

Lloyd's List Intelligence

“Less is more.”

Upgrading user experience in
Seasearcher “Risk Evaluation”

Senior UI/UX designer role
Nadav Raviv /// LinkedIn
Feb. 19th, 2024 - LLI, London.



Task

1 week ago

Reimagining LLI's 'Risk Evaluation' suite

We would like you to create a short presentation (30 mins max) to showcase how you would understand customer needs, review usage patterns & user journeys through our products and then create an example of how you may want to reimagine our current products to be more effective for our Trade Finance Operations customers.

You should showcase what steps you would go through to analyse feedback, gather new insights (quantitative and qualitative), ideate on proposed solution design. You should demonstrate how you would work closely with our product and technology teams to ensure this newly formed Risk Evaluation solution is delivered to the highest standards, whilst meeting our commercial growth goals.

We look forward to seeing your ideas and how you would approach this!

Agenda

- Users
- Challenges
- Users' needs
- Users' research
- Addressing user's pain points
- Future
- Thanks for the opportunity!

Users

- User's persona
- User's journey

Meet Julia.

- Mother of 2
- 3 years in the organization
- She's on 11 WhatsApp groups
- Active on LinkedIn & Instagram



Trade financier
(Role specs [here](#))

- Trade transaction analysis
- Evaluating risk and creditworthiness
- Selecting trade finance products
- Coordinating with internal/external Stakeholders
- Documentation and compliance
- Monitoring & tracking
- Resolving issues and discrepancies
- Post-transaction evaluation



User's journey

Start	View	Search	Focus	Tab	Search	Focus	Zap out
Login	Home page	1st Search	Focus on 1 vessel	Go to Sanction	2nd Search	Zoom on a bill	Comp Scr.

Challenges

- Current challenges with the Risk Evaluation suite
- Customer feedback and pain points
- Impact on efficiency and effectiveness

Friction today

Today, Seasearchers' users
“CRAFT” their own reports.

- Need to learn about all the data sources
- Need to learn how to craft reports
- Need to align/sync to their business goals
- Need to have time to do all of that!

Multitasking

The world has more data,
but people have less time.

1 billion working days lost
every year to multitasking

The research also found that multitasking is now a requirement of almost nine in every ten jobs. Roughly one-tenth (11%) of respondents said their job did not require any multitasking while almost nine-tenths (89%) said it was part of their role. Jobs in Edinburgh, Glasgow and London were most likely to involve multitasking, while Cardiff and Sheffield were the least likely.



Let's help her!

- Make LLI work for her
- Make other sources help her out
- **Save her time & effort**



Julia
Trade financier

Users' goals

Goals

Detect compliance risk
Complete KYC checks

Actions

Stay compliant
Spot potential risk
Complete due diligence
Track the global fleet

Data features

Vessel tracking
Compliance risk detection
Sanctions insights
Incidents & casualty reports
High risk port call indicators

Action features

Downloadable reports
Tailored alerts



LLI goals

The best solution for Seasearcher users

- **Seamless user experience**
- Easy to understand & craft reports
- Ease Julia work-life balance
- Better conversion from data to ROI
- More Seasearcher reports are shared
- **Shorten user journey to minimal effort**

A woman with dark hair and bangs, wearing a white cardigan, stands in a room. To her left is a tall, dark wooden cabinet with many small drawers and brass handles. To her right is a large, messy pile of various clothes, including a green shirt, a blue denim jacket, and a red garment. In the background, a window with light-colored curtains is visible. A blue speech bubble is overlaid on the right side of the image, containing the text "Less is more!" and "Marie Kondo".

“Less is more!”

Marie Kondo

Users' research

- How we'll gather our input
- User interviews and surveys
- Data analysis
- Industry research

Research tools

1. LLI team

- Learn from the PM and execs on users behavior & req.
-

2. User interviews

- Ask the right questions + “read between the lines” [1:1]
-

3. Heatmaps & recordings

- See where they drop off and map their journey [CJM]
-

4. GA / Power BI. analytics

- See retention and cohorts, reports, and “session time”

Prioritisation

User

Learn about the hierarchy of their tasks, requirements, and OKR.

