

23RD ANNUAL
NAUTICAL SYSTEMS
GLOBAL *User*
Conference 

Hosted by

 **ABS WAVESIGHT™**



OI: User Experience

How to interact with ABS Wavesight

Miriam Brown

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Presented by





Miriam Brown

Senior Product Manager

Miriam Brown is Senior Product Manager at ABS Wavesight. In her role, she is part of the product management and user experience team. Miriam's primary focus is the migration project to NS Web.

Miriam has 20 years of experience in the maritime industry. She started her career working for Shipmanagement Companies in the technical and HSEQ department and was responsible for the NS5 implementation project of 100+ vessels. Prior to joining ABS Wavesight, she was a Product Manager for Fleet Management Systems at DNV and Ocean Technologies Group.



Divya Iyer

Product Manager, My Digital Fleet

Divya Iyer is a Product Manager at ABS Wavesight, she is part of the product management and user experience team. Divya's primary focus is on product lifecycle management (ABS Wavesight Product-My Digital Fleet).

Divya has 16+ years of experience in the maritime industry. Prior to joining ABS Wavesight, Divya worked as an engineer onboard oil/gas tankers with Chevron, where she sailed as a Second Assistant Engineer and later as a Vessel Performance Manager with Maersk Tankers managing fuel optimization and energy efficiency for their commercial pool vessels.

Agenda

What is User Experience?

20 Minutes

User Test

15 Minutes

Discussions

Remaining Time

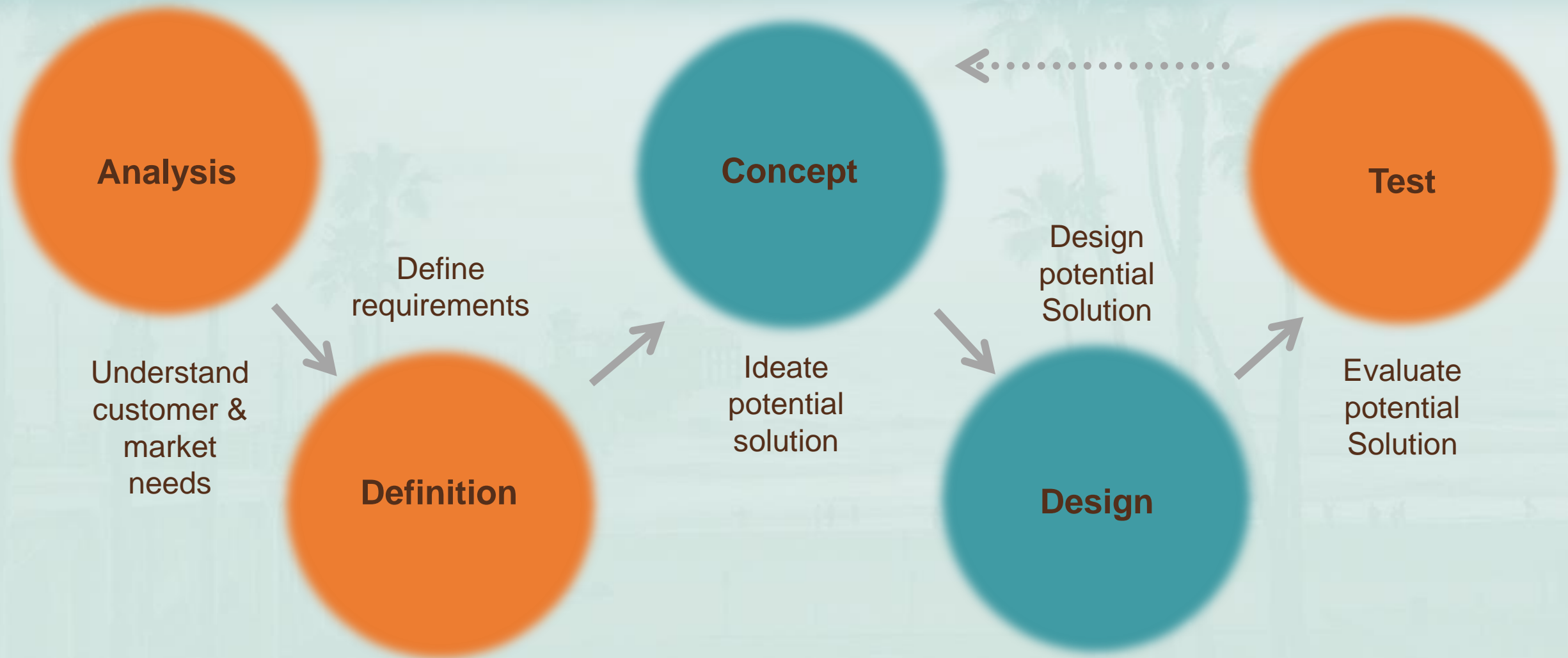
What is User Experience?



