



ONPoint PRESENTATION

Cindy Kalman | Presentation Designer

Part
#1

Before and After Samples

BEFORE



ROUND ABOUT

New Roads to Engine Efficiency

Presentation Prepared for ABC Company, 01/01/2020

Round About, Inc.
Jason Jones, CEO

AFTER



ROUNDABOUT

New Roads to
Engine Efficiency

Presentation Prepared for ABC Company | 01/01/2020

RoundAbout, Inc. | Jason Jones, CEO | j.jones@RoundAbout.com | 123-321-5678

Regional Support for The Product

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

- Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.
- Pellentesque habitant morbi tristique senectus et netus et malesuada fames acturus egestas. Proin pharetra nonummy pede. Mauris et orci.
- Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

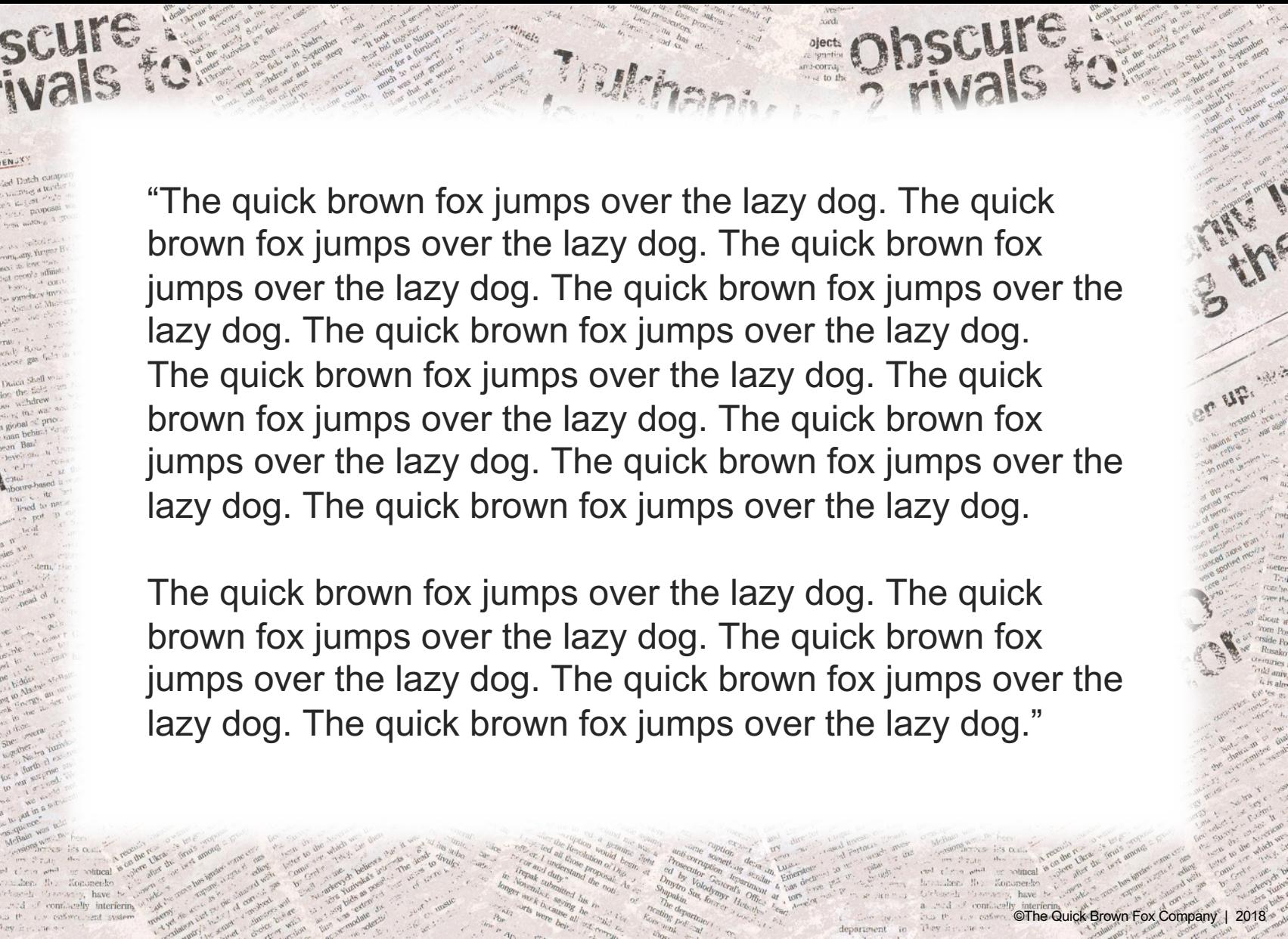
BEFORE

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

AFTER

Regional Support For The Product

The quick brown, fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



1. Information Gathering	2. Content Strategy & IA	3. User-driven design	4. RELEASE	5. Post-release Optimization
