Thomas Joos, Marie Martens

# DIGITAL PRODUCT DESIGN

@littlemissrobot
@ontoforce
#techstartupday

What does **digital product design** mean for you?

Search now with disqover

REQUEST A TRIAL



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Elevator Pitch

# DISQOVER

**Disqover** is a user-friendly search platform that establishes smarter links between various sources of information: your databases, databases of relevant departments or companies, the internet, social media and so on.

Our main goal is **to make drug discovery** around the world **more effective.**

Data discovery & linking should be as **easy** as Google, as **slick** as Apple and as **fun** as Angry Birds.

- HANS CONSTANDT, CEO ONTOFORCE

We need a partner to help us **improve** the user experience.

# Digital Product Design

We design innovative digital products that have a positive & inspiring impact on people’s lives.

Proud member of Heaven Can Wait, Cronos

WILLY VANDERSTEEN
SUSKE EN WISKE
DE STUIVENDE STAD
Standaard Uitgeverij
WILLY VANDERSTEEN
SUSKE EN WISKE
DE STUIVENDE STAD
START VOORSTELLING
SLEEP MET JE VINGER OM
DE STRIP ZELF TE LEZEN

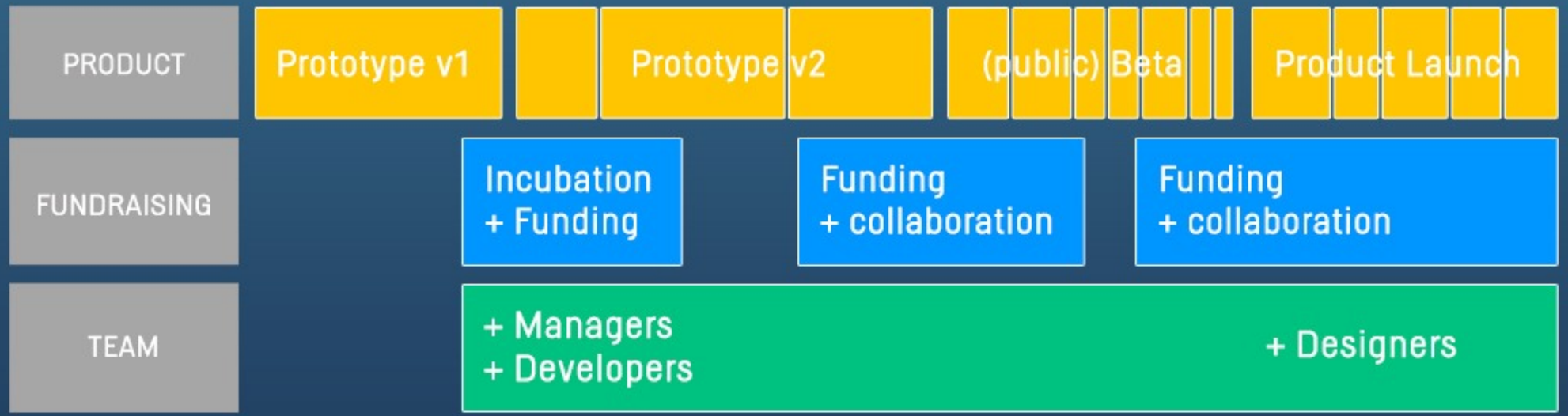
studio brussel
Music At Work
Now Playing
Rihanna
Bring It On: All or Nothing
Live
Radiogids
16:00
Nu
Playlist
Herbeluister

# THE STARTUP TIMELINE

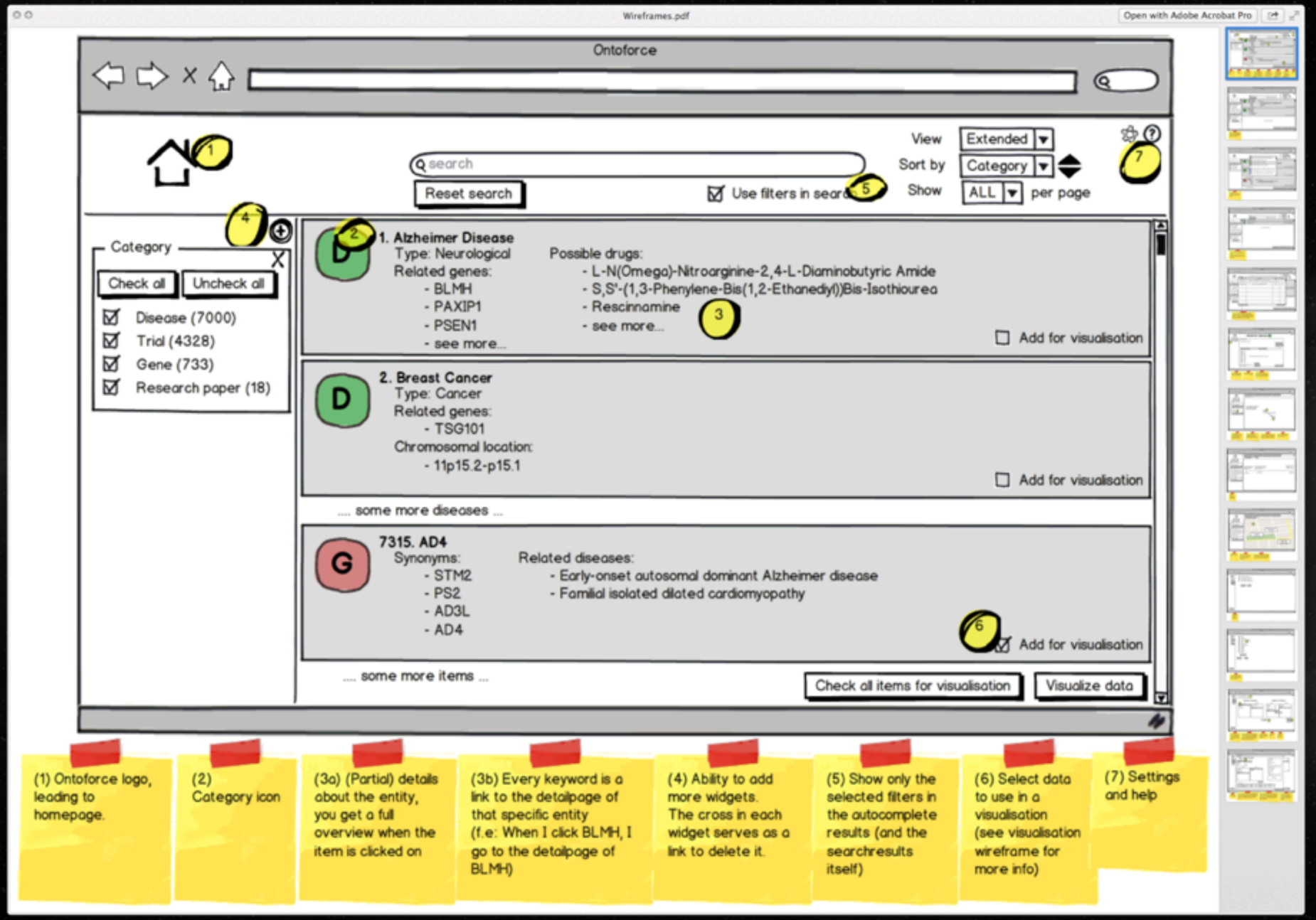
Little Miss Robot, digital product design

