

# Portfolio

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Jerusha Holsinger

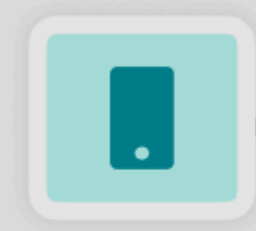


**AUDIENCE**

Define your audience using an existing filter from Engage+. Any changes to the filter need to be made in Engage+

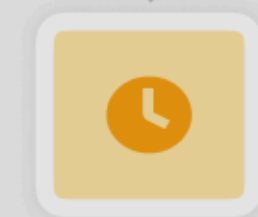
**My groovy audience**

**NOTES**



**Reminder Notification**  
Send Notification

Yes



**Wait 18 Hours**  
Wait Step



**Offer Email**  
Send Email



**Wait 2 Days**  
Wait Step



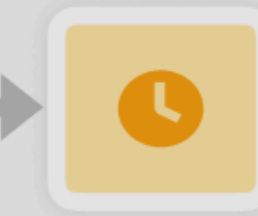
**Last Chance Email**  
Send Email



**Wait**  
Wait



**Empty Cart**  
Update Journey



**Wait 3 Days**  
Wait Step

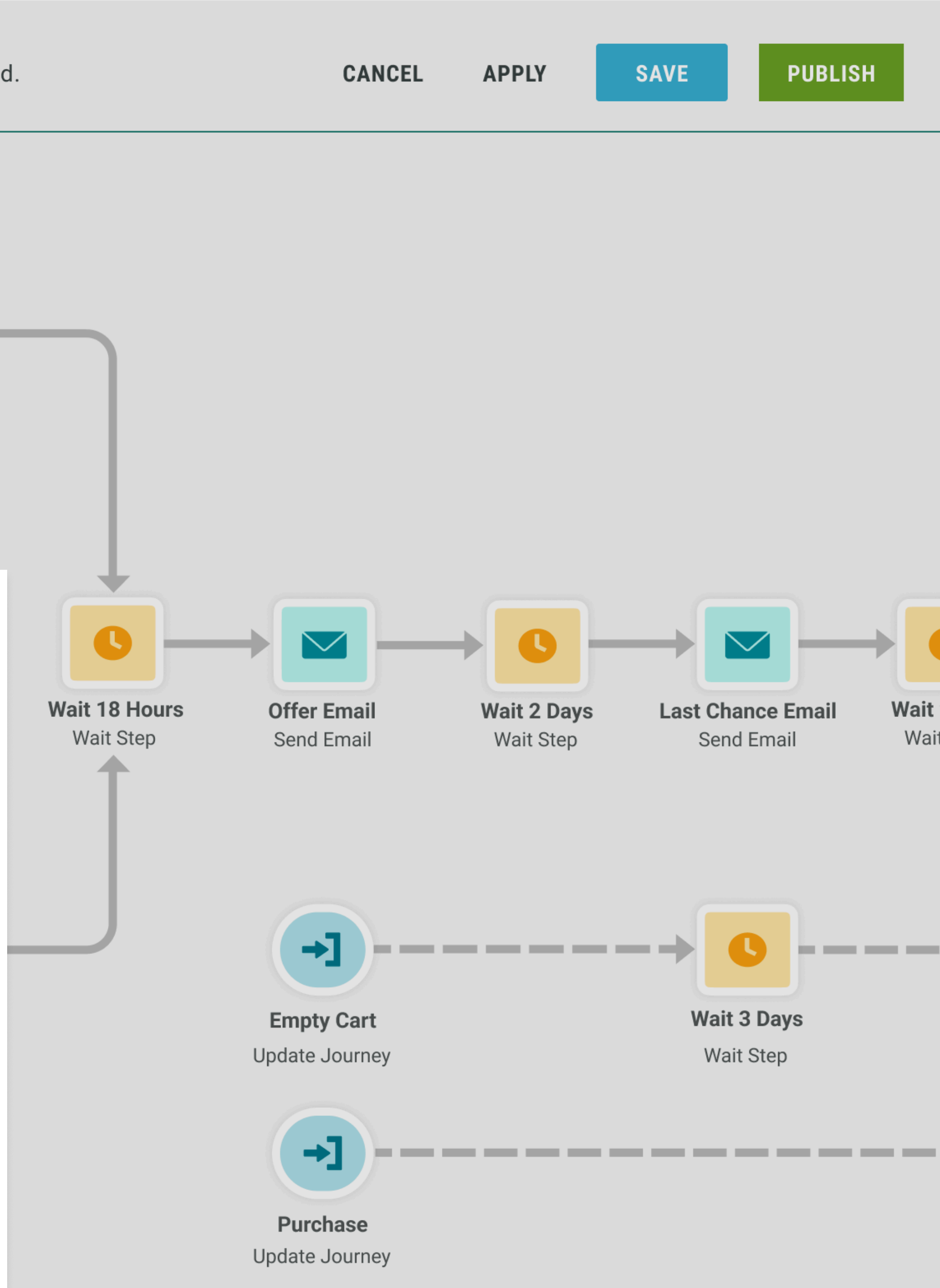


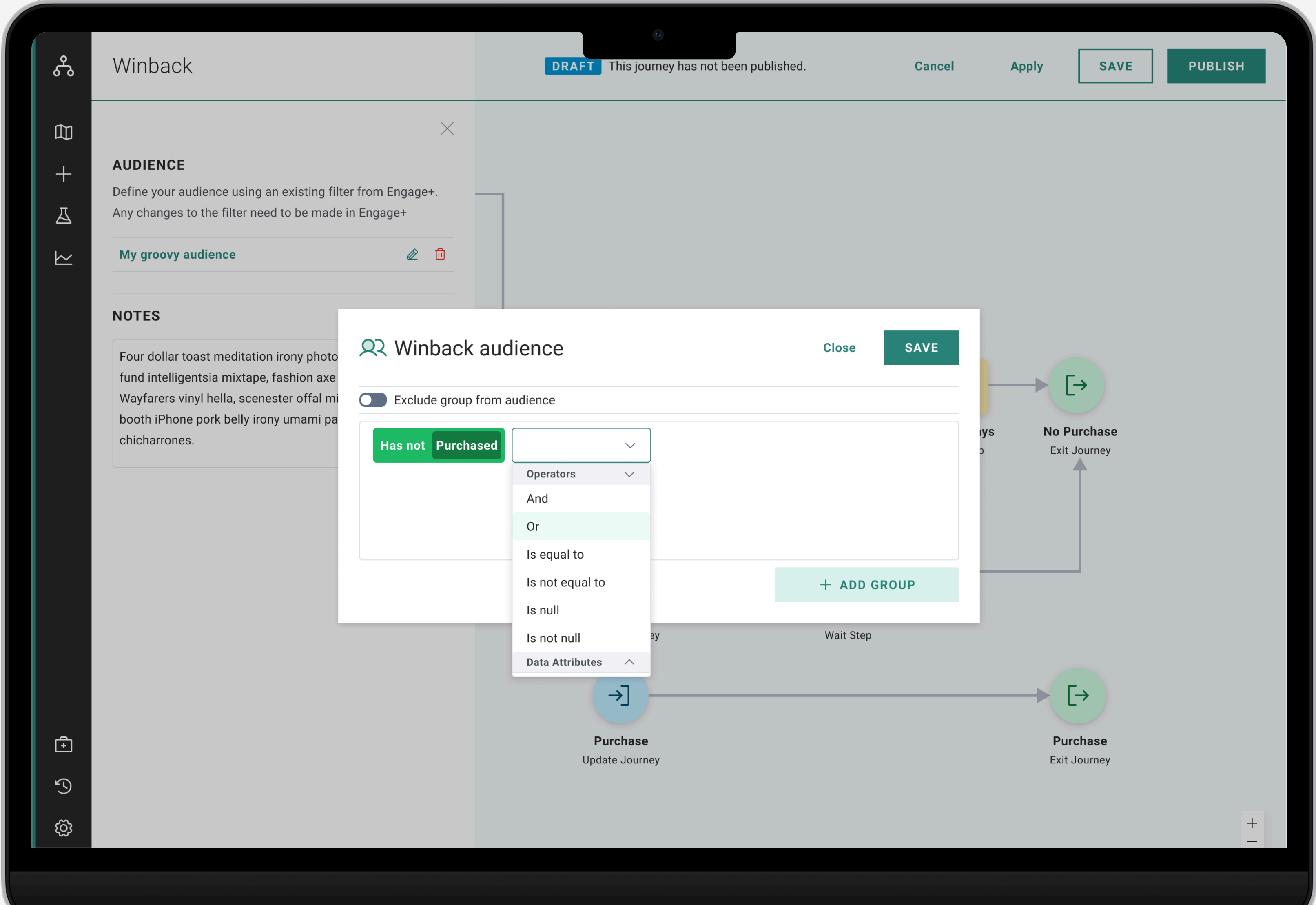
**Purchase**  
Update Journey

**A journey beginning with an event or action**

# Scheduled Journeys

Research / Wireframing / Testing / Product Design





Winback

**DRAFT** This journey has not been published.

Cancel

Apply

SAVE

PUBLISH

**AUDIENCE**

Define your audience using an existing filter from Engage+. Any changes to the filter need to be made in Engage+

**My groovy audience**  

**NOTES**

Four dollar toast meditation irony photo fund intelligentsia mixtape, fashion axe Wayfarers vinyl hella, scenester offal mi booth iPhone pork belly irony umami pa chicharrones.

 Winback audience

Close

SAVE

Exclude group from audience

Has not Purchased

▼

Operators ▼

- And
- Or
- Is equal to
- Is not equal to
- Is null
- Is not null

Data Attributes ^

+ ADD GROUP

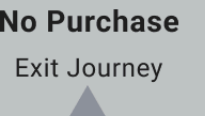


Purchase Update Journey

Wait Step



Purchase Exit Journey



No Purchase Exit Journey

## State Table

# Audience Segmentation

Hasn't Opened

Has Opened

Campaign ▾

- Any Campaign
- Welcome 1
- Welcome 1 SMS

[View All](#)

When ▾

- In this Journey
- All time

### Examples:

Has opened a specific campaign  
Hasn't opened a specific campaign  
Hasn't opened any campaigns in this journey

**Needs to be able to specify a join with Activities Table**

Has Clicked

Link ▾

- Any Link
- \*link name\*
- \*link name\*

[View All](#)

from... ▾

- Any campaign
- Welcome 1
- Welcome 1 SMS

[View All](#)

### Examples:

Has clicked any link in any campaign (in this journey)  
Has clicked on a specific link in a specific campaign  
Has clicked on any link in any campaign (i.e. including not in this journey)

**Needs to be able to specify a join with Activities Table**

Has Purchased

### Examples:

Has made *any* purchase  
Has made a specific purchase  
Has previously purchased a specific item  
Has previously purchased x times

**Needs to be able to specify a join with another Table**

**Needs to be able to use an aggregate**

Customer Data

Data Attributes ▾

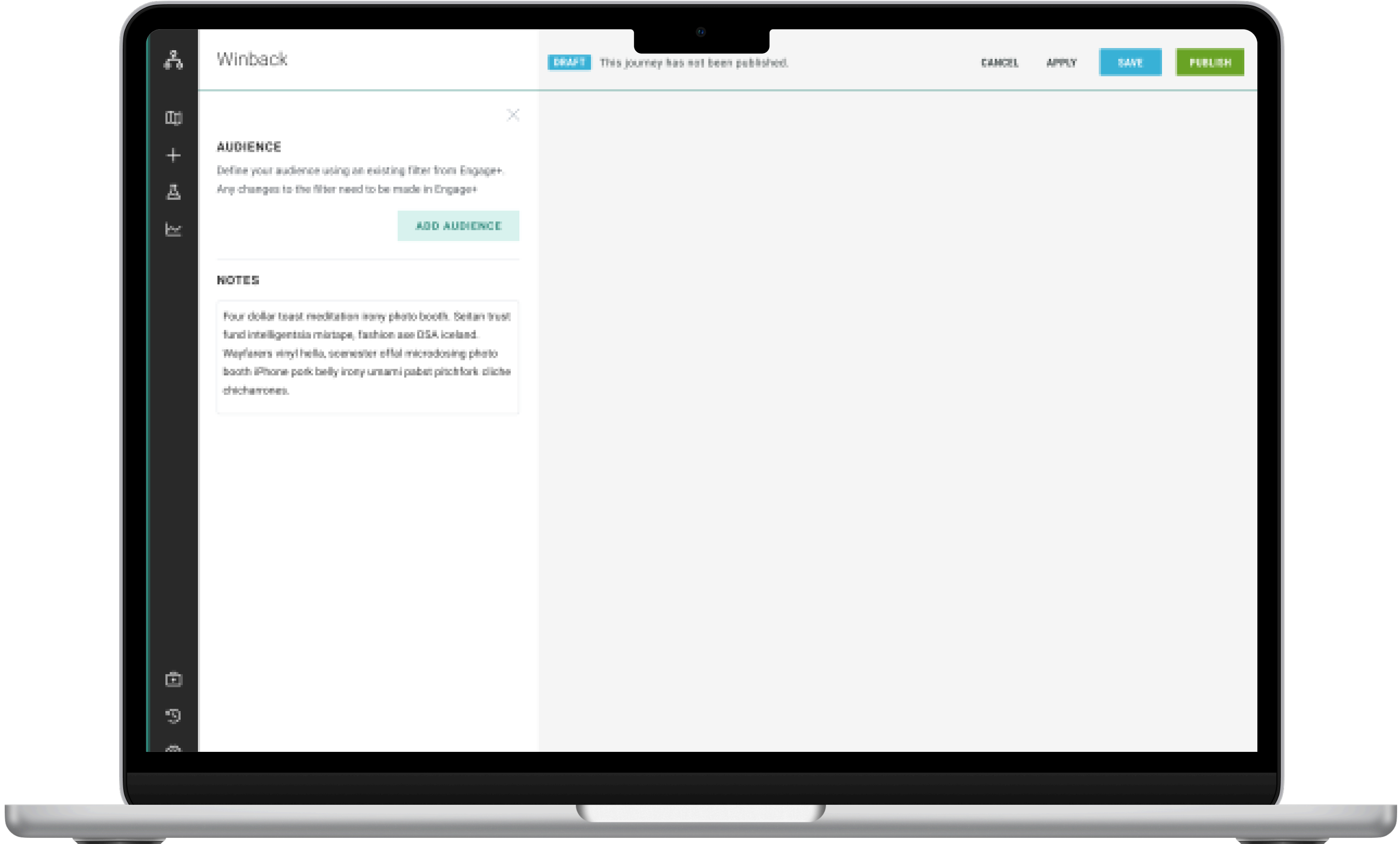
- Age
- Email Address
- Full Name
- Location
- Purchase Date

[View All Attributes](#)

### Examples:

Has SMS number

**Needs to be able to specify a join with another table**



AUDIENCE

Define your audience using an existing filter from Engage+. Any changes to the filter need to be made in Engage+.