Examples: Stakeholder Vision Competitive Analysis Content Audit Target Segmentation Analytics	Examples: Audience Interviews Task Analysis Heuristic Analysis Content Taxonomy Customer Journey Sitemap	Comprises: Design concept Prototype Usability test Visual & UX style guide Card sort & usability Navigation model Scenarios Personas		Examples: Analytics Virtual Testing On-site UX Monitoring

UX Overview:

Our User-Centered Design Approach

1

INFORMATION GATHERING

Examples:

- Stakeholder Vision
- Competitive Analysis
- Content Audit
- Target Segmentation
- Analytics

2

CONTENT STRATEGY & IA

Examples:

- Audience Interviews
- Task Analysis
- Heuristic Analysis
- Content Taxonomy
- Customer Journey
- Sitemap

3

USER-DRIVEN DESIGN

Comprises:

- Design concept
- Prototype
- Usability test
- Visual & UX style guide
- Card sort & usability
- Navigation model
- Scenarios
- Personas

4

RELEASE

Examples:

- Usability test
- Visual & UX style guide
- Card sort & usability
- Navigation model
- Scenarios
- Personas

5

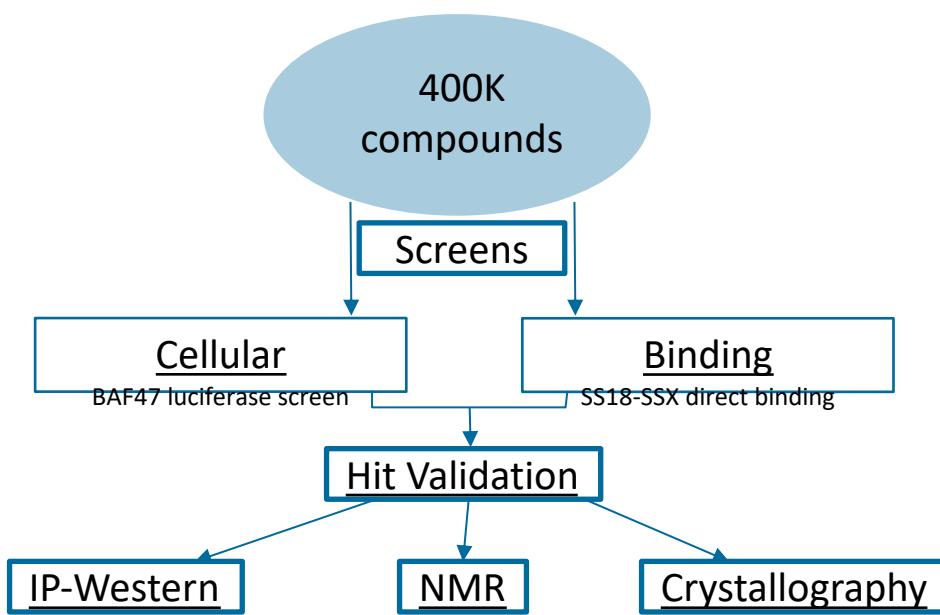
POST-RELEASE OPTIMIZATION

Examples:

- Analytics
- Virtual Testing
- On-site UX Monitoring

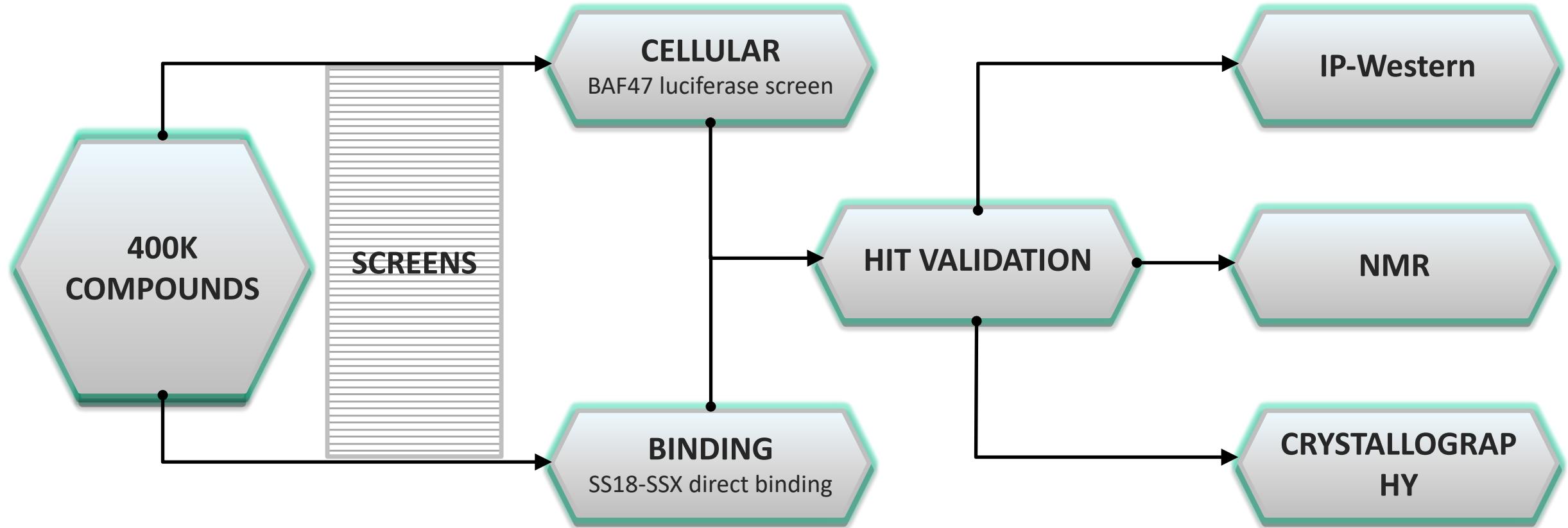
SS: Two Pronged Approach with Cellular and Binding Screens

Unbiased in Order to Capture Multiple Mechanisms of Inhibition



SS: Two Pronged Approach with Cellular and Binding Screens

Unbiased in Order to Capture Multiple Mechanisms of Inhibition



Five Buckets

- Family & Friends
- Work & Career
- Community - Connections
- Financial
- Personal Growth and Development



AFTER

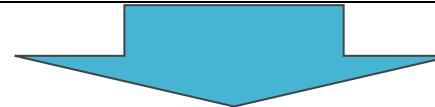
Five Buckets



The Quick Brown Fox Jumps Over The Lazy Dog

ABC for The Quick Brown Fox

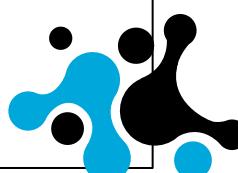
- The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

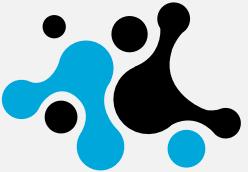


- The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog:
 - Jumps over the lazy
 - Jumps over the lazy



- ABC FOR THE QUICK BROWN FOX





2020
WINNER

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

ABC, The Quick Brown Fox

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

and

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog:

- o The Lazy dog
- o The Lazy dog
- o Jumps the Lazy dog
- o The Lazy dog / Phobias
- o The Lazy dog
- o The Lazy dog, Lazy dog

