



Product designer with *(5 years)* of experience, rooted in *(user research)* from earlier *(design agency)* work and now focused on *(SaaS)* and *(enterprise design)* across industries like *(networking)*, *(internal communications)*, and *(fintech)*.

hell , I'm hedda



Lead Projects

From blank page to launch — full ownership throughout.

01* **Caller Manager** - Access Control Configuration UX Optimization

(Enterprise Management)
(New Design System Pattern)

02* **Sensor Manager** - Constructing Efficient Data Visualization Framework

(IoT Device Management)
(Data Visualiztion)

03* **Startup** - Blockchain Token Launch Platform Experience

(C-End Users)
(User Data-Driven)

↗ [View more projects on my website](#)

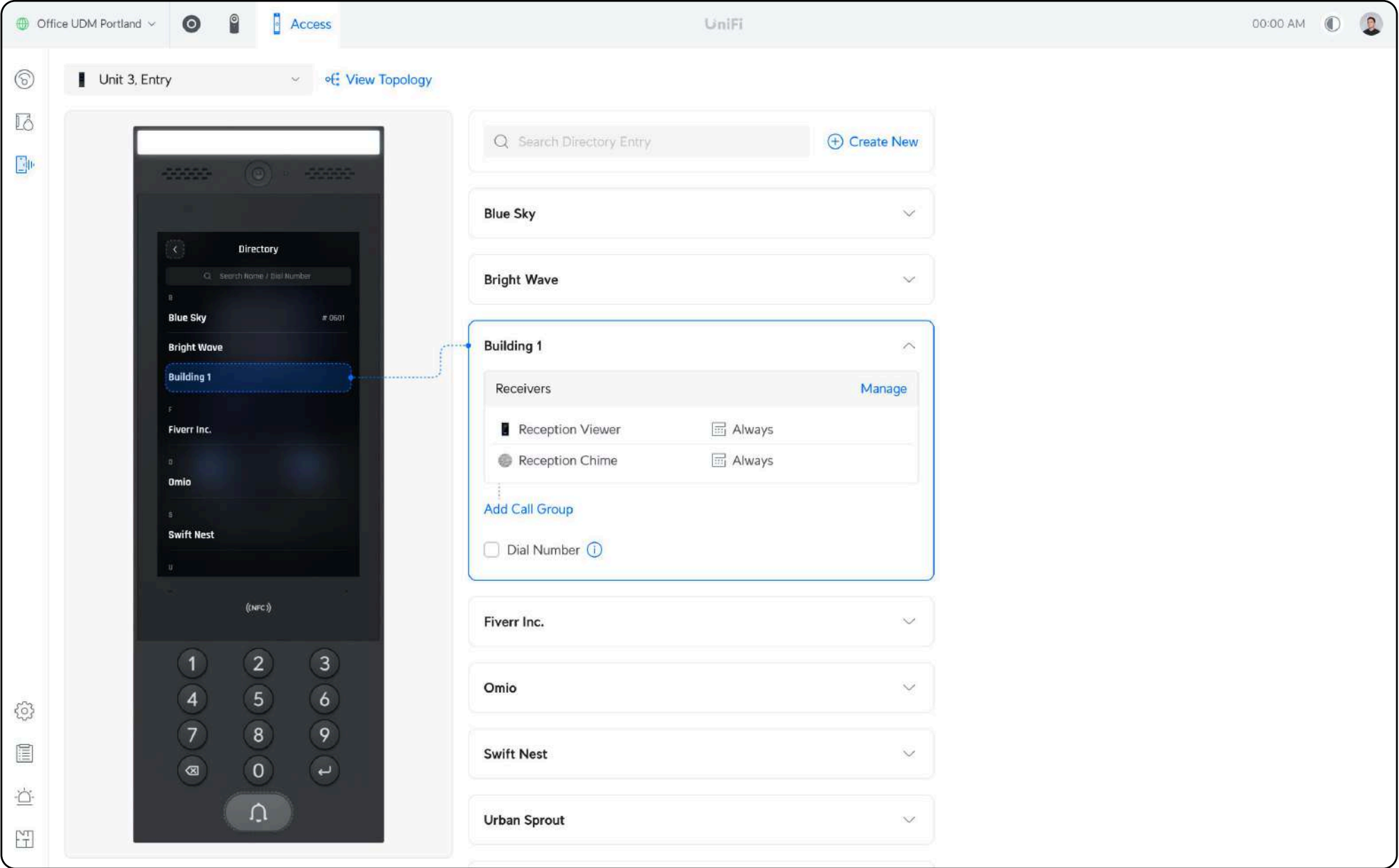
Caller Manager

Access Control Configuration
UX Optimization

Web

Design Owner

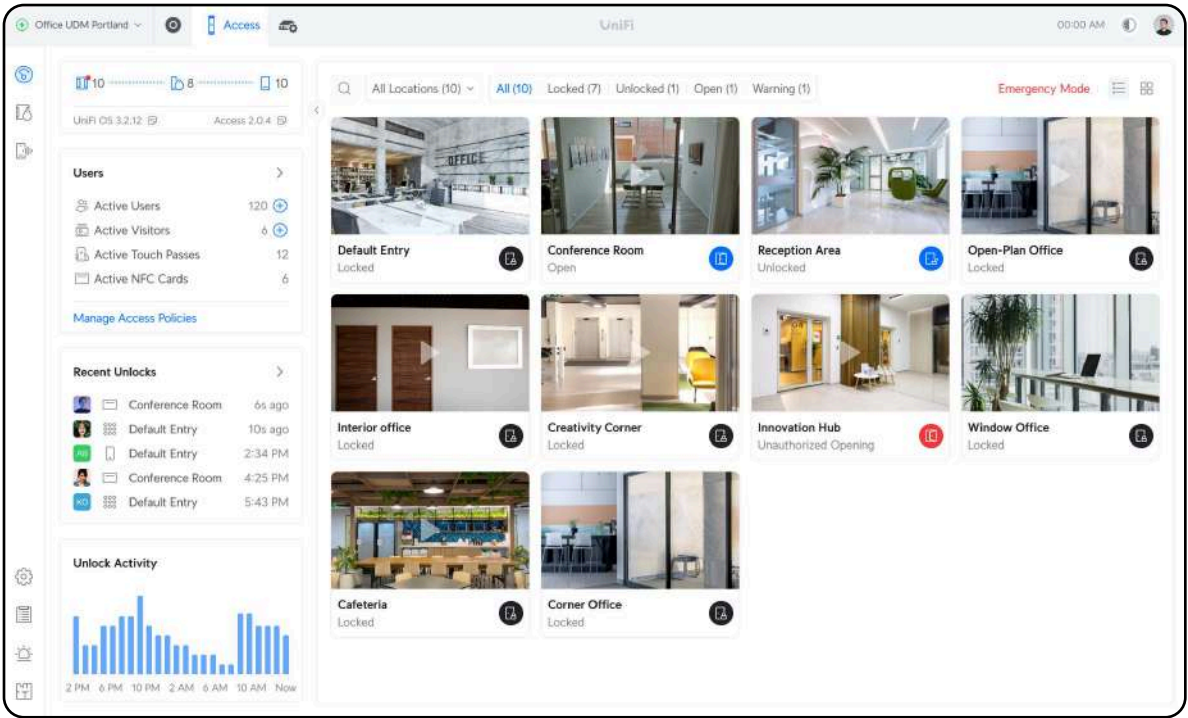
2024/9-2024/12



What is Caller ?

Here's the most familiar example: **a Caller** is like the video intercom at your apartment building's entrance. When visitors arrive and buzz your apartment number downstairs, intercom unit in your living room will respond - this responding unit is called **the Receiver**.

Caller Manager is UniFi's Access control system that manages and coordinates these Callers and Receivers.



Access Dashboard



Callers & Receivers Workflow Diagram

/Business Strategy Background/

UniFi's Strategic Shift from Home to Enterprise Solutions

/Business Level/

The access control system needs to handle larger-scale device deployments and more diverse configuration scenarios

/Product Level/

New Caller and Receiver releases demand more refined, scenario-specific management capabilities

/User Level/

Users evolve from individual consumers to enterprise admins, prioritizing stability, scalability, and management efficiency

/Pain Point 1/

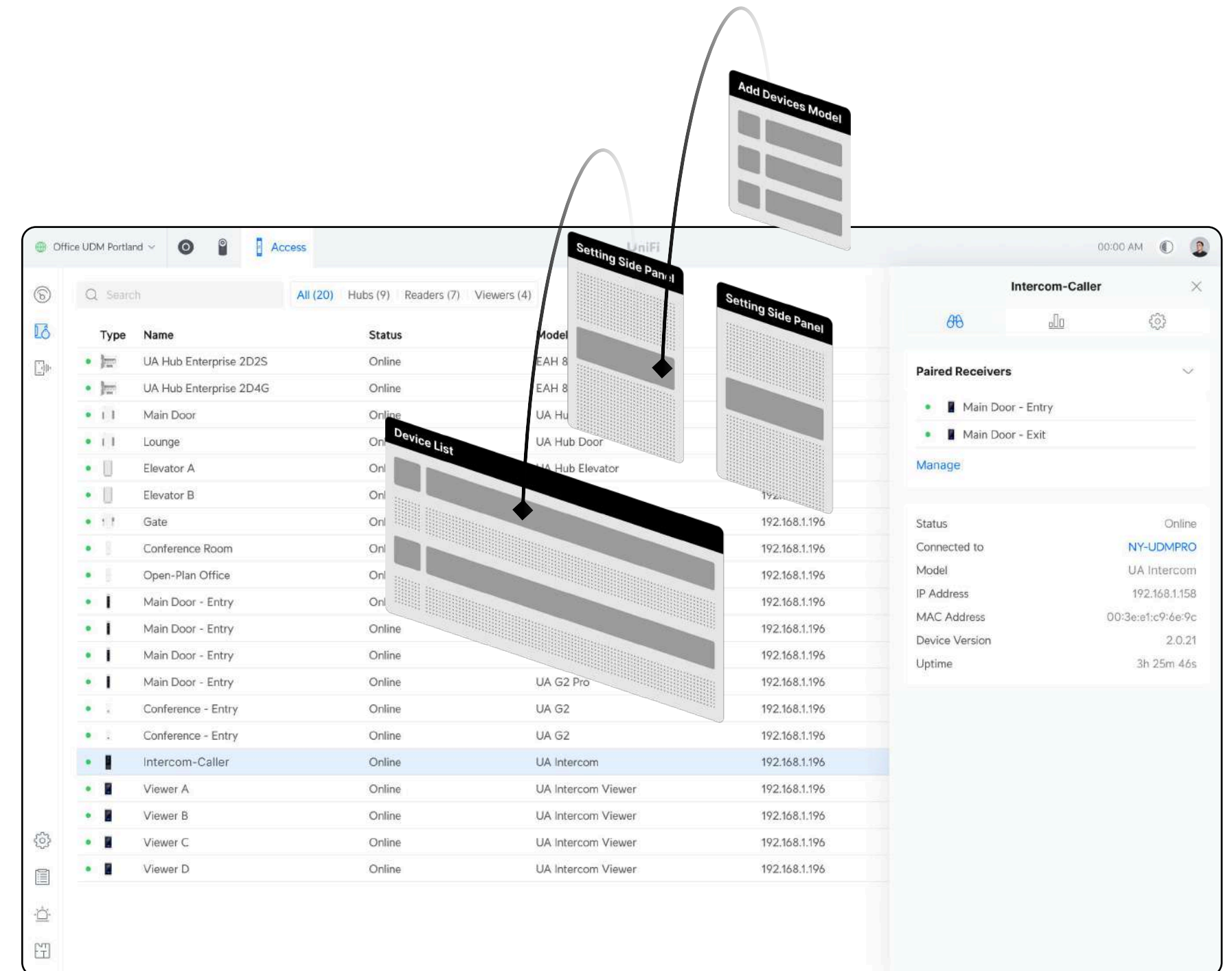
Buried entry, unfocused flow, and poor result visualization make Caller & Receiver configuration difficult.

01

The device list, as the entry point, mixes Caller & Receiver setup with unrelated workflows, creating noise and **unfocused scenarios**.

02

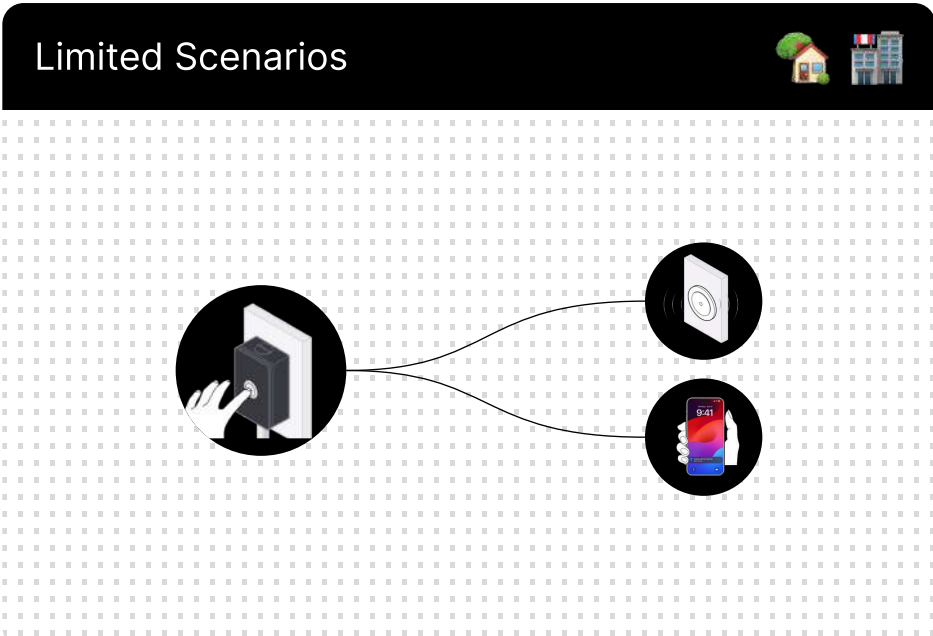
The table-format display in the side panel prevents users from **intuitively reviewing** and adjusting call relationships.



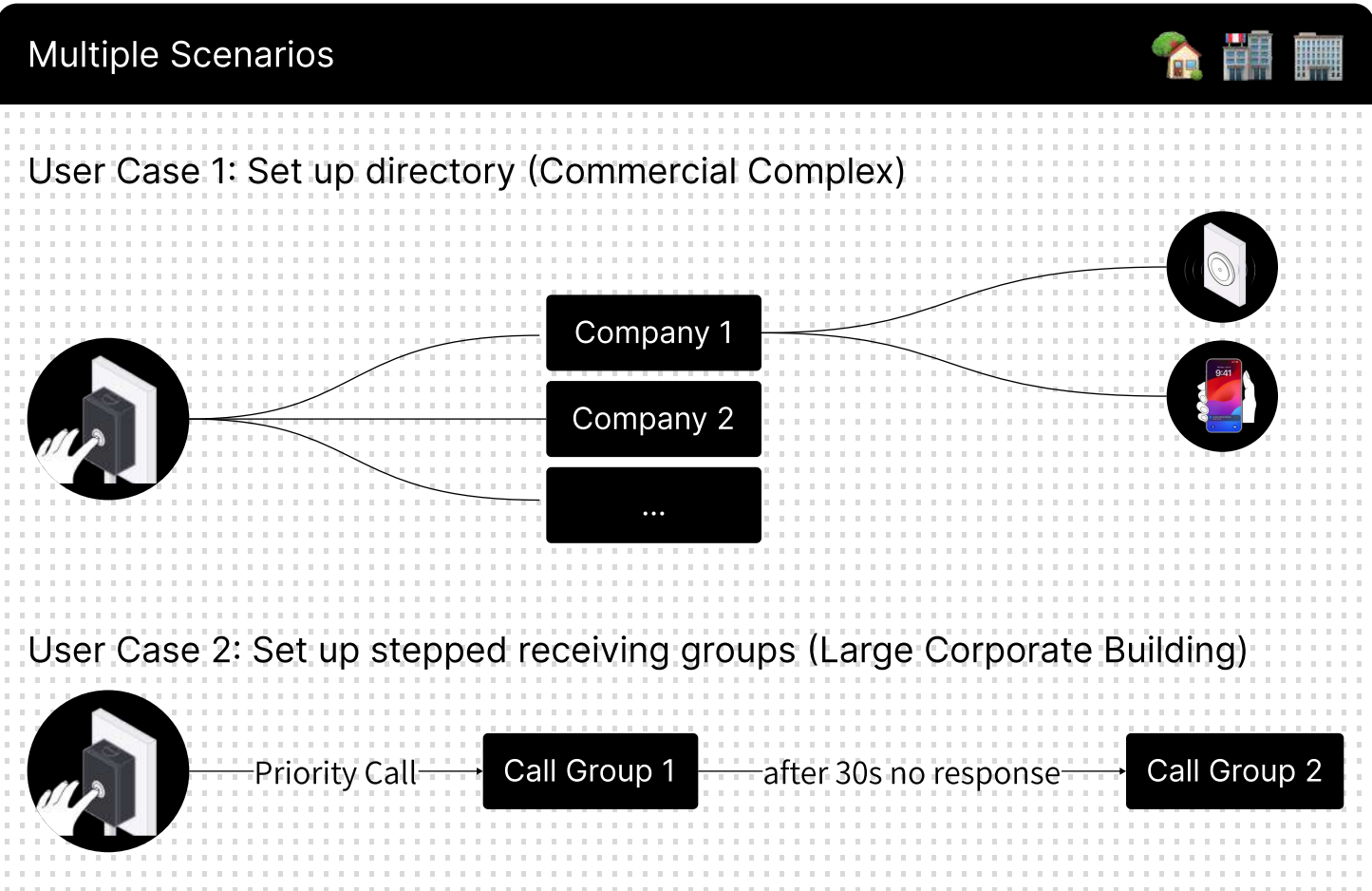
/Pain Point 2/

Limited calling methods lack the functionality to support complex enterprise scenarios

Point-to-point doorbell responses are outdated for complex scenarios - users need adaptable multi-scenario management.



Current Scenario



Target Scenario

After clarifying business direction and user pain points, the Caller Manager project was officially launched.

/Project Team Members/



Design Owner-hedda



Developer-Jiahao



PM-Yen

/Business Phases/

/MVP Version/

「Build Phase」

- Ship foundational features
- Prioritize speed-to-market
- Validate the core hypothesis

/Version 1.0/

「Growth Phase」

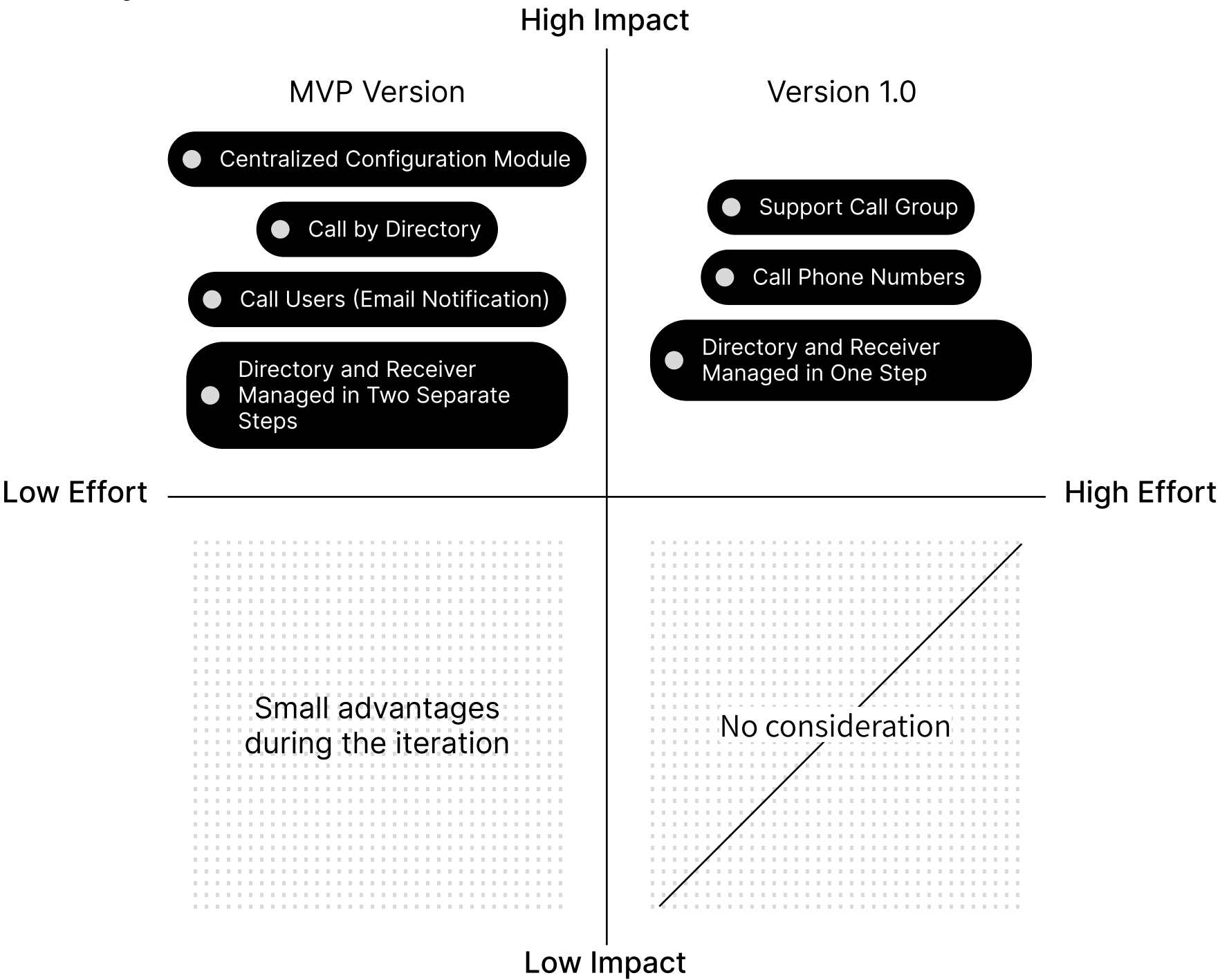
- Iterate on core UX
- Strengthen key features
- Boost usability & engagement

/Version 2.0/

「Maturity Phase」

- Achieve rock-solid stability
- Become industry standard
- Streamline internal workflows

/Priority Matrix/



As a two-person team, our strategy was to deliver maximum value with minimal investment. We prioritized "high-impact" features addressing major pain points that fit a "low-investment" budget: 1-3 design days and 1-5 engineering days.

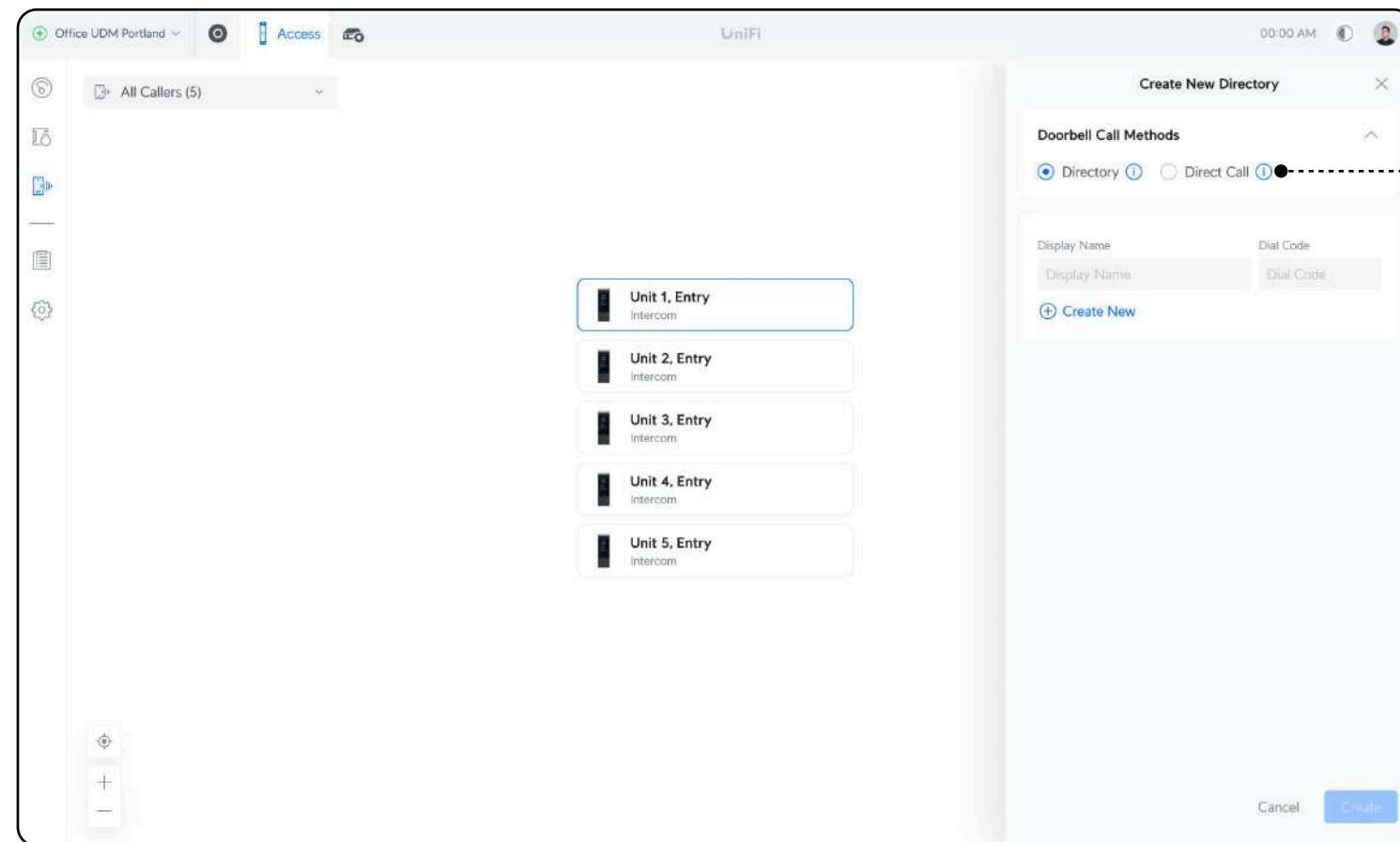
Throughout the design process, I leveraged existing UniFi design system components to reduce implementation complexity.