Users managers

Learn about their managers top priorities vs “not so important” that impact user’s prioritisation.

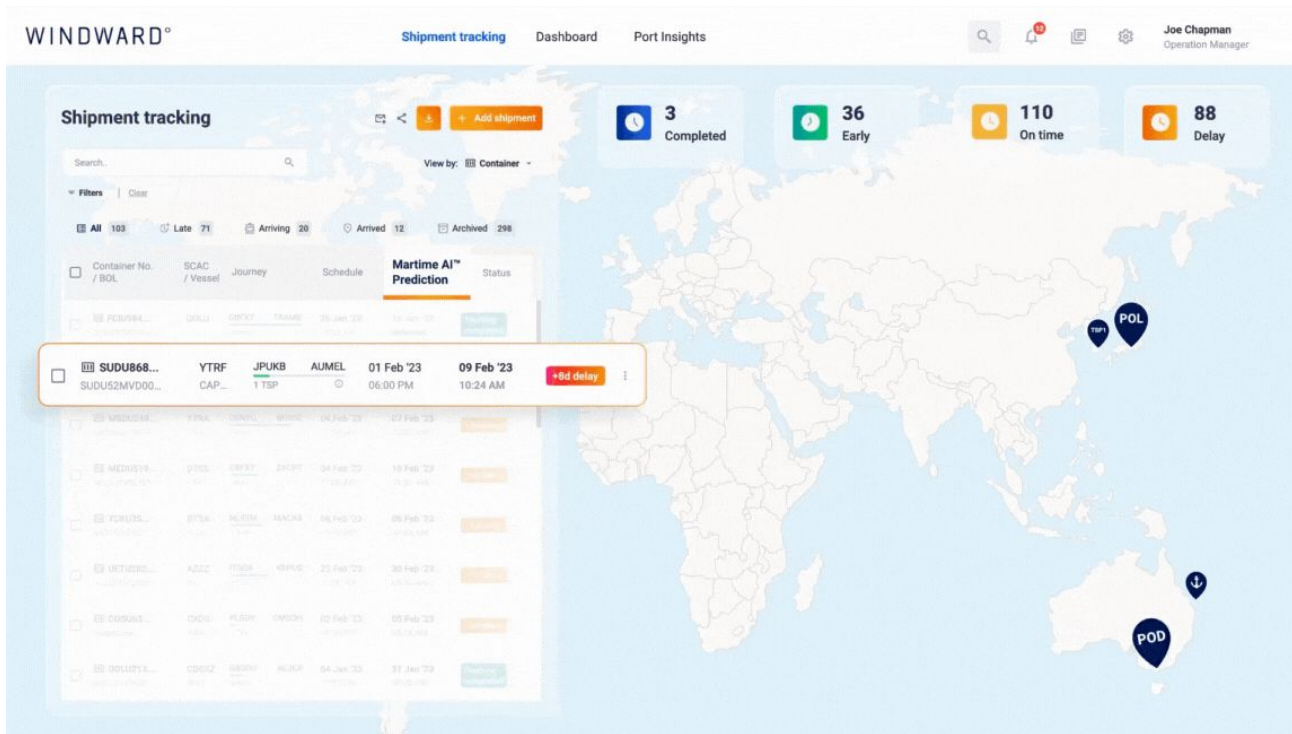
Lloyd’s LI

Do we price over sessions? Or we price over reports? Or something else?

Legal/finance/eco/other.

Learn about the ecosystem that impact the prioritisations of the above.

