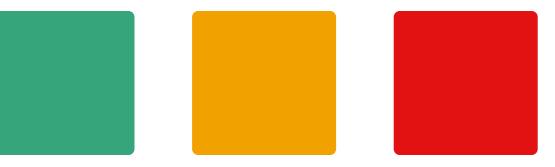




# **Alan Hensel**

# **2020 Portfolio**

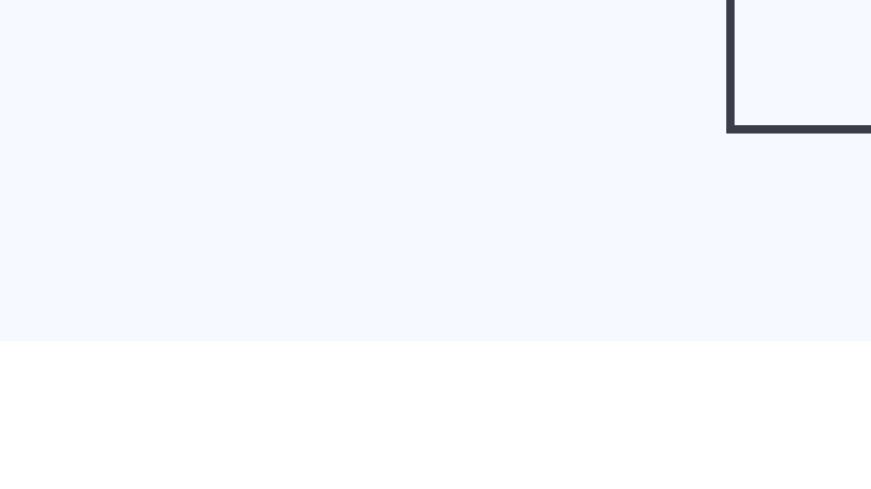
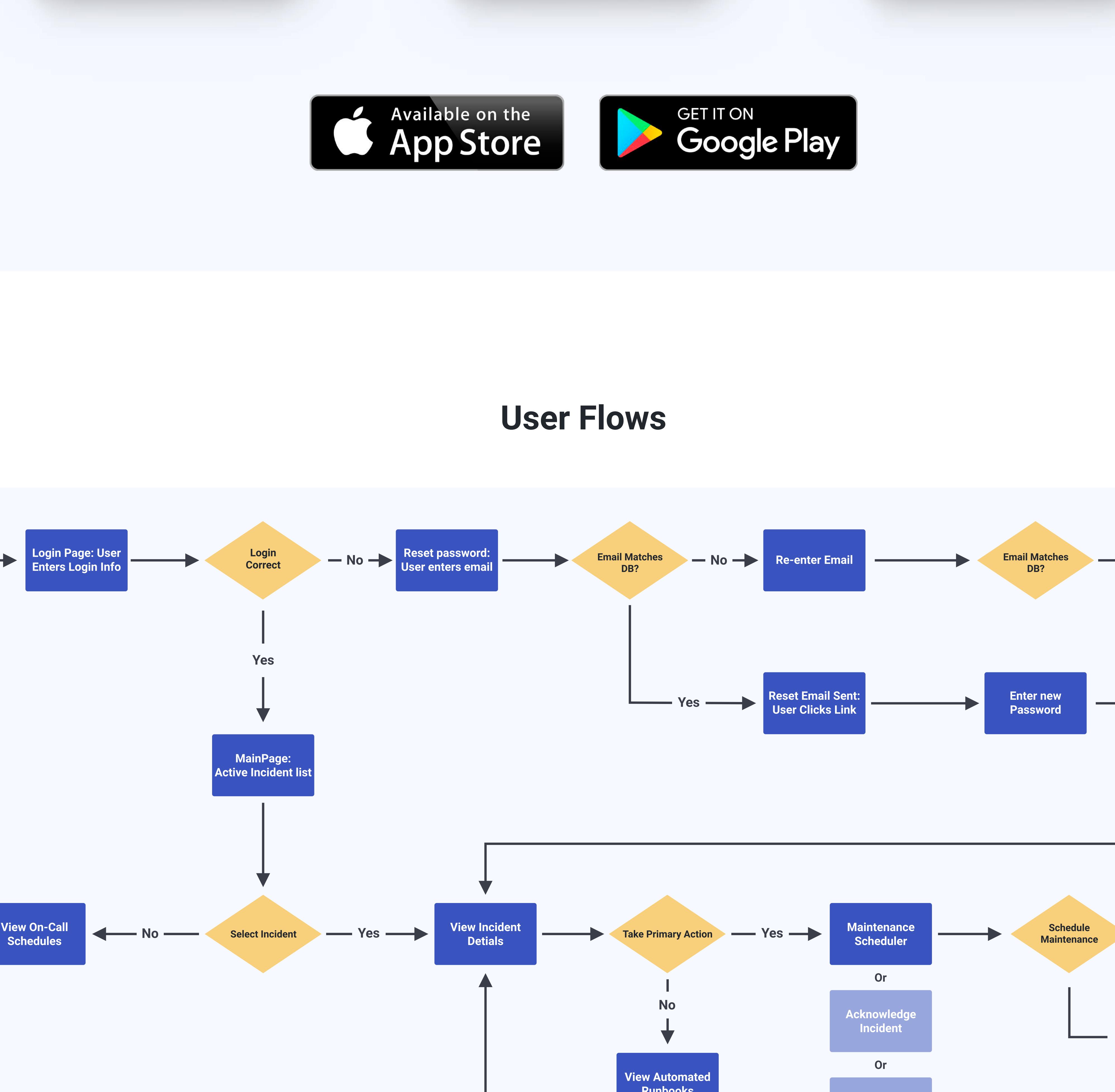


# Panopta Mobile App

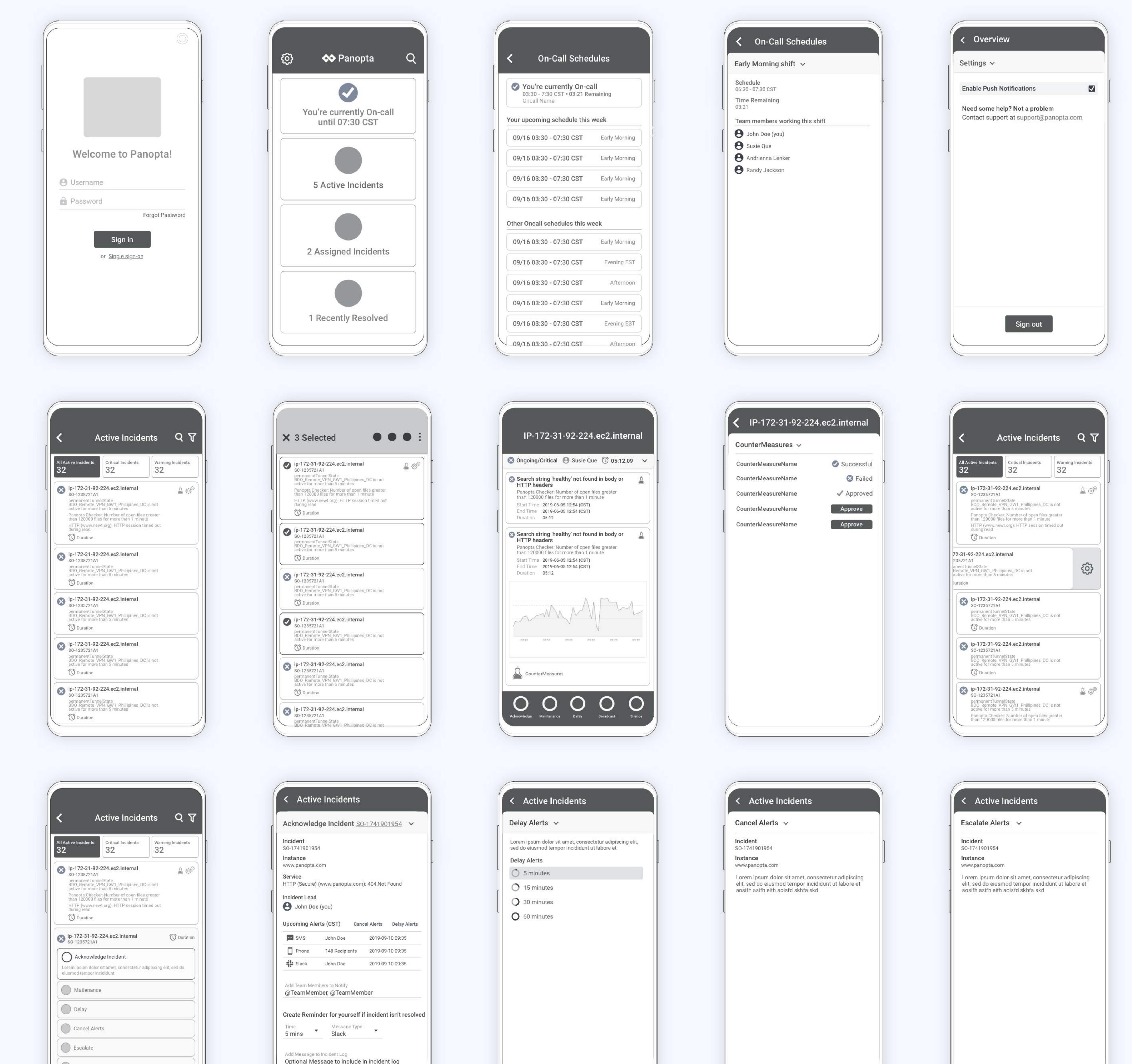
## Overview

As lead UX/UI designer on this project, I balanced the available technology, business goals, and user needs to create an effective solution that helps solve incident response and remediation problems IT professionals deal with daily.

The Panopta mobile application gives IT Teams full insight into their infrastructure while on-the-go. You can receive outage/warning notifications, put your servers into maintenance, collaborate with teammates, view on-call schedules, and get quick access to infrastructure performance data.