/Design Vision/

Provide more centralized, immersive, and visualized design modules to validate functional value and optimization direction

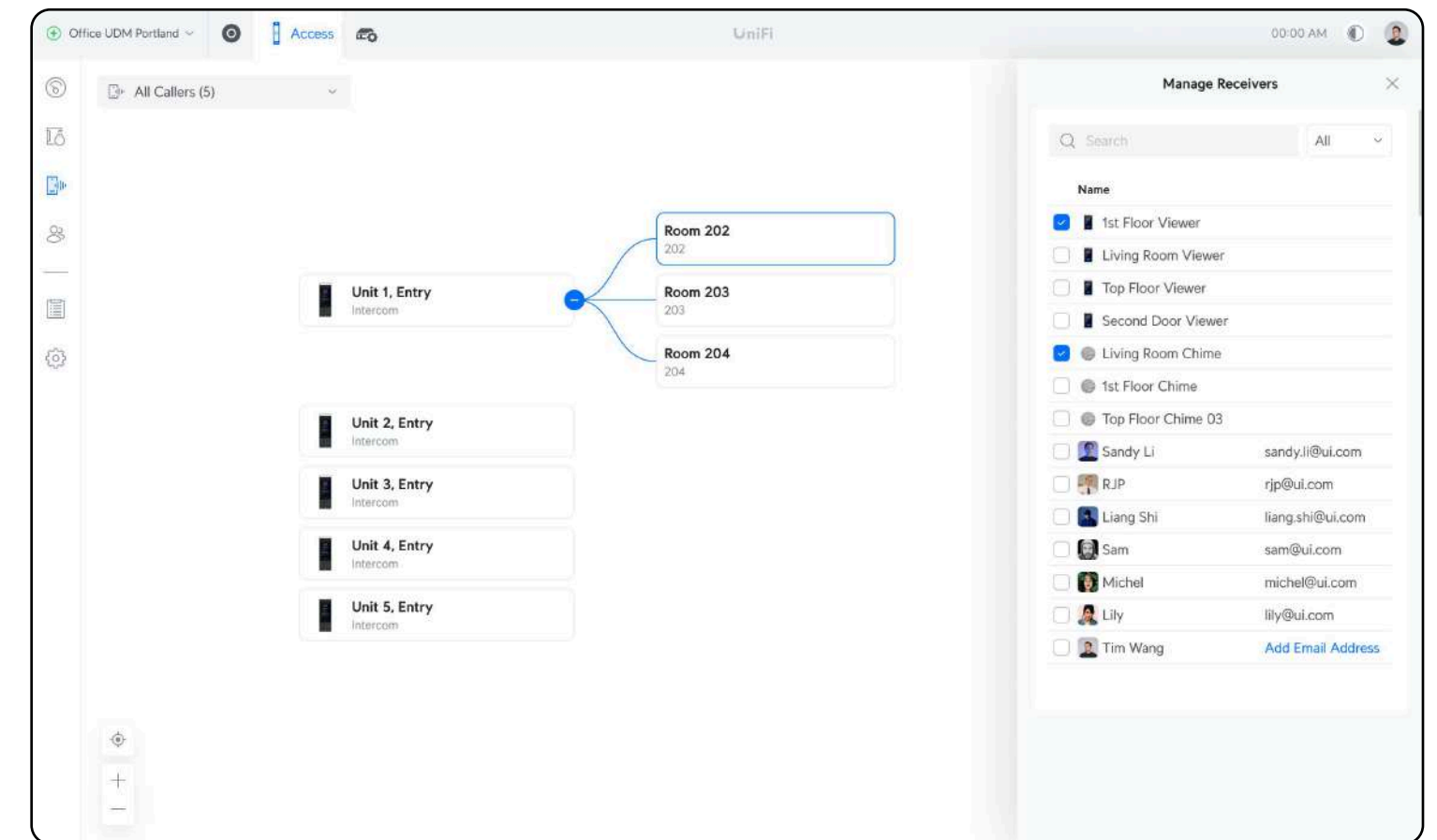
Centralized Configuration Module

Created a dedicated Caller Manager entry in main navigation, separating Caller & Receivers configuration from other device settings to form an independent management center.



Visual Management Method

Topology-centered management provides users with intuitive visualization and control of Calls & Receivers relationships.



Create Directories for a Caller

Support Multiple Call Methods

Add Receivers in a Directory

Admins configure the Caller at a commercial building entrance with all tenant company names. Visitors select their destination company on the Caller to ring and request access from the relevant personnel.

MVP Feedback - High Learning Curve

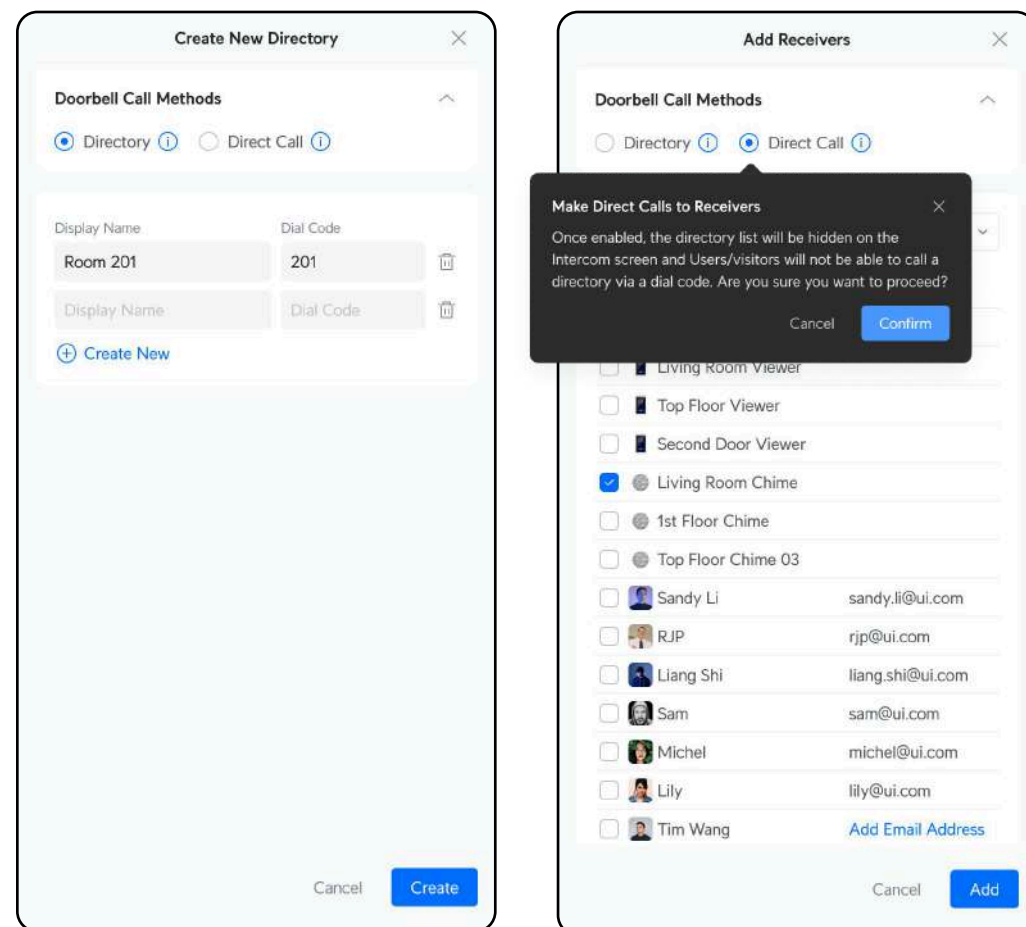
In the MVP version, we provided users with different call methods. To maintain our "low effort" strategy, I used tooltips to explain these "call methods" usage and effects, ensuring basic user experience.

However, user feedback was disappointing.

What's the purpose of Directory?

How is Directory different from Direct Call?

How do Group Directory and Direct Call actually work?

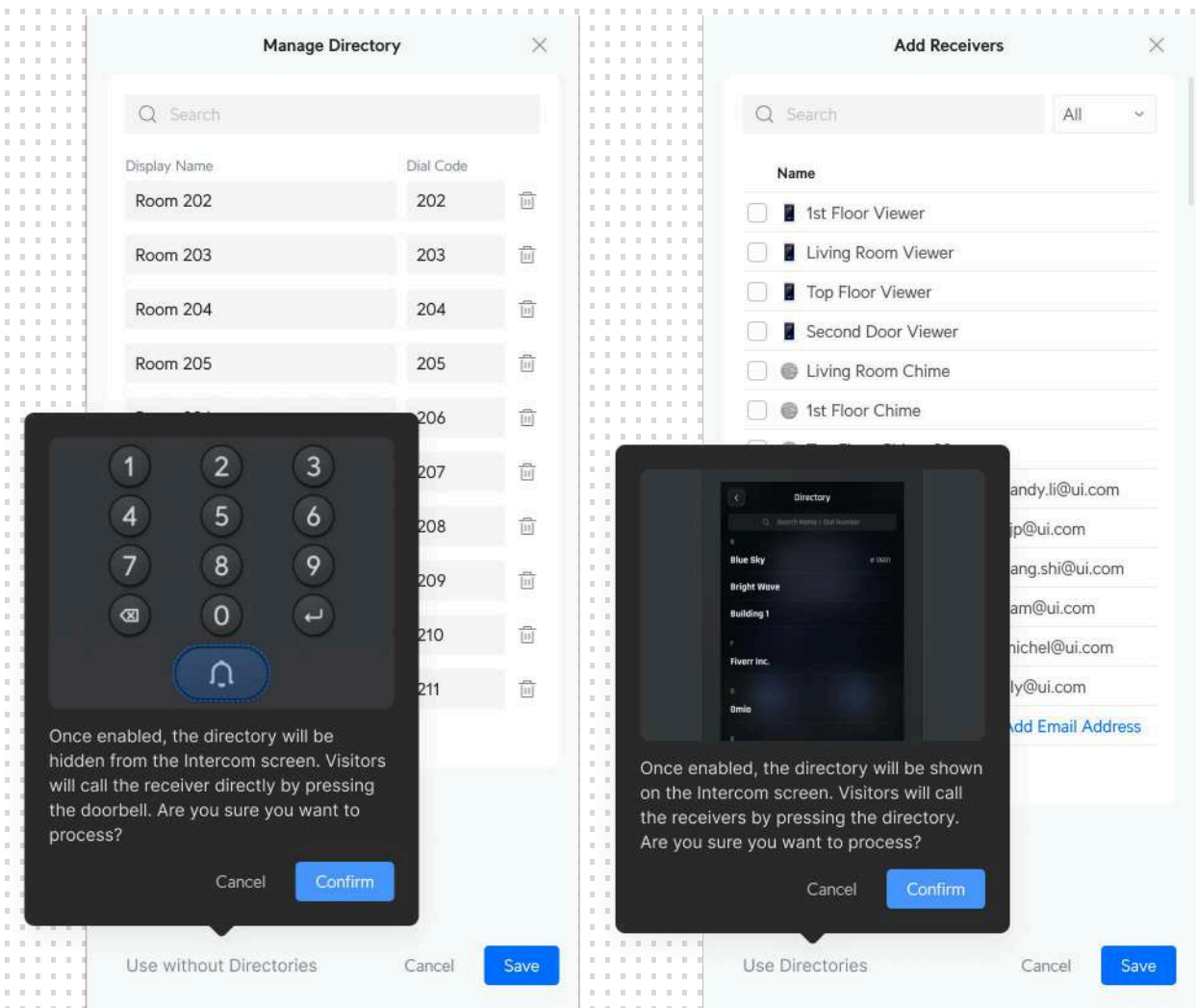


The screenshots show the MVP interface for creating a directory and adding receivers. The 'Create New Directory' screen has a 'Doorbell Call Methods' section with 'Directory' and 'Direct Call' options. The 'Add Receivers' screen shows a list of receivers with a tooltip explaining the 'Direct Call' method: 'Make Direct Calls to Receivers. Once enabled, the directory list will be hidden on the Intercom screen and Users/visitors will not be able to call a directory via a dial code. Are you sure you want to proceed?'

/💡 In-version Iteration/

We enhanced setup guides with visitor perspective views, hypothesizing that missing visitor context increased complexity.

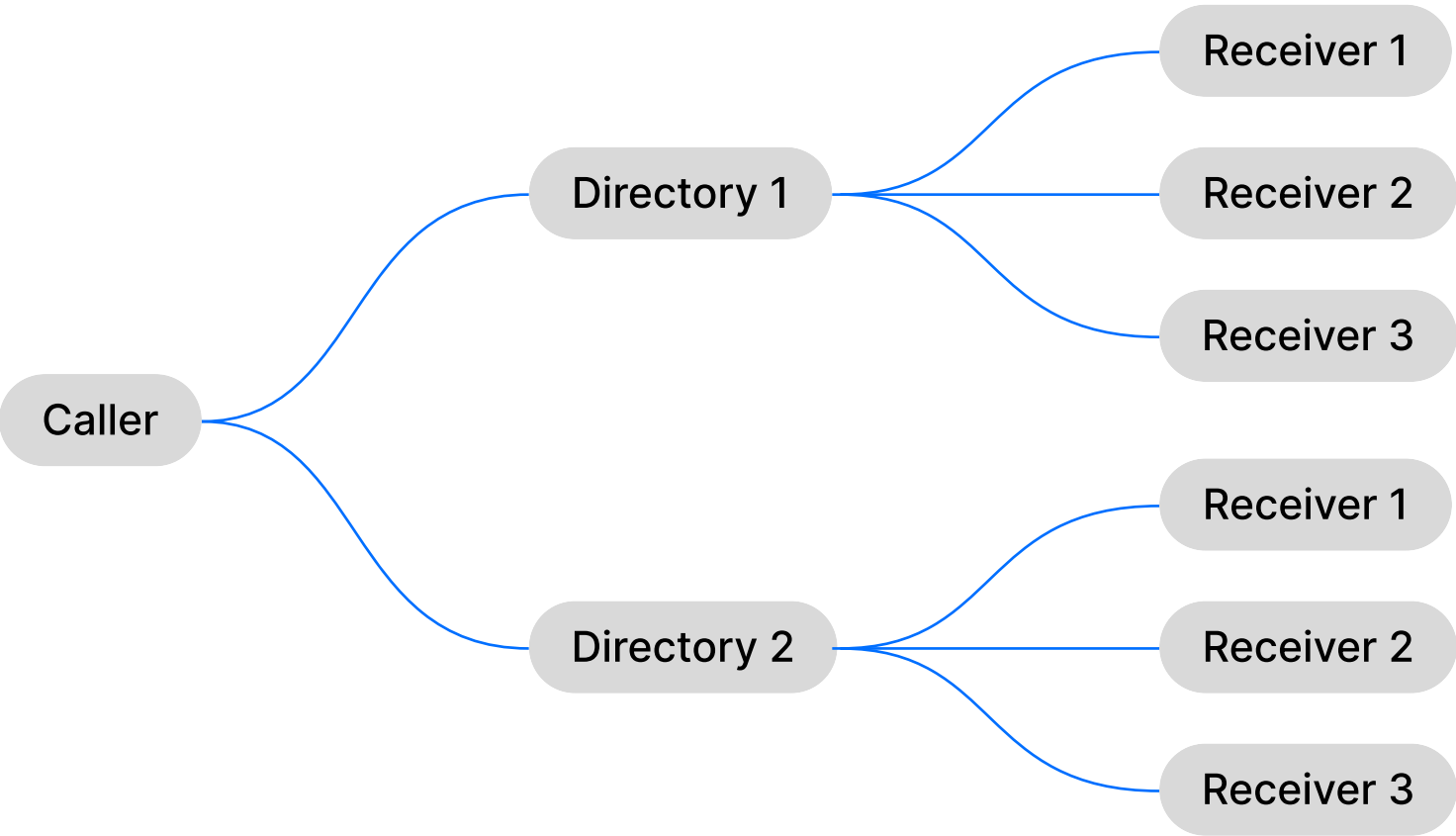
Post-launch feedback validated this approach.



The screenshots show the updated interface for managing the directory and adding receivers. The 'Manage Directory' screen shows a list of rooms with a search bar. The 'Add Receivers' screen shows a list of receivers with a search bar. The updated interface includes enhanced setup guides and visitor perspective views, such as a numeric keypad and a directory list, to help users understand the system better.

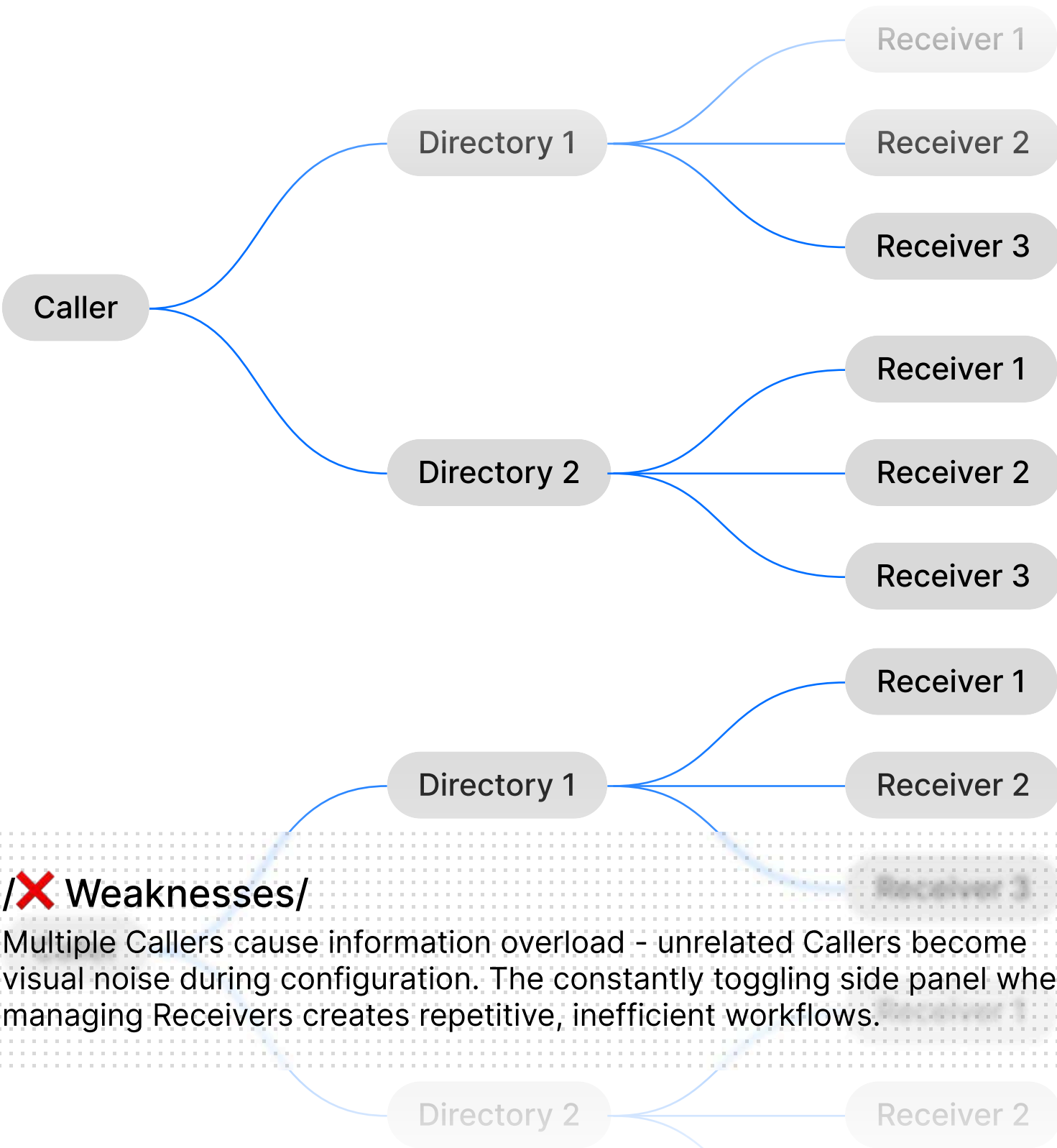
MVP Feedback - Limited Topology Readability & Scalability

In the MVP version, I displayed all Callers and their paired Receivers in the topology structure, allowing users to expand nodes to view device pairings.



/✔ Strengths/

When displaying a single Caller, the topology clearly visualizes multi-level management relationships



/✗ Weaknesses/

Multiple Callers cause information overload - unrelated Callers become visual noise during configuration. The constantly toggling side panel when managing Receivers creates repetitive, inefficient workflows.

MVP user observations and feedback validated Caller Manager's value, earning me one more developer and a junior designer for Version 1.0. We'll solve MVP usability problems while implementing high-impact, high-effort features from our priority matrix.

