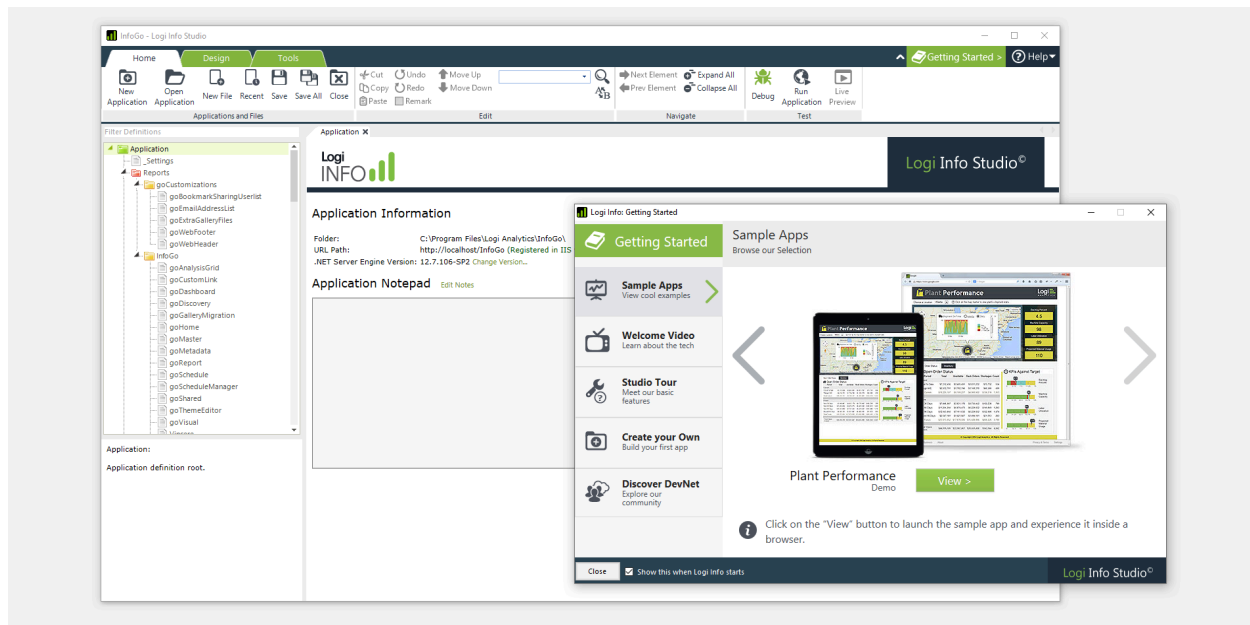


Logi Analytics: Info Studio IDE Overhaul



Outline

The first task that we had when we started the consulting agreement with Logi Analytics in 2014 was to overhaul their legacy IDE Info Studio. It looked outdated and lacked a proper "Getting Started" flow.

We had a **seven** people team responsible for doing multiple tasks to overhaul and enhance the eval-to-purchase process. The eval-to-purchase process had a low conversion rate because it lacked a compelling "Getting Started" user experience and flow.



12 Months to complete the work



- 1** Lead UI/UX Designer
- 2** UI/UX Mid-Level Designer
- 3** Front-End Developer
- 1** QA Developer

Ontolabs team had these general responsibilities:

- Our front-end Developers had the mission to use their skills and ability to turn mockups into HTML/CSS. They started with the design composites by acquiring layout and style elements such as; spacing, fonts, sizes, colors, and opacities, using proper tools and techniques. Generate CSS and HTML, which the other front-end developers can use for integration, based on UX designs.
- Our team took the Adobe Illustrator and Photoshop master artwork and created sprites and other application-dependent graphics in the best manner to fit future frameworks. We worked on the UX to understand the design. We obtained the necessary color values and measurements by directly sampling and measuring the Photoshop files.
- Our Ontolabs team was able to work independently with a good understanding of design and continued to specify styles with other content. We helped with UI requirements to the extent of being able to identify application features related to a story and subtasks assigned, then provided HTML/CSS for it. We assembled UI elements into an online pattern library. Finally, we refactored the CSS and HTML to have a more precise and consistent theme-able architecture and framework that the other front-end developers can understand and work within.
- We also provided one of our QA developers responsible for checking for consistency, completeness, and vision alignment.

What did we do

- We looked at the old IDE and decided to use corporate colors as the new Look and Feel. We worked closely with the Marketing team to achieve this.
- We created a design pattern around the corporate Look and Feel that applied to reporting and building analytical content with Info Studio.
- We interviewed prospects and customers about their pain point while using Info Studio.

- We designed a "Getting Started" experience with screen tutorials and downloadable demos.
- We created **five** demos using Info Studio and packaged them so that users can download them and have a starting point to build their solutions.
- We created **five** template themes that users can use to develop their solutions.
- We created internal usability tests and analyzed the results.

What worked well?

- We were able to overhaul Info Studio to look fresh and modern for a desktop .NET application.
- With the inclusion of the "Getting Started" part, we increased the conversion rate on the eval-to-purchase process.
- We made the Info Studio's download to build experience more efficient and faster.

What did not work that well?

- Due to the limitations of technology and the number of outdated libraries, the effort was more significant than expected. We had to develop very creative ways to apply a very consistent Look and Feel despite the constraints.

What was the result?

- We had a successful result which led to a **29%** increase in new sales.
- We increased the conversion rate on the eval-to-purchase process by **45%**.
- As a result, our team started working on Logi Analytics' Embedded solution. It extended our relationship between Logi Analytics and Ontolabs by **four** years. Please refer to the companion Case Study "*Logi Analytics - Composer Embeddable Framework UI/UX Development*," which covers the new embedding capabilities from Log Analytics.

Highlights

We increased sales for Logi Analytics by enhancing the “Getting Started” and “Evaluation” steps.

We created fresh themes that customers could apply to their implementations.

Overall, Info Studio looked very modern and more appealing.