

Understanding & Designing A Holistic Experience for AWS Kinesis

Amazon Kinesis is a platform for streaming data on AWS, offering powerful services to make it easy to load and analyze streaming data, and also providing the ability to build custom streaming applications for specialized needs

What Are Our Design Objectives?



Streamline the **learning** experience via better information design



Expedite the **onboarding** experience by encouraging users to do more



Improving overall user **engagement** with the Kinesis site & platform

What Is Our Design Process?

Formative Research

Conducted 12 interviews with AWS customers. Produced a journey map and 2 personas

Went through 6 design iterations, from paper sketches to lo-fi wireframes

Design

Test

Conducted 2 rounds of usability tests, totalling 15 participants.

Created a clickable prototype with InVision for a more interactive experience

Prototype

What Did We Learn?



Design for Speed,
Design for Efficiency
Design for Lean



Stay Low-Fi
Target Outcomes
Iterate Incrementally



Focus on Users
Fall back on Users
Prioritize Users