

USER EXPERIENCE DESIGNER

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00 / PORTFOLIO 2012 - 2016

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2016



The Ukrainian company eScore Technologies specializes in software for betting solutions. The main product is a rub90.com betting portal.

I spent almost one year as a remote UX consultant. It evolved my self-organization and developed my remote presentation skills. Also, I had a lot of business analysis and desk research tasks.

3

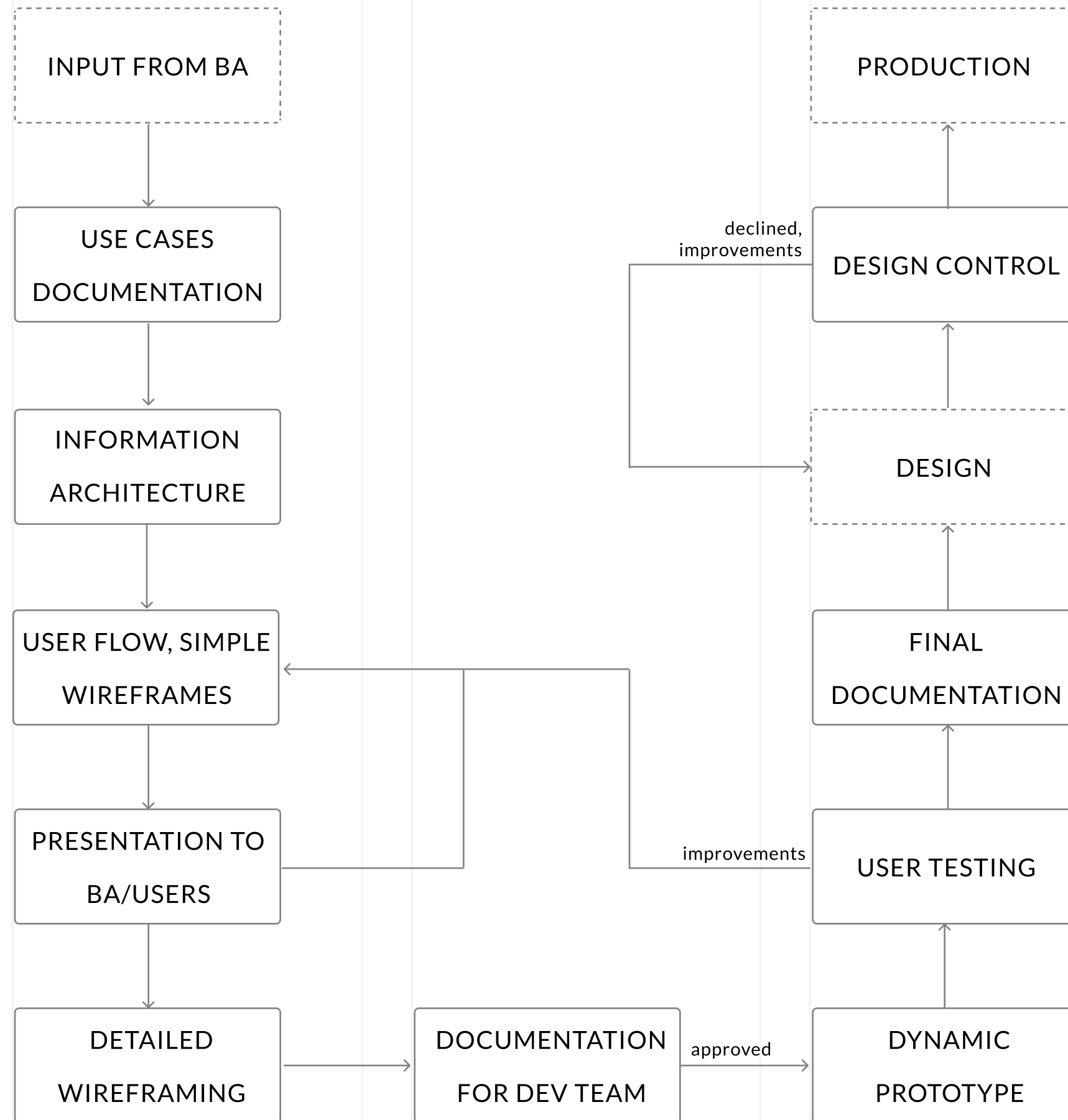
Projects

300+

Detailed wireframes

1

Year of remote experience and self-organisation



UX Design process

My responsibilities:

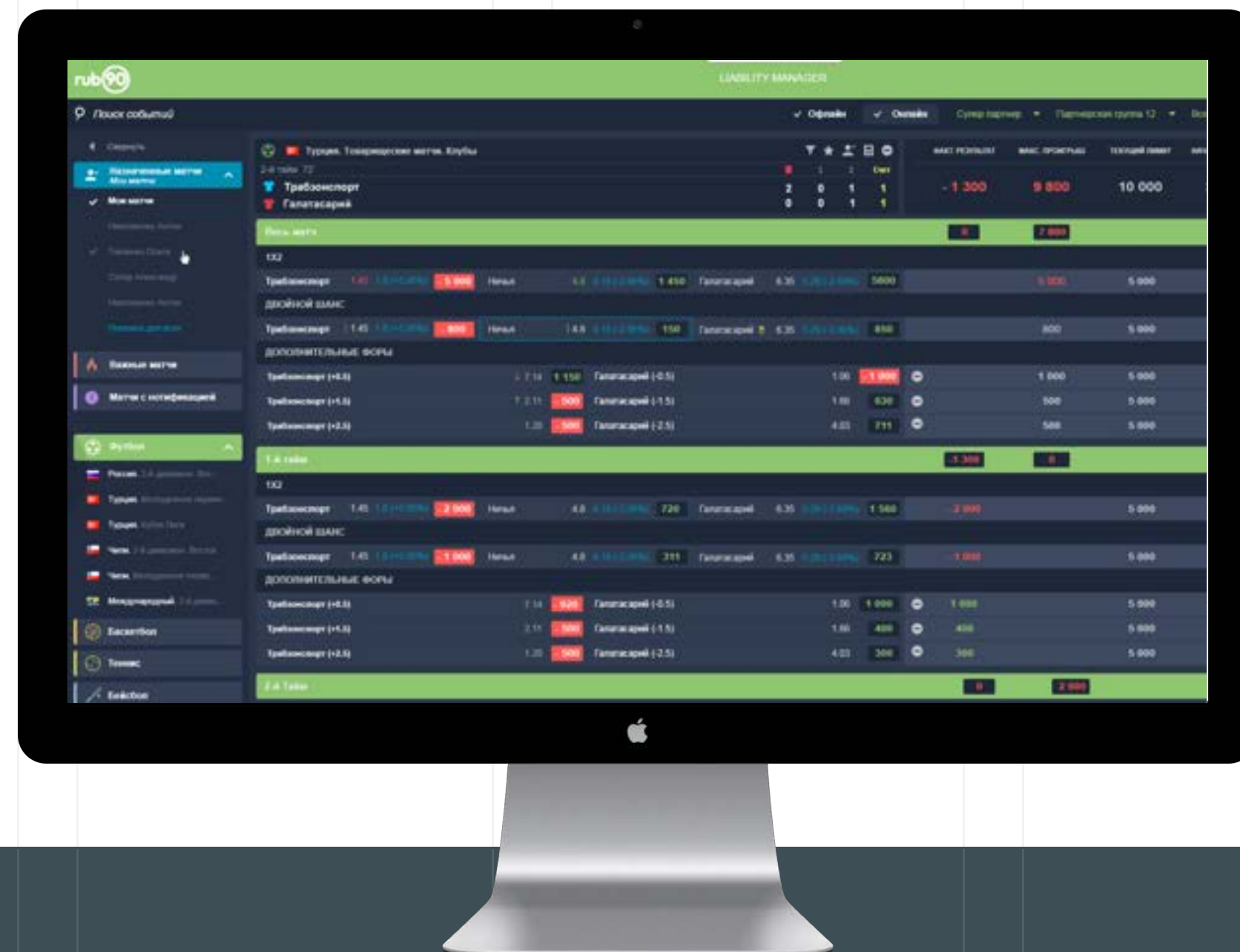
- Wireframing
- User interviewing
- Concept presenting
- Interaction design

The essential part of this process was direct communication with the user because our users (bookmakers/process operators) were available inside the company.



Liability Manager

Liability Manager is a bookmaker administration tool for managing sports betting risks at different stages. The tool provides the fastest risk management experience for bookmakers. Notifications, colour-coded alerts, dynamic layouts, and smooth use flows are crucial parts of product features.



03 / ESCORE / LIABILITY MANAGER

30+

Design specifications

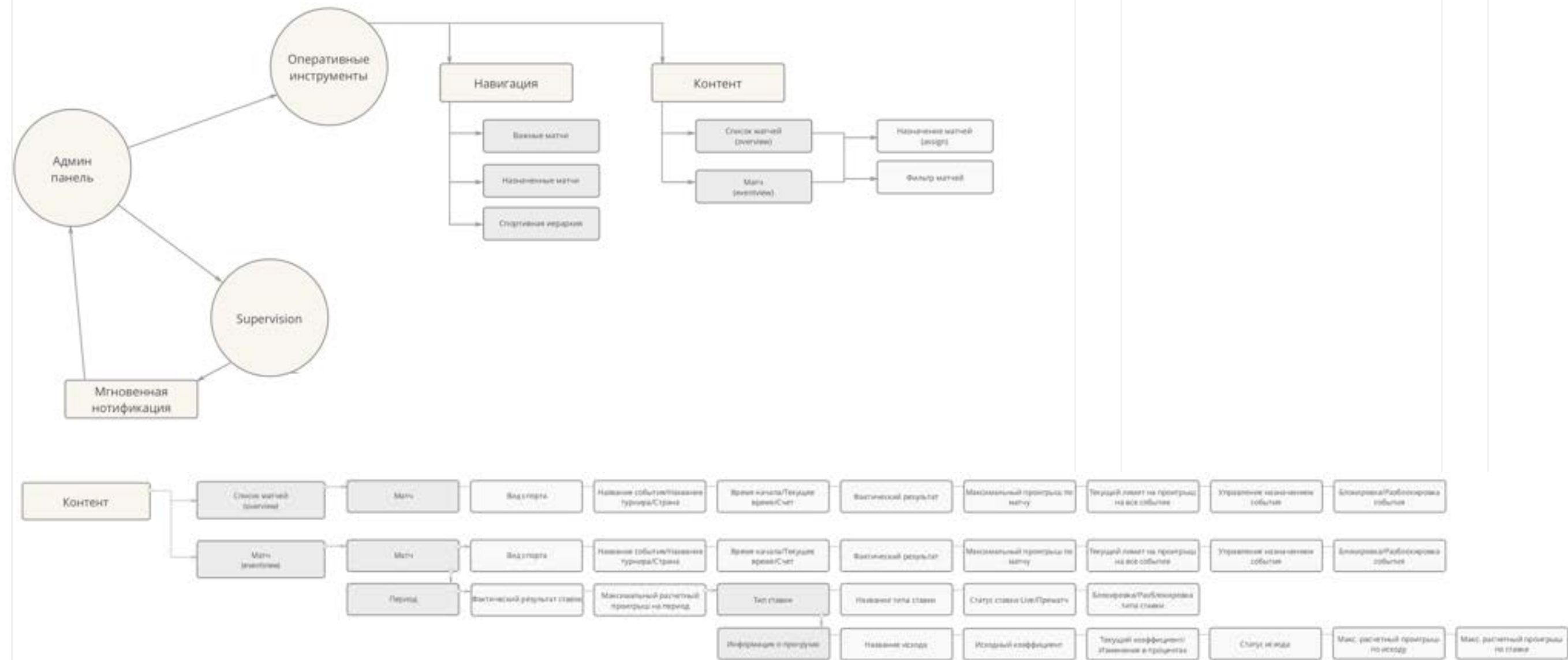
100%

Dynamic UI



The first sketch of information architecture for Liability Manager.

