

Redesigning Telerik Analytics

Project Team

Andrew Pucci (lead designer)
Thomas Høst Andersen (lead engineer)
Kostadin Kushlev (design lead)

Responsibilities

Visual Design
Interaction Design

Tools Used

Adobe Illustrator
Skype

What is Telerik Analytics?

Telerik Analytics was a service that helped teams make data-driven decisions about their products. It collected usage trends on things like installations, versions, and session length.

Challenge

When Telerik acquired EQATEC in early 2013, the goal was to transition the Silverlight-based web interface to HTML5 and CSS3. I joined to lead the effort to build brand consistency with existing Telerik products.

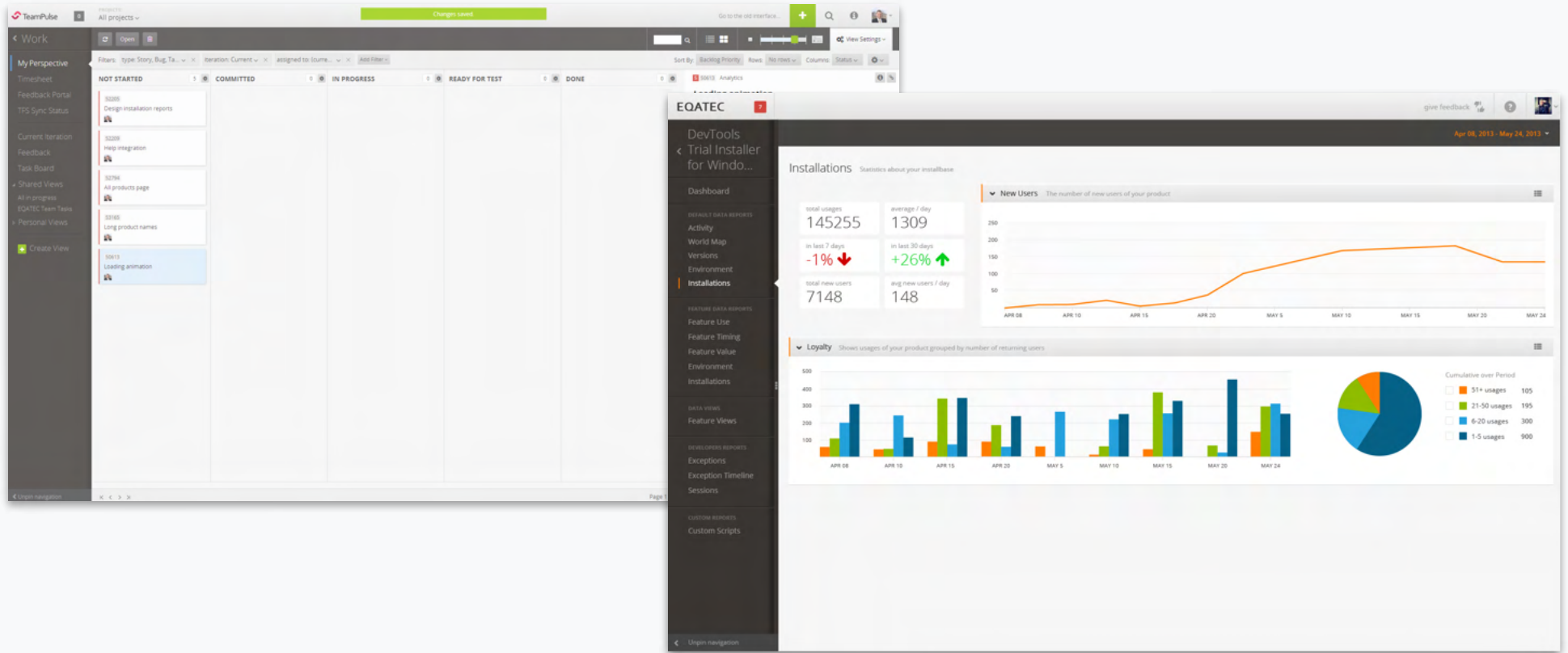


<http://bristowe.com/blog/2013/10/10/eqatec-monitoring-of-windows-store-apps>

The Telerik acquisition of EQATEC

Telerik acquired EQATEC to add application analytics to the suite of tools it offered. To offer a modern experience and a few long-awaited features, the interface technology needed to be updated. Silverlight was nearing end-of-life and was not available on popular mobile devices at the time.

Above, a screenshot of the product at the time I joined the project.



Rebranding the EQATEC interface

The product owner, lead developer on the EQATEC team, and I decided to update the interface to fit with existing Telerik products like TeamPulse, shown on the left.

I then worked to translate each element of the interface to the new style using Illustrator. A sample rendering, on the right. This approach was especially appreciated by the developer since existing UI code could be reused, reducing the time to delivery.