/Business Phases/

/MVP Version/

「Build Phase」

- Ship foundational features
- Prioritize speed-to-market
- Validate the core hypothesis

/Version 1.0/

「Growth Phase」

- Iterate on core UX
- Strengthen key features
- Boost usability & engagement

/2.0Version/

「Maturity Phase」

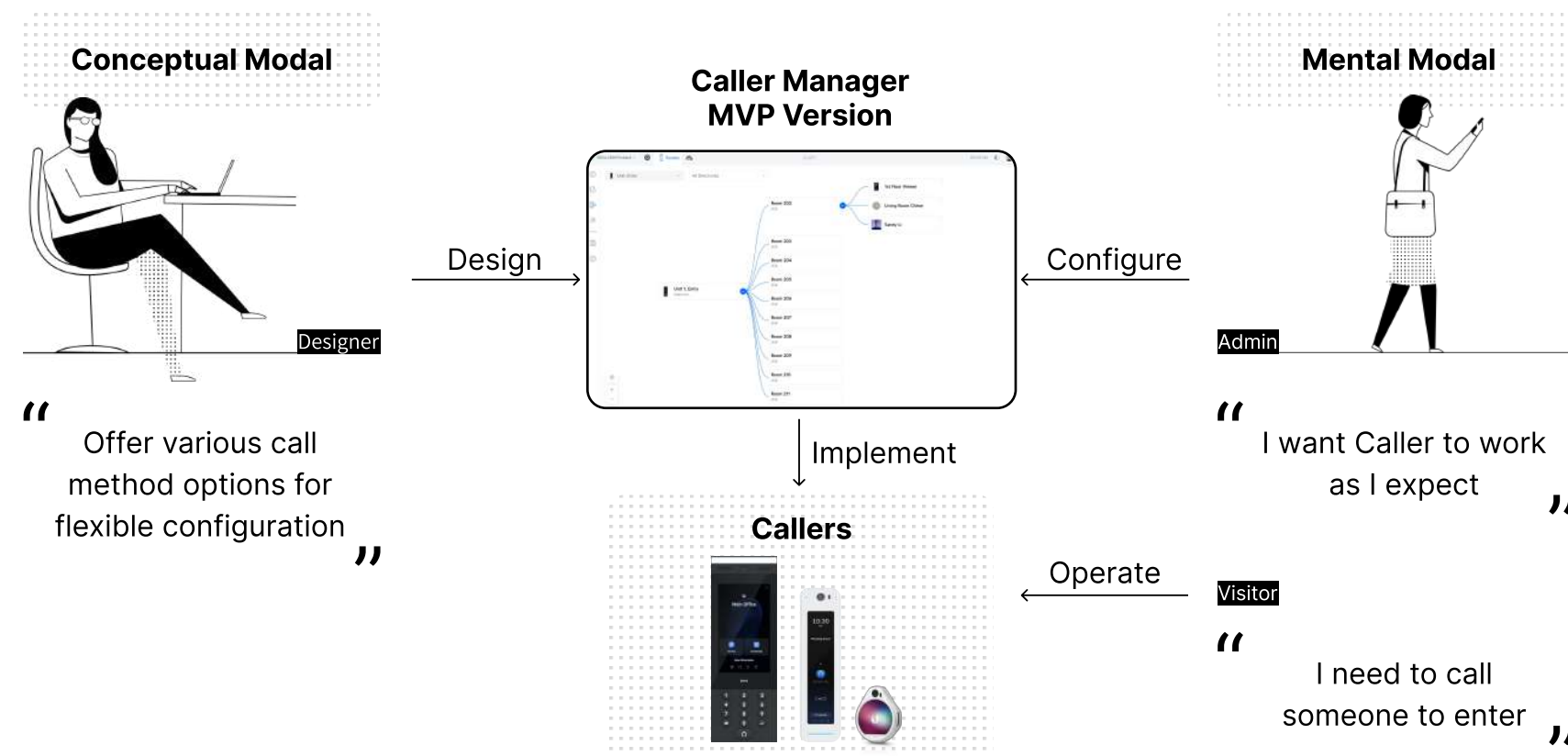
- Achieve rock-solid stability
- Become industry standard
- Streamline internal workflows

/Design Vision/

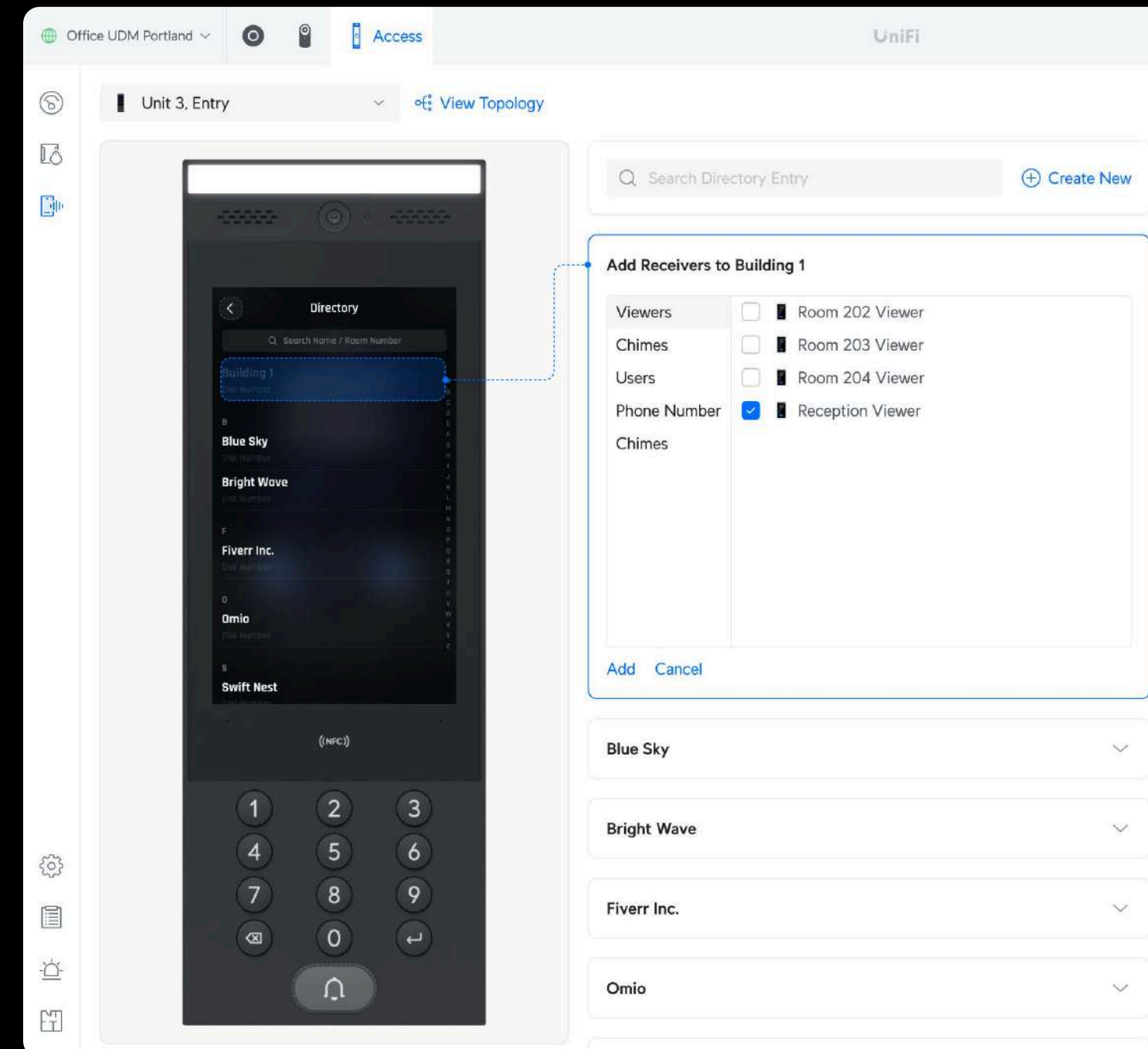
Adding Call Groups for better scalability. Reducing user friction, streamlining configuration, and boosting efficiency

/Challenge 1: Cognitive Load/

Reducing friction in setting "Call Methods" to lower learning curve



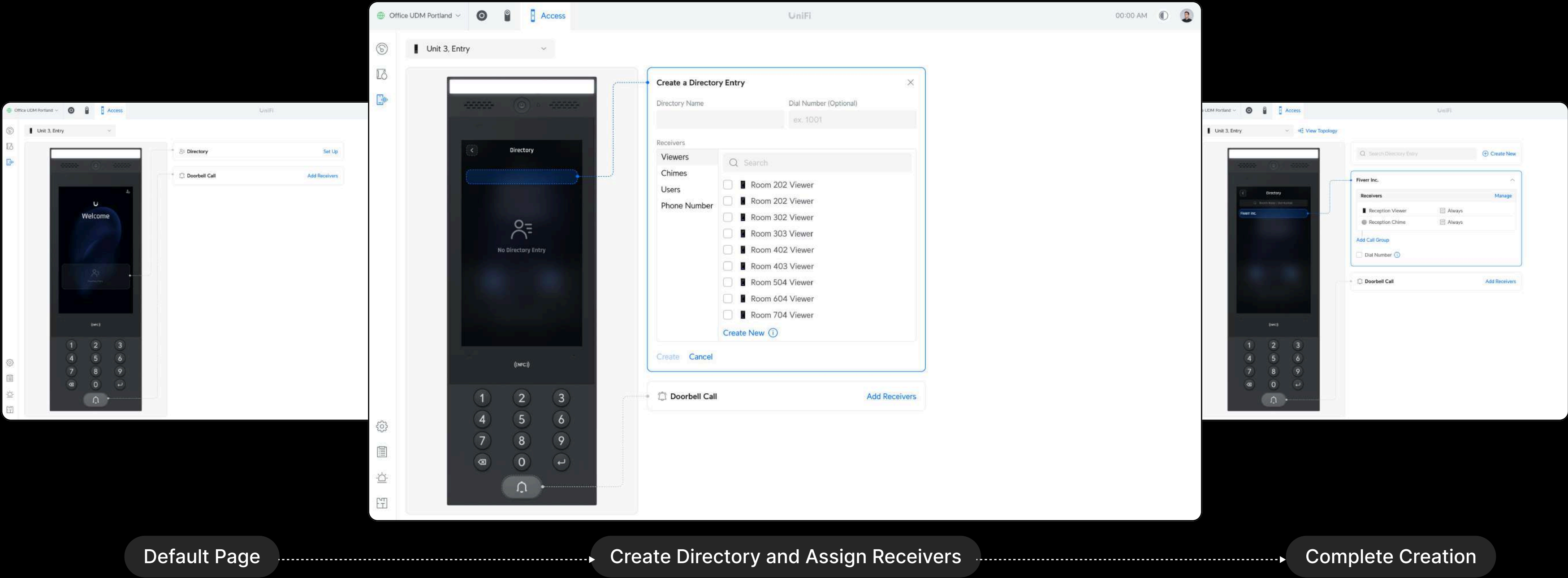
💡 When users aren't the end device users, visualizing expected configuration outcomes for them becomes critical



Version 1.0: Establishing a mapping model with "Configuration" on the right and "Configuration Results" on the left

Compared to the MVP's admin-centric configuration approach, version 1.0 adds **visitor perspective** to help admins understand configuration outcomes.

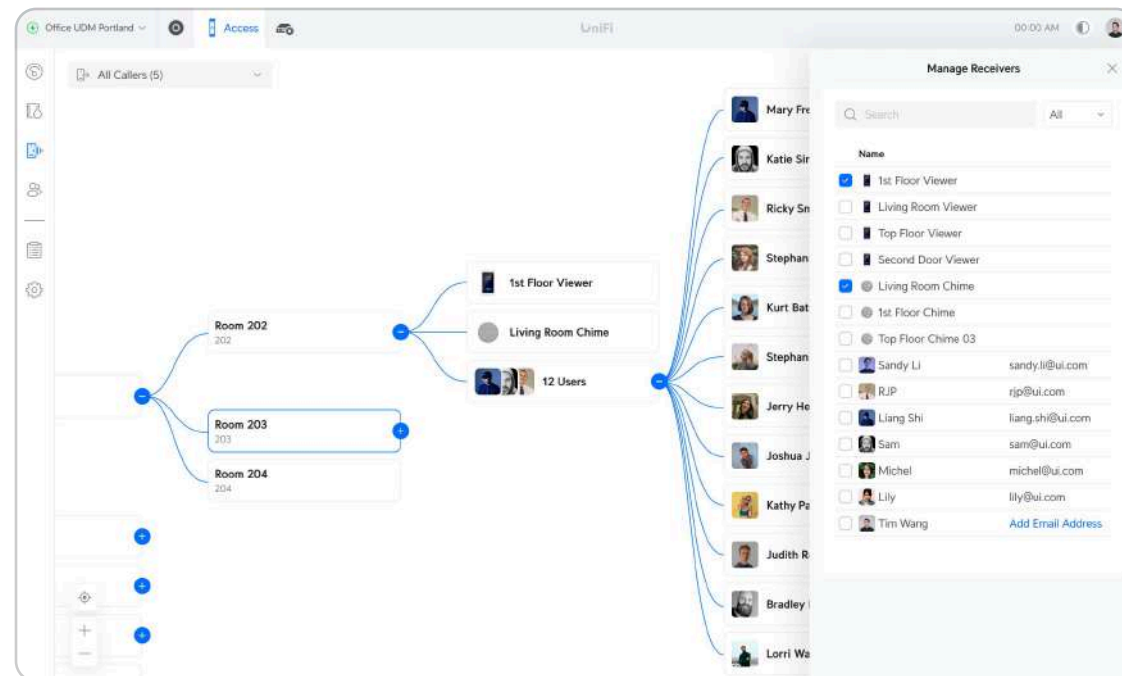
We combined "Create Directory" and "Assign Receivers" into one step - replacing MVP's separate batch creation and assignment process with a more intuitive workflow that reduces cognitive load.



/Challenge 2: Limited Topology Readability & Scalability/

Focus on core tasks with clear view separation for immersive configuration and browsing

MVP Version

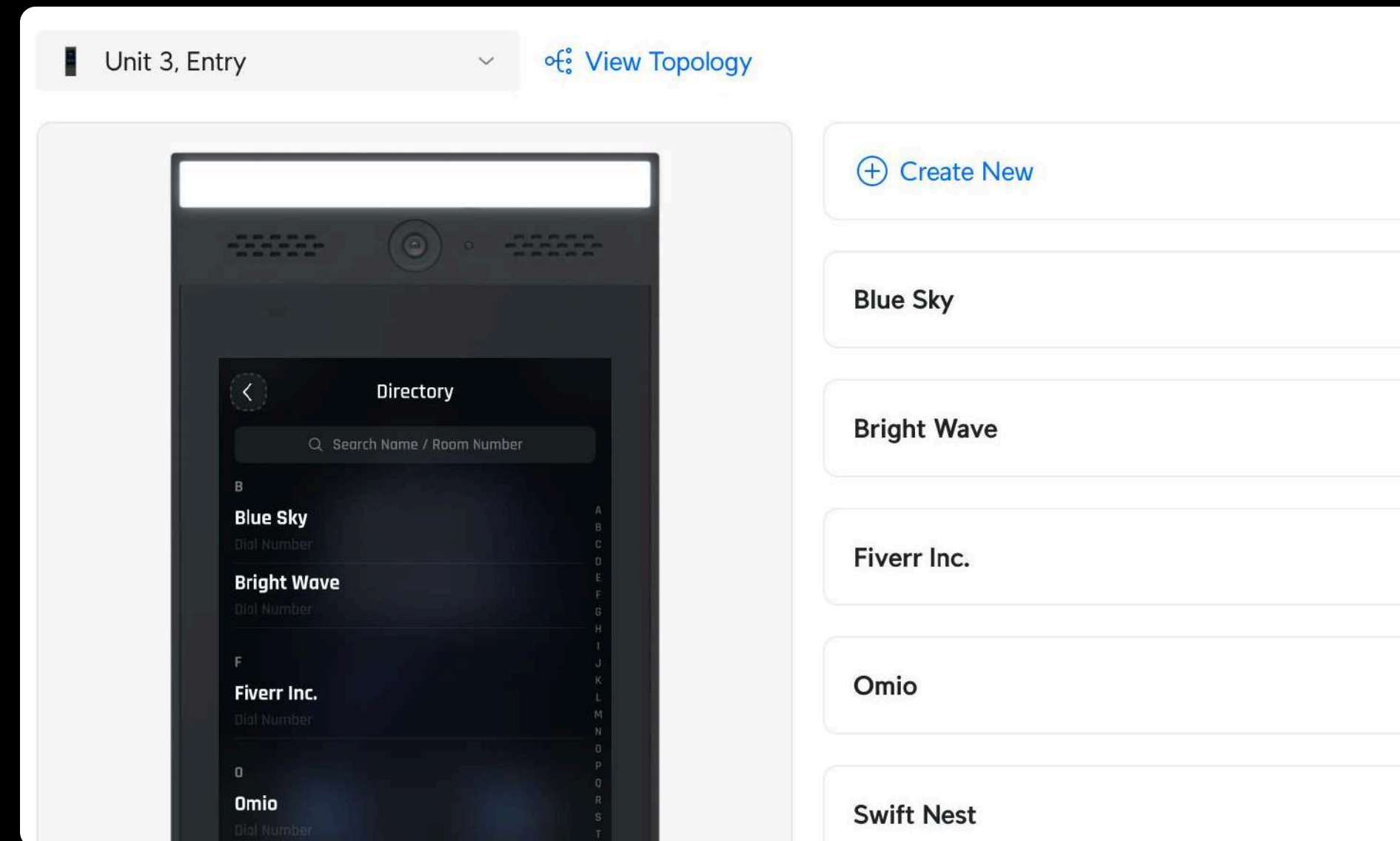


Creating directories then adding Receivers separately is too repetitive!

Why display all independent Callers together? 100 Callers would be chaos.

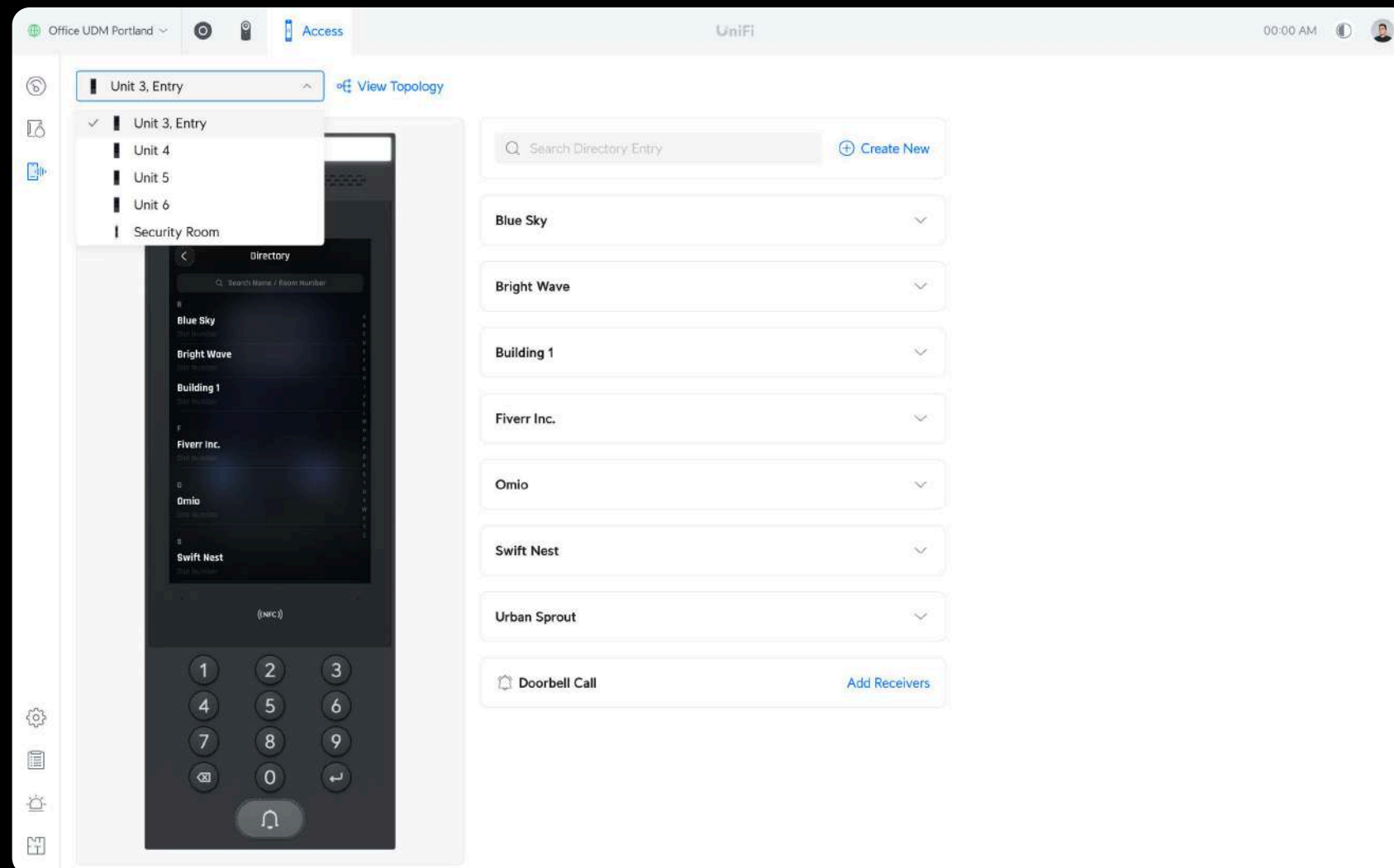
💡 Mixing "Configuration" and "View" modes disrupts workflow and creates cognitive disconnects

Version 1.0: Delivers immersive single-Caller configuration with separated functional views

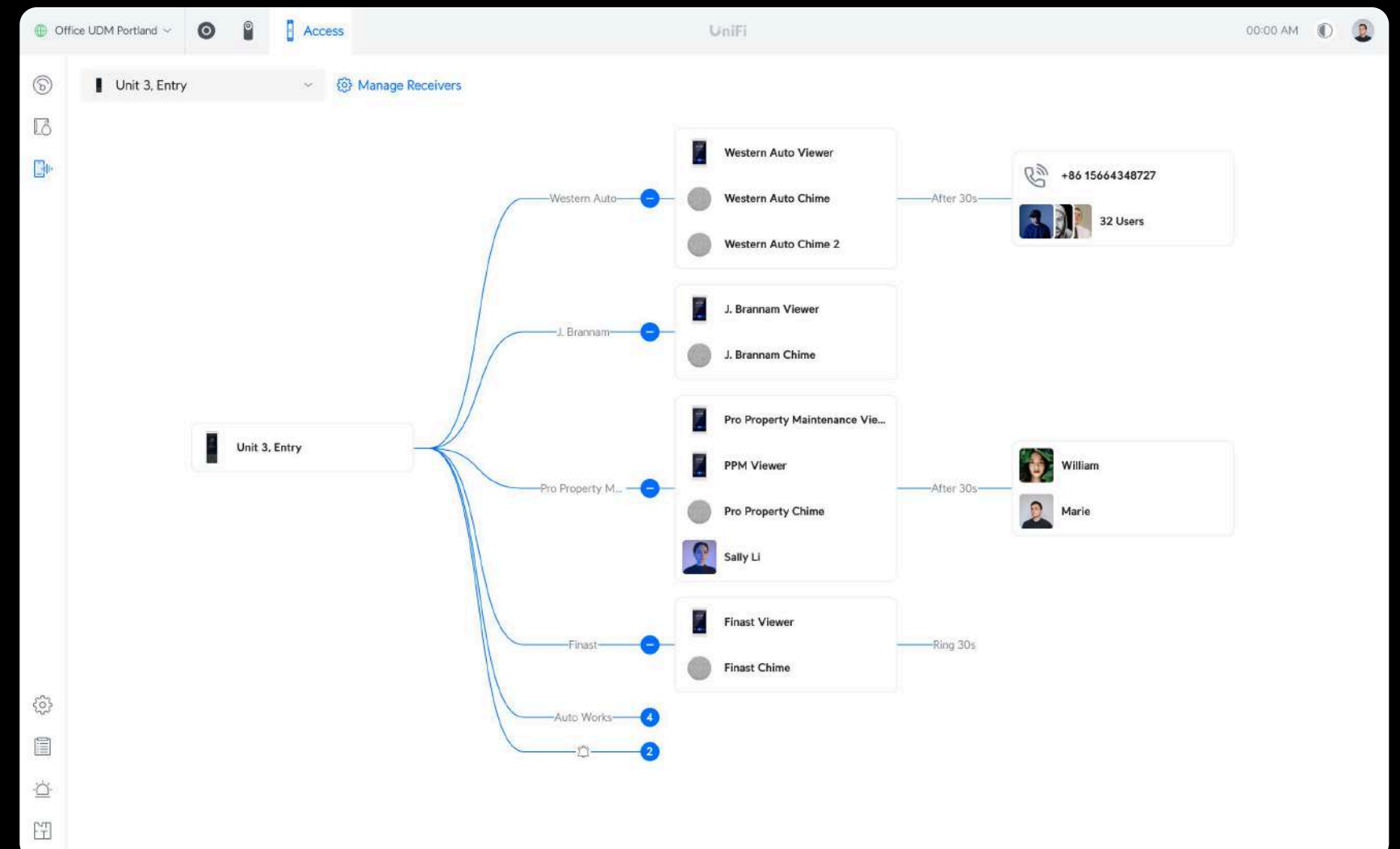


Version 1.0 focuses on the core task: configuring/viewing specific Caller-Receiver relationships.

We replaced the unified topology with dedicated configuration spaces per Caller and separated "configuration" from "viewing" modes, creating clear user paths and consistent mental models.

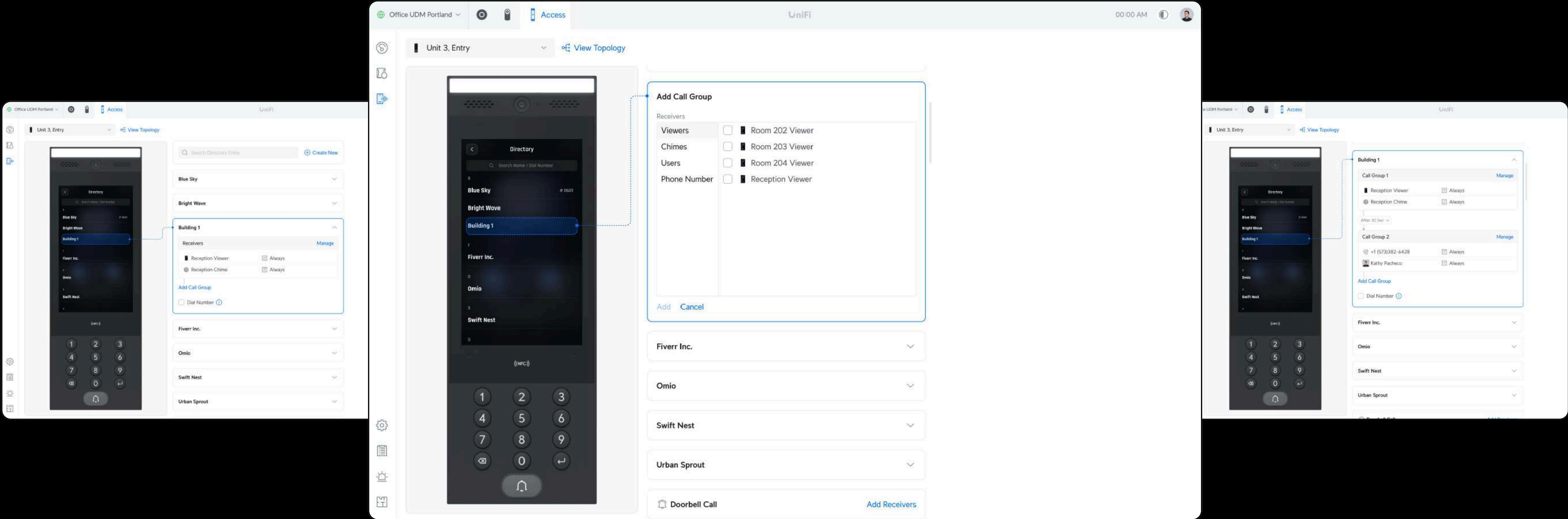


Configuration Page



View Page

Version 1.0 improves scalability by supporting call groups for enterprise use cases.



