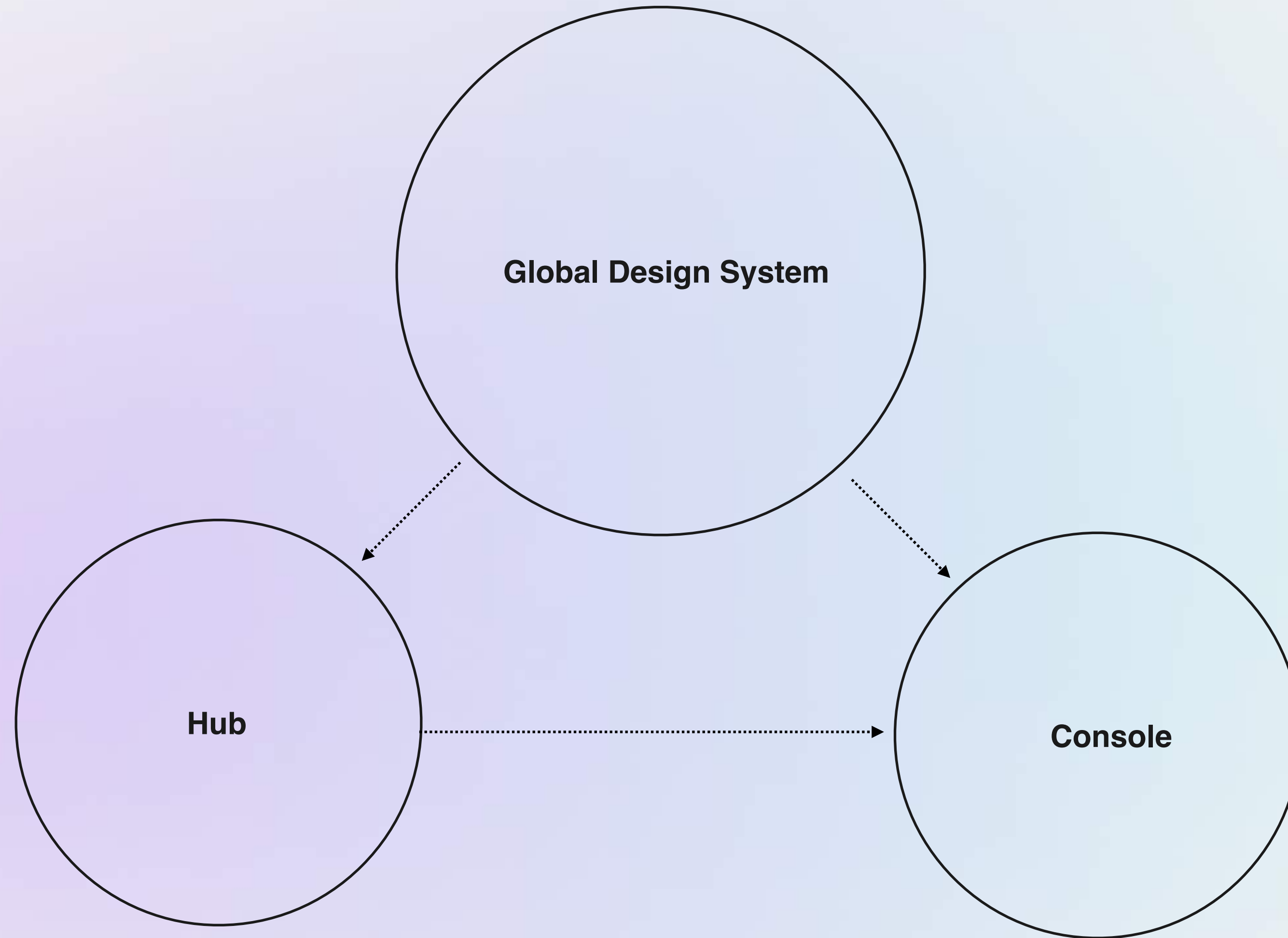




Pachyderm

Overview

• Role: Lead IC (Team Lead)



Console

Console is where AI / ML engineers & scientists train their models: upload data, transform data, compare results.

Console

Latest Console Homepage
(by Eliana)

Console | [Connect to Workspace <Elegant Elephant>](#) | [Open Notebook](#) | [Learn Pachyderm](#) | [Get Support](#) | Hello, Eliana!

Projects

Team **11** | Personal **10** | Playground **5** |

Sort by: Created On ▾ | Show: Healthy Only ▾

Solar Panel Data Sorting

Project Status: ● Healthy | Created On: Feb 09, 2021 EST | Description: Exciting project to kick start with the team. The gist of it is to investigate solar panel data by sorting them based on several criteria. [View Project](#)

Data Cleaning Process

Project Status: ● Healthy | Created On: Feb 09, 2021 EST | Description: Intern project for review. [View Project](#)

Sola Power Data Logger Team Collab

Project Status: ● Healthy | Created On: Feb 09, 2021 EST | Description: Collab project between finance and engineering teams. [View Project](#)

Solar Industry Analysis 2020

Project Status: ● Healthy | Created On: Feb 09, 2021 EST | Description: Industry wide general analysis and trend prediction for 2020. [View Project](#)

Project Preview

Total No. of Repos / Pipelines: 120 / 56

Total Data Size: 85 GM

Pipeline Status: ● Healthy

Last 30 Jobs

- Starting 1 min ago →
- Running 58 mins ago →
- Running 1 hr ago →
- Success 2 hrs and 45 mins ago →
- Killed 8 hrs and 20 mins ago →
- Egressing 10 hrs ago →
- Success 2 days and 2 hrs ago →
- Success 4 days ago →
- Success 4 days and 5 hrs ago →
- Killed 5 days and 8 hrs ago →

Console DAG V2

Latest Canvas View
(by Eliana)

The screenshot displays the 'Console DAG V2' interface. At the top, there is a navigation bar with a back arrow, a project name placeholder '<Name of Project>', a search icon, and a search input field. On the right side of the navigation bar, there are buttons for 'Filter by Global ID', 'Learn Pachyderm', and a menu icon. Below the navigation bar, a toolbar contains icons for 'Flip Canvas', 'Reset Canvas', 'Center Selections', and 'Canvas', along with a 'Data up to date' status indicator.

The main area shows a DAG of pipeline jobs. The root node is 'TRAIN_DATA_queries_in', which is highlighted with a hand cursor. It branches into two paths: 'TRAIN_DATA_queries' and 'PRED_DATA_queries'. Each path continues through 'clean-data' and 'feature-engineering' stages. The 'feature-engineering' stage leads to a 'model' stage, which then leads to a 'predict' stage. Each job node includes a 'Pipeline' icon and an 'Output' icon. The 'predict' node has a red error icon and a refresh icon, indicating a failure or update.

On the right side, there is a panel titled 'TRAIN_DATA_Queries_in'. It contains a 'Commit' link, a 'Commits (Branch: Master)' dropdown, and a list of commits. Each commit entry includes a timestamp, size, and a commit hash, with 'View Files' and 'Linked Job' buttons.

```
graph TD; A[TRAIN_DATA_queries_in] --> B[TRAIN_DATA_queries]; A --> C[PRED_DATA_queries]; B --> D[clean-data]; C --> E[clean-data-pred]; D --> F[feature-engineering]; E --> G[feature-engineering-pred]; F --> H[model]; G --> H; H --> I[predict];
```

Commit Hash	Time	Size
f423b6f06ed84c49b9b50fac9e0d2db3	52 mins ago	0B
e9db02a5e801469782c823a6eb862db5	2 days ago	277KB
649bf3717ad94974ba8f024ca277c9c8	3 days ago	1GB
d11e585e83fb47afb6808dc69dc86b02	8 days ago	1GB
d11e585e83fb47afb6808dc69dc86b02	10 days ago	1GB
d11e585e83fb47afb6808dc69dc86b02	11 days ago	1GB
d11e585e83fb47afb6808dc69dc86b02	15 days ago	1GB

Console DAG V2

Latest Canvas View
(by Eliana)

Solar Panel Data Sorting Search repos, pipelines, jobs Filter by Global ID

Flip Canvas Reset Canvas Center Selections

```
graph TD; A[TRAIN_DATA_queries_in] --> B[TRAIN_DATA_queries]; B --> C[TRAIN_DATA]; B --> D[PRED_DATA]; C --> E[clean-data]; D --> F[clean-data-pred]; E --> G[feature-engineering]; F --> H[feature-engineering-pred]; G --> I[model]; H --> I; I --> J[predict];
```

predict

Info Specs Last Job Previous Jobs

Failed [Details](#)

106	Total Datums	v: 1.0
45	Processed	32 Skipped
19	Failed	10 Recovered

Start
19 hours 54 minutes ago

Runtime
164 hour 58 minute

123 hours 25 minutes	Download
3gb 556mb 899kb	
10 hours 25 minutes	Upload
3gb 556mb 899kb	
1 hour 55 minutes	Processing
29 hours 13 minutes	Executing

Input Repos

- images_cuddly-...
- li191r_merge_data_by_...
- li191r_location_active_...
- li191r_date_gap_filler_...

Pipeline

- li191r_date_gap_filler

Console

A snapshot of the old Console

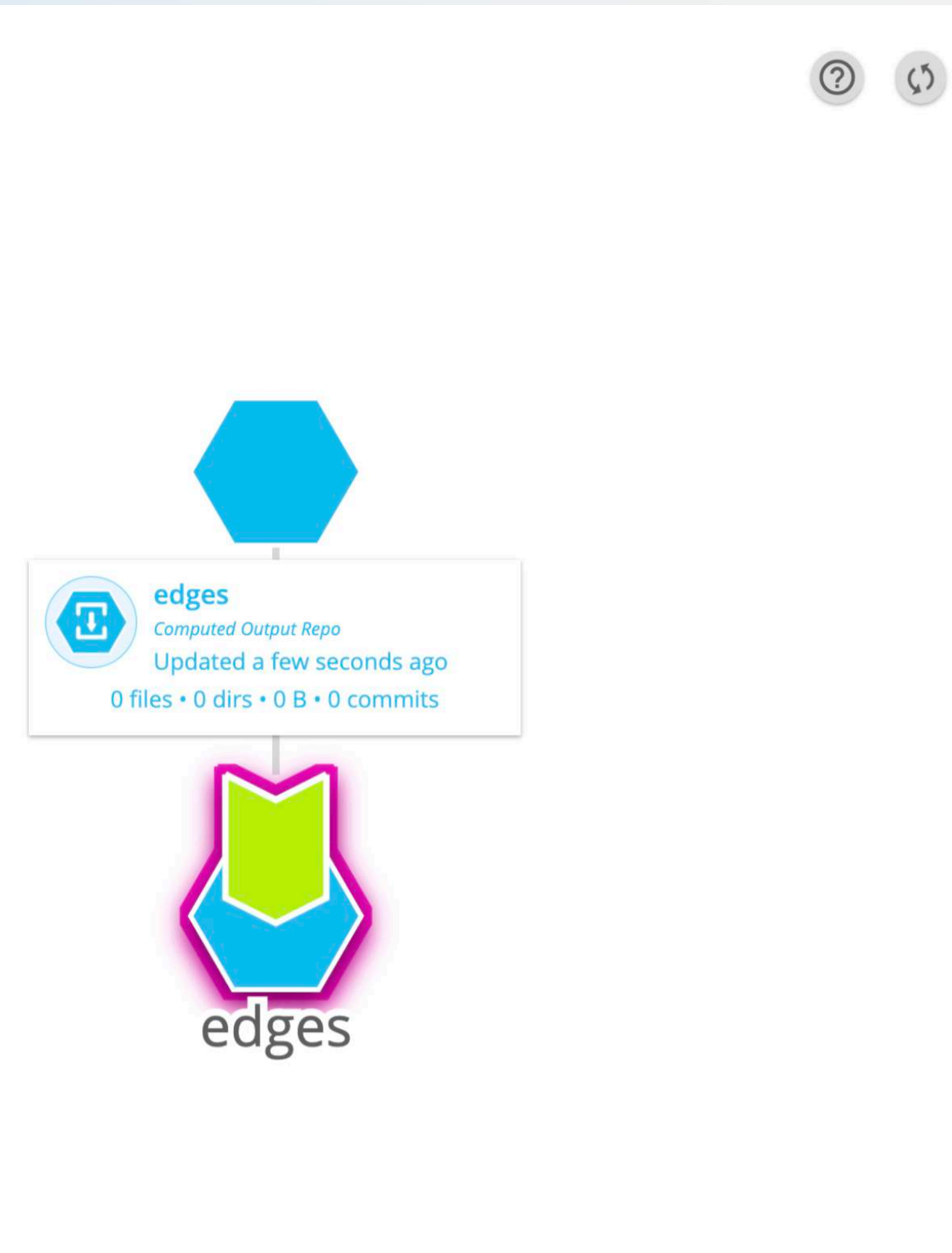
Heuristic Analysis:

- * Unintuitive user flow
- * Unintuitive UI
- * Disconnected branding

The screenshot shows the Pachyderm console interface. On the left is a sidebar with a user profile for 'elianafengdesign@gmail.com' and navigation options: Home, Recent Changes, Repos, Pipelines, Jobs, and Settings. The main content area features a search bar at the top, followed by a header for the 'edges' repository (Computed Output Repo, No commits yet). Below this, it states 'Output repo for pipeline edges.' and 'Holds output of' followed by a summary for the 'edges' Active Pipeline (Updated a few seconds ago, 0 active jobs • 1 input • 0 output commits). A statistics table follows:

undefined data files	0 commits
undefined directories	1 branch
0 B	0 commit trees

Below the table is a 'Latest content' section with the message 'Commit finished a few seconds ago' and 'Nothing here yet!'. At the bottom is an 'Access Control' section.



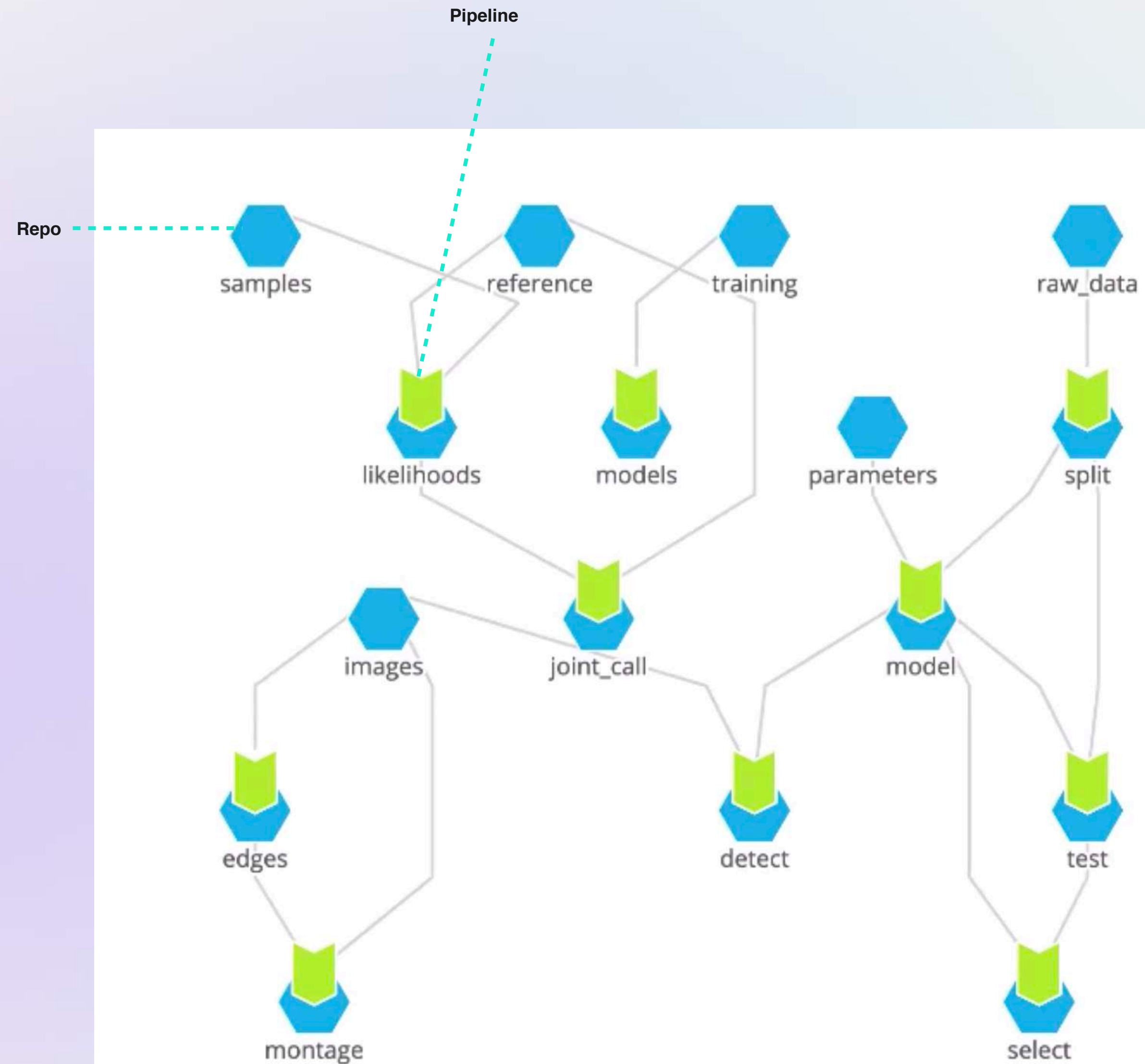
Design Hypothesis: the visualization (DAG) is the main value prop for Console, moving from CLI to consumer UI.

Console

A snapshot of users' DAG in the old Console

Heuristic Analysis

- * Unintuitive visual representations of repos & pipelines.
- * Pipelines are combined into output repos
- * Edge crossing
- * No directions
- * No spatial separation between one DAG from another

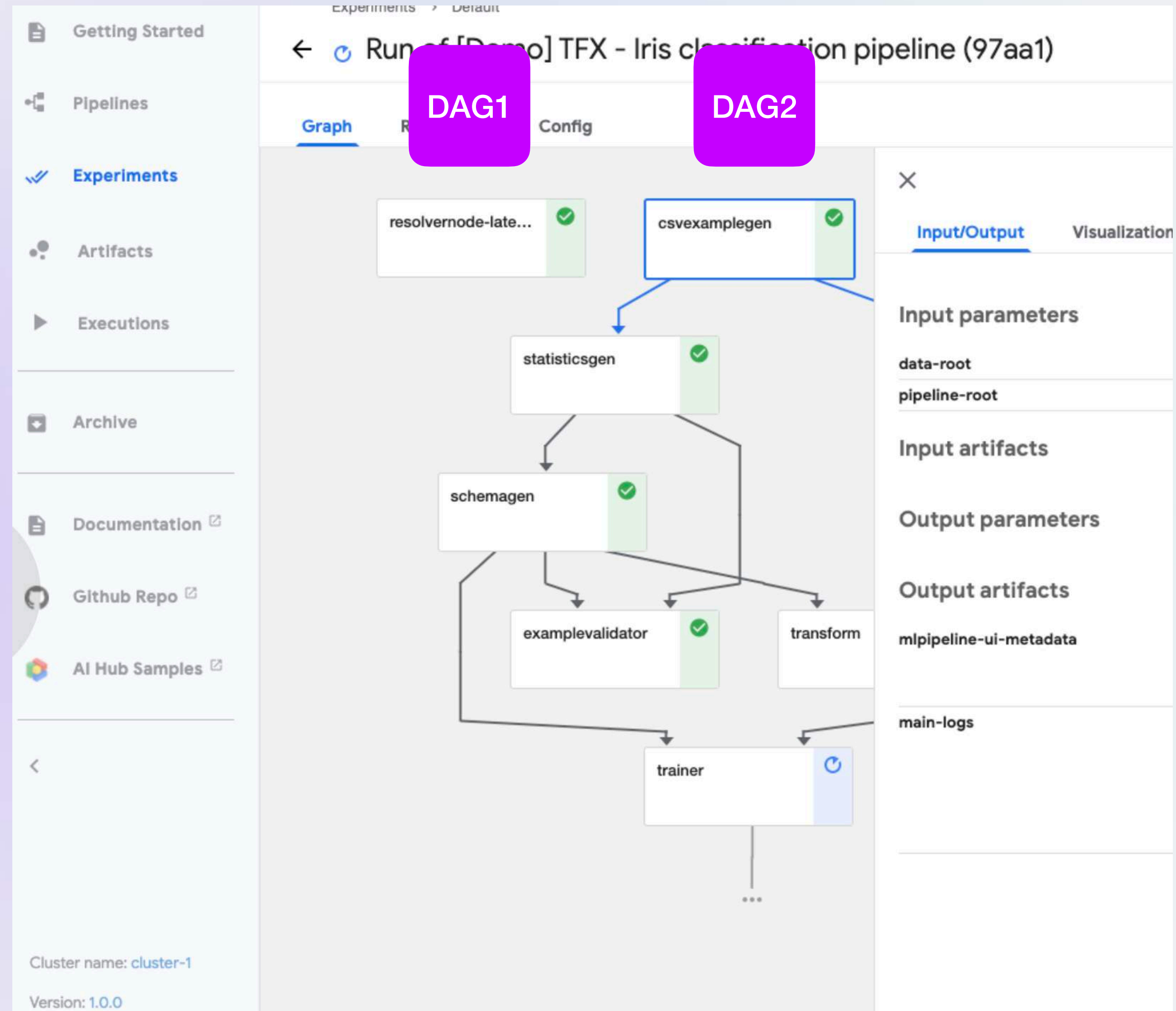


Console

Competitive analysis:

- * Separation of repos and pipelines
- * Directionality
- * Spacial separation between DAGs