Scope change!

Partway through the project, Telerik announced the upcoming release of Telerik Platform. This was a suite of products that enabled planning, development, and deployment of cross-platform and mobile applications. EQATEC was slated to add measurement as a new offering and was thus rebranded as Telerik Analytics.

The Telerik Platform experience was being designed at company headquarters in Bulgaria. I took a trip to join other product designers at HQ to converge on a shared style guide, a precursor to what we would call a design system today.

Once we finalized the style guide, I got to work updating the interface designs for Telerik Analytics.

On the right, one in-progress version of the styleguide.

Telerik Application Platform Styles v1.4

Colors



Fonts

Open Sans Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...
1 2 3 4 5 6 7 8 9 0

Open Sans Semibold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...
1 2 3 4 5 6 7 8 9 0

Open Sans Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm ...
1 2 3 4 5 6 7 8 9 0

Headings

H1 Page Title 20px
H2 Section Title 18px
H3 Small Section Title 16px
H4 Item Title 14px
H5 Action Item Title 12px
H6 Item Title 10px
H7 Item Title 8px
H8 Item Title 6px

Text Area

You can use this style for regular text or a description. Underline the [typelink](#) as an additional visual marker. 12px / 12px

Here goes the next paragraph and you can make something **Bold** or *italic* to make it stand out. Last but not the least goes the style for [typelink](#). 12px / 12px

Secondary texts
This is the size suggested for the minor description texts. These could also use bold and italic styles but feature [typelink](#). 12px / 12px

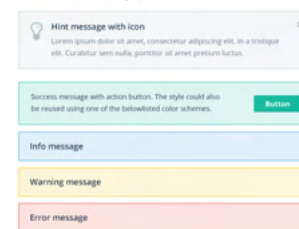
Hints and Examples
The small text style is used for the hints again with bold, italic and [typelink](#) style. 12px / 12px

ToolTips

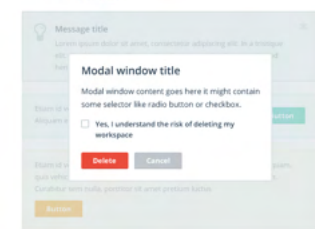
Tooltip title
Nulla tempus scelerisque pulvinar. Praet urna elementum turpis, mauris, ipsum.

Tooltip title
Nulla tempus scelerisque pulvinar. Praet urna elementum turpis, mauris, ipsum.