Click “Add Call Group”

Assign Receivers to a Call Group

Complete Adding

/Bonus/

You might have already spotted the fresh thinking in our design system!

In the MVP, we used side panels and modals as Caller Manager's primary management approach. These components were commonly seen in the configuration and forms UI, and became high-frequency components used by B-end designers.

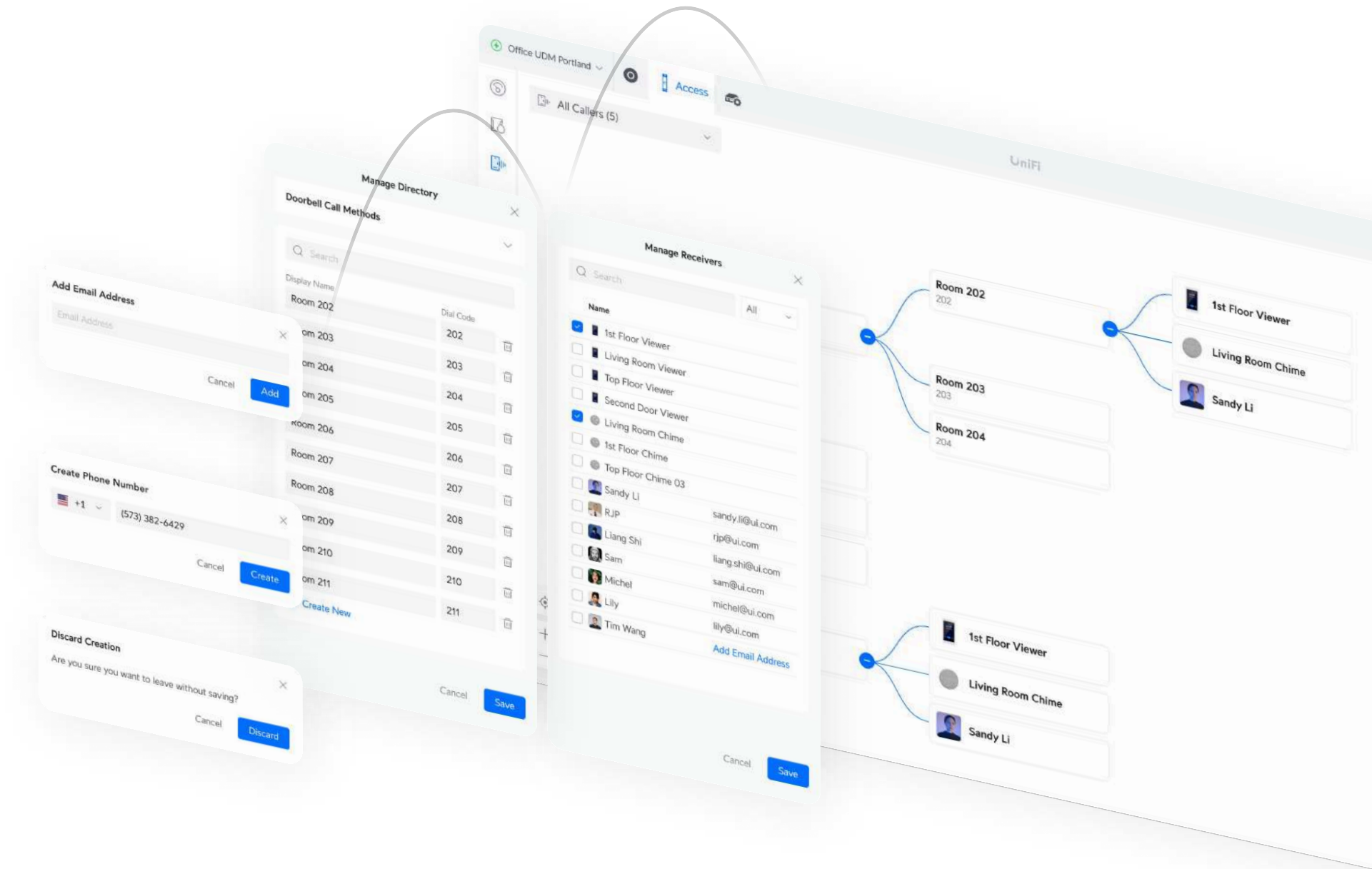
But the limitations were clear:

01

They dispersed user attention from primary content or workflow, disrupting user's core tasks.

02

They forced users to switch contexts during operations, reducing efficiency, especially when handling complex tasks.



/Experience Upgrade/

Can we enable users to complete all their tasks within a single view?

 Jiahao (Dev): "Maintaining the state for these inline components is so much easier than managing modals and side panels!"

We could use inline editing so users don't have to jump between pages. This would keep them in their workflow without interruption. It also lowers their cognitive load, users don't need to remember what they did on the last screen or repeat steps.

Create a Directory

+ Create New

After clicking "Create New", inline expand the bubble

Create a Directory Entry

Directory Name

Dial Number (Optional)

Receivers

Viewers

Chimes

Users

Phone Number

☐

Room 202 Viewer

☐

Room 203 Viewer

☐

Room 204 Viewer

☐

Reception Viewer

Create

Cancel

Manage Receivers

Receivers

Reception Viewer

Reception Chime

Always

Always

Manage

After clicking "Manage", bubble will be replaced by pick list

Manage Receivers

Viewers

Chimes

Users

Phone Number

☐

Room 202 Viewer

☐

Room 203 Viewer

☐

Room 204 Viewer

☒

Reception Viewer

Save

Cancel

Add Call Group

Receivers

Reception Viewer

Reception Chime

Always

Always

Add Call Group

After clicking "Add Call Group", bubble will be replaced by pick list

Add Call Group

Receivers

Viewers

Chimes

Users

Phone Number

☐

Room 202 Viewer

☐

Room 203 Viewer

☐

Room 204 Viewer

☐

Reception Viewer

Add

Cancel

Edit Phone Number

Viewers

Chimes

Users

Phone Number

☒

+1 (573)382-6428

☒

+1 (573)382-6429

Create New

+1

(573) 382-6429

Save

Cancel

After clicking "Edit", inline transfer the status to editable

Viewers

Chimes

Users

Phone Number

☒

+1 (573)382-6428

Edit Phone Number

+1

(573) 382-6429

Save

Cancel

/My Contribution/

Strategic Decisions & Ownership

Based on user insights and priority analysis, I drove the key feature prioritization decisions for the MVP. The 2 most critical choices were:

- 1. Postponing 'Group Management':** I assessed that its use case coverage was low for an MVP. Deferring this feature to v1.0 accelerated our launch by a week.
- 2. Phasing the 'Directory' Feature:** I made the call to split the "Add Receiver to Directory" workflow. This trade-off reduced development complexity, allowing us to ship the core functionality in just two days, while posing a minimal usability hurdle for the MVP.

Cross-functional Collaboration

In our small, agile team, I worked in a pair design model with engineering, ensuring continuous technical validation throughout the process

With Product:

1. Participated in requirements reviews, providing feasibility feedback from a design perspective.
2. Rapidly validated product hypotheses with interactive prototypes.

With Engineering:

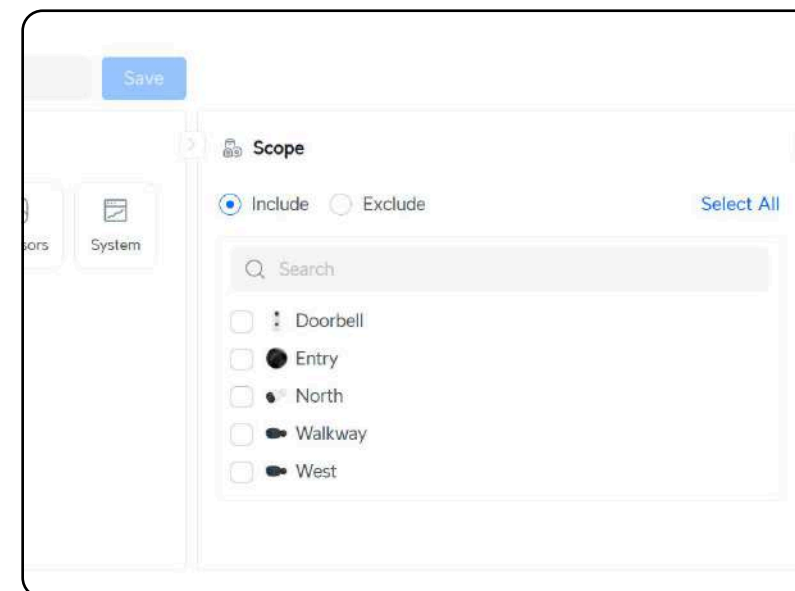
1. Delivered detailed design specifications, interaction documentation, and conducted design walkthroughs.

/Design Impact/

Streamlining Configuration and Scalability for B2B Platforms

Building Caller Manager from the ground up was an opportunity for me to simplify complex B2B configuration. By applying a consumer-product mindset, I designed a validated, low-friction admin experience that minimizes cognitive load.

Besides, the resulting design pattern proved highly effective, covering 80% of common scenarios. It earned praise from leadership and is now being integrated into the official UniFi Design System, scaling its impact across the product ecosystem.



he new design pattern applied in the protect system.

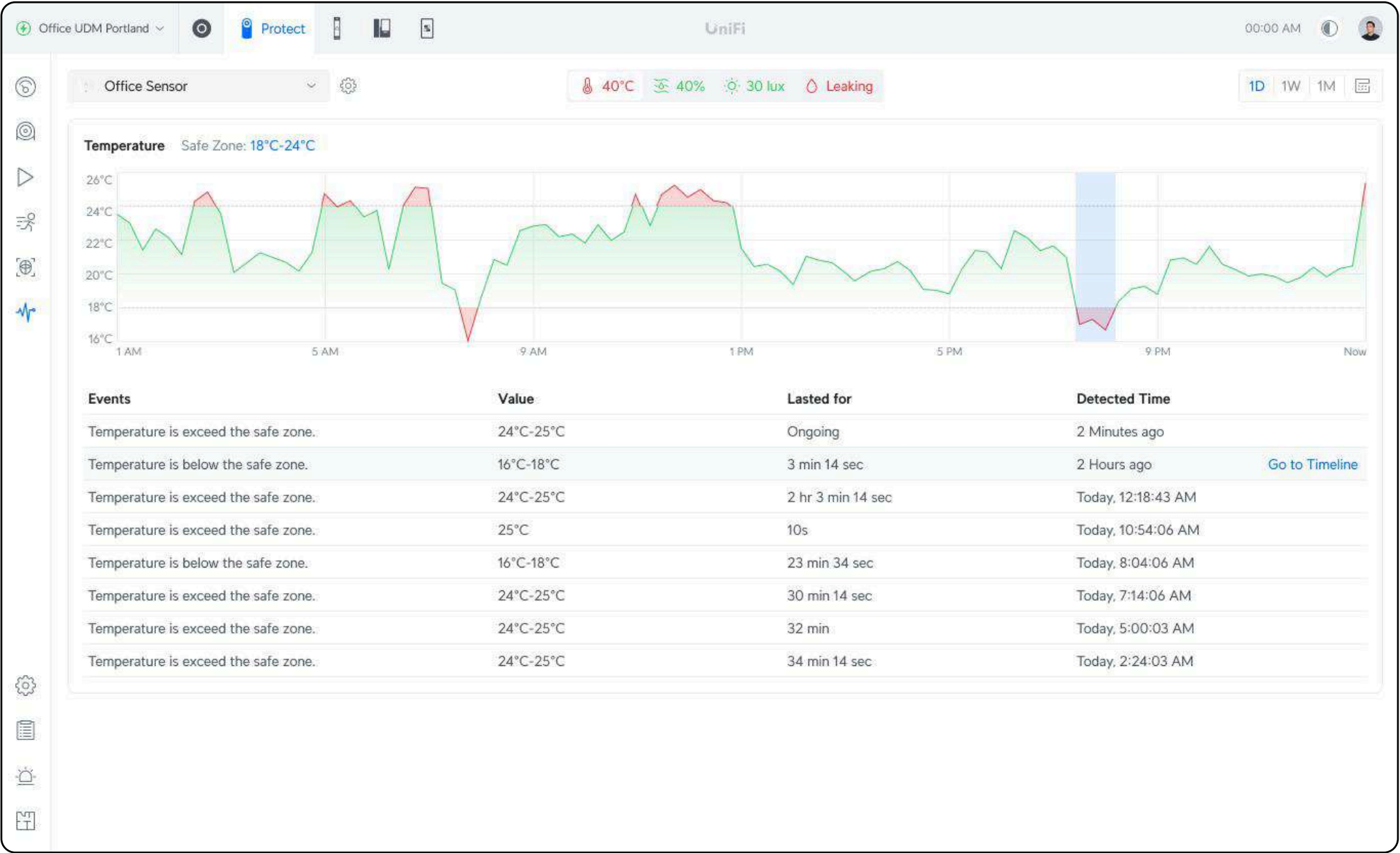
Sensor Manager

Constructing Efficient Data Visualization Framework

Web

Design Owner

2024/7-2024/9

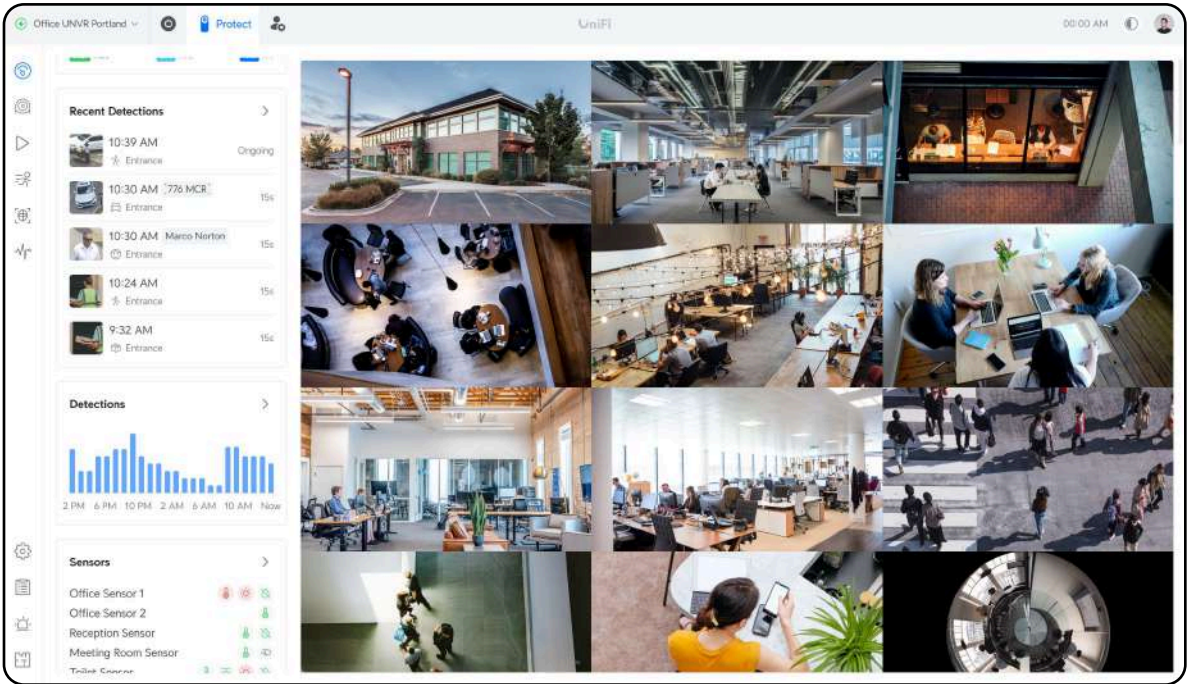


What is Sensor Manager?

Sensors enhance the UniFi protect system by monitoring environmental changes that cameras cannot detect.

Admins can track critical conditions, such as cold storage temperatures, server room heat, water leaks, and door/window statuses. Historical data also enables predictive risk assessment.

Sensor Manager is the tool that centralizes this data, providing administrators with real-time monitoring and instant alerts for any anomalies.



Protect Dashboard

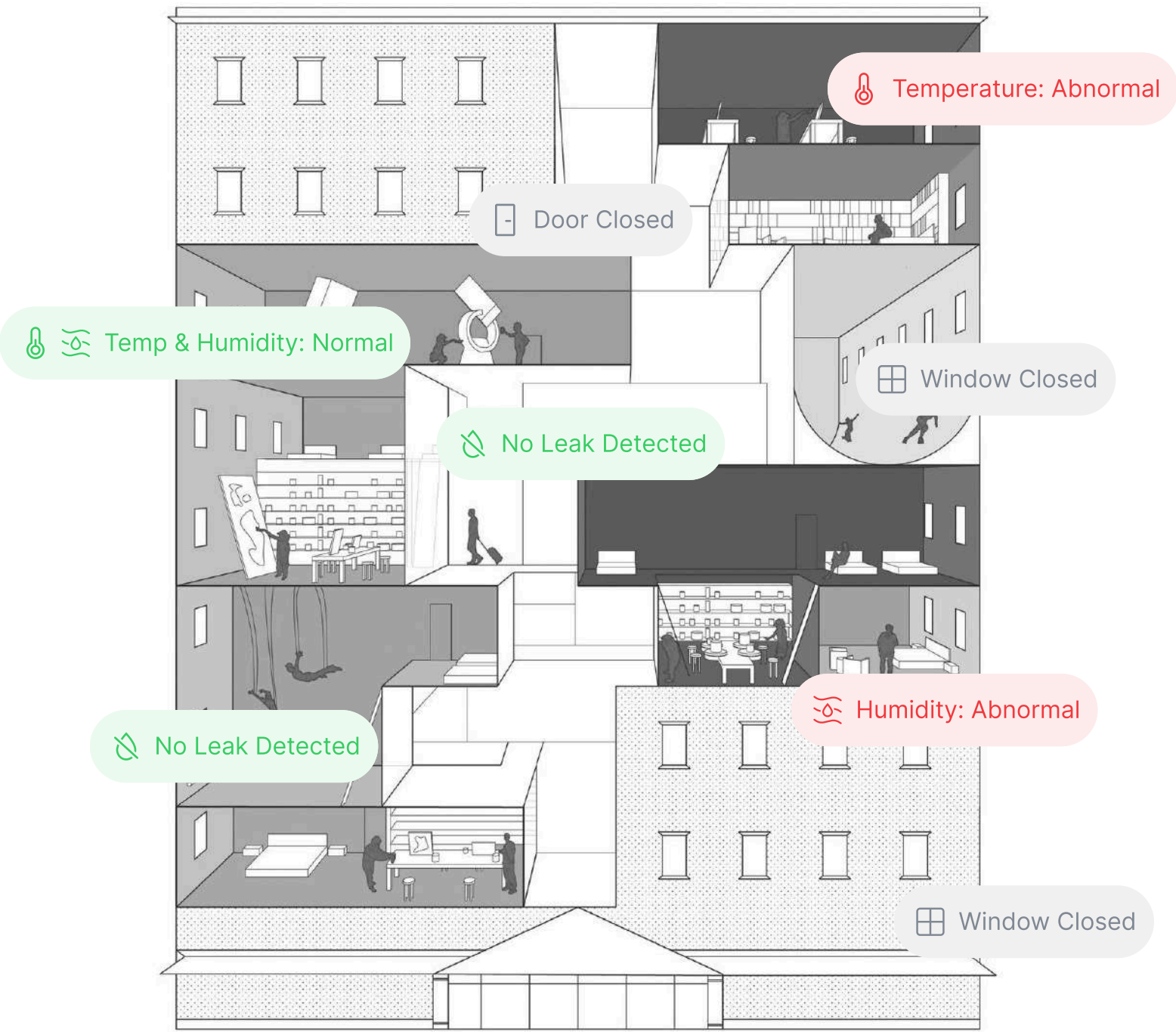


Image from the Internet

Project Background

In early versions, with only a single Sensor device in the UniFi protect ecosystem, we grouped it with our camera products in the same management module.

However, this approach has become inadequate to meet current demands.



/Platform Level/

We are automating the UniFi Alarm System for a seamless "Detection" to "Response" workflow. As the core triggers for this system, Sensors must be powerful enough to support any user-created automation scenario.



An example of this automation: When a Sensor detects a window opening (Trigger), a speaker by the door sounds an alarm and a notification is sent to the user's phone (Scope + Action).

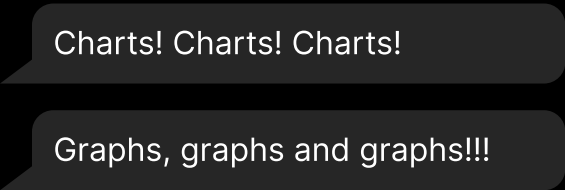
/Product Level/

With more sensors launching, our bundled management model is failing. Competitors are winning with dedicated modules, forcing us to redefine the Sensor's role and UX.



/User Level/

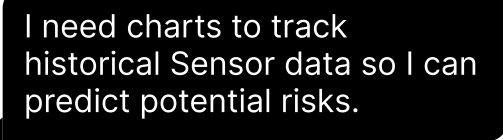
Users are demanding data visualization, and their feedback confirms that the current management experience is frustratingly difficult.



/User Feedback/

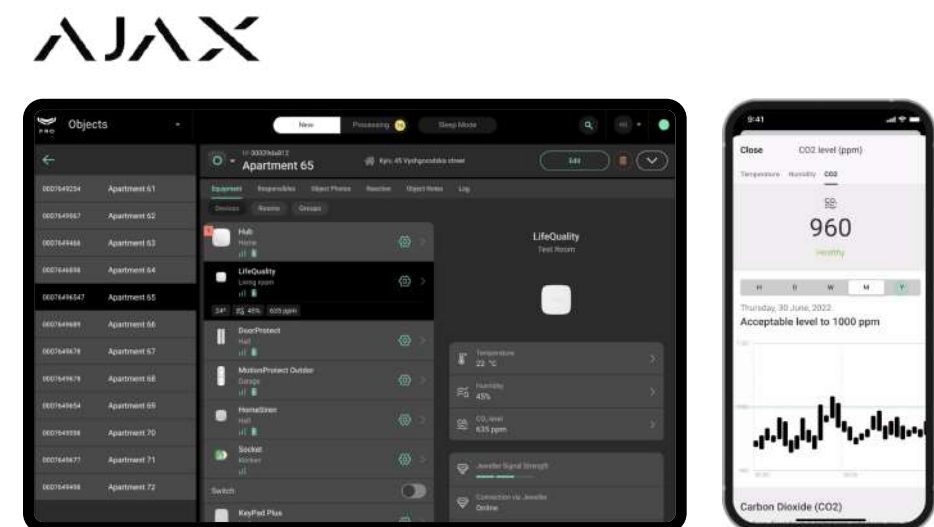
/Competitive Analysis/

Ajax: Integrates editing and viewing into a unified interface, streamlining the workflow and boosting efficiency. It also offers multi-timezone support, which enhances system reliability and makes it easier for users to review historical data.