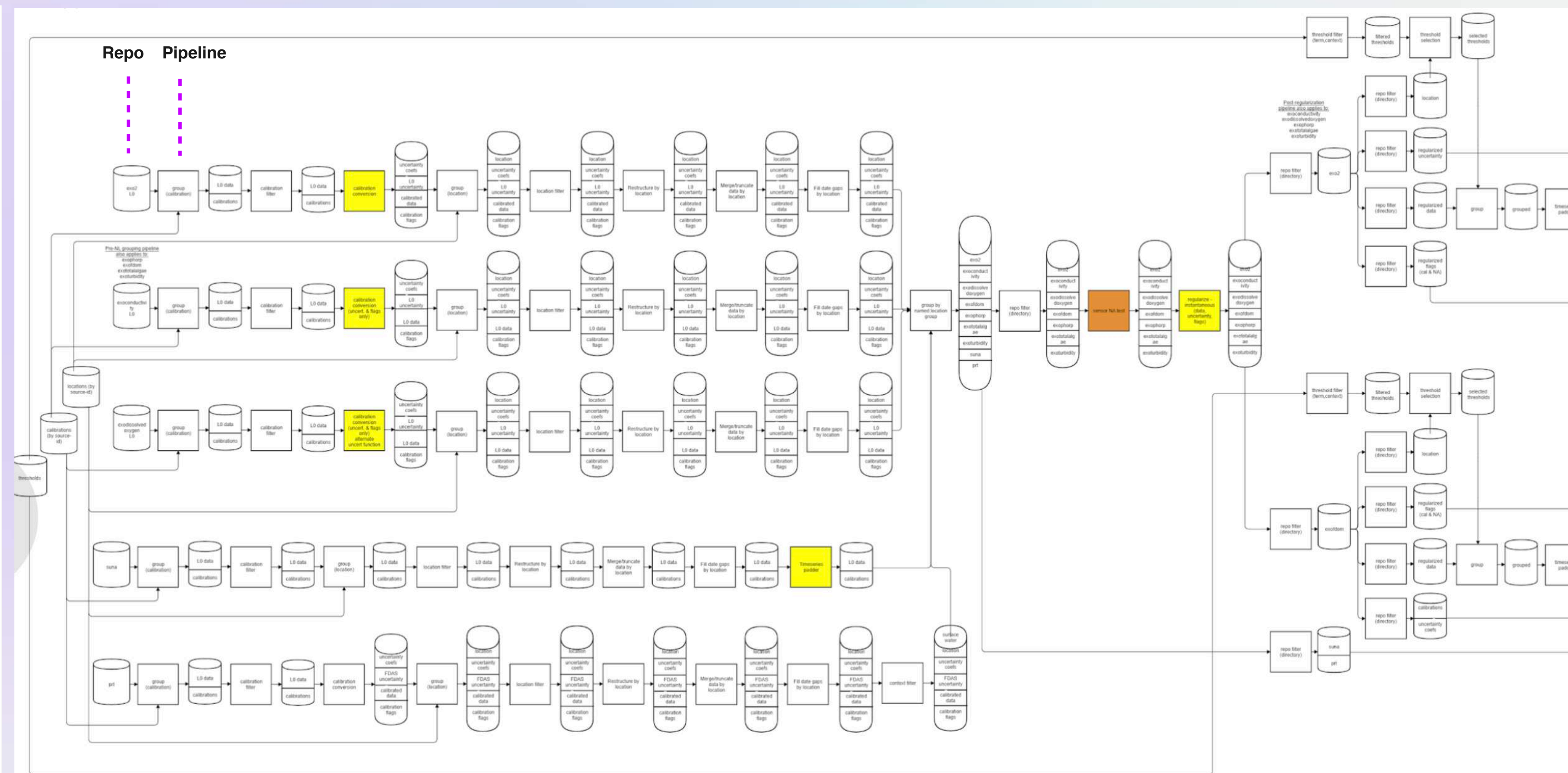
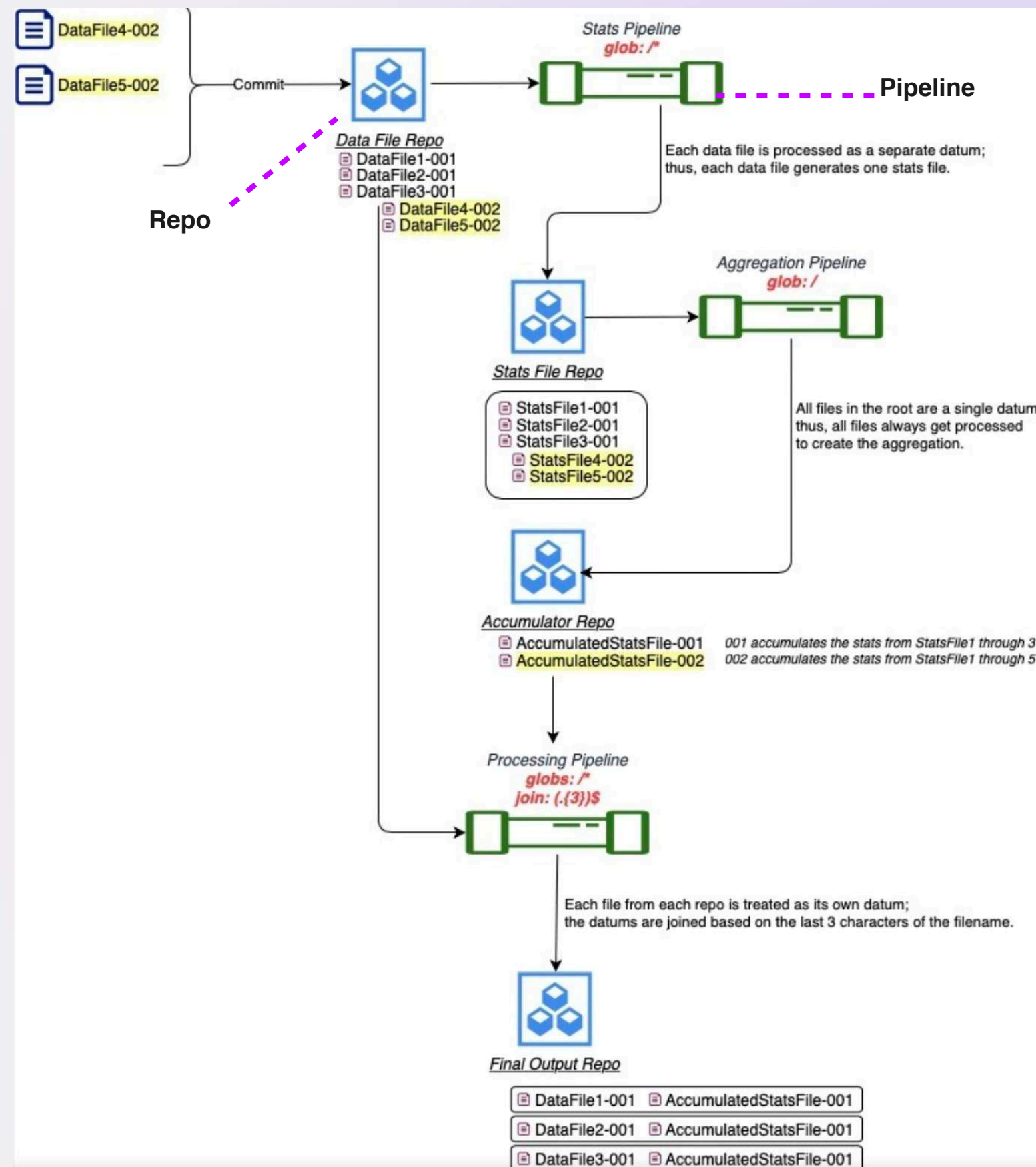
Google Pipeline



Console

User Generated Graphs:

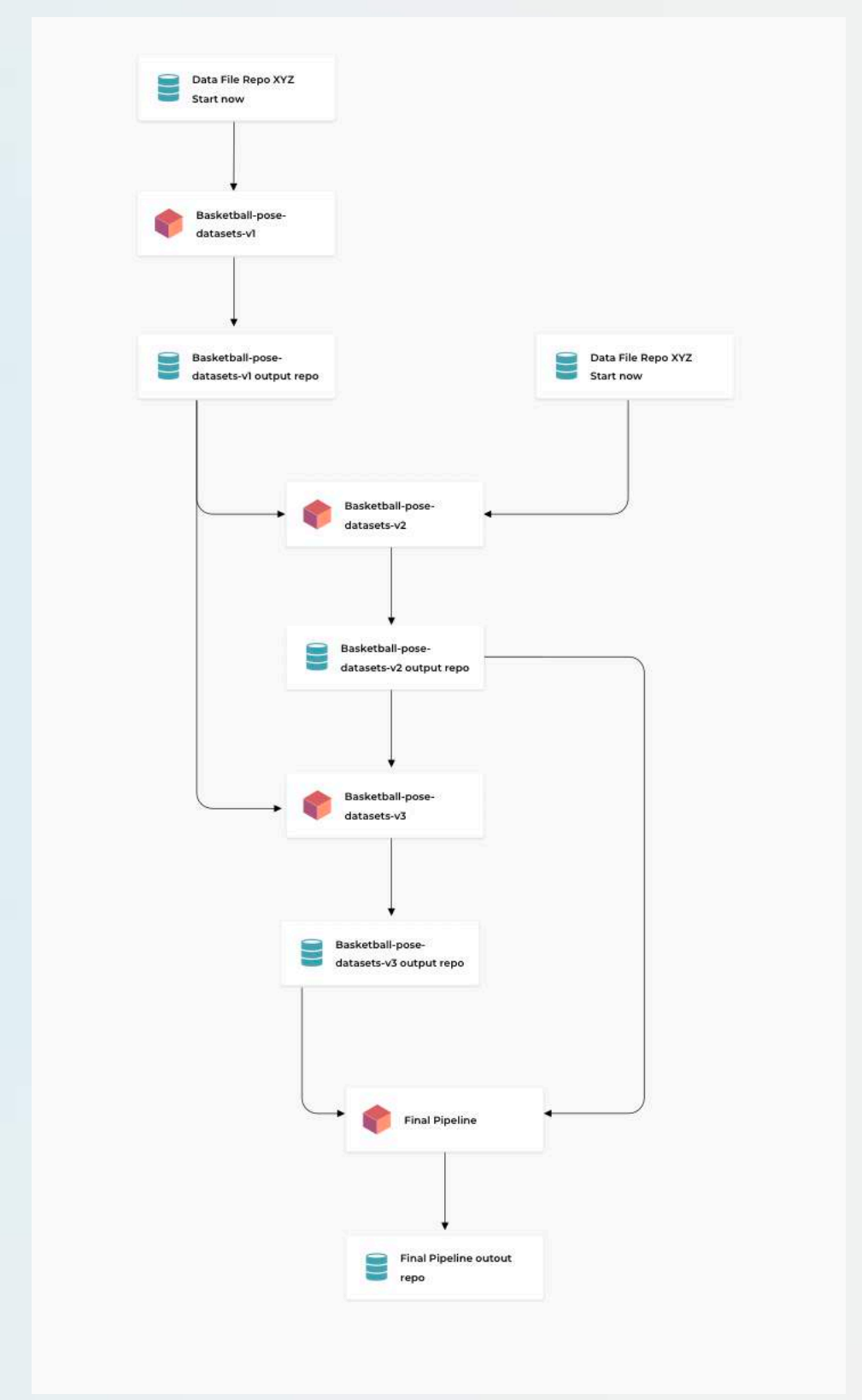
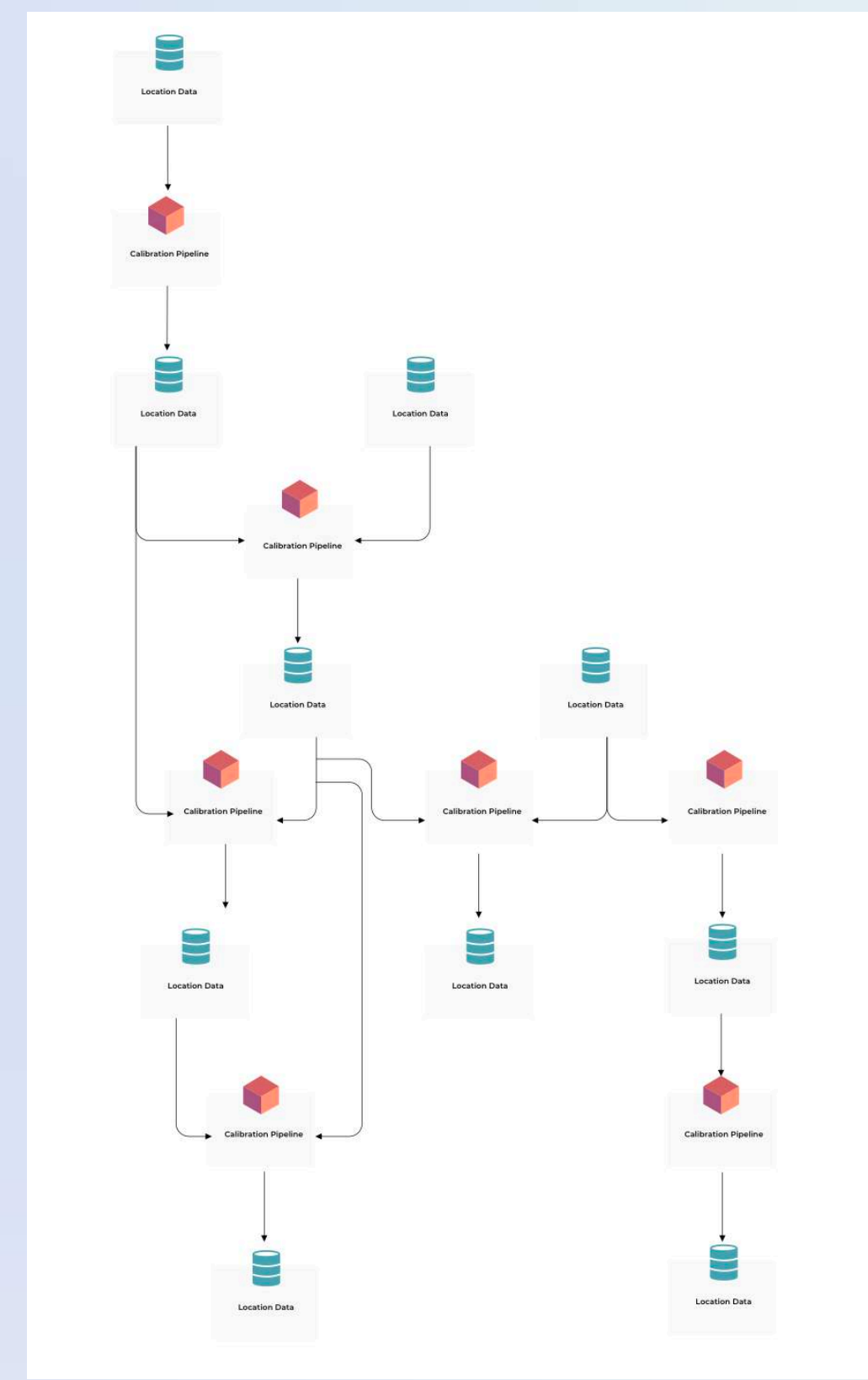
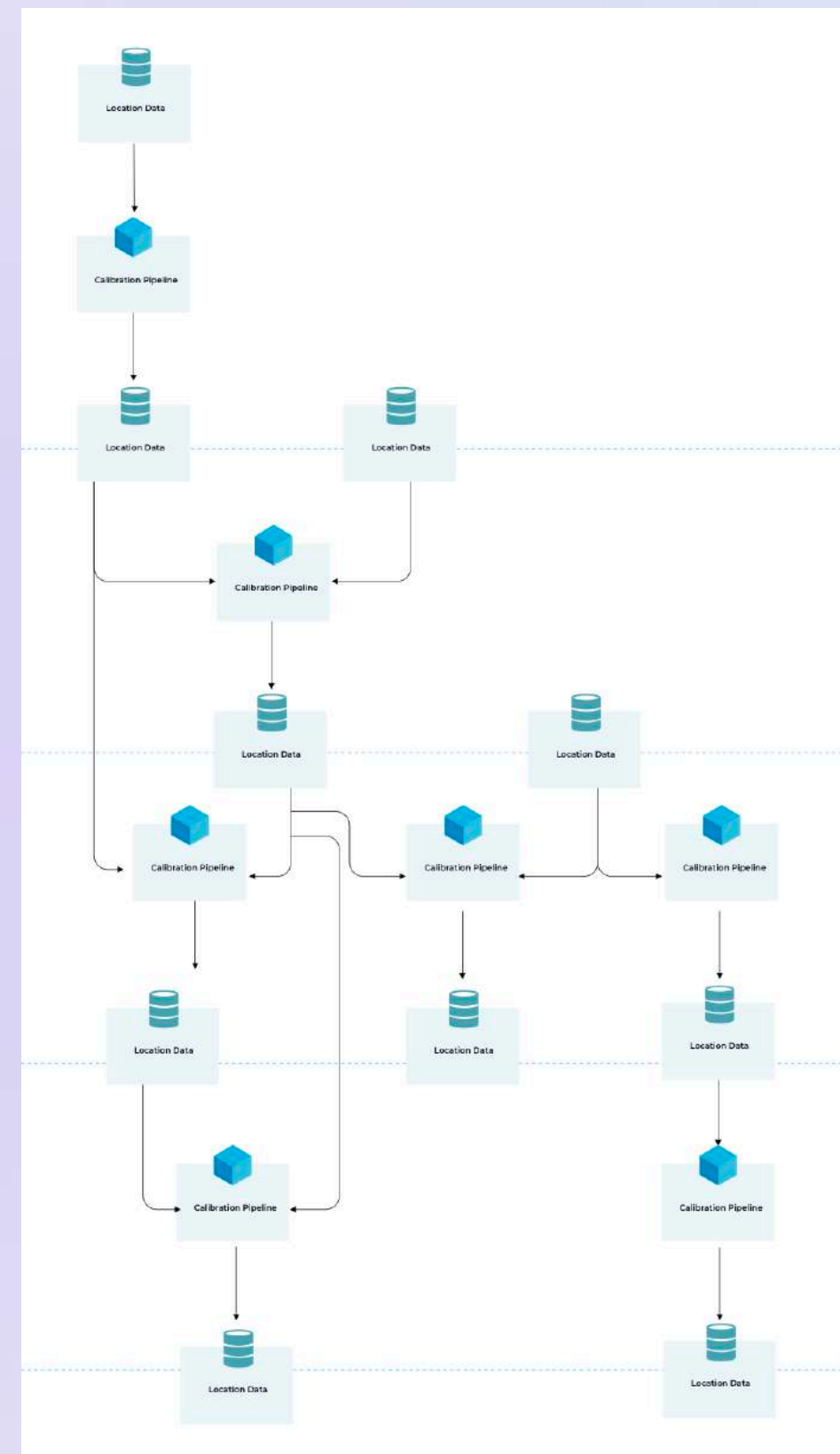
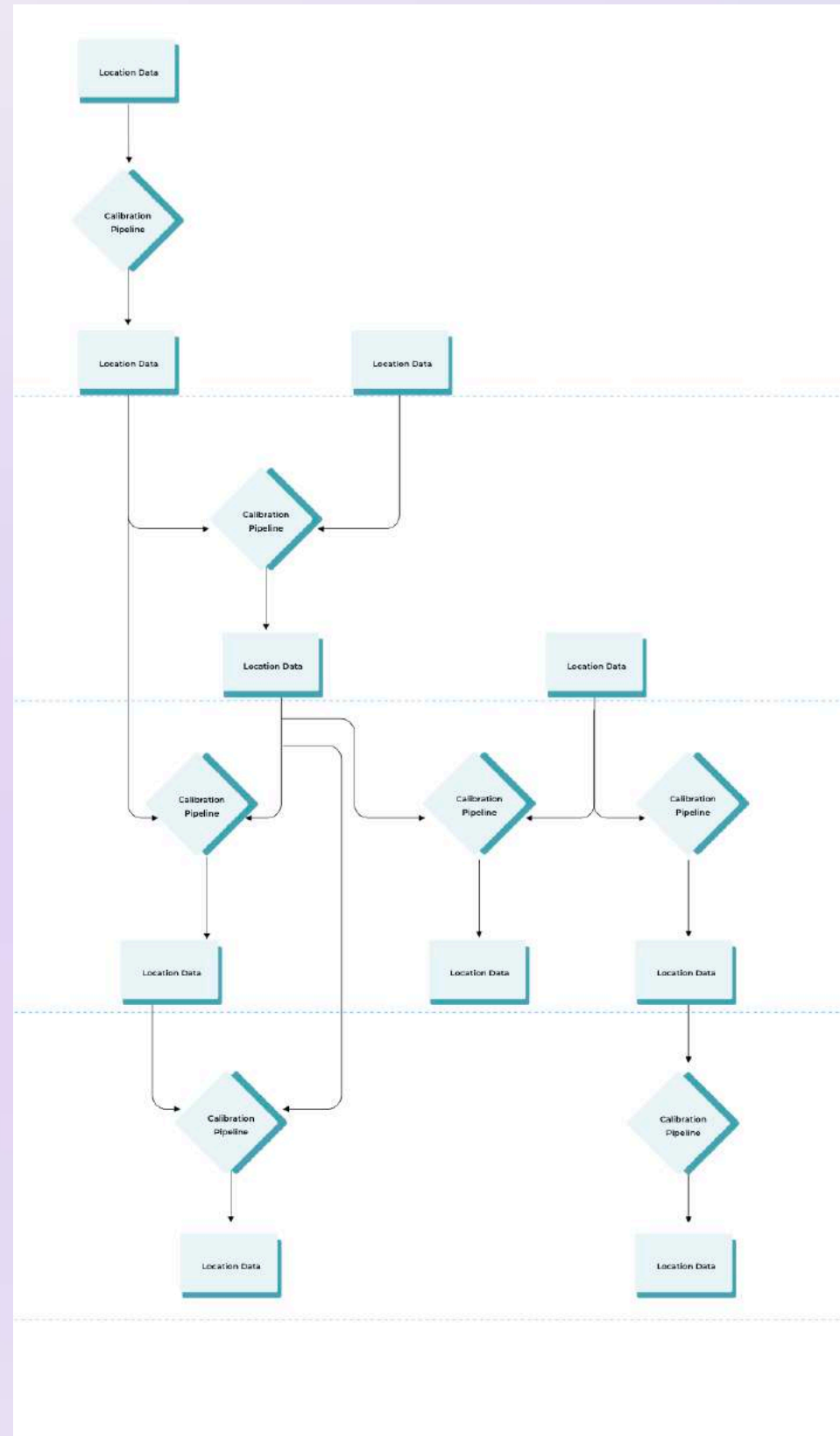
- * Different visual representations of repos and pipelines
- * Grid-based layout
- * Vertical layout vs. horizontal layout



Console

DAG explorations (by Eliana)

Synthesize the findings from above + consistent with the brand



Insights: User-generated graphs are large-file pdfs with large DAGs.

Design Hypothesis: considering the amount of nodes a DAG could have, being able to move around the DAG, zoom in/out etc. would be very important (+ canvas view).