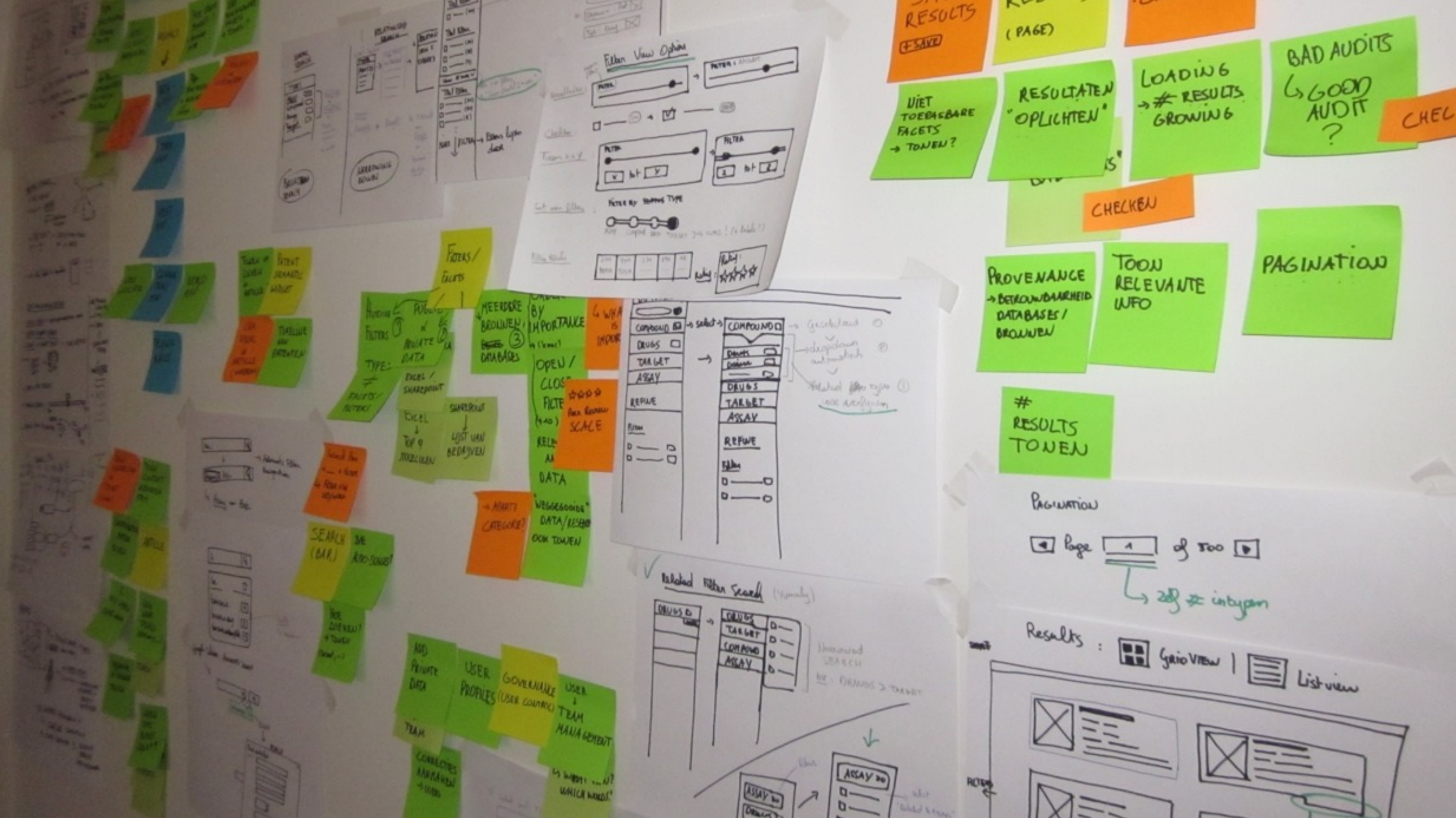
## EMBRYONALE FASE

Startups zijn en gaan intensief op zoek naar market fit (inhoudelijke focus) en commercial fit (business model). Ze (ver)bouwen lean & mean een goed product en business model voor hun doelgroep. Ondertussen proberen ze via proof of progress investeerders te overtuigen mee te stappen in de verdere ontwikkeling en lancering.