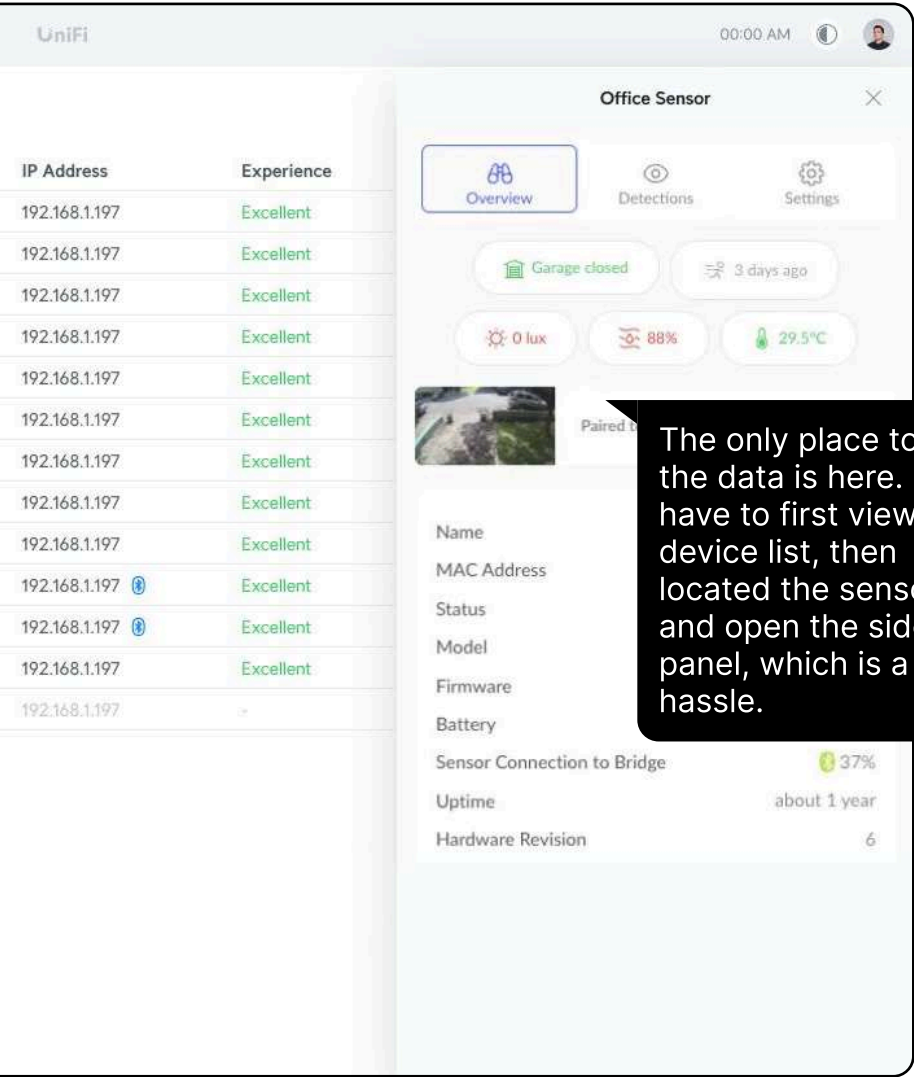
I wish I could hover over a chart for a quick data preview, and then click device to see the full chart.

It would be great to have a historical timeline, just like the cameras. I want to be able to see data patterns.



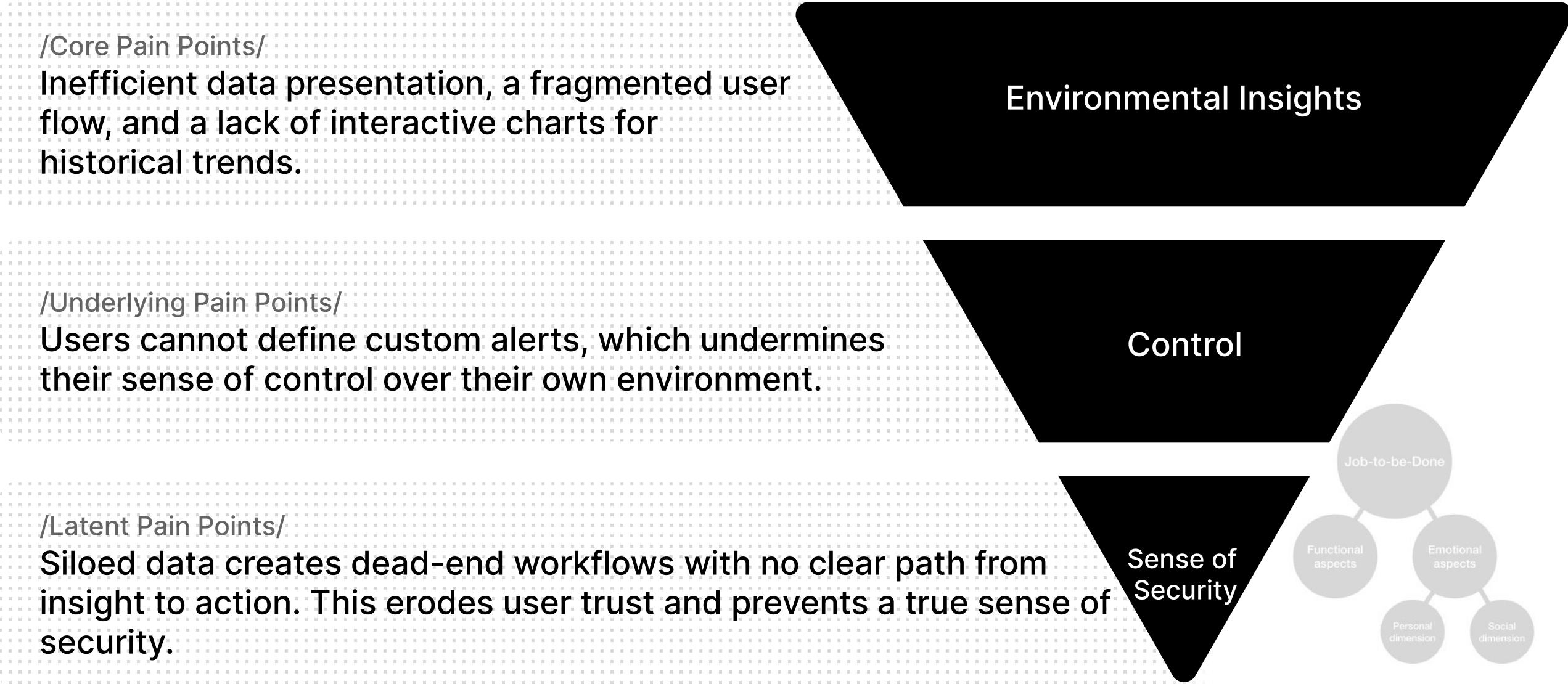
Problems

Currently, users can only view environmental datas in specific sensor side panel.



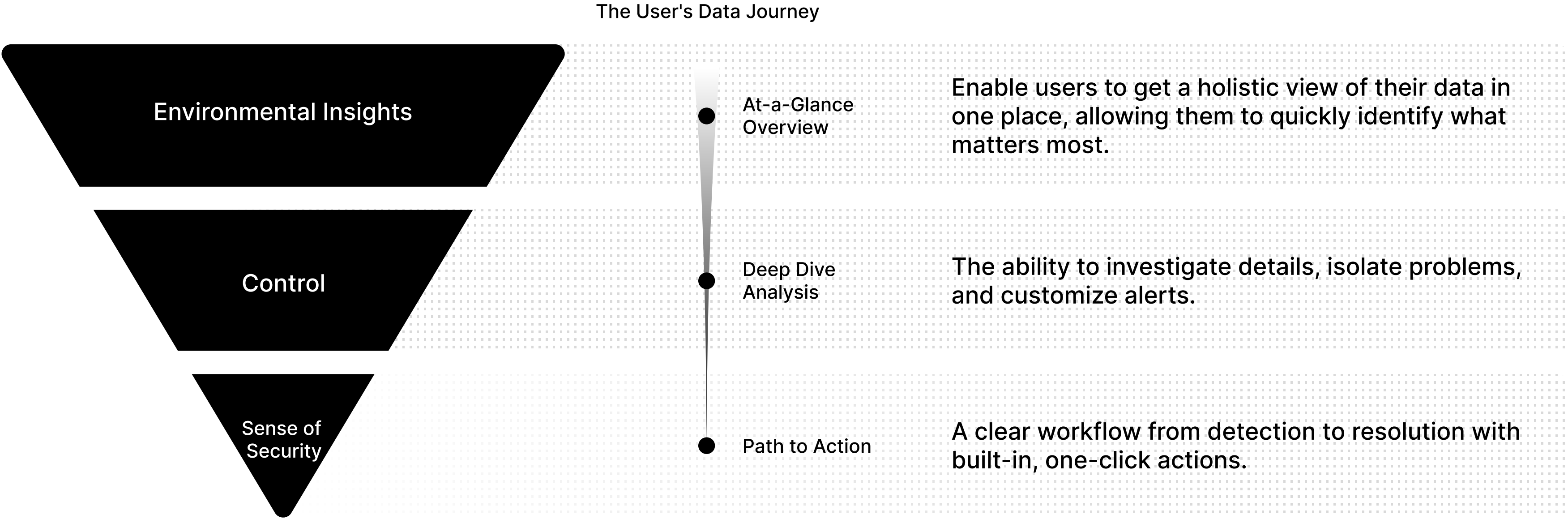
Sensor Side Panel

While users requested specific features, my role as lead designer was to look beyond these surface-level requests. My goal was to build a holistic data experience by uncovering and addressing the fundamental needs driving their feedback.



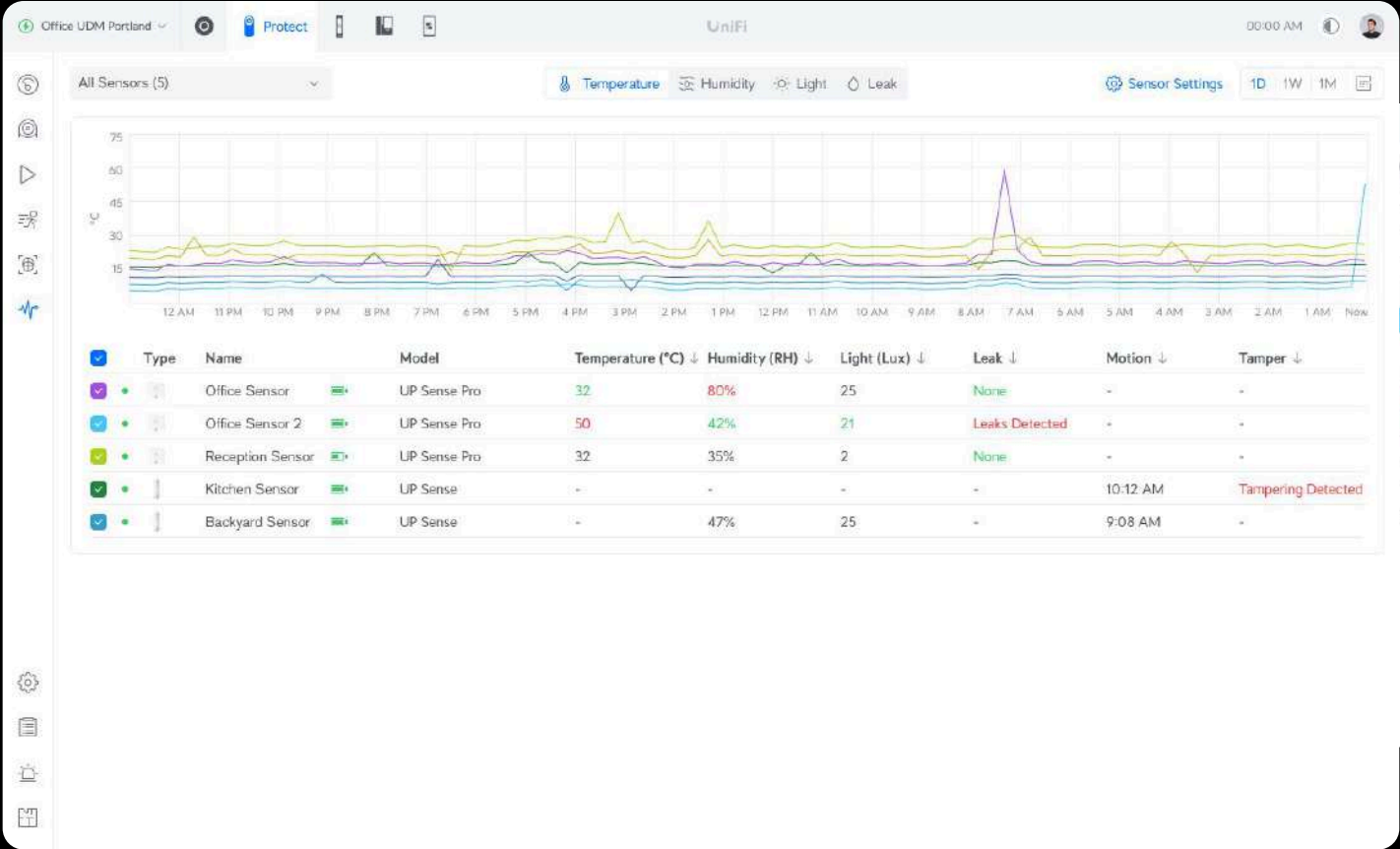
Design Vision

I adopted a bottom-up approach to define the improvement goals. This strategy is grounded in data insights and culminates in the ultimate objective: providing users with a genuine sense of security.





A sensor-centric visualization dashboard, built for rapid anomaly detection while maintaining consistency with the protect platform.

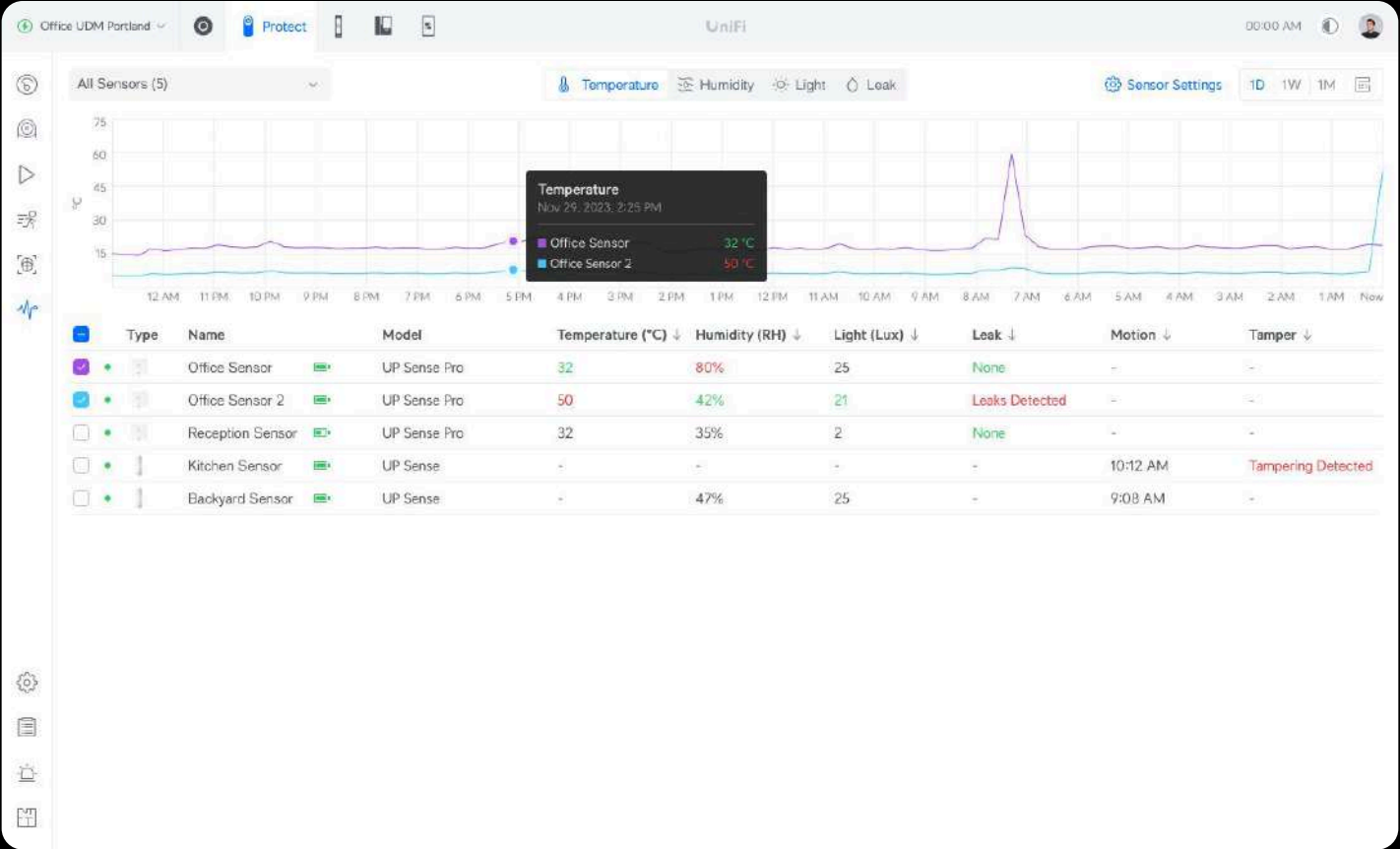


Monitor one metric across all sensors to spot anomalies at a glance.



Adaptive Data Visualization

For example, leak data is shown as a simple status (Leak/Clear), while temperature is displayed as a trend line.



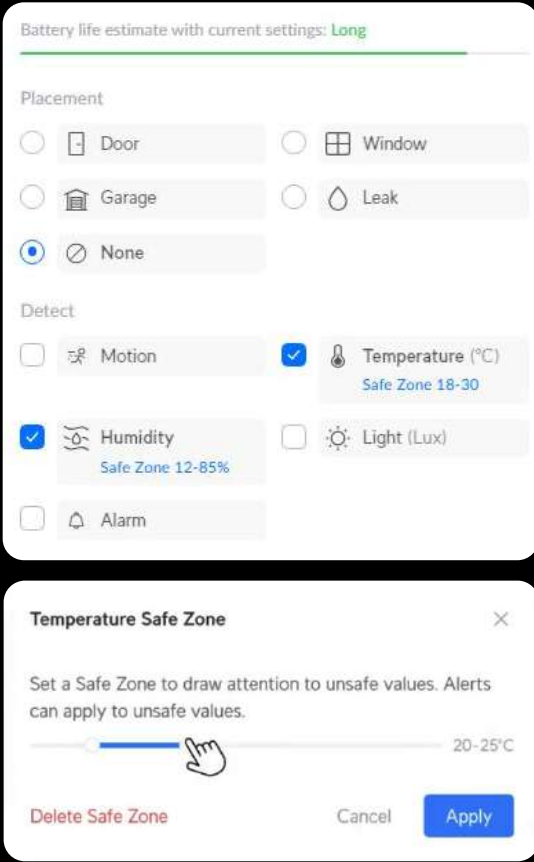
Compare multiple sensors in one area side-by-side to pinpoint the exact source of a problem.



Support users to define Safe Zones. If a sensor reading falls outside this predefined range, it is flagged as an anomaly and triggers a high-priority alert.

MVP Version - Setting a Safe Zone

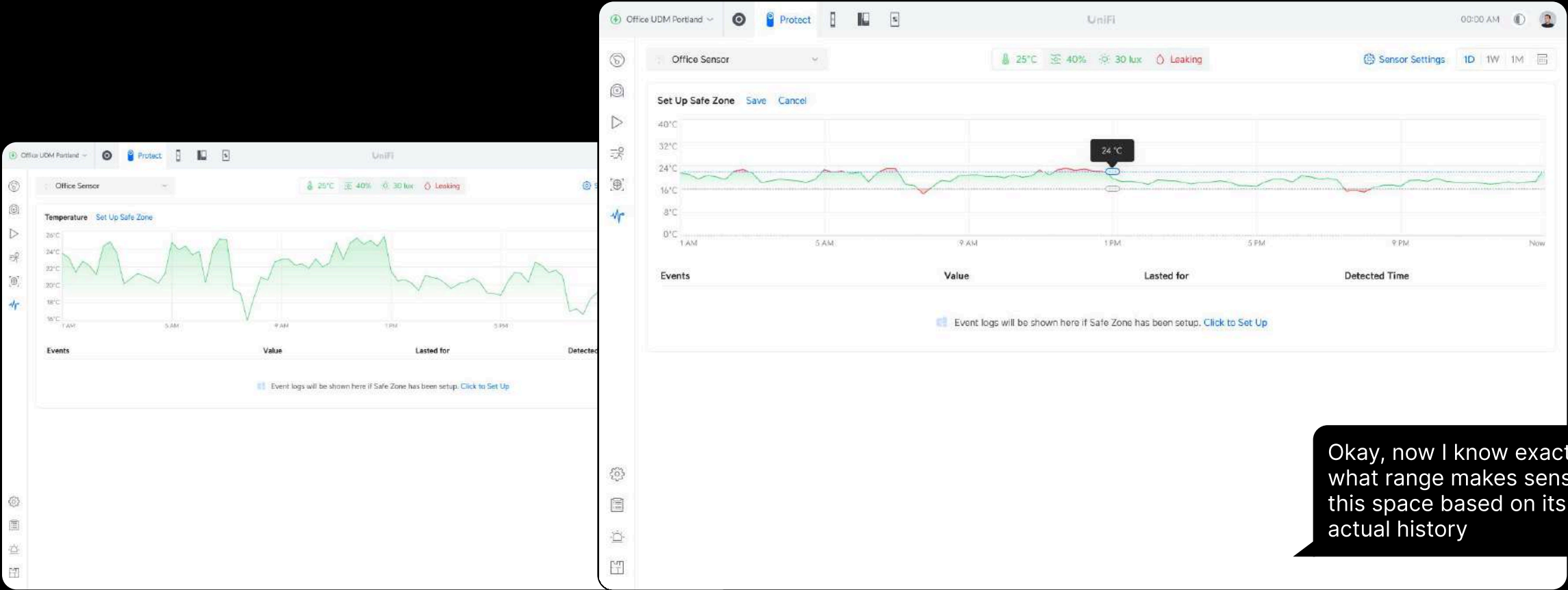
In the MVP, users configure the environmental Safe Zone from the Sensor's settings panel, adjusting the range with a simple slider.



For the same temperature sensor, a server room needs to be 20-25°C, but a walk-in freezer needs to be below -18°C. Without any historical data for context, I'm just guessing at what to set.

Version 1.0 - Setting a Safe Zone

For this iteration, we improved this feature by merging the Safe Zone controls with the data chart. Now, users can set the range visually against historical data, allowing them to create more accurate, context-aware alert thresholds.





Once a sensor is selected, users can perform a deep dive into its data trends and event history to assess the severity of any anomalies.