Console

Cross-industry Analysis

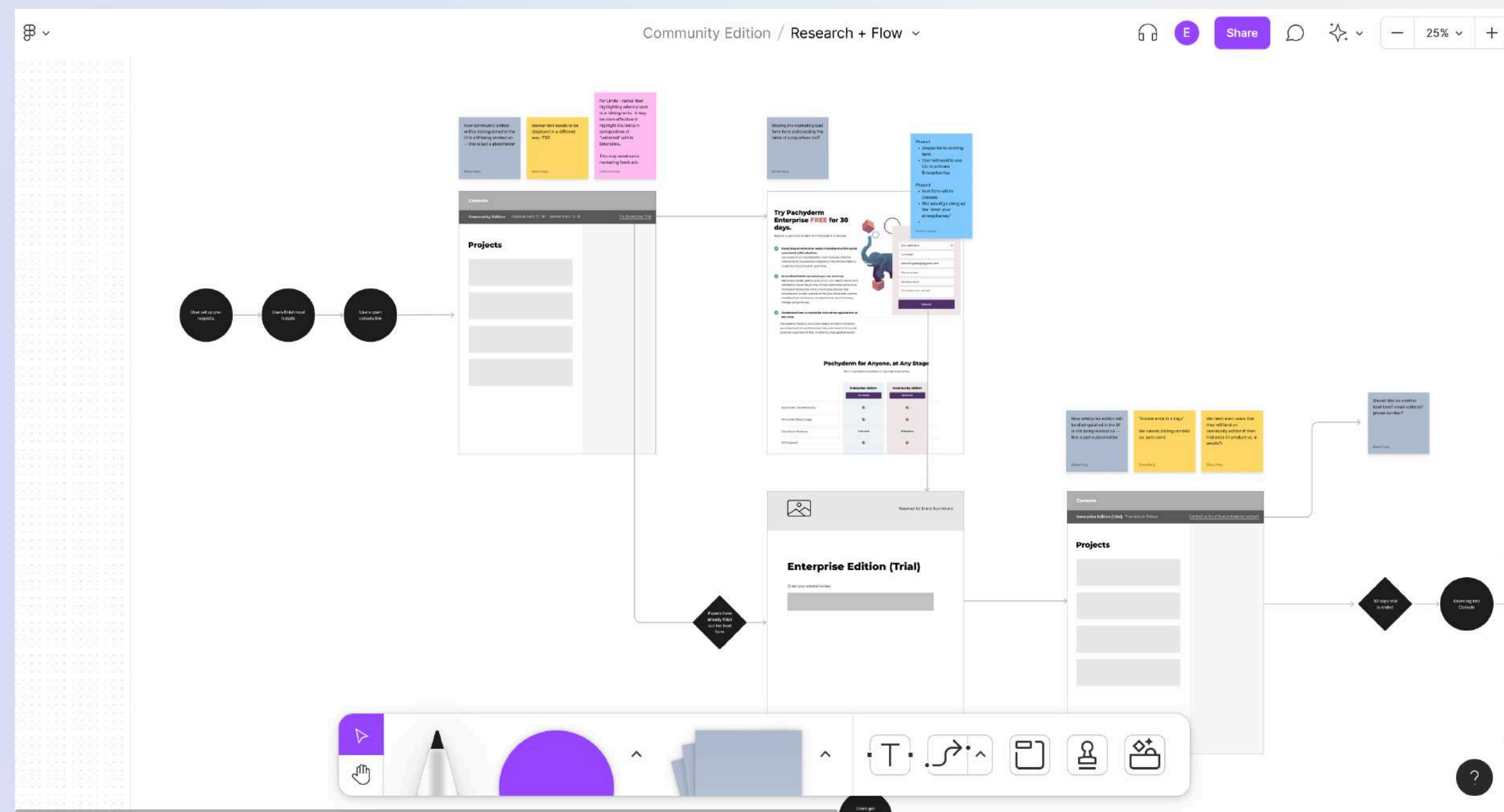
Your team has reached the Free plan's limit - only 5 most recently created boards could be editable. To edit all boards, you can upgrade to a paid plan. [Upgrade now](#)

miro free Participant 2...

What is your name and position? Tom Wall
 How long have you been working with Jupyter/Jupyter Hub? 1 year in last 4
 How is your JH setup to access your data now? didn't use JH
 Do you use other notebook tools (Docker, Spink, Notebooks, etc)? No.
 Are you using Jupyter or JupyterLab in your primary workflow for data science? No.
 How is a deployed JH in your org? used docker containers to deploy to relief workers
 How is data transfered in your JH deployment? How are they mounting the drive volume? ftp data from server for local file
 Do you use JH or JupyterLab? No.
 Are you using any Jupyter widgets or JH extensions? Plotly for visualization
 How do you view data in notebooks? (browser, IDE, etc) browser
 What are your other tools (e.g. Tableau, PowerBI, etc)? none
 Do your ES show how to use discover in your org? no
 How are your JH, Data Eng, and data infra teams organized? No
 Do you use Pandas or Numpy or other libraries heavily? Numpy, Pandas, Plotly, Chartjs

Actuarial Analyst, Engineer
 Primary use case was data stories
 switched to anaconda
 notebooks used network shares when distributed

43%



Console V1

Design Decisions for V1 launch (by Eliana)

Separation of repos from pipelines

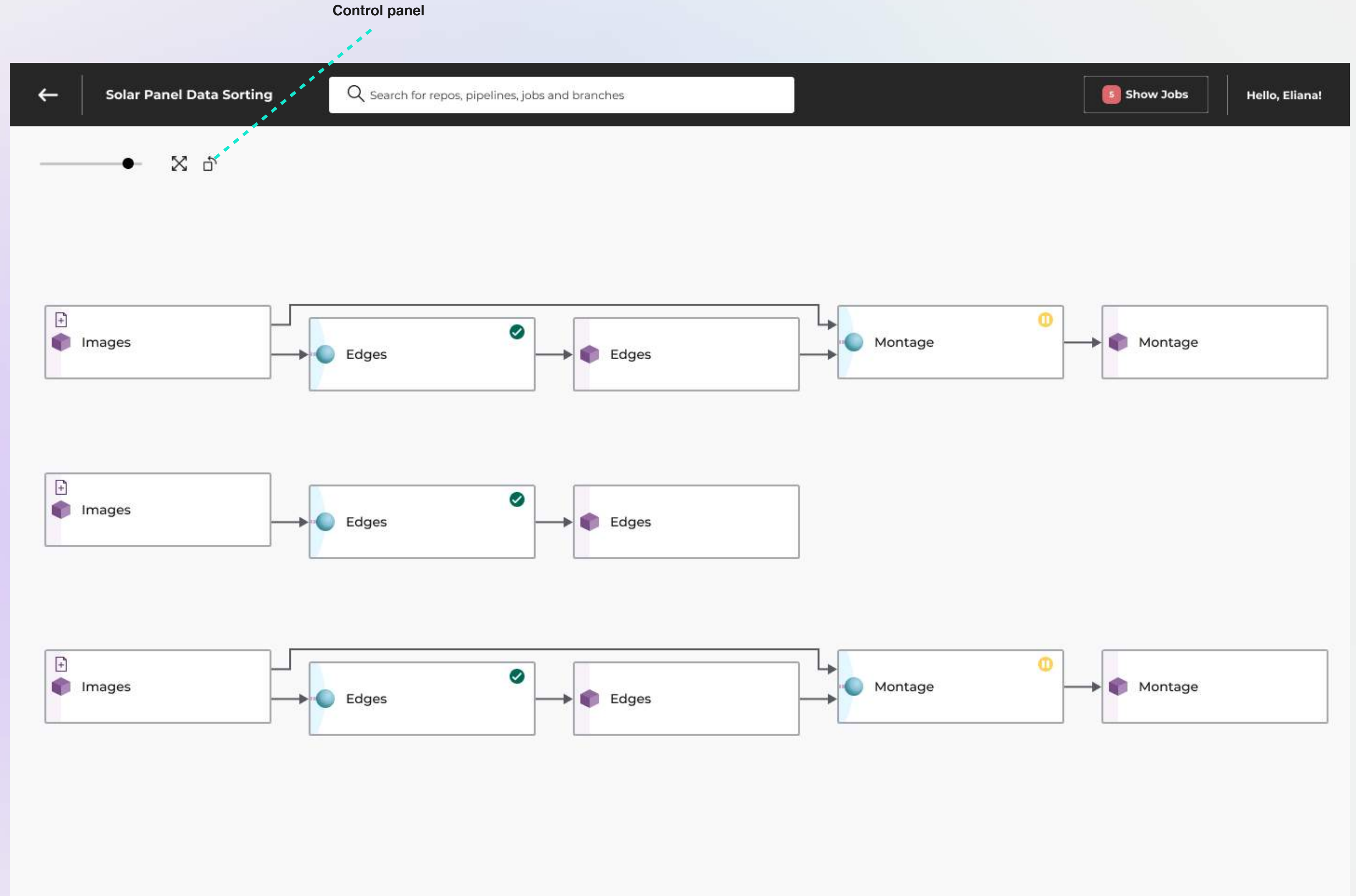
Intuitive representations of nodes (brand)

Spacial separation of DAGs

Grid-based / No edge crossing

Horizontal orientation by default (Rotatable)

Canvas features (Zoom in/out)



Console

V1 Console DAG view at 1440px (by Eliana)

Solar Panel Data Sorting Search repos, pipelines, jobs Filter by Global ID

Flip Canvas Reset Canvas Center Selections

Images Edges Edges Mon

Images Montage Edges Edges Mon

Images

Info Commit

Commits (Branch: Master) Auto Commits

52 mins ago, 0B
f423b6f06ed84c49b9b50fac9e0d2db3
View Files Linked Job

2 days ago, 277KB
e9db02a5e801469782c823a6eb862db5
View Files Linked Job

3 days ago, 1GB
649bf3717ad94974ba8f024ca277c9c8
View Files Linked Job

8 days ago, 1GB
d11e585e83fb47afb6808dc69dc86b02
View Files Linked Job

10 days ago, 1GB
d11e585e83fb47afb6808dc69dc86b02
View Files Linked Job

13 days ago, 1GB

V1 Console list view at 768px (by Eliana)

Solar Panel Data Sorting Search repos, pipelines, jobs Filter by Global ID

Solar 1 Input

Solar 2 Input

Solar 3 Input

Solar 4

Solar 5

Solar 6

Solar 1

Info Commit

Commits (Branch: Master) Auto Commits

52 mins ago, 0B
f423b6f06ed84c49b9b50fac9e0d2db3
View Files Linked Job

2 days ago, 277KB
e9db02a5e801469782c823a6eb862db5
View Files Linked Job

3 days ago, 1GB
649bf3717ad94974ba8f024ca277c9c8
View Files Linked Job

8 days ago, 1GB
d11e585e83fb47afb6808dc69dc86b02
View Files Linked Job





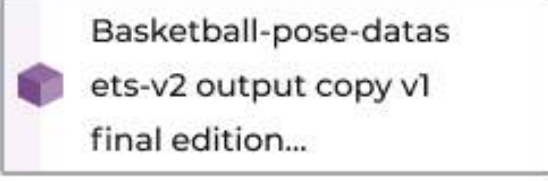


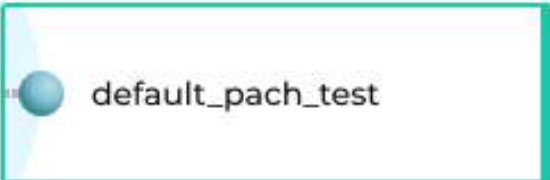




10 days ago, 1GB
d11e585e83fb47afb6808dc69dc86b02
View Files Linked Job

13 days ago, 1GB

Console

DAG node component sheet (In collaboration with another designer)

PACHYDERM DAG Components June 2021

Role	Component	Component Specifications in REM	Component Add-ons	
Repo nodes			  <p>Dropshadow follows guidelines in Color Tab *Note. Purely aesthetic change to drop shadows, you can use previous hover drop shadow. #C6C6C6 x:1, y:1, Blur:6, Spread:0.</p>	
				
				
Pipeline nodes			  <p>Border color: Grey 9</p>	
				
				
				

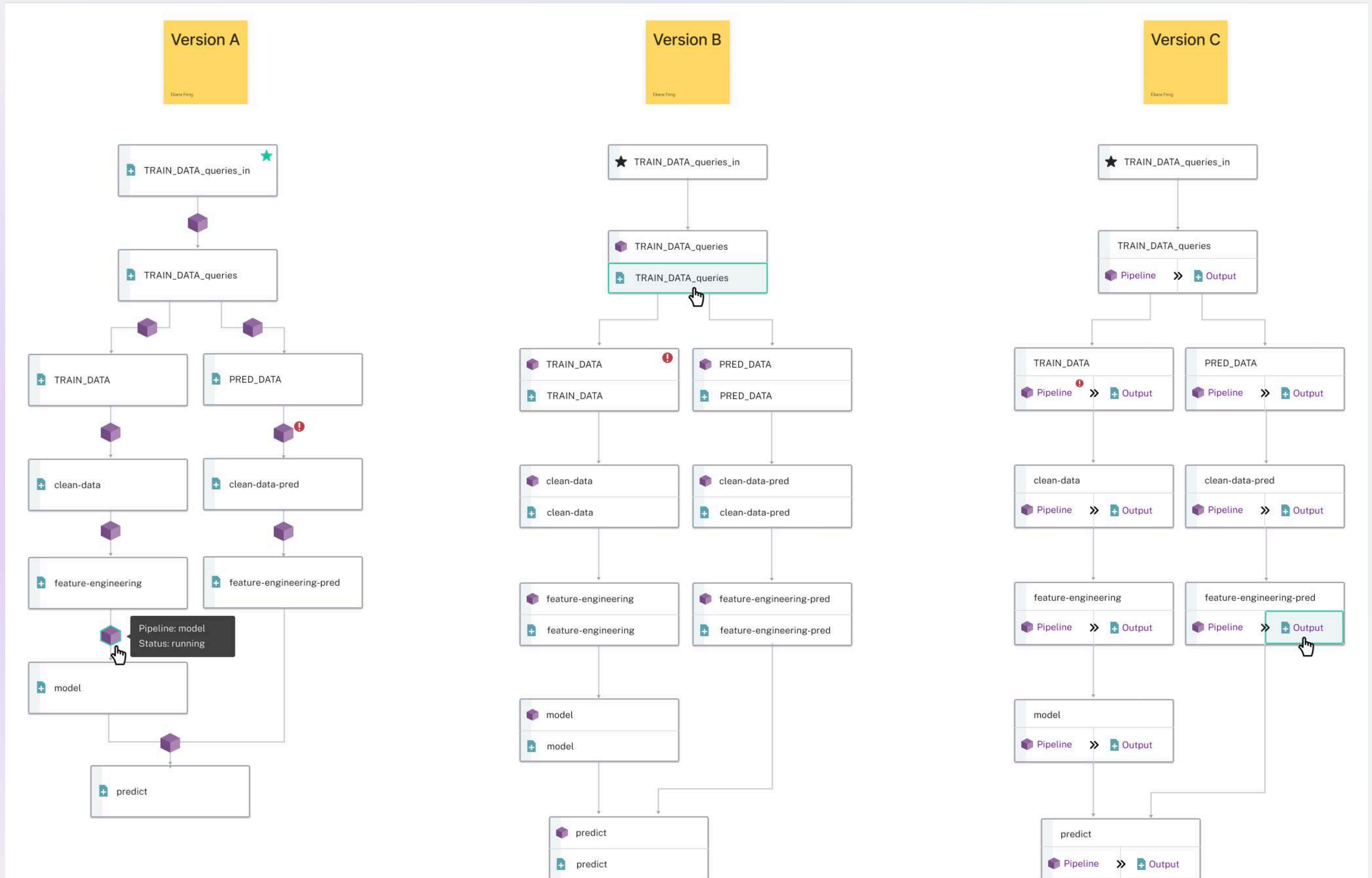
The DAGs could get really long. How can we further shorten the DAGs?

Console V2

DAG V2 explorations
(by Eliana)

Fact: A pipeline and an
output repo shares the
same entity name.

Insight: reintroduce
combo node in a more
intuitive way.



Console DAG V2

DAG V2 explorations (by Eliana)

A further modifications
of iterating a horizontal
vs. vertical layout.

Version C - more
interactions

Eliana Feng



Default horizontal version



Default vertical version



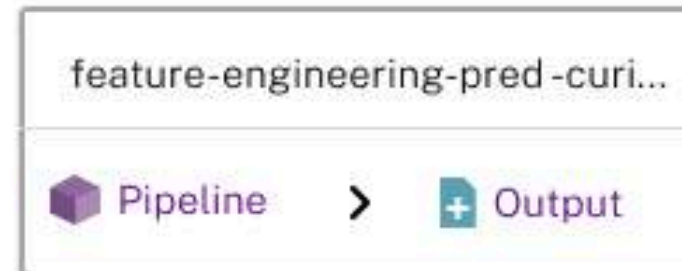
Selected state



Selected state



long name



long name (fits more characters)



with status icons



with status icons



The visual representations of repos and pipelines aren't intuitive enough.

Console DAG V2

DAG V2 explorations
(by Eliana)



Default horizontal version



Default horizontal version



Default horizontal version



Default horizontal version



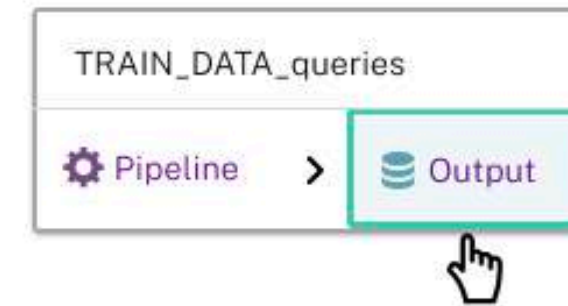
Selected state



Selected state



Selected state



Selected state



long name



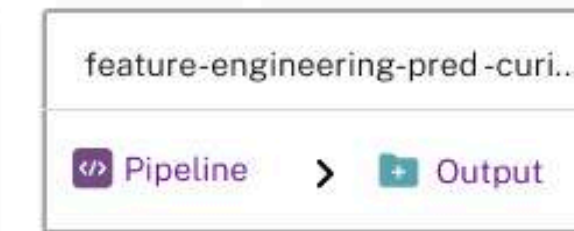
long name



long name



long name



with status icons



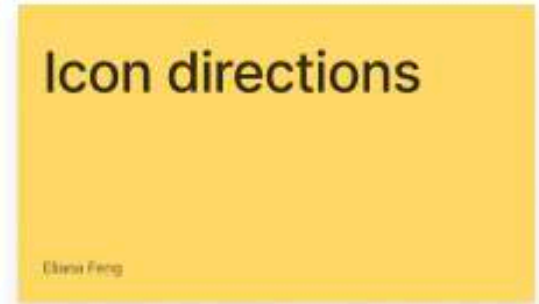
with status icons



with status icons



with status icons



Default horizontal version



Selected state



long name



with status icons

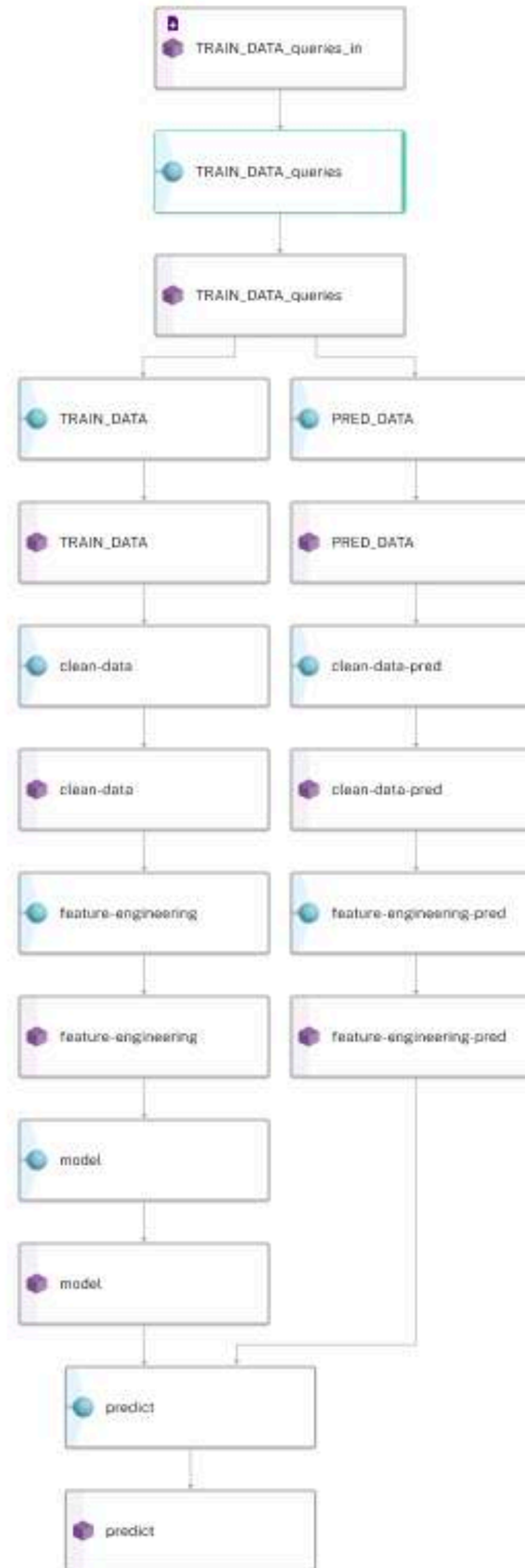


Console DAG V2

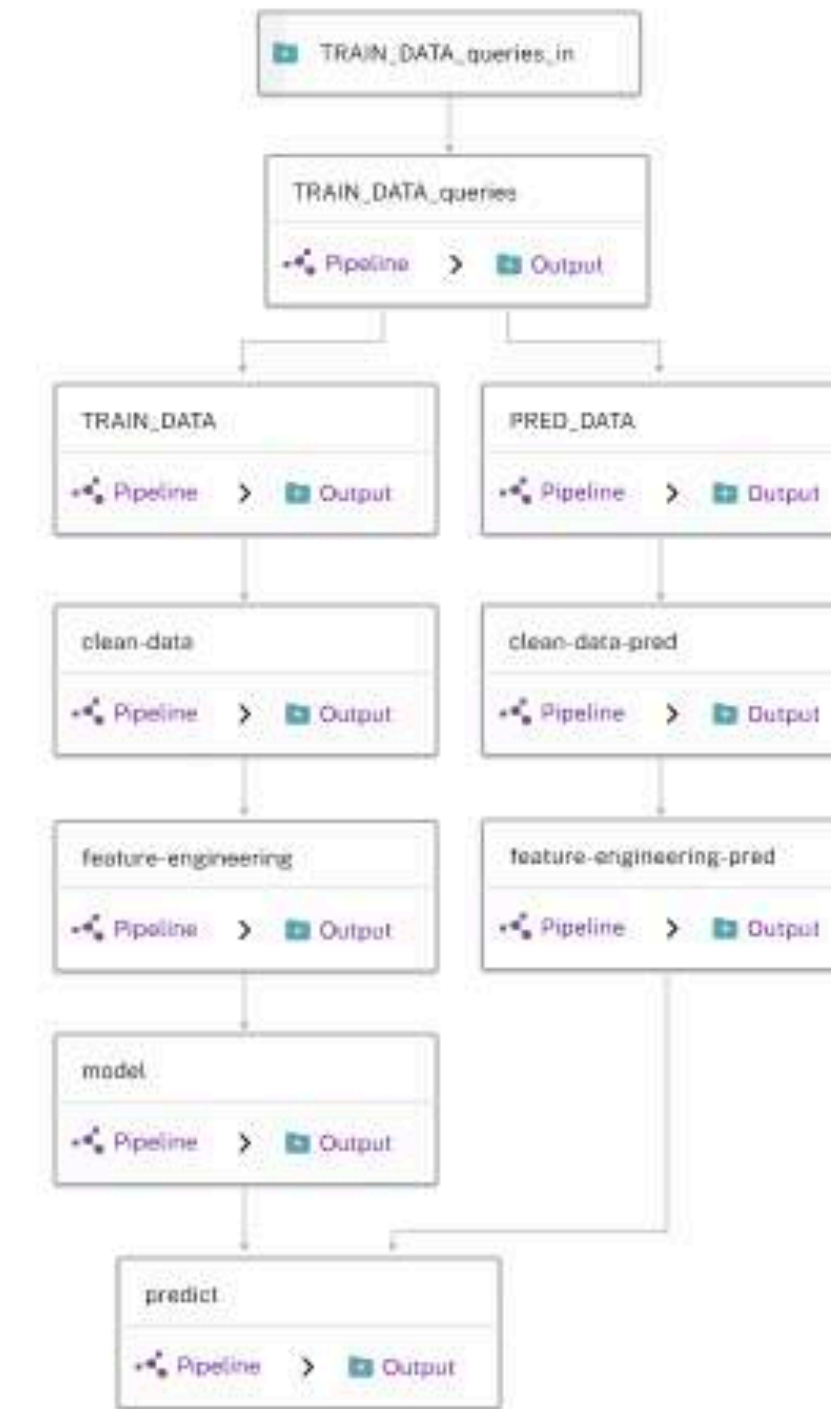
DAG V2 explorations (by Eliana)

Side by side comparison for the amount of reduction in the length of DAG.