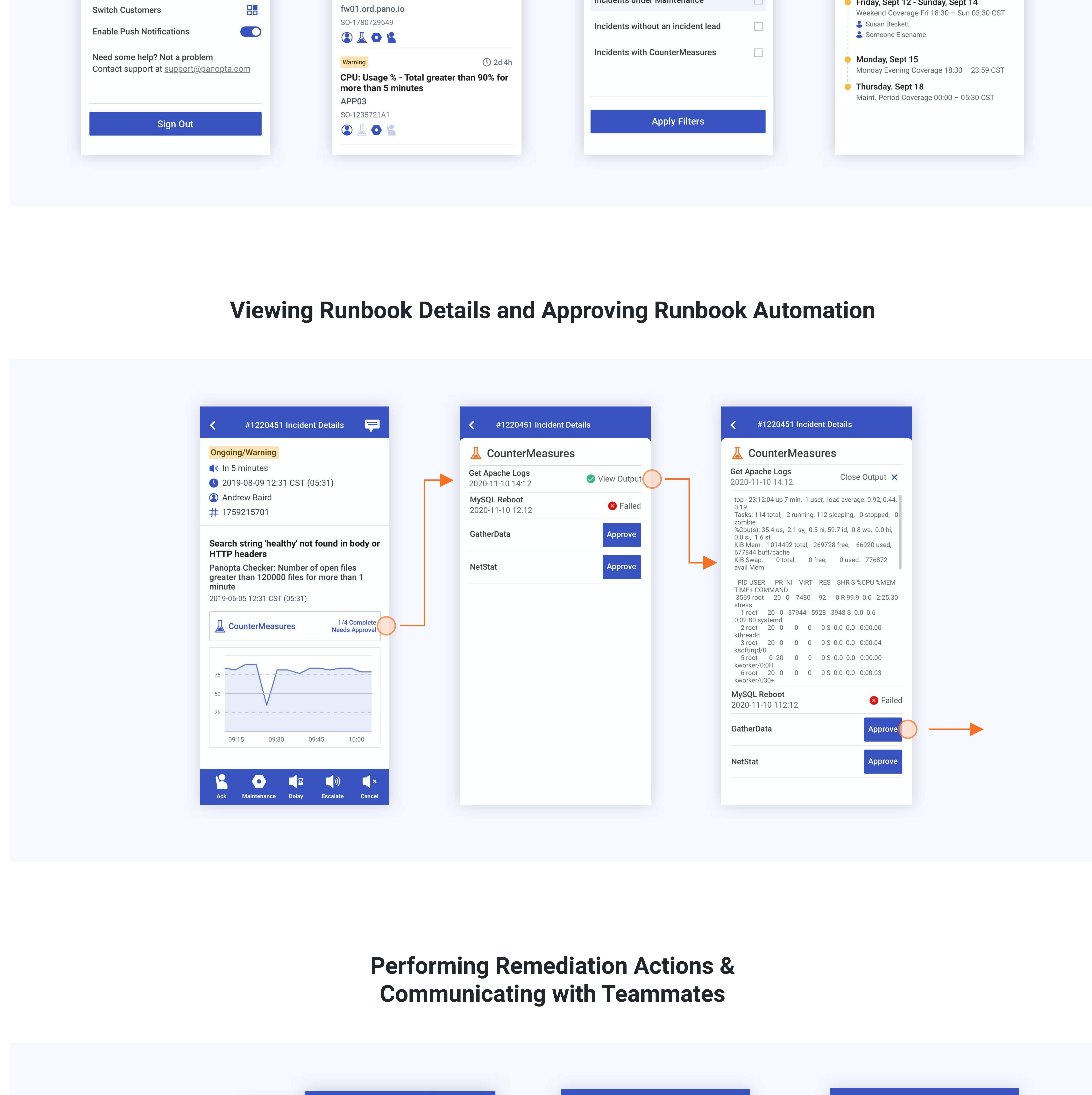
## User Flows



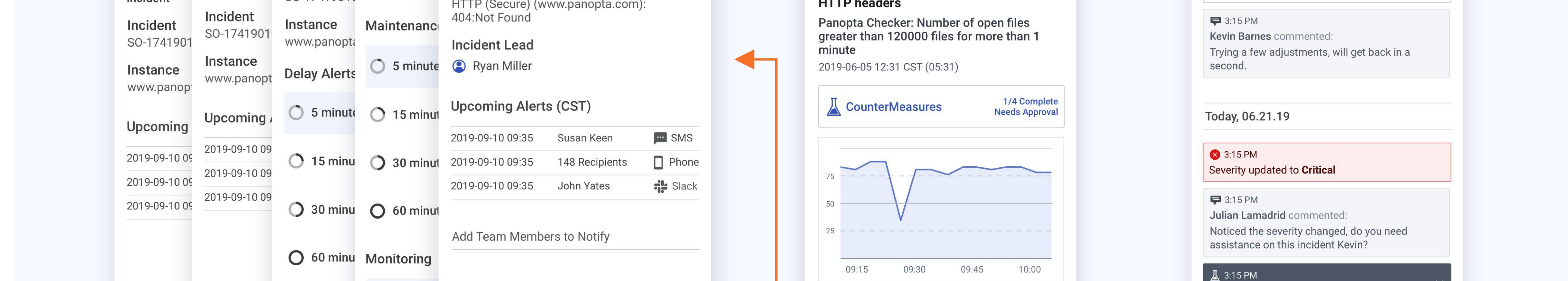
## Wireframes & Prototype

With an application map and primary user flows, wireframes were built to visualize the following workflows: logging into the application, viewing on-call schedules, performing remediation tasks, viewing incident details, approving automated runbooks, and messaging teammates.

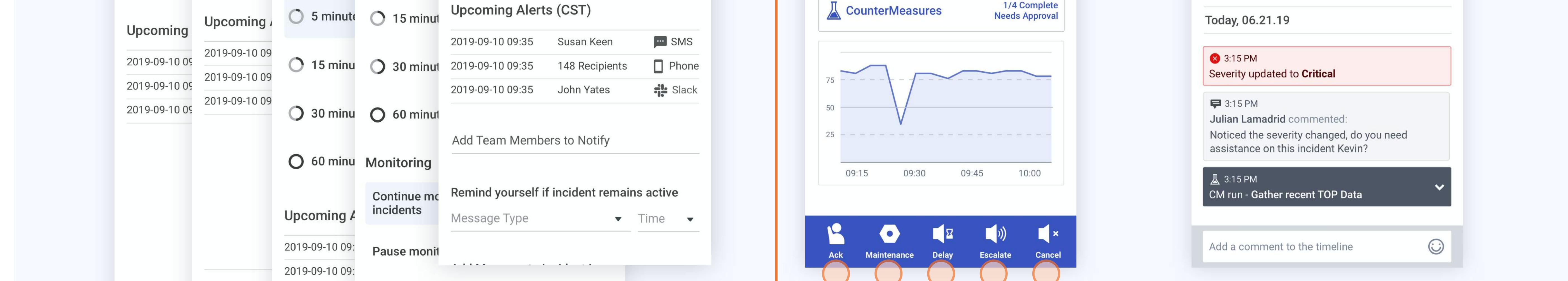
Following wireframes, I built a prototype and performed numerous rounds of usability testing with existing customers and teammates, all helping to improve interactions & UI, categorize information more effectively, and validate hypotheses.



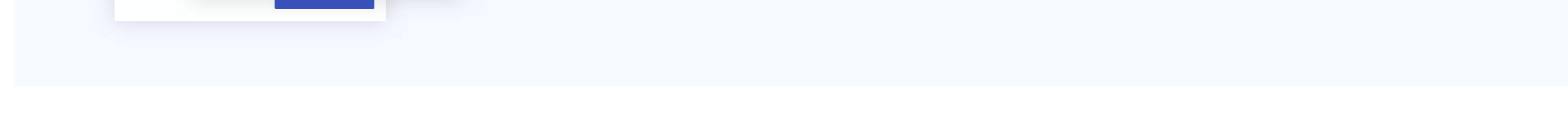
## Filtering Incidents, Accessing Settings, and Viewing On-Call Schedules