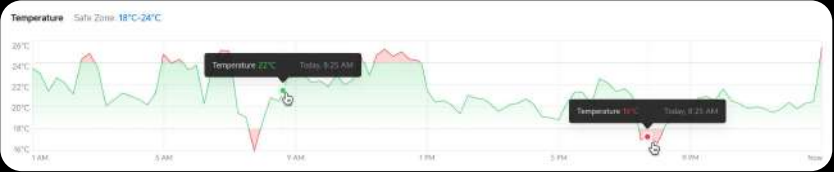
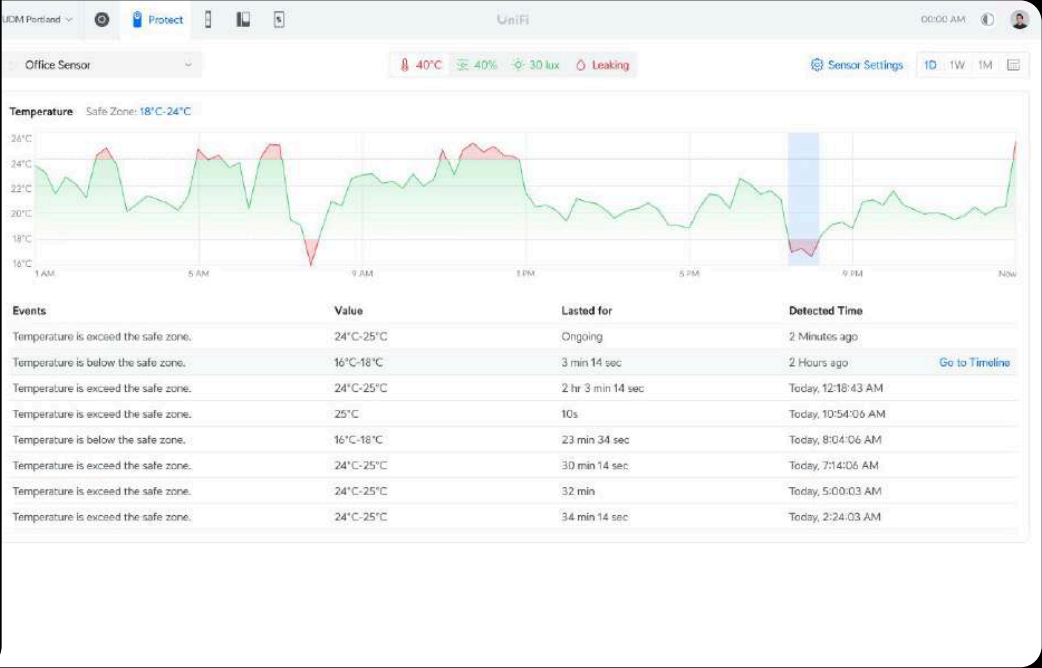
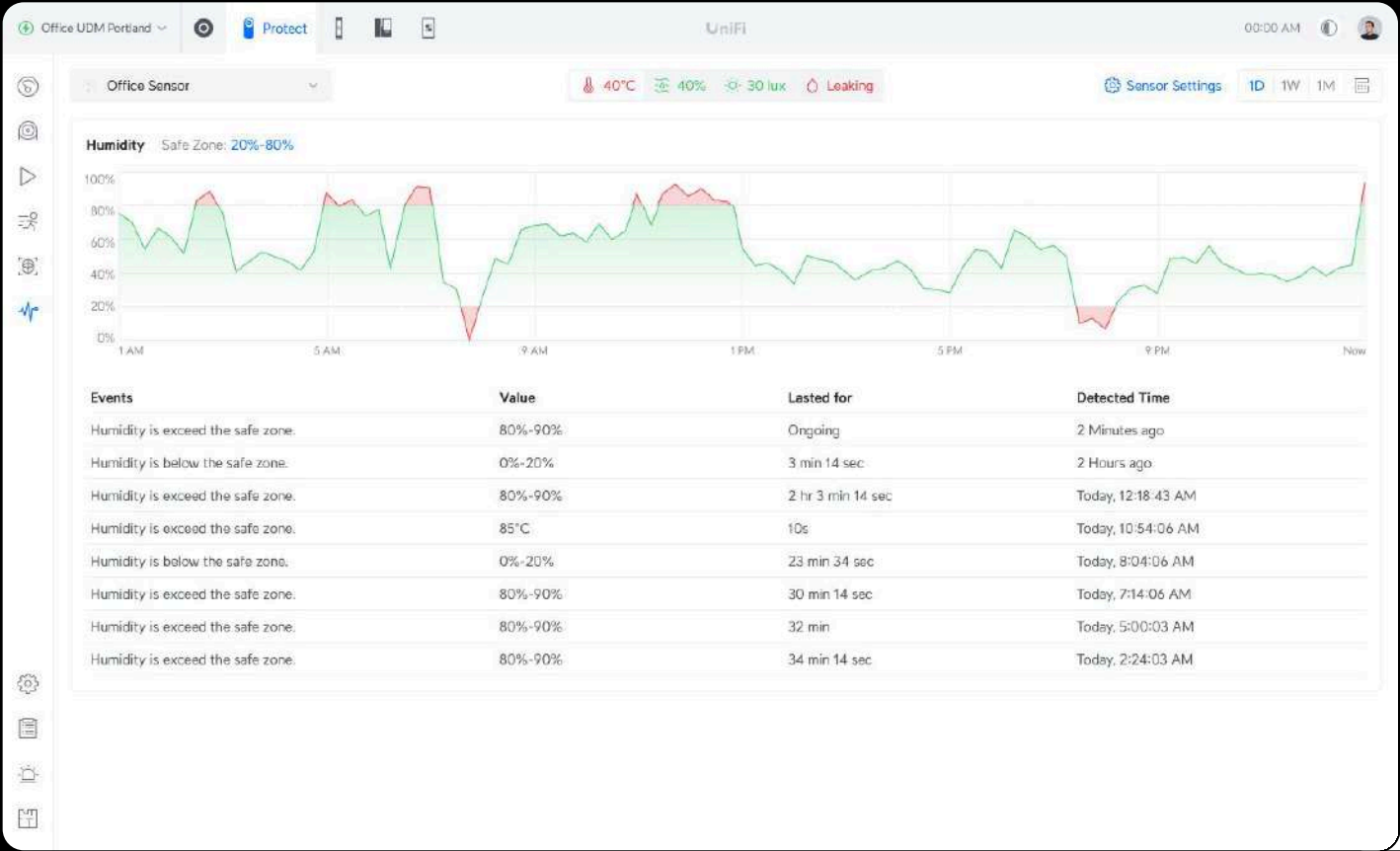
Focus on a Specific Sensor

The dedicated view for a sensor prioritizes anomaly information, helping users narrow down and pinpoint issues.

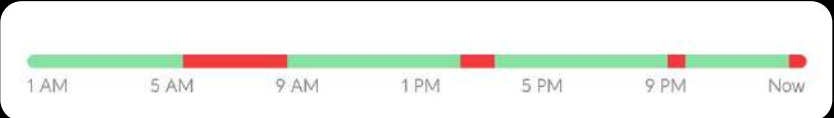
Hover Abnormal Event

Linking the chart and the event log. Hovering over an event instantly highlights its detected time and duration on the graph.

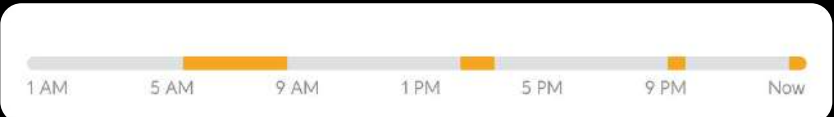
Other Status



Hover Charts



Leak Detection



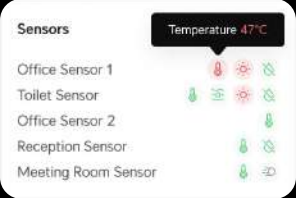
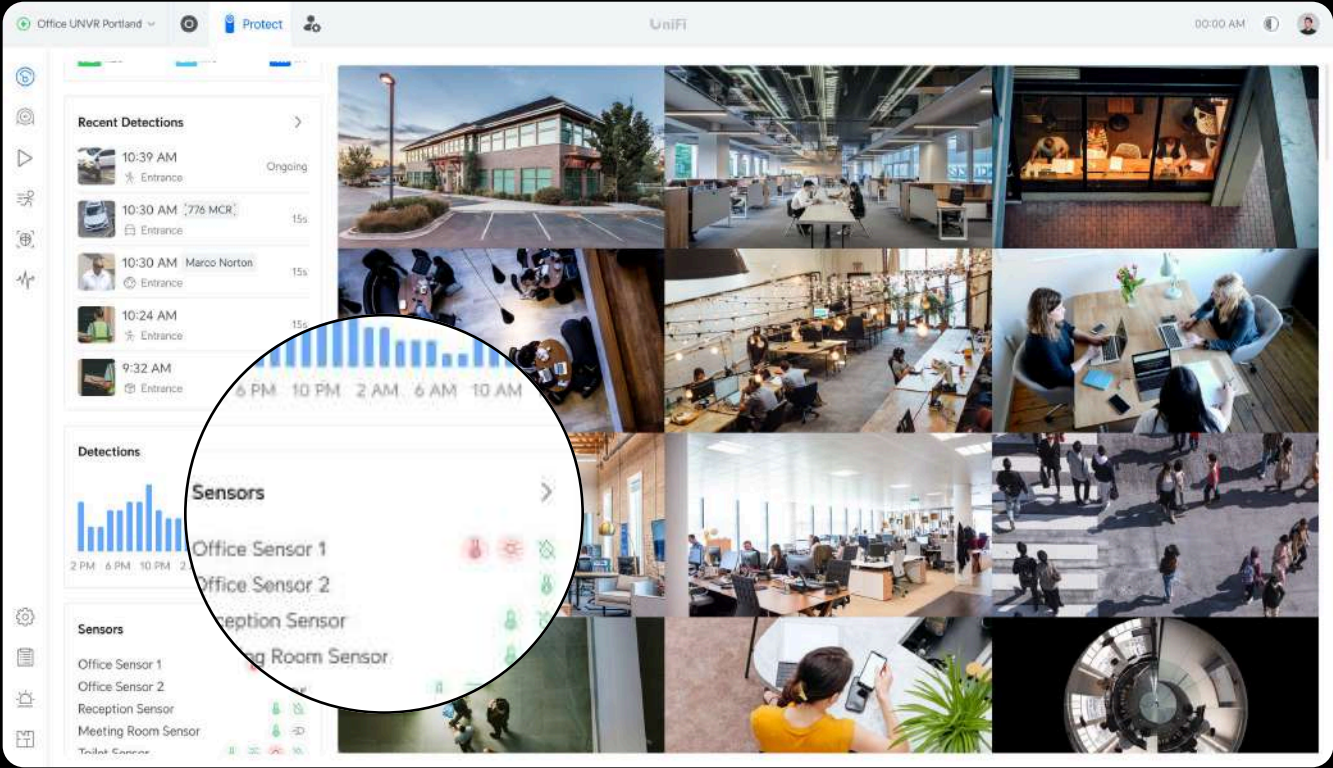
Door/Window: Open/Closed



By establishing upstream and downstream touchpoints, we guide the user through a complete workflow from problem identification to resolution.

[Upstream] Dashboard: The Sensor Widget

The widget displays the status of 5 sensors by default, prioritizing those with active anomalies. A single click takes the user directly to a full-screen view of that sensor's historical data.



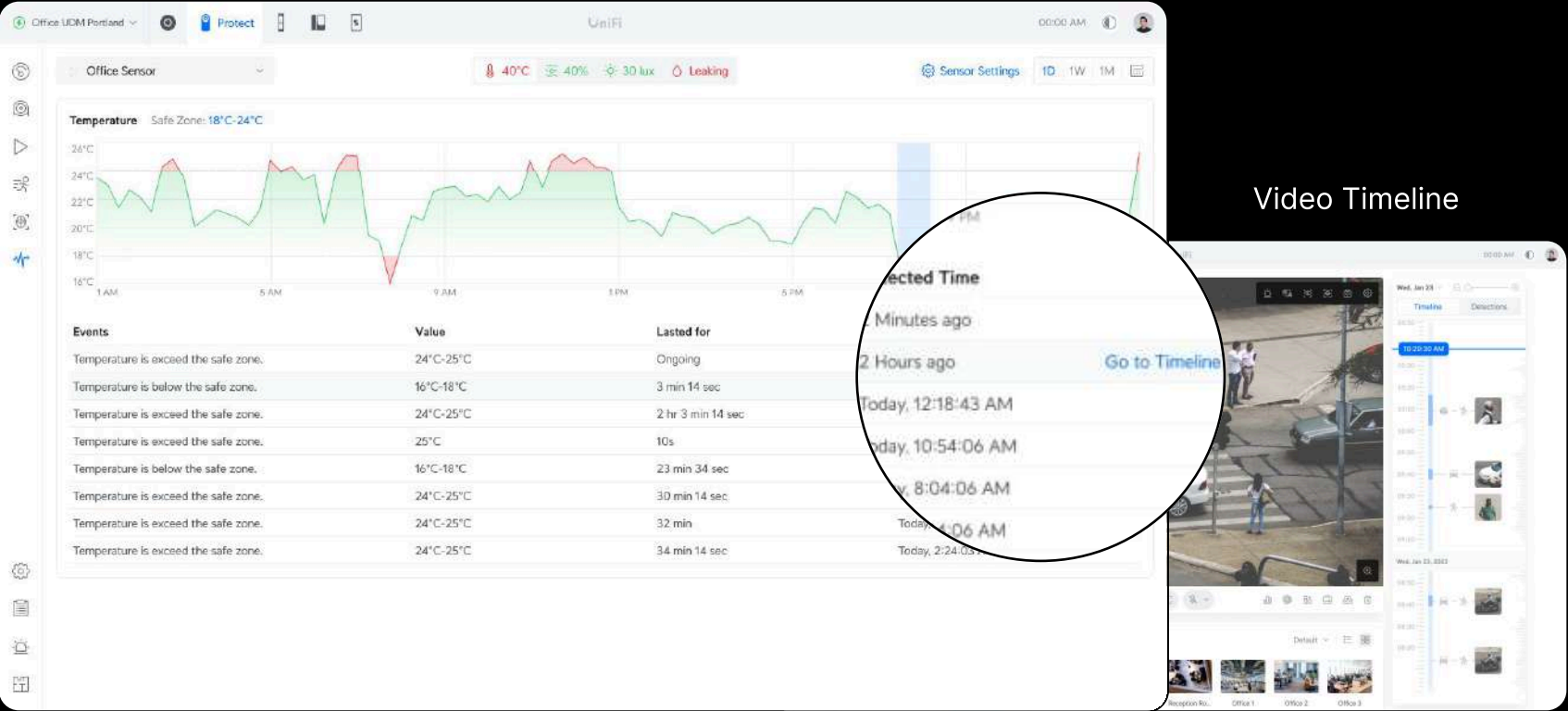
Hover



Only one sensor

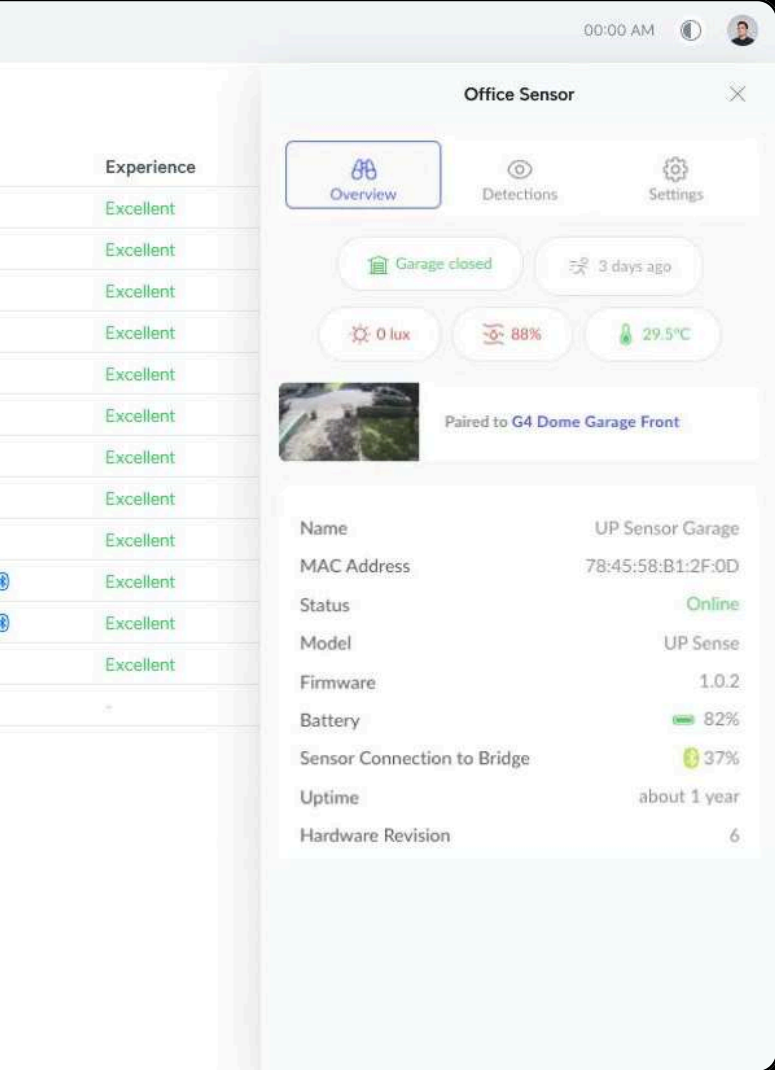
[Downstream] Sensor Full-Screen View: Quick Actions

When hovering over an abnormal event, a "Go to Timeline" quick action appears at the end of the row. Clicking this instantly navigates the user to the corresponding video timeline, pinpointing the exact moment the anomaly began. This contextual video feed allows users to visually investigate the cause.



When the Start Point is [Device List Page]

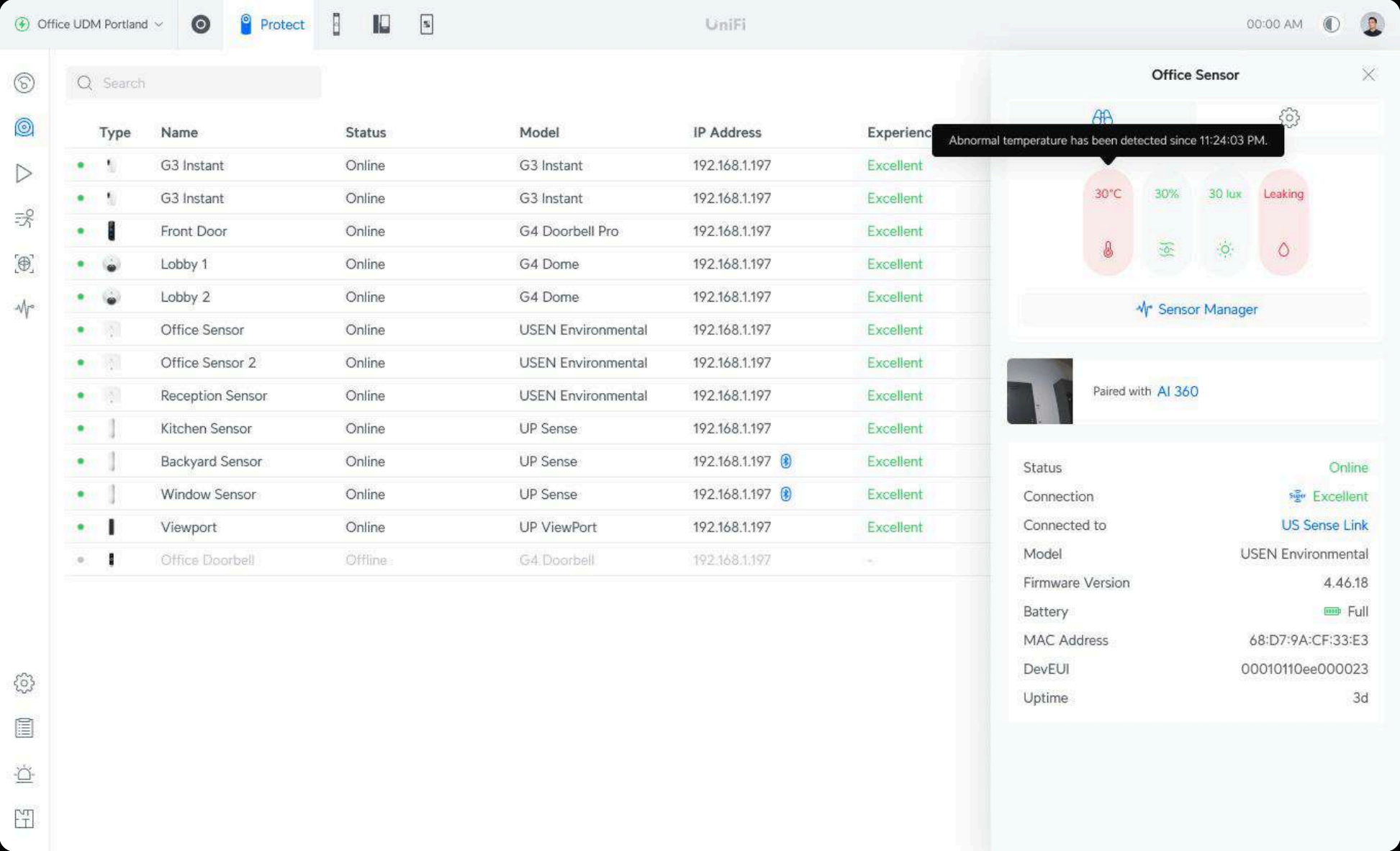
Consider about our users are accustomed to viewing environmental data on the device details page, we kept this familiar entry point and optimized it. This ensures a seamless transition to the new Sensor Manager functionality, preventing any disruption to their workflow.



Before

A disjointed user flow with scattered information, making it difficult to quickly assess the status or capture key data.

The structure is unstable, as the panel's height would change depending on the number of active metrics.



After

Key information is highlighted. The design is extensible, allowing users to quickly capture data and identify anomalies.

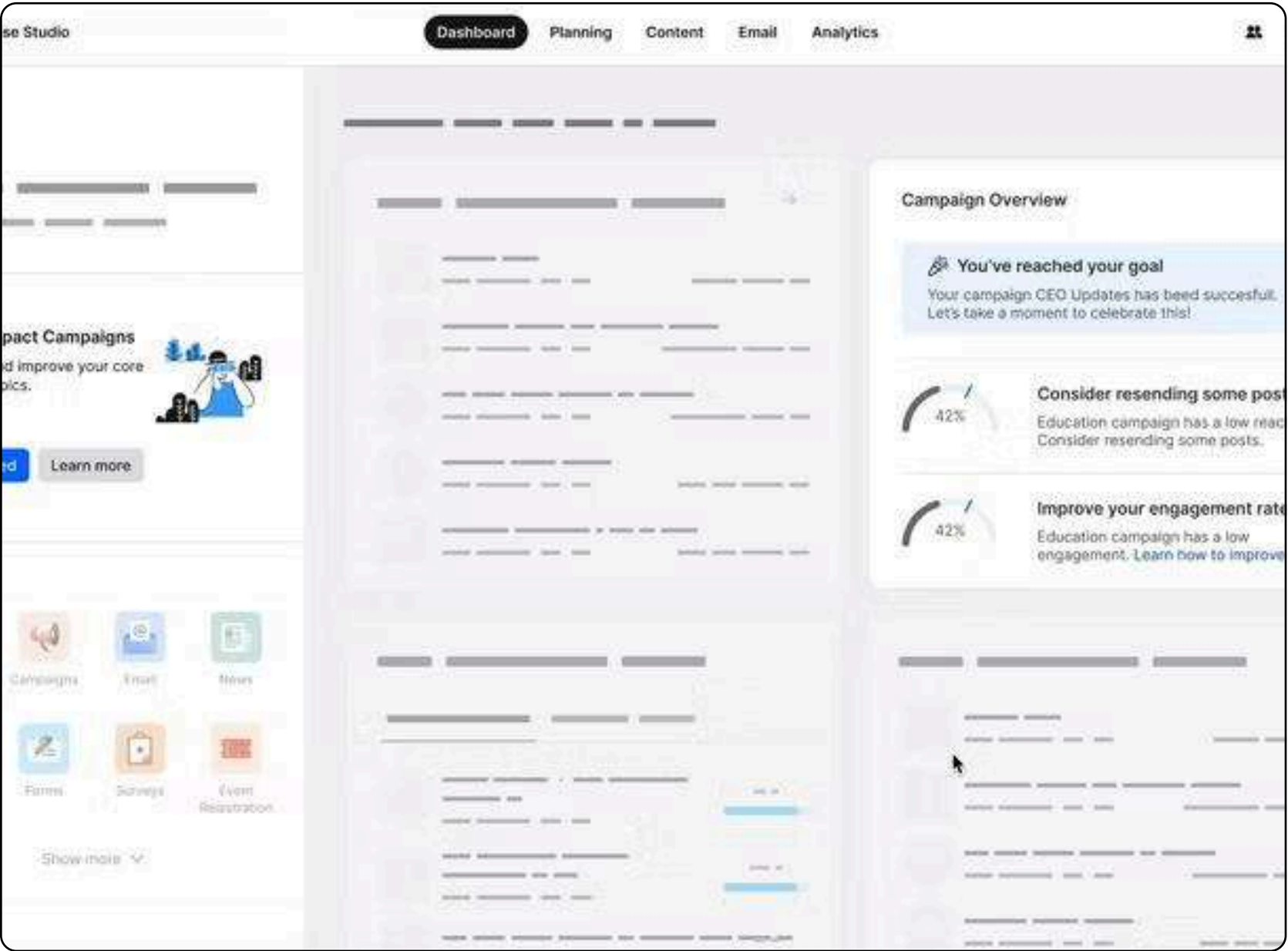
A single click navigates to the full Sensor Manager dashboard.

/Impact/

Standardized Interactions and Progressive Data Exploration

Within the Sensor Manager project, I established standardized interaction patterns for charts and tables. These have since been adopted as the design standard for the platform's monitoring and doorbell functionalities.

Simultaneously, I successfully migrated and applied the progressive data exploration model developed during my work on the Staffbase Campaign project, validating the cross-industry versatility of this design approach.



Staffbase Campaign: a dashboard widget.