Original designs



Combo node vertical



Console

Latest Console DAG canvas (by Eliana)

The screenshot displays a console interface for a DAG canvas. The top navigation bar includes a search bar, a filter by Global ID, and a 'Learn Pachyderm' link. The main canvas area shows a pipeline flow starting with 'TRAIN_DATA_queries_in', which feeds into 'TRAIN_DATA_queries'. This node branches into two parallel paths: 'TRAIN_DATA' and 'PRED_DATA'. Each path proceeds through 'clean-data' and 'feature-engineering' steps. The 'TRAIN_DATA' path then leads to a 'model' node, which finally feeds into a 'predict' node. The 'PRED_DATA' path also feeds into the 'predict' node. The 'predict' node shows a failure status with a red exclamation mark icon. The right sidebar provides details for the selected 'TRAIN_DATA_queries_in' node, including commit history with timestamps and file sizes, and options to view files and linked jobs.

TRAIN_DATA_queries_in

Info [Commit](#)

Commits (Branch: Master) ▾

- Auto Commits

52 mins ago, 0B
f423b6f06ed84c49b9b50fac9e0d2db3
[View Files](#) [Linked Job](#)

2 days ago, 277KB
e9db02a5e801469782c823a6eb862db5
[View Files](#) [Linked Job](#)

3 days ago, 1GB
649bf3717ad94974ba8f024ca277c9c8
[View Files](#) [Linked Job](#)

8 days ago, 1GB
d11e585e83fb47afb6808dc69dc86b02
[View Files](#) [Linked Job](#)

10 days ago, 1GB
d11e585e83fb47afb6808dc69dc86b02
[View Files](#) [Linked Job](#)

11 days ago, 1GB
d11e585e83fb47afb6808dc69dc86b02
[View Files](#) [Linked Job](#)

15 days ago, 1GB
d11e585e83fb47afb6808dc69dc86b02
[View Files](#) [Linked Job](#)

Post V2 Launch Results

The product redesign was received positively by the users. It was acquired by HP after almost 3 years. It continues to live on and being developed by HP.

Conclusion

Key takeaway:

Design in uncertainty - Make hypothesis, experiment, test

If I had more time...

Spend more time learning about the design rationales in the old designs.

Join Upcoming Powwows



AI Expo: FutureTech Hub

AI Tech

Live Now ●

James Moore, Stephanie Daily

\$15 / Seat

5 Seats Left!



Real Estate Investing in 2023

AI Tech

Nov 4, 2023 @ 1:00 - 2:30pm est

James Moore, Stephanie Daily

\$5 / Seat



How to Close Fundings this...

AI Tech

Nov 5, 2023 @ 3:30 - 4:00pm est

James Moore, Stephanie Daily

\$15 / Seat

3 Seats Left!



Book a 1-on-1 Session



The Problem (supply side)

Non-savvy experts

Receive requests via DMs



Back and forth scheduling



Negotiate pricing



Send Cal Invite



Create Zoom Link



Send invoice & Track down payments

Tech-savvy experts



The Problem (demand side)

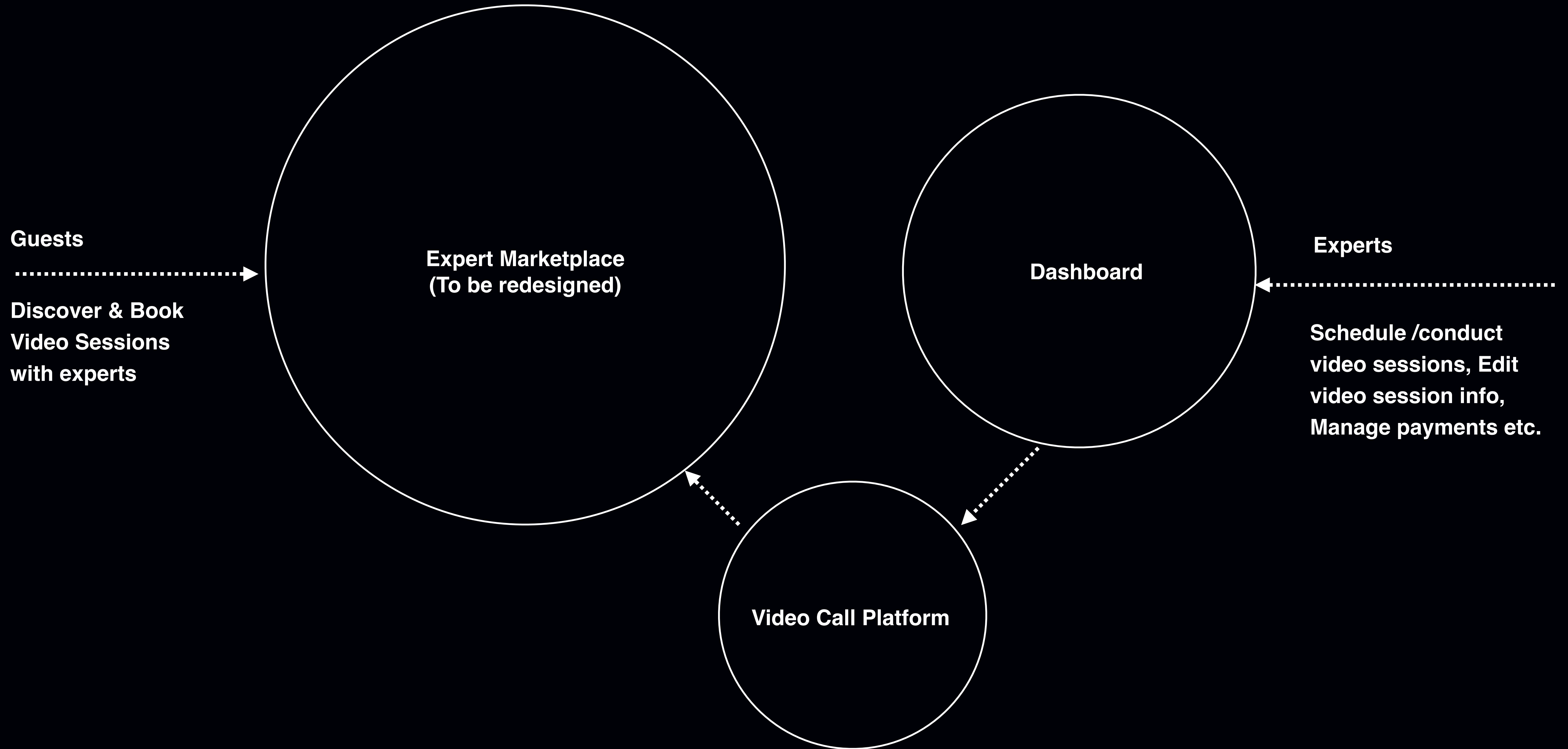
For guests, there is no easy way to directly interact with experts for knowledge sharing.

Overview

Bookvid was started as an end-to-end platform for subject experts to share their knowledge with the guests and charge for their presence via 1:1 sessions and 1-to-many group events.

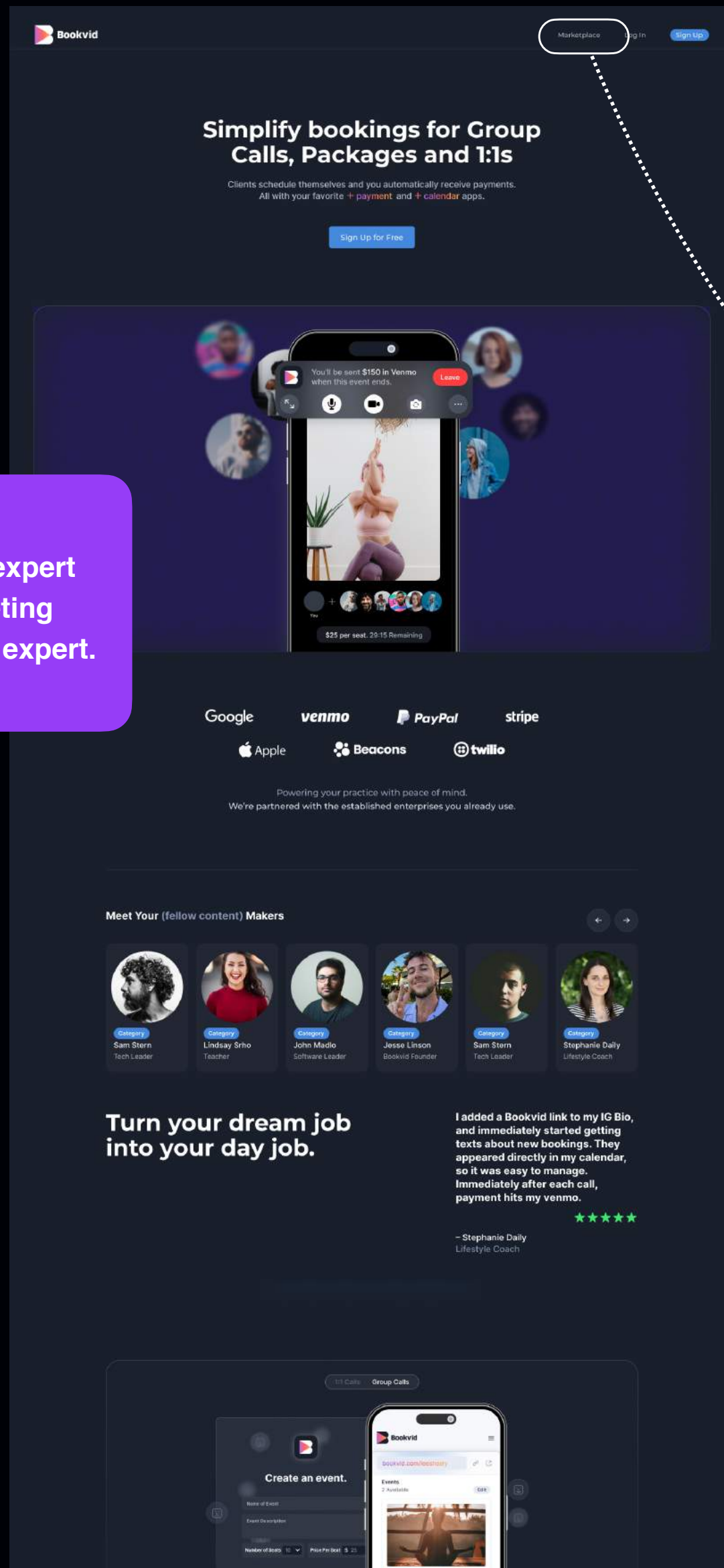
Product Ecosystem

- Role: Lead IC (Head of Design)



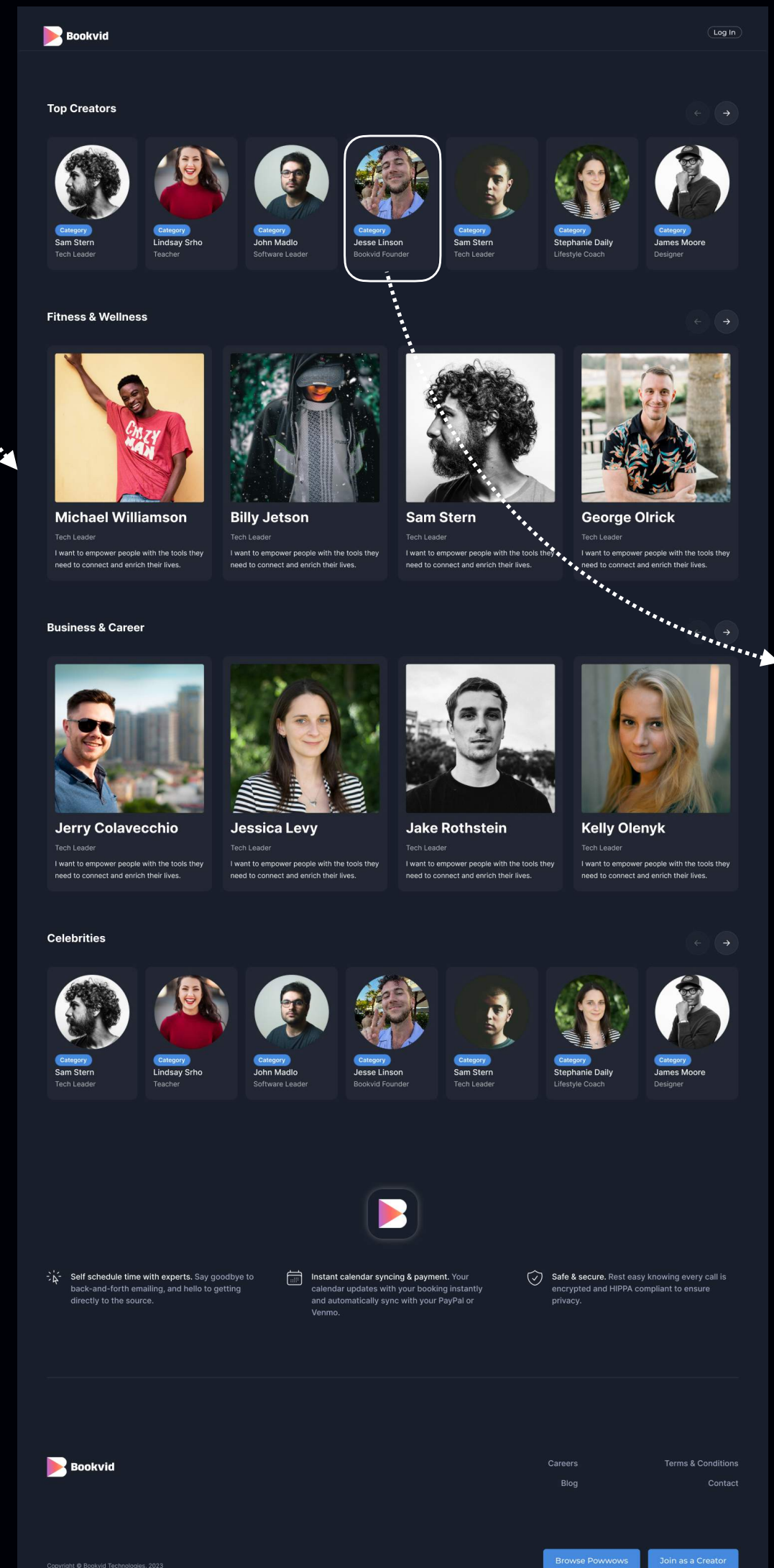
UX Auditing

1st Level (Marketing page for experts)



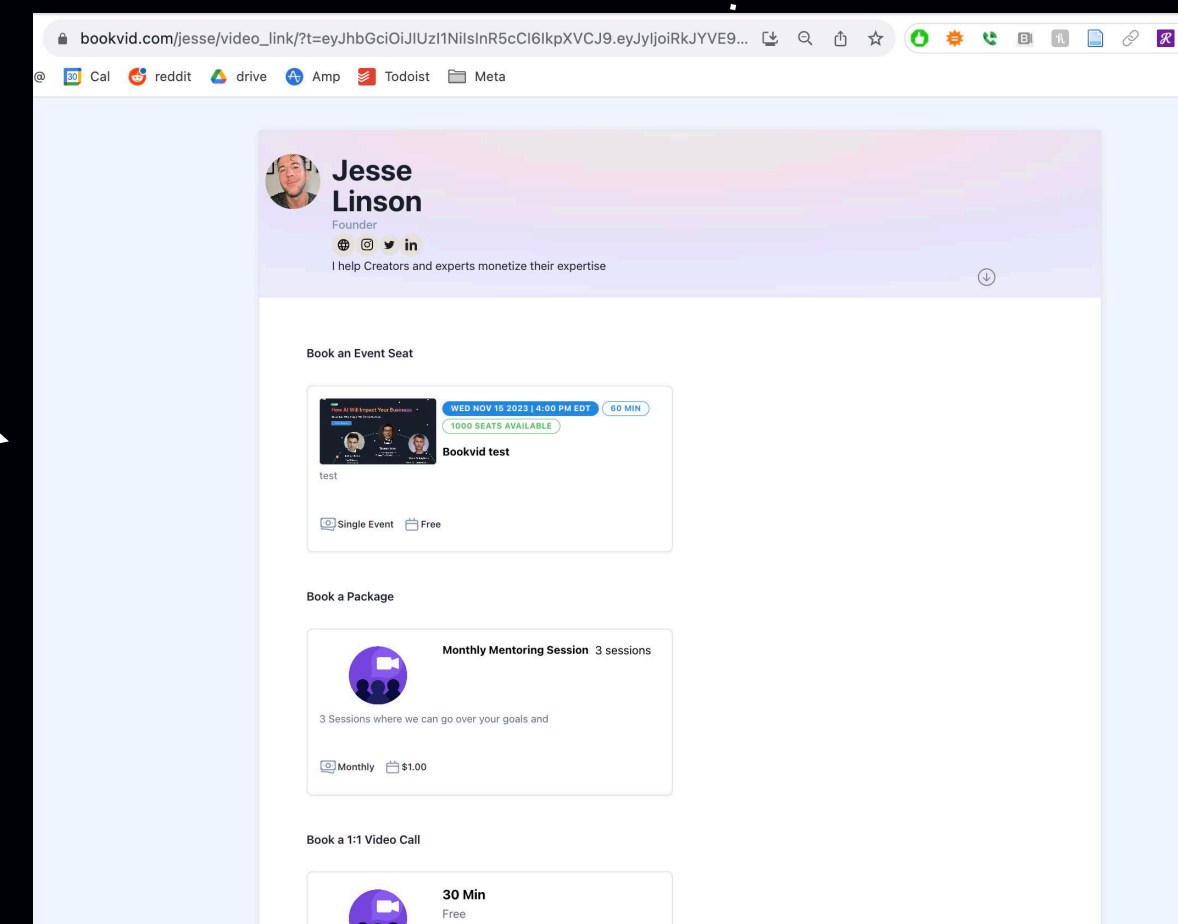
Issue 1:
Both guest and expert
Land on a marketing
page catering to expert.

