Insight Flow │ enki

Iterative Research Solution Empowered by AI.

Designer:

Jing Wang

Team:

CEO, CTO, Engineers, Other Stakeholders

Research Overview

I **first** conducted **generative user research** to **uncover gaps** and **user behavior patterns**. Following that, I carried out **separate user researches** for **each design solution**, addressing the **distinct challenges** associated with each of them.

Methods

01, **None-Guide Observations**

02, **Qualitative Questions**

03, **Secondary Research**

04, **Synthesis Analysis**

05, **A/B Testing**

06, **Cross-Functional Brainstorming**

07, **User Flow**

Design Solution

- AI Search

- Input Customization

- Tree Structure

- Interactive Heat Map

- AI Training

Design Challenges

- How to let the user get a **comprehensive understanding of the unfamiliar field**.

- Need to **step in both Enki.ai users' and Excel users' shoes to understand how they use both ends to do analysis.**
- Incorporating Excel's data organization approach effectively

- How to **prioritize data organization** with proper **data visualization methods** that accurately **reflect the specific user's perspective.**

- **Combining three sequential steps into a single heat map while ensuring information clarity** is very challenging.

- Many Users **do not have the patience or time** to read the entire article online, unless it is exceptionally captivating or brief, which made the sample selection for AI training is challenging.