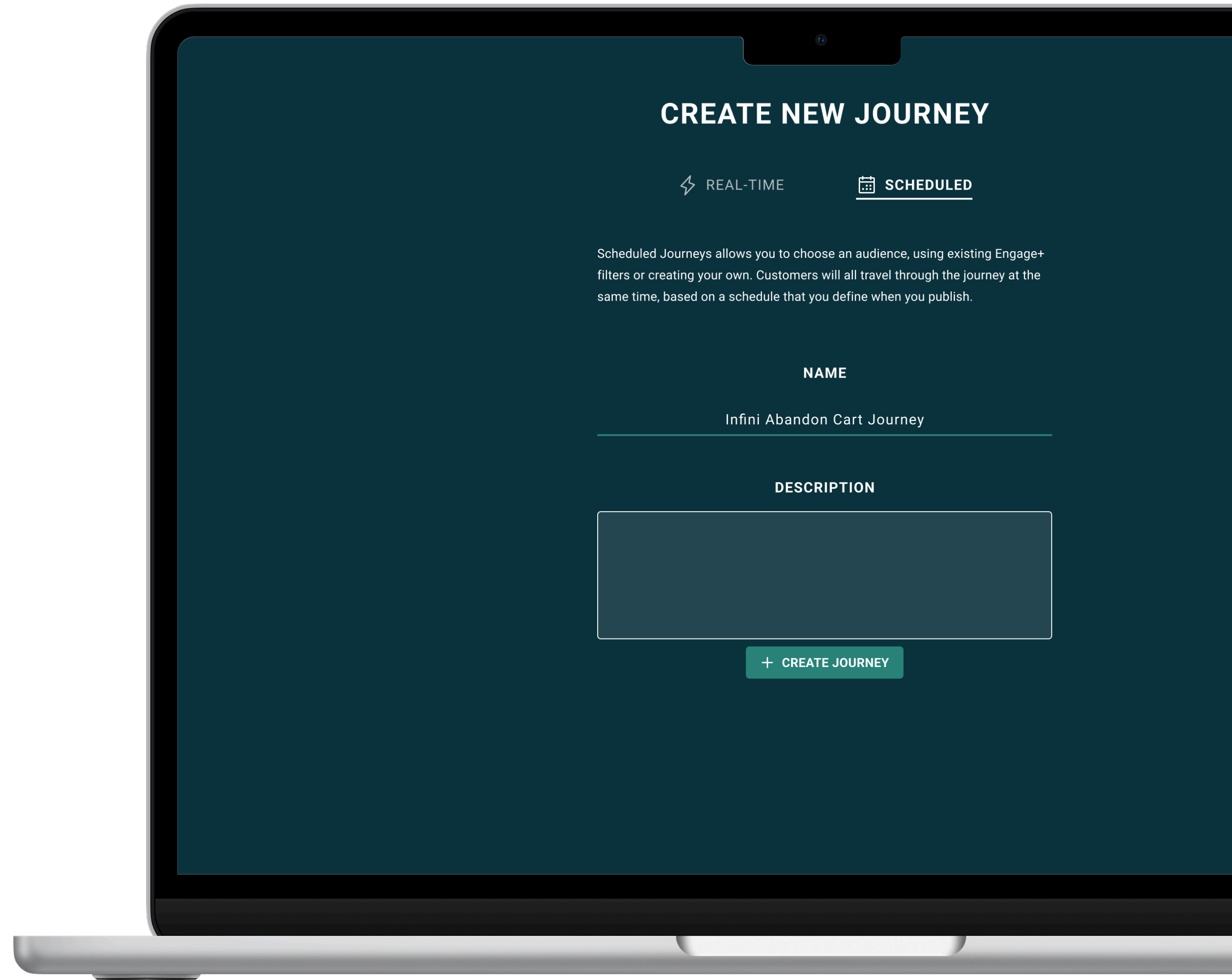
ADD AUDIENCE

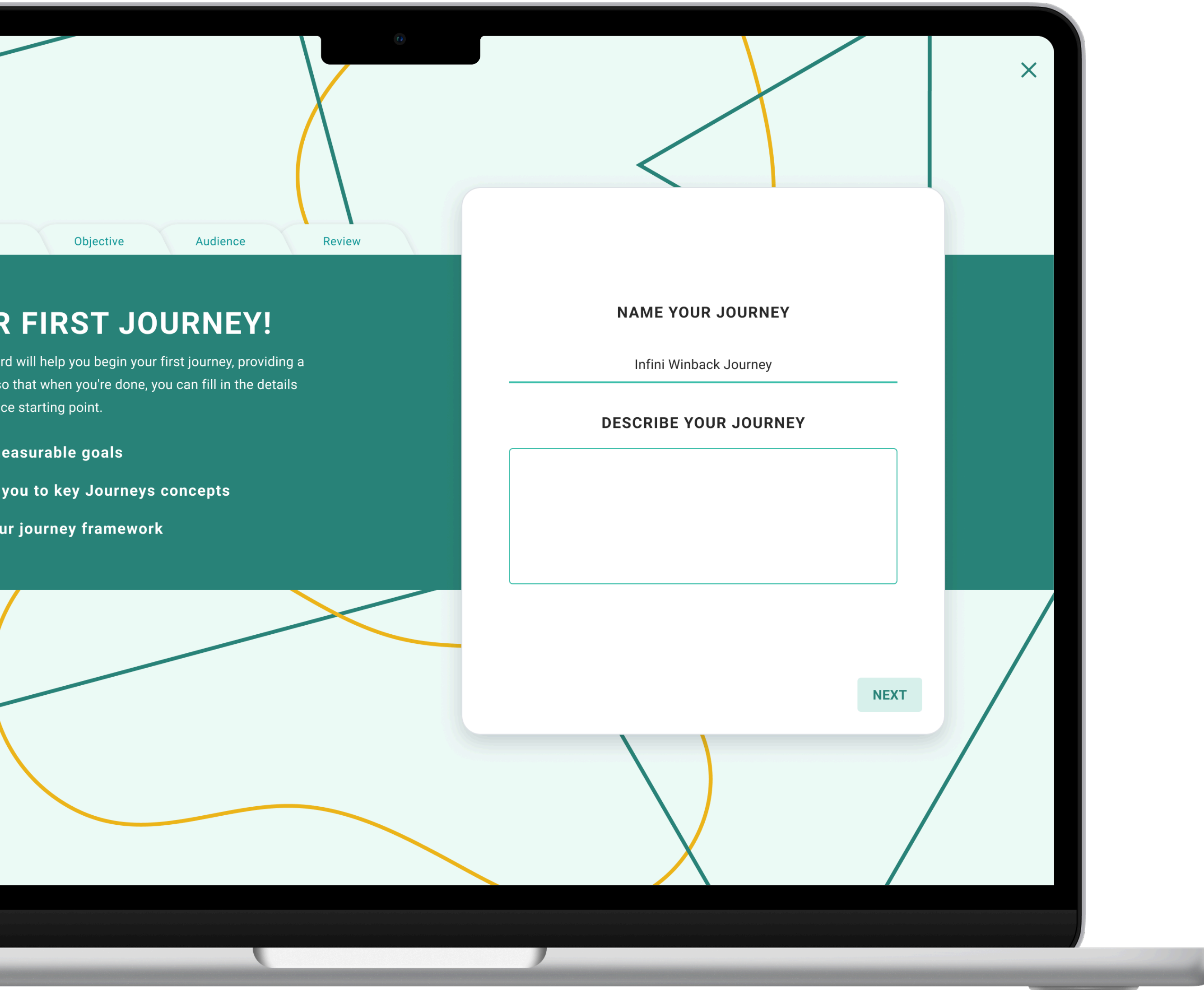
NOTES

Four dollar toast, meditation irony photo booth. Sellin' trust fund intelligentsia miltape, fashion axe DSA Iceland. Wayfarers vinyl helix, scenester offal microdosing photo booth iPhone pork belly irony umami pabst pitchfork. cliché chicharrones.

# Original Design

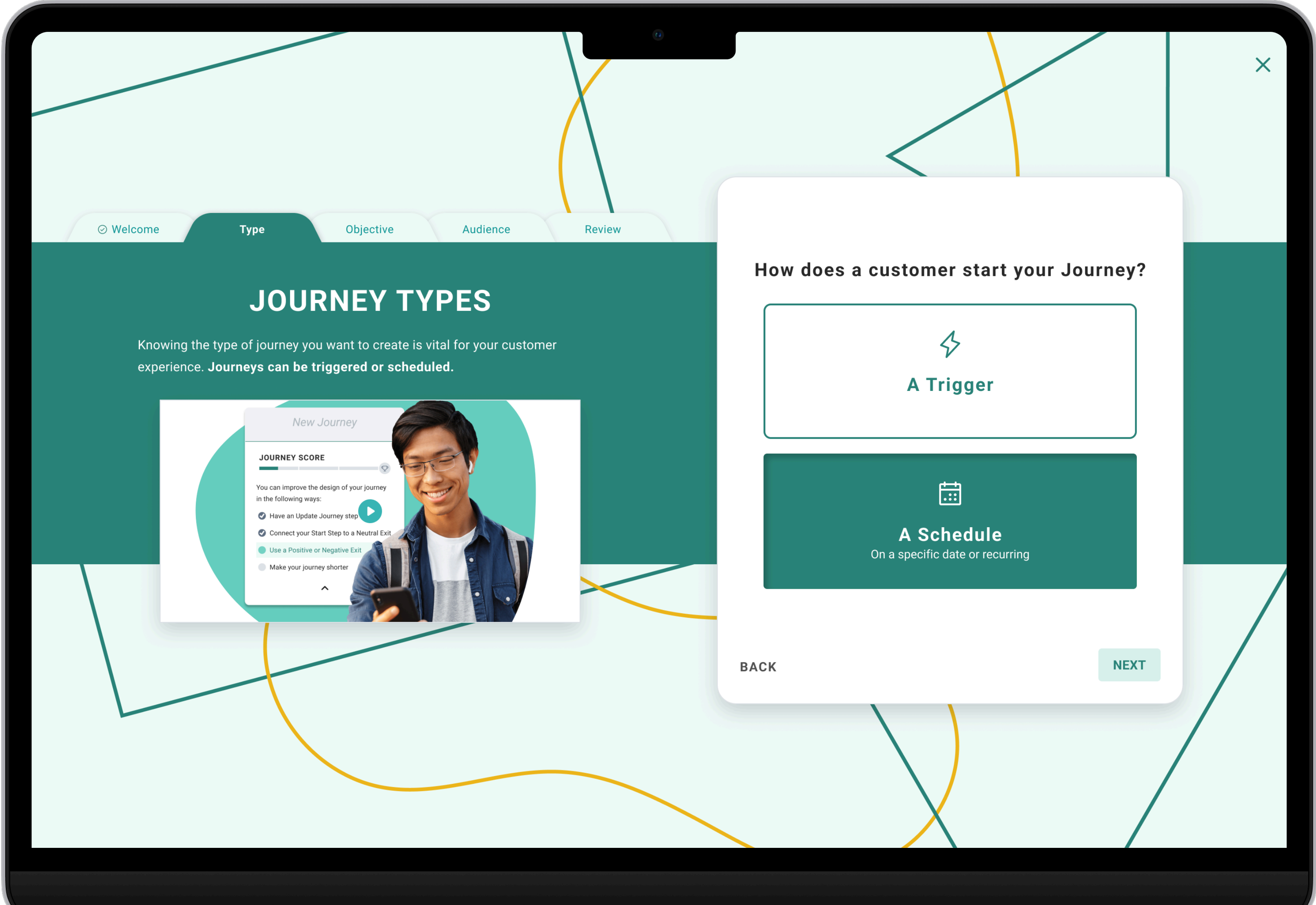
What's needed to start is obvious, but there's no clear answer to what's next.





## Updated Wizard

The new journey wizard was designed to create a full journey in less than 90 seconds



Welcome

Type

Objective

Audience

Review

## JOURNEY TYPES

Knowing the type of journey you want to create is vital for your customer experience. **Journeys can be triggered or scheduled.**

New Journey

**JOURNEY SCORE**

You can improve the design of your journey in the following ways:

- Have an Update Journey step
- Connect your Start Step to a Neutral Exit
- Use a Positive or Negative Exit
- Make your journey shorter

How does a customer start your Journey?