so

- ✓ IMPROVED DOG JUMPS

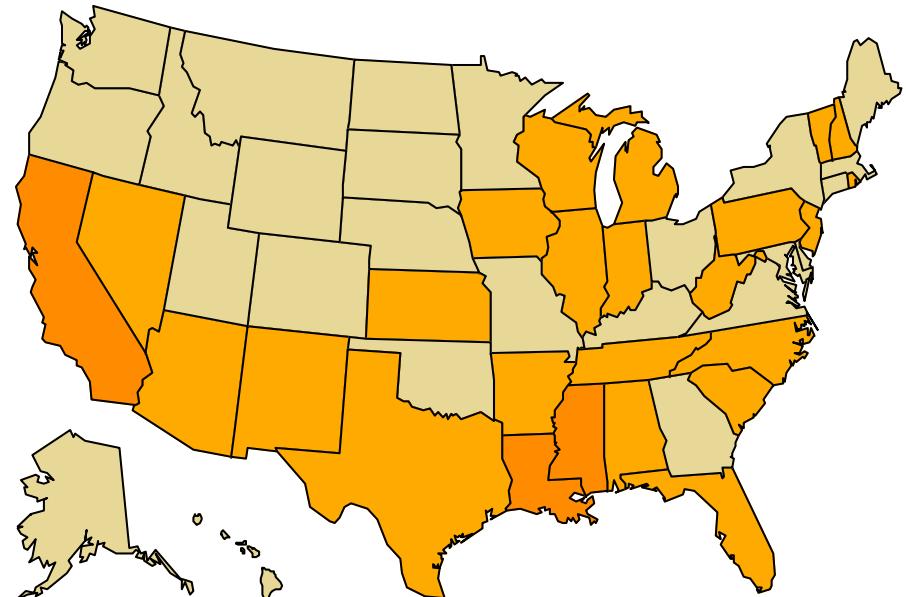
Diabetes – An Epidemic

AMIDE BIO

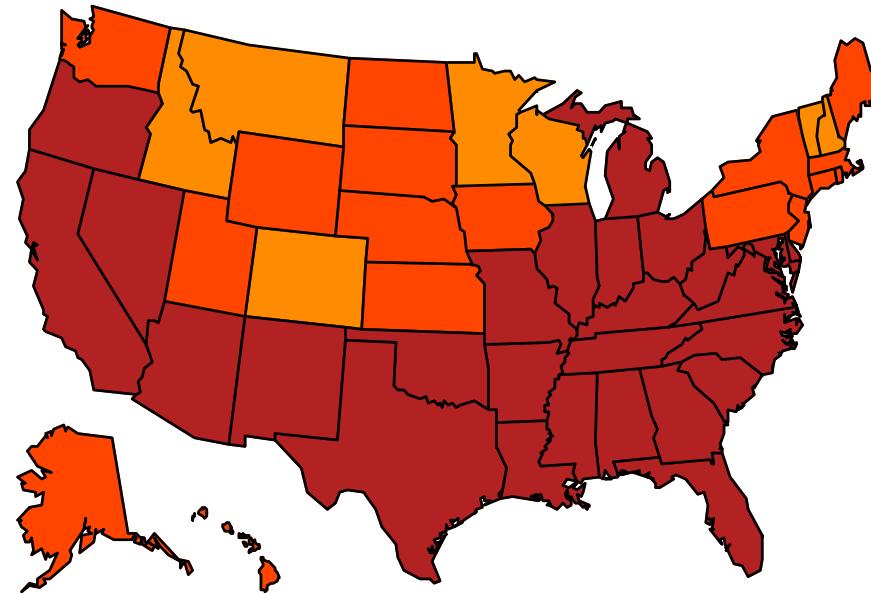
BEFORE

Age-Adjusted Prevalence of Diagnosed