

Gartner Innovation Center - UX/UI Lead Role - Home Task

Idan Portal

Research

Extension	Functionality	Layout / UI	User Flow (default scenario)	Pro's	Con's
Google Similar Pages *beta version	Suggested webpages similar to the ones the user is currently viewing.	<ul style="list-style-type: none"> Extension's button in Chrom's top-left installed extension's menu bar. Hover state over Extension's button Pop-up extensions interface in fixed size. Header: <ul style="list-style-type: none"> extension name 'exit' button Inner scroll. Suggestion Panel: <ul style="list-style-type: none"> Suggestions list. Suggestion box: <ul style="list-style-type: none"> Thumbnail Website title Meta-data URL address. Vertical right inner scroller 	<ul style="list-style-type: none"> Extension's button in menu bar is enabled when suggestions to similar web-pages are found. When Hover, notification box appears, alerting the user on similar pages that was found he can view. User clicks on the extension's button to view suggestions. Extension's interface opens-up on the bottom of the extension's button distributing suggestions in a vertical list. Users can scroll down the view all the pages suggestions. By clicking on one of the suggestions box the user is re-linked to the suggested page which opens up in a new tab. 	<ul style="list-style-type: none"> Extension's button states: Clear way to alert the user while not interrupting the activity in the browser. Page suggestion box info: Limited and clear data amount. Page suggestion box Thumbnail: Option for visual sorting. Inside Scroll: Displaying more than 5 suggestions list inside a fix extension's interface size. 	<ul style="list-style-type: none"> Exit button: Unnecessary (Second click on the extension button will close it as well). No segmentation option. Pages thumbnail size: don't give a clear idea about the page in most cases. No bookmark/favorite option. No settings option. Long scroll: When suggestions number is high. Page suggestion box info: Could include more data for faster sorting: Views, date last update, etc.)
Google Scholar Button	Easy accesees to Google scholar using content from browsed websites.	<ul style="list-style-type: none"> Extension's button in Chrom's top-left installed extension's menu bar. Hover state over Extension's button Pop-up extensions box in fixed size. Header: <ul style="list-style-type: none"> Search Bar Footer: <ul style="list-style-type: none"> 'Open results in new tab' button 'Settings button' Search results panel: <ul style="list-style-type: none"> Search results list Search result box: <ul style="list-style-type: none"> Articles title Author Name Published year Cited by number Related articles Original article format CTA Cited by CTA Quotes panel: <ul style="list-style-type: none"> Quotes list Different data-bases CTA Quotes box: <ul style="list-style-type: none"> Educational institution name Quoted articles 	<ul style="list-style-type: none"> User highlights content in the webpage. User Clicks on the extension's button in menu bar. Extension's interface opens-up on the bottom of the extension's button distributing top 3 search results in a vertical list. User clicks on article's title. Original articles opens up in a new tab. 	<ul style="list-style-type: none"> Search bar: Gives extra value to the extension's use. Highlights made in the webpages applies on Extension's. 'Open in new tab' function: Gives users option for a broader and more detailed view of the serach results. 'Setting' button: Gives users the option for custom adjustments. 	<ul style="list-style-type: none"> Search results number is limited: Displays only top 3 results. Hover state information on more Items: some objects functionality is not clear. Quotes button and panel: not clear enough to new users. Quotes Panel: no option to go back to search results panel. No segmentation option.

Requirements breakdown derived from the research

UI level:

- Extension's button (Chrome menu bar)

Wrapper:

- Extension's interface (Pop-up)
- Header

Header

- segmentation menu
- Saved articles (favorites) button
- Settings Button

Suggested data panel:

- Results panel
- Item box
- Inner scroll
- 'Open results in new tab' button

Suggested data box:

- Title
- Summary
- Views
- Industry
- Analyst Name
- 'Favorite' save button
- Publish date

Pop-up menu (webpage):

- Title
- Views
- Industry
- Analyst Name
- 'Favorite' save button
- Publish date
- 'Show in extension' button
- 'Open results in new tab' button

Functionalities Functional Spread

High level functions:

- Opens chrome extension
- Close chrome extension
- View related content in webpage
- View suggested content in extension
- Open suggested content in new tab
- Segmentation for displayed data
- Scroll to view all related content found