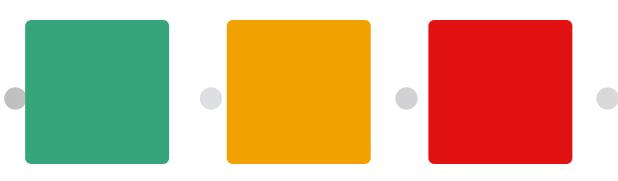


## Viewing Runbook Details and Approving Runbook Automation



## Performing Remediation Actions & Communicating with Teammates



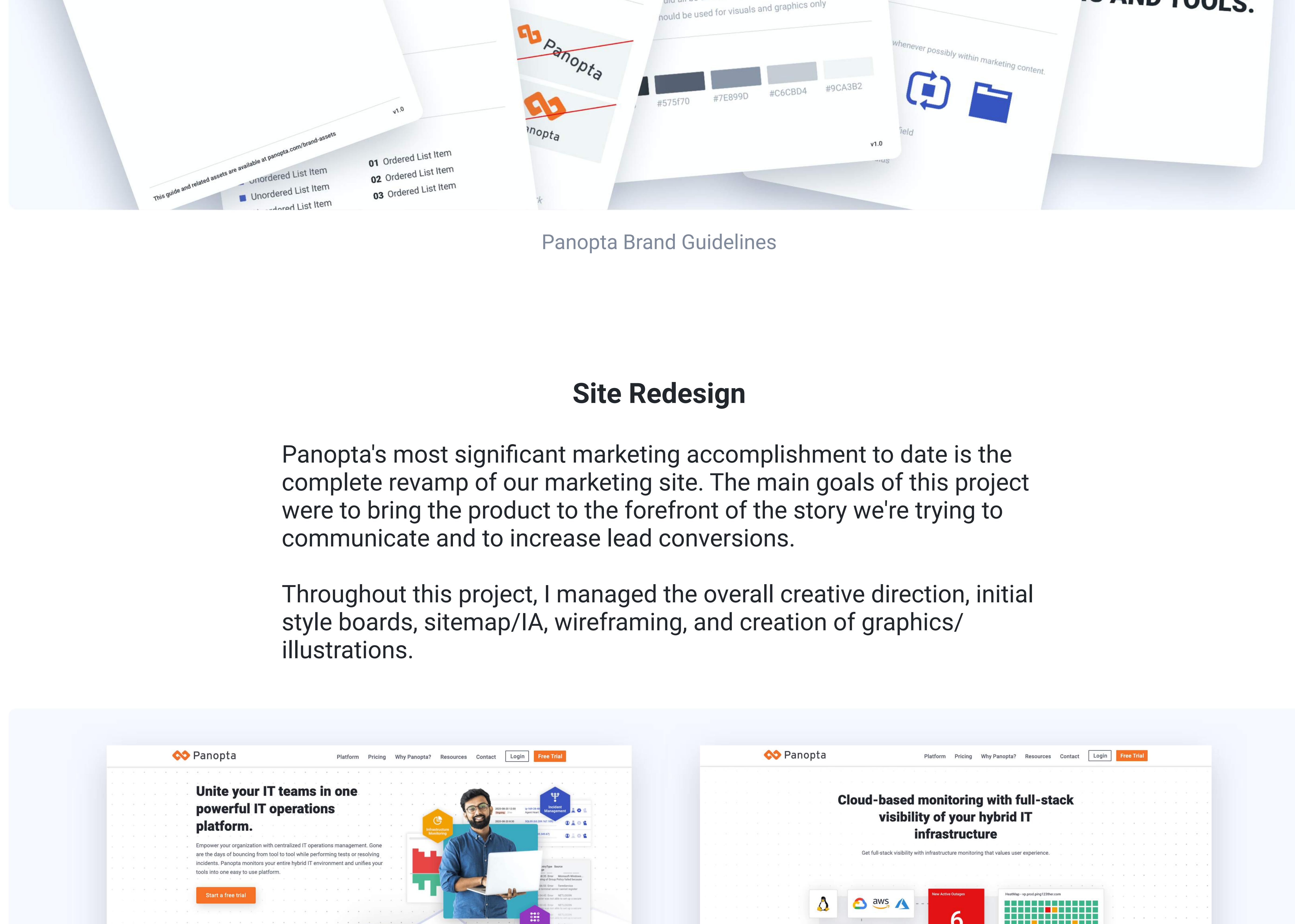


# Identity & marketing

## Overview

Working within a lean start-up team means having a side hustle & wearing many different hats. Besides leading product design at Panopta, I have been acting as the company's stand-in creative director.

During this time, I've helped reshape the Panopta brand to be more in line with our product, defined brand standards, lead creative direction for our site redesign, and upheld the creation of all marketing collateral & graphics.

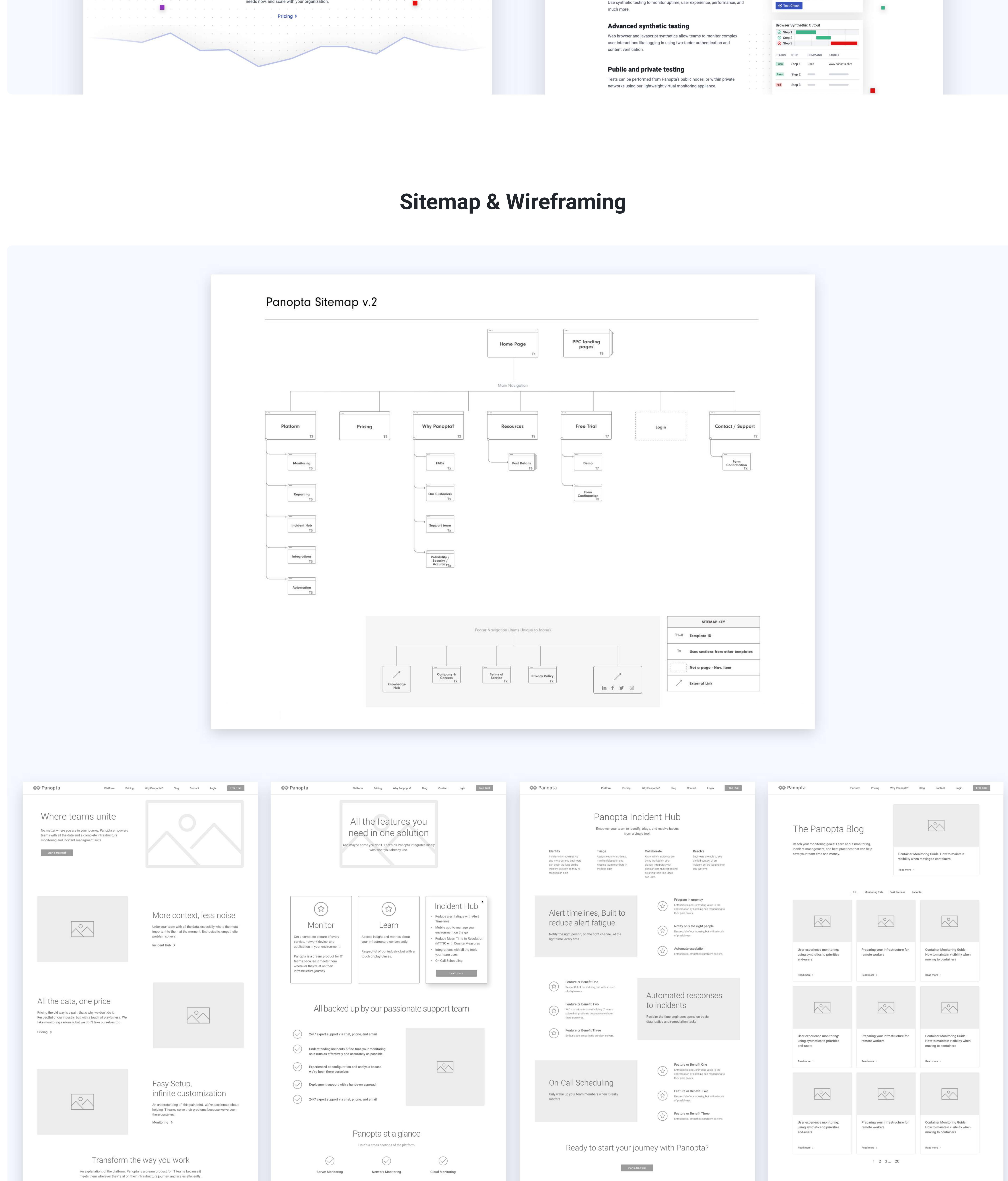


Panopta Brand Guidelines

## Site Redesign

Panopta's most significant marketing accomplishment to date is the complete revamp of our marketing site. The main goals of this project were to bring the product to the forefront of the story we're trying to communicate and to increase lead conversions.

Throughout this project, I managed the overall creative direction, initial style boards, sitemap/IA, wireframing, and creation of graphics/illustrations.



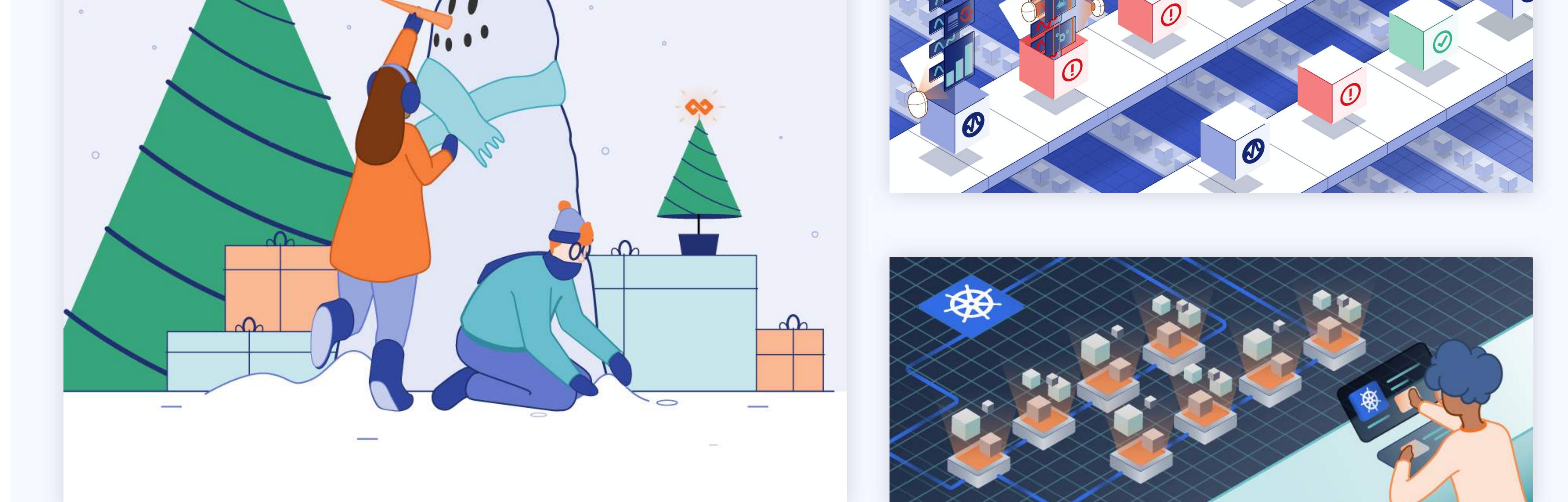
Sitemap & Wireframing



Sitemap & Wireframes

## Illustrations & Product Graphics

Below you will find a collection of some of the illustrations and product graphics I have created over my time with Panopta. If you're interested in seeing more check out the Panopta website - all current graphics on the site were created by me.





# Incident Hub



## Objective

Define and leverage a system of incident response tools to help restructure the Panopta product as not only an infrastructure monitoring platform but also as an incident response tool.

## Overview

This project encompassed an expansive system of new product features geared towards providing complete visibility of incidents across complex infrastructure setups to help resolve customer pain points. From seemingly smaller features like automation runbooks, performance charts/filters, and incident summaries to much larger undertakings like the Incident Overview experience, browser-synthetic checks, alert timelines, and in-dashboard communication, the incident hub provides tools to help teams diagnose and resolve incidents, automate environments/alerts, and easily collaborate across teams.

The screenshot displays the Panopta Incident Hub interface. On the left, the 'Timeline & Messages' panel shows a list of incidents and their status (e.g., Ongoing, Critical). It includes a search bar, a 'All Communications' dropdown, and a timeline chart showing response times over the last 12 hours. On the right, the 'Incident Details Screen & Incident Overview Screen' panel shows a summary of incidents, including a chart of 30-day availability and a list of affected services. The services listed include panopta.com/server..., Server, google.com/serv123..., and another Server entry. Each service has a detailed view of its heartbeat status, including timestamps, severities (Warning or Ongoing), and durations.

Incident Details Screen & Incident Overview Screen

## User Interviews & Research

To begin creating the entirety of our incident management experience, the product team held multiple rounds of user interviews to help fully understand the pain points Support/Ops Teams deal with regularly.