Общая ИА и структура Оперативных инструментов и Supervision





This wireframe of the Liability Manager tool shows a list of actual game matches and their risk statuses. The content in this area depends on risk forecasting on the backend.

The interface is divided into three main sections:

- Left Sidebar:** A vertical menu with icons and labels for various sports: Футбол, Баскетбол, Теннис, Хоккей, Волейбол, Бейсбол, and Ам. футбол.
- Main Content Area:** A table titled "Overview" showing a list of matches. The table has columns for match name, status, date, and risk metrics. The matches are grouped into "Избранные (10)" and "Назначенные матчи (25)".
- Right Panel:** A "Нотификация" (Notifications) panel with a "Лог матча" (Match Log) section. It displays notifications about match risks and includes filter options for "Показывать любые" (Show any), "Не заблокированные матчи" (Not blocked matches), and "Важные матчи" (Important matches).

Матч	Статус события	Вост. депозит	Макс. проигрыш	Текущий коэф.	Парольный коэф.	Индикаторы
Факел - Воронеж Байкал (Россия, ФНЛ)	08.11.2015 11:20	-199	66	---	---	🟡 🟡 🟡 🟡
Балтика - Тосно (Россия, ФНЛ)	08.11.2015 11:40	-244	33	---	---	🟡 🟡 🟡 🟡
Шарлотт - Чикаго (США, МЛС)	09.11.2015 02:30	-5434	4323	---	---	🟡 🟡 🟡 🟡
Детройт - Индиана (США, МЛС)	09.11.2015 02:40	-200	432	---	---	🟡 🟡 🟡 🟡
Алтригем - Хиддермистер (Англия, Чемпионшип)	07.11.2015 15:00	-5234	4323	---	---	🟡 🟡 🟡 🟡
Борехам Вуд - Алдершот Таун (Англия, Чемпионшип)	07.11.2015 15:30	-200	432	---	---	🟡 🟡 🟡 🟡
Скайлайнс - КК КРКА (Хорватия, Премьер-лига)	07.11.2015 16:40	-5234	4323	---	---	🟡 🟡 🟡 🟡
Шопронь - Бенфика Лиссабон (Португалия, Премьер-лига)	07.11.2015 17:00	-200	432	---	---	🟡 🟡 🟡 🟡
Бромли - Челтенхем Таун (Англия, Чемпионшип)	07.11.2015 15:10	-1033	432	---	---	🟡 🟡 🟡 🟡
Саутпорт - Честерсити (Англия, Чемпионшип)	07.11.2015 15:30	-2354	553	---	---	🟡 🟡 🟡 🟡
Суонси - Сток Сити (Англия, Премьер-лига)	07.11.2015 16:40	-2342	236	---	---	🟡 🟡 🟡 🟡
Тюмень - Торпедо Армавир (Россия, ФНЛ)	07.11.2015 16:40	-4313	743	---	---	🟡 🟡 🟡 🟡
Волга Н-Н - Газовик (Россия, ФНЛ)	07.11.2015 17:00	-2234	331	---	---	🟡 🟡 🟡 🟡
Сокол - Шинник (Россия, ФНЛ)	08.11.2015 11:00	-2554	553	---	---	🟡 🟡 🟡 🟡
Факел - Воронеж Байкал (Россия, ФНЛ)	08.11.2015 11:20	-199	66	---	---	🟡 🟡 🟡 🟡
Балтика - Тосно (Россия, ФНЛ)	08.11.2015 11:40	-244	33	---	---	🟡 🟡 🟡 🟡
Шарлотт - Чикаго (США, МЛС)	09.11.2015 02:30	-5434	4323	---	---	🟡 🟡 🟡 🟡
Детройт - Индиана (США, МЛС)	09.11.2015 02:40	-200	432	---	---	🟡 🟡 🟡 🟡



The fundamental feature is a notification part of the panel. The mix of different status icons helps operators indicate the issue and handle it.

- кастомная настройка уведомлений
 - выбраны все типы уведомлений

- матч не назначен ни на кого
 - матч назначен на букмекера
 - матч назначен на букмекера, актуального пользователя

Иконка блокировки расчета
 - расчет не заблокирован (иконки для активного, выбранного матча либо наведения и не активного состояния)
 - расчет заблокирован (иконки для активного, выбранного матча либо наведения и не активного состояния)

Иконка блокировки всего матча
 - расчет не заблокирован (иконки для активного, выбранного матча либо наведения и не активного состояния)
 - расчет заблокирован (иконки для активного, выбранного матча либо наведения и не активного состояния)

Иконка активных ставок в матче, только одно состояние



I created a lot of design specifications for developers and UI designers. This particular specification shows some logical aspects of how filters work.

Описание функциональности фильтров списка прогрузов

1. Вид по-умолчанию, выбраны все типы прогрузов (офлайн, онлайн), все партнерские группы и клубы (пока не будет выбрана партнерская группа, выбор клуба недоступен):

Тип: Офлайн Онлайн Партнерская группа: Все Клуб: Все

2. Выбран тип только офлайн, определенная партнерская группа, определенный клуб:

Тип: Офлайн Онлайн Партнерская группа: Партнерская группа №1 Клуб: Клуб №9

3. Выбран тип только офлайн, определенная партнерская группа, открыт список клубов с возможностью фильтрации:

Тип: Офлайн Онлайн Партнерская группа: Партнерская группа №1 Клуб: все

Фильтр

- Клуб №1
- Клуб №2
- Клуб №3
- Клуб №4
- Клуб №5
- Клуб №6
- Клуб №7
- Клуб №8
- Клуб №9
- Клуб №10
- Клуб №11
- Клуб №12

Офлайн, Онлайн переключатель, работает на подобие чекбоксов, необходимо учитывать, что Офлайн и Онлайн одновременно выключенными быть не могут.

Быстрая фильтрация по клубам, аналог работы поиска google, так же данная фильтрация работает так же и с партнерскими группами.

Для быстро сброса выбранных параметров партнера или клуба можно использовать крестик.

4. Выбраны все типы прогрузов, определенная партнерская группа, открыт список клубов с фильтрацией:

Тип: Офлайн Онлайн Партнерская группа: Партнерская группа №1 Клуб: все

Клуб №1

5. Выбран тип прогрузов только Онлайн, определенная партнерская группа, опция клуб заблокирована:

1. Вид по-умолчанию, валюта доллар, по-умолчанию, выбраны все типы прогрузов (офлайн, онлайн), все супер партнеры, все партнерские группы и клубы (пока не будет выбрана партнерская группа, выбор клуба недоступен):

Валюта: \$ Тип: Офлайн Онлайн Супер партнер: Все доступные Партнерская группа: Все доступные Клуб: не выбран



2014 -2015



An award-winning online game developer and publisher. One of the leaders in the free-to-play MMO market, the company delivers authentic gaming experiences and services across PC, console and mobile platforms.

Wargaming Kyiv (Persha Studia) was an excellent company with a friendly work atmosphere. The UX process in there was smooth and structured. It was my first only UX designer job. I was thrilled and enjoyed the work process. Also, I got my first user testing and working with focus group experience there.

2

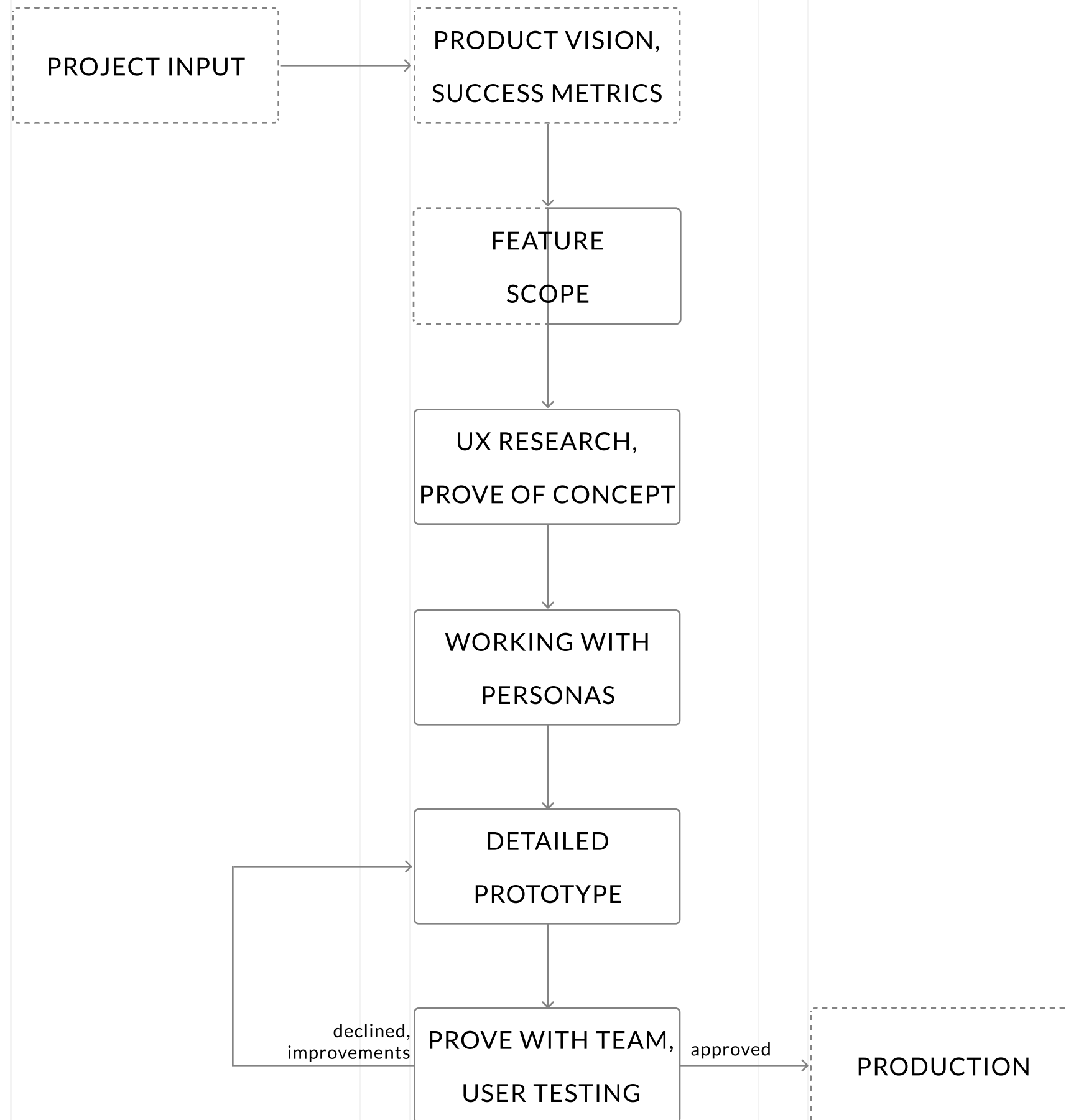
Projects

1

Windows-based application

1

Success product redesign



UX Design process

The global development process was divided into two phases: Preproduction (Analytics, UX design, UI design) and Production (Development, QA).

The most exciting part of the preproduction process was the feedback sessions during the prototype testing. It's a lot of fun to see how users break your ideas and concepts.

My responsibilities:

- Prototyping
- Prototyp testing
- User interviewing
- User feedback aggregation
- Work with research results
- Interaction design



Wargaming Game Center

It's a OS-based application for launching desktop games like World of Tanks, World of Warplanes, and World of Warships.