Design Process Overview

For **each** design solution, a series of steps including research, ideation, design, user testing, and delivery were carried out, **forming independent UX designs in their own right**.
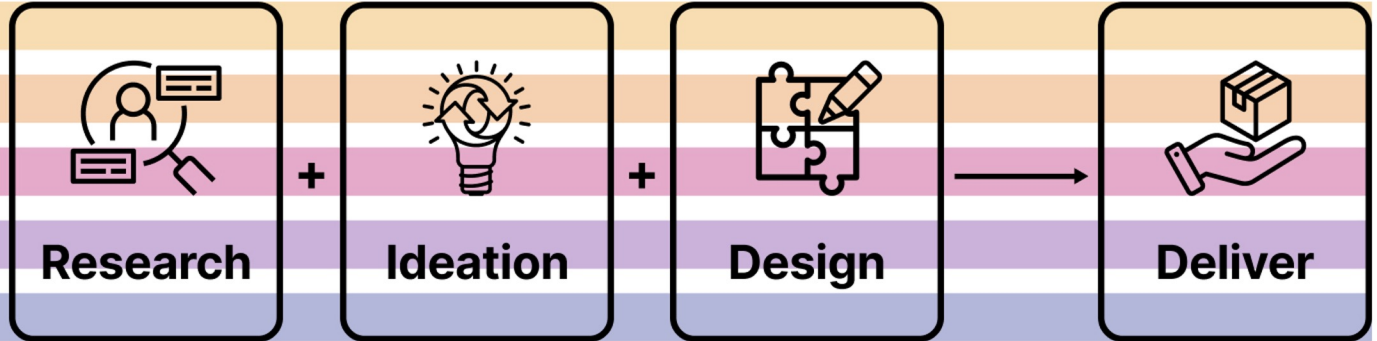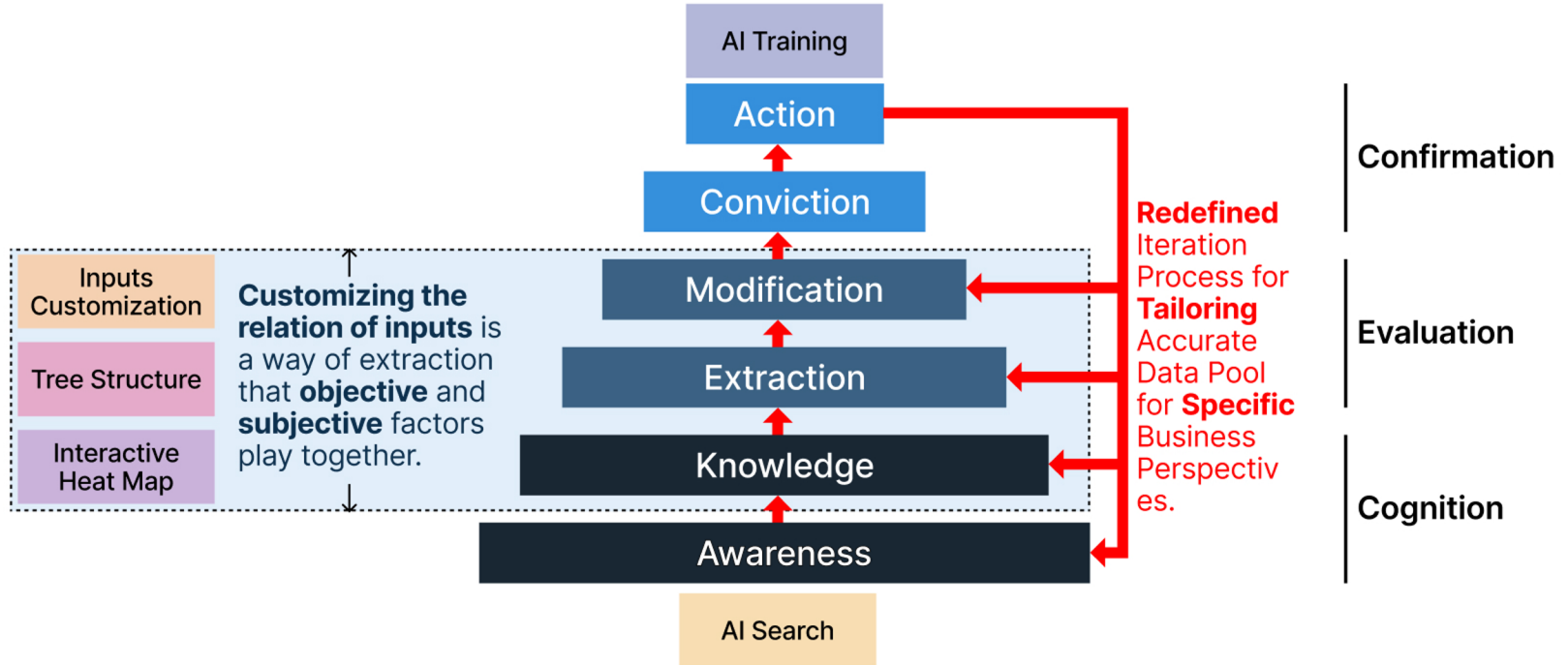
- AI Search
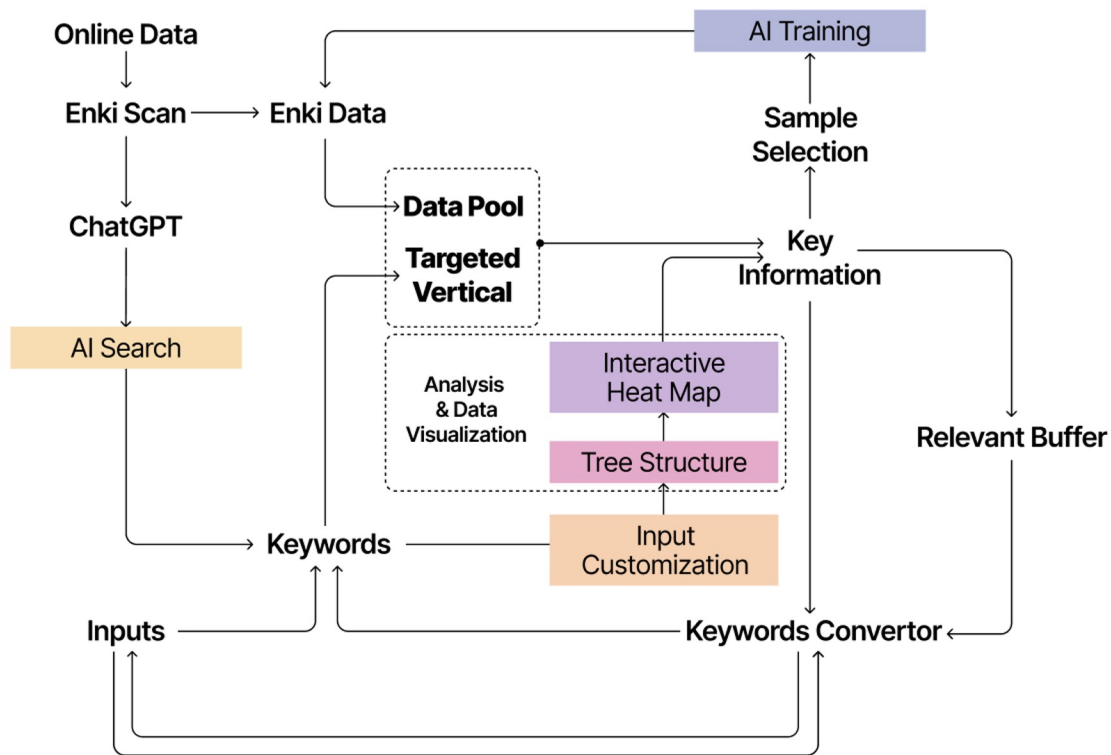- Input Customization
- Tree Structure
- Interactive Heat Map
- AI Training

Research + **Ideation** + **Design** → **Deliver**

Iterative Researching Model Overview

Solution Structure Overview

Content

To introduce the overall design, I break it down into **two parts**.

The **nested loop** design facilitates the **seamless integration** of these two parts, providing users with **enhanced controls** and a **smooth** user experience across **diverse perspectives**.

Product Overview:

Click to Watch

AI Search & AI Training

Rethinking & Redefine Researching Iterations to Increase User Engagement by Tailoring Accuracy.

Click to Watch

Role: **Lead UX Designer**
Delivery: **End-to-End UX Design**

Input Customization & Interactive Heat Map

Design relations among parameters to let users own their analysis intuitively

Click to Watch

Role: **Lead UX Designer**
Delivery: **End-to-End UX Design**

Insights Flow

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Key URL For Jury (NOT for public):

https://drive.google.com/file/d/1zWyC0erpsTxYdvD5vffj__sR_zd4Nszm/view?usp=drive_link

https://www.jingwangdesigns.com/enki-ai-ai-search-training-awards

https://www.jingwangdesigns.com/enki-ai-multi-system-awards

Key URL For Jury (Also for public):

https://drive.google.com/file/d/1LyO2fNfy76ZpbkqYDyLiW6jWXV70a0ym/view?usp=drive_link

Thank You