	Alerting	Incident diagnostics	Team Communication	Monitoring Automation	Post-Mortem	Tool Management
Pain Points	Third-party incident response tools don't provide alert customization based on metric thresholds causing unnecessary alerting & team burnout	There is difficulty correlating which metric(s) are causing specific service outages/errors	Communication outside of infrastructure monitoring tools creates a disconnect between data and teams which, prolongs the length of outages	Manually resolving common service outages wastes time and hurts SLAs	Third-party tools rarely offer historical documentation preventing easy access to important post mortem information	Managing alerts and communicate in third-party tools creates expensive tool sprawl
Opportunities	It'd be nice if alerting was highly customizable with app integrations and could be set at a more granular level focused around specific metric thresholds/time periods	Grouping metrics based on the service/outage they affect would help engineers understand how certain metric's problems fit within the overall outage, as well as the severity of the outage itself	The ability for in-platform communication would allow teammates to collaborate more seamlessly helping lead to quicker remediation of incidents	Automating common diagnostic/remediation scripts & tasks would help take the burden off of engineers, allowing them to focus their efforts and time elsewhere.	Having the ability to easily view past & present incident details, would help provide engineers with crucial information about their infrastructure	Managing alerting & communication needs within the Panopta platform would create a more seamless experience, as well as help eliminate tool sprawl/duplication

## Incident Details Experience

The Incident Details Screen is the center point of the incident Hub, housing the majority of features used to diagnose incidents, resolve incidents, collaborate as a team, and automate tasks.

This screenshot shows the Incident Details Screen for an ongoing critical incident. The top navigation bar includes links for Dashboards, Monitoring, Settings, Reporting, Incidents, and a search bar for instances. The main area displays the incident details for IP 1748243665, which is currently critical and has been ongoing since 2019-06-05 12:01 CST. The timeline shows messages from Sharon Klein and Kevin Barnes, along with automated notifications for incident detection and severity level changes. A detailed chart shows the agent heartbeat over the last 12 hours, with a significant dip around 09:45. Diagnostic sections include Traceroutes, CounterMeasures, and Browser Synthetic Check results for Johannesburg.

Incident Details Screen

## Side Bar Messaging, Active Incidents Pane & Performance Charts

This screenshot illustrates the integration of messaging, incident management, and performance monitoring. On the left, the Side Bar Messaging pane displays a list of messages from Kevin Barnes, Sharon Klein, and others, along with attachments like a StandardFile.svg. In the center, the Active Incidents pane lists five active incidents, each with a status icon, a title, and a brief description of the problem (e.g., ContainerName-12.123.14 with high CPU utilization). On the right, the Performance section provides real-time monitoring of system resources. It includes four charts: CPU: CPU Usage (%), CPU: Wait (minutes), Disk: Disk Status, and Disk: Write rate (KBps). The CPU usage chart shows a total of 35.51% usage over the last hour. The Disk write rate chart shows a total of 1422.00 KBps.

SideBar Messaging – Active Incident Pane – Performance Charts

## Incident Overview Experience

One customer need/pain point that came up in many user interviews was the ability to view present & past infrastructure problems to help inform triage/post-mortem operations. To address this need, we created the Incident Overview experience which allows practitioners to view the entire history of their infrastructure from a single location. Through the use of complex filtering, the Incident Overview experience gives practitioners the ability to identify recurring patterns and trends across their infrastructure, drill into historical data to help inform remediation decisions on active incidents, & the ability to perform quick-action incident management tasks.

The screenshot shows the Incident Overview Experience interface. At the top, there's a navigation bar with links for Dashboards, Monitoring, Settings, Reporting, Incidents, and a search bar for 'Search Instances'. There are also icons for adding a new incident, notifications (12), and user profile.

In the center, a banner at the top says 'You're Currently On-call - East Cost Support 18:30 - 03:30 CST' and 'Teammates currently On-call: [two profiles]'. Below this is the 'Incident Overview' section.

The 'Incident Overview' section includes a summary table:

Incidents	Vs. trailing period	Starting during period	Resolved during period
26	+8.4 ↑	16	17

Below the summary are filter buttons for Time Range, Duration, Status, Groups, Metrics, Incident Tags, Instance Tags, and a Clear Filters button. There are also buttons for Acknowledge and Schedule Maintenance.

The main area displays a table of incidents:

INCIDENT	START	INSTANCE	SERVICES AFFECTED	ACTIONS
1724611421 Critical	2019-05-04 12:05 10 months	www.panopta.com/server...	• Agent Heartbeat ec2-18-208-188-170.compute-1.amazonaws.com	[User, Lab, Network, Alert]
1724611421 Warning	2019-05-04 12:05 Ongoing 1d 4h	Linux Server	• Agent Heartbeat ec2-18-208-188-170.compute-1.amazonaws.com	[User, Lab, Network, Alert]
1724611421 Warning	2019-05-04 12:05 4h 33m	www.google.com/serv123...	• Agent Heartbeat ec2-18-208-188-170.compute-1.amazonaws.com aif asdoi aosifhaoifh	[User, Lab, Network, Alert]
1724611421 Critical	2019-05-04 12:05 Ongoing 10 months	Linux Server	• Agent Heartbeat ec2-18-208-188-170.compute-1.amazonaws.com • Agent Heartbeat Lorem ipsum dolor sit amet, et facilis blandit vix. Movet cats mundi sit id, eu duo habeo pertinax suavitate, has offenditcom salutandi dignissim at. Wisi consetetur appellantur ex sea, liber atomorum forensibus ad qui. Pro feugiat intellegebat.	[User, Lab, Network, Alert]
1724611421 Warning	2019-05-04 12:05 Ongoing 10 months	Linux Server	• Agent Heartbeat ec2-18-208-188-170.compute-1.amazonaws.com	[User, Lab, Network, Alert]
1724611421 Warning	2019-05-04 12:05 Ongoing 10 months	Linux Server	• Agent Heartbeat ec2-18-208-188-170.compute-1.amazonaws.com	[User, Lab, Network, Alert]

At the bottom, there's a pagination bar with 'Rows per page: 10' and '21 - 30 of 43'.

Incident Overview Screen

## Browser Synthetic Checks

While building the overall Incident Hub, we learned a lot about incident management and the fine granularity at which practitioners needed to be able to monitor their infrastructure. One highly important area Support Ops Engineers needed detailed visualization into were customer-facing interactions. To address this need, we built browser synthetic checks into our incident management tool-kit. Through source code testing, step-by-step breakdowns of tasks, waterfall visualization, and detailed screenshots practitioners can now test code for new deployments before releasing features to customers, as well as quickly identify where problems are occurring in already deployed interactions.

**Add Browser Synthetic Check**

- [Check Source](#)
- [Settings](#)
- [Thresholds](#)

---

Selenium Source

```
<?xml version="1.0" encoding="UTF-8"?>
<TestCase>
<selenese>
<command>open</command>
<target><![CDATA[https://www.panopta.com/]]></target>
<value><![CDATA[]]></value>
</selenese>
<selenese>
<command>click</command>
<target><![CDATA[link=Pricing]]></target>
<value><![CDATA[]]></value>
</selenese>
<selenese>
<command>click</command>
<target><![CDATA[link=Start Free Trial]]></target>
<value><![CDATA[]]></value>
</selenese>
<selenese>
<command>verifyText</command>
<target><![CDATA[@id=et_builder_outer_content']/div/div[2]/div/div/h1]]></target>
<value><![CDATA[Sign up for a free 30-day all-inclusive trial.]]></value>
</selenese>
```

---

[Test Check](#) [Save Progress](#)

Check Authoring Tips

STATUS	STEP	COMMAND	TARGET	SCREENSHOT
No information currently available. Table populates once a test check has been run				

---

[Cancel](#) [Confirm Settings](#)

**Add Browser Synthetic Check**

- [Check Source](#)
- [Settings](#)
- [Thresholds](#)

---

Selenium Source

```
<?xml version="1.0" encoding="UTF-8"?>
<TestCase>
<selenese>
<command>open</command>
<target><![CDATA[https://www.panopta.com/]]></target>
<value><![CDATA[]]></value>
</selenese>
```

[Test Check](#)
[Save Progress](#)
[Check Authoring Tips](#)

---

**Test Check did not run successfully**

View Authoring Tips

Browser Synthetic Output

STATUS	STEP	COMMAND	TARGET	SCREENSHOT
Pass	Step 1	Open	https://www.panopta.com/	
Pass	Step 2	Click	Pricing	
Pass	Step 3	Click	Start Free Trial	
Pass	Step 4	Verify Text	@id=et_builder_outer_content']/div/div[2]/div/div/h1	
Pass	Step 5	Click	contains(@src,https://14s12n2tp7cy3kyea3e3t6q1-wpengine.netdna-ssl.com/wp-content/uploads/2017/05/panopta-logo-e1486578185895.png)	
Fail	Step 6	-	-	

Browser Synthetic Check Total Run Time: Test Failed

[Cancel](#) [Confirm Settings](#)

**Synthetic Check - Step X**

STATUS	STEP	COMMAND	TARGET
Fail	Step 3	Click	//a[@onclick='return submitLink(this, event);'] sdiohfs doihg sdoihg)sdfid

[Previous Step](#)
[Next Step](#)

[Cancel](#) [Confirm Settings](#)

## Alert Timelines

To continue to help provide IT Teams with a greater level of granularity within their infrastructure management & incident response, we also refined and built a new experience for our Alert Timelines. To help address user needs, we worked to create a highly configurable experience allowing users to customize how soon to alert teammates after an outage occurs, any/all channels to notify teammates on, and even the ability to focus alerts on specific metric thresholds. (i.e., "CPU above 90% for 5 minutes")

The screenshot shows the Incident Hub interface for managing alert timelines. The top navigation bar includes links for Dashboards, Monitoring, Settings, Reporting, Incidents, and a search bar. A blue header bar at the top of the main content area has a '+ Add' button, a search bar, and several status indicators.

**Alert Timelines**

Your alert timelines control how you are alerted to service incidents. Each timeline is a set of actions that starts to take place once an incident is detected and confirmed. You can create multiple timelines and apply them to any number of servers or server groups.

You currently have 13 instances that do not have an alert timeline - this means you will not be alerted in the event of an incident

**Add Timeline**

TIMELINE	DESCRIPTION
Default Timeline	This is a basic alert timeline. Edit
Timeline Name	This is a basic alert timeline. Edit
Timeline Name	This is a basic alert timeline. Edit
Timeline Name	This is a basic alert timeline. Edit
Timeline Name	This is a basic alert timeline. Edit
Timeline Name	This is a basic alert timeline. Edit
Timeline Name	This is a basic alert timeline. Edit
Timeline Name	This is a basic alert timeline. Edit
Timeline Name	This is a basic alert timeline. Edit
Timeline Name	This is a basic alert timeline. Edit
Timeline Name	This is a basic alert timeline. Edit
Timeline Name	This is a basic alert timeline. Edit

**Basic Timeline**

This is a basic alert timeline. We recommend adding a description to help streamline your workflow and notification needs.

