Judge Feedback Report

RESEARCH & ASSETS

Competitor analysis has a nice organization and level of detail.

Qual and quant data - great! Reporting (charts) from survey could have been clearer.

For affinity mapping, I am wondering if job role is very relevant; color-coding a different attribute or dimension may have been more useful.

Persona well done. (Side note: I recently used the Luke Harper photo for an exec persona!). Perhaps one more persona would have been useful.

Typically when I see a customer journey, it is used to describe current state, to e.g. identify problems to solve. As you use it, it is what you anticipate will happen when your solution is used (but that's really unknown at this point).

PROTOTYPE

Excellent work!

One thing I am noting is that you are using the same blue color for both clickable items and headings that are not clickable. Best to use different colors for CTAs versus non-CTAs.

PRESENTATION

All around great job on presentation, including visual appeal.

Love that you start with a framework (4 phases). Very important to orient the viewer.

Great that you identified the need for control as a KEY need, giving the solution focus.

How Workiva can stand out - value proposition! Good call out.

Excellent clarity and organization, and identifying problem and proposed solution.

I like how you identify the need for AI to be a partner, not a black box.

Thank you for your time and participation!