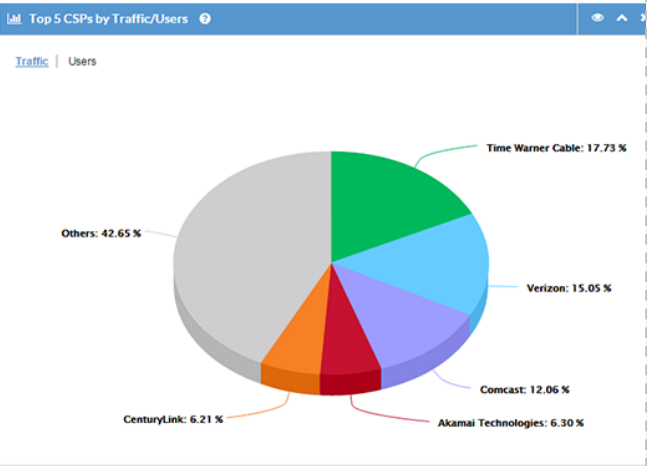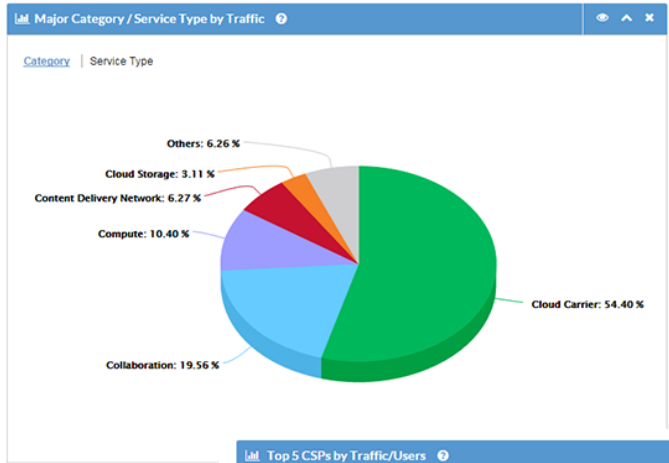# Re-Design Solution // Components

Chart Widgets / Pie Chart
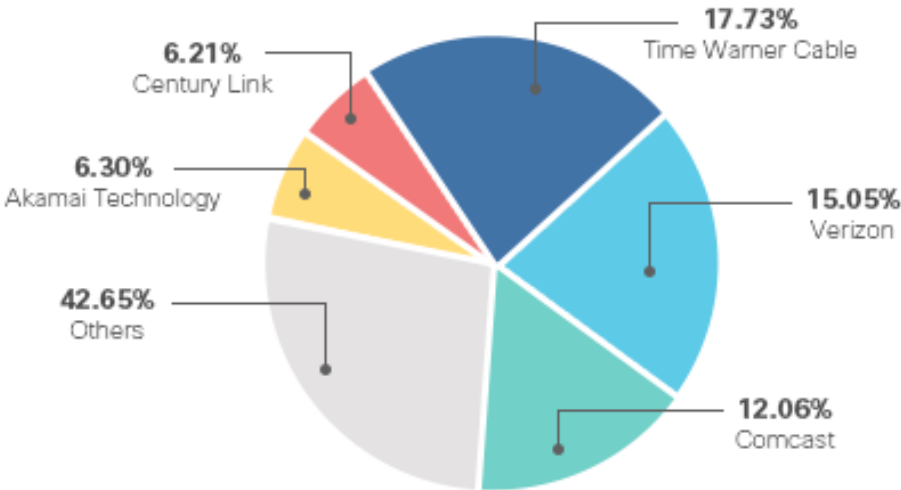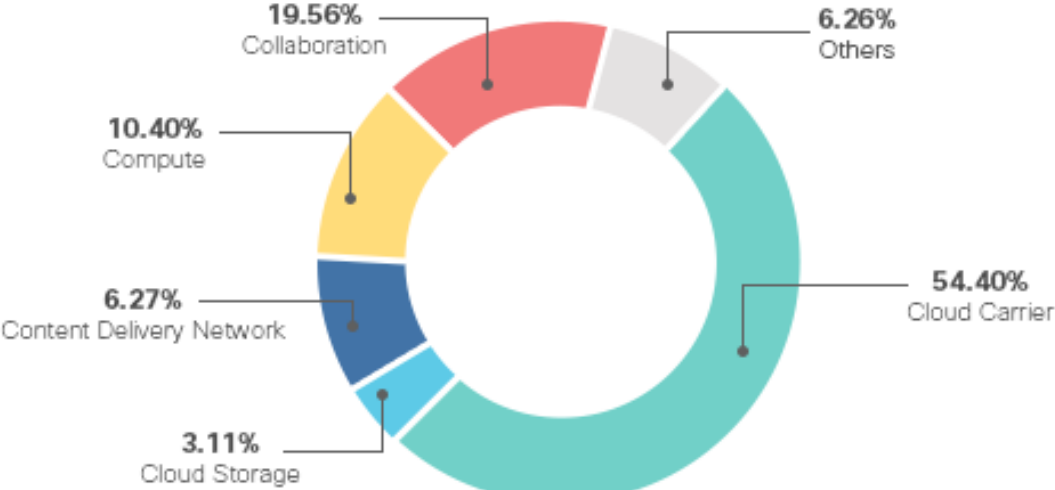
Re-Design Solution // Components