**Edit Timeline** | **Delete Timeline**

Apply this timeline to specific instances and instance groups below

Search

- All Servers
- Metric Name here
- Nested
- Nested
- Double Nested
- Metric Name here
- Metric Name here
- Nested
- Nested
- Nested
- Nested
- Nested
- Metric Name here
- Metric Name here
- Nested
- Double Nested
- Double Nested
- Metric Name here
- ...

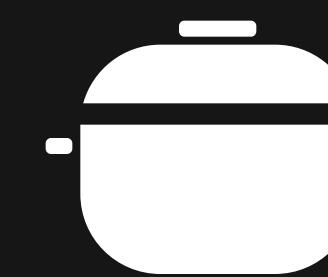
Customize your timeline to fit your needs. Add alert events to notify specific users, teams, on-call schedules and integrations of your choosing.

**Add New Alert Event**

- Incident Detected**
- Alert scheduled 5 minutes from start of Incident detection  
Slack App - Team: Panopta, Channel: #Support
- Alert scheduled 5 minutes from start of Incident detection  
Sharon Klein
- Alert scheduled 10 minutes from start of Incident detection  
Sharon Klein now Create Service Now Ticket
- Incident Resolved**  
Notify Users, Groups, On-call Schedules and Integrations associated with the incident

**Save Timeline**

Alert Timeline Table – Alert Timeline Builder



# Culinary Academy

Alan Hensel

## Role

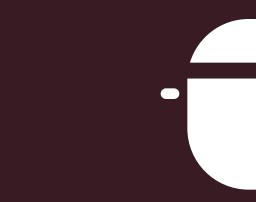
Research & UX / UI

## Task & Goal

Digital Solution for learning  
how to cook

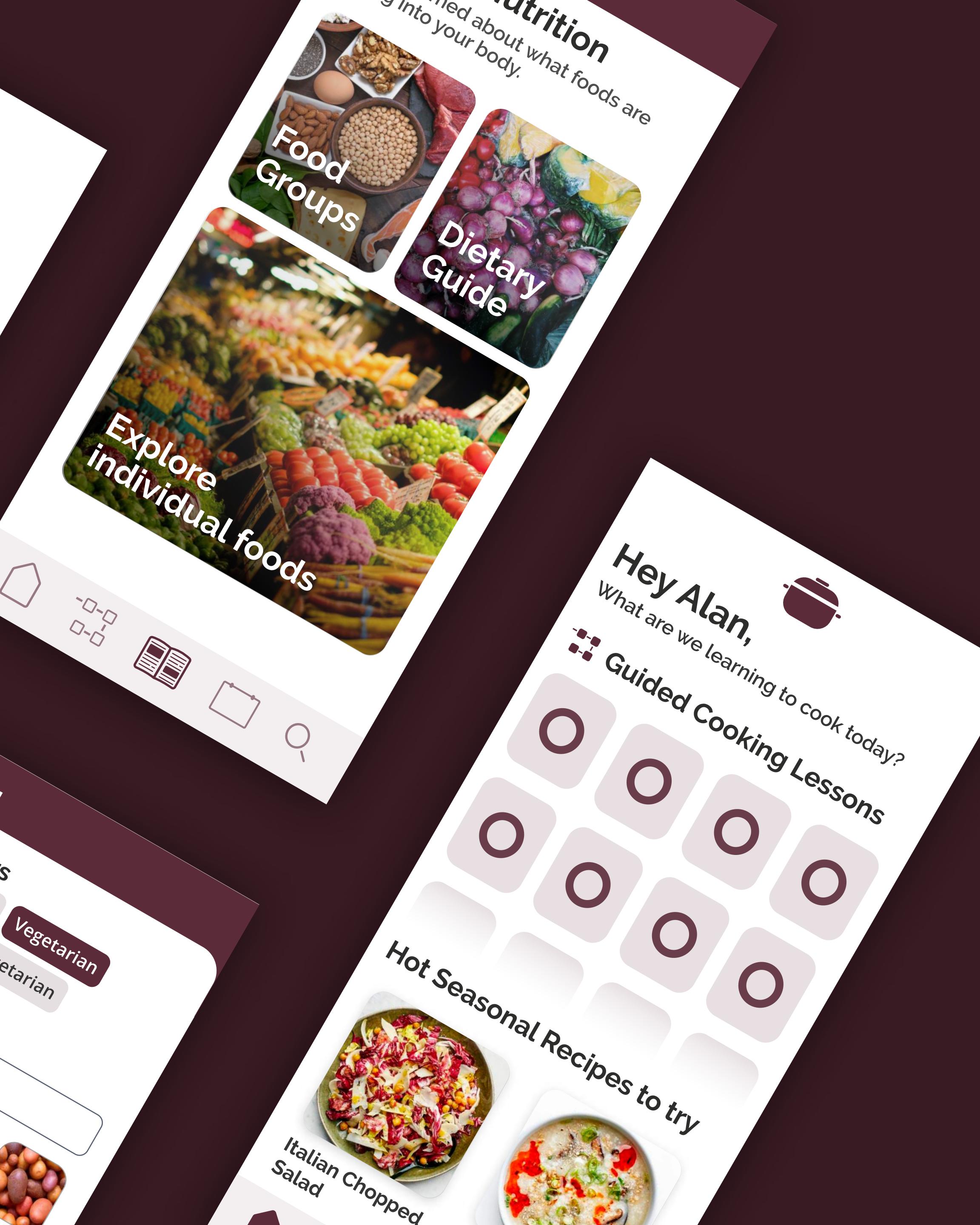
## Time

November '19 - January '20



# Culinary Academy

Culinary academy is an immersive cooking experience that gives you all the tools necessary to plan, learn and cook delicious meals from start to finish



# Research

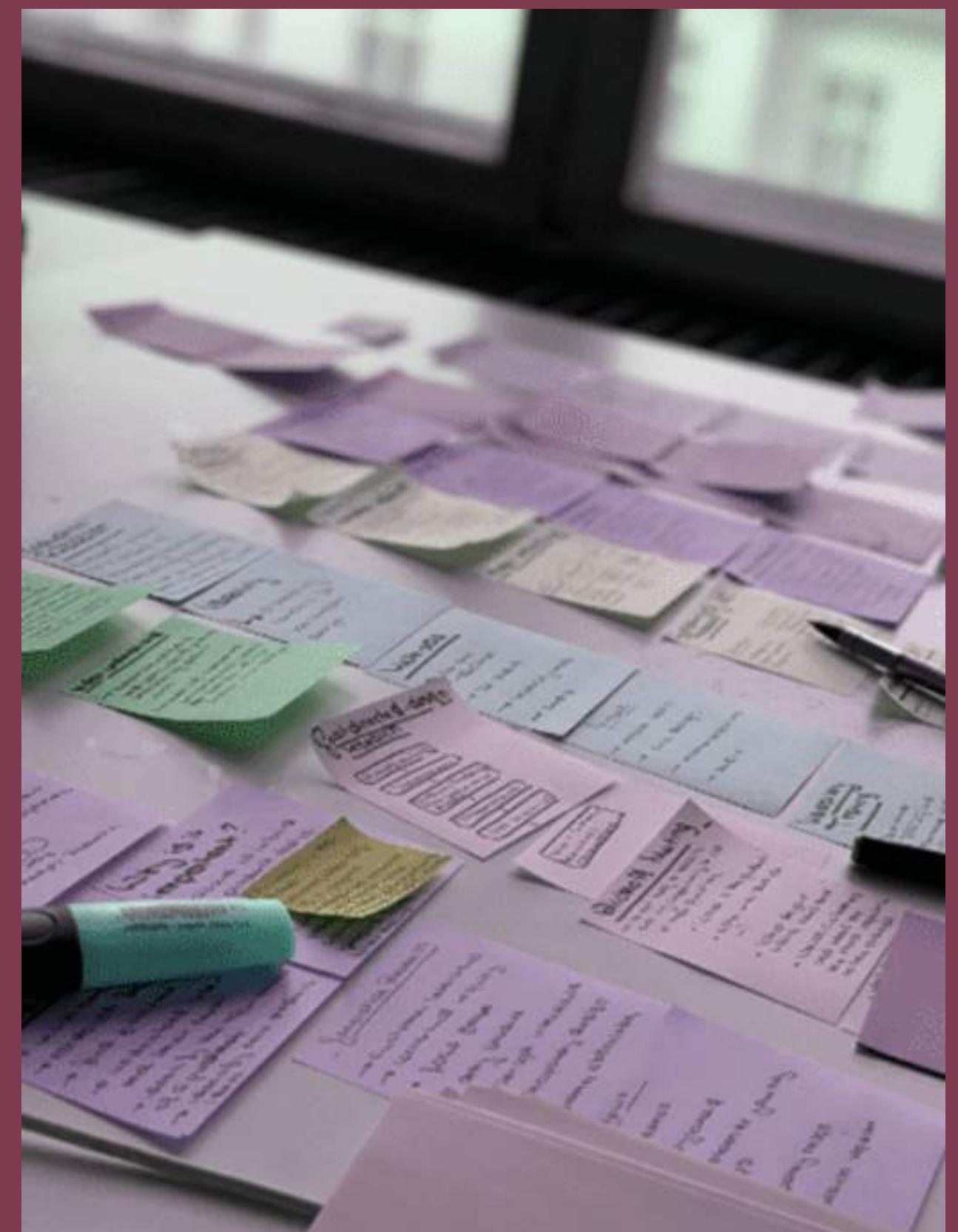
To understand the main problems people experience while cooking, I started with competitor analysis & user interviews.

## Interviews & Persona

This process started with interviews in which I spent the majority of time talking to interviewees about their cooking process and the pain points they experience throughout the process.

## Competitor Analysis

In tangent to conducting user interviews and developing a user persona, I spent time identifying direct/indirect competitors and conducted a competitor analysis of their products.



# User Persona



Josh is 28 years old and lives & works in LA at a Fintech startup where he leads front-end development for SaaS product. Having graduated a couple years ago, Josh is now exploring the personal interest of cooking. As a healthy activity to do after work, or something to do with guests, cooking is a new challenge Josh is trying to accommodate for in his busy schedule.

Josh is relatively new to cooking, but is excited to learn tasty new meals he can cook while also continuing to improve new skills.

