Judge Feedback Report

Overall:

It was incredible! Really good research process and findings, and you guys were able to translate that into a high quality design solution. The UI looked intuitive and usable. It was tough to take off a point just due to submission requirements, but the presentation was engaging and concise to me. Great stuff.

Understanding of User Need:

- Really good in establishing the range of users that you need to gather data from. It's a wide range of careers that your solutions can reach
- Can't see all the raw transcripts, but the results look like the interviews were able to gather user frustrations and needs pretty well!
- Good competitor research. I can see how each competitor has their pros and cons
- Very specific redefinition of the problem is awesome- it definitely makes the solution more specific (effective)

Process and Solution:

- Good use of Workiva's design framework. Solution looks realistic and the UI seems intuitive and engaging
- I like the gentleness of anomaly detection notification. Less likely to disrupt the user's flow of work (which seems like it's something they concern about)
- Giving users 2 different choices to access anomaly data is great- one has a more general overview of all anomalies; and the other is more specific to single occurrence of data.
- Good emphasizing how the AI provides tailored interpretation to the users- great understanding of solving for user's problems
- Love the clear information hierarchy exists in your solution for different user groups
- Source trail looks awesome and it seems incredibly specific to the subset of users that need details. I'm not a data expert, so I would like to see if the need for the specific information has been validated from your data gathering
- Escalation button is a cool feature- will it only be used in high risk situations? If it will apply to others, what makes it different from a simple 'sharing' function?
- Gaining feedback from the users was icing on the cake. Would love to know how you think this informs the next iterations!

Presentation:

- Detailed, thorough, and awesome
- Wish I could give you a higher score, but it seemed to violate the time criteria! It was very engaging though