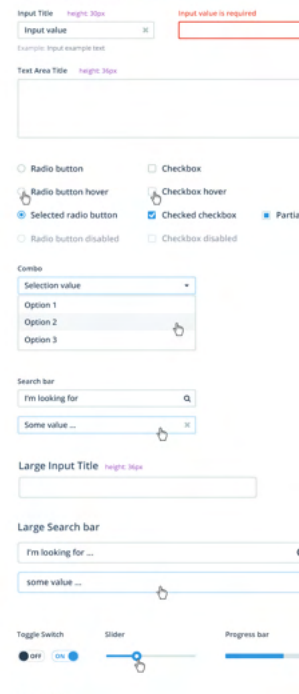
Messages



Modal



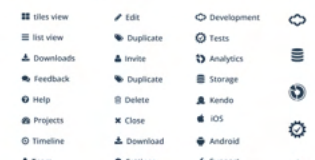
Form elements

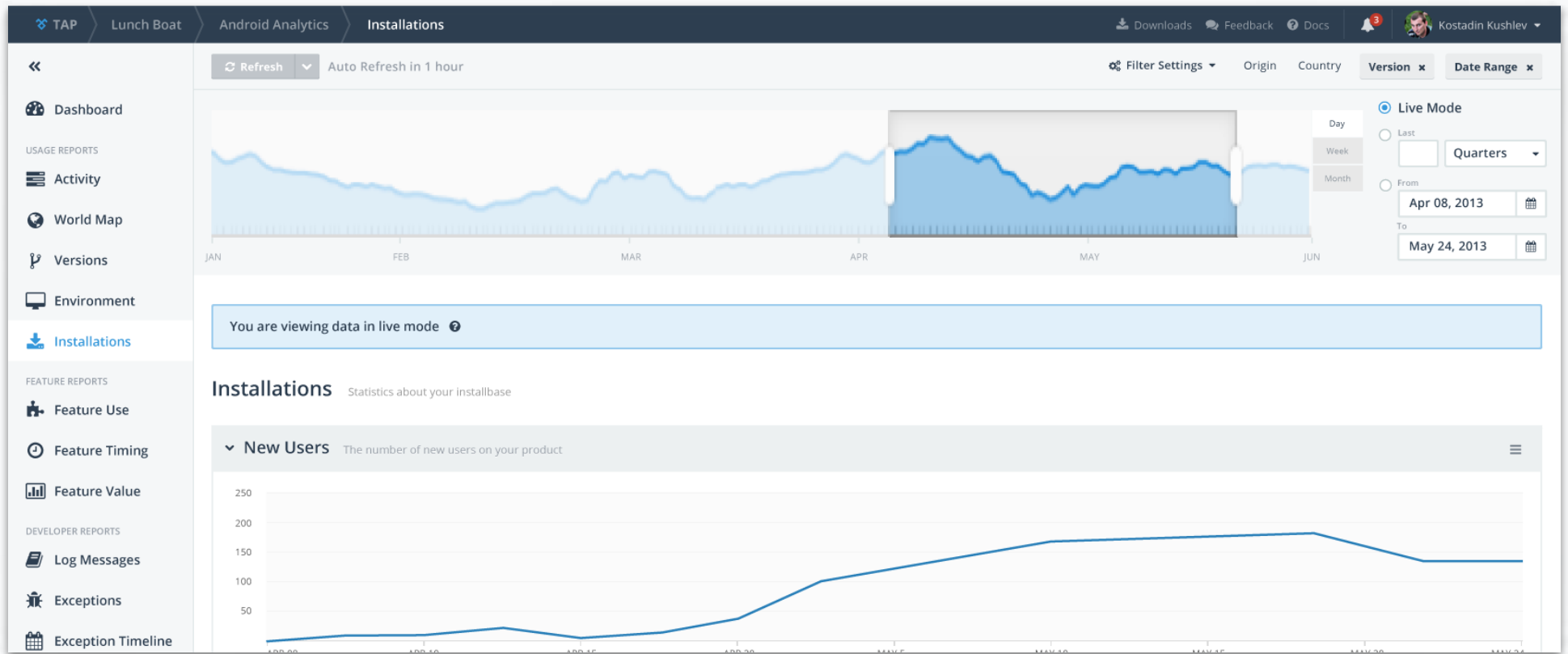


Buttons



Icons & Glyphs



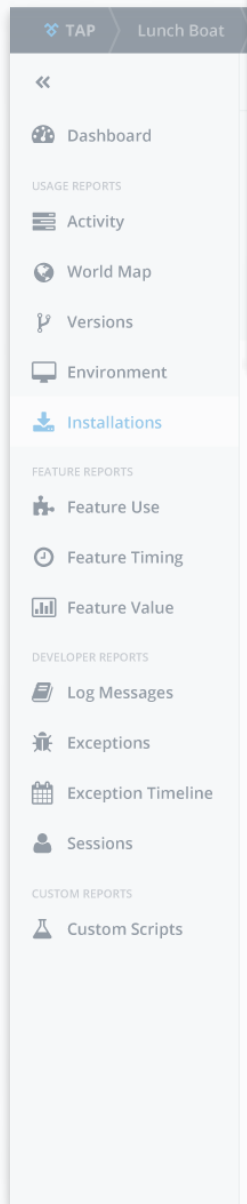


Final rendering of the rebranded interface

I translated the Telerik Platform style guidelines to the new Telerik Analytics interface. Some aspects of the UI had no room for experimentation. For example, the top navigation was shared between all application in Platform and the interactions available there needed to be supported in our interface, as well.

Other areas, though, were more open to experimentation and are explained further on the next page.

In the original interface, the filters were at the bottom of the screen and were missed by many study participants. Moving that to the top and clarifying that they were interactive rather than informative helped users find the information they were looking for more easily.



You are viewing data in live mode ?