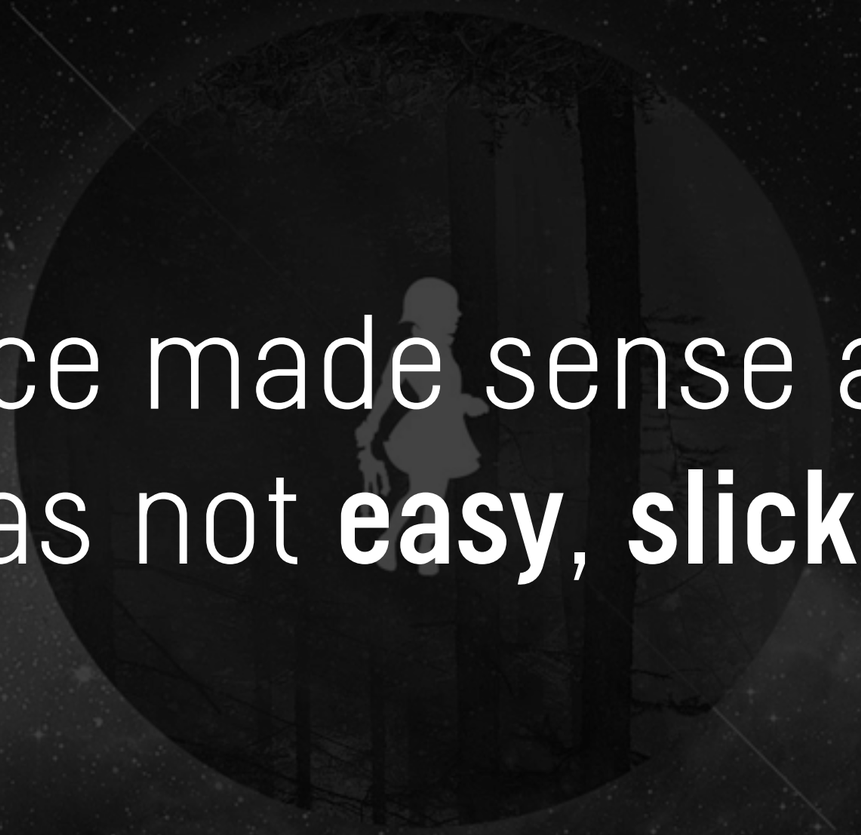


# How it all started.


Wireframes.pdf
Open with Adobe Acrobat Pro
Ontoforce
search
Reset search
Use filters in search
View
Extended
Sort by
Category
Show
ALL
per page
Category
Check all
Uncheck all
Disease (7000)
Trial (4328)
Gene (733)
Research paper (18)
1. Alzheimer Disease
Type: Neurological
Related genes:
- BLMH
- PAXIP1
- PSEN1
- see more...
Possible drugs:
- L-N(Omega)-Nitroarginine-2,4-L-Diaminobutyric Amide
- S,S'-(1,3-Phenylene-Bis(1,2-Ethanediyl))Bis-Isothiourea
- Rescinnamine
- see more...
Add for visualisation
2. Breast Cancer
Type: Cancer
Related genes:
- TSG101
Chromosomal location:
- 11p15.2-p15.1
Add for visualisation
.... some more diseases ...
7315. AD4
Synonyms:
- STM2
- PS2
- AD3L
- AD4
Related diseases:
- Early-onset autosomal dominant Alzheimer disease
- Familial isolated dilated cardiomyopathy
Add for visualisation
.... some more items ...
Check all items for visualisation
Visualize data
(1) Ontoforce logo, leading to homepage.
(2) Category icon
(3a) (Partial) details about the entity, you get a full overview when the item is clicked on
(3b) Every keyword is a link to the detailpage of that specific entity (f.e: When I click BLMH, I go to the detailpage of BLMH)
(4) Ability to add more widgets. The cross in each widget serves as a link to delete it.
(5) Show only the selected filters in the autocomplete results (and the searchresults itself)
(6) Select data to use in a visualisation (see visualisation wireframe for more info)
(7) Settings and help



RESULTS
+SAVE
(PAGE)
NIET TOEPASBARE FACETS → TONEN?
RESULTATEN "OPLICHTEN"
LOADING → # RESULTS GROWING
BAD AUDITS
↳ GOOD AUDIT ?
CHEC
CHECKEN
PROVENANCE → BETROUWBAARHEID DATABASES / BRONNEN
TOON RELEVANTE INFO
PAGINATION
# RESULTS TONEN
Filter View Options
FILTERS / FACETS
MEERDERE BRONNEN / DATABASES
BY IMPORTANCE
OPEN / CLOSE FILTER
SCALE
COMPOUND
DRUGS
TARGET
ASSAY
REFINE
SEARCH (BAR)
Related Filter Search
PAGINATION
Page 1 of 500
Results : GrioView | Listview
USER PROFILES
GOVERNANCE (USER CONTROL)
USER TEAM MANAGEMENT



The experience made sense academically.
But it was not **easy**, **slick** and **fun**.

# DESIGN THINKING LEADS

In order to make inspiring products that are a joy to interact with, we have to include design thinking throughout the entire process. We take the lead in this process, guiding product owners, visual & technical experts into an innovative direction.

We do this by providing an experienced team,
**lead by a product designer and product manager.**

# DESIGN IS NOT AN **AFTERTHOUGHT**

Too often, design is a visual layer added on top in the end.
But design is not just a visual layer, it’s not just about aesthetics.
Design is about defining behavior, **it’s about how the product works.**

# INVOLVEMENT

**Together**, we translate your mission & vision into a tangible user experience. In our workshops both visual and technical experts collaborate with product owners and business people.

BUSINESS

DESIGN TECHNOLOGY

# INVOLVEMENT

**Everybody** contributes in designing the product interaction.
User experience is your tangible business model.

Little Miss Robot
Product Design Process

# Explore

Concept Design
Storyboarding
Interviews
Inspiration
Competitive Analysis
Product Roadmap

# Design

Branding
Wireframing & UX
Interface Design
Interaction Design
Content Design
Prototyping
User Testing

# Build

Technical Analysis
Frontend Scope Development
Backend Scope Development
Beta Development
Testing & Deployment

# DISQOVER | Current Activities

## 1. Business

Product Strategie

Product Roadmap

Team

Customer Profiling

## 2. Design

Interactive Concept Design /

Feature Matrix (priorities)

Branding

Wireframes & Flows (!)

