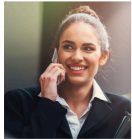


Selected Projects

Sara Morcos, Director of Business Development, SmartMed Communications



Goals

- Build relationships with strategic new clients
- Promote our company's capabilities
- Deliver on our promises to clients
- Provide ROI to our stakeholders

tealbook is my trusted partner because...

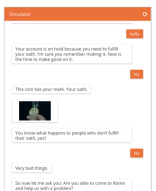
- They connect me with qualified clients each month. Then I can win new business!
- They help showcase our company profile
- They keep me informed about what is going on with key buyers and the industry overall

"I identify key biotech and pharma clients who want to be smarter with their marketing."

Supplier Interviews: Procurement Management Tool

- Interviewed a sample of 15 suppliers to the pharmaceutical industry to identify their priorities, pain points, measures of success and their understanding of a procurement knowledge management tool
- Delivered a report outlining the suppliers' feedback on the tool and developed a persona outline based on the interviews

Scene 1



Issues:

- Some participants wondered initially if they were John Wick in this scenario.
- Some responses to "... what happens to people who don't fulfil their oath..." (e.g., "They die" or "They die?" or "No I don't") did not receive a reasonable reply from the bot.
- Some responses to "Are you able to come to Rome..." (e.g., "No sorry I can't") did not receive a reasonable reply from the bot.

Recommendations:

- Provide more initial context for the application.
- Handle a broader range of user responses in the dialogue.

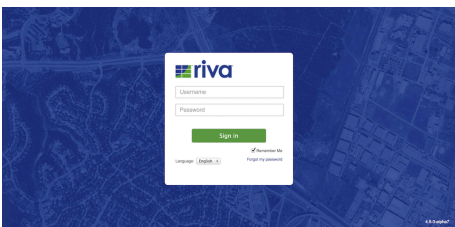

Usability Testing: Movie Promotion Chatbot

- Usability tested a prototype application for promoting the movie *John Wick Chapter 2*
- Determined participants' perceptions of the authenticity of the chat experience, their enjoyment and any barriers they encountered
- Delivered a report with recommendations for development

OFFICE OF THE CFO			OFFICE OF THE COO			SHARED		
ACCOUNTING	S&P	FINANCIAL	PROJECT	ASST	CAPITAL	REGULATORY	IT	
Alan Archer Manager of Asset Accounting	Tiffany Avery Senior Tax Accountant	Francis Pines Director, FRM	Pamela Mohan Project Manager	Darren Smythe Asset Manager	Charlie Pan Capital Planner	Roger Allan Director, Regulatory Affairs	Ismae Tran IT Specialist	
"I'm just trying to get the books closed on time"	"I can't talk till after our tax filing is complete in April"	"I am getting a lot of pressure to complete last quarter's budget review"	"Accountants just make my job more difficult"	"Asset Management is a real pain on the whole"	"I have to be able to submit a capital plan"	"Creditability is my nemesis in the regulator"	"I haven't lost my mind. I have a bad-up somewhere"	
GOALS	GOALS	GOALS	GOALS	GOALS	GOALS	GOALS	GOALS	
Close the accounting books on time for the tax return	Financial compliance	Provide CFO with financial forecasts	Keep project on track and on budget	Visualize the size of the asset space	Keep projects within the asset space	Improve creditability with regulators	Ensure regulatory compliance	
Delivering the regulatory responses to the Regulator's Bureau	File the tax return on time	Monitor regulatory compliance	Coordinate with other departments	Coordinate with other departments	Coordinate with other departments	Coordinate with other departments	Coordinate with other departments	
Comply with industry regulations	Evaluate the impact of regulatory changes	Deliver regulatory responses to the Regulator's Bureau	Monitor when to bring assets	Optimize the average life of the asset	Optimize the average life of the asset	Optimize the average life of the asset	Optimize the average life of the asset	

Ethnographic Research: Asset Management Service

- Conducted a research program including onsite visits to 17 customers including:
 - Their asset management department organization
 - A typical day for each customer focusing on how they used the service
 - Likes and dislikes of the service
 - Demonstration and feedback focused on new features in development
- Developed primary and secondary personas for each service module
- Integrated personas during corporate acquisition
- Identified key application workflows for each persona, and planned roadmap features based on customer needs

Navigation

- Some children did not notice the interactions initially and wanted to try them again.

Issues

- The interaction with the ladder came as a surprise.
- The children liked interacting to move the ship, but it could fall too far off the screen.
- "Finally a part where you can do something... but it's a bit too fast" (10 year old boy)
- "It would be more fun if you could crash the boat" (11 year old boy)
- "Crash into the iceberg" (12 year old girl)
- "Can you get it back?" (12 year old girl)

Recommendations

- Add a stronger visual indicator of interactive elements.
- Consider adding a limit to how far the ship can go off the screen so it doesn't get "lost".

Usability Testing: Interactive Storybook iPad App

- Usability tested an interactive storybook, Susanna Moodie, with children and teenagers
- Delivered a report with recommendations to improve ease of use
- Performed follow-up usability testing after a subsequent phase of development to assess the impact of changes and provided further recommendations on new features