## 🏁 Goals

- Learn to cook new meals while also improving cooking skills

Wants to figure out a way to fit cooking into busy schedule

Wants a way to be more environmentally conscious

Goal to have cooking be a mindful and therapeutic use of technology.

## ✓ Needs

- Something reliable that he will be able to cook in a timely manner given learning knowledge, cooking equipment, & available ingredients
- A cooking experience that is easy to follow and retain
- Wants a way to be more environmentally conscious

## ✓ Wants

- Wants an escape from busy schedule and a chance to focus on self, guests and food.
- A way to more efficiently split up tasks between people
- Efficient voice controls that also work well with 3rd party integrations such as Google Home.
- Food and Healthy eating tips

## ✗ Fears

- Won't be able to cook meal properly and food, time, and money will be wasted.
- Experience adds stress to day, rather than helping relieve it
- Cooking process becoming exceeding long/unexpected cutting into time of other activities
- Damages technology while trying to cook

# Competitive Analysis

Thru the competitive analysis, it became quite apparent that a lot of experiences offer very similar things.

One thing all competitors lacked was the ability to learn & problem-solve in real-time while cooking a meal.

Competitors also lacked an experience that allowed easy retention of key recipe components like necessary skills, equipment, and ingredients

	<u>SideChef</u>	<u>Mealime</u>	<u>Tasty</u>	<u>Home Chef</u>	<u>Blue Apron</u>
User Profile	✓	✓	✓	✓	✓
Dietary filter	✓	✓	✓	✓	✓
ingredient selector/filter	✓	✓	✓	✓	✓
Featured & Suggested recipes	✓	✓	✓	✓	✓
Visual Instructions	✓	✗	✓	✓	✓
in-depth learning	!	✗	✗	✗	✗
Equipment Inventory	✗	✓	✗	!	✓
Voice & Motion Controls	✓	✗	✗	✗	✗
Meal Planning	✓	✓	✗	!	!
Grocery list	✓	✓	!	✗	✗

# Insight & Main Problems

Users need a way to guarantee they can find & complete recipes from start to finish while also having the ability to expand their culinary knowledge in areas of interest.

## Learn & problem-solve

One of the biggest challenges with current experiences is that there is no efficient way to learn about skills/equipment information on the spot to enable users to problem solve, leaving many with failed meals, wasted time & added stress.

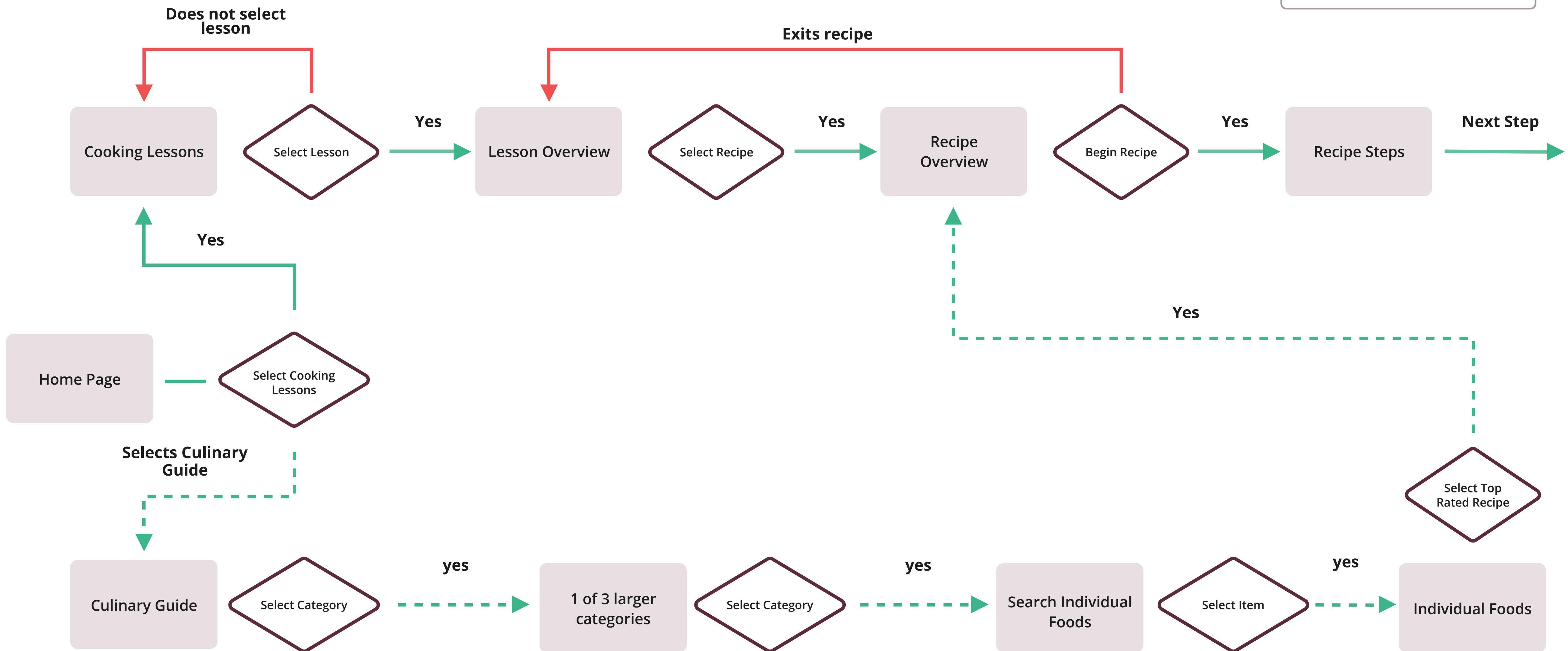
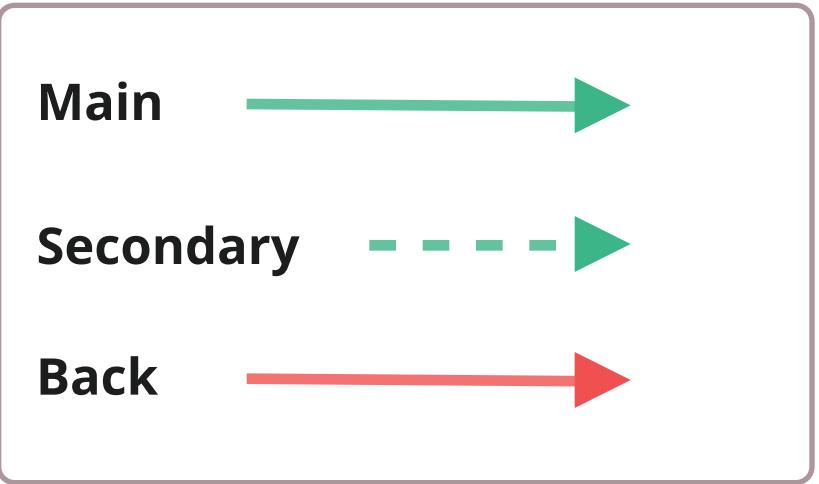
## No ability to expand knowledge

Outside of just cooking, finding efficient information on cooking methods, kitchen equipment, and food/nutrition is challenging. People want to expand their skills/knowledge base & get informed about what they're putting into their bodies.

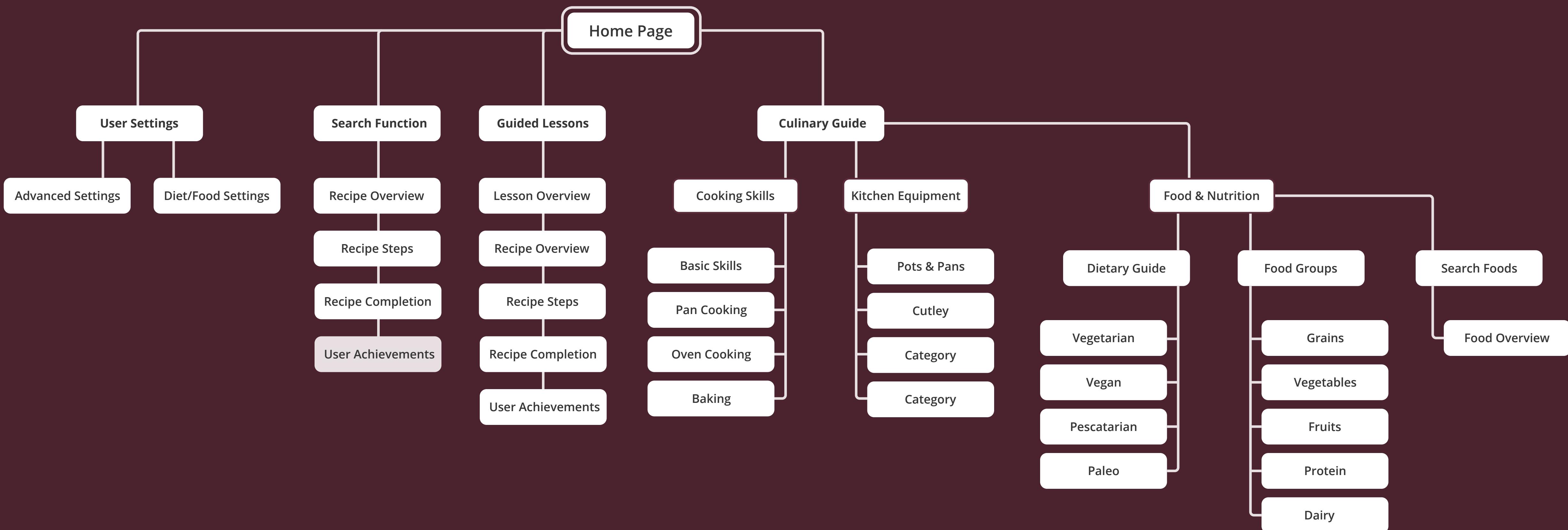
## The cooking experience is overwhelming

Interviewees agreed that cooking can often be overwhelming and hard to manage. Poorly Structured recipes/instructions only add to the confusion/frustration.