2nd Level (Marketplace)

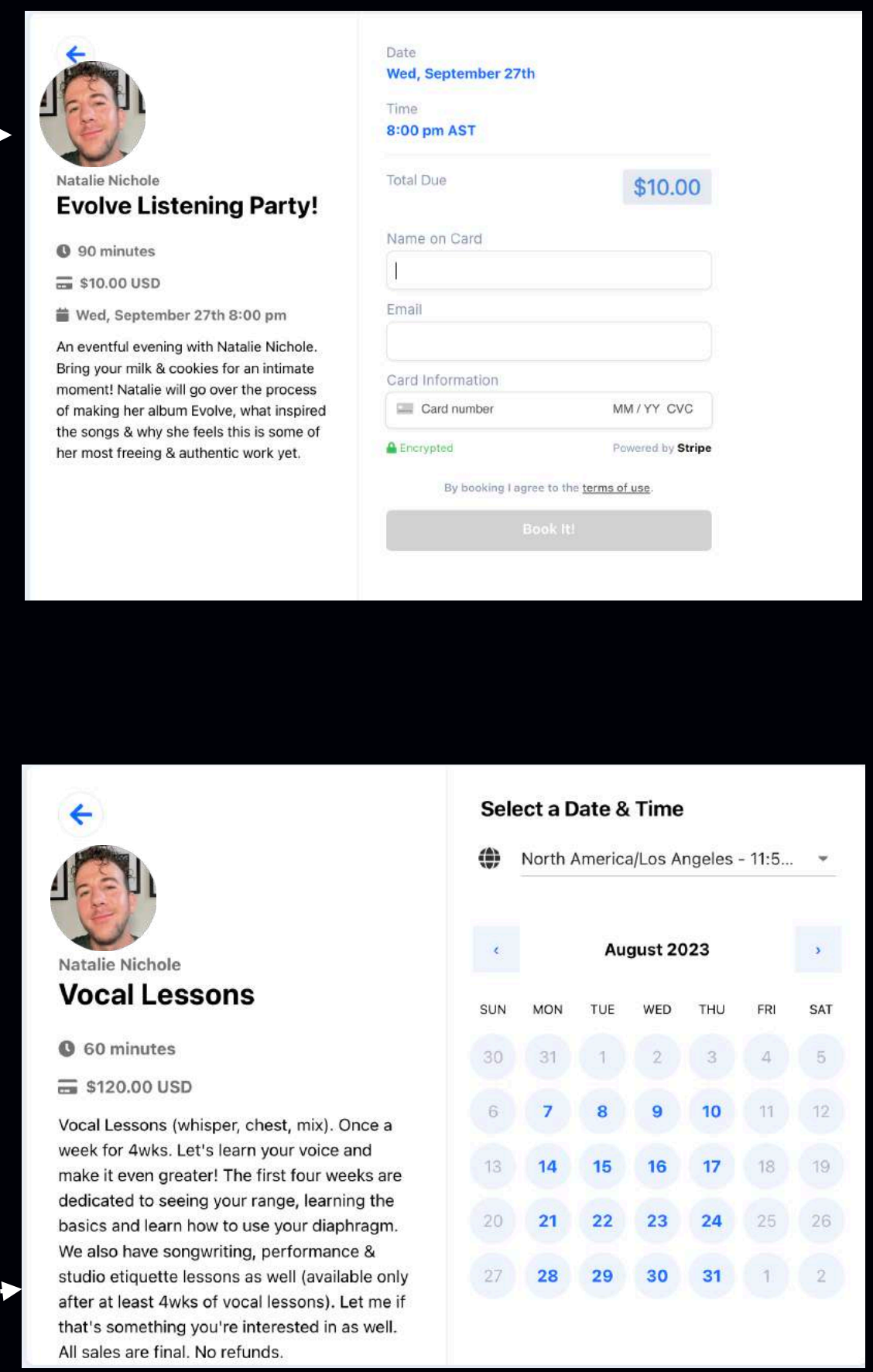


3rd level (Expert profile page)

Issue 2:
Disconnected brand
experience from 2nd level
-> 3rd level



4th level (Expert offerings)



Design Hypothesis

**Optimizing the user experience for guests
would not decrease the number of sign-ups
from experts.**

Competitive Analysis

Direct Competitor Analysis

Competitor: Intro

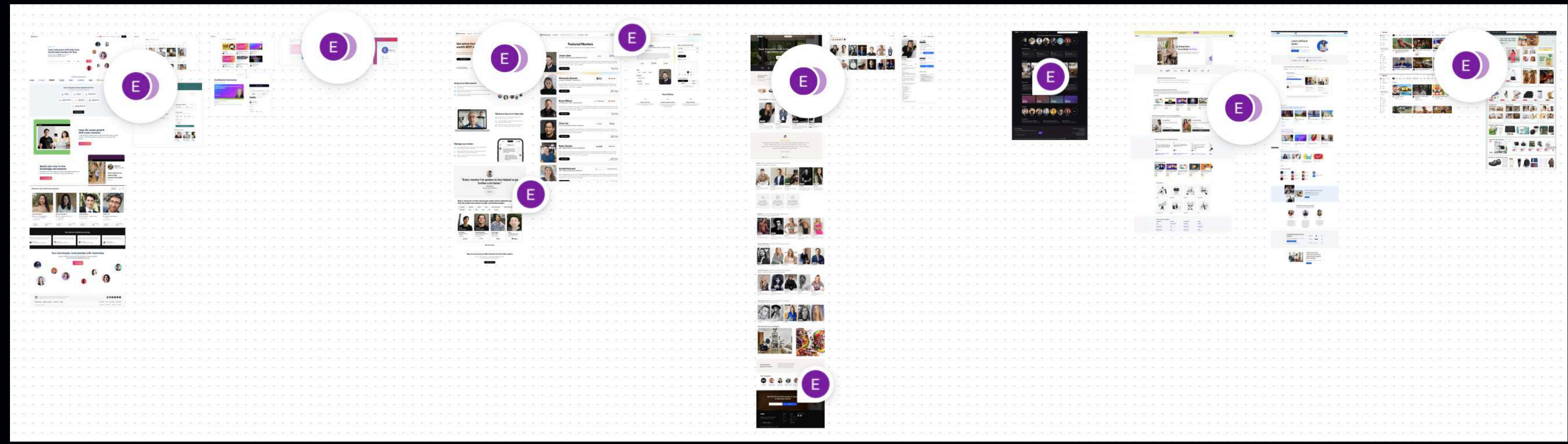
The screenshot shows the homepage of the Intro website. At the top, there is a navigation bar with the 'Intro' logo on the left and three links: 'Gift a Session', 'Become an Expert' (highlighted with a blue box), and 'Our Mission'. The main hero section features a large background image of a modern living room with a large window. The text reads: 'Book the world's most in-demand experts & get advice over a video call'. Below this is a white button that says 'Find an Expert'. Underneath the hero section is a dark grey bar containing logos for 'WSJ', 'AD', 'Bustle', 'FAST COMPANY', and 'Forbes'. The next section has three columns of text: 'Get access to the world's best' (with subtext 'Choose from our list of the top experts in a variety of topics'), 'Personalized advice just for you' (with subtext 'Book a 1-on-1 virtual session & get advice that is tailored to you'), and 'Save time and money, guaranteed' (with subtext 'Our guarantee — find value in your first session or your money back'). Below this is a row of six category icons: 'Top Experts', 'Home', 'Career & Business', 'Style & Beauty', 'Wellness', and 'Astrology & more'. The bottom section is titled 'Top Experts. Access to the best has never been easier' and features four portrait photos of diverse individuals.

Competitor: ADPList

The screenshot shows the homepage of the ADPList website. At the top, there is a navigation bar with the 'ADPList' logo on the left and four links: 'Courses', 'Become a mentor' (highlighted with a blue box), 'Find a mentor', 'Log in', and 'Sign up'. The main hero section features a large background image of a modern living room. The text reads: 'Learn and grow with help from world-class mentors for free'. Below this is a subtext: 'Book and meet over 19,663+ mentors for 1:1 mentorship in our global community.' There is a search bar with the placeholder text 'Search by company, language or role' and a 'Search' button. To the right of the search bar are several circular profile pictures of diverse individuals. Below the search bar is a row of logos for 'tinder', 'Google', 'amazon', 'twitch', 'stripe', 'coinbase', 'Uber', 'Microsoft', 'Calendly', and 'ATLAS'. The next section is titled 'Learn and grow across expertise for free' and features a grid of expertise categories: 'Design' (1182 mentors), 'Product' (4295 mentors), 'Data Science' (280 mentors), 'Content Writing' (521 mentors), 'Marketing' (1598 mentors), 'Engineering' (2028 mentors), and 'Product Research' (3099 mentors). Below the grid is a button that says 'Explore all mentors'. The bottom section features a large image of two people in a video call and the text: 'Leap 10x career growth with iconic mentors'. Below this is a subtext: 'If you're looking for advice, jamming or networking - ADPList lets you freely schedule a 1:1 mentorship session in fun new ways and work with them directly.'

Competitive Analysis

Cross-industry Examination



airbnb

Anywhere Any week Add guests

Airbnb your home

Cabins Amazing views Lakefront Earth homes Islands Mansions Tiny homes OMG! Amazing pools Beachfront A-frames Trending Treehouses Play Countryside Design Ski-in/out

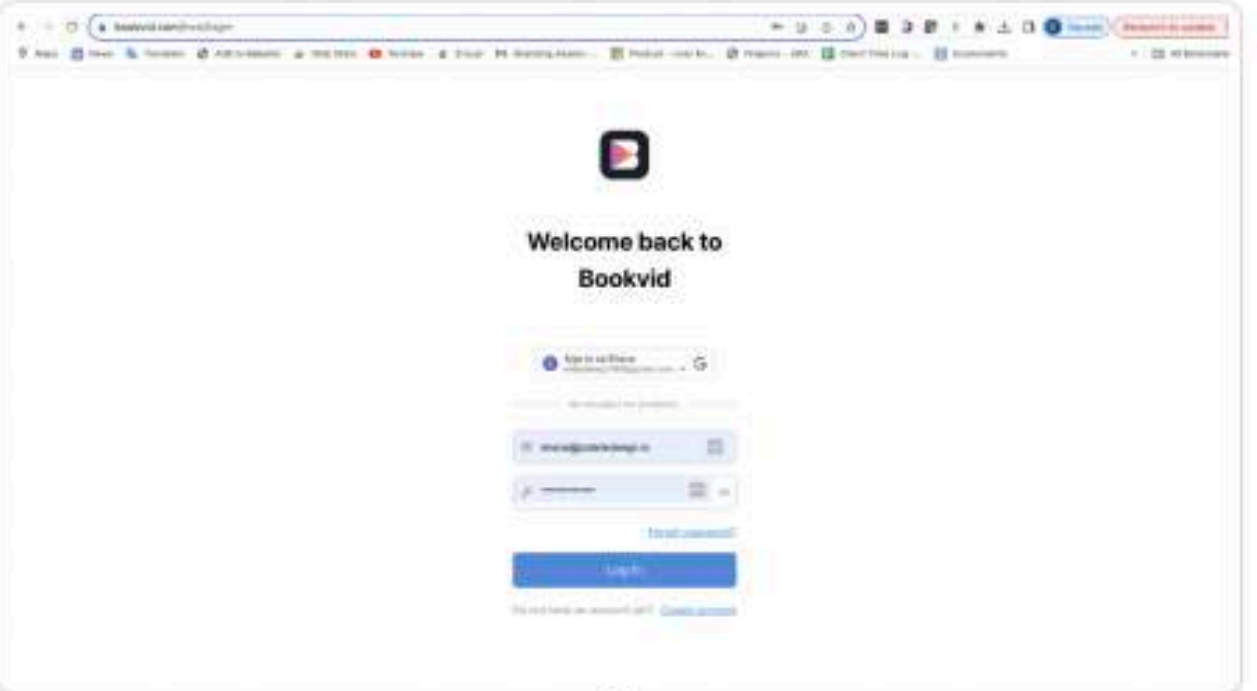
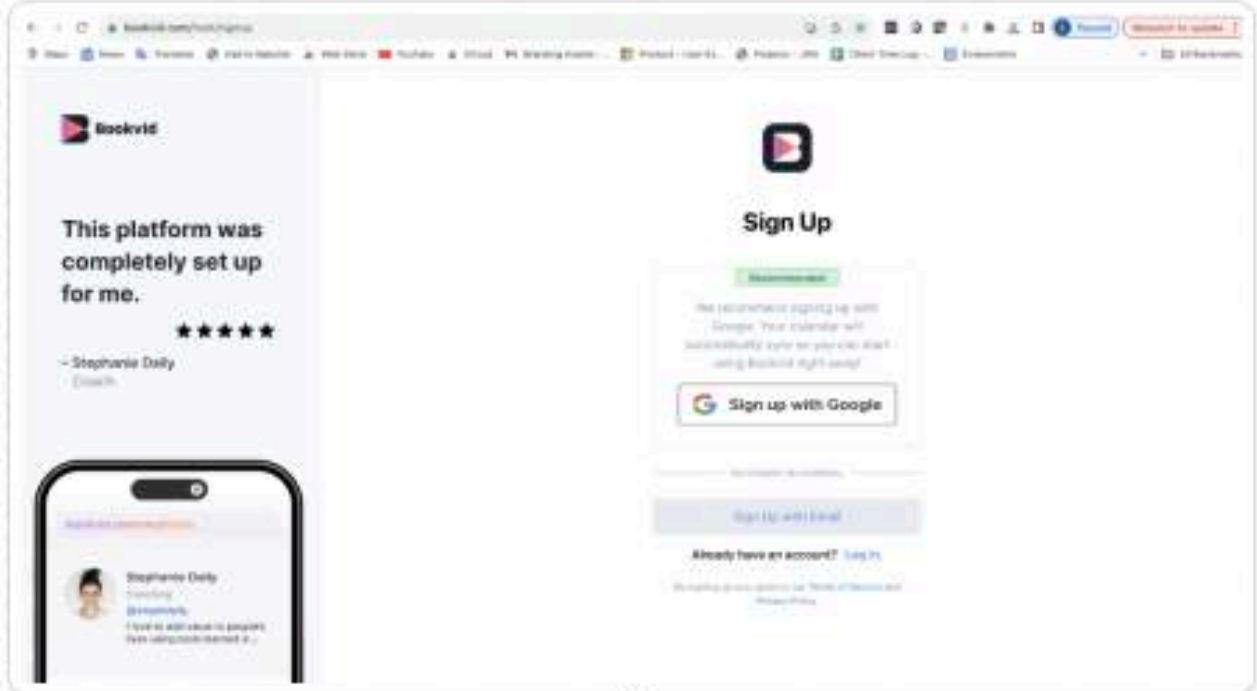
Filters Display total before taxes

Location	Rating	Distance	Availability	Price per night
Wurtsboro, New York	4.95	64 miles away	Oct 1-6	\$215
East Stroudsburg, Pennsylvania	5.0	57 miles away	Oct 1-6	\$155
Bethlehem, Connecticut	4.87	78 miles away	Oct 27-Nov 1	\$52
Pound Ridge, New York	5.0	45 miles away	Oct 15-20	\$555
Jefferson, New Jersey	4.91	32 miles away	Oct 9-14	\$136
Byram Township, New Jersey	4.99	38 miles away	Dec 1-6	\$160
Sherman, Connecticut	4.98	66 miles away	Oct 1-6	\$295
Pine Bush, New York	5.0	66 miles away	Nov 2-7	\$260
Milford, Pennsylvania	4.98	59 miles away	Oct 22-27	\$275
Pine Bush, New York	4.89	62 miles away	Oct 30-Nov 4	\$700
Frenchtown, New Jersey	5.0	52 miles away	Oct 8-13	\$260
Middletown, New York	4.93	55 miles away	Oct 1-6	\$189

Show map

According to Nielsen Norman Group, efficiency is the number one important thing for marketplace UX, which includes product discovery, loading time etc.

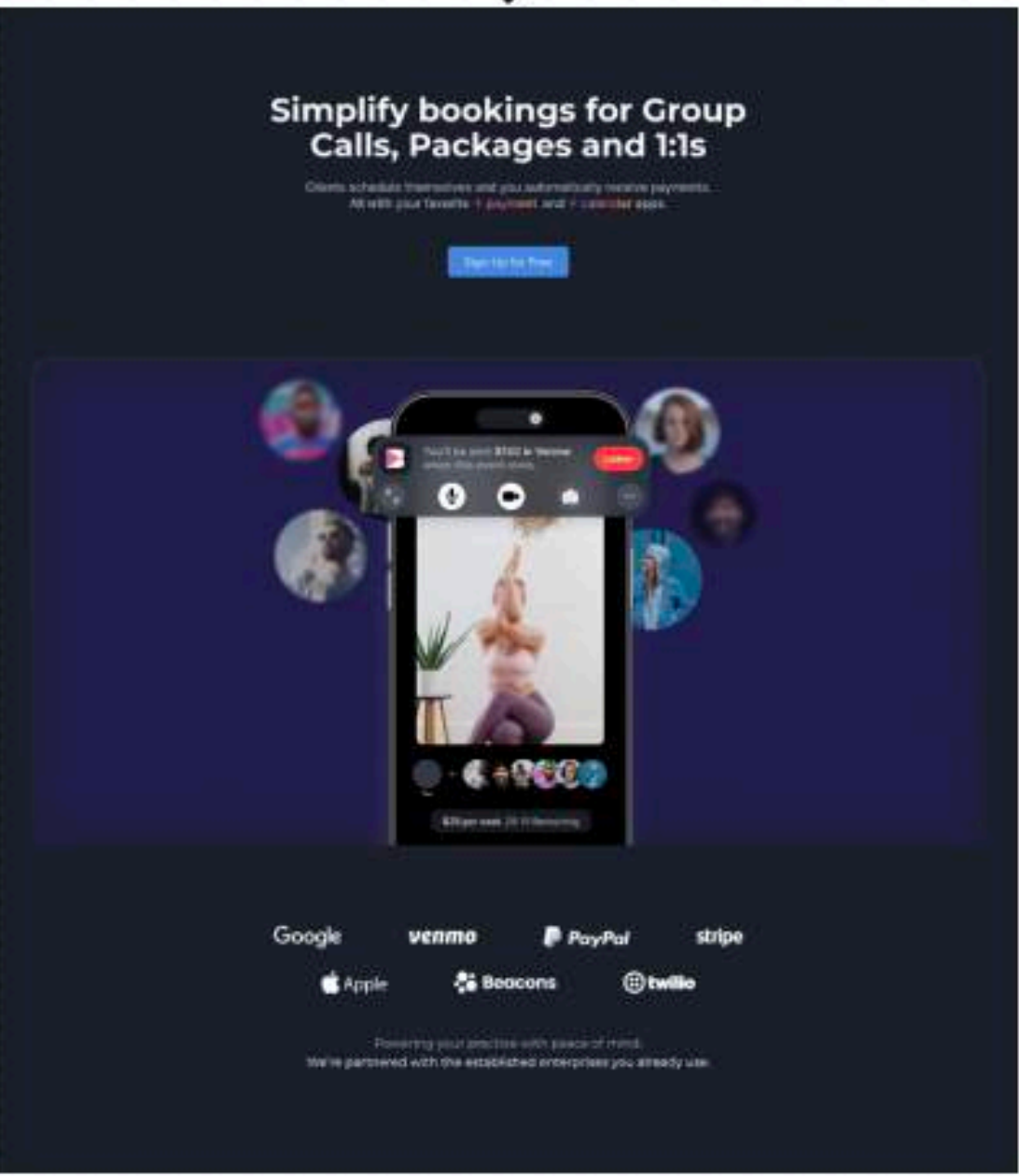
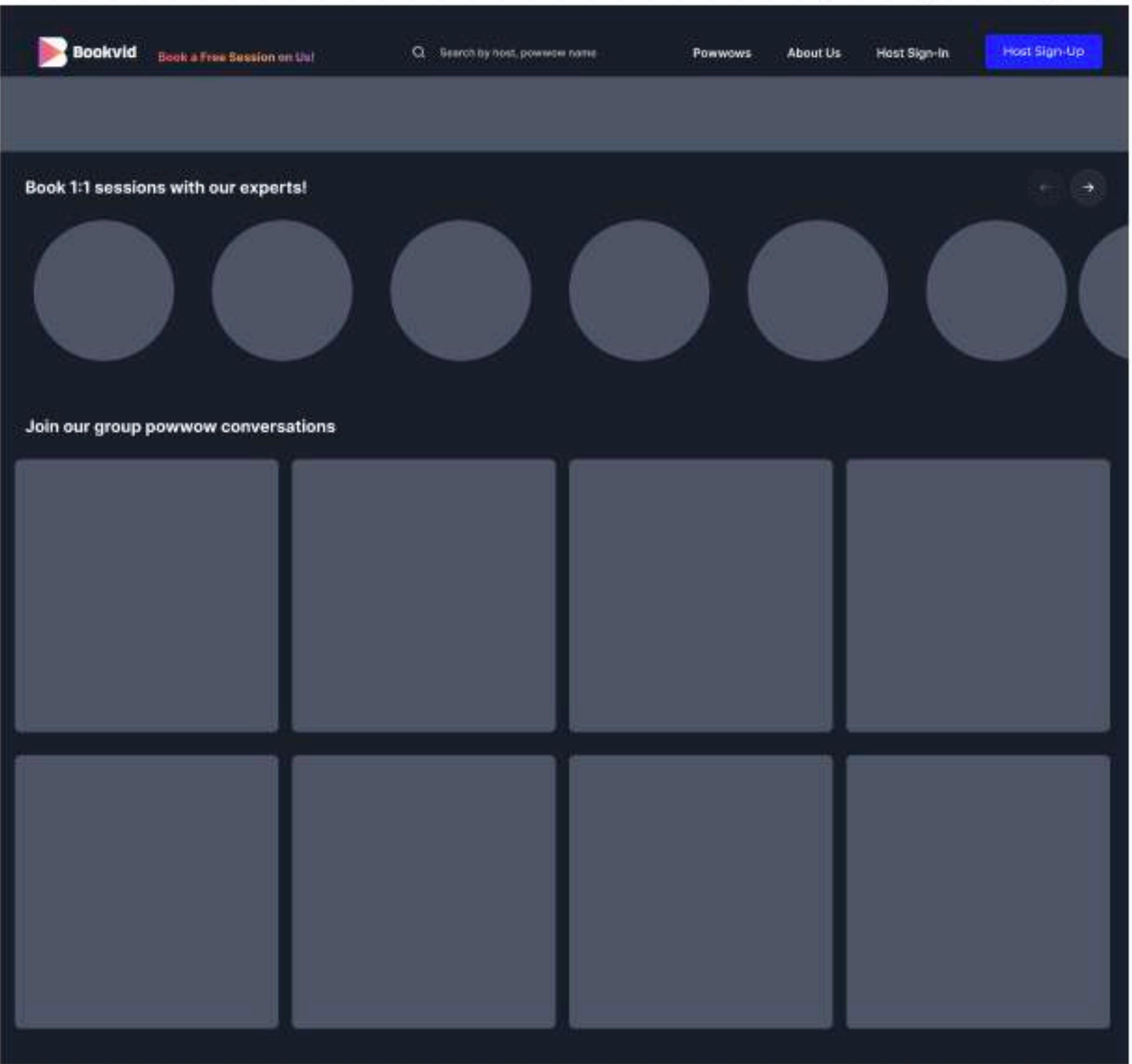
User Flow



Demand side users



Supply side users



Product Market Fit Challenge

So, what kinds of subject experts, and what kinds of guests? #1 Question, what niches?

Can we make an educated assumption on a few niches, test / experiment, review user analytics, then tweak?

Keynes' Law states that demand creates its own supply. We use demand-side interest to target the right experts.

