

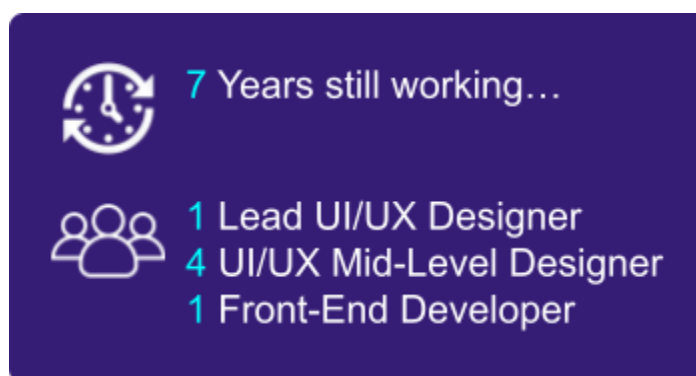
Logi Analytics: Composer Embeddable Framework UI/UX Development



Outline

After a successful start with the Info Studio overhaul, Logi Analytics requested the Ontolabs team to work on their new embedding framework called Discovery. Discovery would be the beginning of a unique business opportunity for Logi Analytics to become a player in the space of Embedded Analytics.

We scaled down from an initial seven-person team to a five-person team responsible for designing an end-to-end Embeddable experience for the Managed Reporting and Self-Service solutions.



7 Years still working...

- 1 Lead UI/UX Designer
- 4 UI/UX Mid-Level Designer
- 1 Front-End Developer

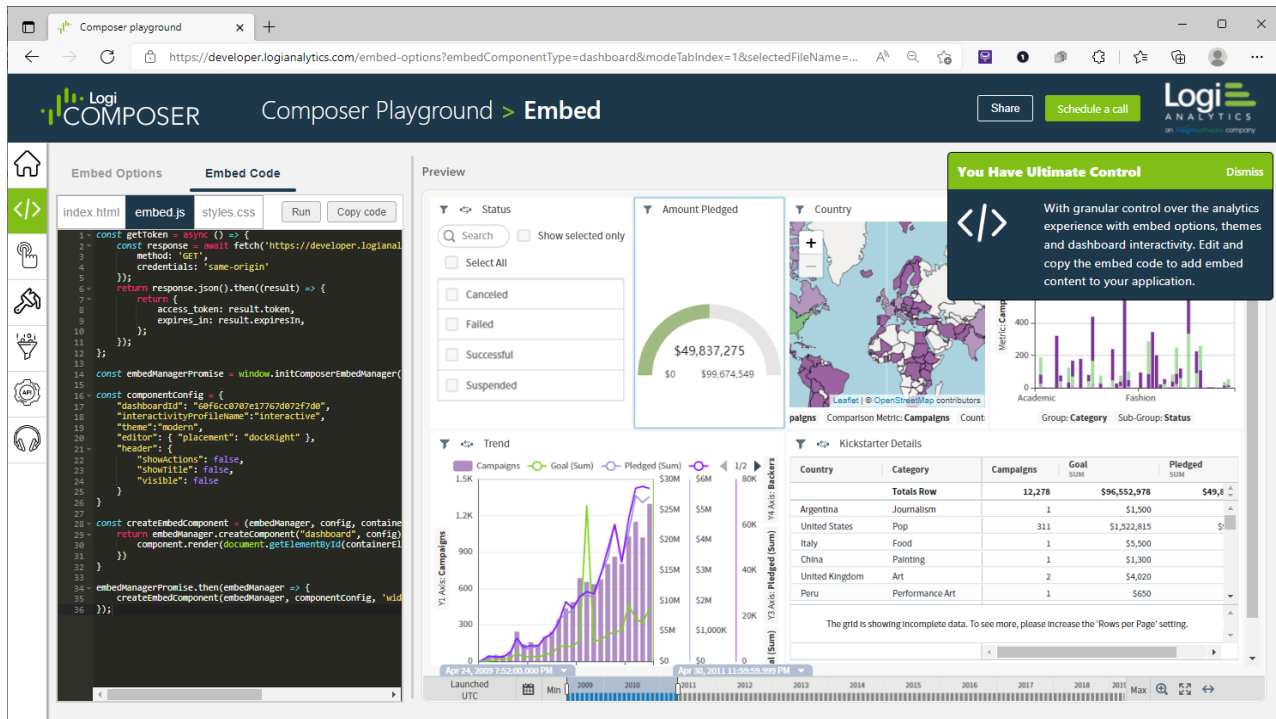
Ontolabs team had these general responsibilities:

- Our Lead UI/UX Designer had the mission to define the roadmap next to the PM and PO from the project at Logi.
- Our UX team was responsible for creating a set of reusable design atoms and defining the patterns.
- Our UI designers were responsible for defining the look and feel, color schema, fonts, icons, and design principles.
- Our team was responsible for writing UI/UX requirements into Jira stories around the implementation of the UI Designs. Also, it provided the dependency elements (SVG, Colors, and others).

What did we do

- The first thing we did was uncover and define the **personas** that will use the platform. Then we created a questionnaire and started describing the target groups.
- After completing the **personas**, the next step was to develop the user journeys that represented each persona.
- From the user journey, we aligned with the PM team for prioritization and started to work on generating the designs.
- After many reviews, we were ready to involve UserTesting.com as a usability testing platform to conduct public and internal usability tests.
- We analyzed the results and adjusted them depending on the good or bad reviews from the usability test.
- Once we had a good set of designs, we started working with the Logi Analytics PM team to add the stories and create a backlog to form the sprints. We generated all of the required content needed to accomplish the user stories.
- Initially, we created a set of UI guidelines that the development team would use to develop. Subsequently, as the process matured, we used a collaboration tool called InVision. The InVision tool provided the developers with a perfect way to get the CSS values and the SVG images directly from the InVision project.

- We also created a sandbox and demo environment that helped Logi Analytics showcase to the prospects the power of their embedded solution Composer and showed the platform's extensibility.



- Eventually, we evolved into Figma, which proved to be a more complete and modern technology.
- We created multiple versions of the platform over the years. We always kept the personas and initial flows as a base.
- We ended up also contributing to the API design since the Logi Analytics platform was going to expose it for the developer persona. They also needed UX help to define the Restful APIs and make them more usable and clear to understand.

What worked well?

- The synergy that the Ontolabs team and Logi Analytics Engineering had was the key to our growth and success in this engagement.

- Having the Ontolabs team start from the legacy products and evolve into the new ones was a plus in driving new initiatives inside the company. It also helped us keep consistent with their goals and be on the same page.
- The technology switch that we had to Figma was a key for us to deliver the design to development design principles even faster.
- Always good to define the personas in an obvious way that helps the flow of the designs.

What did not work that well?

- Creating a sandbox and demo environment was a challenge and great use of our embedding and development-oriented talents in the team.
- Logi Analytics decided to redo the new product 3 times. The first two iterations and many learnings ultimately resulted in a superior product. Through this process, the repeatability and consistency in the team delivery increased.

What was the result?

- We had a successful result so good that our team is still working with Logi Analytics after seven years. We have built a good relationship with them.

Highlights

- We created the self-service Embedded Analytics platform for Logi Analytics 3 times. Each was better than the other, which caused the company to be **number #1** for **five** years as the best embeddable platform.
- The sandbox and demo environments we created are used by **400 visitors** a month. They bring new business to Logi Analytics and make eval-to-purchase a better experience with the hosted solution: <https://developer.logianalytics.com/>.
- This led to overall sales growth attributable to these product improvements by **29%**.