A Trigger

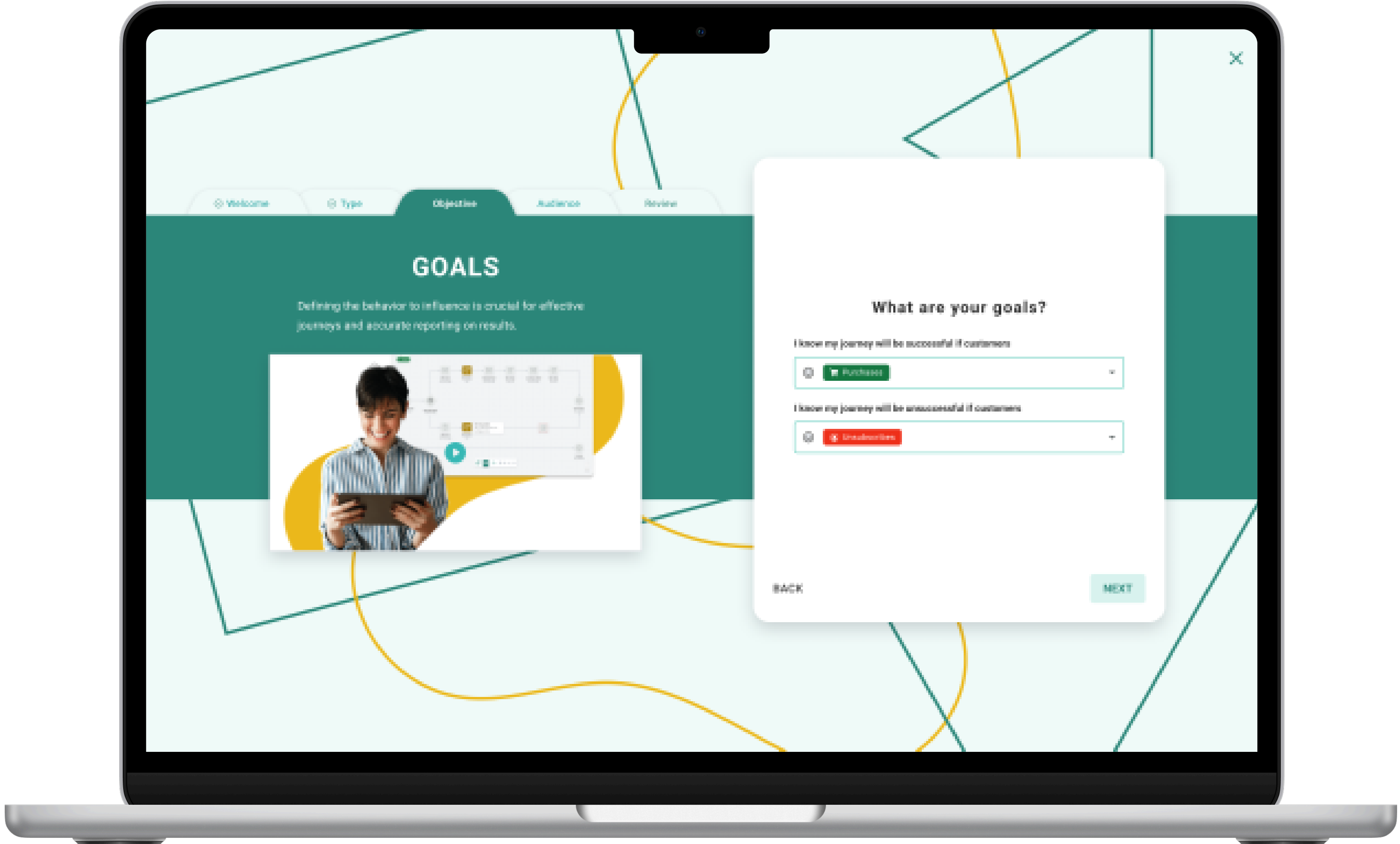


A Schedule

On a specific date or recurring

BACK

NEXT



Welcome

Type

Objective

Audience

Review

## GOALS

Defining the behavior to influence is crucial for effective journeys and accurate reporting on results.



### What are your goals?

I know my journey will be successful if customers

I know my journey will be unsuccessful if customers

BACK

NEXT

Welcome

Type

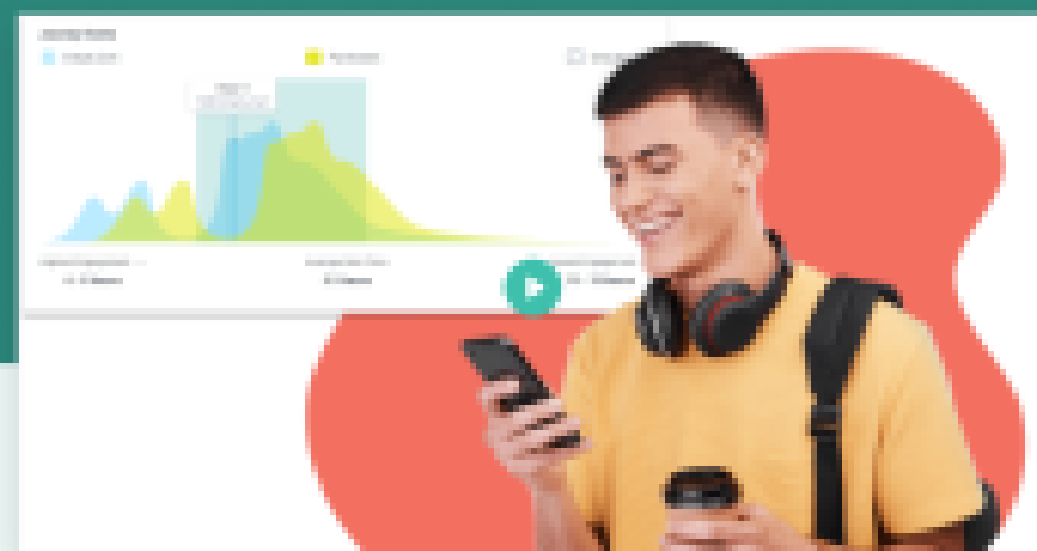
Objective

**Audience**

Review

## SCHEDULED AUDIENCES

Identifying desired behavior is essential for an effective journey. Clear estimates enable meaningful reporting and enhance initiative success.



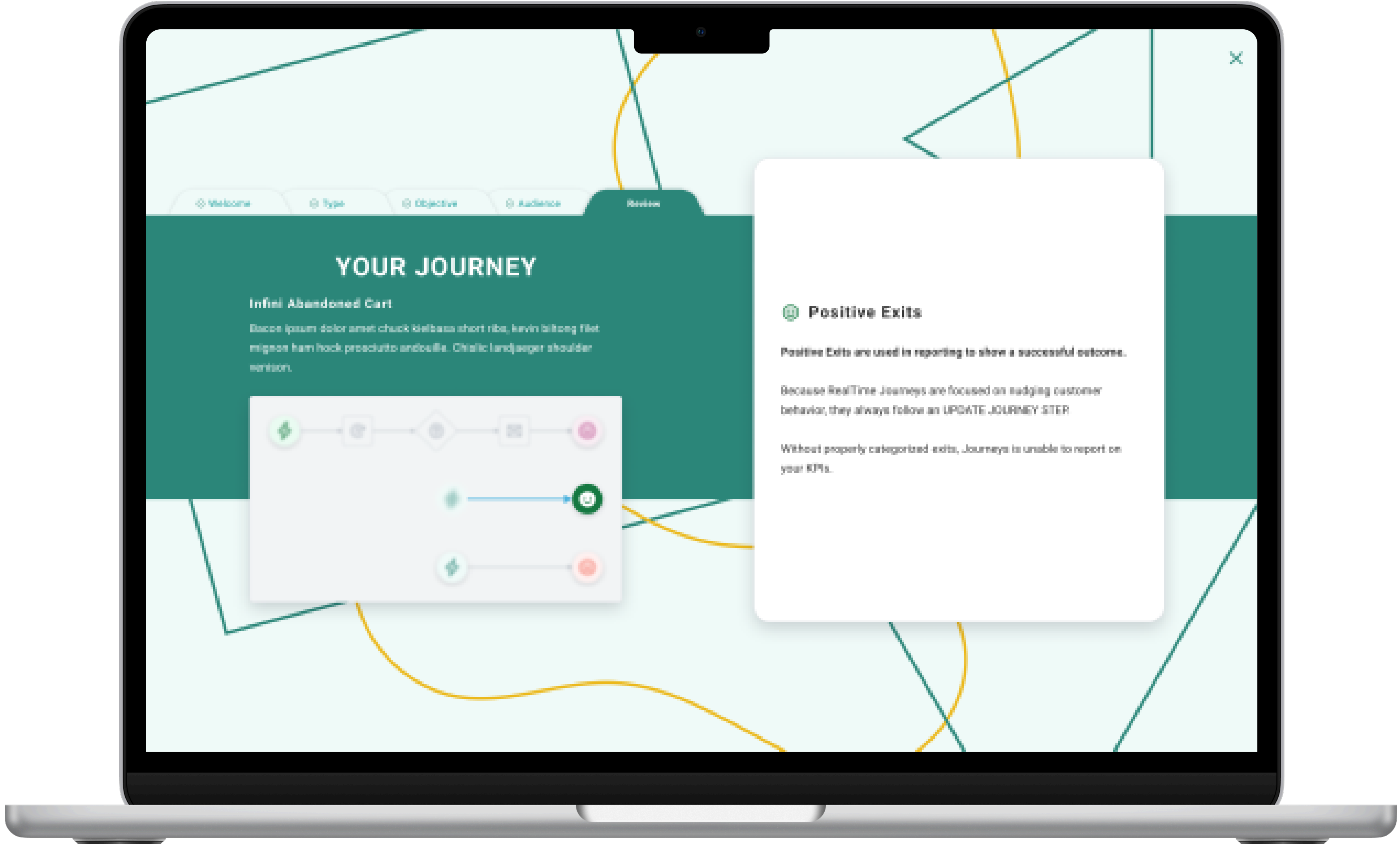
### Who is eligible for the Journey?

{	Has not Purchased	ON	▼
}			

- Member Data ▼
- JDX Recipients
- (join) Table x
- (join) Table y
- Event Data ▼
- Activities Table
- Event Table

BACK

NEXT



Welcome

Type

Objective

Audience

Review

## YOUR JOURNEY

### Infini Abandoned Cart

Dapce ipsum dolor amet chuck kefbasa short ribs, kevin biltong filet mignon ham hock prosciutto andouille. Chislic landjaeger shoulder venison.



### Positive Exits

Positive Exits are used in reporting to show a successful outcome.

Because RealTime Journeys are focused on nudging customer behavior, they always follow an UPDATE JOURNEY STEP

Without properly categorized exits, Journeys is unable to report on your KPIs.

Table: Recipient • Object ID: 14142 • Ref ID: 2635 • Campaign Type: One-Time • Last Saved: 9/11/2023, 8:05:05 AM

Audience

Message

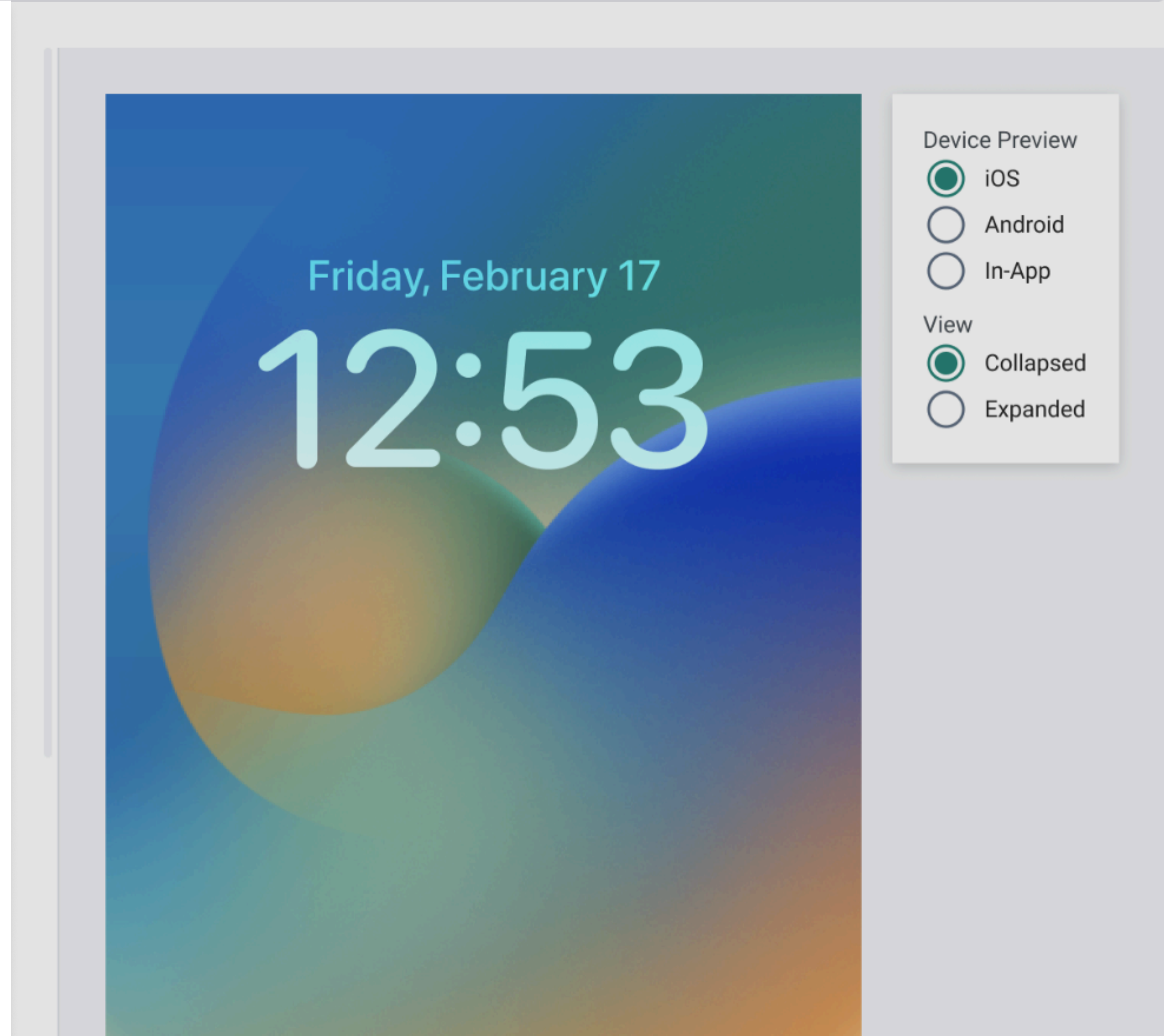
Review

Status

A journey beginning with an event or action

# Push Notification Campaign

Research / Wireframing / Testing / Product Design



Detail view

# Push Details

## PUSH DETAILS

Populate common fields for your message. We could include a little more information to help users orient themselves and get started.

### Title

Push notification title

 AI ASSIST

### Message

Push notification message text

 AI ASSIST

### Notification Settings

Badge (iOS Only)

Badges show as a small number on the app icon.

Sound

Enter the sound file name if your app contains custom sound files.

### Media

Add images to appear with your notification.

Enter media URL (https://myimage.png)

Accepted file formats: JPEG, JPG, PNG, GIF, MP4

CHOOSE HOSTED ITEM

UPLOAD NEW MEDIA

## Detail view

# In-App Details



## IN-APP DETAILS

Deep link to your app to get a more personalized campaign experience for the customer. We could include a little more experienced users orient themselves and get started.

### Title

In-app notification title

AI ASSIST

### Message

In-app notification message text

AI ASSIST

### Expiration

Choose the number of days your notification will be available in your App. Maximum days is 100.