Design Goal

Design Goal Marketplace V1

Goal

Test what categories of experts resonate with demand side users (The Audience)

Eliana

Goal purpose

The purpose of is to unveil the user personas of the demand side users, so that we can use the findings to attract the target supply side users (The subject experts)

Start date

November 2023

Eliana

Duration

6 Months

Eliana

End date

April 2024

Eliana

Questions to Ponder

Different directions to think about...

- To find a super niche that is less competition and high in demand
- OR, compete in becoming a super marketplace and compete in # of categories we offer? (However, should have a focus to begin with)
- Can we create an assumed user persona and test the hypothesis?
 - We launch with a few different categories and launch with the relevant content & marketing strategies focusing on these users
 - Can we assume the user persona could be an entrepreneur(s)?

More about Audience

Interests

Interested in emergent technology, and especially technology that enables virtual connections

Here

Interested in learning about different approaches and trust expert advice

Here

Type anything, @mention anyone

Here

Influences

Type anything, @mention anyone

Here

Type anything, @mention anyone

Here

Type anything, @mention anyone

Here

Goals

Type anything, @mention anyone

Here

Type anything, @mention anyone

Here

Type anything, @mention anyone

Here

Needs and expectations

Needs support (community support? only expert support?)

Here

Needs expert guidance and advice

Here

Type anything, @mention anyone

Here

Motivations

Type anything, @mention anyone

Here

Type anything, @mention anyone

Here

Type anything, @mention anyone

Here

Pain points and frustrations

No immediate access to the types of experts that they are looking for.

Here


Type anything, @mention anyone

Here

Type anything, @mention anyone

Here


Product Strategy

 **Bookvid** Refer Hosts, Earn \$1000!

Search by host, powwow name

Powwows Host Sign-In [Join as a Host](#)

Trending Business & Entrepreneurship Crypto Real Estate Investing AI Wellness & Fitness Entertainment Influencer Rise & Record Coaching →

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Search by host, powwow name

Powwows Host Sign-In [Join as a Host](#)

← Trending AI Wellness & Fitness Entertainment Influencer Rise & Record Coaching Design Arts Education Matchmaking Astrology Legal

Highly searched keywords:

- + AI (ChatGPT)
- + Real Estate
- + Education
- + Investing

Competitor niches:

- + Wellness
- + Career & Business
- + Style & Beauty
- + Astrology

Unique niches to test with:

- + Matchmaking
- + Legal
- + Influencer
- + Crypto

According to Nielsen Norman Group, there are 5 types of marketplace users (guests).

Product-focused user: efficient search

Browser: new / trendy items

Researcher: clear description

Bargain hunter: clear pricing

One-time user: no registration please!

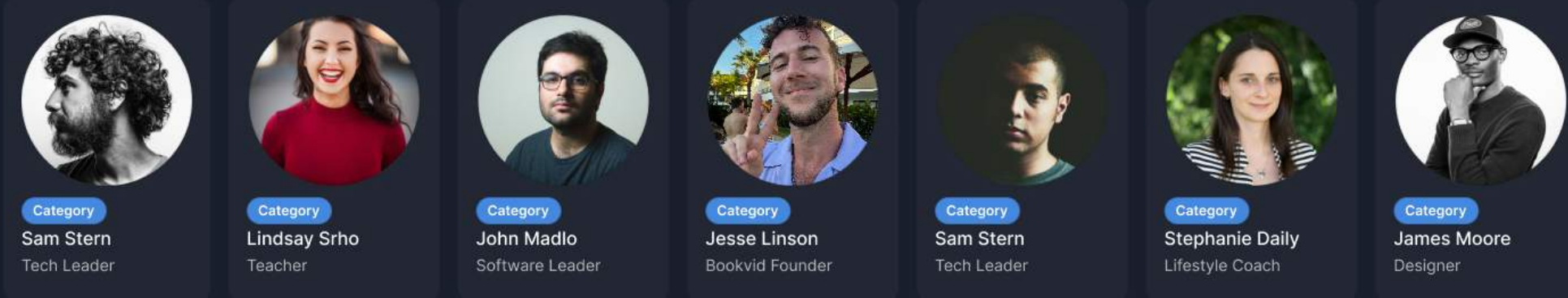
1-to-many group events are the primary offerings that would drive the bottom line.

Design Features

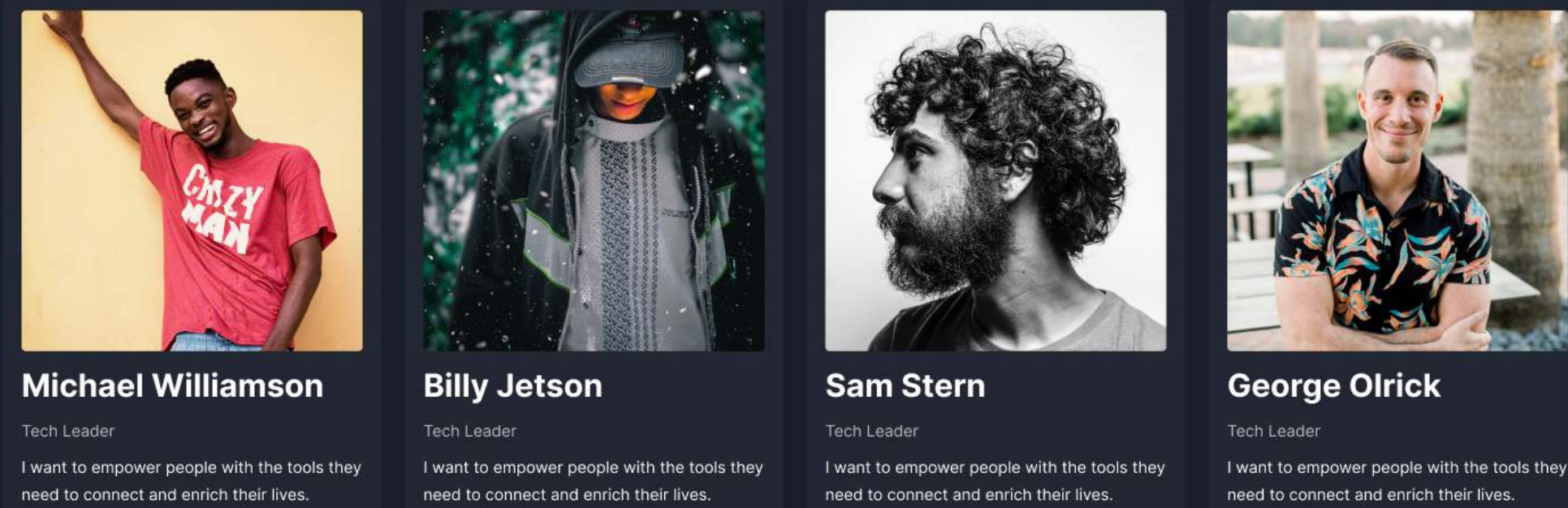
Before



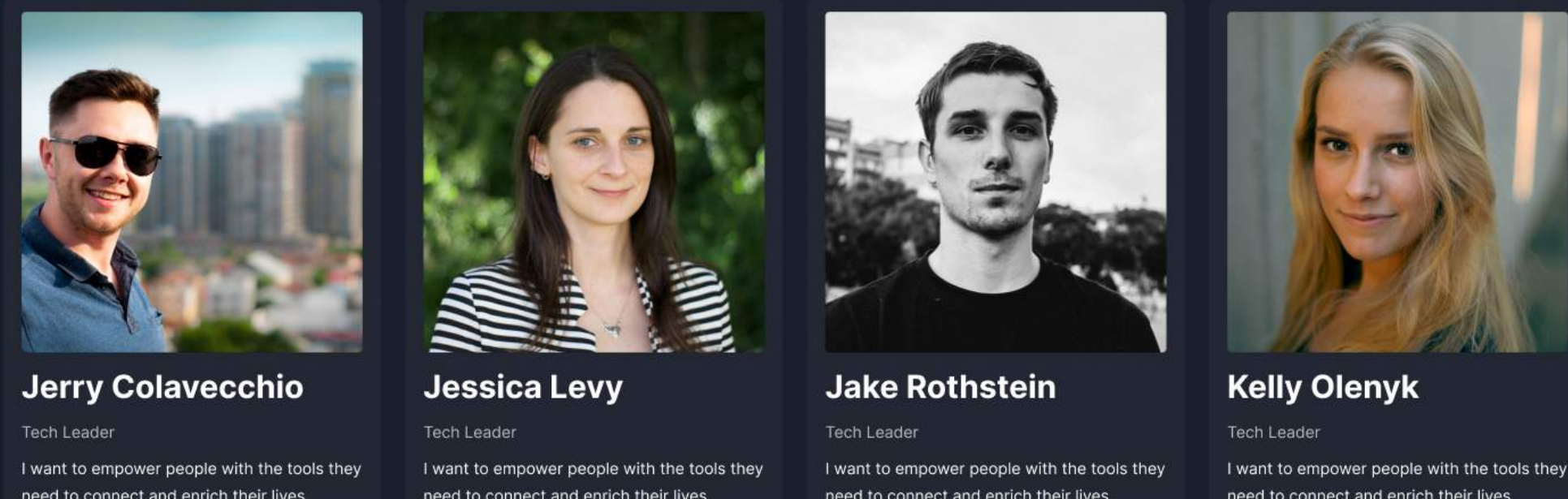
Top Creators



Fitness & Wellness



Business & Career



Trendy category (Browser)

Group event is the primary focus

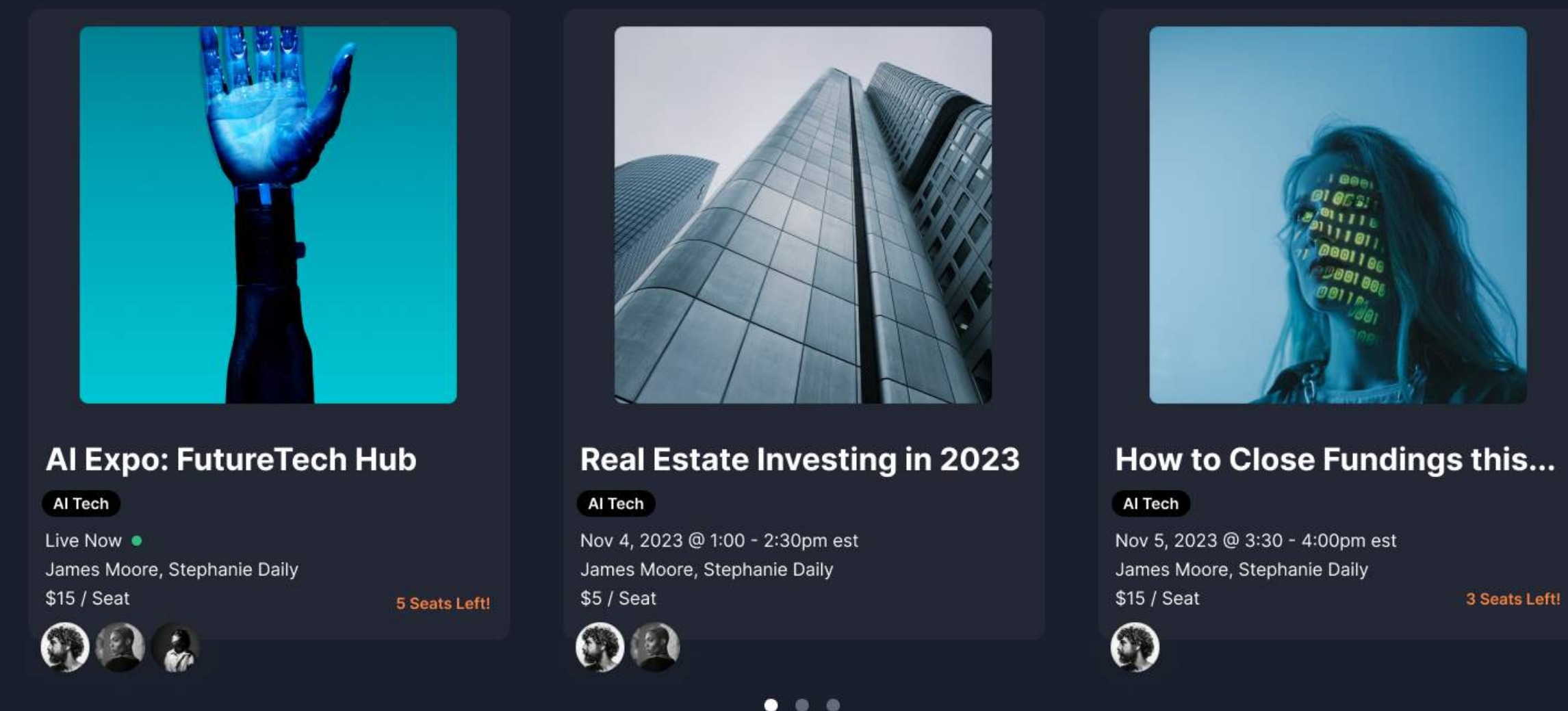
Search function (Product-focused user)

No registration for guests

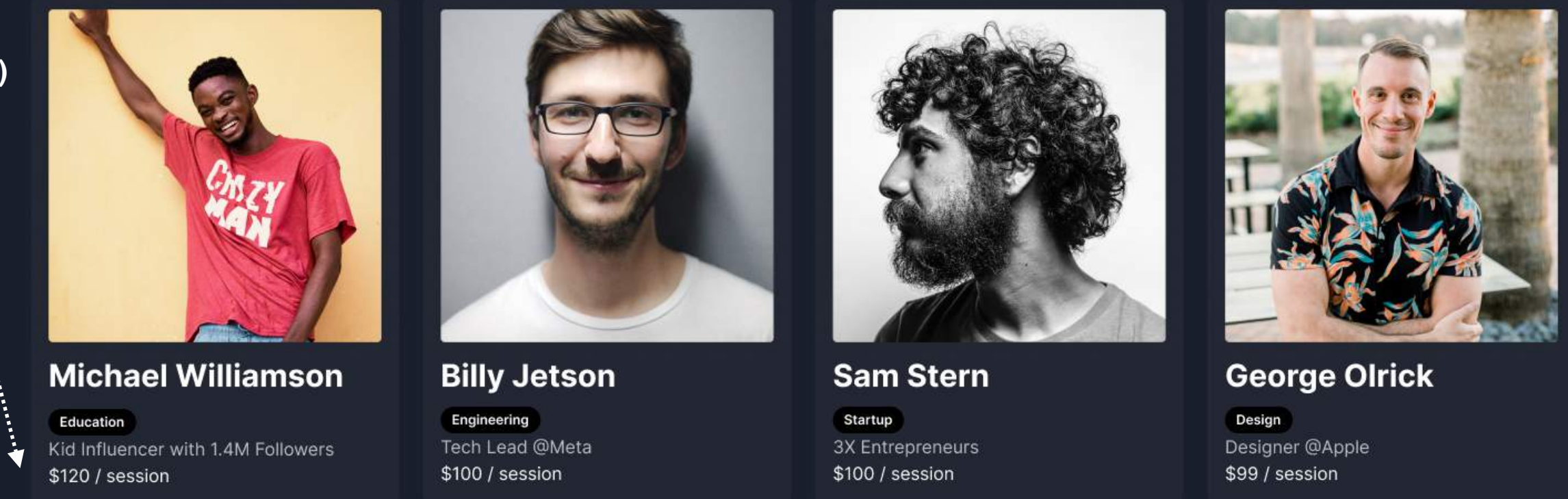
After



Join Upcoming Powwows



Book a 1-on-1 Session



Clear pricing (Bargain hunter)

Design Features

SEARCH LOGIC

0 INPUT IN SEARCH

We have category suggestions in the dropdown

1. Users select a category - autodirect users to that category content
2. Users keep typing in keywords

Users Type In partial word

We have auto-complete in the search dropdown

1. Users select a complete word from dropdown - show results that contain the word
2. Users force-return (hit return) the partial word - show ALL results that contain the partial word

Users Type In a complete single word (non case sensitive, non symbol sensitive, non tense sensitive)

If the word is a category

We auto-direct users to that category

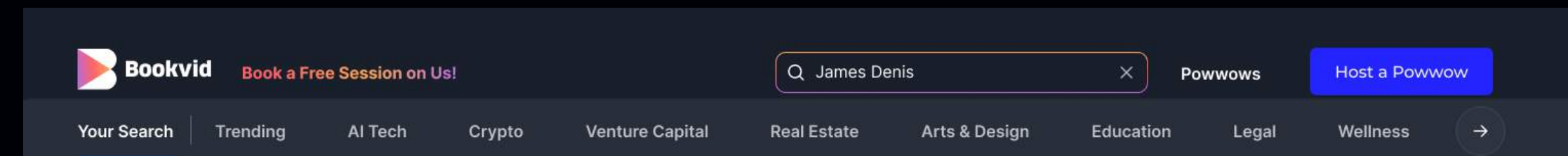
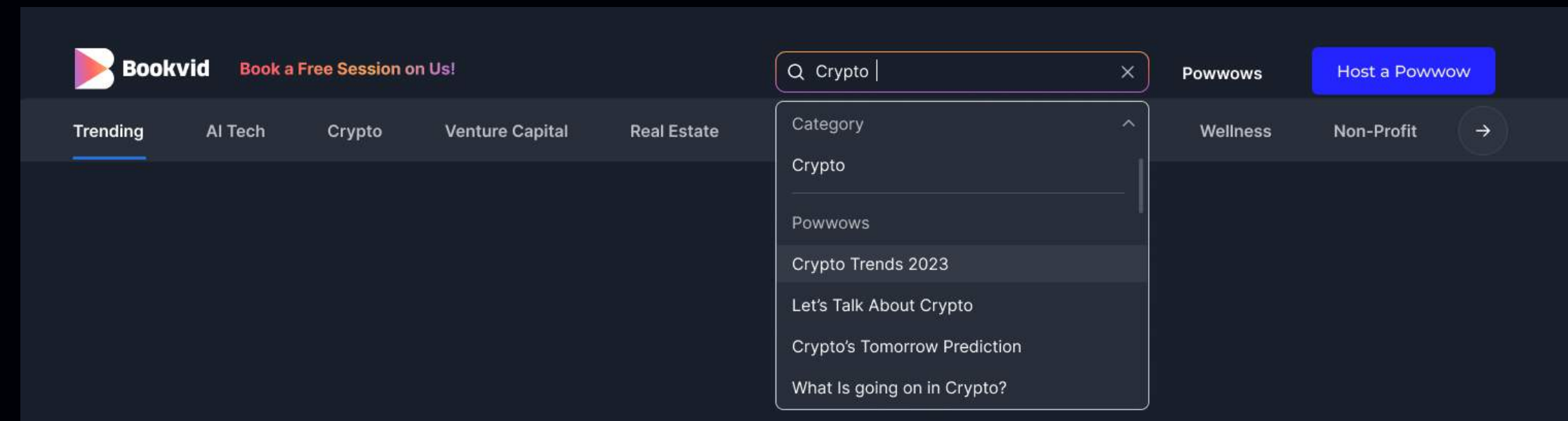
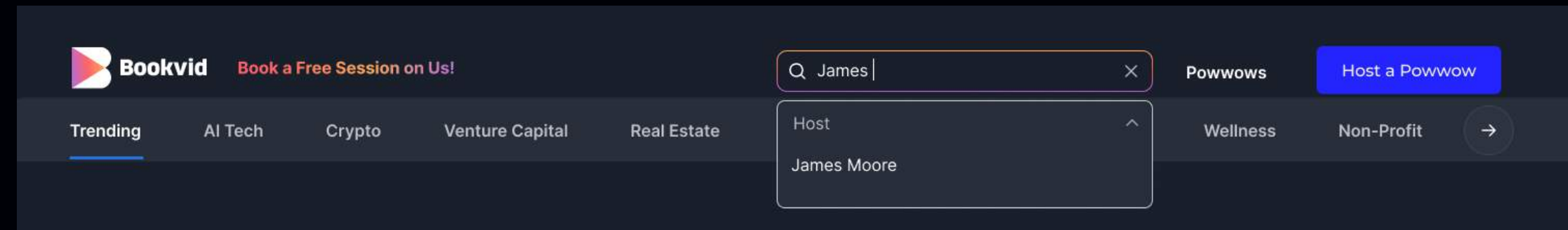
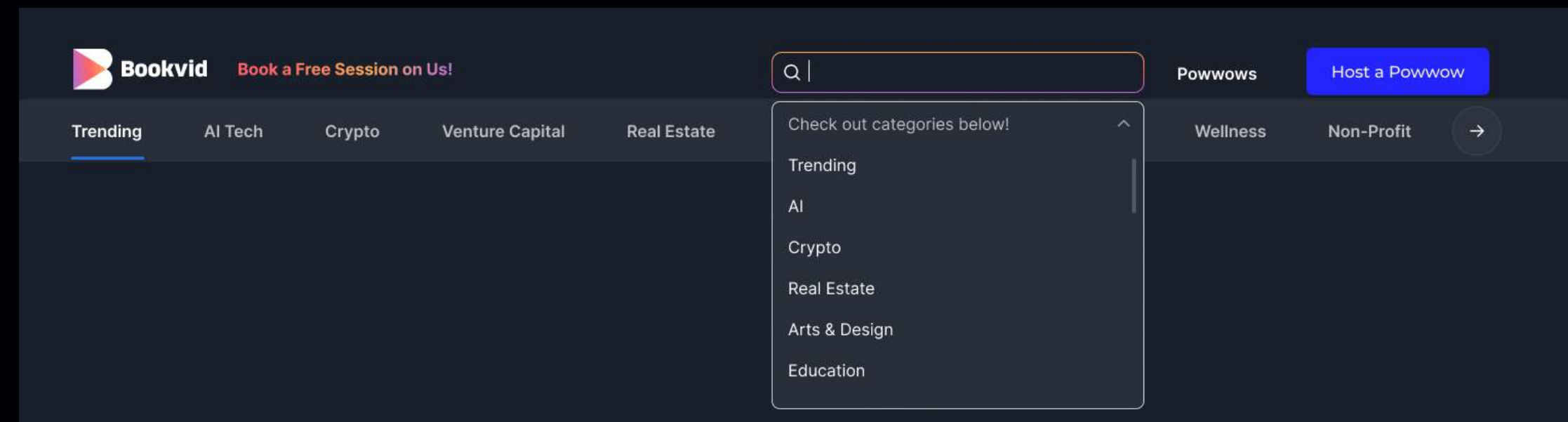
We have auto-complete in the search dropdown

1. Users choose result from search dropdown
2. Users force-return the single word - We show ALL results containing that single word

Users Type In two complete words (non-case sensitive, non order sensitive, non symbol sensitive, two words could be apart, non tense sensitive)

We have auto-complete in the search dropdown if there is an exact match

1. Users choose result from search dropdown
2. Users force-return two complete words - We show ALL results containing those two words



Stay Updated!