2.5

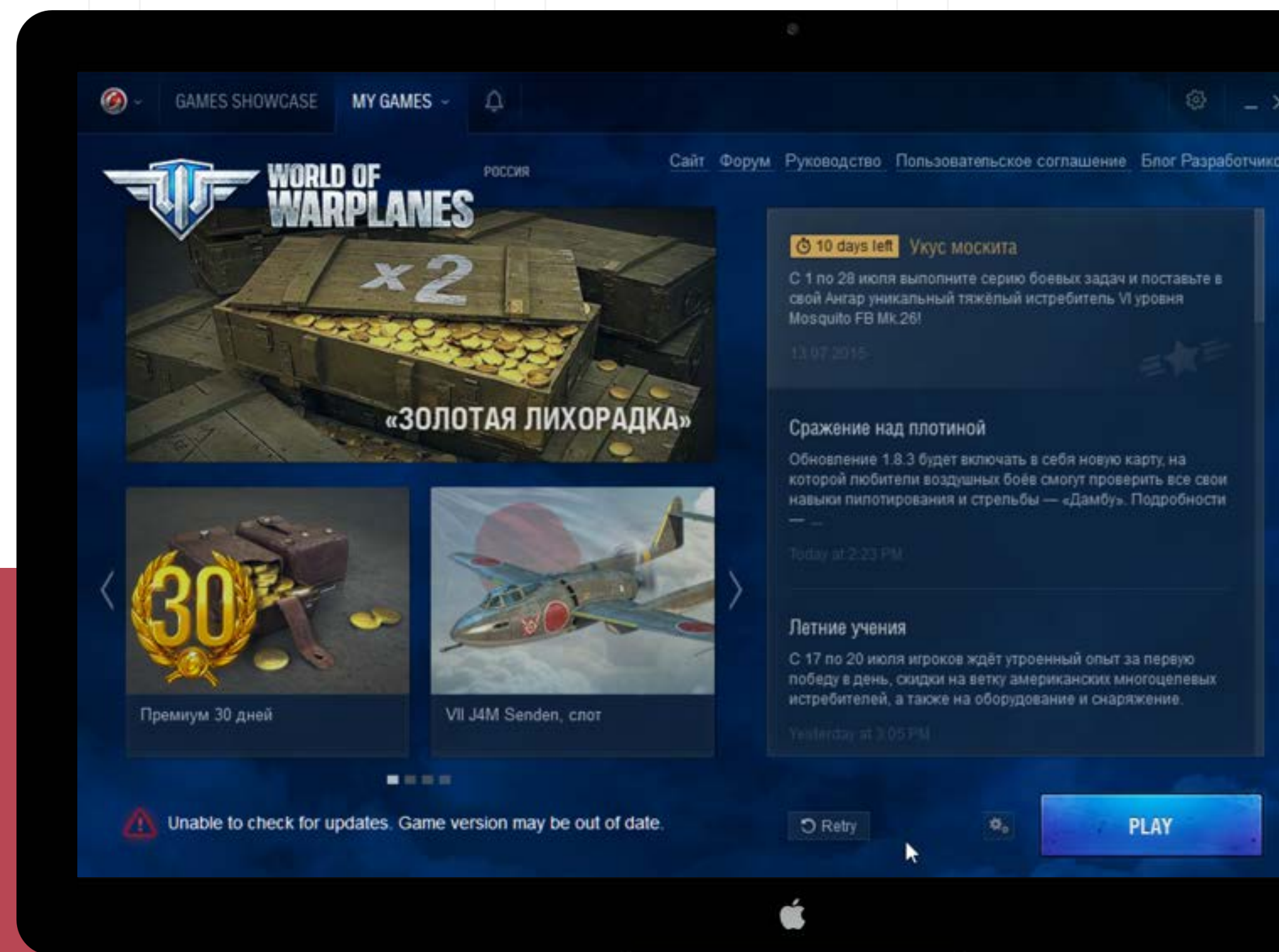
Weeks from concept to prototype testing

15+

Major changes during the test

4x12

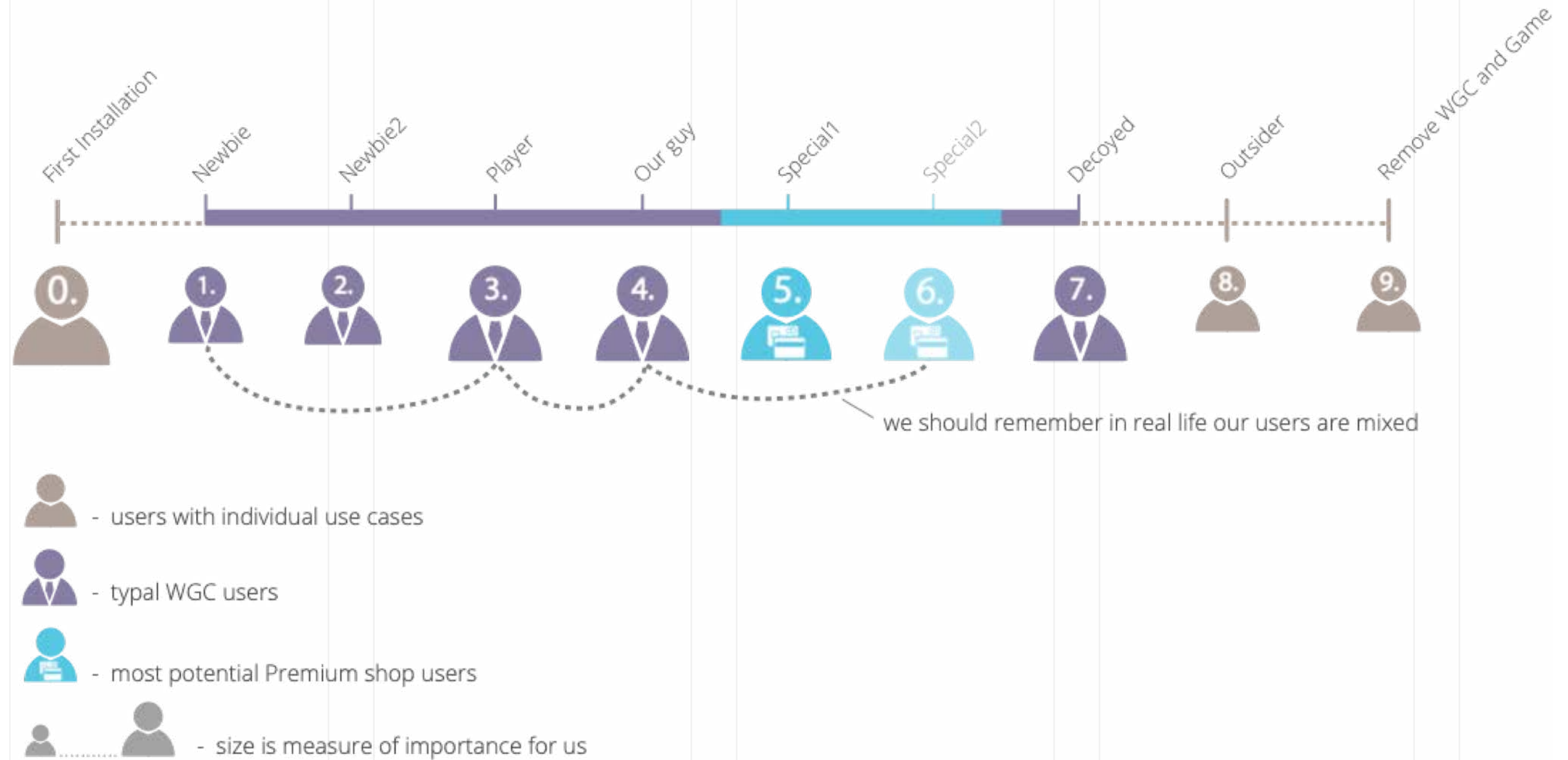
Focus groups x people in each





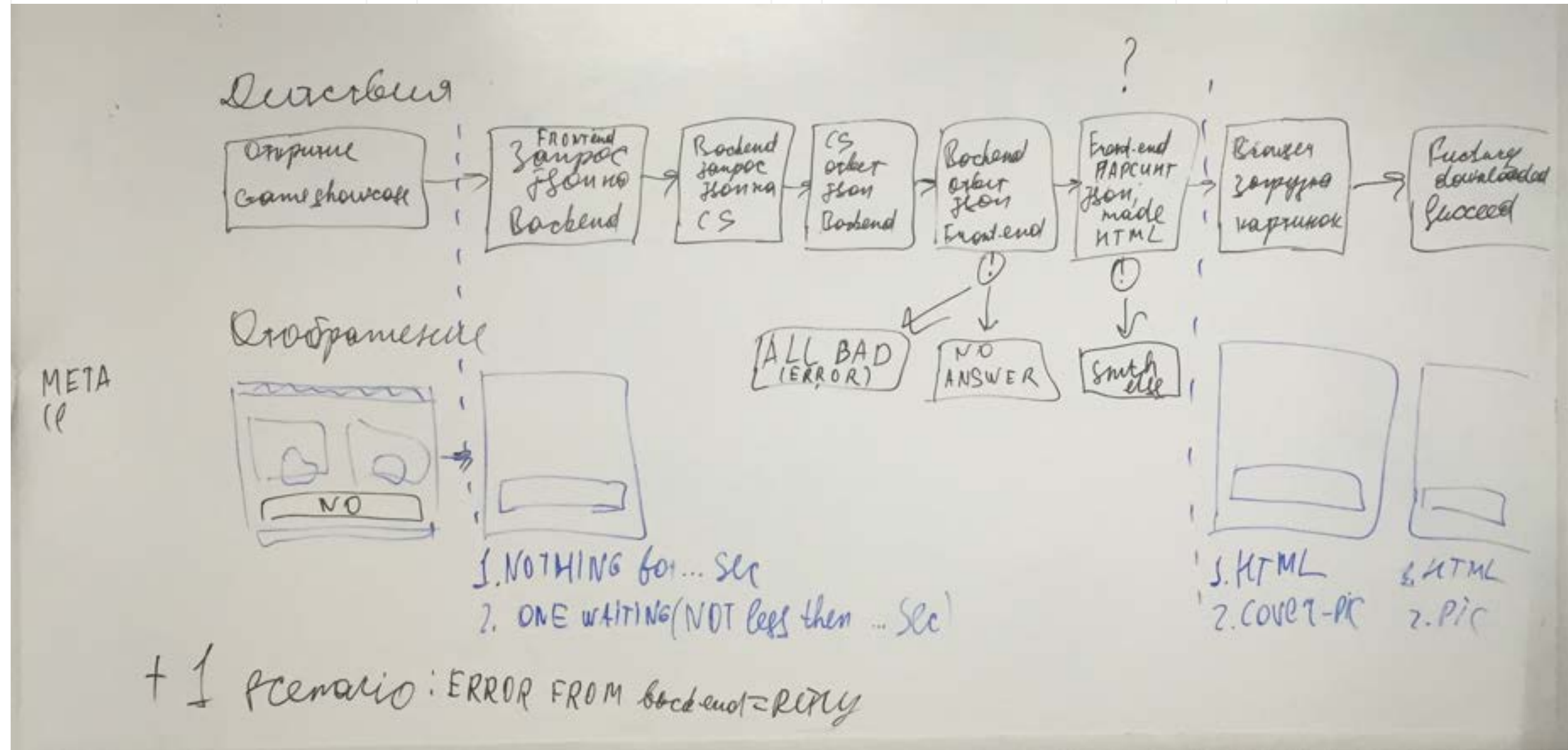
At Wargaming, I always worked with user-centric solutions. It's crucial to know your user (player).
The process begins with user graduation.