Diabetes Among US Adults

1995



2015

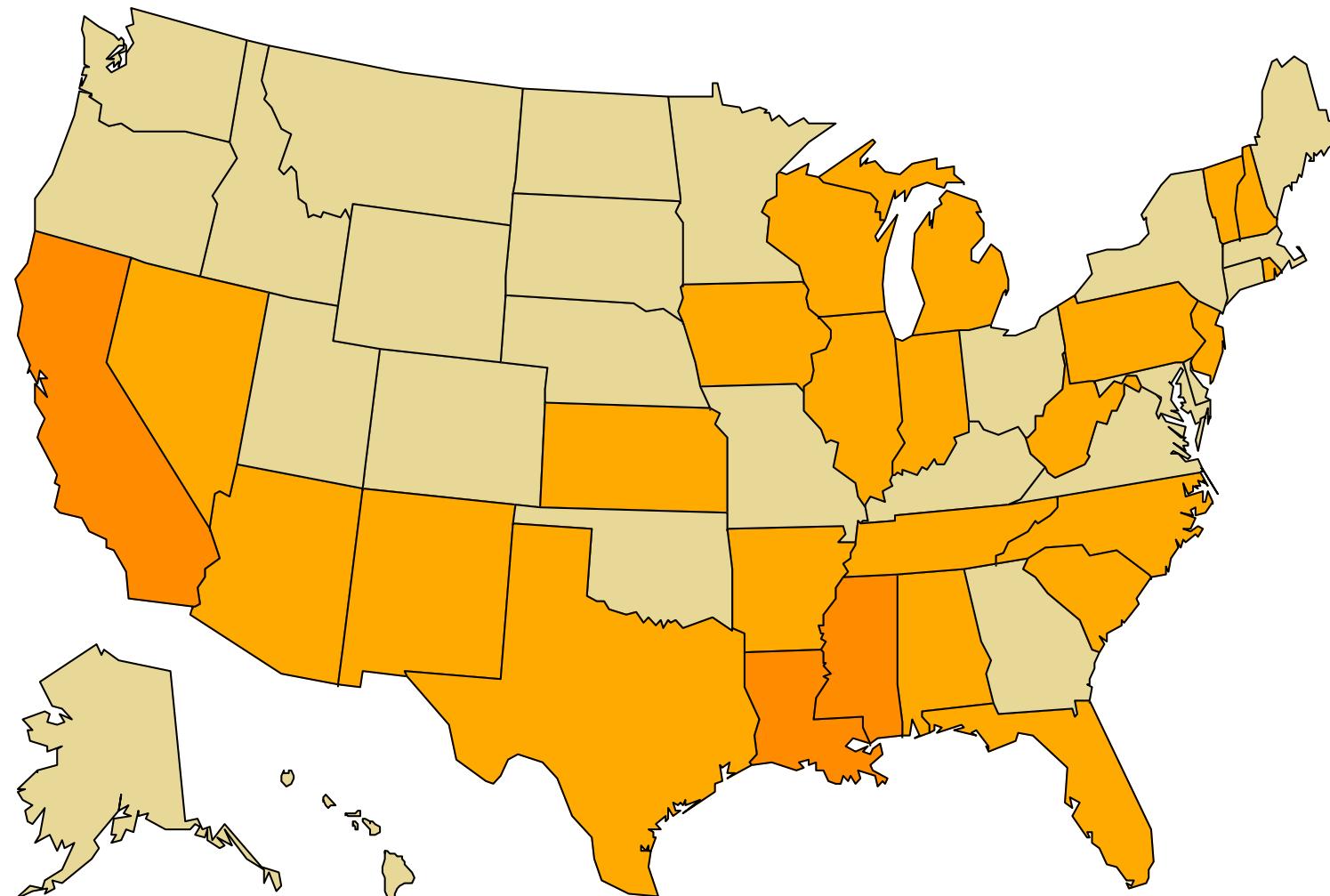


%	Number of States	
	1995	2015
< 4.5	25	0
4.5 - 5.9	22	0
6.0 - 7.4	3	7
7.5 - 8.9	0	17
≥ 9.0	0	26