### Expires In

31 Days at 11:59 PM on the day of expiration

Time Zone: Pacific Standard Time

### Media

Add images to appear with your notification.

Enter media URL (https://myimage.png)

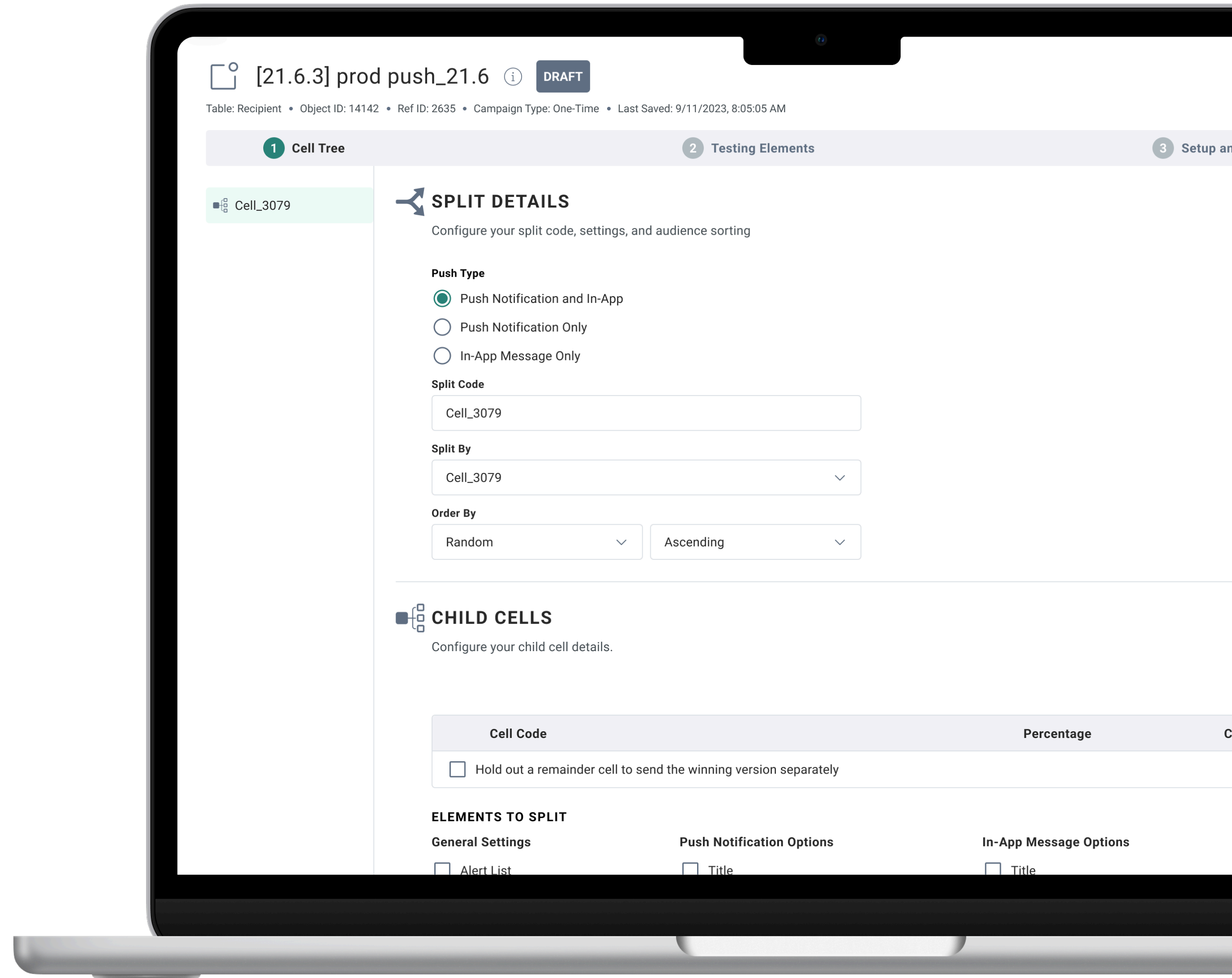
Accepted file formats: JPEG, JPG, PNG, GIF, MP4

CHOOSE HOSTED ITEM

UPLOAD NEW MEDIA

# Declaring Splits

First step is to decide how many variations there are and what elements will be tested.



### SETUP TESTING ELEMENTS

Use this step's bulk editing functionality to configure the testable options of your variants.

#### Elements to Test

Deduping

#### Cell\_3079 Copy To All

Field

Criteria Select a Filter

Sort By Do No Sort Select

#### Cell\_3079\_Cell\_1

Field

Criteria Select a Filter

Sort By Do No Sort Select

#### Cell\_3079\_Cell\_2

Field

**NEXT**

# Setup Test Variants

After selecting the elements to test, it's time to edit the variations for testing

Table: Recipient • Object ID: 14142 • Ref ID: 2635 • Campaign Type: One-Time • Last Saved: 9/11/2023, 8:05:05 AM

1 Cell Tree

2 Testing Elements

3 Setup and Launch Campaign

- Cell\_3079
  - Cell\_3079\_Cell\_1
  - Cell\_3079\_Cell\_2
  - Cell\_3079\_Cell\_3
  - Cell\_3079\_Cell\_4

Audience Message Review Status

Set Report Settings Set Tags Do Not Track This Cell

PUSH DETAILS

Populate common fields for your message. We could include a little more information to help users orient themselves and get started.

Title: Welcome Aboard

AI ASSIST

Media

Add images to appear with your notification.

Enter media URL (https://myimage.png)

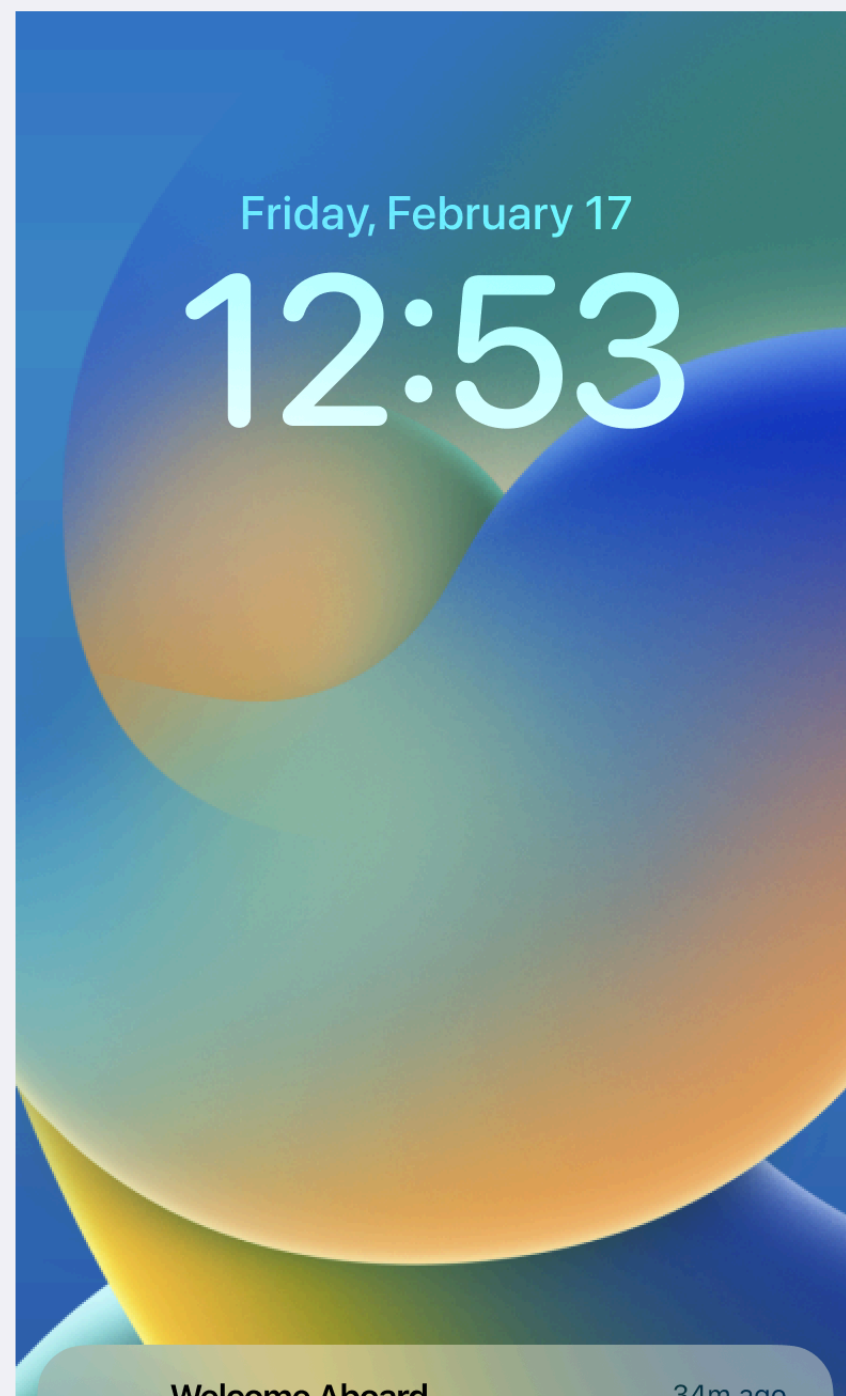
Accepted file formats: JPEG, JPG, PNG, GIF, MP4

CHOOSE HOSTED ITEM UPLOAD NEW MEDIA

IN-APP DETAILS

Deep link to your app to get a more personalized campaign experience for the customer. We could include a little more experienced users orient themselves and get started. Learn more about In-App notifications

Title



Device Preview

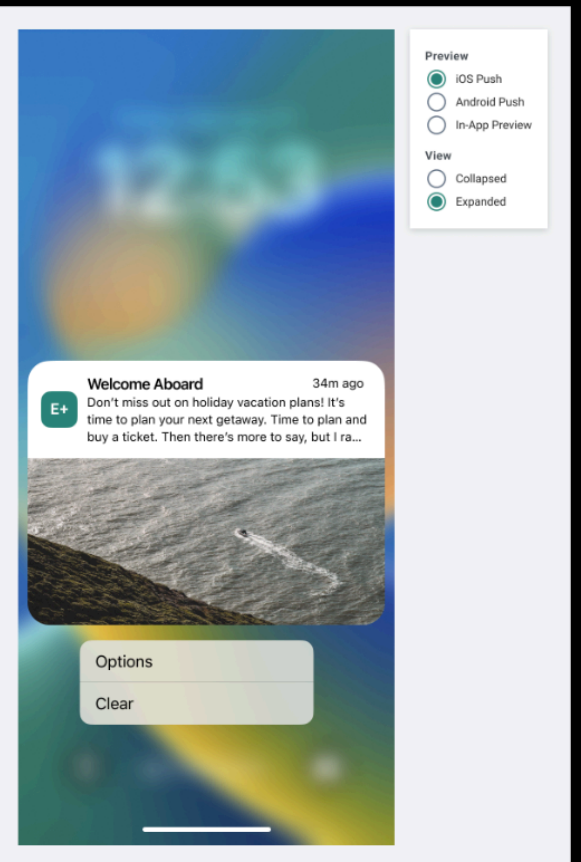
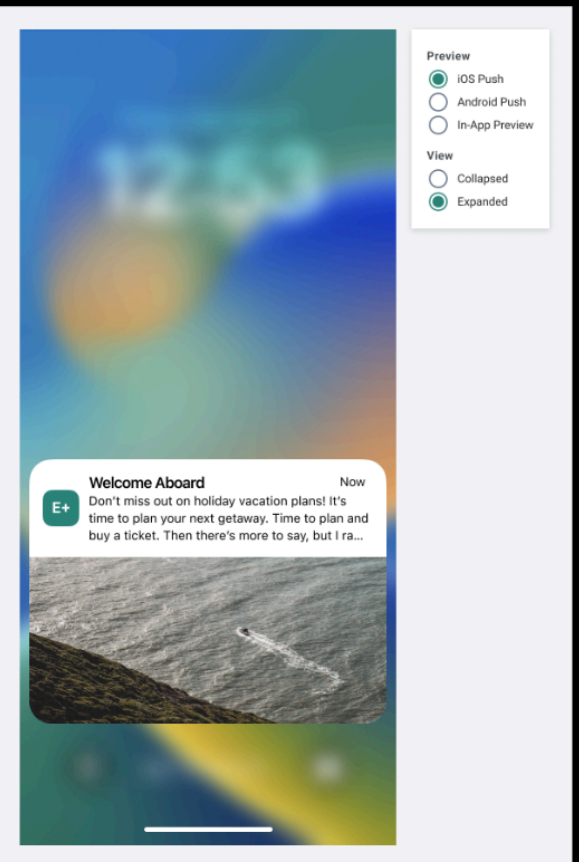
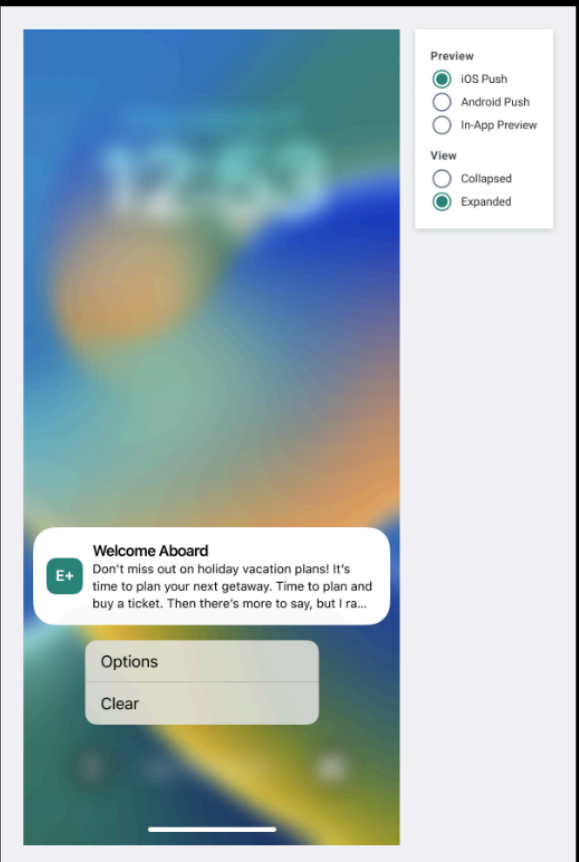
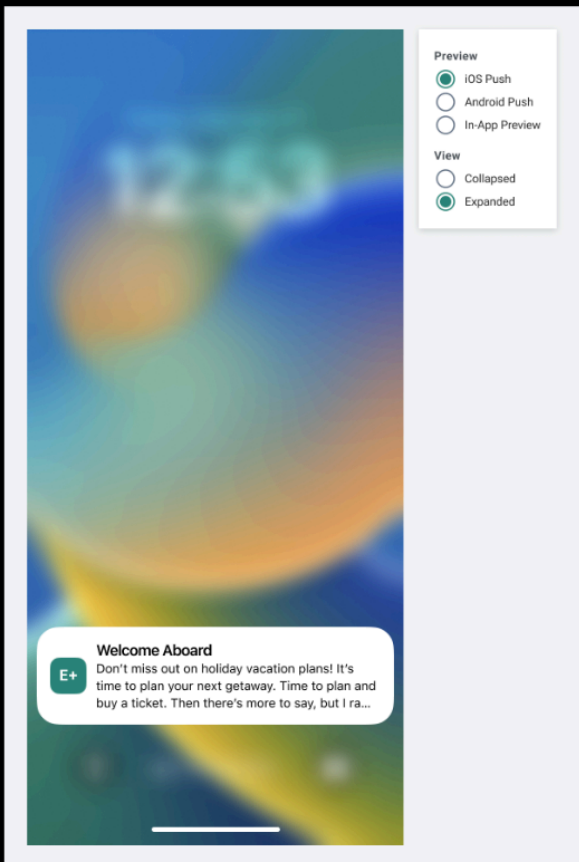
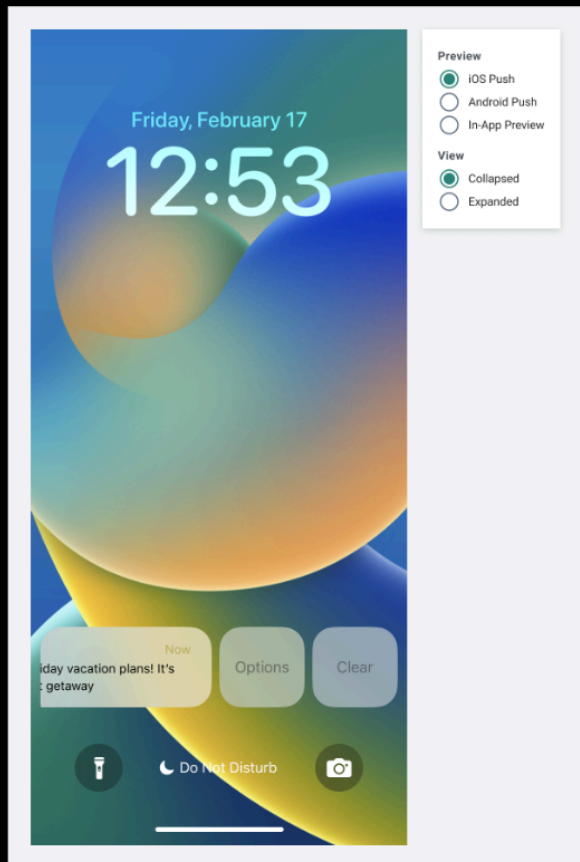
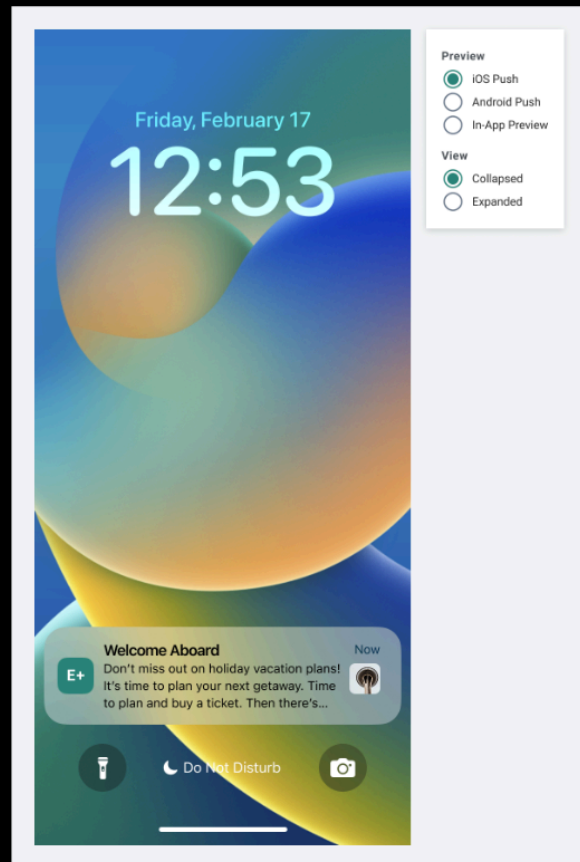
- iOS
- Android