Low level functions:

- Mark as Favorite
- View saved articles (Favorites)
- Change Settings
- Open results in new tab
- Hover state info and CTA

Functionalities Structure

Extension's button:

- Opens chrome extension
- Close chrome extension
- Hover state info and CTA

Header:

- Segmentation for displayed data
- View saved articles (Favorites)
- Change Settings

Suggested data panel:

- Scroll to view all related content found
- Open results in new tab

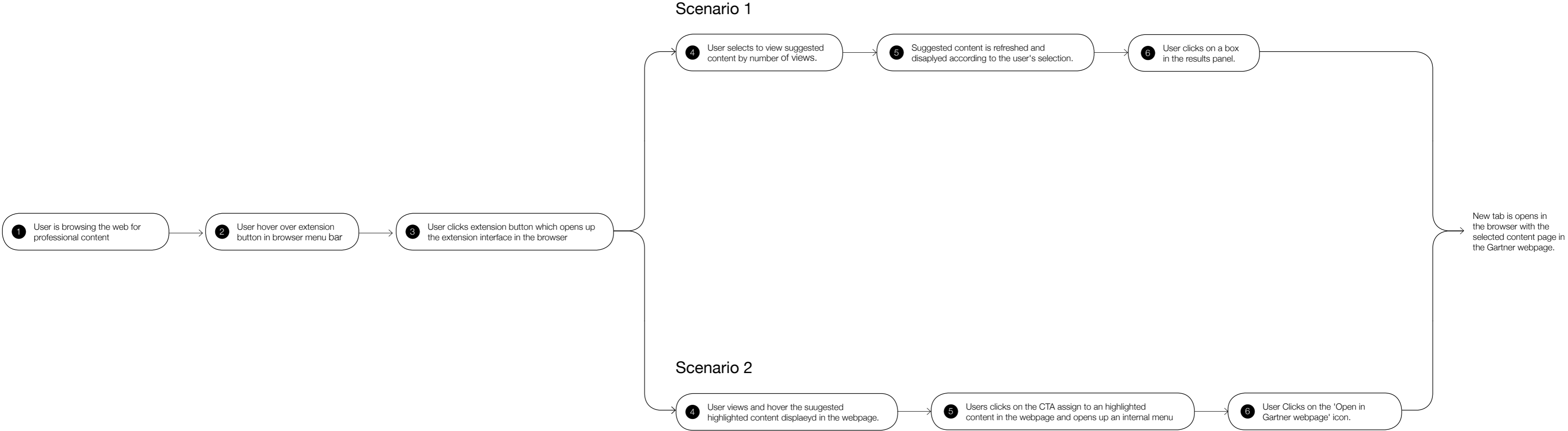
Suggested data box:

- View related content in webpage
- Open suggested content in new tab
- Mark as Favorite

Pop-up menu (webpage):

- View suggested content in extension
- Open suggested content in new tab
- Mark as Favorite
- Minimize