Interface Design

Interaction Design

Visual Prototyping

Content Design

User Testing & Analyse

## 3. Build

Frontend Scope Prototyping

Frontend UI/UX Development

Frontend Beta Development &

Internal Testing

Backend Setup & Organisation

Backend Feature Development

Backend Data Services

## STAP 1: BRANDING & UX

# 1. Explore

Stakeholder interviews

Customer Profiling / Journey

Competitive Analysis

Inspiration & opportunties

Concept Exploration & Brainstorms

Concept Design / Storyboarding

Feature Matrix (priorities)

# 2. Design

Branding

Wireframes & Flows

Interface Design

Interaction Design

Prototyping

Content Design

User Testing & Analyse

# 3. Build

Technical Review & Analysis

Frontend Scope Prototyping

Frontend UI/UX Development

Frontend Beta Development &

Internal Testing

# TEAM

**Little Miss Robot Team**

Product Manager: Thomas Joos

Product Designer: Valentijn Destoop

UX Design: Thomas Joos, Bart Raymaekers

Branding: Valentijn Destoop, Alexander Casteels

Interface Design: Valentijn Destoop, Alexander Casteels

**Disqover Team**

Stakeholders: Hans Constandt, Stephane Roelandt, Peter Verrykt

Product Manager: Hans Constandt

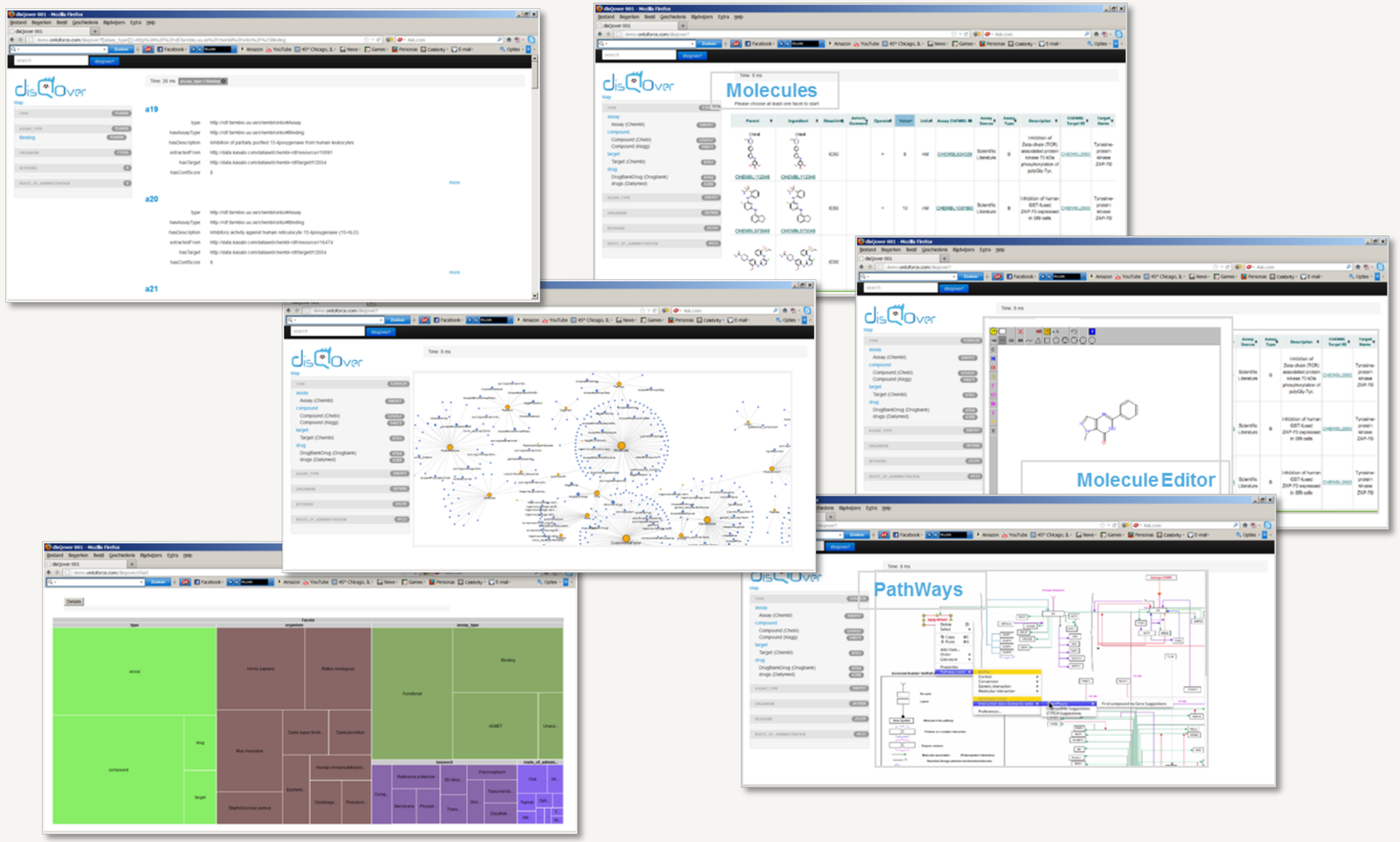
Project Manager: Philippe Luickx

Lead Development: Ewout Van Troostenberghe

# KICKOFF

# disQover

## Some Screenshots




ONTOFORCE | links for lives

telephone: +32 479 48 21 18
e-mail: info@ontoforce.com

# Discover - Features & Functionality Matrix

File Edit View Insert Format Data Tools Help Last edit was made on July 11 by Gwen Vanhee

???