We don't currently have the result that you're looking for but no worries though! We're constantly updating and adding new hosts and events. - Would love to keep you in the loop!

What's your email address?

Sign Me Up!

Join Upcoming Powwows



Initial User Research

**Initial user interviews with 5 potential guests:
“how do I know if the subject expert is legit
especially if the session costs money?”**

Session Price

Background & Years of Experiences

Interests / Skills

Social validations (reviews-# of stars?)

Competitive Analysis

Social Validation

Platform Stats

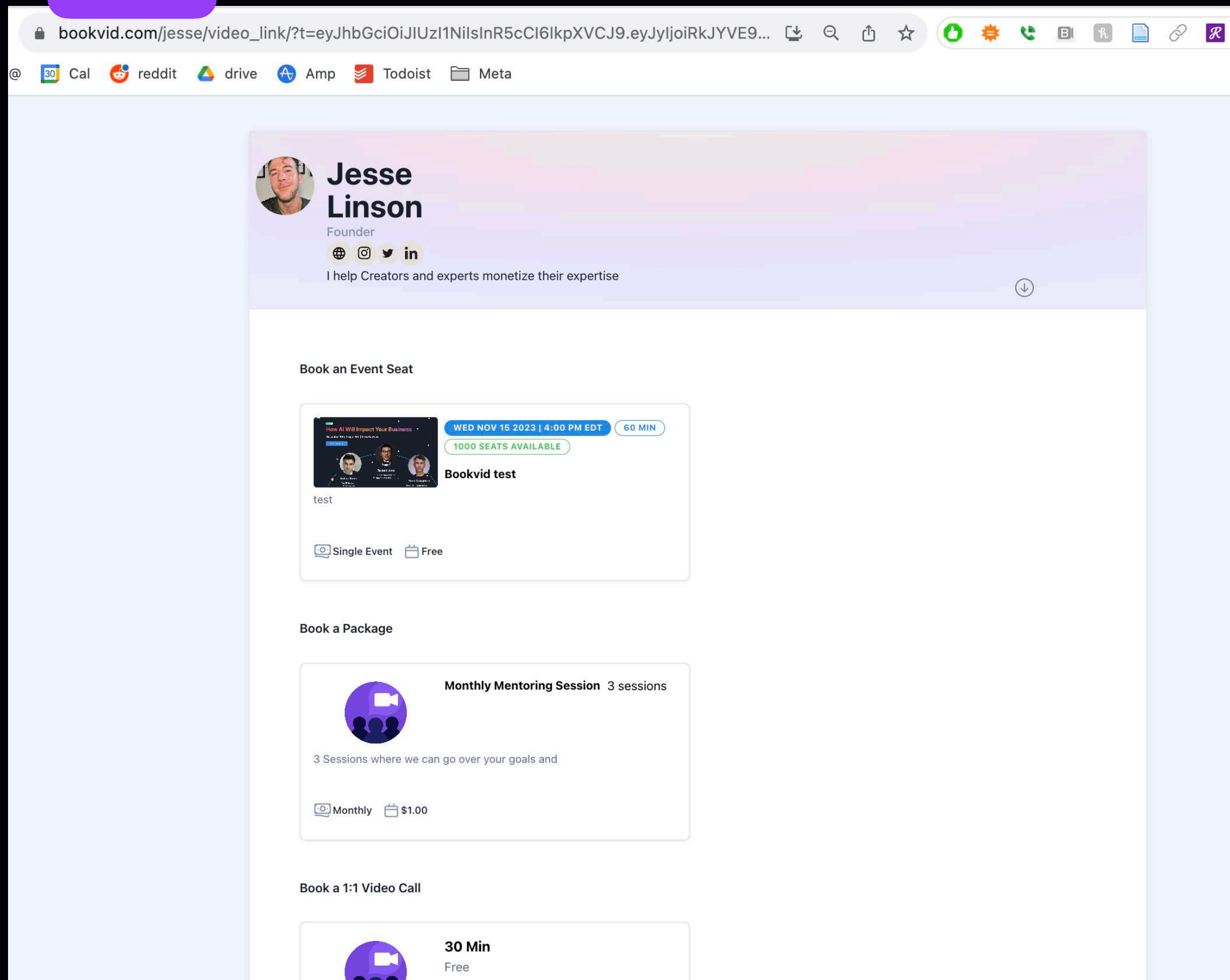
Verification badge

The screenshot shows the profile of Tom Lebonvivant on the ADPList platform. The profile includes a header with the ADPList logo and navigation links (Home, Learn, Courses). A search bar for mentors is present. The profile features a circular profile picture, the name 'Tom Lebonvivant' with a Canadian flag, and the title 'Founder at NxtReferral'. Below the name are icons for messaging, a heart, and a menu. The 'Overview' tab is selected, showing a bio: 'I'm a dot connector, passionate about sharing resources and ideas. In today's attention economy, my focus is on delivering quality work while keeping things simple and honest. Transparency, honesty, and execution are my cornerstones....'. A 'Community statistics' box shows '4,120 mins Total mentoring time' and '109 Sessions completed'. The 'Available sessions' section lists 'Career Advice Connect' (20 minutes) and 'Business Development Mastery Course' (60 minutes, Weekly, 10 sessions) for \$500.00. A 'Profile insights' section highlights 'Top 10 mentors in Sales' and a 'Clear Communicator' badge with the text '100% of connections agree that they are great at communication.' Social media icons for LinkedIn, Twitter, and a globe are also visible.

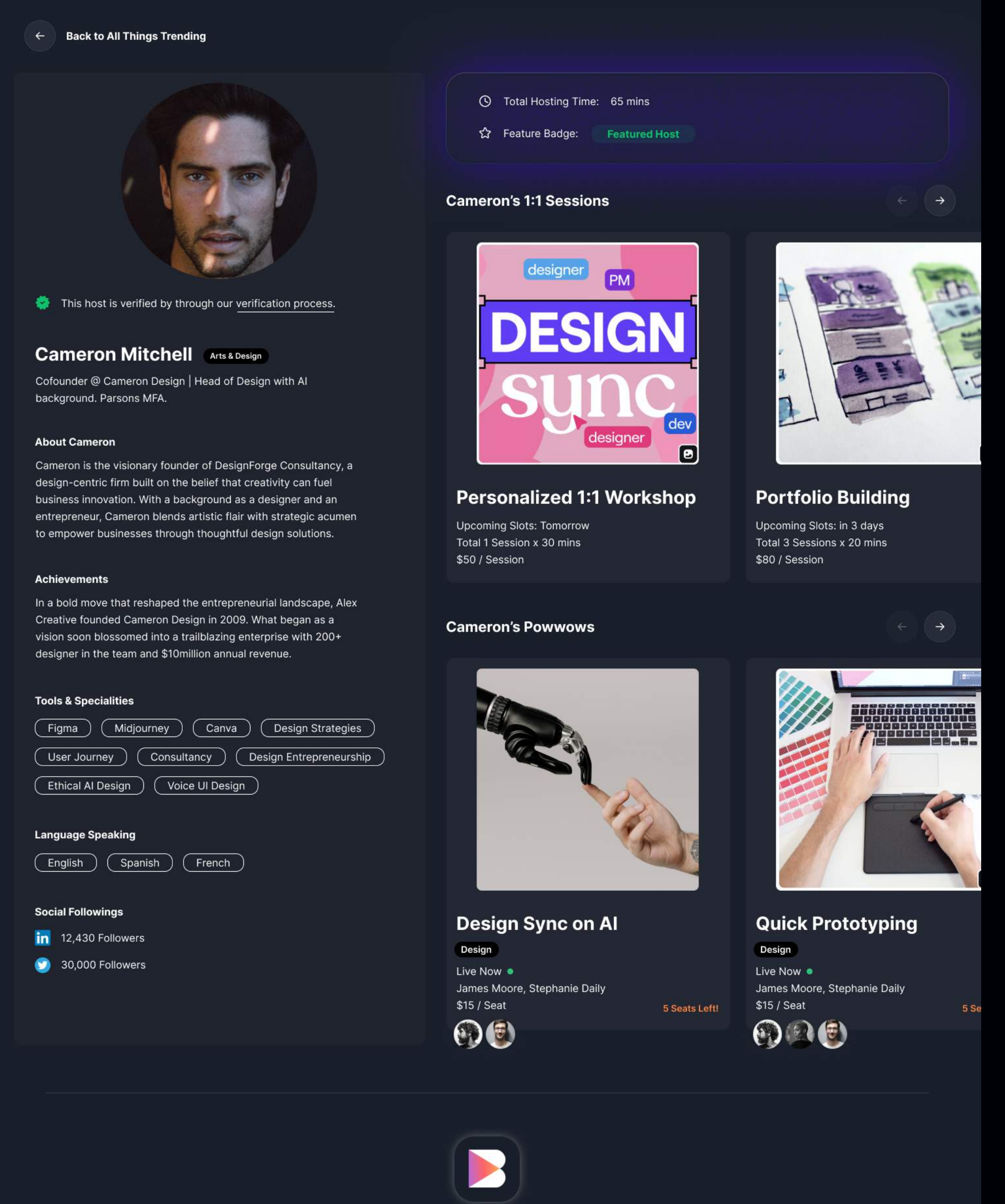
The screenshot shows the LinkedIn profile of Jennifer Kilian. The header includes the LinkedIn logo and navigation links (Search, Home, My Network, Jobs, Messaging, Notifications, Me). A search bar and 'For Business' dropdown are also present. The profile features a circular profile picture, a banner with the text 'BE AN ALLY', and a verification badge. The name 'Jennifer Kilian' is followed by '(She/Her) · 1st' and a checkmark icon. Her title is 'Partner at McKinsey & Company', and her education includes 'McKinsey & Company' and 'Carnegie Mellon University'. The bio states: 'Talks about #design, #strategy, #inclusion, and #healthcare'. Her location is 'New York, New York, United States' and she has '16,922 followers · 500+ connections'. Mutual connections listed include 'Tatyana Mamut, PhD, Alex Stone, and 40 other mutual connections'. The profile includes a 'Message' button and a 'More' button. The 'Highlights' section shows 'You both studied at New York University' and 'Digital Transformation in the Era of Budget'. On the right side, there is a 'See jobs' button and a 'People also viewed' section listing 'Suman Thareja' and 'Liz Hilton Segel'.

Design Features

Before



After



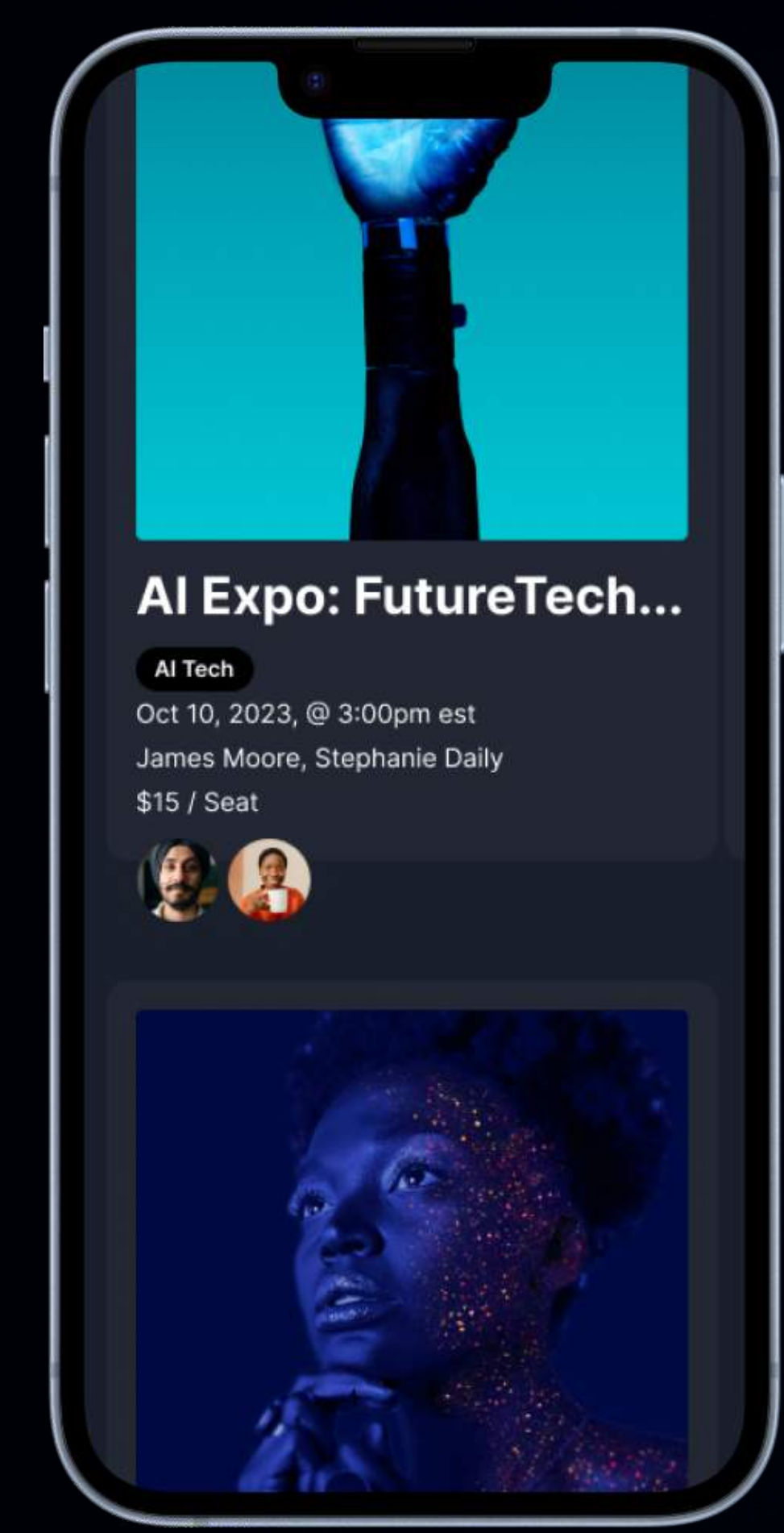
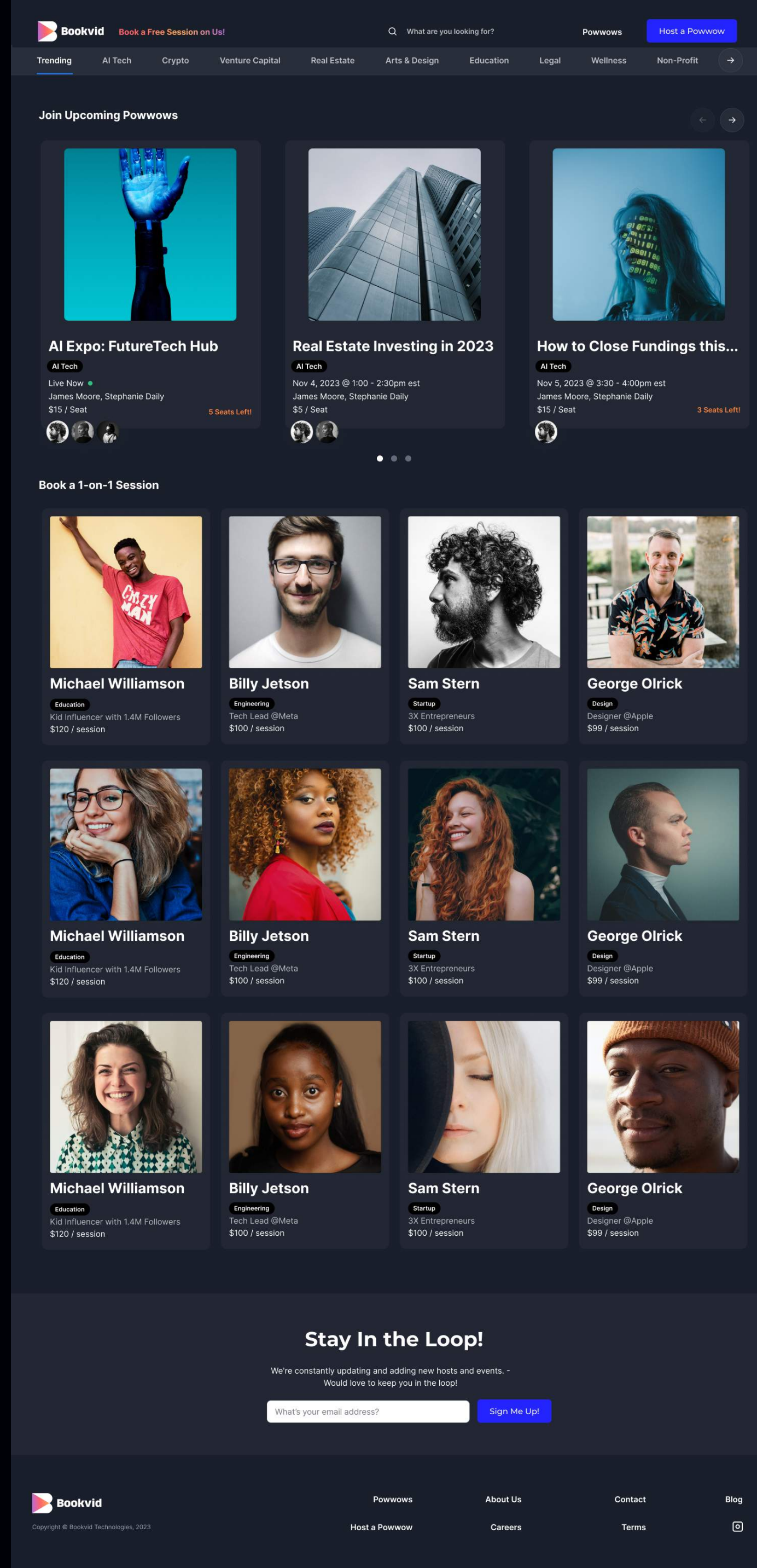
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Current Designs

Marketplace Homepage (By Eliana)



User Flow

1st Level

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What are you looking for? Powwows Host a Powwow

Trending AI Tech Crypto Venture Capital Real Estate Arts & Design Education Legal Wellness Non-Profit

Join Upcoming Powwows

- AI Expo: FutureTech Hub**
AI Tech
Live Now • James Moore, Stephanie Daily
\$15 / Seat 5 Seats Left
- Real Estate Investing in 2023**
AI Tech
Nov 4, 2023 @ 1:00 - 2:30pm est
James Moore, Stephanie Daily
\$5 / Seat
- How to Close Fundings this...**
AI Tech
Nov 5, 2023 @ 3:30 - 4:00pm est
James Moore, Stephanie Daily
\$15 / Seat 3 Seats Left

Book a 1-on-1 Session

- Michael Williamson**
Education
Kid Influencer with 1.4M Followers
\$120 / session
- Billy Jetson**
Engineering
Tech Lead @Meta
\$100 / session
- Sam Stern**
Startup
3X Entrepreneurs
\$100 / session
- George Olrick**
Design
Designer @Apple
\$99 / session

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2nd Level

How to Close Fundings in Financial Winter?

AI Tech

Nov 4, 2023 (Friday)
1:00 - 2:00 pm (EST)

Your Email:

Name on Card:

Card Information:

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Send a Note to the Host (Optional)

Book Now

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Agenda / Description

Embark on a riveting exploration of artificial intelligence at "AI Unleashed." Join us for a dynamic event where leading experts, innovators, and enthusiasts converge to delve into the cutting-edge realms of AI. From insightful keynotes by trailblazing AI pioneers to hands-on workshops unveiling the latest advancements, this event promises to unravel the mysteries and potentials of AI. Whether you're a seasoned professional, a curious enthusiast, or an aspiring developer, "AI Unleashed" invites you to witness the power, impact, and future possibilities of artificial intelligence. Don't miss this opportunity to be part of the AI revolution!

21 People are also going

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Back to All Things Trending

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Cameron Mitchell
Arts & Design
Collaborator @ Cameron Design | Head of Design with AI background. Former MFA.

About Cameron
Cameron is the visionary founder of DesignForge Consultancy, a design-centric firm built on the belief that creativity can fuel business innovation. With a background as a designer and an entrepreneur, Cameron blends artistic flair with strategic acumen to empower businesses through thoughtful design solutions.

Achievements
We took over that neglected entrepreneurial landscape. Alex Creative founded Cameron Design in 2020. What began as a vision soon blossomed into a thriving enterprise with 200+ designers in the team and \$100k annual revenue.

Tools & Specialties
Figma, Midjourney, Canva, Design Strategist
User Journey, Consultancy, Design Entrepreneurship
Ethical AI Design, Voice UI Design

Language Speaking
English, Spanish, French

Social Followings
12,420 Followers
30,000 Followers

Cameron's 1:1 Sessions

- Personalized 1:1 Workshop**
designer PM
Upcoming Slots: Tomorrow
Total 2 Sessions x 30 mins
\$50 / Session
- Portfolio Building**
designer dev
Upcoming Slots: In 3 days
Total 3 Sessions x 20 mins
\$80 / Session

Cameron's Powwows

- Design Sync on AI**
Design
Live Now • James Moore, Stephanie Daily
\$15 / Seat 5 Seats Left
- Quick Prototyping**
Design
Live Now • James Moore, Stephanie Daily
\$15 / Seat 3 Seats Left

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3rd level

Cameron's 1:1 - Portfolio Building

designer PM

DESIGN sync
designer dev

\$50 USD

Total 1 Session x 60 mins

Select Date and Time:

January 2023

1:00 - 2:00 (EST)
2:00 - 3:00 (EST)
3:00 - 4:00 (EST)
4:00 - 5:00 (EST)
5:00 - 6:00 (EST)
6:00 - 7:00 (EST)
7:00 - 8:00 (EST)

Confirm Date and Time

North America/New York - 09:34 pm

Agenda / Description

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Current Designs

Expert Profile Page (By Eliana)

← Back to All Things Trending



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Cameron Mitchell Arts & Design
Cofounder @ Cameron Design | Head of Design with AI background. Parsons MFA.

About Cameron
Cameron is the visionary founder of DesignForge Consultancy, a design-centric firm built on the belief that creativity can fuel business innovation. With a background as a designer and an entrepreneur, Cameron blends artistic flair with strategic acumen to empower businesses through thoughtful design solutions.