# User Flows



# Information Architecture

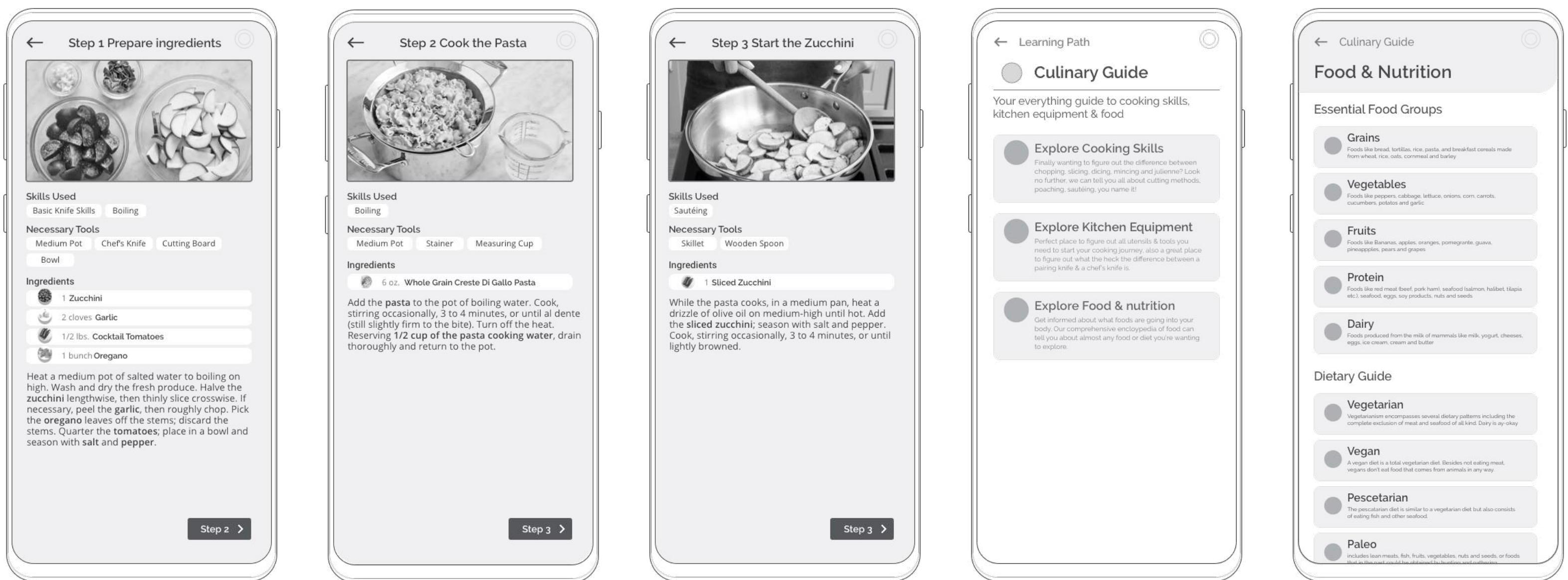
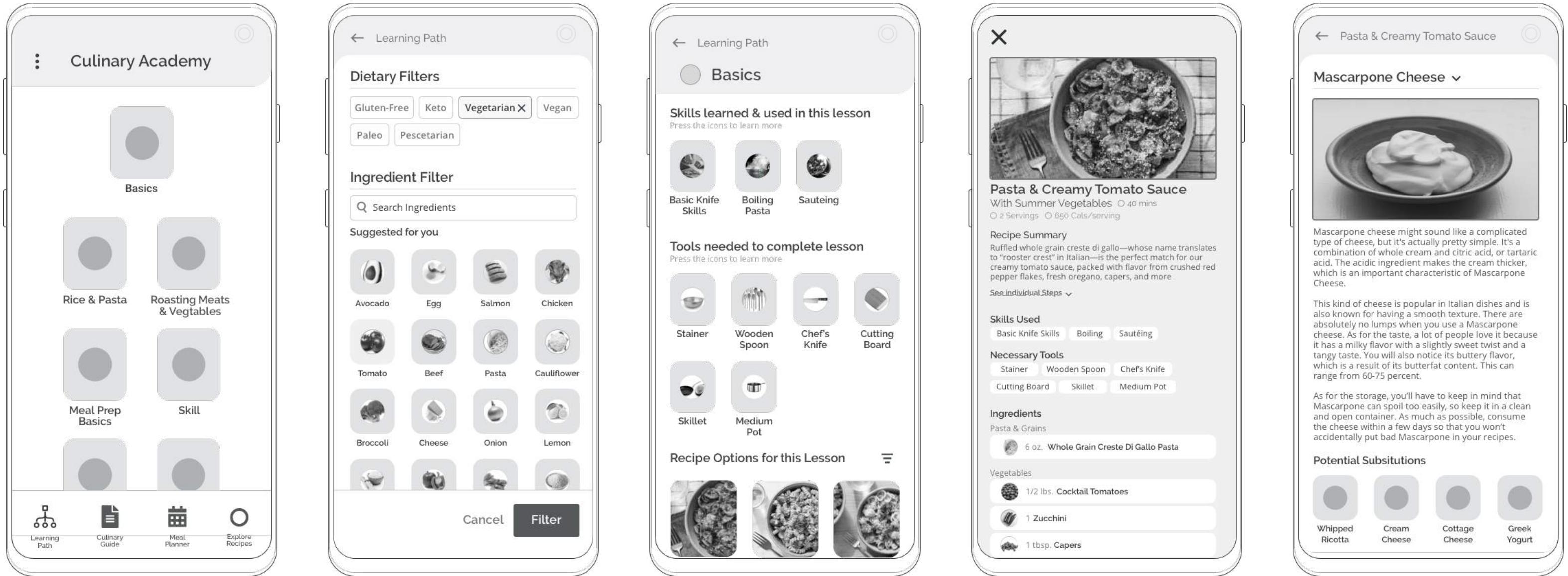


# Wireframes

The wireframing process was extremely iterative with multiple rounds of improvements/reconsiderations after numerous usability tests.

Some key highlights include:

- Reorganized the App's culinary guide to improve navigation
- Restructured main learning path/lessons - users all start at a different base knowledge, and all have varying goals - learning to cook is not a linear experience
- Simplified shape & improved placement of in-recipe CTAs led to more intuitive use of recipe tips



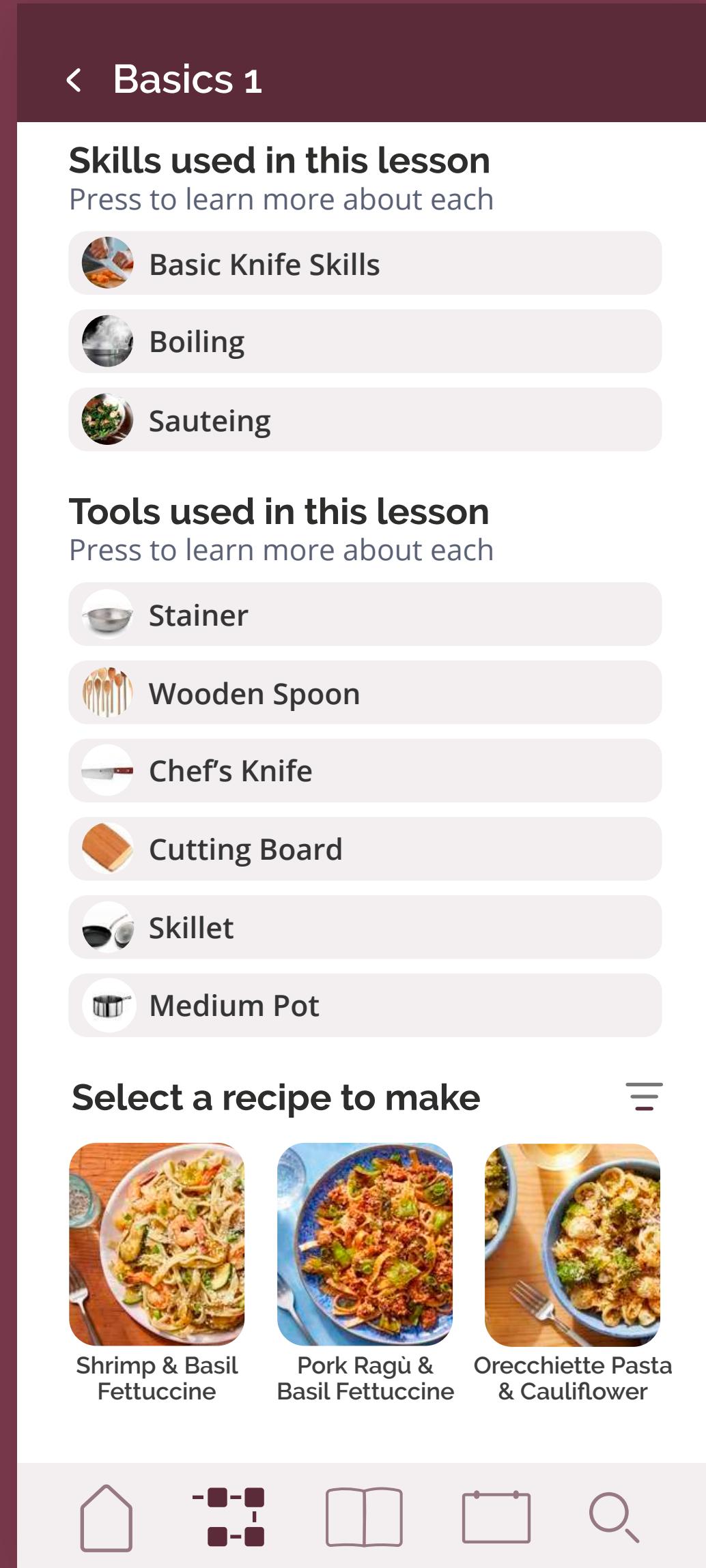
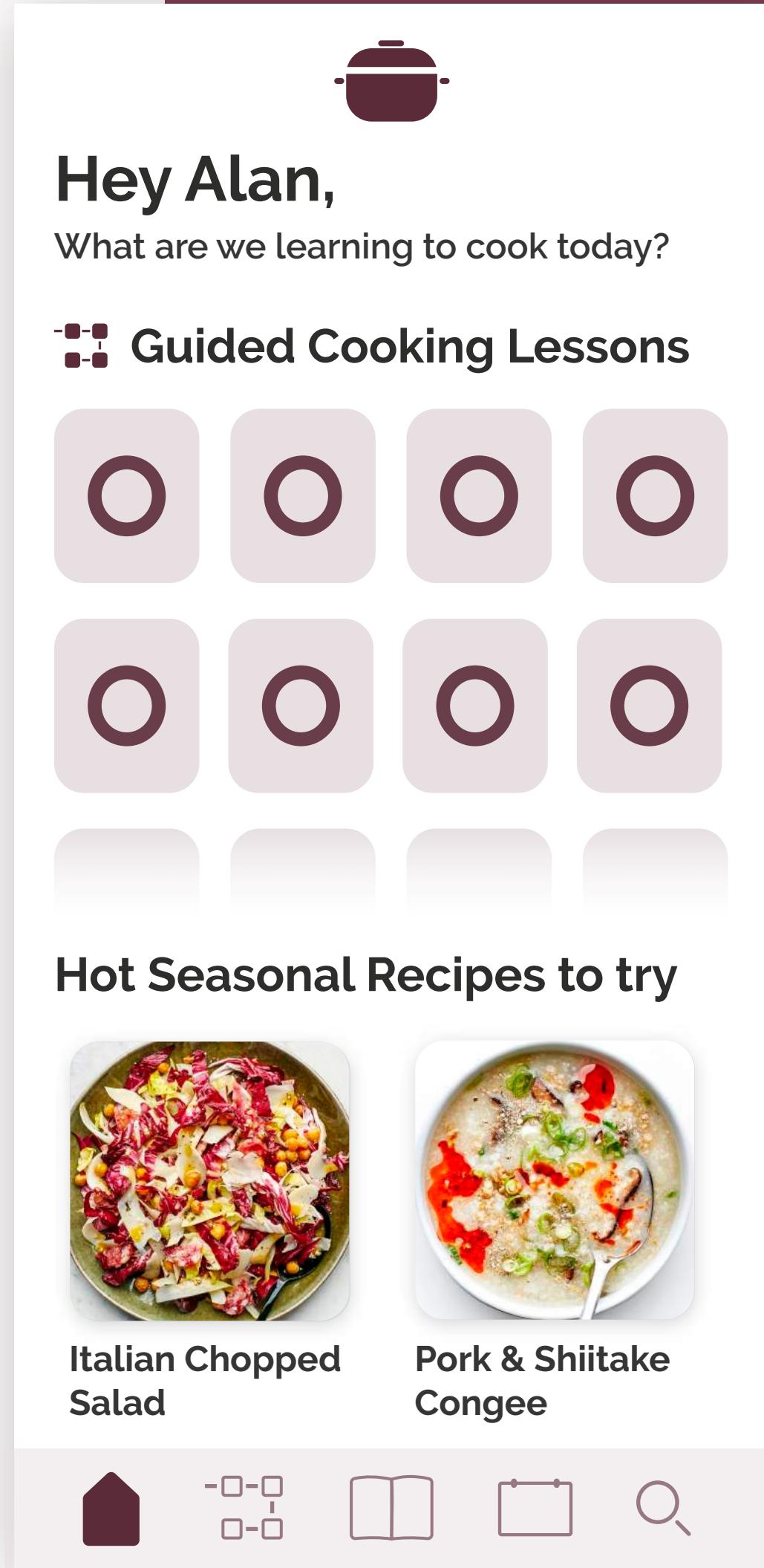
Prototype: <https://sketch.cloud/s/I5K9O/a/xIx7O5/play>