| | A | B | C | D | E | F | G | H | I | J | K |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | **Topic** | **Viewport** | **Version** | **Description issue** | **Solution** | **Priority** | **Business Value** | **Legacy** | **Effort** | **Tech Compl** | |
| 2 | As a user I want to click a selected result (right column) and jump to that result ??? | Discovery | ??? | | | | | | | | |
| 3 | **As a user I want do a full tekst search** | Dashboard | V0 | | | | | | | | |
| 4 | **As a user I want to specify the type before doing the search** | Dashboard | V0 | | | | | | | | |
| 5 | **As a user I want to navigate between the "dashboard" and "my discovery" whithout loosing data** | | V0 | | | | | | | | |
| 6 | **(EPIC) As a user I want to find relevant results (doing a discovery-1 step)** | Discovery | V0 | | | | | | | | |
| 7 | As a user I want to filter on type | Discovery | V0 | | | | | | | | |
| 8 | As a user I want to filter on facets | Discovery | V0 | | | | | | | | |
| 9 | **As a user I want to disable aplied filters** | Discovery | V0 | | | | | | | | |
| 10 | **As a user I want to finetune results via the searchbox (B)** | Discovery | V0 | | | | | | | | |
| 11 | **As a user I want to see how many results are found** | Discovery | V0 | | | | | | | | |
| 12 | As a user I want to see how many linked results are found (right column) | Discovery | V0 | | | | | | | | |
| 13 | As a user I want to see my selected results (right column) | Discovery | V0 | | | | | | | | |
| 14 | As a user I want to remove seletced results (right column) | Discovery | V0 | | | | | | | | |
| 15 | As a user I want to see the posible selected links and indicate in which I am intrested (right column) | Discovery | V0 | | | | | | | | |
| 16 | As a user I want to add a result to discover more (right column) | Discovery | V0 | | | | | | | | |
| 17 | As a user I want to select multiple results | Discovery | V0 | | | | | | | | |
| 18 | As a user I want to select all results with one click | Discovery | V0 | | | | | | | | |
| 19 | (EPIC) As a user I want to perform actions on a result | Discovery | V0 & V1 | | | | | | | | |
| 20 | **(EPIC) As a user I want to find, continue working / do actions on a saved discovery** | | V1 | | | | | | | | |
| 21 | **As a user I want to goto the detail page of that discovery** | Dashboard | V1 | | | | | | | | |
| 22 | **As a user I want to see the tags related to a specific discovery** | Dashboard | V1 | | | | | | | | |
| 23 | **As a user I want to add or remove tags of a specific discovery** | Dashboard | V1 | | | | | | | | |
| 24 | **As a user I want to search (filter) for a discovery using tags** | Dashboard | V1 | | | | | | | | |
| | **As a user I want to order discoveries by: Newest first, Oldest first,** | | | | | | | | | | |

disqover The origin of a certain protein

DASHBOARD | PROFILE

FILTER ON TYPE

All types
18 025 results

Used filters

Human | Structure ✕ | DNA ✕ | Rats ✕

12 results

Gm9583
Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...

Gm9583
Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...

Show all results

SELECTED LINKS

All types
18 025 results

All types
18 025 results

All types
18 025 results

FILTER ON TYPE

All types
18 025 results

Used filters

Human | Structure ✕ | DNA ✕ | Rats ✕

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Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...

Show all results

SELECTED LINKS

All types
18 025 results

All types
18 025 results

All types
18 025 results

ACTIONS ON SELECTION

UNDO | INVERSE | COMPARE | SHARE

ADD TO MAP

RESULT FOLDER 01 ADD

disqover The origin of a certain protein

DASHBOARD | PROFILE

FILTER ON TYPE

All types
18 025 results

Affected organism

Humans

Indication

Osteoporosis

Panacinar enphysema

Osteoporosis

Enphysema

Panacinar enphysema

+ show more

Chromosome

13p11.3

18q13.3

10p13.8

13p16.8

11p13.6

+ show more

RWE

choose a country

All types
18 025 results

All types
18 025 results

Finetune your results

Used filters

Proteins | Human | Structure ✕ | DNA ✕

36 205 results

Gm9583
Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...

Gm9583
Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...

Gm9583
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Gm9583
Identifier: mgi:3779991
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Gm9583
Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...