Chart Widgets / Bar Charts, Radial Charts

Bar Charts
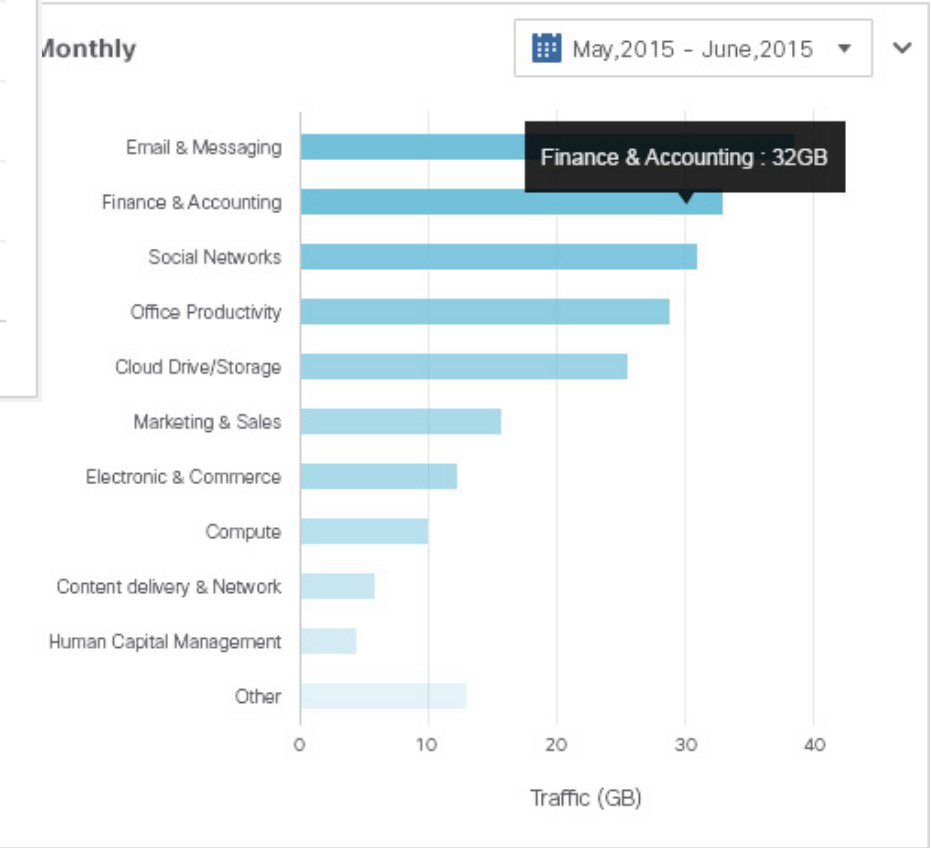