WGC User Graduation schema version 0.2





During every phase of product development, I had a numerous amount of brainstorming with the team. One of my favourite parts is presenting the idea to my teammates on a whiteboard.







One of the tasks was to propose solutions for four primary user flows: Game installation, Game Running, Games news, and Game uninstallation. We conducted prototype tests on focus groups (in four phases) to illuminate issues and make the experience smoother.

Участники тестирования

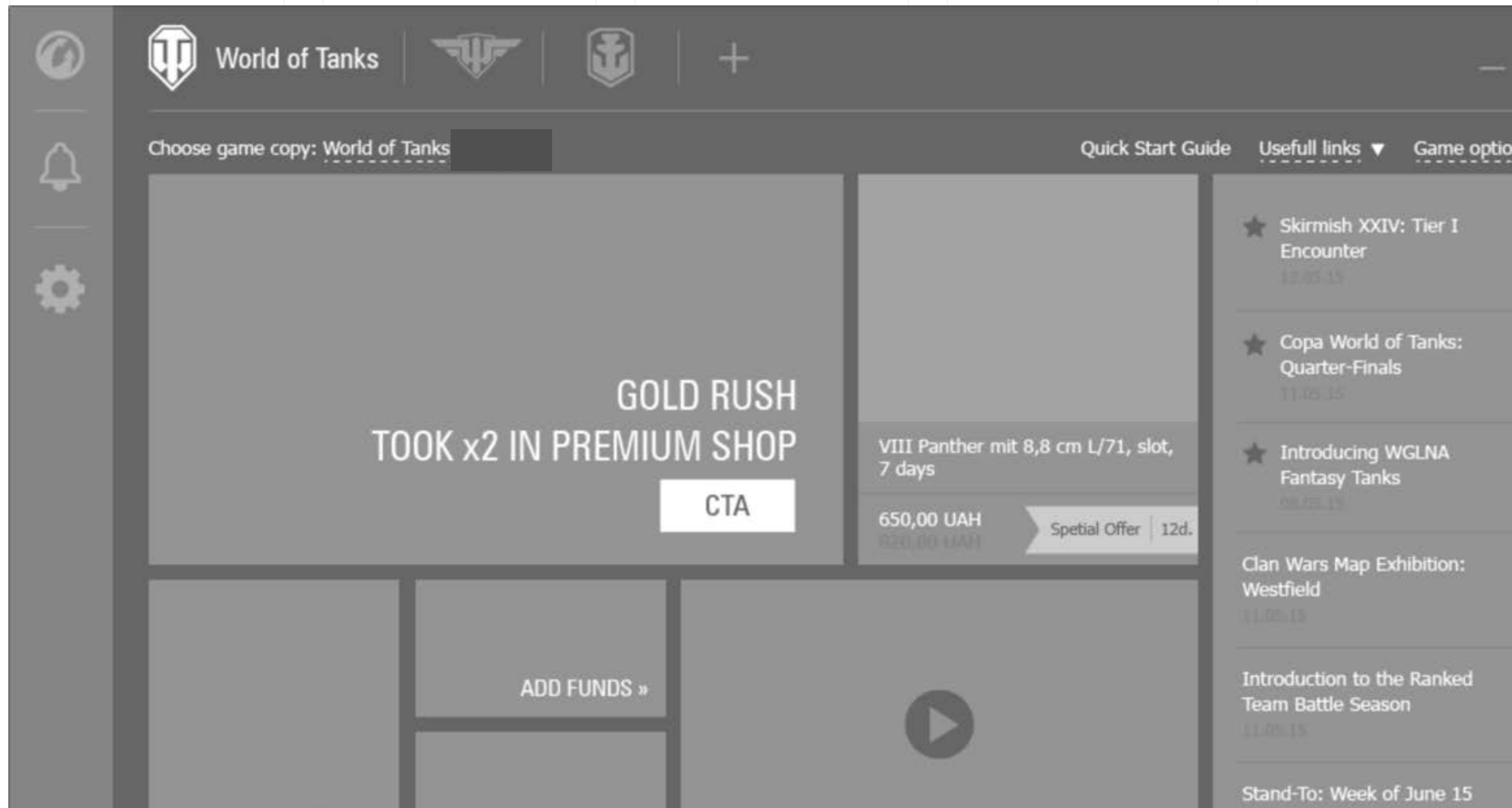
Этап I

Дата тестирования: 29 May 2015

<p>Сергей Кривенко UX Designer</p> 	<p>Замечания:</p> <ul style="list-style-type: none">• думал что иконка WG выкинет на главную страницу игр• со второго раза догадался что крестик• перечень всех игр наверху был бы логичнее• вообще не догадался как переключится опять на танки• жмет на логотип игры чтобы установить еще одну копию игры
<p>Роман Кузюк Frontend developer</p> 	<p>Замечания:</p> <ul style="list-style-type: none">• регион воспринимается как локализация промо страницы• хочет открыть меню сбоку, не хочет добавлять игру сверху• не понял как поставить игру с другого региона
<p>Артем Брин UI Designer</p> 	<p>без замечаний</p>
<p>Юрий Гордон</p>	



Together with the UI designer, we prepared a clickable prototype in Adobe Flash. We tried to keep this prototype dynamic and make changes after each sensible feedback from test group.





2013 -2014



It was the most intensive time in my career. I learnt how to deliver UX concepts for comprehensive solutions. My main business domain was the mining industry. Our client "Modular Mining" had a stack of Windows-based tools for operating inside and outside mines.

7

Projects

1

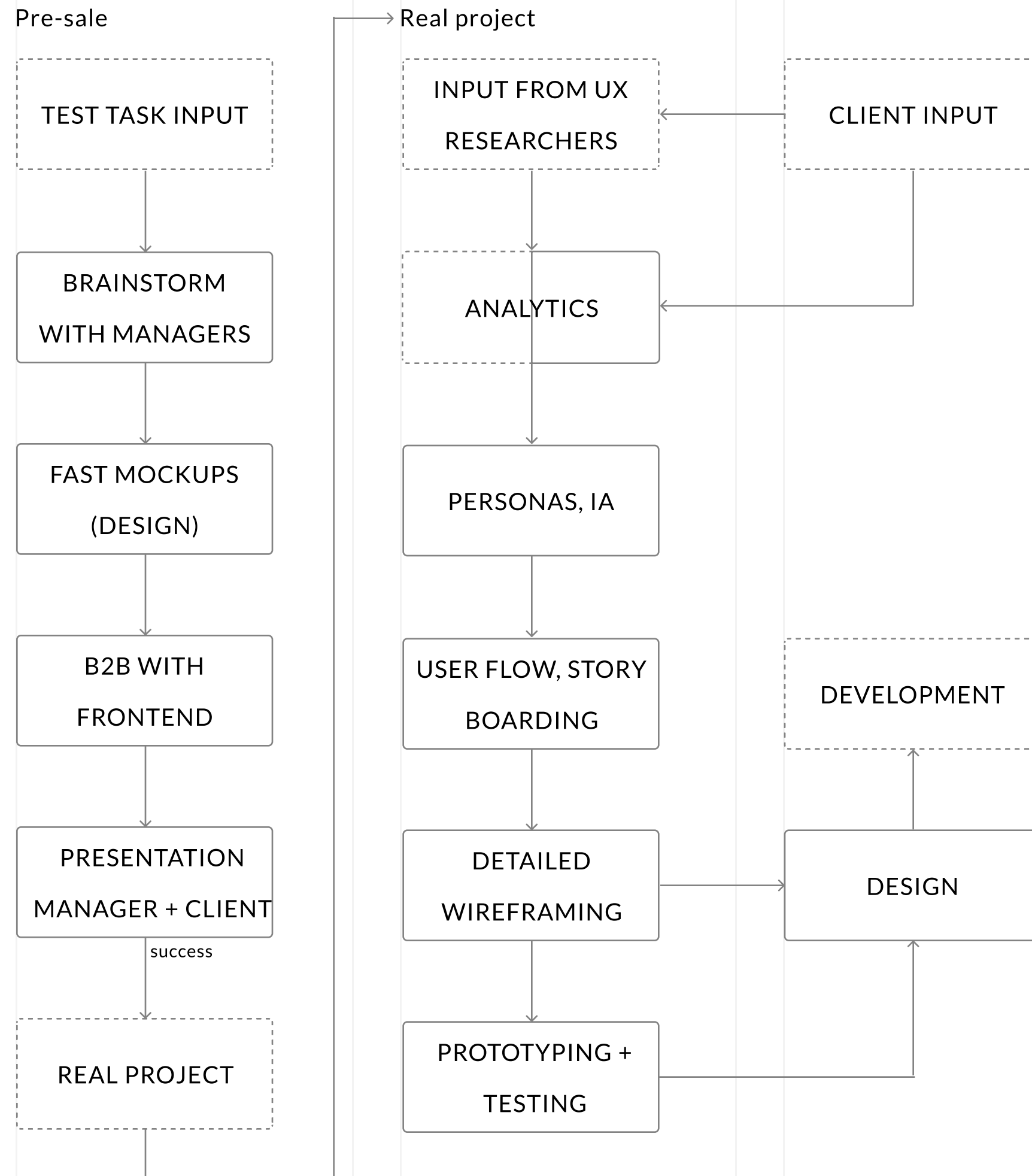
*Local design competition
(third place)*

2

*Successful pre-sale +
Government projects*

1

*Windows-based application
for Microsoft Surface tablet*



UX Design process

At Epam (an outsourcing company), a UX design process begins from the pre-sale phase. Together with developers, you have only a few weeks to provide an MVP version of the product and present it to the client. So, it sounds challenging but it increases your ability to concentrate on the essentials.

My responsibilities:

- User interviewing
- Creating a UX concept
- Contributing to project style guide
- UI design
- Presenting design to stakeholders
- Interaction design



MMSI MineCare

<http://www.modularmining.com/product/minecare-3/>

The MineCare solution improves every aspect of the maintenance management process on mining sites, providing the information and tools you need to monitor the health of your entire fleet in real time. This solution helps to prevent catastrophic equipment failures by turning data into information, and information into action.



8

Designers

1

Case study

1.5

Years project



As a part of the big design team, I earned exceptional experience as a UX designer. Experience in collaborating, decision proving, and working with various input information (user research, customer requests). This screen shows the transformation of user needs into a detailed user flow I was designing.