DISCOVER MORE

All types
18 025 results

All types
18 025 results

All types
18 025 results

SELECTED LINKS

All types
18 025 results

All types
18 025 results

All types
18 025 results

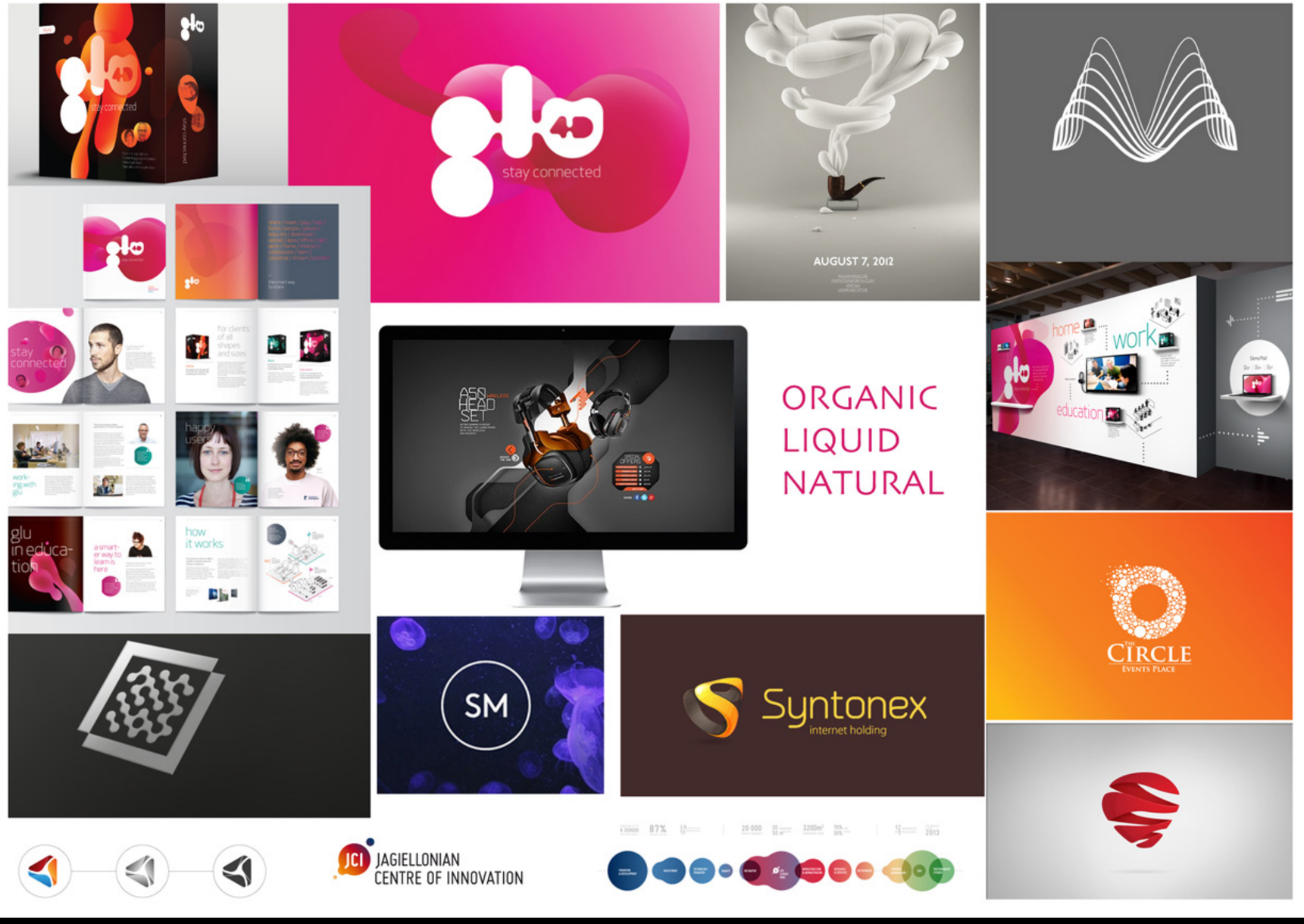
SHOW 46 LINKS

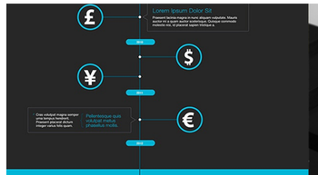
ACTIONS ON SELECTION

UNDO | INVERSE | COMPARE | SHARE

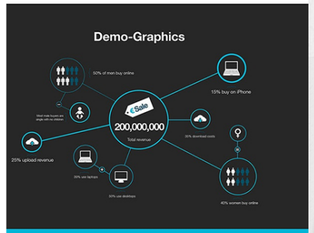
ADD TO MAP

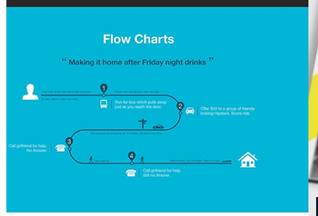
RESULT FOLDER 01 ADD


glo
stay connected
AUGUST 7, 2012
home
work
education
AES HEAD SET
ORGANIC
LIQUID
NATURAL
SM
Syntonex
internet holding
THE CIRCLE
EVENTS PLACE
JCI
JAGIELLONIAN
CENTRE OF INNOVATION



Graphs & Timelines


Demo-Graphics
200,000,000