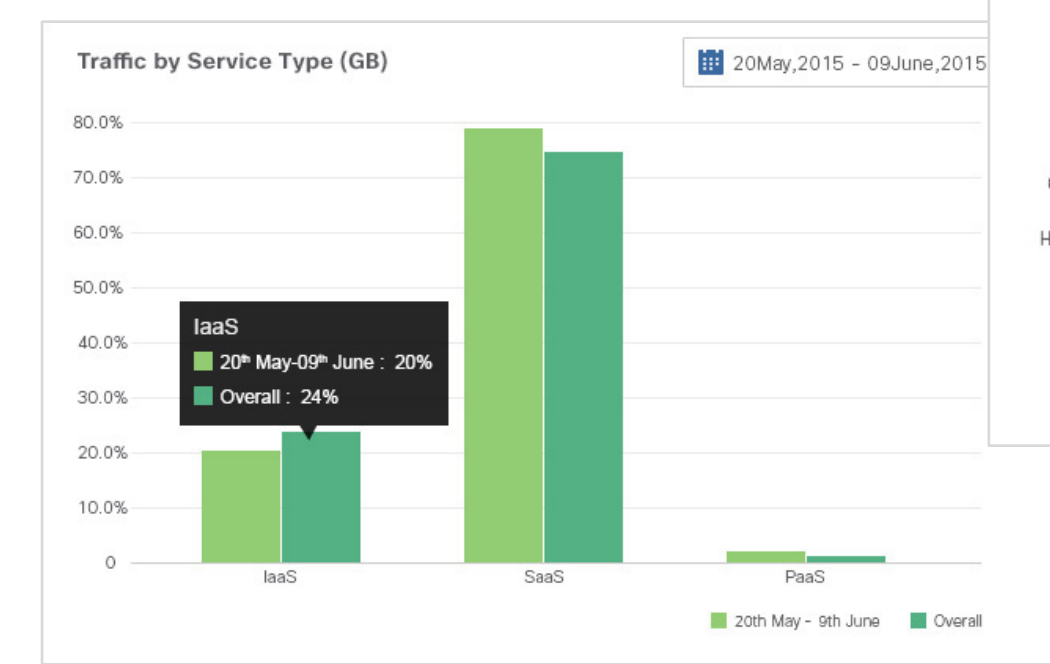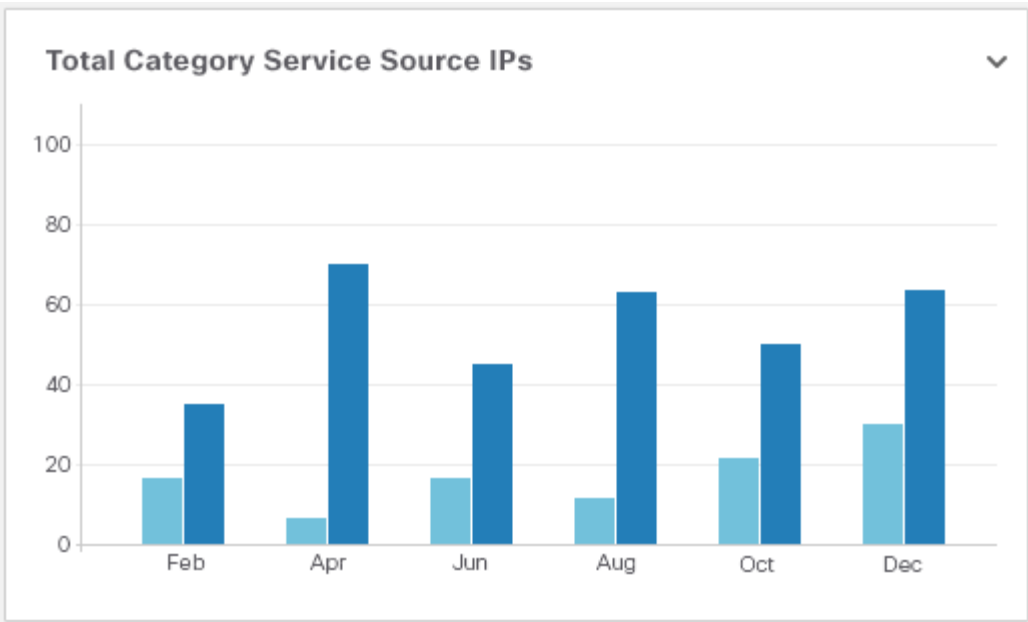