Scenarios



Scenario 1

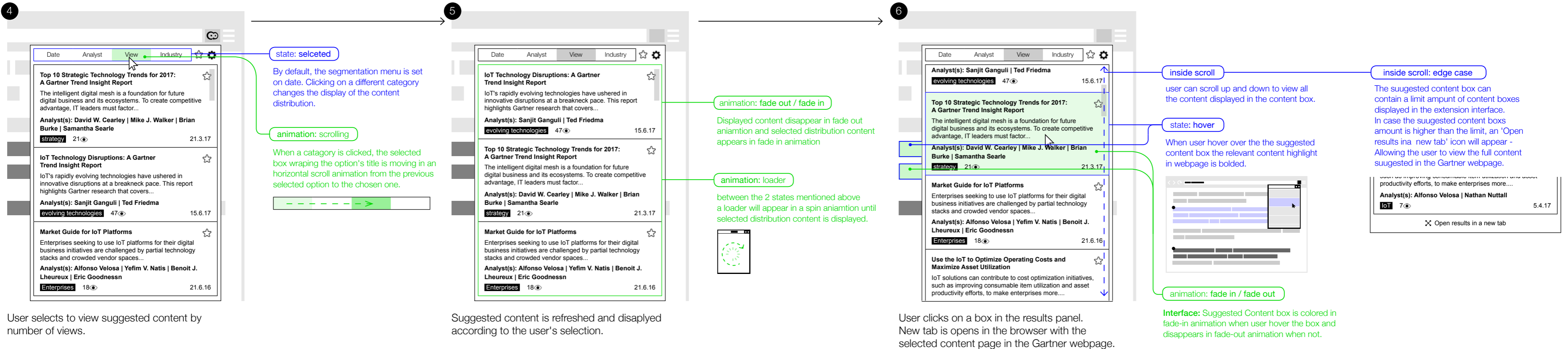
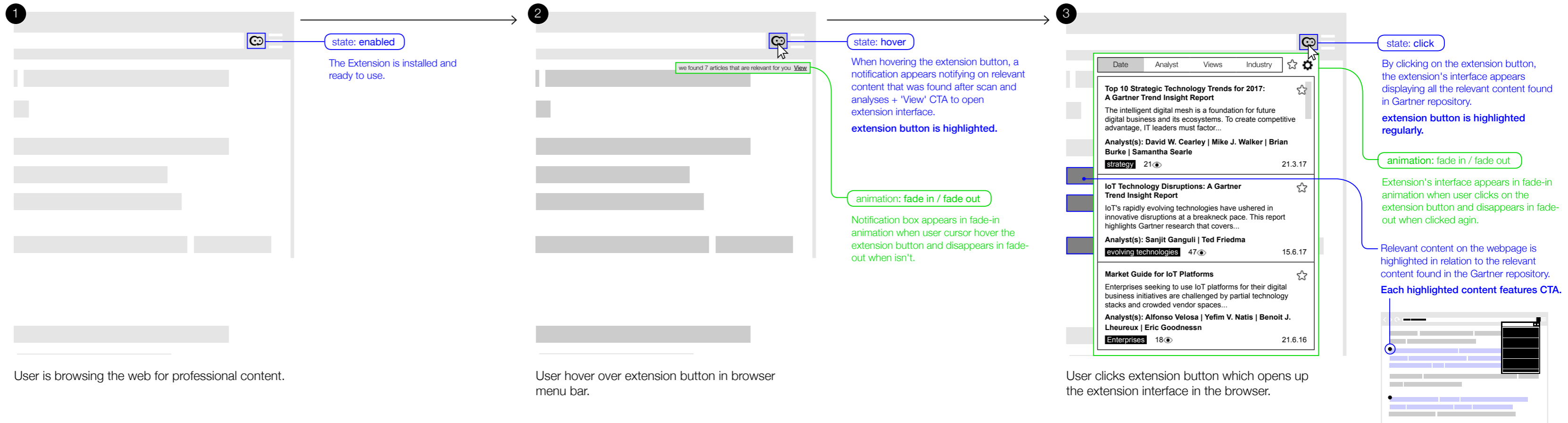
User view related suggested content using the extension interface

Pro's

- All related data found relevant is displayed to the user, encouraging him/her to use the repository.
- Easy to segment down data by relevant context.
- Further drill-down customization using the 'Settings' menu option.
- Concise summary for each article helps the user to find relevant data.

Con's

- Highlighted content in webpage and suggested content in interface correlation is harder to spot.
- Continuous reading is interrupted.