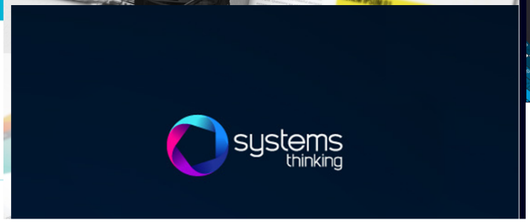

Flow Charts
" Making it home after Friday night drinks "

Clean & Professional

make change.

24%
52
45
70

+74%
-28%
PROJECT MANAGING FILE


systems
thinking

INDEX
Ocean Health is Our Health
How Do We Measure the Health of the Ocean?
60
An Index Organized by 10 Public Goals

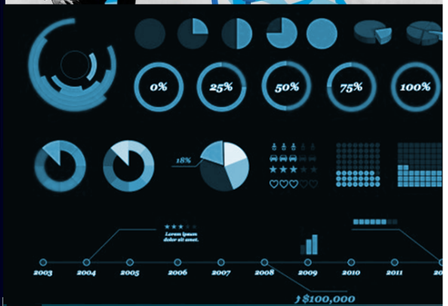
oberhaeuser
.info rmation
& interface
design

STRUCTURE

LATEST ARTICLES
GLOBAL TRENDS

703
HI, JESSICA
READABILITY

IN-EAR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75%
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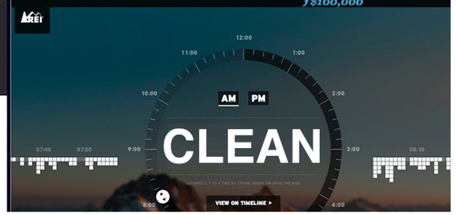
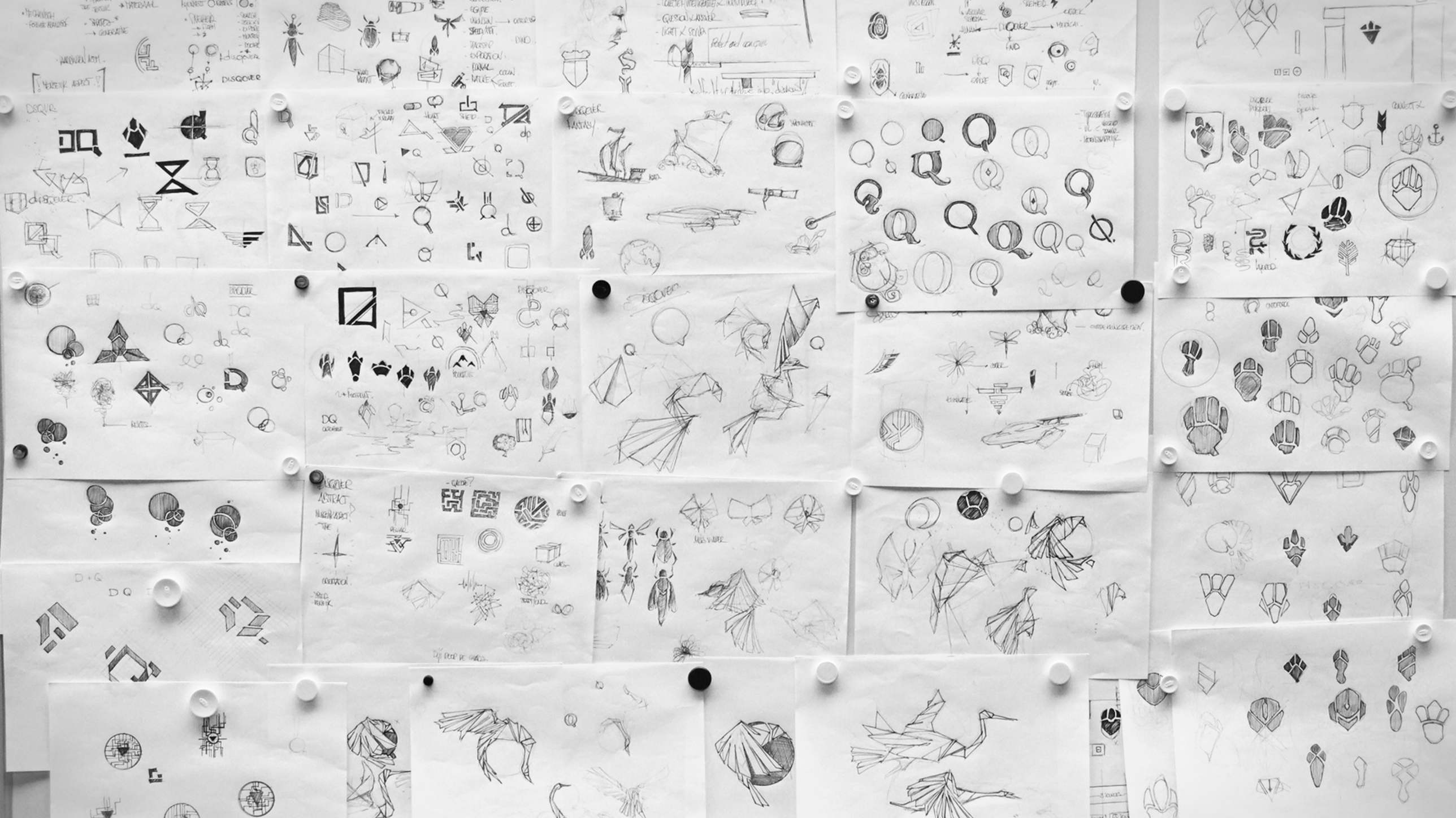
$100,000