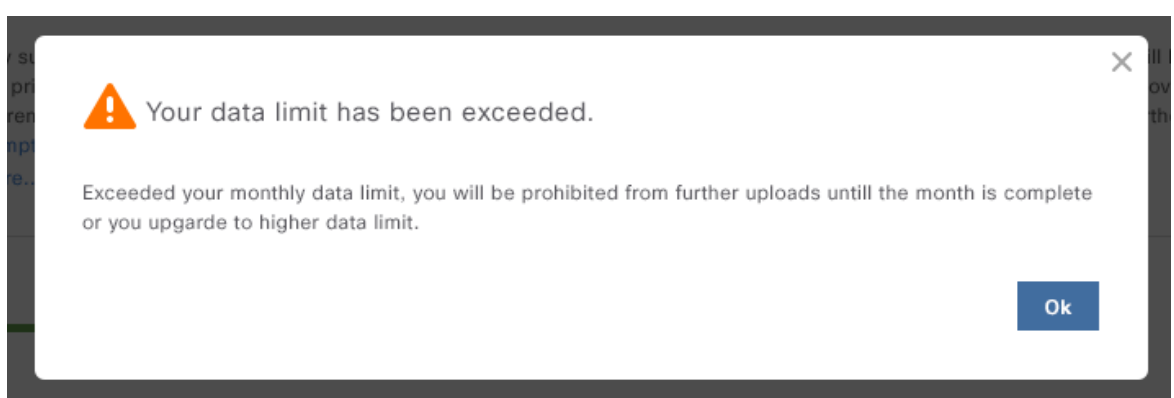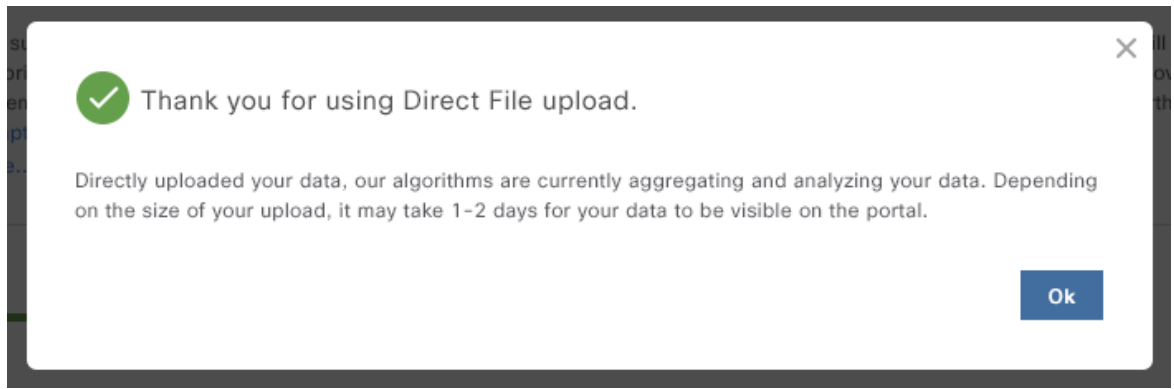Radial Chart