View

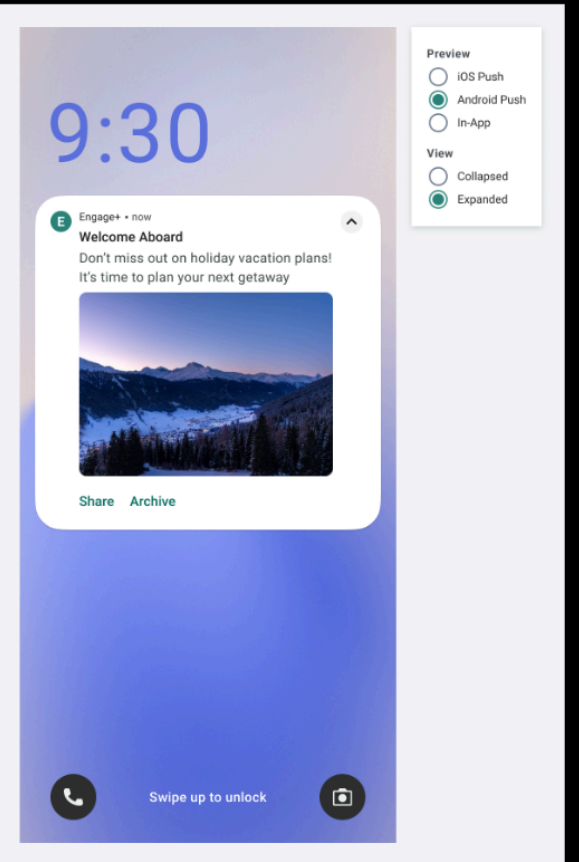
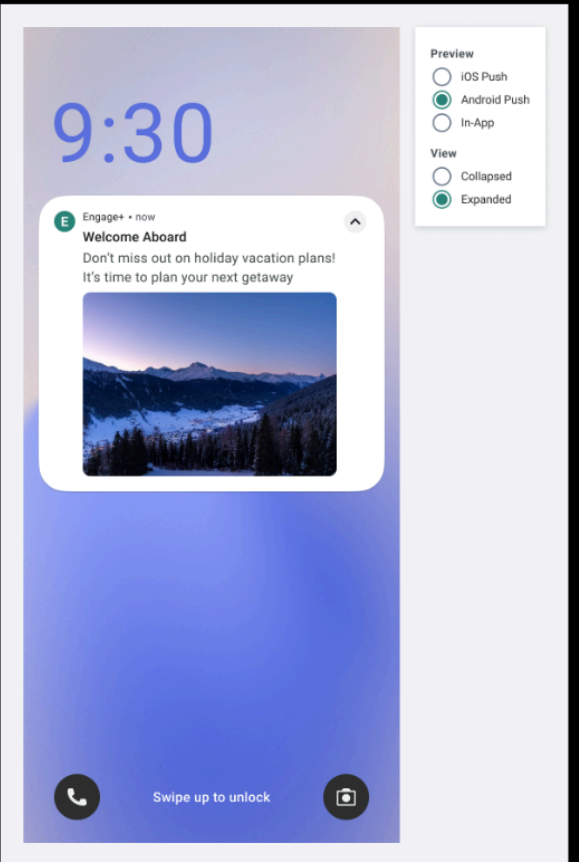
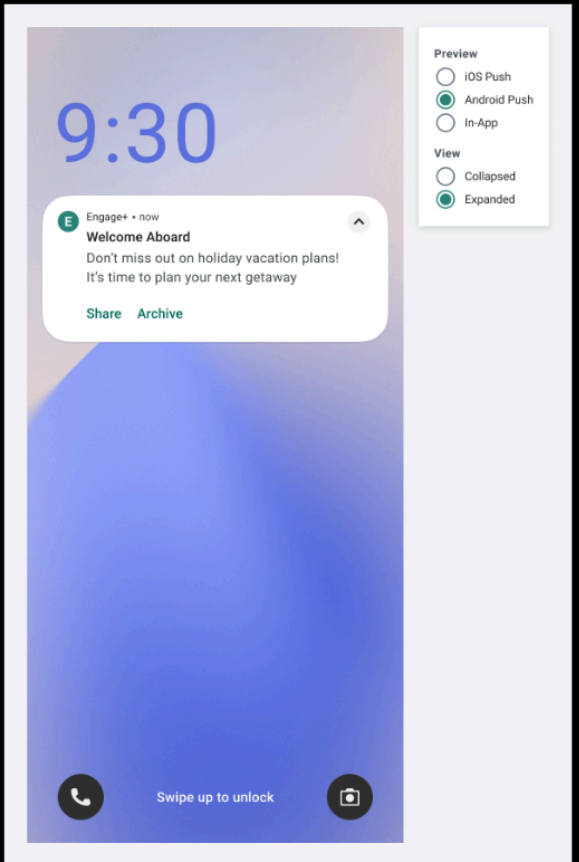
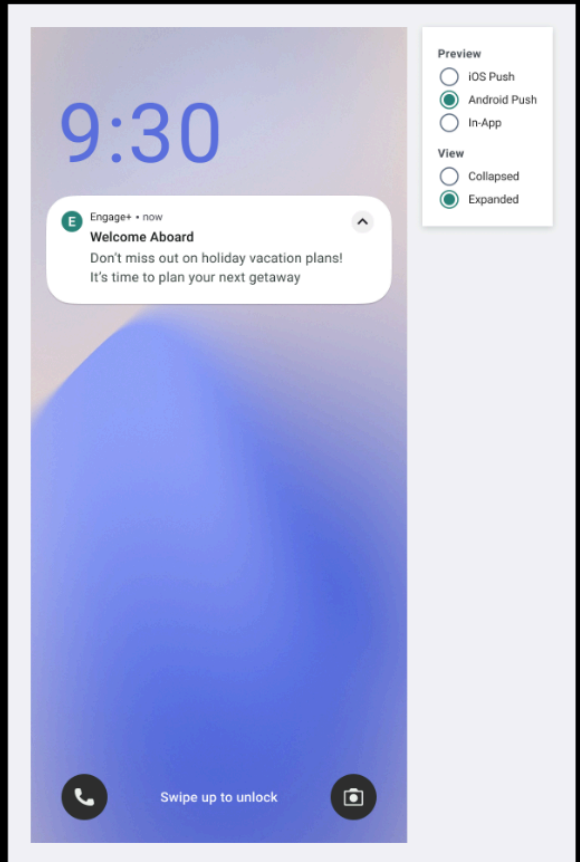
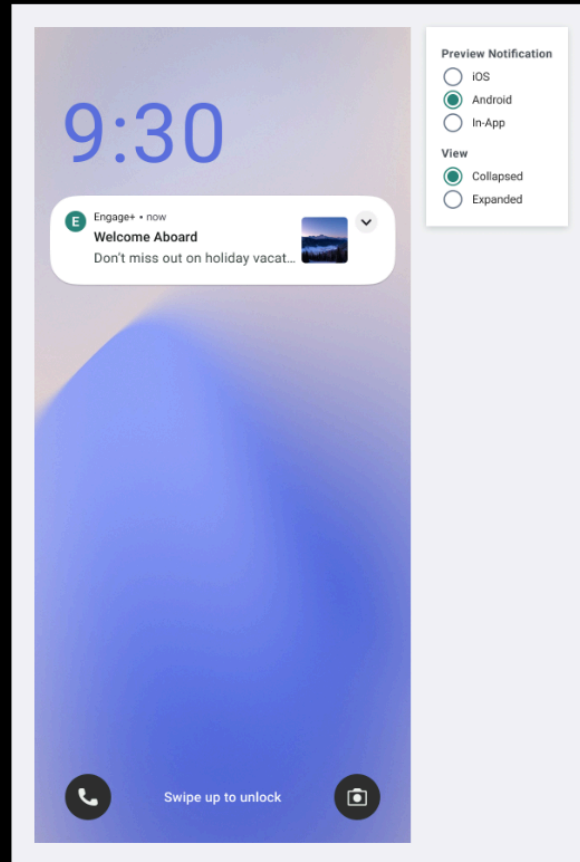
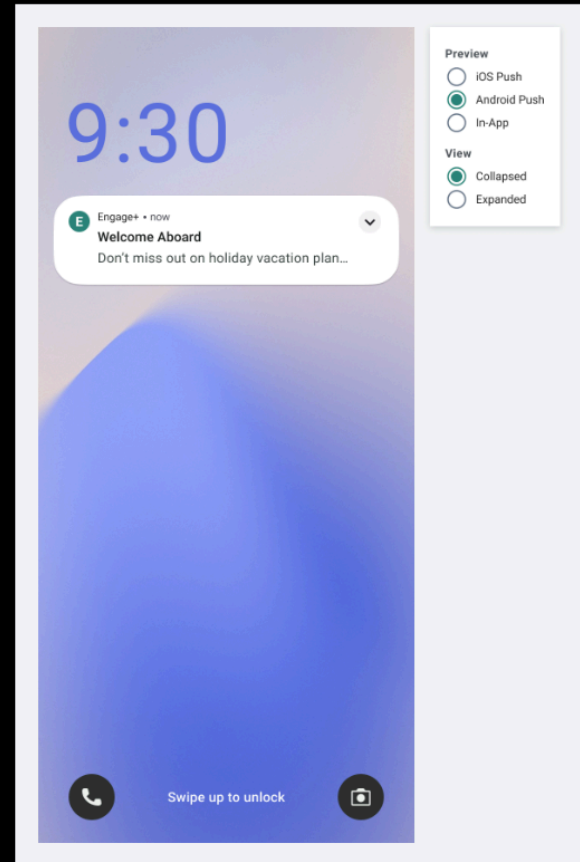
- Collapsed
- Expanded
- In-App Fullscreen