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User Journey Consultancy Design Entrepreneurship
Ethical AI Design Voice UI Design

Language Speaking
English Spanish French

Social Followings
🌐 12,430 Followers
🐦 30,000 Followers

📌 Total Hosting Time: 65 mins
★ Feature Badge: Featured Host

Cameron's 1:1 Sessions


Personalized 1:1 Workshop
Upcoming Slots: Tomorrow
Total 1 Session x 30 mins
\$50 / Session

Portfolio Building
Upcoming Slots: in 3 days
Total 3 Sessions x 20 mins
\$80 / Session

Cameron's Powwows

Design Sync on AI
Design
Live Now
James Moore, Stephanie Daily
\$15 / Seat
5 Seats Left!

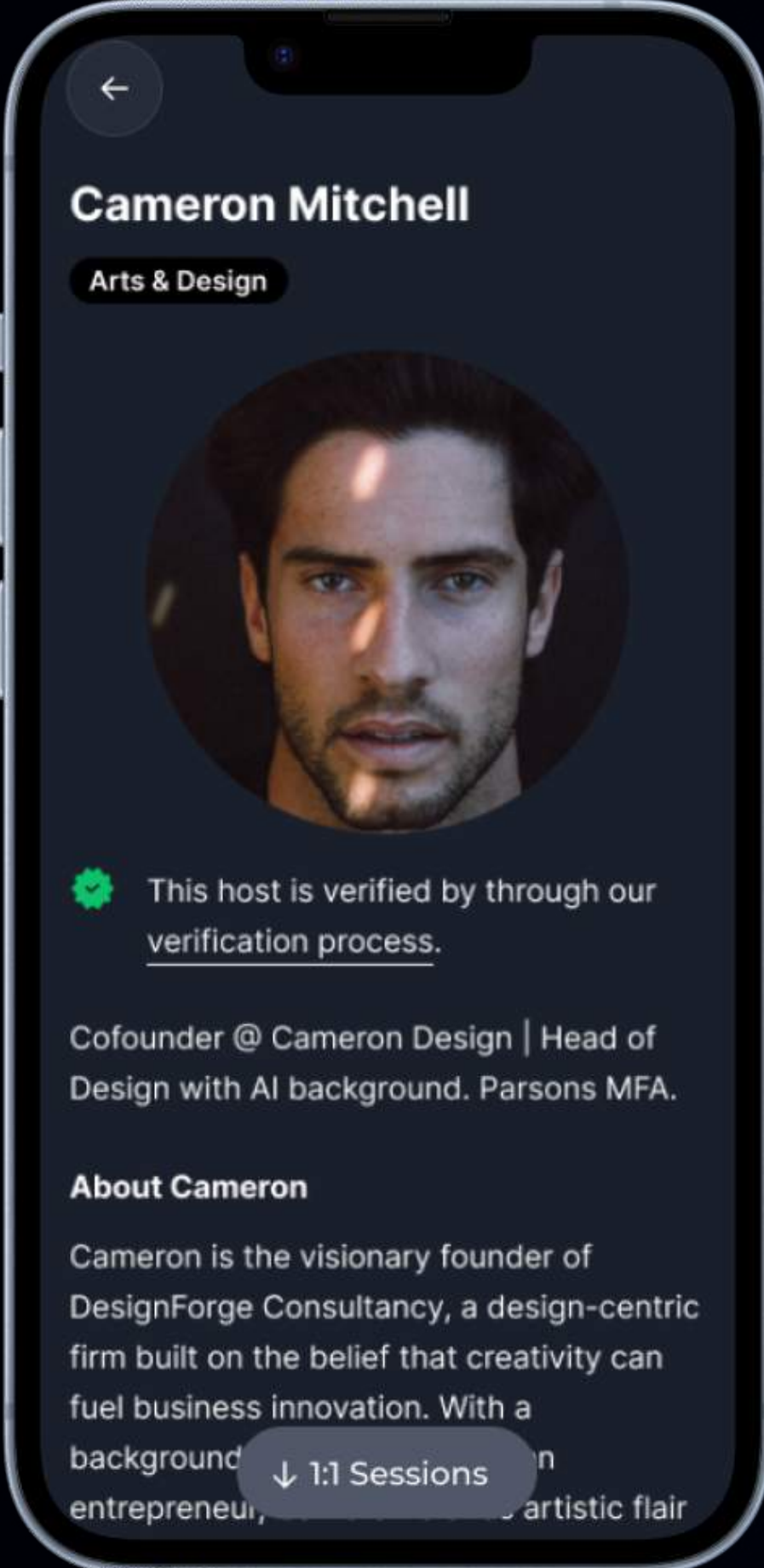
Quick Prototyping
Design
Live Now
James Moore, Stephanie Daily
\$15 / Seat
5 Seats Left!



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←

Cameron Mitchell
Arts & Design

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↓ 1:1 Sessions

Current Designs

Event landing page (By Eliana)

How to Close Fundings in Financial Winter?

AI Tech

Share Event



Dillion Danis is hosting
3X Exits & Lifetime Entrepreneur



Amy Danis is hosting
Founder @ AI_Design

Agenda / Description

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21 People are also going

\$10 usd

Nov 4, 2023 (Friday)

1:00 - 2:00 pm (EST)

Your Email

Name on Card

Card Information Encrypted

Powered by Stripe

Card number

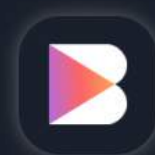
MM / YY CVC

Send a Note to the Host (Optional)

5 Seats Left!

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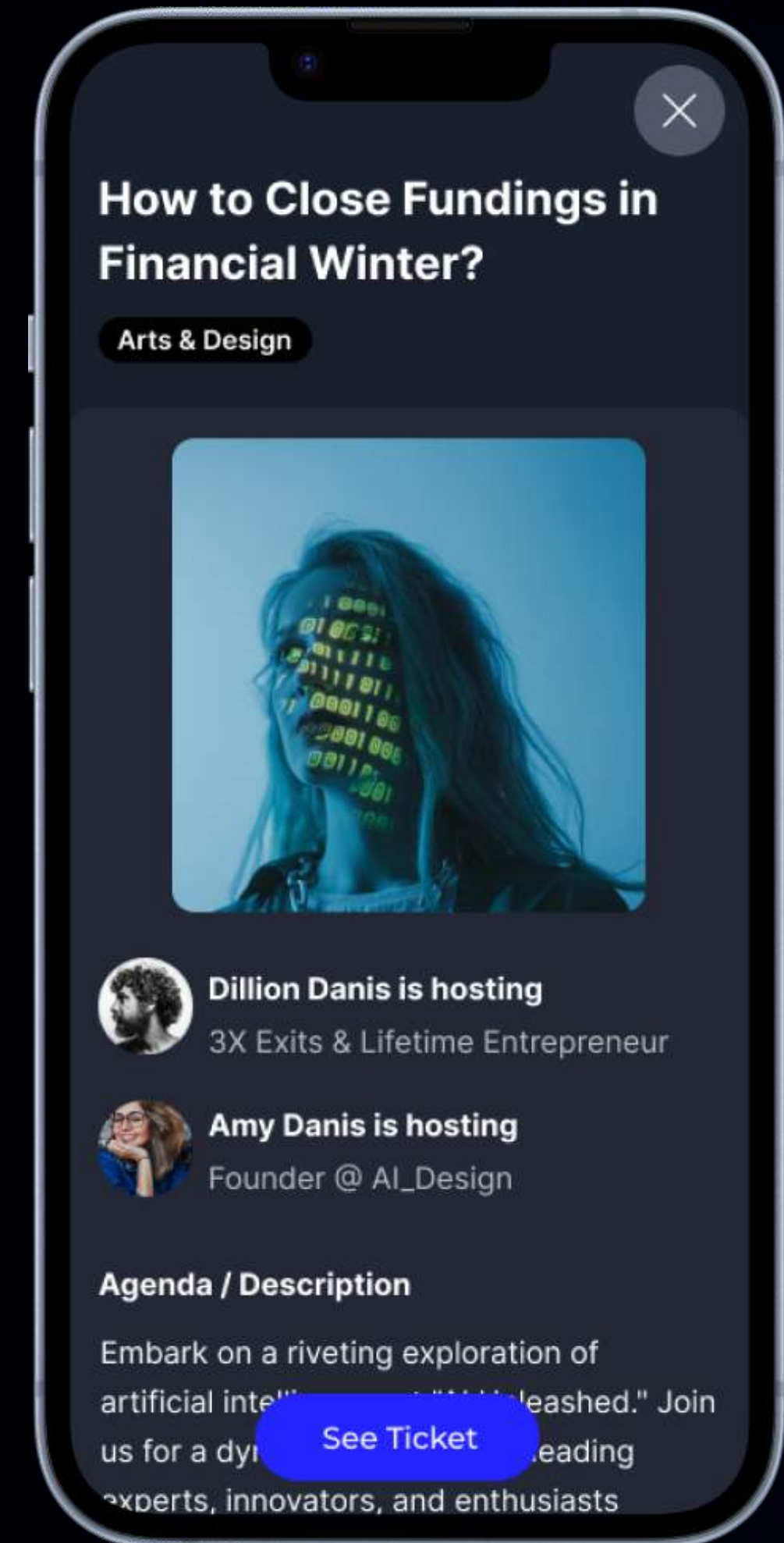
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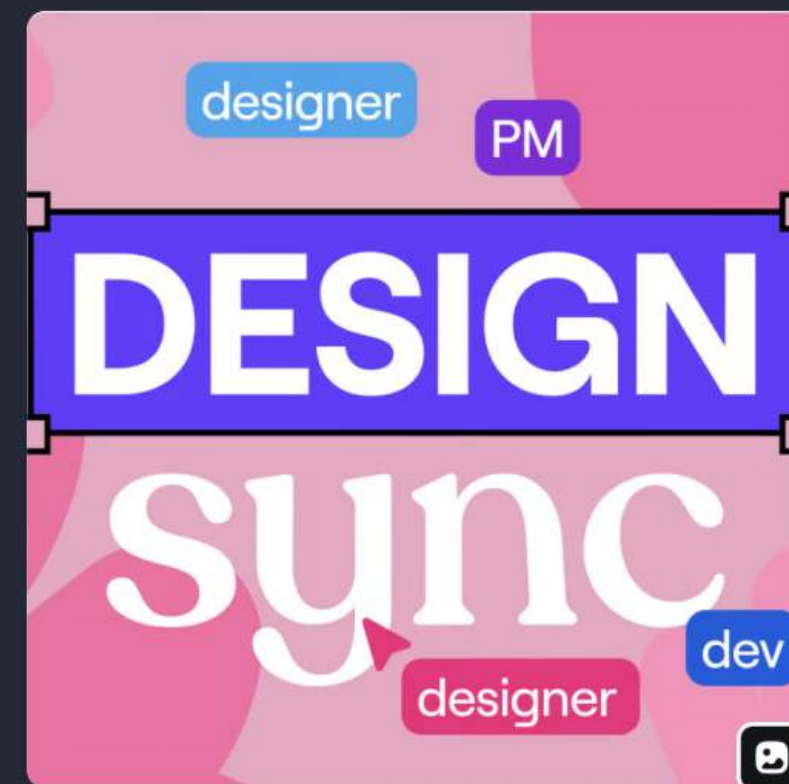
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Current Designs

1:1 session page
(By Eliana)

Cameron's 1:1 - Portfolio Building



Cameron Mitchell is hosting
Cofounder @ Cameron Design

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\$50 usd

Total 1 Session x 60 mins

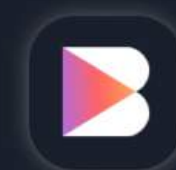
Select Date and Time:

Calendar interface showing a grid for January 2023. The date 18 is selected. Time slots on the right range from 1:00 - 2:00 (EST) to 7:00 - 8:00 (EST). A 'Confirm Date and Time' button is at the bottom.

January 2023							January 1, 2023
Mo	Tu	We	Th	Fr	Sa	Su	
		1	2	3	4	5	1:00 - 2:00 (EST)
30	31						2:00 - 3:00 (EST)
6	7	8	9	10	11	12	3:00 - 4:00 (EST)
13	14	15	16	17	18	19	5:00 - 6:00 (EST)
20	21	22	23	24	25	26	6:00 - 7:00 (EST)
27	28	29	30	31	1	2	7:00 - 8:00 (EST)

Confirm Date and Time

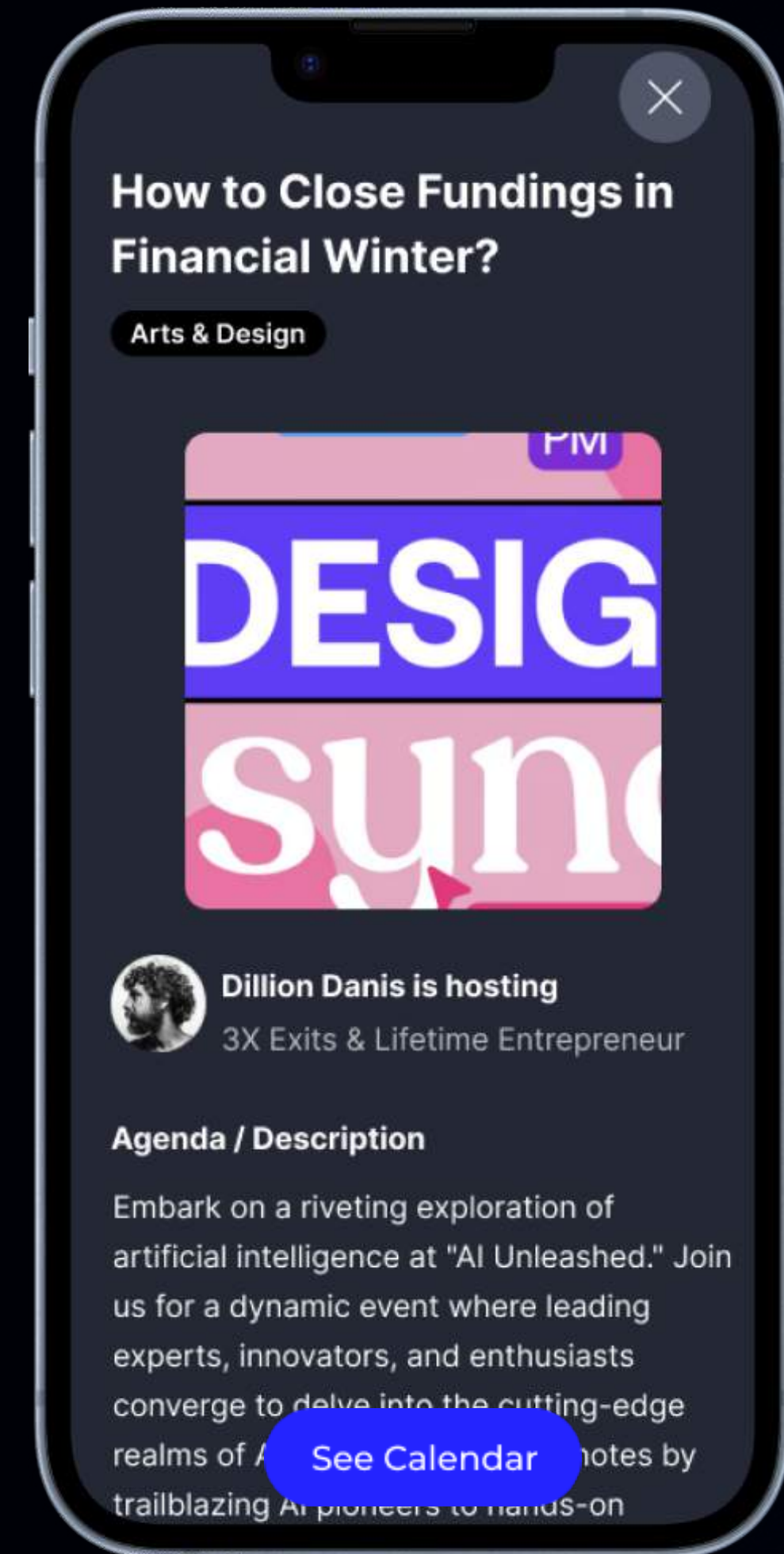
North America/New York - 09:14 pm



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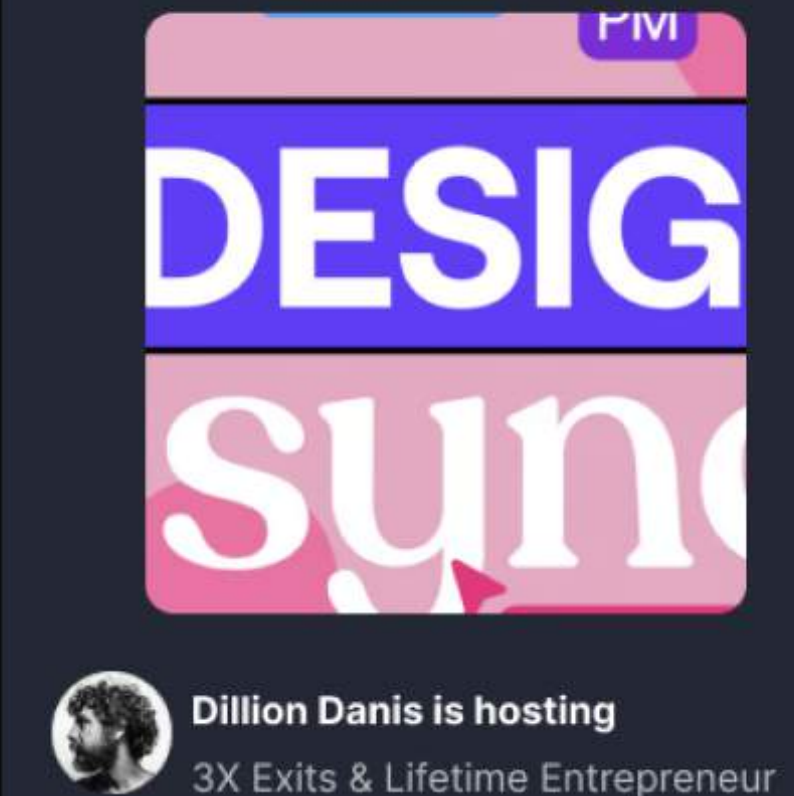
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How to Close Fundings in Financial Winter?

Arts & Design



Dillion Danis is hosting
3X Exits & Lifetime Entrepreneur

Agenda / Description

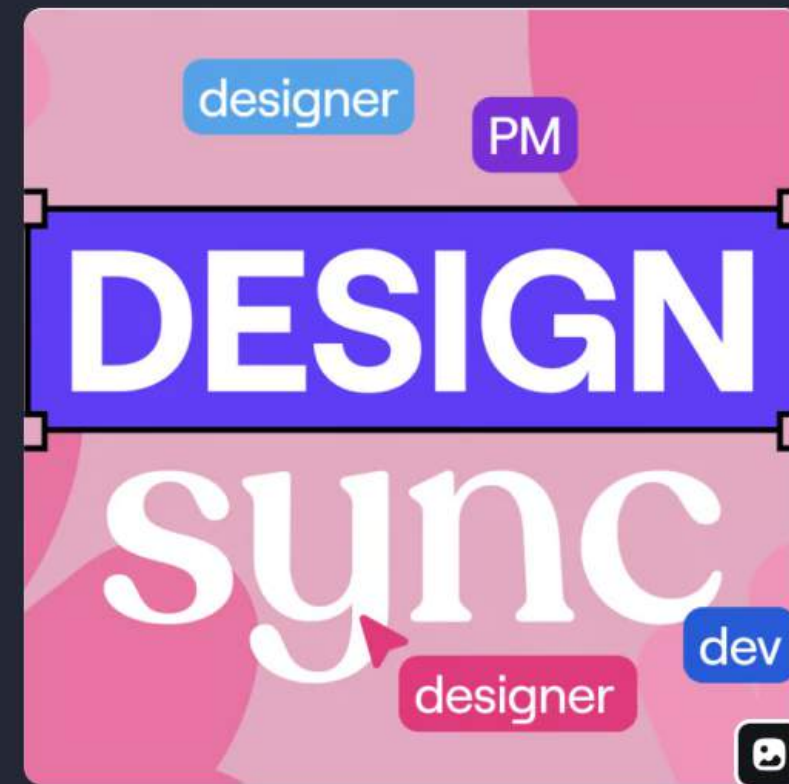
Embark on a riveting exploration of artificial intelligence at "AI Unleashed." Join us for a dynamic event where leading experts, innovators, and enthusiasts converge to delve into the cutting-edge realms of AI. From insightful keynotes by trailblazing AI pioneers to hands-on

See Calendar

Current Designs

1:1 session page
(By Eliana)

Cameron's 1:1 - Portfolio Building





Cameron Mitchell is hosting
Cofounder @ Cameron Design


Agenda / Description

Embark on a riveting exploration of artificial intelligence at "AI Unleashed." Join us for a dynamic event where leading experts, innovators, and enthusiasts converge to delve into the cutting-edge realms of AI. From insightful keynotes by trailblazing AI pioneers to hands-on workshops unveiling the latest advancements, this event promises to unravel the mysteries and potentials of AI. Whether you're a seasoned professional, a curious enthusiast, or an aspiring developer, "AI Unleashed" invites you to witness the power, impact, and future possibilities of artificial intelligence. Don't miss this opportunity to be part of the AI revolution!



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 **Safe & secure.** Rest easy knowing every call is encrypted and HIPPA compliant to ensure privacy.

\$50 usd

 **Total 1 Session x 60 mins**

 **Jan 1, 2023 (Wednesday)** [Edit](#)

 **1:00 - 2:00 pm (EST)** [Edit](#)

Your Email

Name on Card

Card Information  **Encrypted** Powered by **Stripe**

 Card number  MM / YY CVC


Send a Note to the Host (Optional)

[Book Now](#)

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\$10

 **Nov 4, 2023 (Friday)**

 **1:00 - 2:00 pm (EST)**

Your Email

Send a Note to the Host (Optional)

Pay with

Book with Apple Pay 

Book with credit/debt card

5 Seats Left!

[Book Now](#)

Post MVP Launch

Supply-side user (expert) sign-ups actually increased by almost 50% (100 to 148). Peer validation proves a stronger point.

Post MVP Launch

Initial user data shows interests from guests in the career & business - specifically, the book author niche.

Post MVP Launch

The highest booked session was

\$400 / 15 mins.

Conclusion

Key takeaway:

Product market fit COMES BEFORE

Real user analytics gives you the best insights

If I had more time...

Gather more user data along a longer period of time