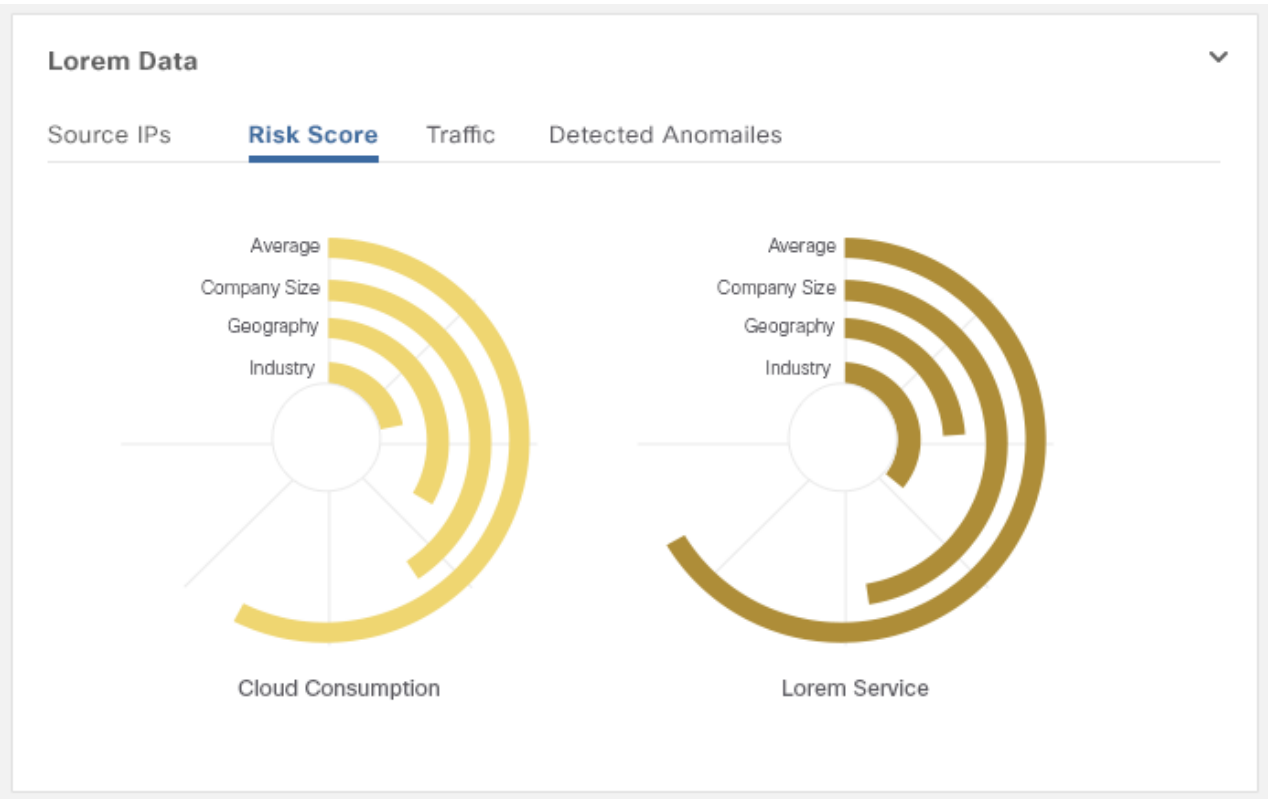
Re-Design Solution // Components