AM
PM
CLEAN
VIEW ON TIMELINE



DISQOVER

Discovery consists of looking at the same thing as everyone else & thinking something different

- ALBERT SZENT-GYORGI -

# Researching gene Gm9583

Overview

Export

| | | |
|---|---|---|
| Panacinar enphysema, ... | **RESULTS:** LGP3029, D2Mit177, GM4059, Gm9583, GM3040,... | **LINKS:** link type 1 & link type 3 |
| Panacinar enphysema, Osteoporosis | **RESULTS:** LGP3029, D2Mit177, Gm9583, 3004 | **LINKS:** link type 1 & link type 3 23 |

FILTER ON TYPE

Gene

**Affected organism**

3666 Humans

**Indication**

02 Osteoporosis

102 Panacinar enphysema

232 Osteoporosis

+999 Enphysema

102 Panacinar enphysema

232 + show more

**Chromosome**

02 &3p11.3

102 18q13.3

DISCOVER › **538** GENES

Finetune your results

Genes

**Gm9583**
Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...

**Gm9583**
Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...

**Gm9583**
Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...

**Genetic map:**
Chromosome 10 42.90 cm

DISCOVER MORE

Get **426** linked results

SELETED RESULTS

GM 30020 OJZ

GM 312 OJZ

GM 3111 P

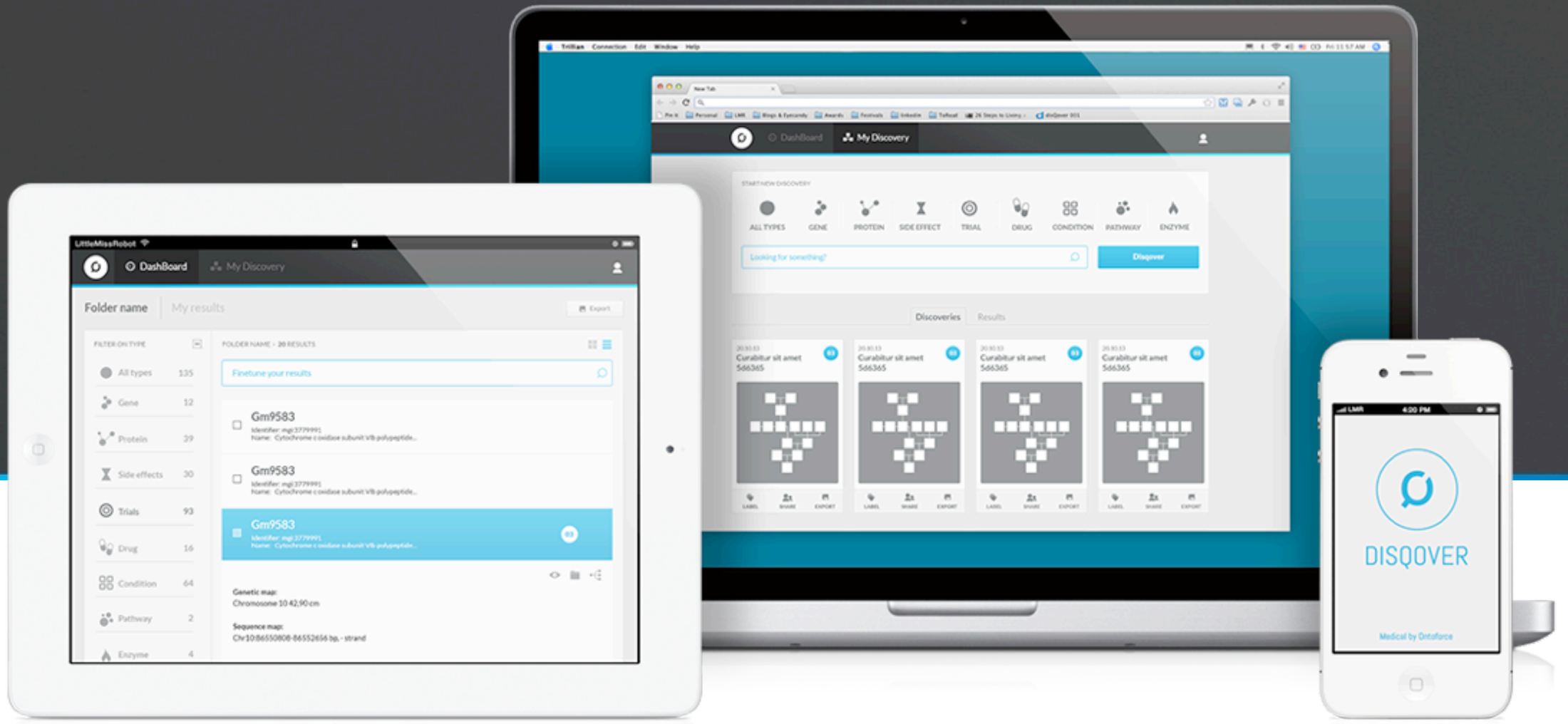
GM 3 HA

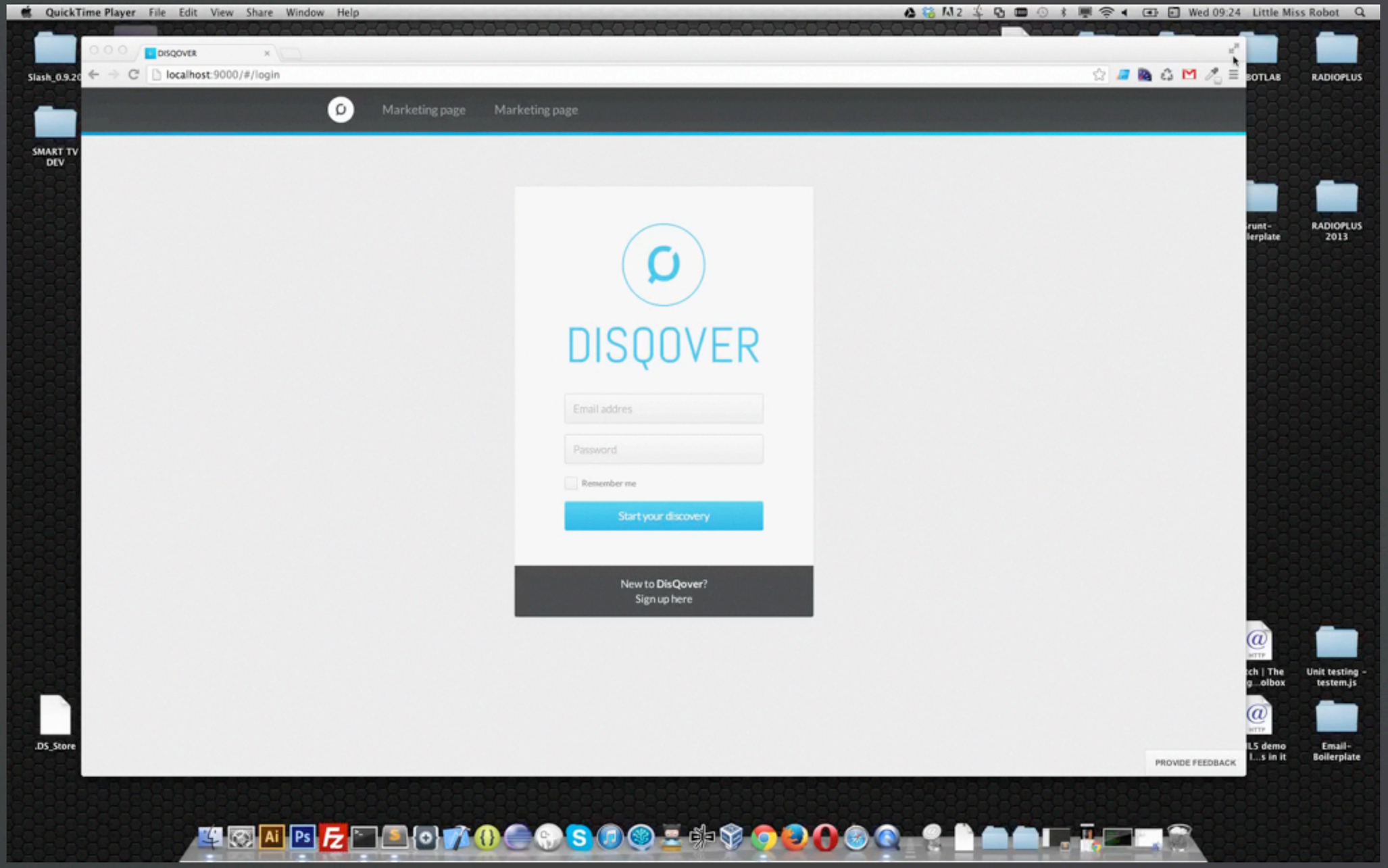
SELETED LINKS

| | |
|---|---|
| Genes | 120 |
| Protein | 2536 |
| Drug | 12 |

DashBoard
My Discovery
Researching gene Gm9583
Overview
FILTER ON TYPE
Gene
Affected organism
3666 Humans
Indication
02 Osteoporosis
102 Panacinar enphysema
232 Osteoporosis
+999 Enphysema
102 Panacinar enphysema
232 + show more
Chromosome
02 6.3p11.3
102 18q13.3
232 10p13.8
+999 13p16.8
102 11p13.6
DISCOVER : 538 GENES
Finetune your results
Genes
Osteoporosis
Gm9583
Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...
Gm9583
Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...
Gm9583
Identifier: mgi:3779991
Name: Cytochrome c oxidase subunit VIb polypeptide...
Genetic map:
Chromosome 10 42.90 cm
Sequence map:
Chr10:86550808-86552656 bp, - strand
Export
DISCOVER MORE
Get 426 linked results
SELETED RESULTS
GM 30020 OJZ
GM 312 OJZ
GM 3111 P
GM 3 HA
SELETED LINKS
Genes 120
Protein 2536
Drug 12

# DISQOVER | MEDICAL by Ontoforce




QuickTime Player File Edit View Share Window Help
Wed 09:24 Little Miss Robot
DISQOVER
localhost:9000/#/login
Marketing page
Marketing page
DISQOVER
Email addres
Password
Remember me
Start your discovery
New to DisQover?
Sign up here
PROVIDE FEEDBACK
Slash_0.9.2
SMART TV DEV
RADIOPLUS
RADIOPLUS 2013
Unit testing - testem.js
Email-Boilerplate
.DS_Store