Installations

Statistics about your installbase

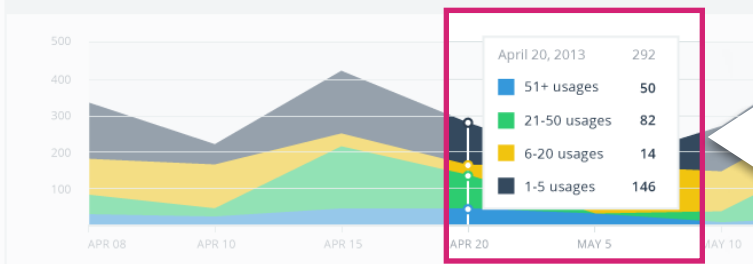
New Users

The number of new users on your product



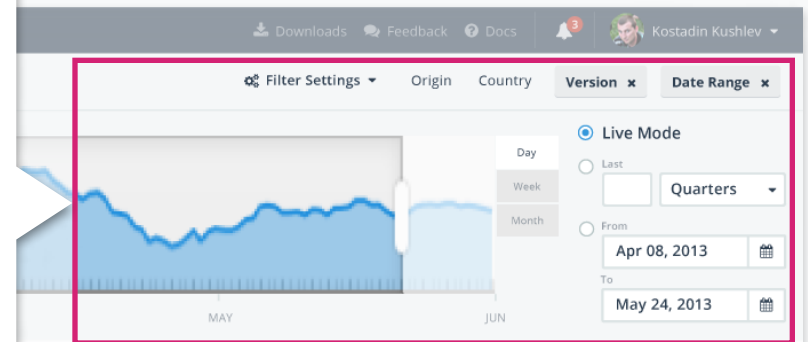
Loyalty

Shows usages of your product grouped by number of returning users



April 20, 2013	292
51+ usages	50
21-50 usages	82
6-20 usages	14
1-5 usages	146

I noticed in usability studies that it was hard for users to quickly get the daily total when they hovered over charts. In the new design, I added that to the header.



Simulative over Period

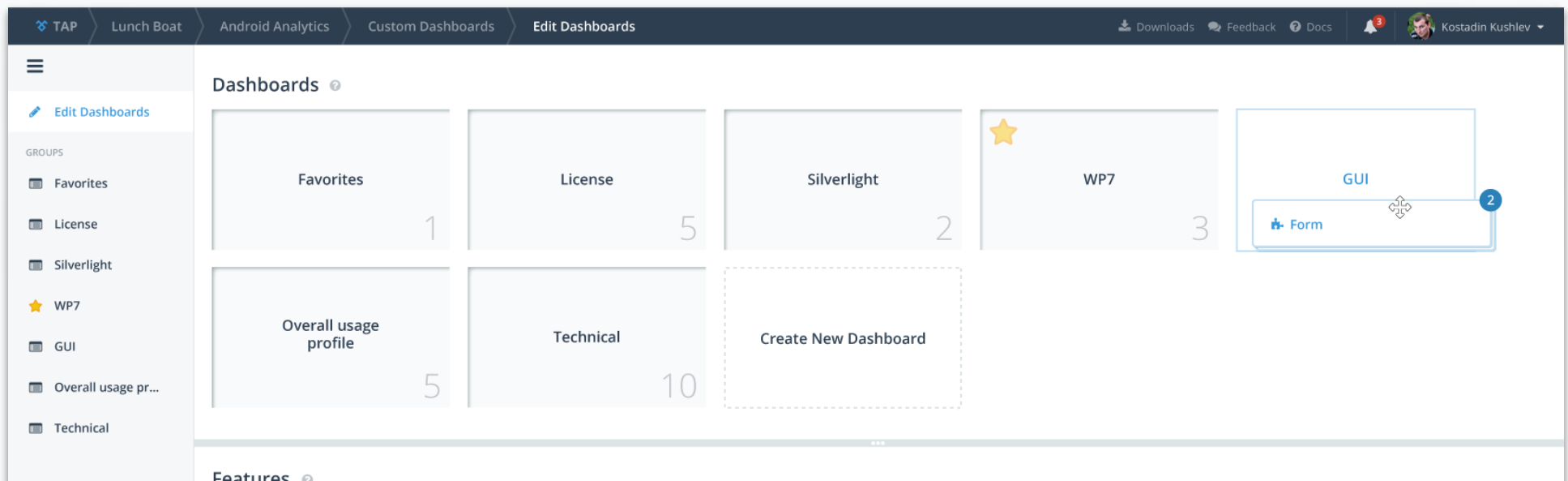
51+ usages	105
21-50 usages	195
6-20 usages	300
1-5 usages	900

Usability Studies

Each time I completed a rendering for each section of the interface, the developer would add it to the prototype. This was a completely functional prototype so we were able to get it in front of users to get feedback.

Once we had a solid set of features prototyped out, I scheduled remote usability studies with a slate of beta testers. I asked each participant to perform a few of the actions we had identified as high priority. This study led to a few tweaks to the interface design that made those tasks easier to complete, confirmed by a follow up study.

During these studies, I was also able to gather feedback about desired functionality. It became obvious that users needed a way to customize their dashboards so they could have an at-a-glance view of the data most important to them. A brief, high-level overview of that solution is shown below.



Conclusion

Telerik Analytics shipped on time in early 2014 and was sunset in 2018.

This was one of the first projects where I had the chance to work with a developer in real time. This iterative process helped me update the design to help reduce the development time and address user needs at the same time.

Working with teammates in Denmark and Bulgaria forced me to be deliberate with my communications. Our respective timezones only allowed for a small window of real-time collaboration each day.

One key takeaway I had from this project was to get feedback as early and often as possible. Include users in that early feedback cycle, if you can. It is much easier to change the interface in the design phase than it is once it has been implemented.