Scenario 2

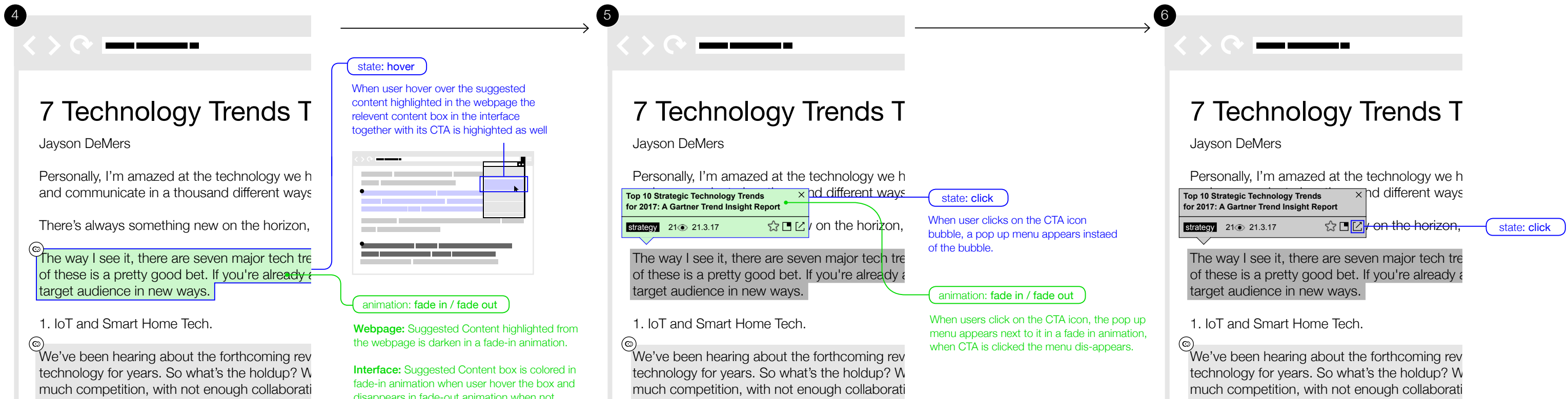
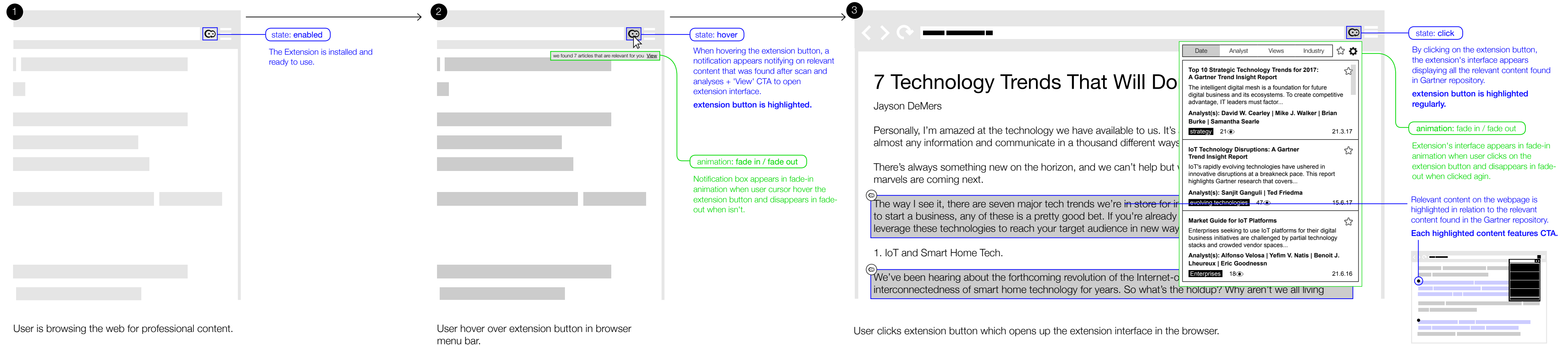
User view related Gartner content using highlighted content and pop-up menu in the webpage.

Pro's

- Much more intergrating way to reach the user with data relevent to his/her professional needs.
- Easier to view a different online data sources in a familiar enviornment (webpage).
- Encourges the use in the extension interface and options.

Con's

- The data summary presented in the pop-up menu is limited.
- Highlighted content in the webpage can interrupter the user's Continuous reading in the page.
- Not an option to view other suggested content also relevent to the users current browsing data.



User views and hover the suugested highlighted content displaeyd in the webpage.

Users clicks on the CTA assign to an highlighted content in the webpage and opens up an internal menu next to it.

User Clicks on the 'Open in Gartner webpage' icon. New tab is opens in the browser with the selected content page in the Gartner webpage.

The screenshot shows a web browser window with the URL `www.time.rwth-aachen.de/cms/TIME/Studium/Veranstaltungsebersicht/Veranstaltung/~elrm/Detail/?file=ISO6&lidx=1`. The page header features the logo for the Technology Entrepreneur Center (TEC) and navigation links for Home, About, Academics, Experiences, and Resources. The main content area is titled "Strategic Technology Management" and includes a list of requirements for individuals wishing to obtain a certificate. A sidebar on the right displays a list of related reports, including "Top 10 Strategic Technology Trends for 2017: A Gartner Trend Insight Report" and "IoT Technology Disruptions: A Gartner Trend Insight Report".