Overlays

Add Sample Files

Add a sample file ✕

text.tst	Marathon-Sample3-No header-Copy.csv	Drag a sample file here ⊕
0 bytes ⚠	0 bytes ✓	

Cancel   Ok

Confirm Mapping

Confirm Mapping ✕

Please review and confirm your mapping data.

Collected Date:	09/22/2015	Source IP:	172.24.137.4
Domain:	ycpi-mail-rest-core4.msg.yahoo.com	Destination Port:	443
Out Traffic:	24514	Unidentified:	16660
Unidentified:	7854	Lorem Ipsum:	Lorem Ipsum
Lorem Ipsum:	Lorem Ipsum	Lorem Ipsum:	Lorem Ipsum
Lorem Ipsum:	Lorem Ipsum	Lorem Ipsum:	Lorem Ipsum
Lorem Ipsum:	Lorem Ipsum	Lorem Ipsum:	Lorem Ipsum

Cancel   Confirm Mapping

Status Messages

✓ Thank you for using the Cloud Consumption File upload system.

If you :
1. Downloaded an automatic collector, please refer to the collector installation guide included in the download.

2. Directly uploaded you data, our alogorithms are currently aggregaing and analyzing your data. Depending on the size of your upload, it may take 1-2 days for your data to be visible on the portal.

3. Exceeded your monthly data limit, you will be prohibited from further uploads untill the month is complete or you upgrade to higher data limit.

Ok

✓ Thank you for using Direct File upload.

Directly uploaded your data, our algorithms are currently aggregating and analyzing your data. Depending on the size of your upload, it may take 1-2 days for your data to be visible on the portal.

Ok

⚠ Your data limit has been exceeded.

Exceeded your monthly data limit, you will be prohibited from further uploads untill the month is complete or you upgarde to higher data limit.
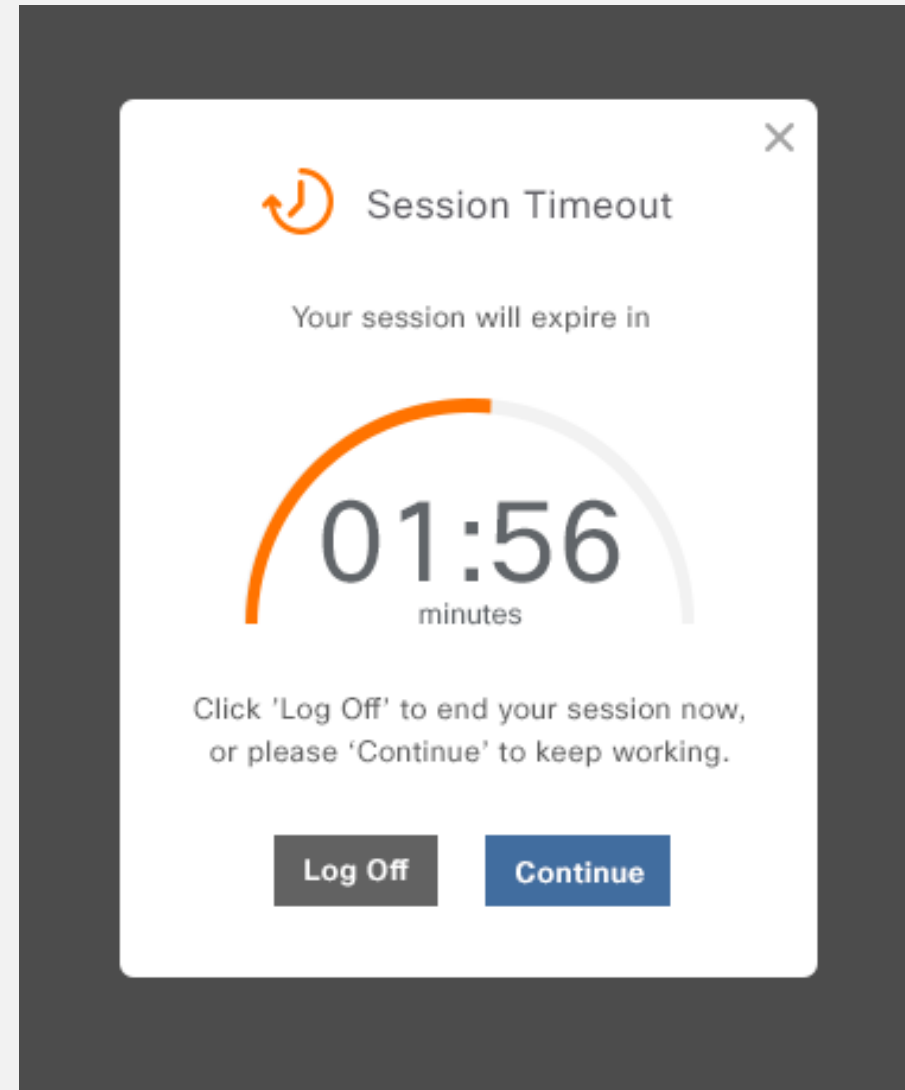
Ok