User Experience

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

- Nielsen Norman Group





Analysis

What & Why

- Customer Advisory Boards
- Focus Groups / User Groups
- What are user pains?
- Defining Personas
- Market trends
- Contextual inquiries
- Customer feature requests



Contextual Inquiries

- Go where the work is done!
- Users are taking their actions for granted
- Work arounds
- Would a technical Superintendent use a tablet when doing inspections?

Technical Manager

Superintendent // Engineer

Job Responsibilities

1. Technical ability to take care of the seaworthiness of a vessel
2. Ensure regulations are being met
3. Monitor KPIs and make sure benchmarks are aligned
4. Look for breakdowns and handle preventative maintenance
5. Respond to alerts and work the ship to solve problems
6. Schedule vessels for certification
7. Work with commercial teams to align technical, regulatory, and maintenance needs with optimal money savings

PAIN POINTS

- Getting accurate data is very important and being able to trust and generate reports based on these data points is a huge key to making their jobs easier
 - Regulatory reports are difficult and time consuming to generate
 - It can sometimes take months to clean data to make sure reports are accurate
 - There are currently entire teams who just manage spreadsheets and look data all year, taking huge amounts of resources
- Managers have difficulty translating data into real world changes
- There is a need to **make adjustments** in real time instead of the end of the year
 - Especially with CII, which has information that can lag behind the present/future use cases
- Users need visibility into other people's departments to see how decisions are impacting their job

DASHBOARD REQUIREMENTS

- D1** - Real-time CII ratings
- D2** - Alerts
- D3** - Bubbled up insights from different modules that feature the highest priority items
- D4** - Ability to group and sort only the vessels that they are responsible for, or with different requirements
- D5** - Ability to prioritize what they are looking at

“ We're dropping everything to focus on CII and new regulatory changes right now”

PROVIDING VALUE

- V1** - CII Management is currently the most important thing for these users
 - V2** - Tracking and lowering emissions over the course of years
 - V2.2** - Would love a good forecasting tool
 - Being able to present and view all of their data in a single place
 - V3** - Benchmarking internal processes
 - V3.1** - Personal performance - show trends of how the decisions they made were successful or not
 - V3.2** - Gain insight into what works best for the vessel
 - V3.3** - Stay ahead of deviations
 - V4** - Visibility into what's happening on the vessel
 - V5** - Controlling things before they become a problem
- ### SURPRISE AND DELIGHT
- No learning curve to begin using product
 - Visualizations that people can use to help make better decisions and get internal alignment
 - Regulatory reporting requirements
 - Moving beyond anything you could do with a basic spreadsheet

Personas

- Who are the users that we are working for
- A buyer is not a buyer



Definition

Details & Prioritization

- Translating the results of the analyses into requirements
- Describe requirements and share with customers
- Prioritization, Voting on Productboard
- Backlog

Planned Maintenance Web

Search for features or ideas... [+ Submit Idea](#) Company

UNDER CONSIDERATION **PLANNED** IN PROGRESS RELEASED

Equipment & Equipment Hierarchy

View/Create/Edit/Hide equipment details

Goal
Enable users to view and edit equipment related information at one central point.
Reference/Link all related information, such as Standard Jobs and Work Order History to equipment details so that users can see all

Organize Equipment in Tree View

Goal
Organize all equipment related information in a Hierarchy so that users can easily find equipment by their domain specific logical organization and re-organize.

Mark and Filter Class Components

Goal
Enable Selection and filtering for class components

Update Counters

Goal
Set-up equipment with running hours counters
Enable regular counter updating in a user list.