Personalization and Libraries

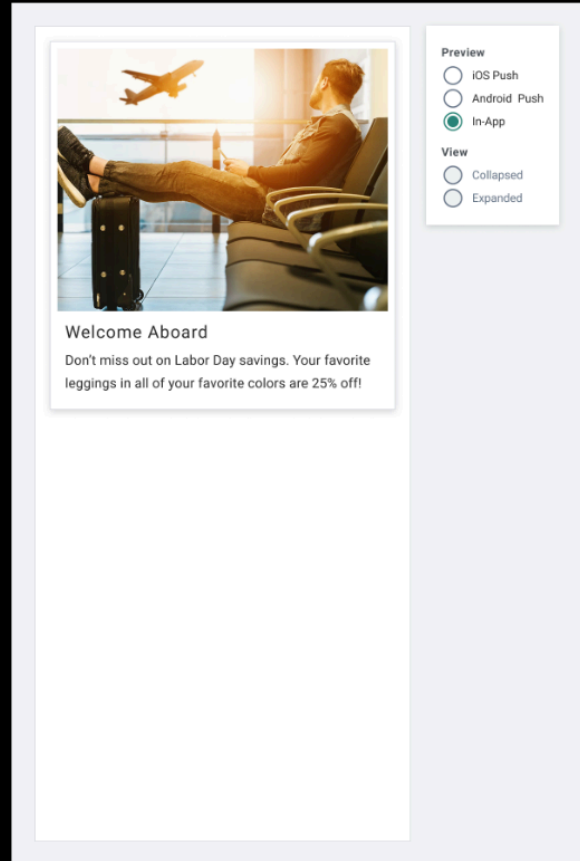
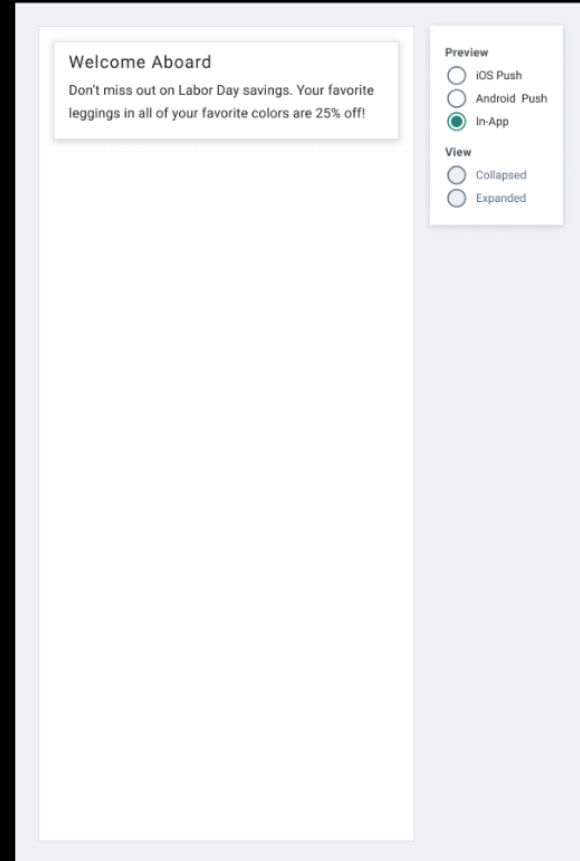
iOS



Android



In-App

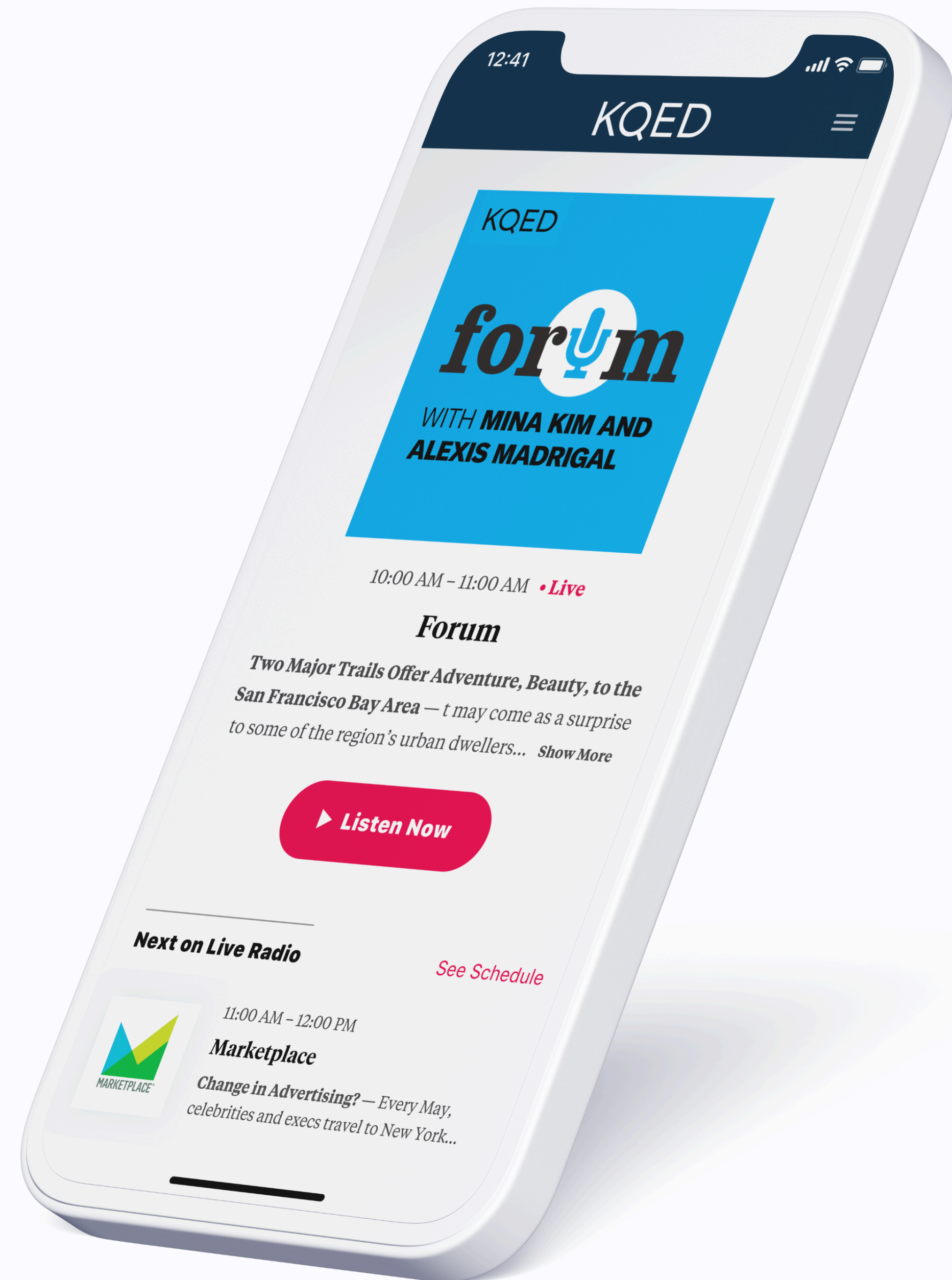


Radio and podcasts

# KQED FM

Research / Wireframing / Testing / Product Design

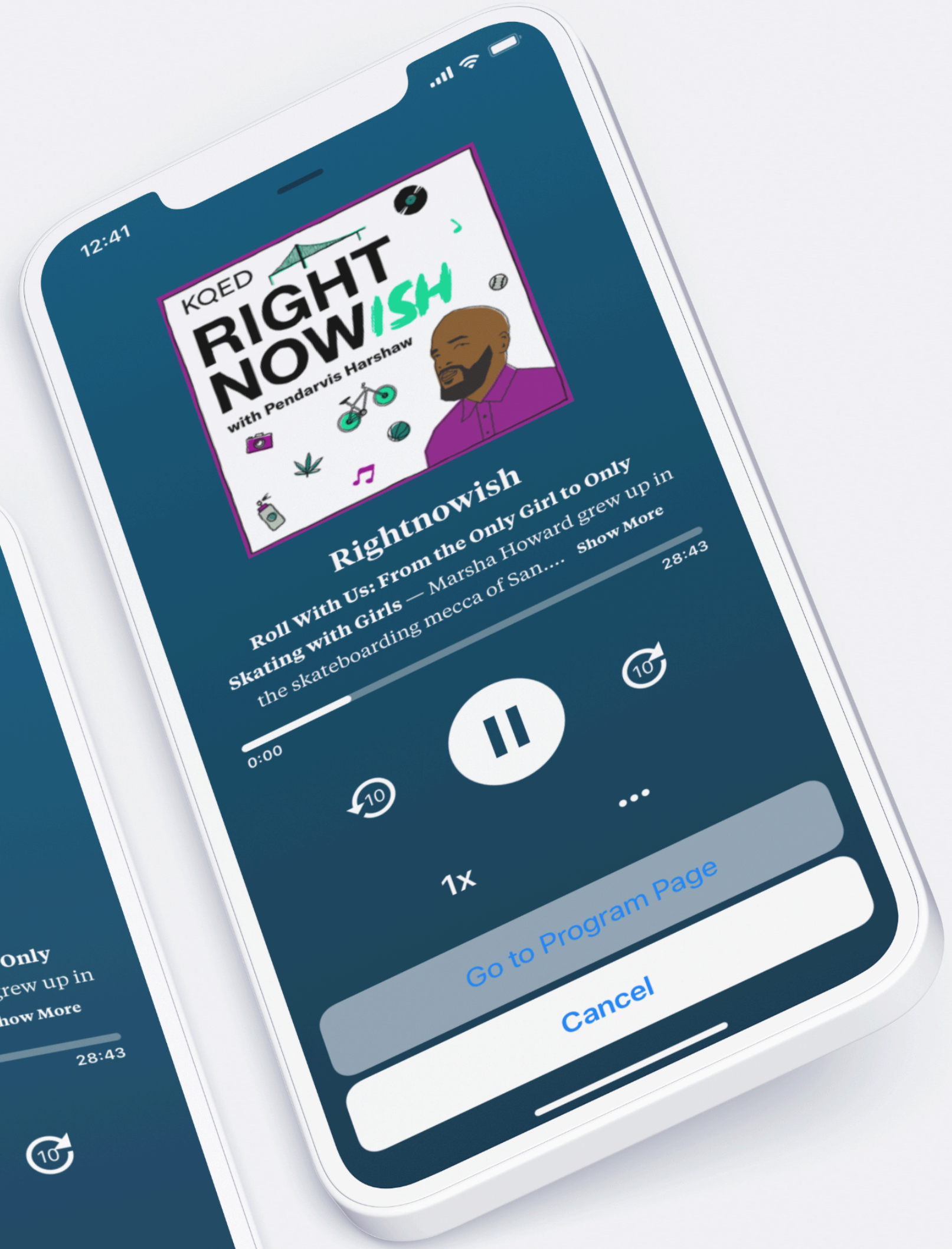
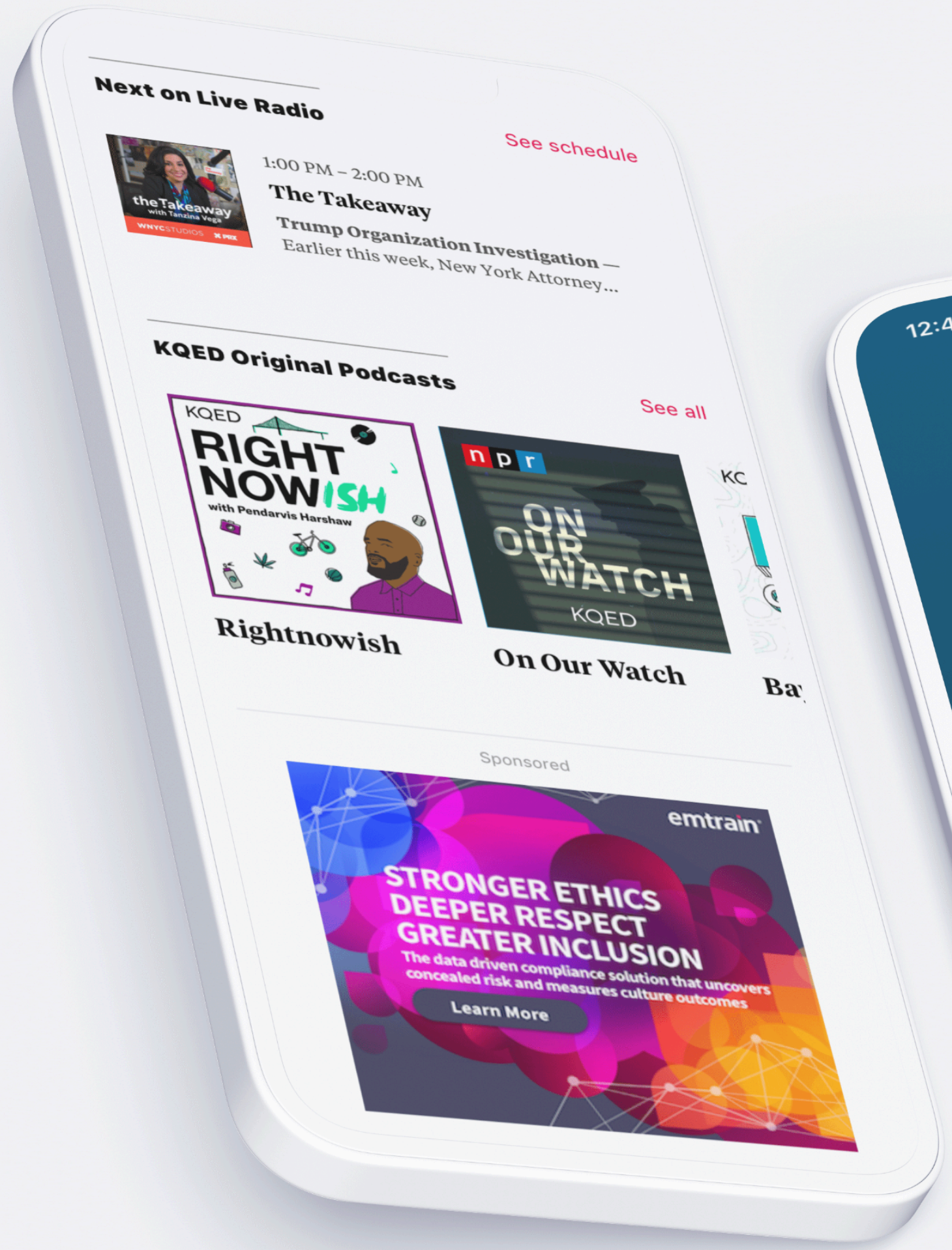
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Existing App