Dispatcher (Dave Smith)

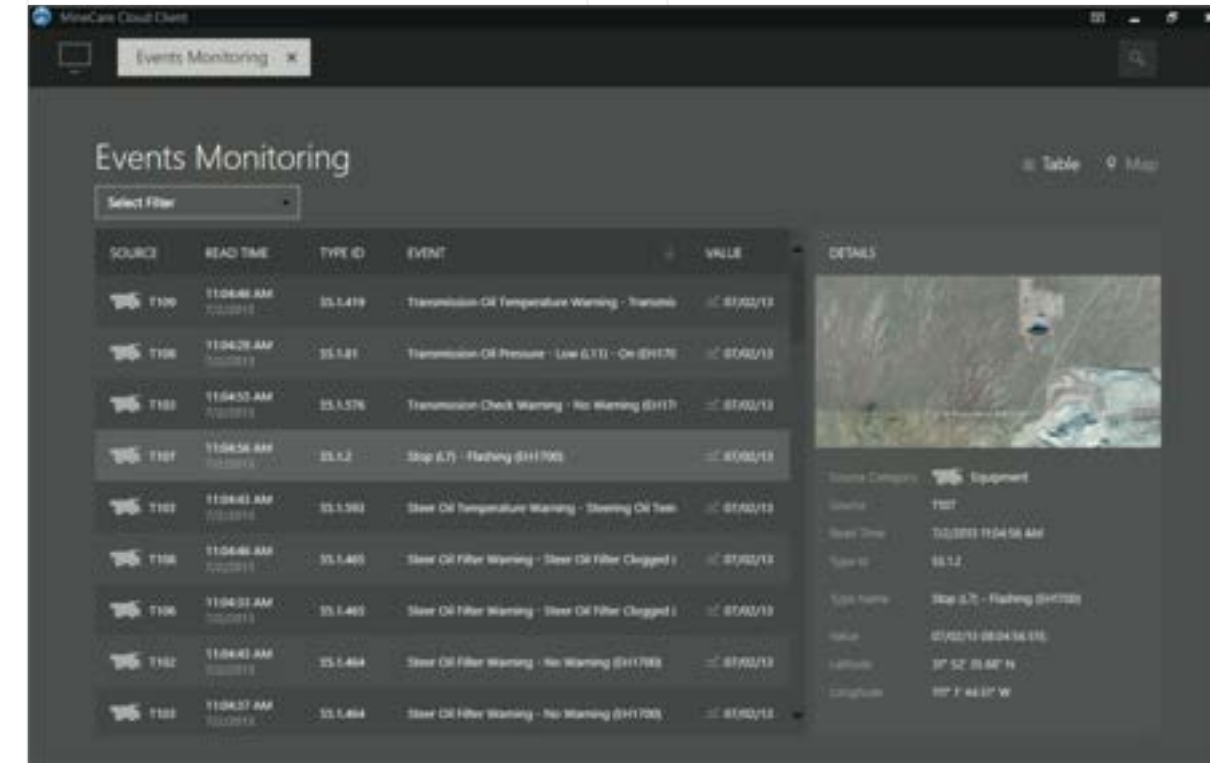
Dave shows up at work. He opens up the application and logs in. Application opens and Dave sees his multi-screen default layout: Primary screen with Dashboard, 2nd screen containing Events Handling Component full view and 3rd screen is empty with MMSI Logo in the background.



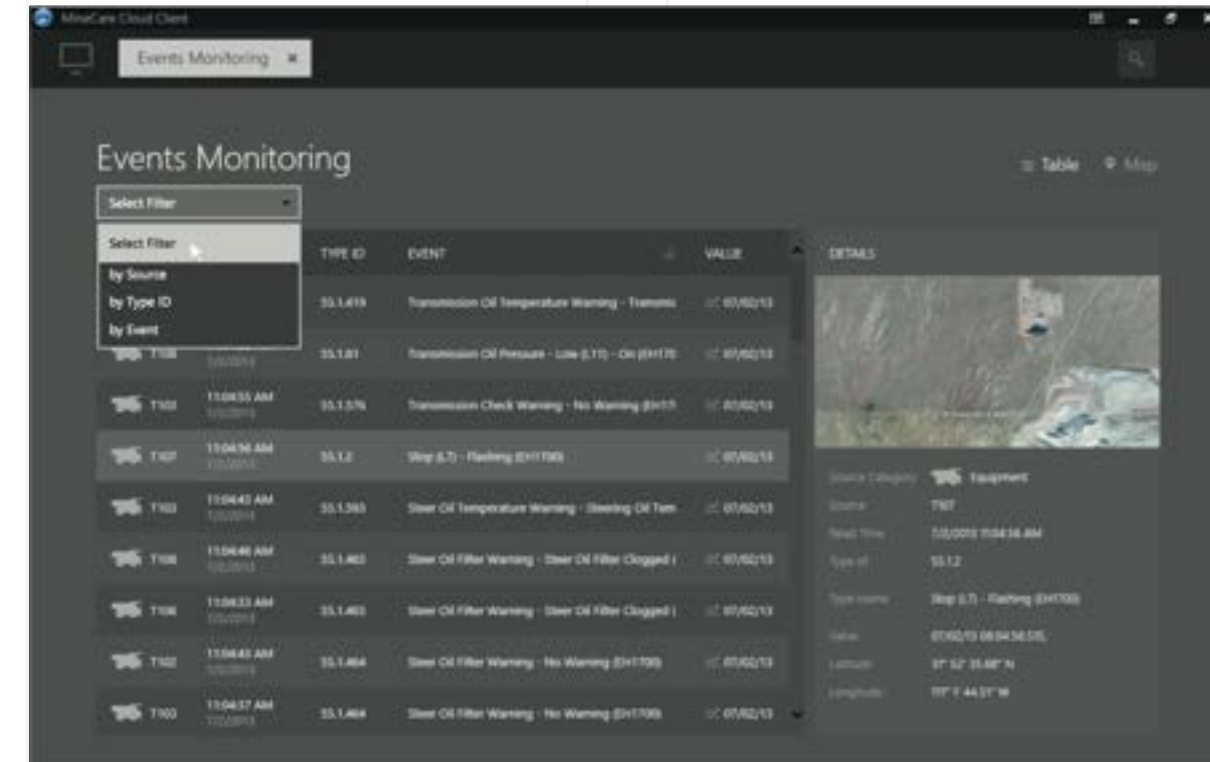
Dave's primary responsibility is to monitor equipment and make sure everything goes well with them. If something goes wrong, the System sends notifications about issue type, location and the latest sensor values from the affected equipment.

- Dave monitors Events in Events Handling Component. He looks at the view where he sees list of events sorted by date. He can switch to graphical representation to understand the overall situation.

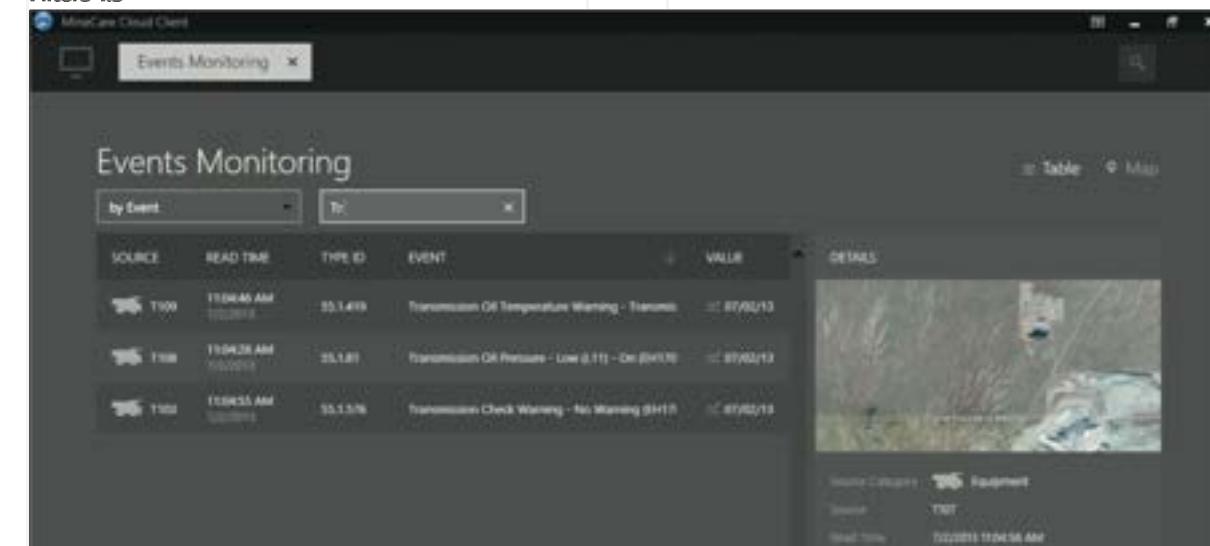
Filters 1.1



Filters 1.2



Filters 1.3





Also, one of my main tasks was to prepare style guide specifications for developers.

Report (re-styled light)

UTC READ TIME	SOURCE	EVENT TYPE ID	EVENT	VALUE
7/8/2013 10:43:40 AM	T100	55.1.641	Seal Cushion Warning - Seal Cushion Warning (BH1700)	
7/8/2013 10:43:40 AM	T100	55.1.641	Seal Cushion Warning - Seal Cushion Warning (BH1700)	
7/8/2013 10:43:40 AM	T100	55.1.641	Seal Cushion Warning - Seal Cushion Warning (BH1700)	
7/8/2013 10:43:40 AM	T100	55.1.641	Seal Cushion Warning - Seal Cushion Warning (BH1700)	
7/8/2013 10:43:40 AM	T100	55.1.641	Seal Cushion Warning - Seal Cushion Warning (BH1700)	
7/8/2013 10:43:40 AM	T100	55.1.641	Seal Cushion Warning - Seal Cushion Warning (BH1700)	
7/8/2013 10:43:40 AM	T100	55.1.641	Seal Cushion Warning - Seal Cushion Warning (BH1700)	
7/8/2013 10:43:40 AM	T100	55.1.641	Seal Cushion Warning - Seal Cushion Warning (BH1700)	
7/8/2013 10:43:40 AM	T100	55.1.641	Seal Cushion Warning - Seal Cushion Warning (BH1700)	
7/8/2013 10:43:40 AM	T100	55.1.641	Seal Cushion Warning - Seal Cushion Warning (BH1700)	

Report (re-styled light)

Report (re-styled dark)

Report (re-styled dark)



On a final stage of my participating, I did a case study of this project. It was used as a presentation for future clients.

Building UI Framework for Modular Mining System

Discovery | UI Concepts | Style Guide | Prototype | Team

The Client

Founded in 1979, Modular Mining Systems, Inc. provides open pit and underground mining customers worldwide with mining management solutions that enhance productivity, safety and equipment availability.

The Challenge

Modular developed a suite of scattered legacy applications with inconsistent design and duplicated functionality. To solve this, we needed to create a framework for the new generation of Modular applications, based on business needs and latest trends in design.

Project Goals

Design metro-style UI prototype to confirm the feasibility of metro concepts for the entire family of products, and learn the issues associated with transition.

Help Modular to shift from development-centric process to user-centric product design process.

Develop hi-fidelity prototype on the target platform. Use prototype to test the concept for business viability and technical feasibility.

Personas

Mike Technician	Chung Thung Supervisor	David Dispatcher
Demographic Age: 27 Not married Works and lives in Clayton, Idaho Household: \$150,000	Goals <ul style="list-style-type: none"> Repair equipment that came in repair shop. Perform planned repairs status of the equipment. 	Use Cases <ul style="list-style-type: none"> I need check new work orders to be able plan and evaluate new repairs. I need to plan repairs with my schedule to be able carry out a maintenance plan.