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Top 10 Strategic Technology Trends for 2017: A Gartner Trend Insight Report

strategy 21 21 March 2017

The Strategic Technology Management (STM) certificate program is designed for graduate level students with an engineering background who aspire to lead a venture, make higher level strategic technology/business decisions and develop leadership skills. From an innovation viewpoint, this certificate program will provide students with the understanding and the tools to incubate new ventures and participate in the process of innovation and market adoption within corporate environments. These courses are applicable to students who are/want to be engaged in starting a company, working for a start-up, or bringing strategic technology management skills into their current or an existing company.

Individuals who wish to obtain a certificate in Strategic Technology Management must:

- Hold a bachelor's degree
- Complete the following core courses:
 - TE 460: *Entrepreneurship for Engineers* (1 hour)
 - TE 461: *Technology Entrepreneurship* (3 hours)
 - TE 567: *Venture-Funded Startups* (1 hour)
- Complete any combination of the following elective courses for a total of at least two credit hours:
 - TE 401: *Developing Breakthrough Projects* (1 hour)
 - TE 450: *Startups: Inc, Fund, Contracts, IP* (3 hours)*
 - TE 466: *High Tech Venture Marketing* (2 hours)
 - TE 560: *Managing Advanced Technology I* (1 hour)**
 - TE 565: *Technology Innovation and Strategy* (2 hours)
 - TE 566: *Finance for Engineering Management* (2 hours)
 - GE 400: *Engineering Law* (3 hours)***
 - Attendance of the Silicon Valley Workshop
 - Submission of 1-page essay about your experience submitted to TEC (equivalent to 1 hour course credit) is required

Top 10 Strategic Technology Trends for 2017: A Gartner Trend Insight Report

The intelligent digital mesh is a foundation for future digital business and its ecosystems. To create competitive advantage, IT leaders must factor...

Analyst(s): David W. Cearley | Mike J. Walker | Brian Burke | Samantha Searle

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IoT Technology Disruptions: A Gartner Trend Insight Report

IoT's rapidly evolving technologies have ushered in innovative disruptions at a breakneck pace. This report highlights Gartner research that covers...

Analyst(s): Sanjit Ganguli | Ted Friedman

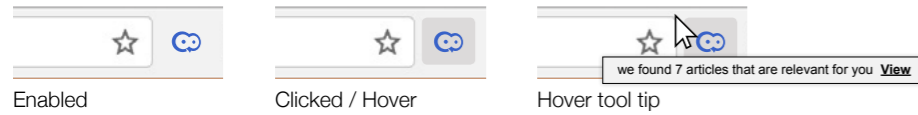
Evolving technologies 47 15 June 2017

Market Guide for IoT Platforms

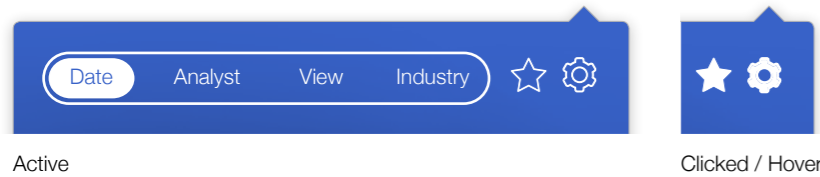
Enterprises seeking to use IoT platforms for their digital business initiatives are challenged by partial technology stacks and crowded vendor spaces...