# A Devoted User Base For a Proof of Concept

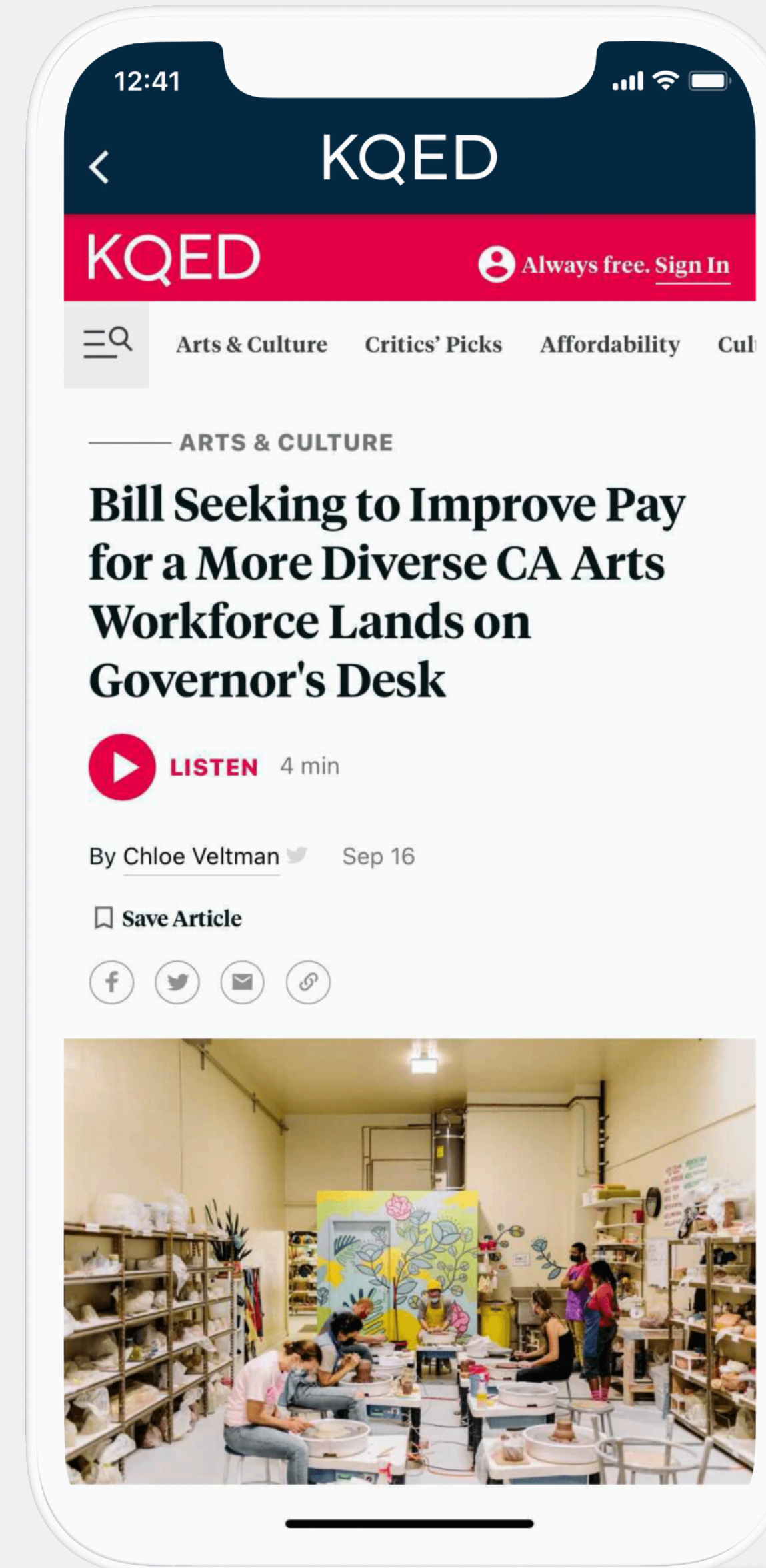




Added Feature

# Top Five News Articles

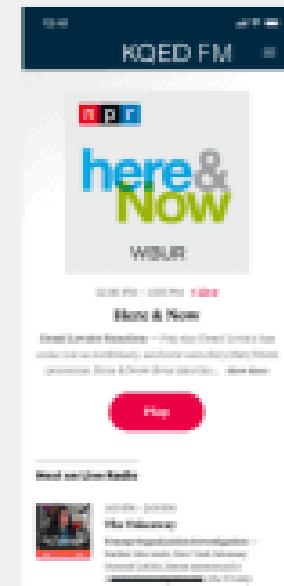
Popular news articles to call back to the website



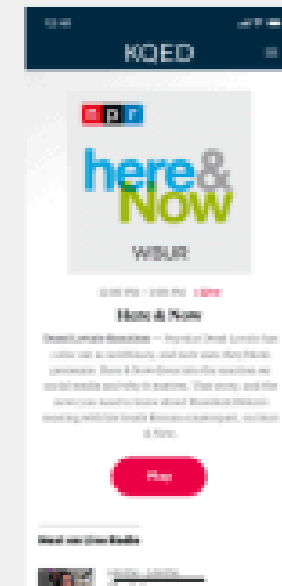
Leading



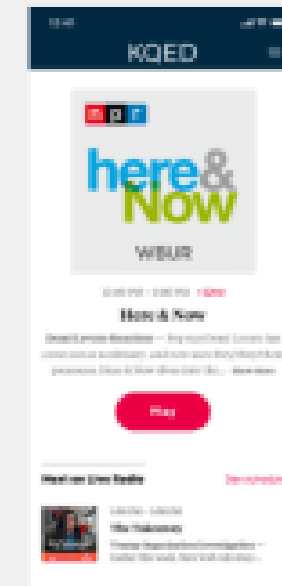
Radio - Home



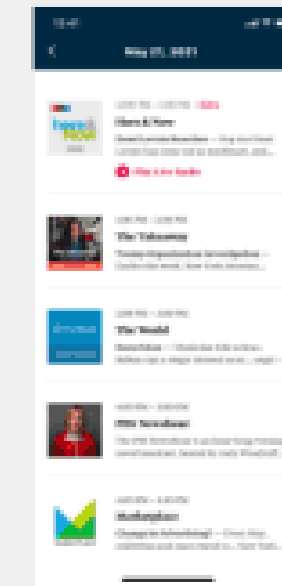
Radio - Full Description



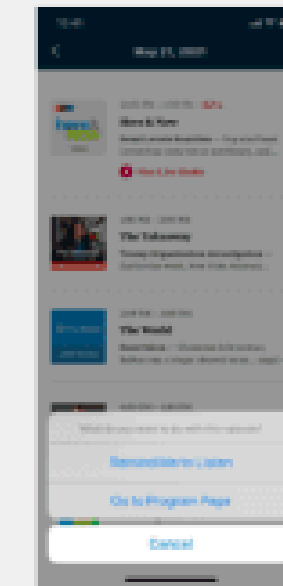
Radio - Full



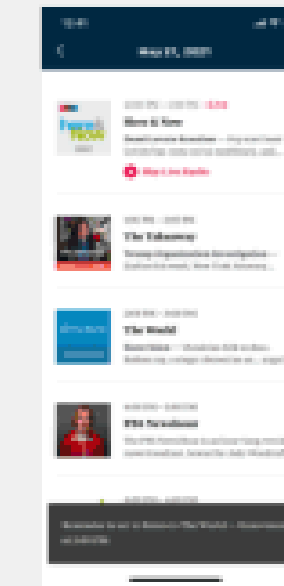
Schedule



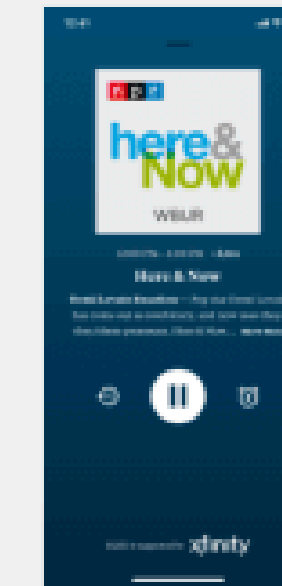
Schedule - Action Sheet



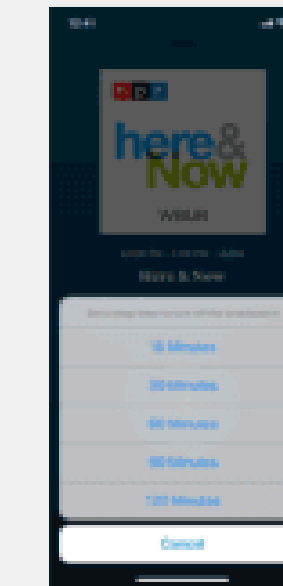
Schedule - Custom Notifications On



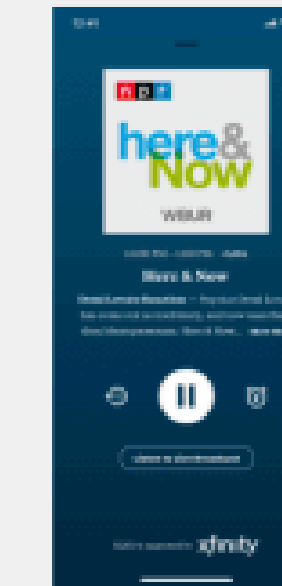
Live Player - Full



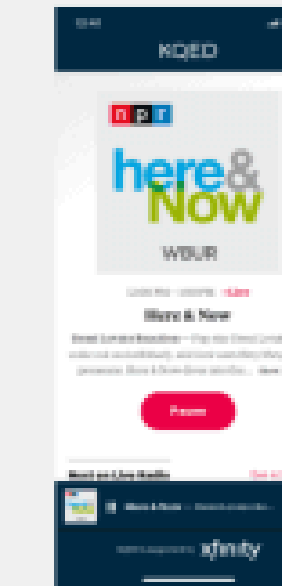
Live Player - Description



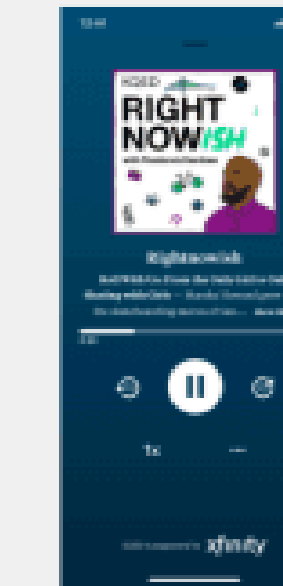
Live Player - Resumed



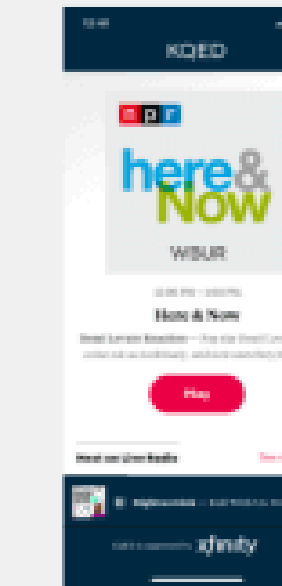
Live Player - Colapsed



Podcast Player - Full



Podcast Player - Colapsed



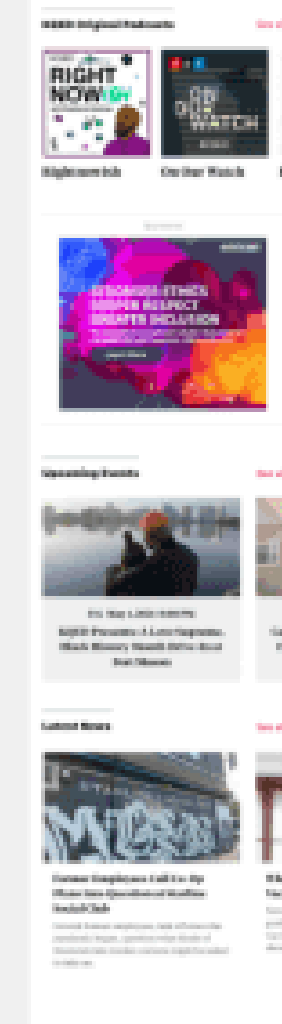
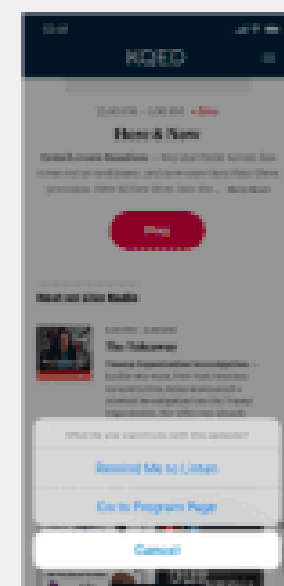
View - Information