UX Process

Build UI Concepts

Pluggable Component Model

Dashboard

Smart Zoom

Multiple Screens

Advanced Tables

Notification Framework

Voice Recognition

Smart Links

Style Guides

Push button

Push button rest state:

Push button finger down:

Push button finger up:

Push button disabled state:

Push button hover focus state:

Keyboard focus:

Text box

Empty text box rest state:

Empty text box rest state with helper text:

Empty text box present focus state:

Empty text box selected:

Empty text box disabled state with helper text:

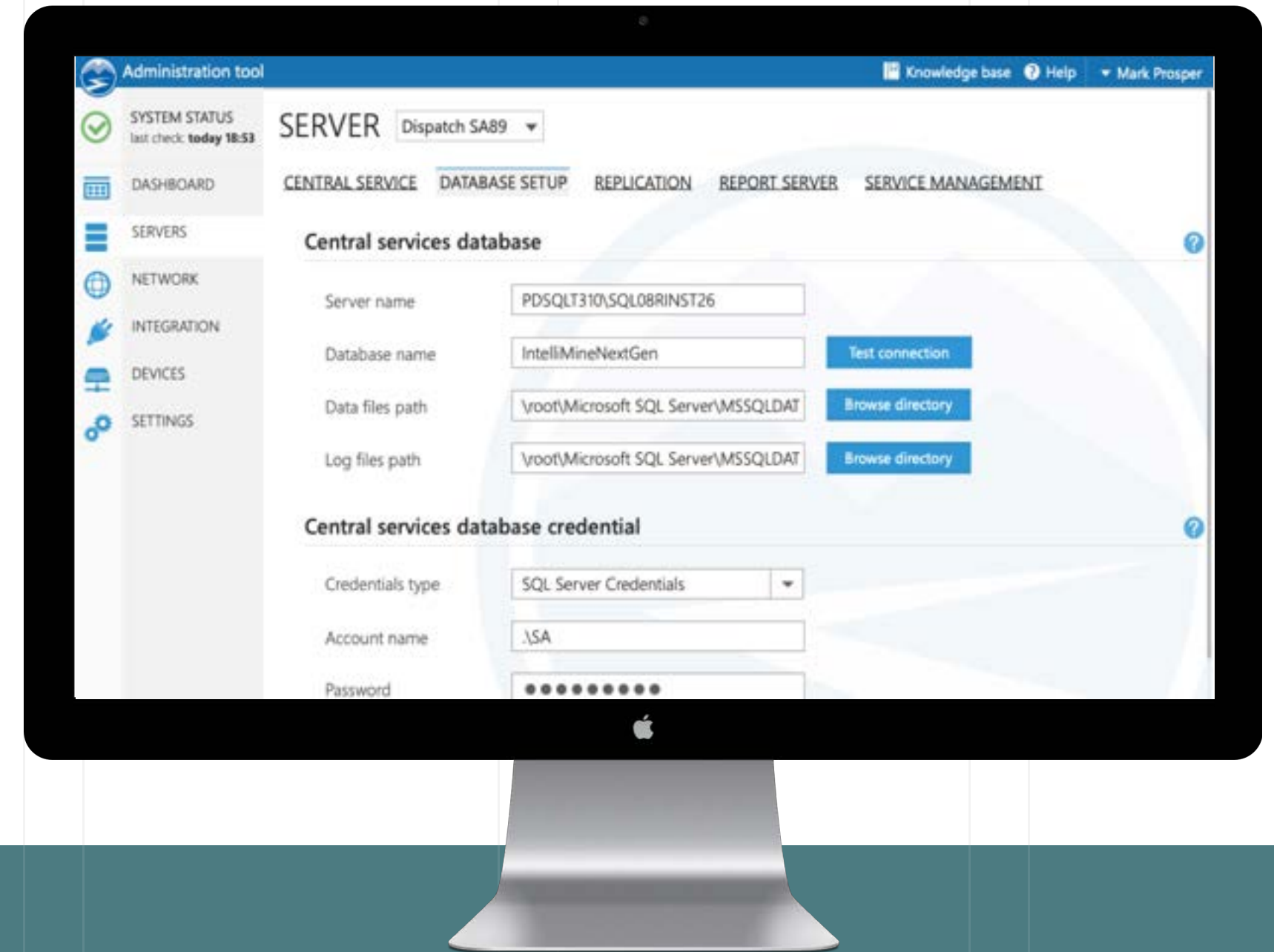
Empty text box disabled state with user input:

Empty text box rest state with user input entered:



Administration tool UX concept

This project is a collection of concepts for user interface design and development. The primary purpose is to help the design and development team follow a consistent approach to developing a more user-centric application. Initially, it was a bunch of different MS Windows-based applications. Which helps to maintain, configure and troubleshoot mining camp servers.



7

Scenarios

30+

Detailed wireframes

1

Doc specification

1.5

Months of work

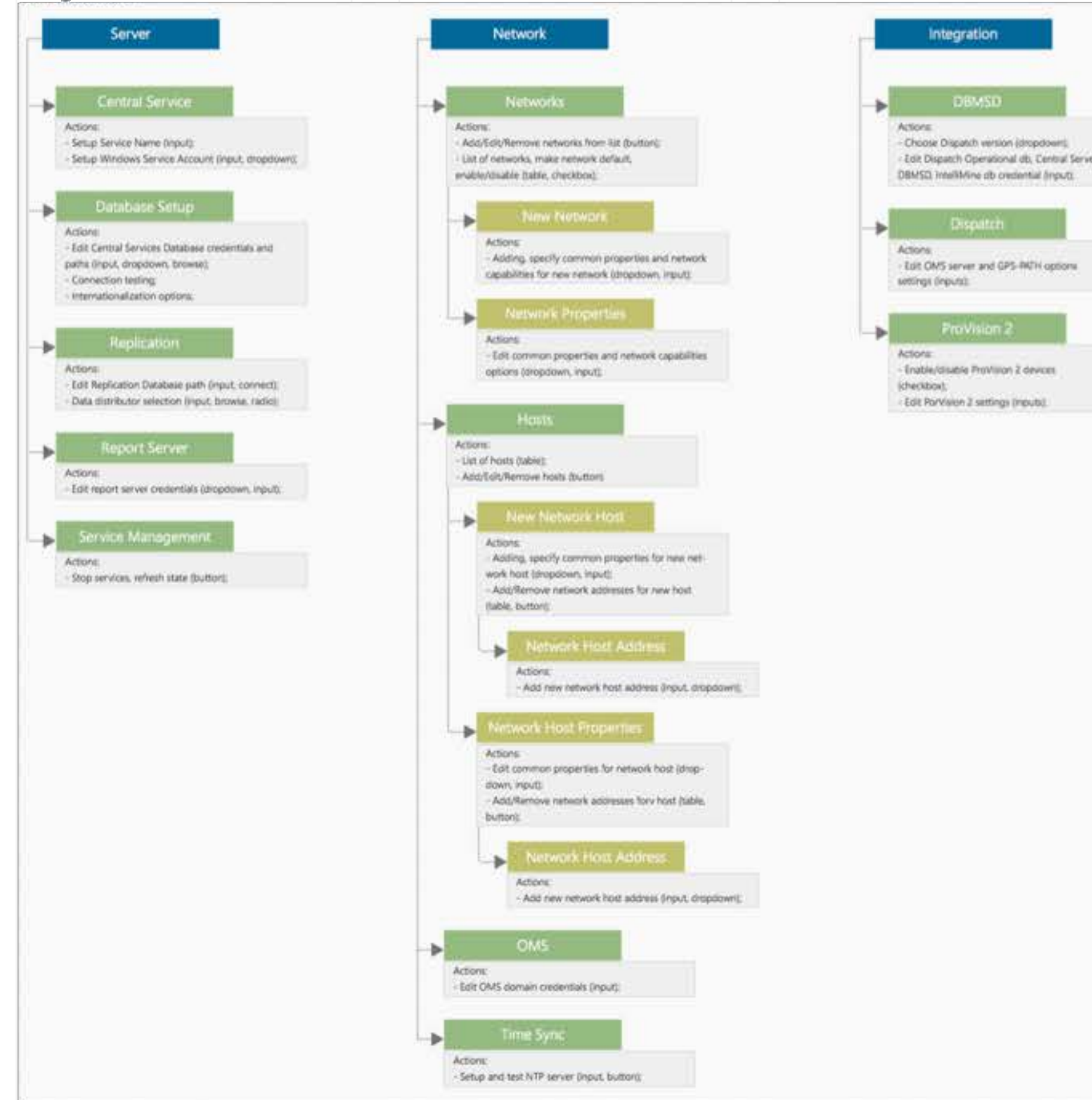


Project tasks:

- Integration of all components into a single interface (one shell) to speed up and simplify the task execution
- Require to use modern web UI technology (fully web-based application)
- Simplicity leads to clarity, learn-ability and performance

This screen shows the Information Architecture of a new toolset inherited from the legacy version.

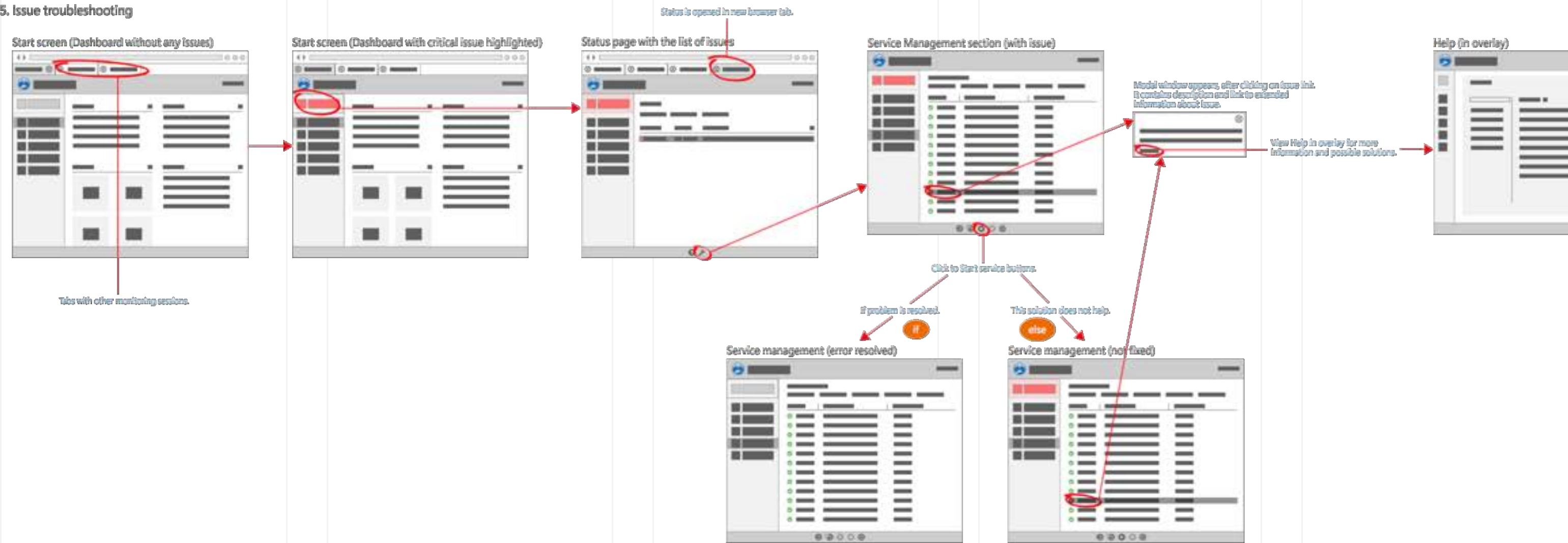
Configuration:





During solution development, I did many storyboards and user flows to cover all functionality of legacy products. These stories transformed into detailed wireframes and specifications.

5. Issue troubleshooting





The primary purpose of this project is to compile many different systems into one robust solution with the ability to change any of the components and add something new without impacting another module.

Second level navigation.

Most common page (settings edit)

Administration tool Knowledge base Help Mark Prosper

SERVER Dispatch SA89

Central Service Database setup Replication Report server Service management

Central services database

Server name PDSQLT310\SQL08RINST26

Database name IntelliMineNextGen Test connection

Data files path \root\Microsoft SQL Server\MSSQLDAT Browse directory

Log files path \root\Microsoft SQL Server\MSSQLDAT Browse directory

Central services database credential

Credentials type

Account name .\SA login is not match

Password password is not match

Internationalization

Locale en-US

Measurement system SQL Server Credentials

save

Test connection flow:

IntelliMineNextGen	Connecting ...
IntelliMineNextGen	Test connection Connection failed
IntelliMineNextGen	Test connection Successfully connected

Modal window, which serves for choosing path on server:

Log file path on server: "SQL08RINST26"

- SQL08RINST26
 - sqlroot
 - root
 - Microsoft SQL Server
 - MSSQLDATA
 - SAMPLES
 - QUERIES
 - PUBBA
 - PUBWIZ

Select path

Common forms may contain different inputs, dropdowns and switchers.