Re-Design Solution // Components

Session Time Out

Option1
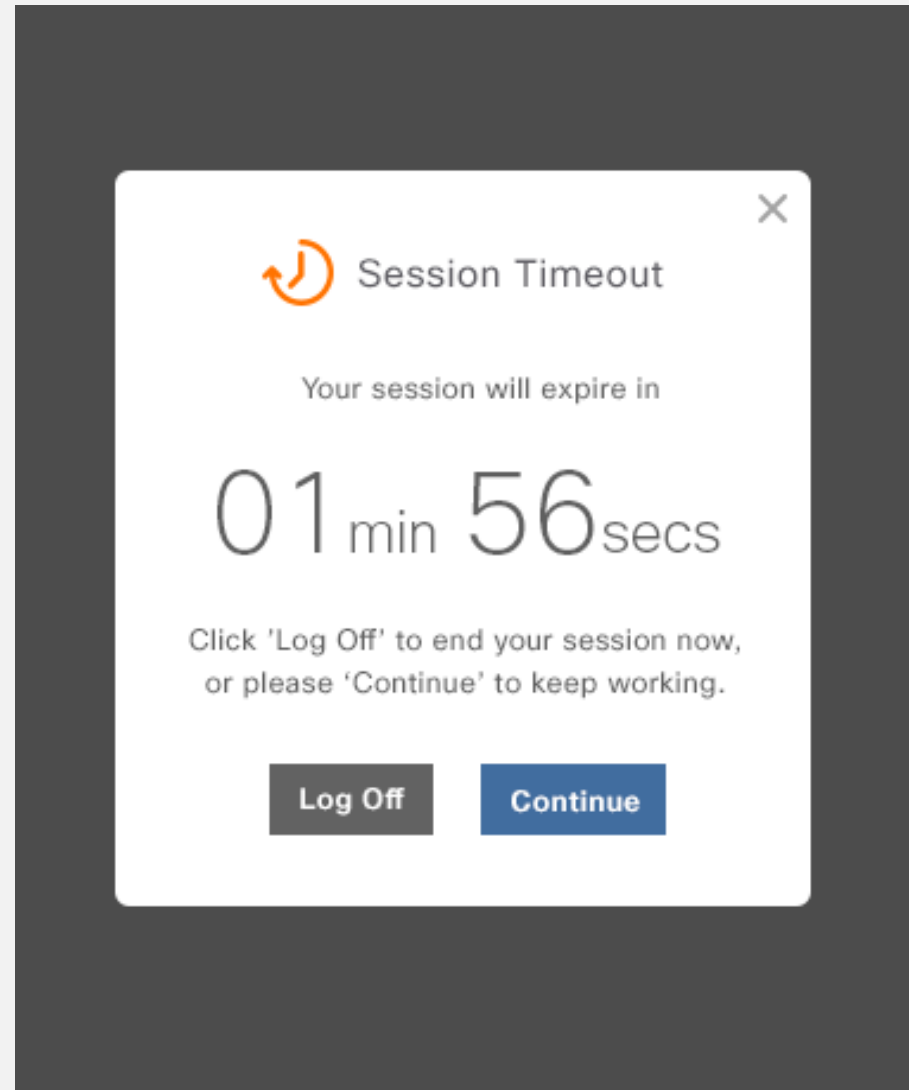
Option2

Re-Design Solution // Components

Feedback & Alert

Feedback

Alerts

Graphics

404 Error

Thank you.