Diabetes – An Epidemic

AMIDE BIO

Age-Adjusted Prevalence of Diagnosed Diabetes Among US Adults



1995

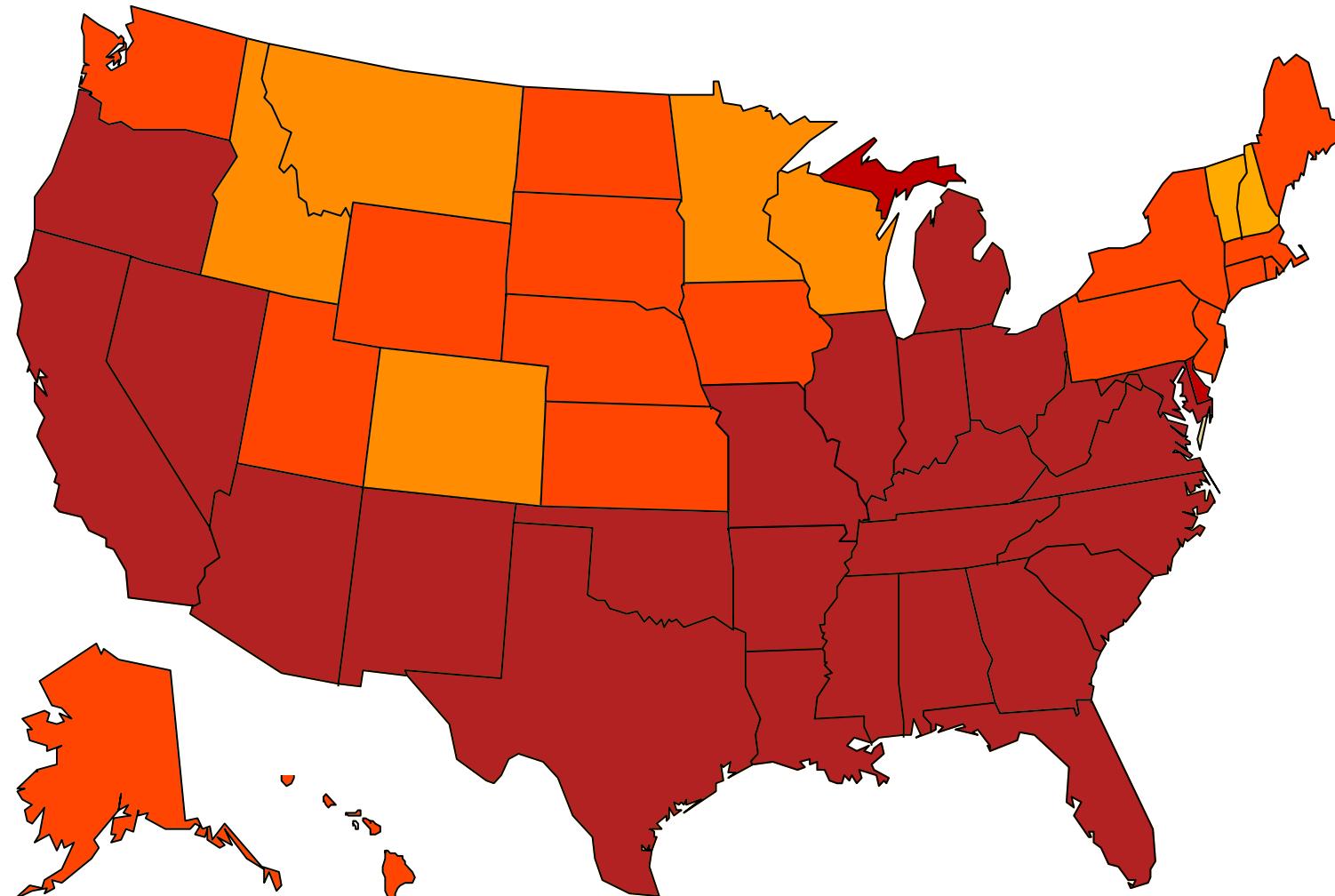
Number of States	% prevalence
25	< 4.5
22	4.5 - 5.9
3	6.0 - 7.4
0	7.5 - 8.9
0	≥ 9.0

CDC's Division of Diabetes Translation. United States Surveillance System available at <http://www.cdc.gov/diabetes/data>

Diabetes – An Epidemic

AMIDE BIO

Age-Adjusted Prevalence of Diagnosed Diabetes Among US Adults



2015

Number of States	% prevalence
0	< 4.5
0	4.5 - 5.9
8	6.0 - 7.4
16	7.5 - 8.9
26	≥ 9.0

CDC's Division of Diabetes Translation. United States Surveillance System available at <http://www.cdc.gov/diabetes/data>