Mark and Filter Class Components

DETAIL HEALTH **PORTAL**

Upload Image

Best resolution is 1480 x 643 px • max 3 MB • your GIFs will play!
Get interactive by using embeds in the card description.

Mark and Filter Class Components

Goal
Enable Selection and filtering for class components

Miriam

[Compose update](#)

Capture user insights

ABS Wavesight add user Importance

Miriam Test

- Critical
- Important
- Nice to have
- Not Important
- Unknown

[Cancel](#) [Submit](#)

Requirements

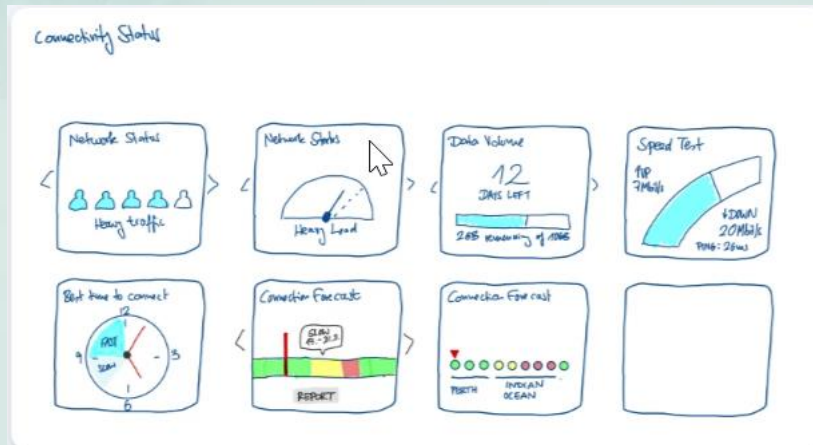
- Read
- Add insights
- Add new, related items
- Vote



Concept

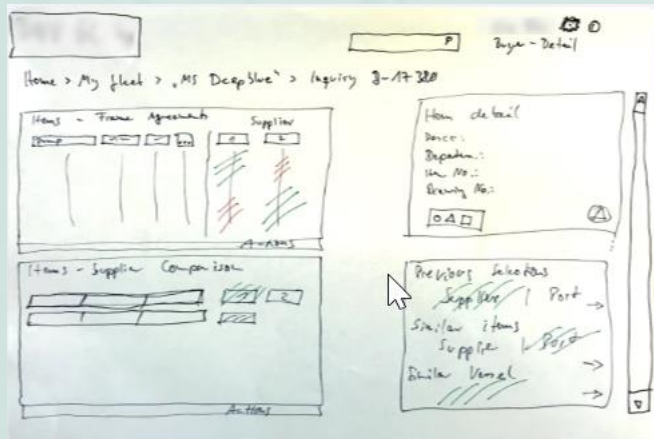
How

- Ideate potential solutions
- Diving into the details
- Wireframes, Mockups
- Verify different solutions



Ideation

- Pen and Paper
- Brainstorming
- Think out of the box!



Design

Make it visible!

- Design potential solutions
- Design
- Clickable prototypes

The screenshot displays the ABS WAVESIGHT dashboard interface. At the top, there's a navigation bar with 'Vessel Group' and 'Time Range' dropdowns, and a 'Sign Out' button. The main content area is titled 'My Dashboard' and 'Active Vessels'. A world map shows three vessel locations: 'Singapore', 'Japan', and 'Adriatic'. Below the map is a table of 'Active Vessels' with various performance and status metrics.

Vessel Name	State	Class	Leg ETA	Oil Rating	EEDI (%)	EIA Liability (%)	Fueling Efficiency (%)	Delta Power (%)	Delta Speed (%)	Main Engine SFOC (%)	Passed Score (%)	Flagged Reports
Iran	On-Target	SC-1	15 Jul 2022 30:49 CDT	3	113	11	3	22	3	3	30	100
Adriatic	On-Target	SC-1	23 Jul 2022	3	113	11	3	22	3	3	30	100

Prototype

- See how it works, before we develop



Test

Test, ideate, repeat

- Go back to the users
- Is that what you wanted?
- A/B testing

Discussions



THANK YOU

Be sure to opt-in to notifications to receive updates on when new content is added.

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