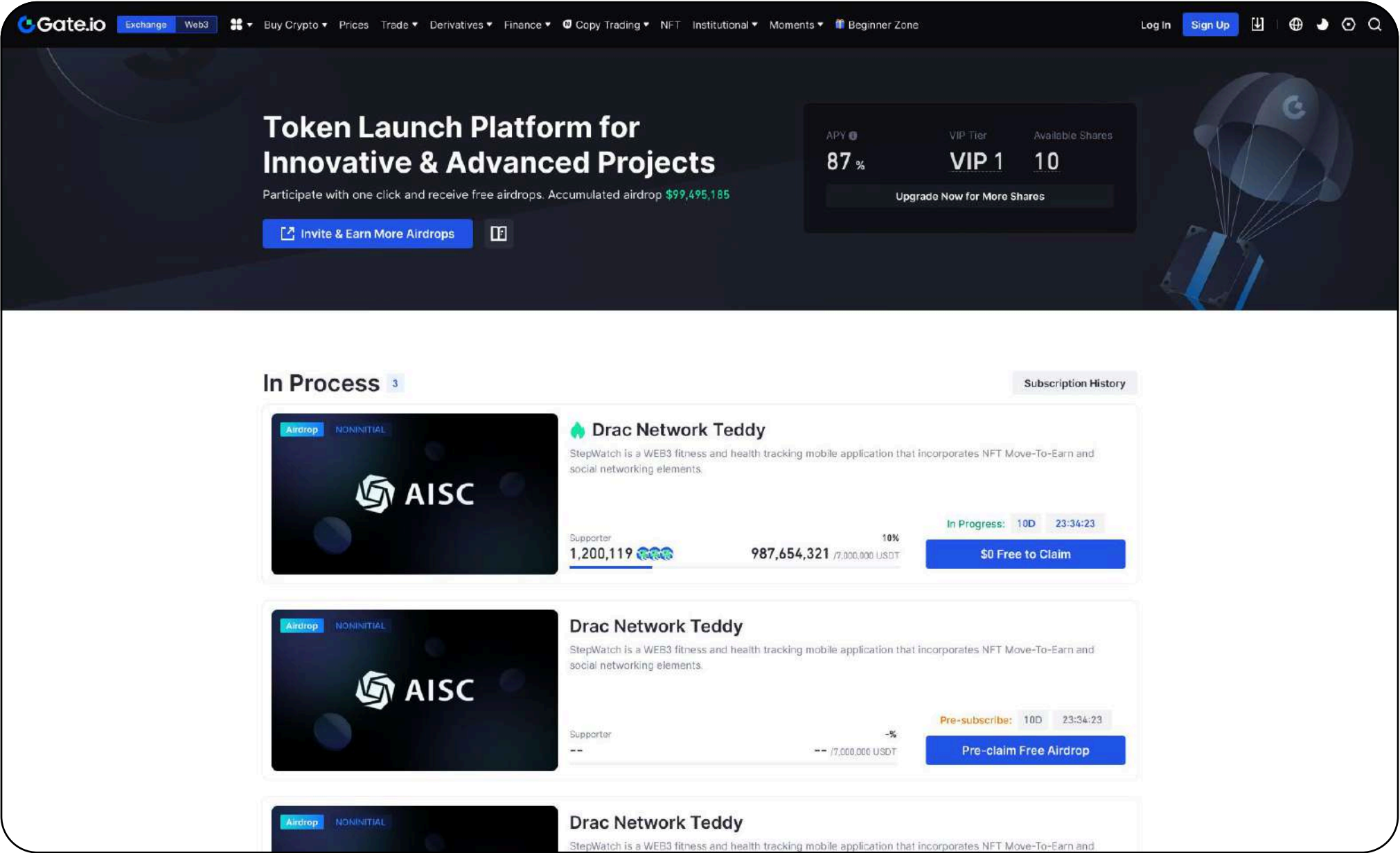
Startup

Blockchain Token Launch Platform Experience

Web&App

Design Owner

2024/01-2024/04





Project Background

Research

Problems

Design Vision

Solutions

Design Performance

What is Startup?

Startup is Gate.io's launchpad where users can get early access to promising new blockchain tokens, often for free. It functions like a traditional stock market IPO, but is exclusively for cryptocurrency projects.

Key Benefits

/Platform Level/

Generates revenue from listing and promotional service fees;
Drives user acquisition and boosts daily active users (DAU);
Enhances platform credibility and industry influence by curating high-quality projects.

/User Level/

Gain free access to new token airdrops, as most projects require no upfront investment for eligible users;
Secure early-stage allocations before public listing, offering significant potential for arbitrage and long-term gains if the project performs well.

Why Redesign the Experience?

/Unhealthy User Composition: Dominated by Low-Value Segments/

In Startup, a user's subscription allocation is directly tied to their VIP level.

51.25% of participants are VIP0, these users have never traded on the platform and represent a low-value segment.

Consequently, high-value VIP1+ users make up **less than half** of the participants. This leads to a misallocation of rewards, leaving our most valuable users feeling under-appreciated.



/Underperforming Conversion: Low Barrier, Low Results/

Despite its simple design and lower barrier to entry compared to competitors, Startup's subscription conversion rate is only **46.5%**.

Optimizing this conversion rate is key to creating a virtuous cycle: Higher project success rates → Attracts top-tier projects → Strengthens platform competitiveness → Secures more exclusive launches.

Research

User Segmentation

/The Airdrop Hunter/



Behaviors

- Learning the basics of Startup.
- Understanding participation rules and reward mechanics.

Needs

- Quick access to essential project information.
- Clear details on potential rewards and eligibility.
- Simple, easy-to-find instructions on how to participate.

/The Early Investor & Trader/



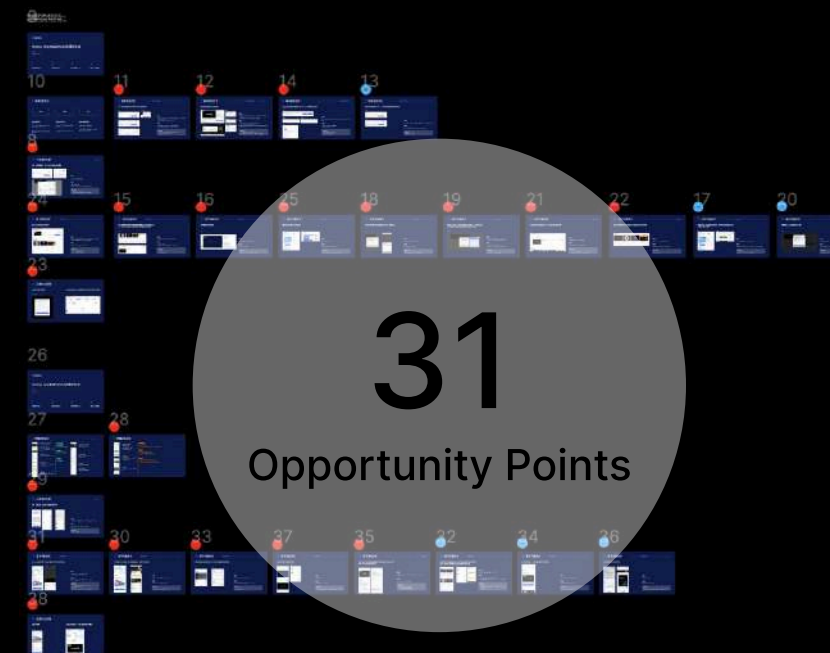
Behaviors

- Researching the potential of new tokens.
- Analyzing project fundamentals.
- Tracking the post-launch performance of past projects.

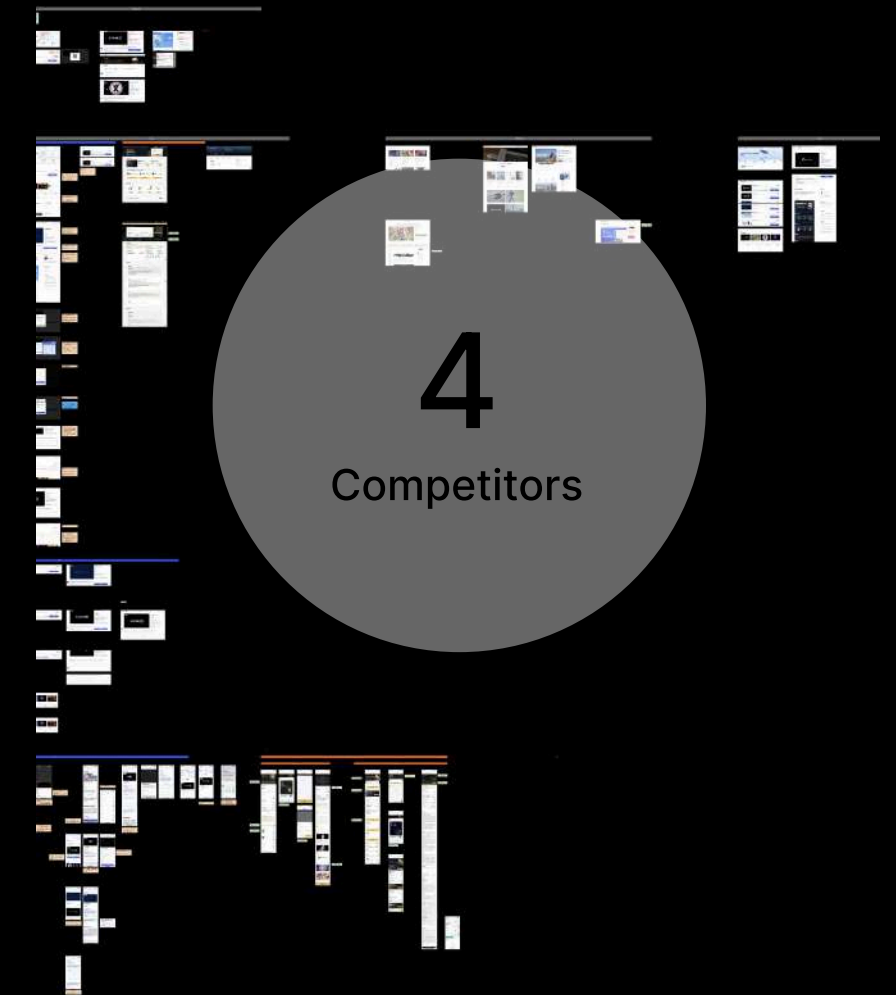
Needs

- A centralized hub for all new token information.
- Seamless access to trade newly listed tokens.

UI/UX Audit



Competitive Research



Problems



Low Subscription Rate

- **Fragmented subscription flow:** Users cannot subscribe directly from the list.
- **Key information is buried:** Critical details like subscription rules and eligibility are hard to find.
- **Ambiguous project status:** The UI fails to clearly communicate a project's subscription eligibility, causing user confusion.



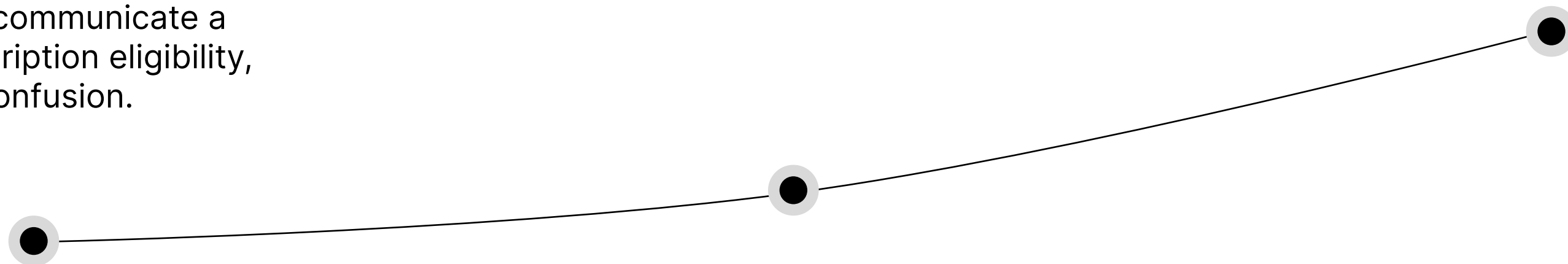
Low VIP0 to VIP1+ Conversion

- **Hidden VIP benefits:** Subscription perks and allocations for each VIP level are not clearly communicated or easily accessible.
- **No clear upgrade path:** The system fails to provide clear instructions for users to upgrade their VIP status.



Poor Engagement & Growth

- **Missing post-subscription funnels:** The experience ends abruptly after subscription.
- **No incentive for social sharing:** The design lacks celebratory or "shareable moments".

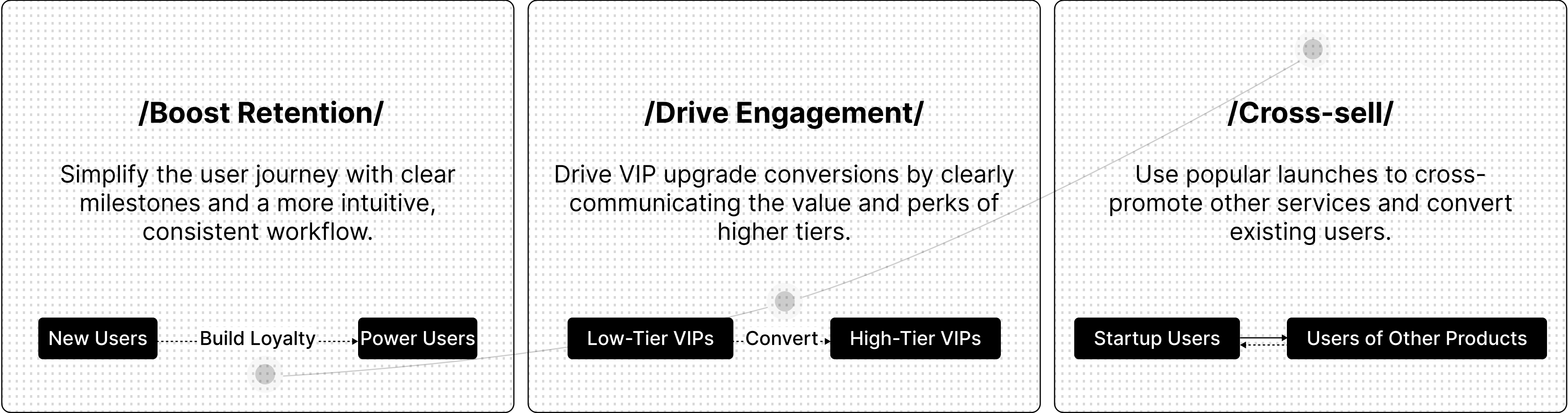


Foundational Usability Problems

The User Value Maximization Problem

The Sustainable Growth Strategy Problem

Design Vision





Project Background

Research

Problems

Design Vision

Solutions

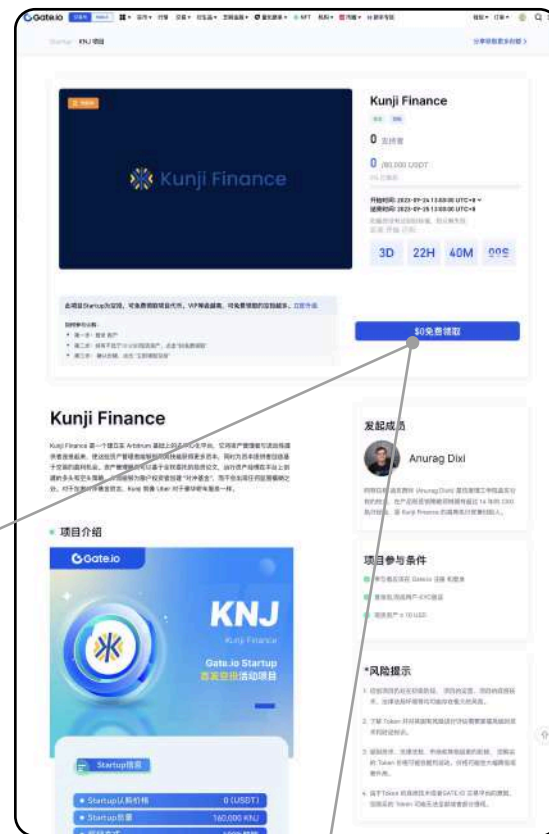
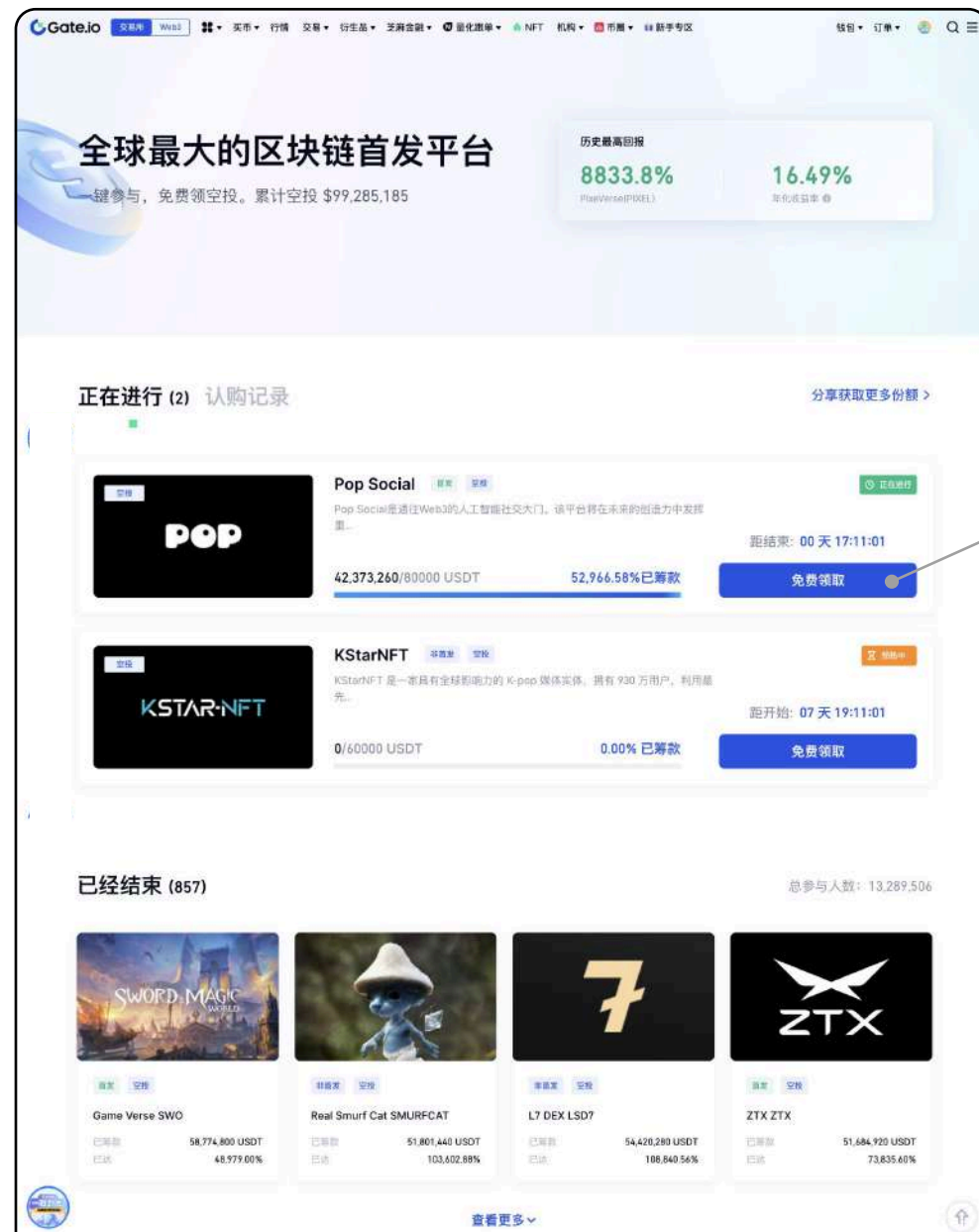
Design Performance

/ Boost Retention / Drive Engagement / Cross-sell/

Before: A Cumbersome 5-Step Process.

The full subscription flow was a fragmented 5-step journey:

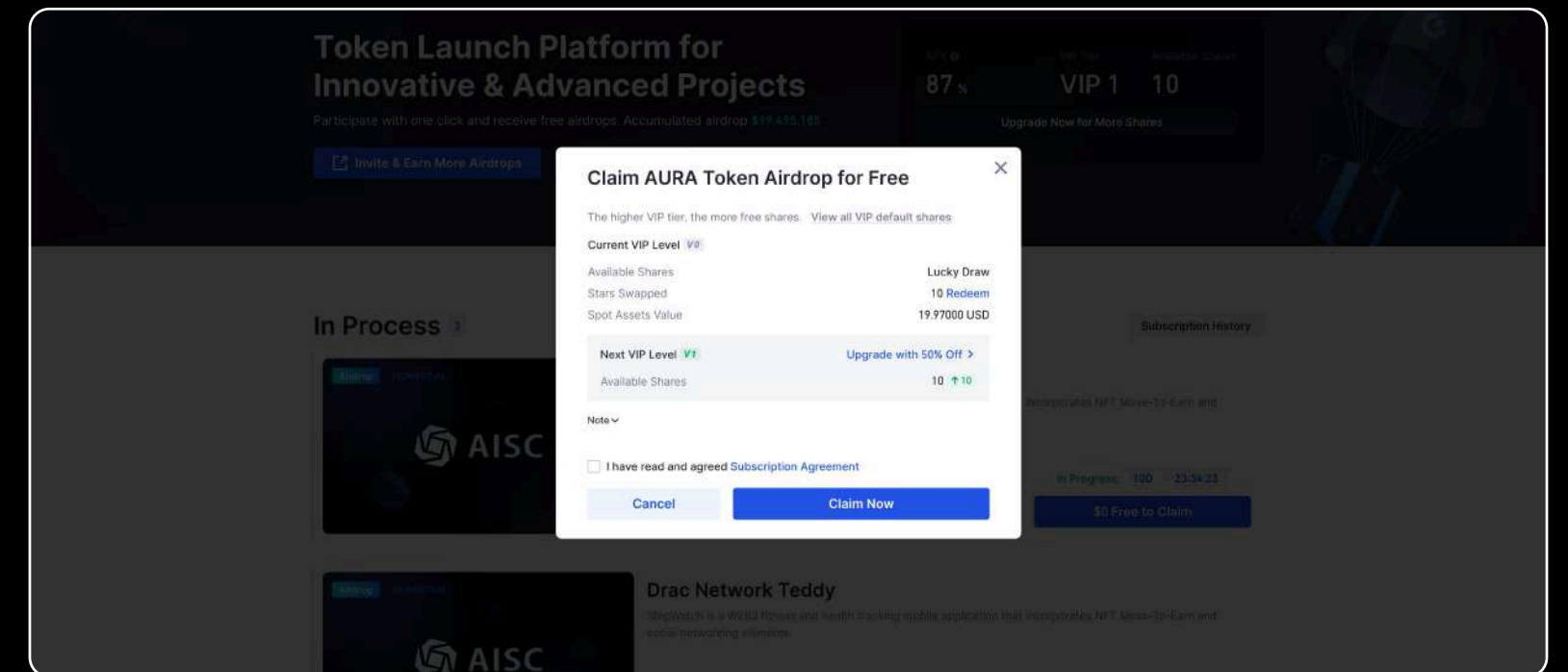
List Page → Detail Page → Find Subscribe Button → Open Modal → Confirm Subscription



After: A Streamlined "In-Place" Subscription.

The flow is now an instant, 2-click action:

List Page → Click Subscribe → Confirm in Modal

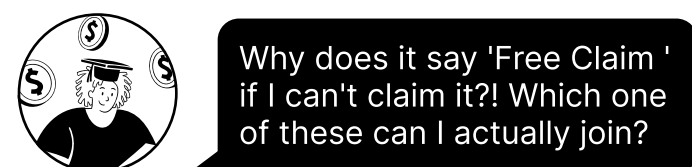


Now airdrop hunting is a breeze! I can subscribe to multiple projects in seconds without ever leaving the page.

/ Boost Retention / Drive Engagement / Cross-sell/

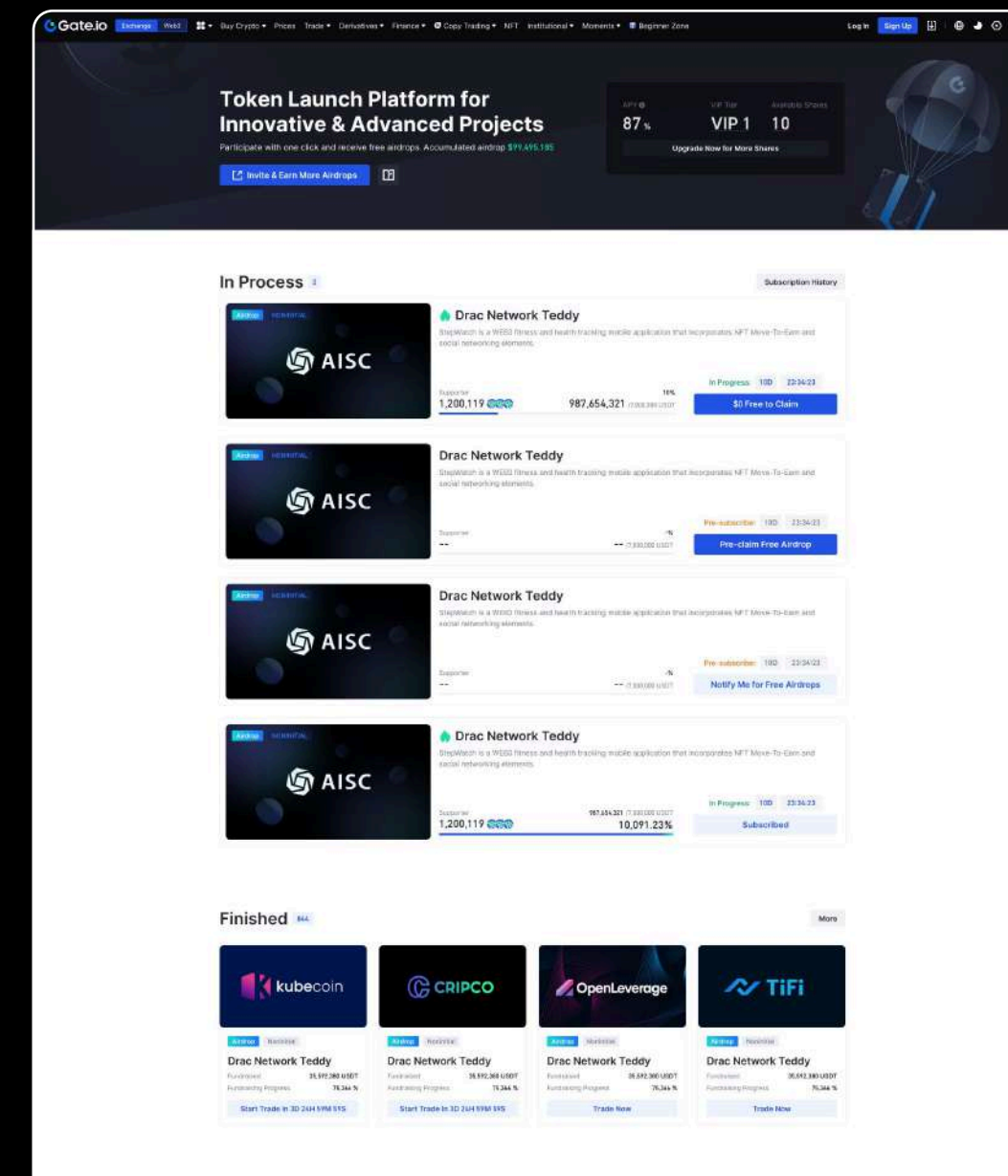
Before: The project cards failed to clearly communicate their subscription eligibility.