Part
#2

Sample graphic slides

Diagram

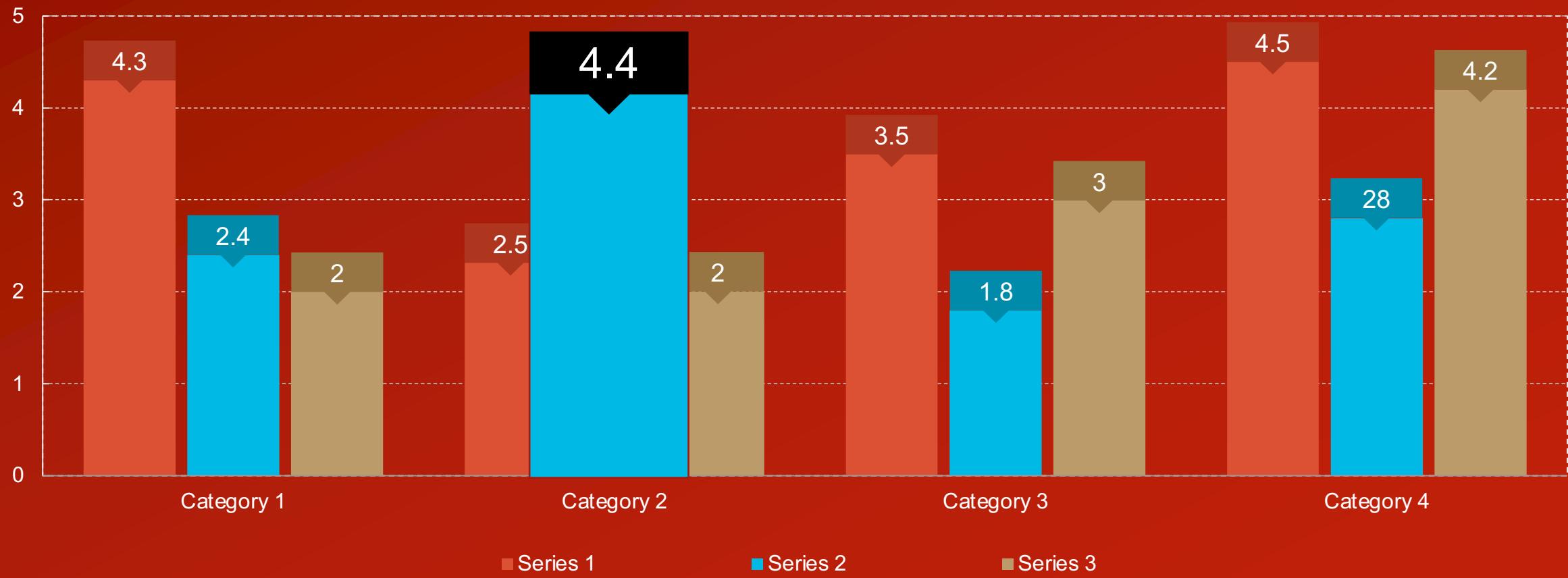


Table

COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4
Row 1 Text	\$5,000.87	\$15,000.87	\$5,900.87
Row 2 Text	\$8,000.45	\$18,000.45	\$8,200.45
Row 3 Text	\$6,000.72	\$64,000.72	\$63,000.72
Row 4 Text	\$7,000.00	\$75,00.00	\$67,000.00
Total Row	\$26,002.04	\$172,002.04	\$144,102.04

Chart

Chart Title



4-Column



LOREM IPSUM NUN TUNZC VT

Pellentesque habitant morbi
tristique senectus et netus et
malesuada fames ac turpis
egestas. Proin pharetra
nonummy pede.

Mauris et orci. Pundi mor.



LOREM IPSUM NUN TUNZC VT

Pellentesque habitant morbi
tristique senectus et netus et
malesuada fames ac turpis
egestas. Proin pharetra
nonummy pede.

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malesuada fames ac turpis
egestas. Proin pharetra
nonummy pede.

Mauris et orci. Pundi mor.