The wizard approach reduces the time spent on the installation of components. The user doesn't have to go through different administration areas to finish it. Wizards will make installation flow easy to accomplish even if the installation is interrupted.

Second step of wizard

Administration tool Knowledge base Help Mark Prosper

Basic configuration wizard for FatigueAlert

Steps: 1 Central service 2 DBMSD adapter 3 Dispatch adapter 4 Pro Vision 2 5 OMS 6 Replication 7 Report server 8 Database setup

DBMSD Adapters

Dispatch

EMBEDDED DEVICES

Dispatch operational database

Host: PDSQLT310

Server instance: SQL08R2INST26

Name: SYSLAB2Operational

DBMSD

Messaging type: MSMQ

Queue name: DBmsdEvents

Dispatch Main host: 172.131.72.1

PREVIOUS STEP NEXT STEP

Main navigation menu can be collapsed, Name appears on mouse over

Third step of wizard

Administration tool Knowledge base Help Mark Prosper

Basic configuration wizard for FatigueAlert

Steps: 1 Central service 2 DBMSD adapter 3 Dispatch adapter 4 Pro Vision 2 5 OMS 6 Replication 7 Report server 8 Database setup

Dispatch adapter

OMS server

OMS server address: 172.31.213.90

Login timeout: 30000

Communication timeout: 30000

GPS-Path options

Interval: PDSQLT310

Array size: SQL08R2INST26

X origin: SYSLAB2Operational

Y origin: SYSLAB2Operational

Y origin: SYSLAB2Operational

PREVIOUS STEP NEXT STEP

OMS Server

In relational database management systems and in the particular context of an Oracle Enterprise Manager (OEM) environment, an Oracle Management Server (OMS) is a software system that functions as a middle tier between Oracle intelligent agents, which may operate on multiple nodes and by default use a schema named DBSNMP, and Oracle management consoles, where database administrators may view and control their OEM domain(s).

Check configuration manual

Context hint with a link to Help article.



It is essential to receive notifications about issues which affect system operation. The user should be able to identify the problem and take action. It is hard to maintain system operation without monitoring, troubleshooting and installing updates.

System Status provides users the ability to monitor, define issues, troubleshoot them, receive notifications about required updates and install them.

The image displays four panels of the 'Administration tool' interface, illustrating the 'SYSTEM STATUS' and 'Actual issues monitoring' sections.

The top-left and bottom-left panels show the 'Administration tool' with the 'SYSTEM STATUS' section. The top-left panel shows a green status indicator and 'last check: today 18:53'. The bottom-left panel shows a yellow status indicator and 'last check: today 18:53'. The top-right panel shows a red status indicator and 'last check: today 18:53'. The bottom-right panel shows a red status indicator and 'last check: today 18:53'.

The top-right panel shows the 'SYSTEM STATUS' page (troubleshooting) with the following table of issues:

Date	Issue	Description
today, 14:18	Report server not responding	Error Code 408: Request Timeout error is an er was prepared to...
today, 15:38	Device _33 is not reachable	Error Code 408: Request Timeout error is an er was prepared to...
today, 11:38	Host _34 not configured	In the <system.webServer><modules> tag, remove <add name=...
13.04.2013	Host _115 not configured	In the <system.webServer><modules> tag, remove <add name="CustomErrorModule">, if it is present. In the <system.webServer><modules> tag, remove <add name="CustomErrorModule">, if it is present.

The bottom-right panel shows the 'Actual issues monitoring' section with the following table of fields:

Fields
<input checked="" type="checkbox"/> Runtime
<input checked="" type="checkbox"/> Configuration

The bottom-right panel also shows the 'Issue status: critical, warning.' and 'Issue type: Runtime, Configuration.' sections.



2012 -2013

Adstream

Adstream is the leading ad workflow, management, and cross-media distribution provider.

Adstream was my first international employer. I started as a manual QA and usability tester. Through that experience, I understood the different shapes of interface building. User interaction patterns, UI best practices, working with user feedback and more. After one year as QA, I decided to switch to a new role in a current project because it was my dream. I grew up as UX/UI designer and did a lot of various tasks, mostly interaction design tasks.

5

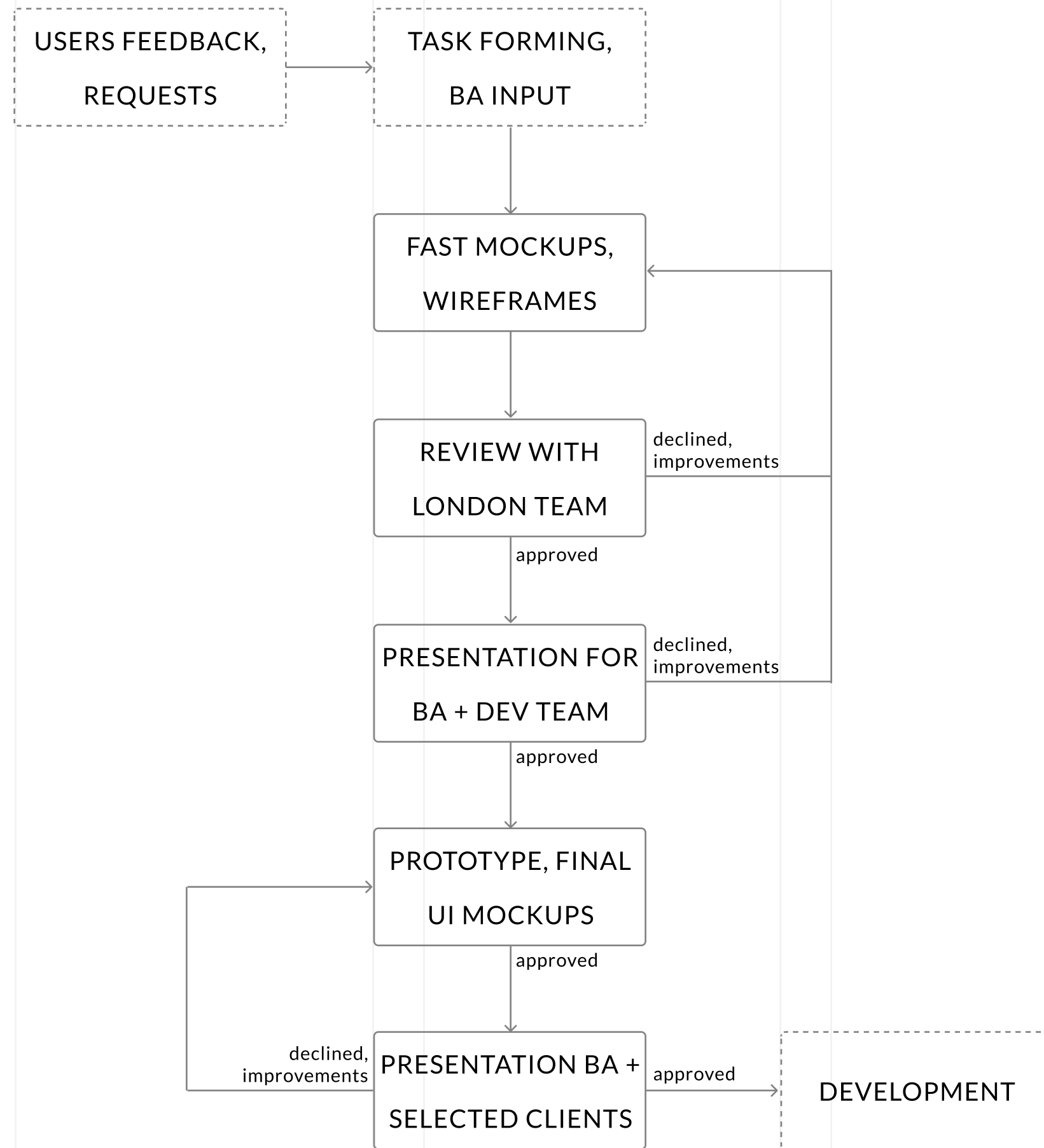
Dynamic projects

1

Mac OS X application

2

*In-house speeches for
community of company*



Design process

We were a team of four designers based in London and Kyiv.

Due to the specific user ecosystem, we had direct feedback from the creative agencies and distribution channels through the business analytic team. Feedback also includes feature requests and workflow improvements.

My responsibilities:

- User's feedback absorption
- Creating user flows
- Creating final UI assets
- Collaborating with the developers
- Presentation for clients



Adstream Platform

<http://www.adstream.com/solutions-overview/>

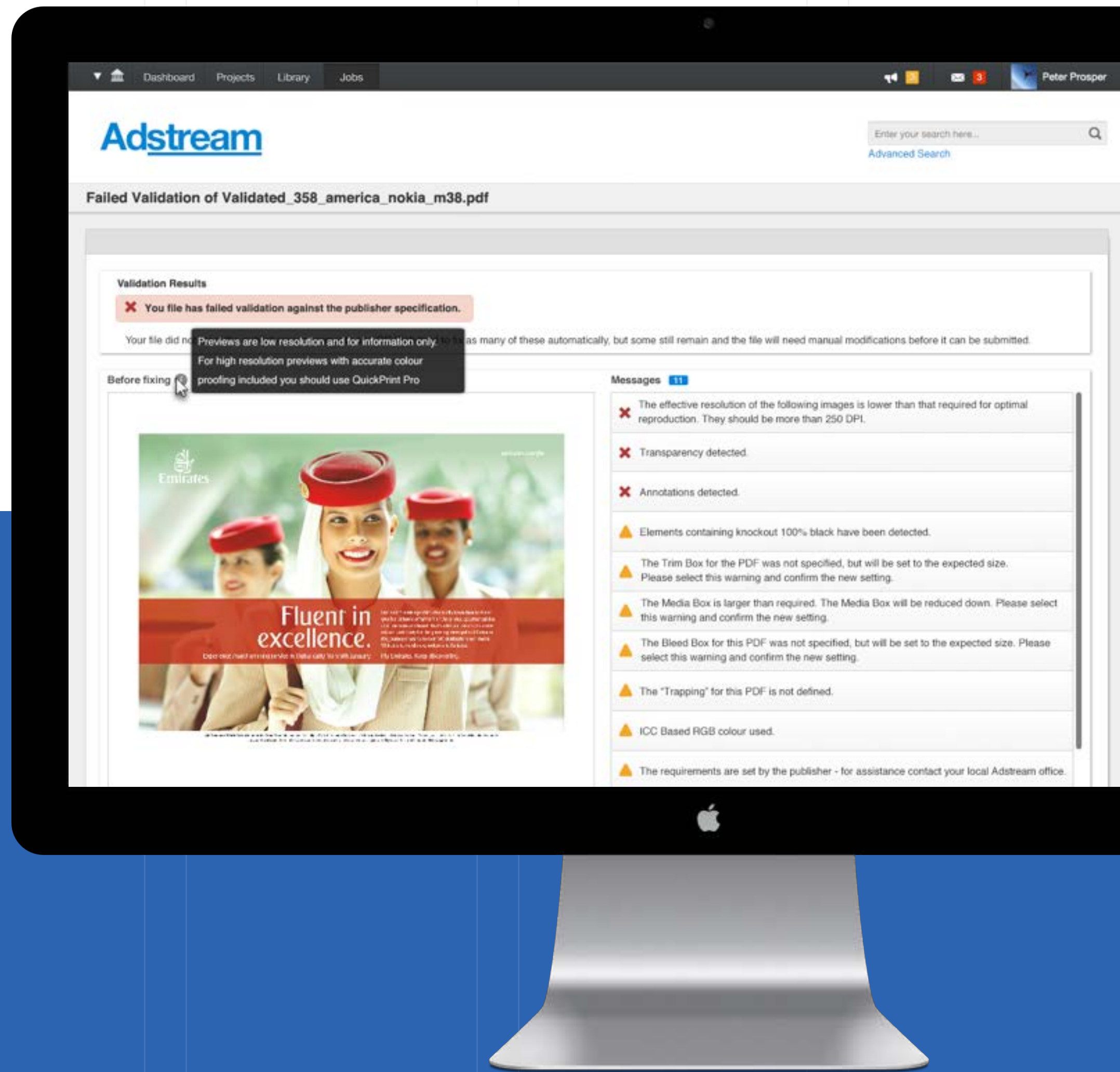
The global content solution trusted by the world's greatest advertisers and marketers. This solution helps to deliver and store digital assets for brands, agencies, studios, production and post-production partners.