# Cooking Lessons

Guided cooking lessons are broken apart by themes & interests.

Within each lesson, users have easy access to the skills used within the lesson, as well all the tools they will need to complete the lesson

Users can quickly & easily dig deeper into each skill/tool to find out useful information about each before even starting a recipe



# In-Recipe Guide

When a recipe is selected, the recipe overview is displayed, which provides all the necessary information needed to complete the recipe

Once the recipe has begun each step is broken down into easily digestible categories: skills used, necessary tools, ingredients & a description of the step

Users can dig deeper into each item when a problem arises and get real-time instructions about a skill, how-to guides & information on ingredients

The screenshot displays a recipe card for "Pasta & Creamy Tomato Sauce With Summer Vegetables". The card includes a main image of the dish, a title, serving size, calories, and preparation time. Below the title is a "Recipe Summary" section with a detailed description of the dish. A "Needed Skills, Tools, & Individual steps" section is collapsed. The "Ingredients" section is expanded, showing categories like Pasta & Grains, Vegetables, Dairy, Oil & Spices, and their respective quantities. To the right, a "Step 1 Prepare ingredients" section shows images of sliced tomatoes and zucchini, along with a list of necessary tools: Medium Pot, Chef's Knife, Bowl, and Cutting Board. The "Skills Used" are Basic Knife Skills and Boiling. A large "Step 2 >" button is at the bottom.

The screenshot shows a detailed view of the ingredient "Capers". It features a large image of capers, a title, and a "Potential Substitutions" section with images and names of Green Olives, Thyme, and Green Peppercorns. A descriptive paragraph explains that Capparis Spinosa is a thorny perennial plant whose fruit is hand plucked when unripe and used in pickles. The text highlights the unique flavor and preservation methods of capers.

# Culinary Guide

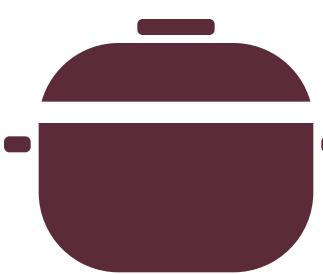
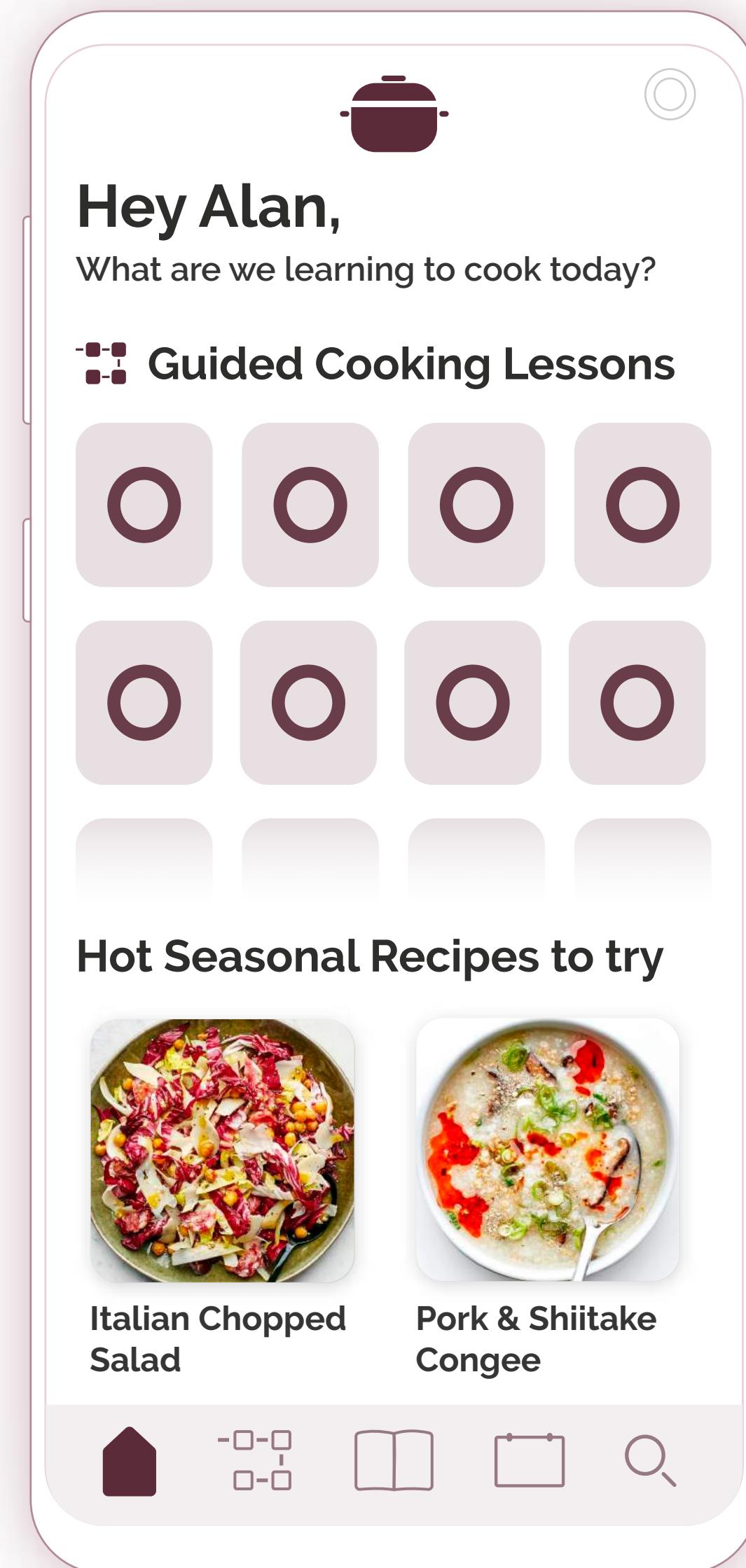
The culinary guide acts as an encyclopedia of knowledge spread across three larger parent categories: Cooking skills, kitchen tools, and Food & nutrition.

Within the guide, users can explore information about anything they have an interest in learning about, as well as tailored recipes that use the specific skill, tool, or ingredient that they are researching

The Culinary Guide app interface. At the top is a dark red header bar. Below it is a white card with a dark red border containing the title "Culinary Guide" in bold black font, accompanied by a small icon of a cooking pot. Below the title is a subtitle: "Your everything guide to cooking skills, kitchen equipment & food". There are three main category cards: "Cooking Skills" (image of a steaming dish), "Kitchen Tools" (image of various kitchen utensils), and "Food & Nutrition" (image of fresh vegetables). At the bottom of the card are five navigation icons: a house, a grid, a book, a clipboard, and a magnifying glass.

A dark red header bar with a back arrow and the text "Culinary Guide". Below it is a white card with a dark red border titled "Food & Nutrition". The subtitle reads: "Get informed about what foods are going into your body." It features two cards: "Food Groups" (image of various food items) and "Dietary Guide" (image of purple onions). At the bottom is a large image of a vibrant fruit and vegetable market with the text "Explore individual foods". At the very bottom are five navigation icons: a house, a grid, a book, a clipboard, and a magnifying glass.

A dark red header bar with a back arrow and the text "Food & Nutrition". Below it is a white card with a dark red border titled "Learn more about individual foods". It features a search bar with the placeholder "Search Ingredients" and a row of category buttons: "All" (dark red), "Grain" (light gray), "Fruits" (light gray), "Vegetables" (light gray), "Protein" (light gray), and "Dairy" (light gray). Below these are four sections: "Grains" (image of rice), "Fruits" (image of apples), "Vegetables" (image of tomatoes), and "Dairy" (image of milk). At the bottom are five navigation icons: a house, a grid, a book, a clipboard, and a magnifying glass.



# Culinary Academy