Timeline

JANUARY

January 18

Lorem ipsum dolor
sit amet,
consectetuer
adipiscing elit
maecenas

FEBRUARY

February 9

Lorem ipsum dolor
sit amet,
consectetuer
adipiscing elit
maecenas

MARCH

March 4

Lorem ipsum dolor
sit amet,
consectetuer
adipiscing elit
maecenas

APRIL

April 22

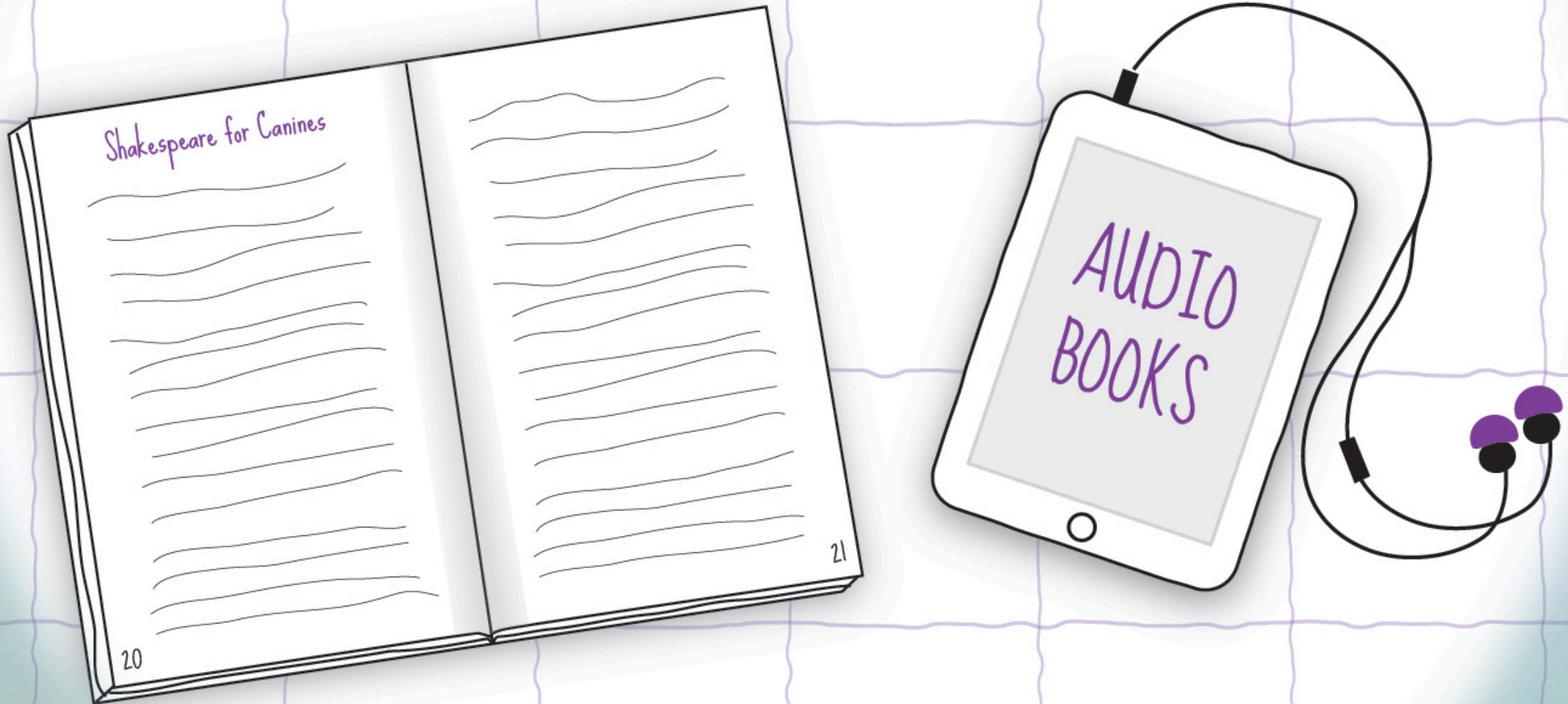
Lorem ipsum dolor
sit amet,
consectetuer
adipiscing elit
maecenas

MAY

May 31

Lorem ipsum dolor
sit amet,
consectetuer
adipiscing elit
maecenas

However, 'Ear Reading' can be sped up to level the playing field!



Men earn more than

50%

additional income
than women in
same profession

70,000

60,000

50,000

40,000

30,000

20,000

10,000

0



INCIDENT RESPONSE MANAGEMENT

PREPARE

TEAM TRAINING

- a) run simulations
- b) escalate events from existing systems

1

ASSESS

EVALUATE AND ENRICH EVENTS AGAINST...

- a) run simulations
- b) escalate events from existing systems

2

MANAGE

COORDINATE EFFORTS

- a) assign tasks
- b) share incident status
- c) report on progress

3

4

MITIGATE

TAKE ACTION & REFINE PROCESS

- a) implement *mitigation*
- b) document performance
- c) conduct post-mortems

REPEAT



ONPoint PRESENTATION

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Thank You!