Mismatched CTAs and statuses created a confusing and frustrating experience, leading to failed attempts and discouraging future participation.



After: Clear Status Indicators & Actionable CTAs.

We standardized the CTAs to match each project status and added a pre-subscription feature. This lowers the barrier to entry and prevents users from missing out.



In Progress

\$0 Free to Claim

Pre-subscription

Pre-claim Free Airdrop

Subscribed

Subscribed

Pre-subscribed

Pre-subscribed



Project Background

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/ Boost Retention / Drive Engagement / Cross-sell/

Before: The project timeline was not visualized, leading to a confusing user journey with no clear guidance or incentives.

In Progress



It's hard to tell what stage this project is in, whether I can still participate, or what benefits I'm even eligible for.

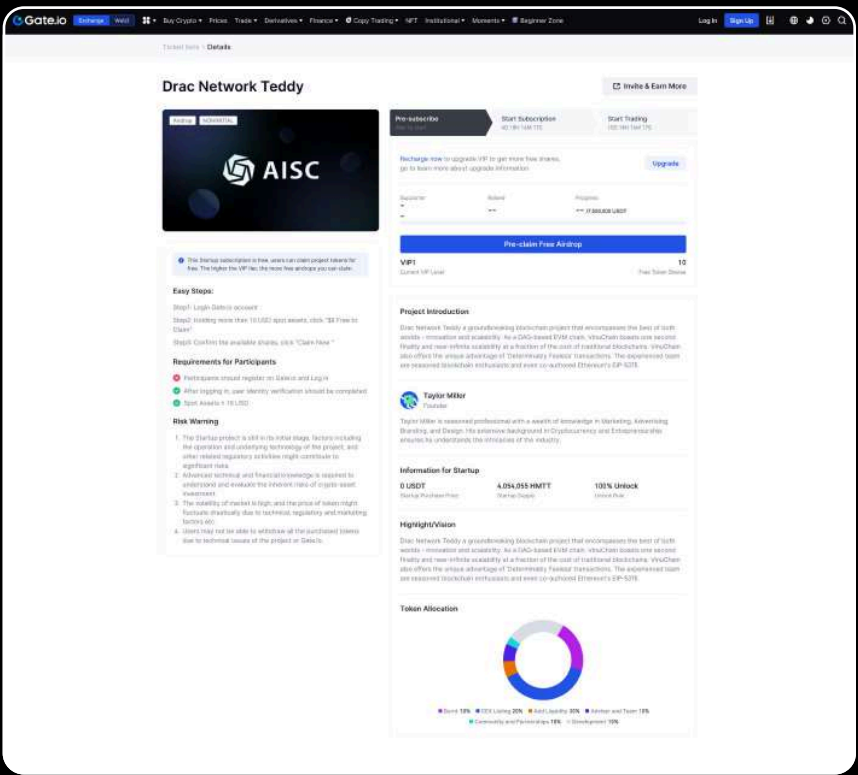
After Subscription



Wait to Start

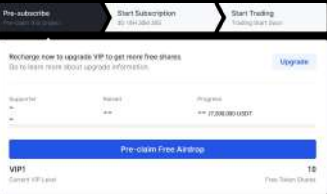


Project Detail Page

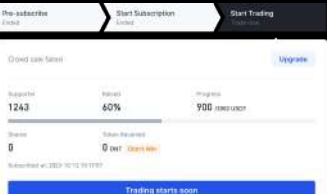


The new design responsively displays relevant information and adapts the available actions based on the user's status. This creates a stable, predictable layout that helps users quickly find the information they need.

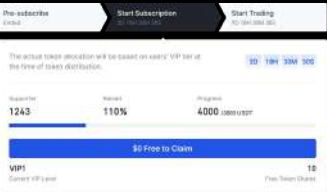
Pre-subscription



Ended-Not Won-VIPO



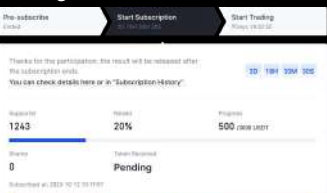
In Progress-Not Subscribed



Wait to Trade



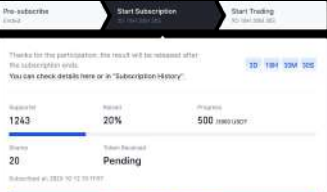
In Progress-Subscribed-VIPO



Trade Now



In Progress-Subscribed-VIPO+



+6

/ Boost Retention / Drive Engagement / Cross-sell/

Before: A user's allocation was tied to their VIP level, but there was no direct way to view this critical information.

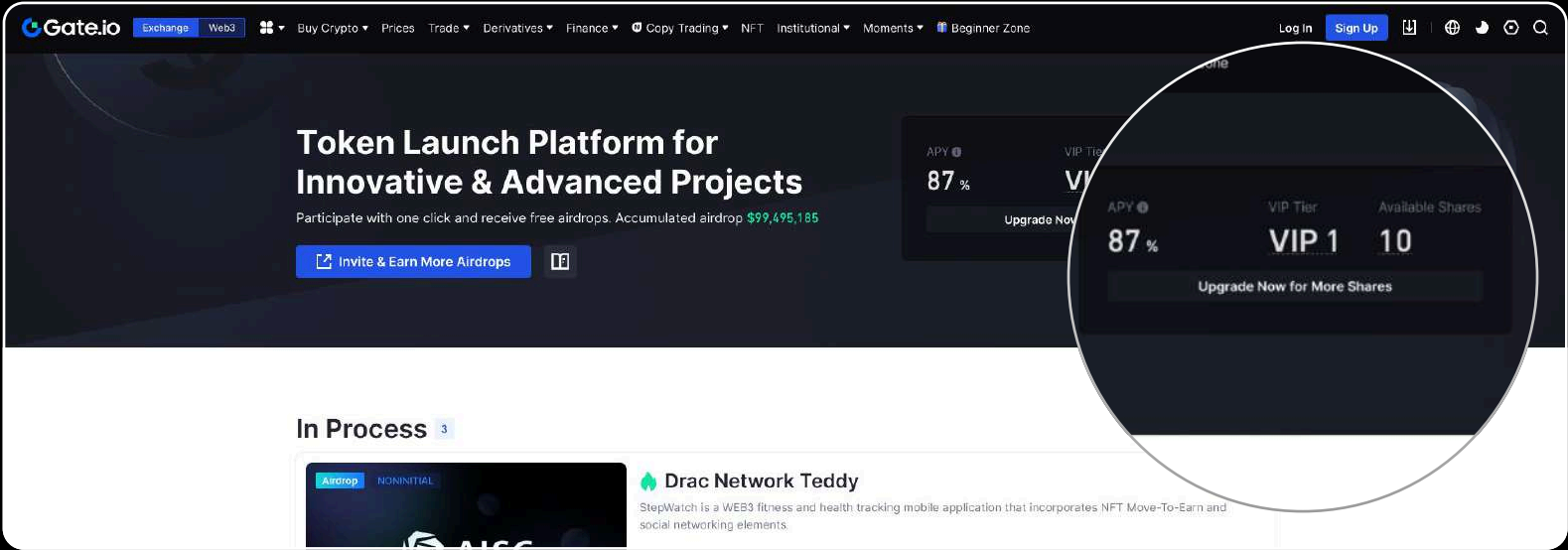
Information about VIP allocations was buried deep inside a "Get More Shares" button, only visible in the final confirmation modal.



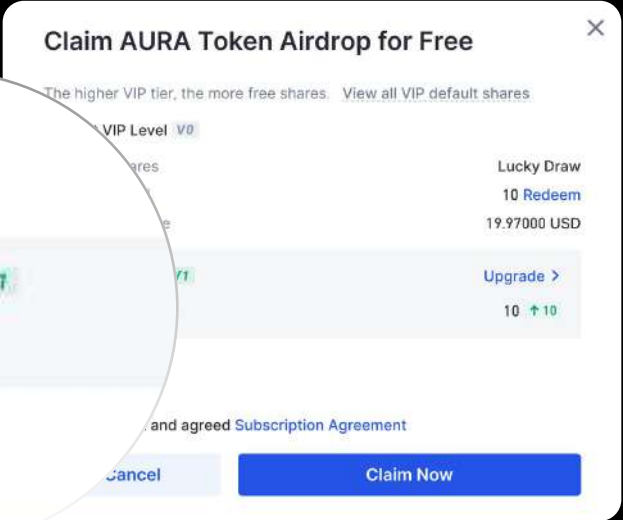
Wow, all I had to do was complete one trade to level up? I could have been getting more free shares this whole time!

After: Strengthen VIP status display helps users quickly access key information, driving upgrades.

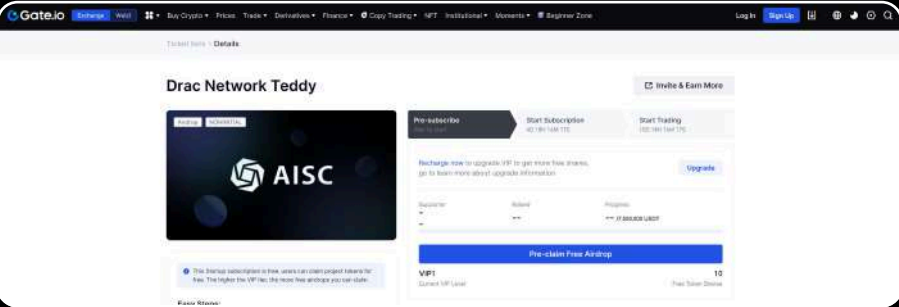
The hero section now prominently displays VIP information.



The modal now upsells the next VIP tier with a direct upgrade path.



Current VIP status and share allocation are now visible below the CTA.



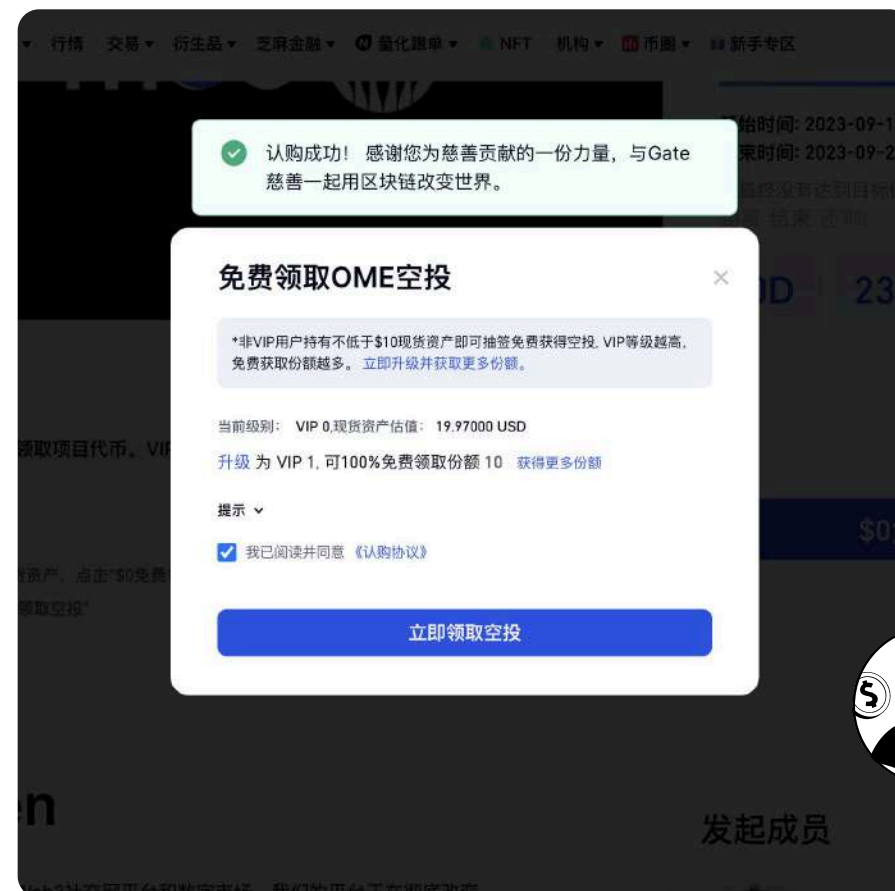
A sticky banner reinforces this information on scroll.



/ Boost Retention / Drive Engagement / Cross-sell/

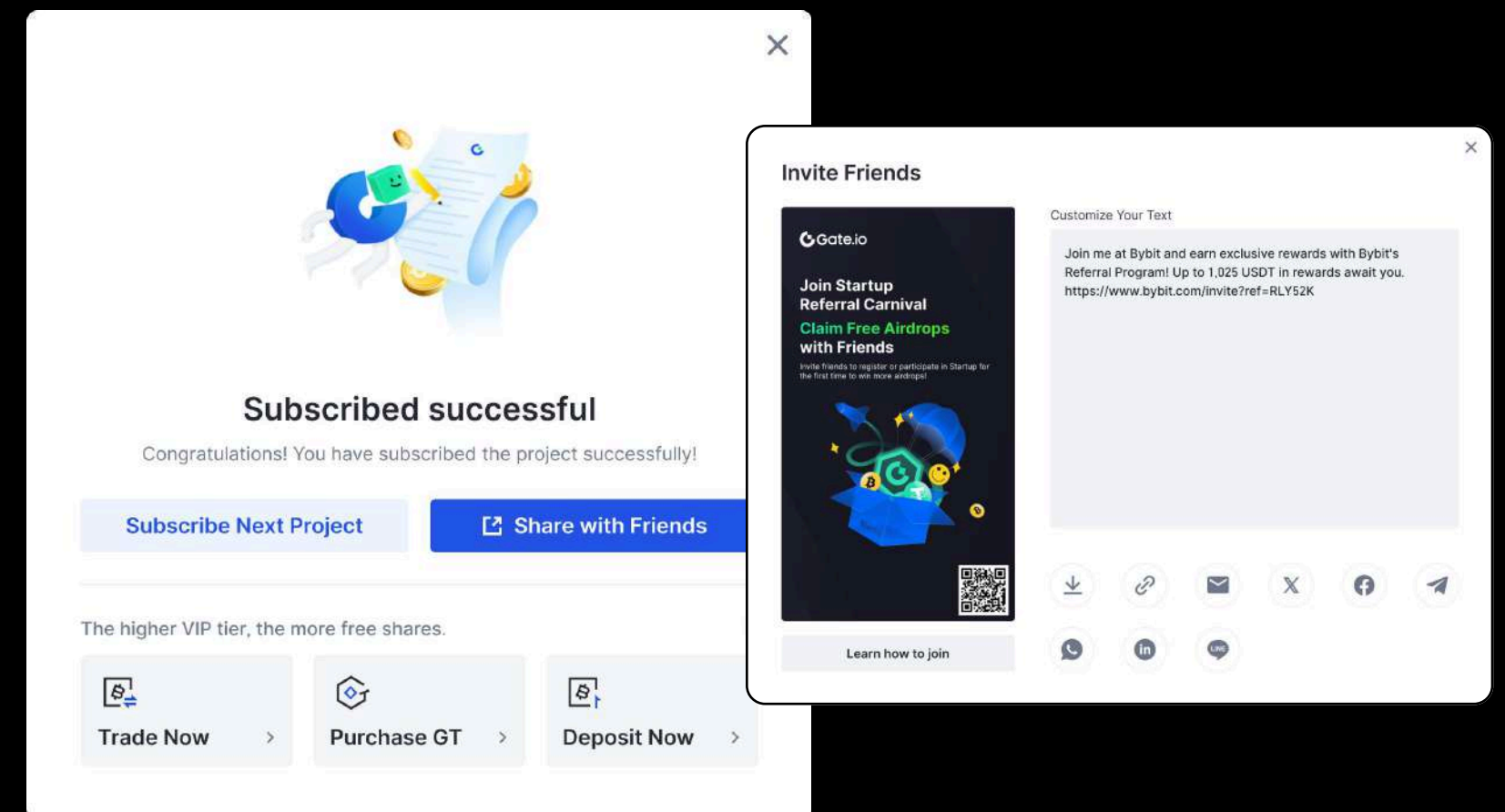
Before: The success screen was functional, but lacked any emotional engagement.

This lack of a celebratory experience meant we failed to convert user excitement into sharing.



I'm so excited about getting this airdrop, but there's no way to share the news with my friends!

After: We designed a celebratory success screen, driving both virality via a share CTA and deeper engagement by cross-promoting other features.





/ Boost Retention / Drive Engagement / Cross-sell/

Before: Lacked an effective user funnel, creating a broken journey.

Startup is meant to funnel users to other platforms, but a dead-end journey after subscription disconnects it from our product ecosystem.

正在进行 (2) 认购记录

分享获取更多份额 >

o-mee token

认购于: 2023-09-19 16:20:04 UTC+8

90

获得数量

支付金额(USDT)

The initial offering is over, but I want to trade it now! The profit potential on new listings is huge, but there's no way to get to the market from here.

已经结束

o-mee token OME

首发 空投

已筹款 57,529,360 USDT

已达 54,789.87%

Herencia Artifex HXA

非首发 空投

已筹款 57,900,040 USDT

已达 77,200.05%

PAAL AI PAAL

非首发 空投

已筹款 57,906,320 USDT

已达 72,382.90%

DORK LORD DORKL

非首发 空投

已筹款 34,065,240 USDT

已达 170,326.20%

After: We introduced a "Trade Now" CTA post-subscription, creating a direct funnel to the trading platform. This serves both subscribers ready to trade and users who missed the initial offering.

Finished Projects

Finished 844

More

kubecoin

Airdrop Noninitial

Drac Network Teddy

Fundraised 35,592,380 USDT

Fundraising Progress 75,366 %

Start Trade In 3D 24H 59M 59S

CRIPCO

Airdrop Noninitial

Drac Network Teddy

Fundraised 35,592,380 USDT

Fundraising Progress 75,366 %

Start Trade In 3D 24H 59M 59S

OpenLeverage

Airdrop Noninitial

Drac Network Teddy

Fundraised 35,592,380 USDT

Fundraising Progress 75,366 %

Trade Now

TIFI

Airdrop Noninitial

Drac Network Teddy

Fundraised 35,592,380 USDT

Fundraising Progress 75,366 %

Trade Now

Subscription History

Subscription History 16

Project name

All Projects In process Finished

AISC

Airdrop NONINITIAL

Drac Network Teddy

In progress

Subscribed at: 2023-10-12 15:19:57

Shares 0

Token Quantity 1000.29109 DNT Won

Start Trade In

METALP

Airdrop NONINITIAL

Drac Network Teddy

Finished

Subscribed at: 2023-10-12 15:19:57

Shares 0

Token Quantity 10012345678.12345678 DNT Won

Start Trade In 3D 24H 59M 59S

OPEN SOURCE NETWORK

Airdrop NONINITIAL

Drac Network Teddy

Completed

Subscribed at: 2023-10-12 15:19:57

Shares 0

Token Quantity 10012345678.12345678 DNT Won

Trade Now



Project Background

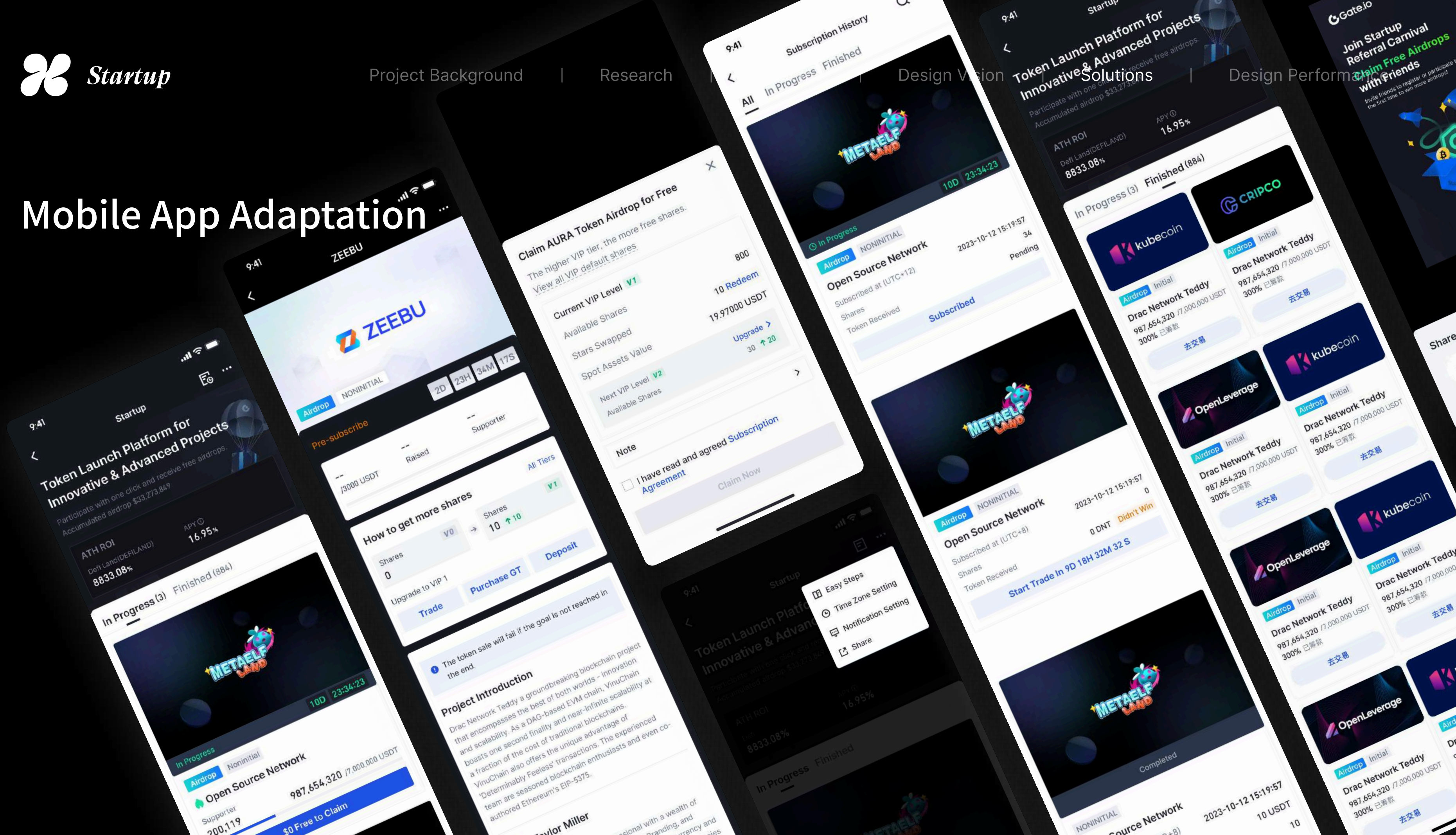
Research

Design Vision

Solutions

Design Performance

Mobile App Adaptation



/Design Performance/

01/Boost Retention

Simplify the user journey with clear milestones and a more intuitive, consistent workflow.

+89 %

Average Subscription Clicks per Project

+273 %

Unique Visitors to Detail Pages (UVs)

02/Drive Engagement

Drive VIP upgrade conversions by clearly communicating the value and perks of higher tiers.

-4.97 %

Share of VIP0 Users

+2.57 %

Share of VIP1 Users

+1.28 %

Share of VIP2 Users

03/Cross-sell

Use popular launches to cross-promote other services and convert existing users.

3W+

Monthly Clicks on Post-Subscription

4K+

Monthly Clicks on the Share Button



Thanks
Thanks
Thanks

↳ **Contact**

Linkedin: [Profile](#)

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Phone: +86 15221710727

↳ **More Works**

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