Design Elements

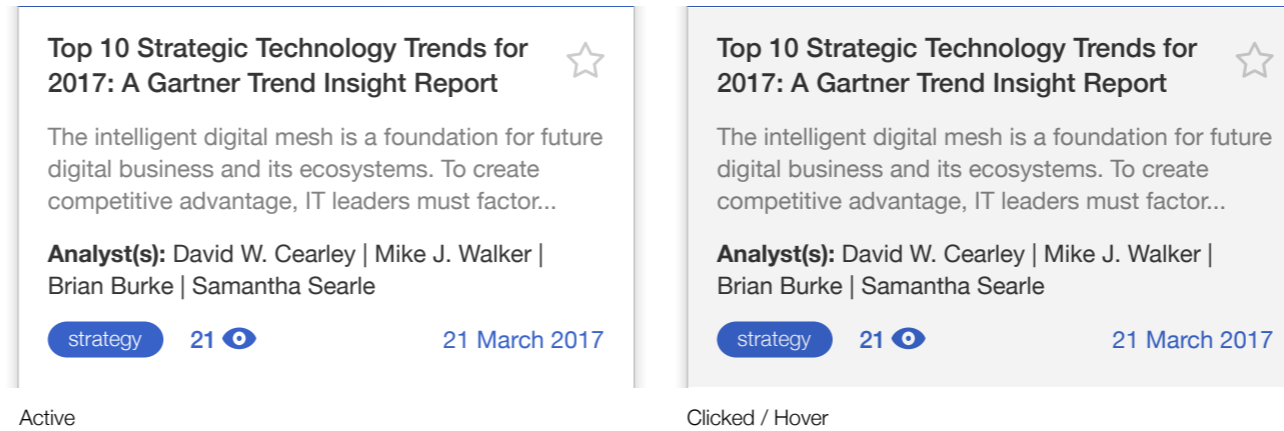
Extension's button:



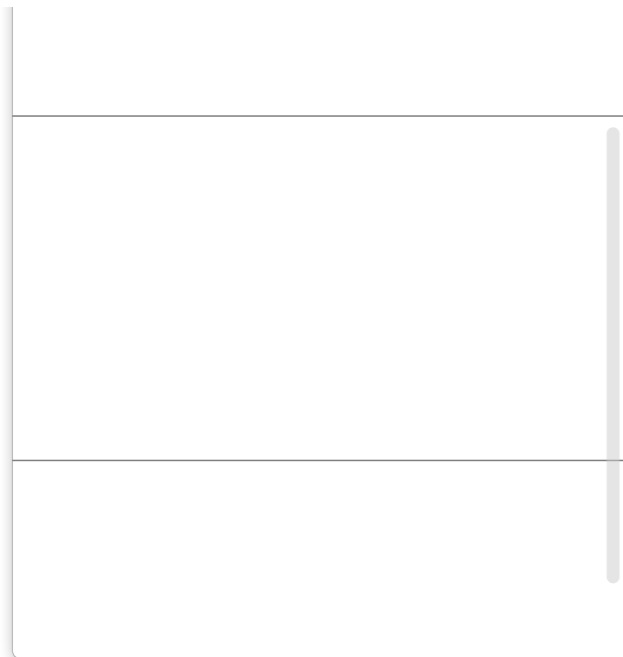
Header:



Suggested data box:



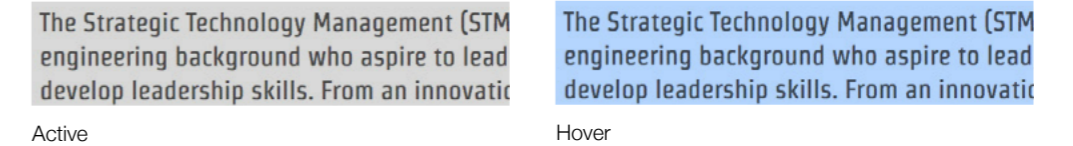
Suggested data panel:



Favorite button

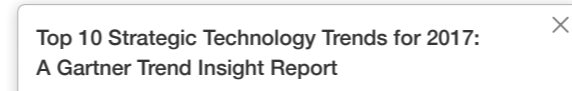


Highlighted content

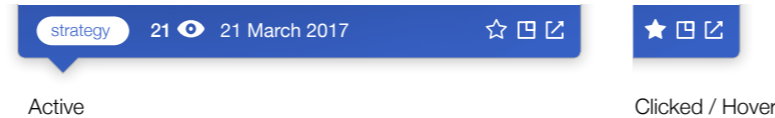


Pop-up menu

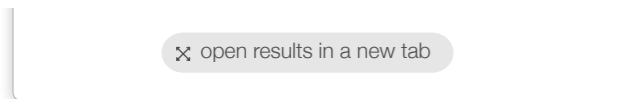
Header



Footer



'Open results in a new tab' button



Button



Close button