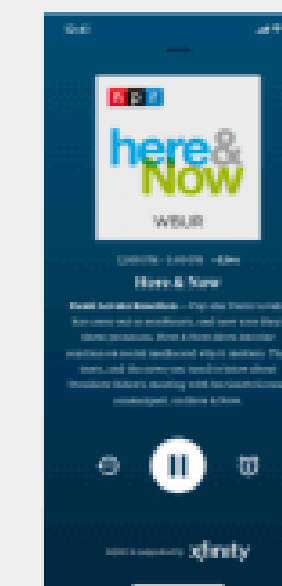
View - Full Colapsed Page



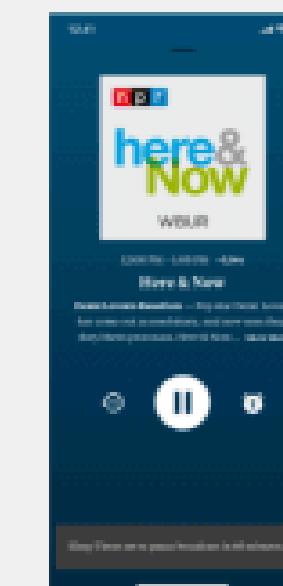
Radio - Action Sheet



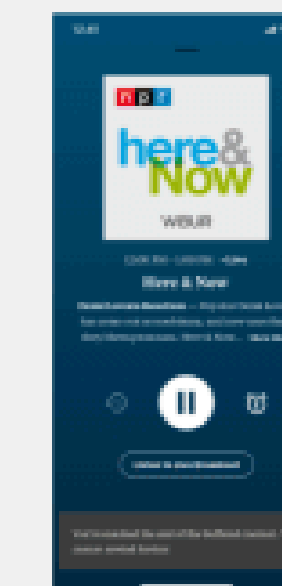
Live Player - Full Description



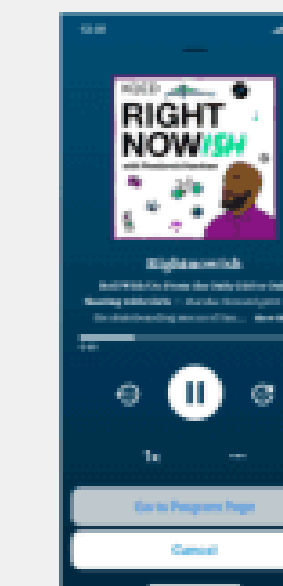
Live Player - Full



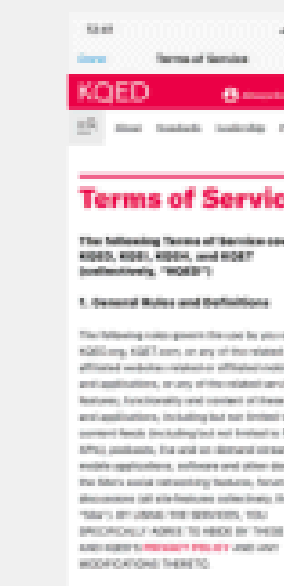
Live Player - Full Description



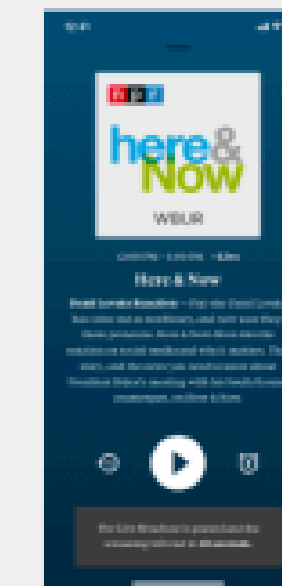
Podcast Player - Full



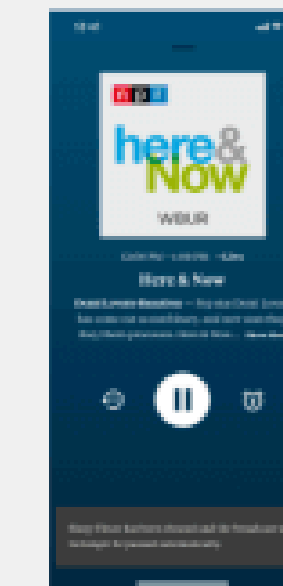
View - Full

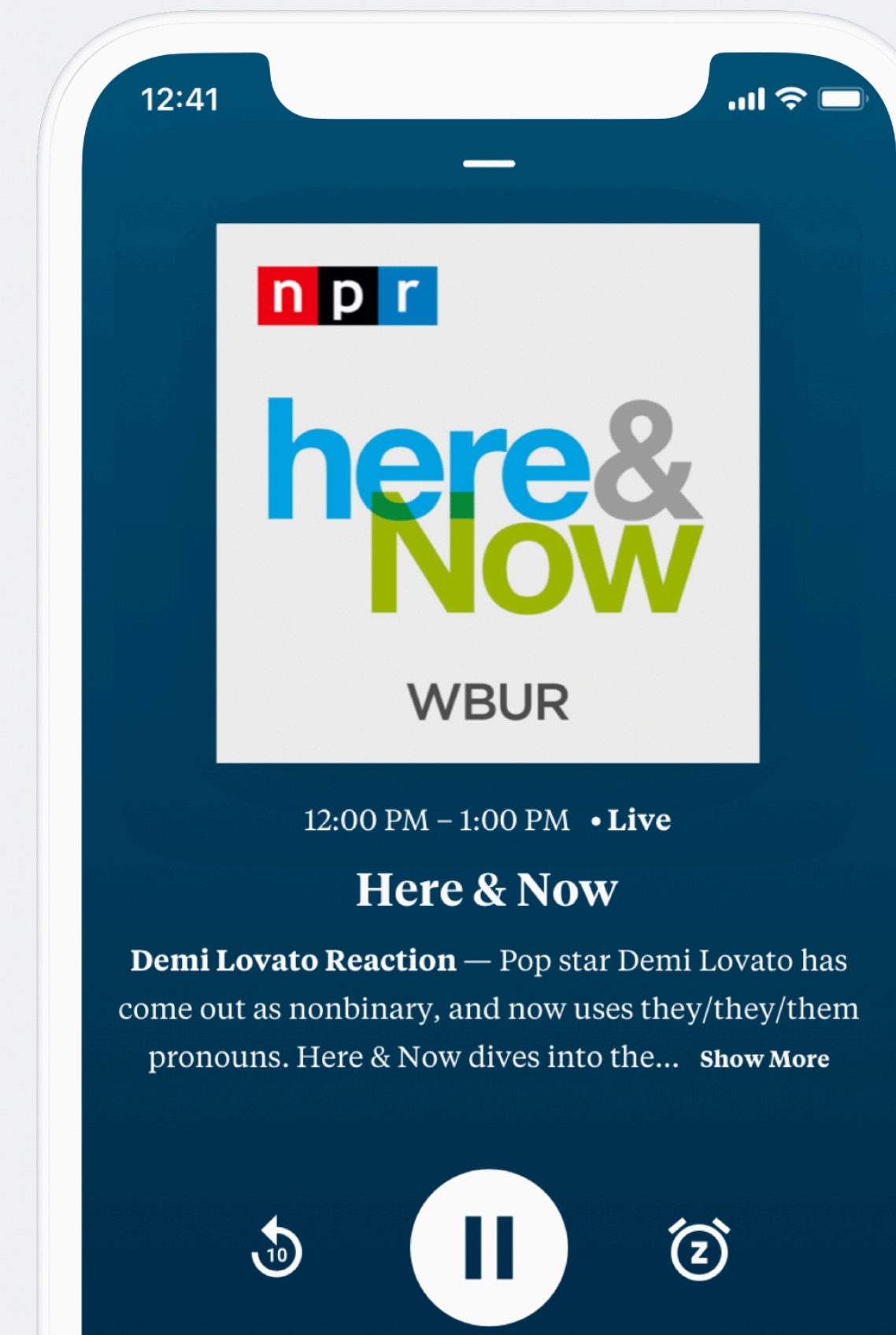
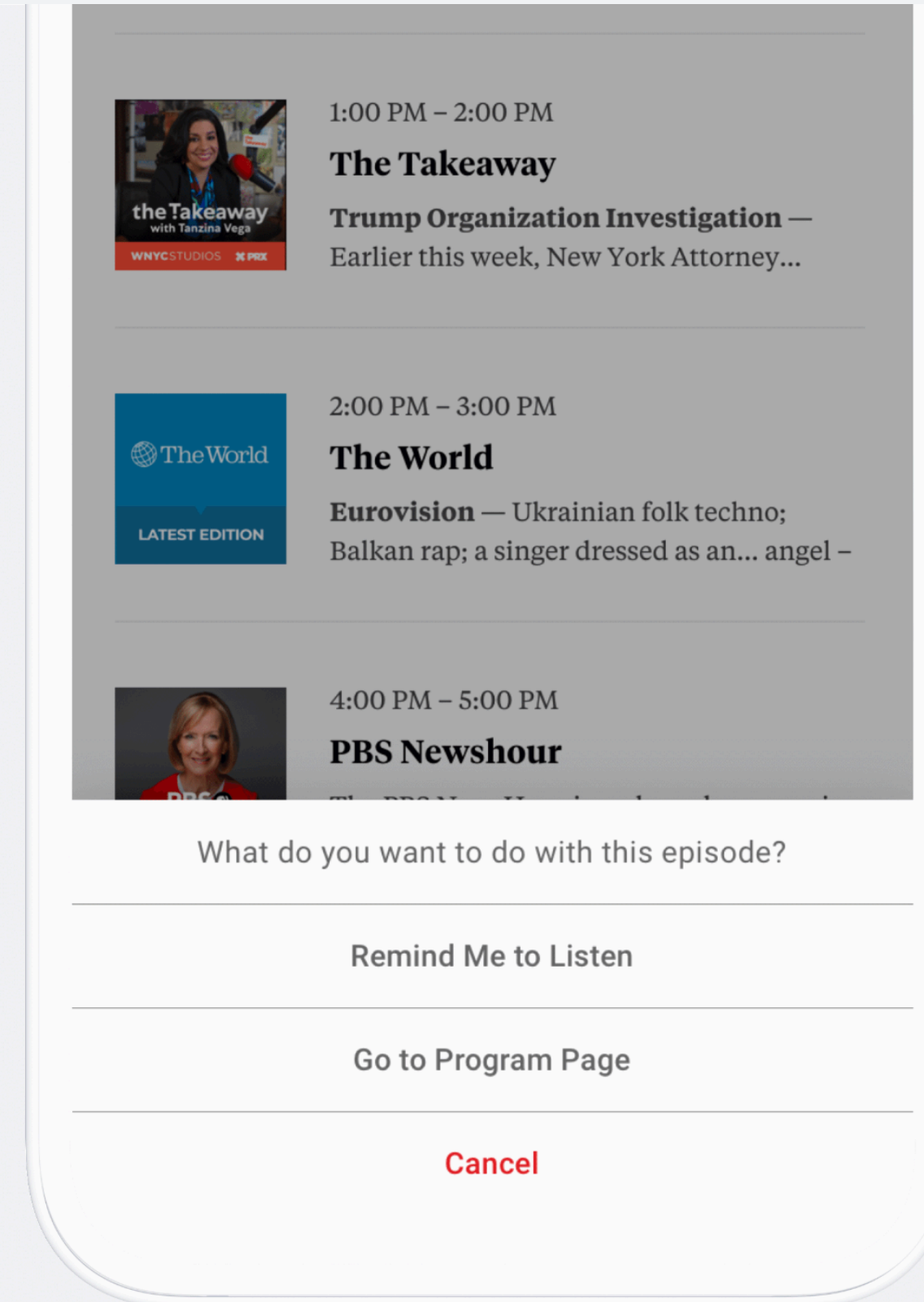
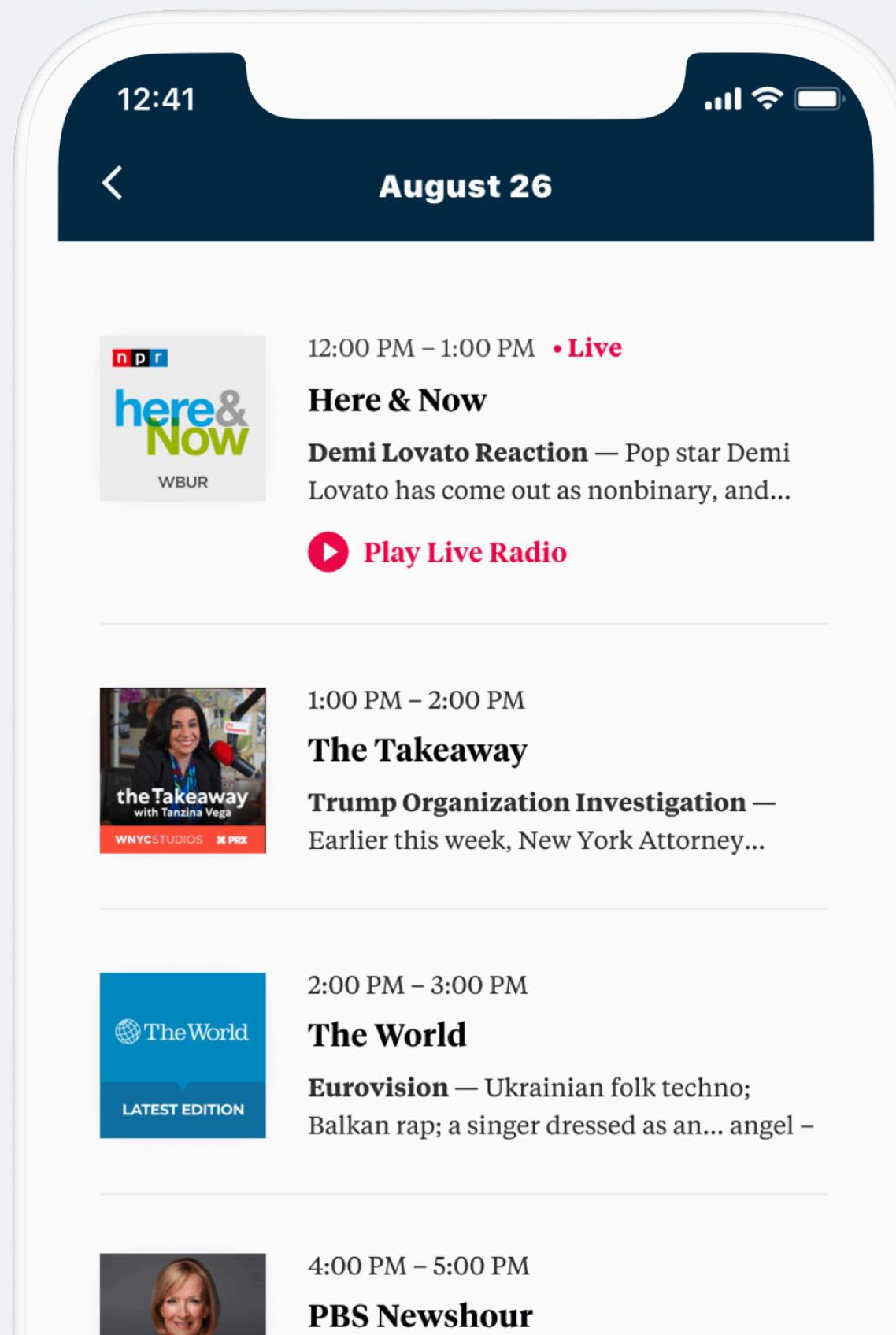


Live Player - Paused 20 Seconds Before Timeout



Live Player - Resumed





# Thank you

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For your time