10+

Years of product history

4

Designers from Kyiv and London





Axure RP was the main program for idea confirmation with BA and Devs. Adstream Platform covers various workflows. My favourite is Adstream Pagestore, a tool for managing print assets. This prototype shows the main screen of this system.

Sitemap Page Notes
Adstream PageStore Jobs Transfers 3 Logs
print_user@ads

Show Links and Options

- 1.0 Jobs Table
 - 1.1 Job
 - 1.1.1 Job
 - 1.2 Query
 - 1.3 Accept
 - 1.4 Transfers
 - 1.4.1 all transfers
 - 1.6 Proof
 - 1.6.1 email
 - 1.7 Jobs Table (without new trans
 - 1.8 Top logs menu
 - 1.9 Archive action
 - 1.10 Copy to production
- 2.0 Search
 - 2.1 Advanced Search
- 3.0 Logs
- 4.0 Archive
- 7.0 Originator
 - 7.1 Send
 - 7.2 Edit Job
- 5.0 Settings (user & general)
 - 5.0 User settings (admin)
 - 5.0.1 Add/Edit User
 - 5.1 Production
 - 5.2 QAutomate
 - 5.2.1 Rule
 - 5.2.2 Rule 2
 - 5.2.3 QAutomate panel bar

Incoming
Urgent
Accepted
Archived

Accept

🗑️
⬇️
✅
🔍
🖨️
📄
📁

3 filters selected
[reset filter](#)

<input type="checkbox"/>	Destination	Status	Publication Date	Booking #	Advertiser	Format	Source
<input type="checkbox"/>	▶ Something Weekly	New	12.12.11	AGAB-001-000	Auchan	PDF	FTP
<input type="checkbox"/>	▶ Something Daily	Produced	12.12.11	AGAB-001-001	Microsoft	EPS (PC)	Adstream Use
<input type="checkbox"/>	▶ 3 Publications	Produced (1 of 3)	12.12.11	A-011-004	Disney	EPS (Mac)	FTP
<input checked="" type="checkbox"/>	▶ Something Daily	Queried	12.12.11	AGAB-001-001	Microsoft	EPS (Mac)	AdSend
<input type="checkbox"/>	▼ 2 Publications	Accepted (1 of 2)	12.12.11	A-011-004	Auchan	PDF	AdSend

[T34_GVG\[12-8A\].pdf](#) (12 mb)

[View Full Details](#)

Destination	Publication	Section	Status
▶ SMB	Something Weekly	Lifestyle	Accepted
▼ SMB	Something Daily	Sports	New

Publication Code	AGAB-001-000	On Sale Date	12/1/11
Publication Date	10/1/11	Production/Key #	2354
Booking #	1753787	Caption	
Section/Location	Sports	Material Instructions	
Booked Depth	30	Insertion/Issue #	12
Booked Width	2 Columns	Format	PDF
Advert Client Name	MartMart	Ad Type	
		Original	yes
		Multiple Rundates	
		Dates	



For mockups and final design deliverables, we used Adobe Photoshop. This screen shows the pdf data confirmation process after upload.

The screenshot displays the Adstream web application interface. At the top, there is a navigation bar with 'Dashboard', 'Projects', 'Library', and 'Jobs' tabs. On the right side of the navigation bar, there are notification icons for a speaker (3), an envelope (3), and a user profile for 'Peter Prosper'. Below the navigation bar is the Adstream logo and a search bar with the placeholder text 'Enter your search here...' and a magnifying glass icon. A link for 'Advanced Search' is located below the search bar.

The main content area is titled 'New PSOL PDF.pdf (On Hold)'. It is divided into two main sections: 'General Info' and 'Additional Info'. The 'General Info' section contains the following data:

- Publisher:** adstream
- Style:** Process
- Width:** 300.0 mm
- Ad Size:** 2 Column(s)
- Publication:** GWGPublication
- Section:** section1
- Height:** 300.0 mm

The 'Additional Info' section contains the following data:

- Advertiser:** Nike
- Booking Number:** #43578328
- On Sale Date:** 30/10/2012
- Material Deadline:** 5/11/2012
- Publication Date:** 20/11/2012
- Repeat Dates:** 22/11/2012, 23/11/2012, 24/11/2012
- Brand:** Lustmord

On the right side of the interface, there is a section titled 'Insertions 6'. It contains a search bar with the placeholder text 'Search your insertion here...'. Below the search bar, there is a list of four insertions:

- Adstream Australia**
Publication 12435
Booking Number #4352
Advertiser Nokia
First Publication Date 12.12.2012
- Adstream Canada**
Publication 12435
Booking Number #4352
Advertiser Nokia
First Publication Date 12.12.2012
- Adstream Porto**
Publication 12435
Booking Number #4352
Advertiser Nokia
First Publication Date 12.12.2012
- Adstream Ukraine**
Publication 12435
Booking Number #4352
Advertiser Nokia
First Publication Date 12.12.2012

At the bottom of the page, there is a 'Preview' section with a dropdown arrow. The footer of the page contains the text '2012020512402340Gr a.'.



Adstream products have a table structure, so we had plenty of challenges with filtering and representing the data suitably. The task is letting users bring their assets with all needed data as fast&easy as possible.

Jobs Connect Logs Mark Sutcliffe

Pagestore

Enter your search here...
[Advanced Search](#)

Incoming Outgoing Archive Incoming Archive Outgoing

Filters: All

<input type="checkbox"/>	Publication Name	Booking Number	Publication Date	Advertiser	File Name	
<input type="checkbox"/>	NKA-732312A324	#5349853	22 Jun 2012	Lumia Smart Phone	GWG_T344_p...[SSSSQF].pdf	
<input type="checkbox"/>	KLGS-12345	#7534895	09 Jan 2015	Coco Pops Cereals	T344_GWG[T344H5].pdf	
<input type="checkbox"/>	NKE-1A345	#7584304	08 Sep 2013	Nike Dunk ID	Rainbow[T344H7].pdf	
<input type="checkbox"/>	NKA-732312A324	#6542345	01 May 2014	Lumia Smart Phone	cosmospeci121170937.pdf	
<input type="checkbox"/>	KLGS-12345	#6845492	09 Nov 2011	Coco Pops Cereals	Rainbow[AD11GA].pdf	
<input type="checkbox"/>	NKE-1A345	#5675834	01 May 2014	Nike Dunk ID	巨象-伊公公12[ASOA2T].pdf	<input type="button" value="On Hold"/>
<input type="checkbox"/>	NKA-732312A324	#6659322	09 Jan 2015	Lumia Smart Phone	Sel Halil, Today at 11,21	<input type="button" value="On Hold"/>
<input type="checkbox"/>	KLGS-12345	#6594349	02 Jan 2014	Coco Pops Cereals	Sel Halil, Today at 11,20	<input type="button" value="Downloaded"/>

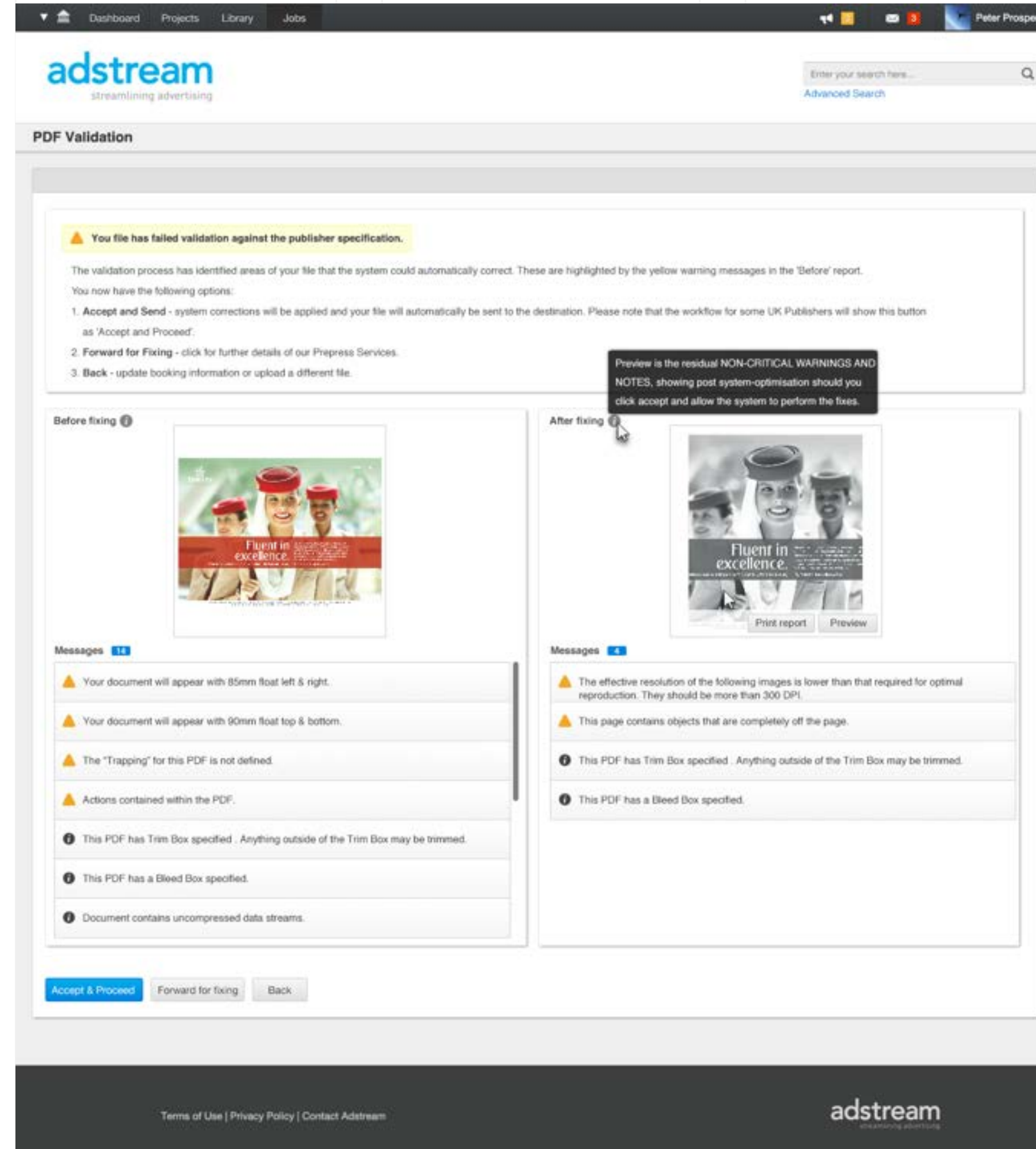
Jobs per page 10

- Publication Name
- Booking Number
- Publication Date
- Advertiser
- File Name
- Status

[Restore to default](#)



One of the highlights of designing this product was the PDF validation system which helps users to investigate the problem with their files. This screen shows the PDF validation process.



**THANKS
FOR
WATCHING**