(Top bar) competitor



(Side bar) competitor



InsurWave

(Top bar) partner



Addressing users' pain points

- Common pain points identified
- How our reimagined suite will address them
- Specific examples

Pain point #1: Popup

Lloyd's List Intelligence
Seasearcher

VesselsCompaniesPlacesIncidentsSanctionsChannel: Container Tracker

Austin John

TXSV31646400

Number Type
Any

Clear All

Transshipment report

FAQ

Showing results for PIL (Pacific International Lines) Bill of lading 'TXSV31646400'

Transaction Id: b738dcca-6ce1-467a-be09-75fd5110e582

Bill of lading: TXSV31646400

Port Of Loading: 2023-11-06 10:22:00

Port Of Discharge: 2023-12-27 06:24:00

Container details

Kota Sejati

Last Updated: 08 Feb 2024

IMO: 9681259

Flag: fully cellular containership

Status: fully cellular containership

Reg. Owner: Pacific International Lines (Private) Limited (PIL)

Built: Pacific International Lines (Private) Limited (PIL)

Compliance Screening for 12 months

Sanction Risks

Ownership & Registry Risks

Movement history

Local Time

Status

Port

Country/Region

Arrival Date

Sailed Date

Load Date

Discharge Date

Voyage Number

Transshipment Query

Ask the Analyst

Feedback

Customer Support

×

Do you have a question you would like to ask our analysts about Lloyd's List Intelligence transshipment data? Fill out the form below and we will aim to respond to you in 24 hours. Complex queries may take longer to respond to. Please ensure your contact details are correct so that we can contact you if needed. Attach and upload any files, if necessary.

Query *

Attach file/screenshot

Choose File

Browse...

First Name

Austin

Last Name

John

Phone Number *

07787 280381

Email *

austin.john@lloydslistintelligence.com

Company

Lloyd's List Intelligence

Job Title

Submit

Better UI: Side popup

TXSV31646400



Number Type

Any



Clear All



Transshipment report

< Back to map



Showing results for PIL (Pacific International Lines) Bill of lading 'TXSV31646400'

Transaction Id: d86a20c3-746c-4ab4-b30a-96f1820fe07

Bill of lading:	TXSV31646400	Port Of Loading:	Tianjin Xingang
Loading Date:	2023-11-06 10:22:00	Port Of Discharge:	Onne
Discharge Date:	2023-12-27 06:24:00		

Container details

Kota Sejati

Last Updated: 03 Feb 2024



Download Vessel Report

IMO:	9681259	Flag:	Singapore
LLI Vessel Type:	fully cellular containership	Status:	Live
Reg. Owner:	Pacific International Lines (Private) Limited (PIL)	Built:	2015

Compliance Screening for 12 months

View methodology



Compliance Report

Sanction Risks



Ownership & Registry Risks



Voyage Risks



Movement history



Local Time

Status	Port	Country/Region	Arrival Date	Sailed Date	Load Date	Discharge Date	Voyage Number
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Transshipment Query

Ask the Analyst

Feedback

Customer Support



Do you have a question you would like to ask our analysts about Lloyd's List Intelligence transshipment data? Fill out the form below and we will aim to respond to you in 24 hours. Complex queries may take longer to respond to. Please ensure your contact details are correct so that we can contact you if needed. Attach and upload any files, if necessary.

Query *

Attach file/screenshot



Choose File

Browse...

First Name

Austin

Last Name

John

Phone Number *

07787 280381

Email *

austin.john@lloydslistintelligence.com

Company

Lloyd's List Intelligence

Job Title

Submit

Pain point #2: “What tab am I on?”

Lloyd's List Intelligence
Seasearcher

VesselsCompaniesPlacesIncidentsSanctionsChannel: Container Tracker

Austin John

TXSV31646400

Number Type
Any

Clear All

Transshipment report

FAQ

Showing results for PIL (Pacific International Lines) Bill of lading 'TXSV31646400'

Transaction Id: d86a20c3-746c-4ab4-b30a-96f1820fef07

Bill of lading: TXSV31646400

Port Of Loading: Tianjin Xingang

Loading Date: 2023-11-06 10:22:00

Port Of Discharge: Onne

Discharge Date: 2023-12-27 06:24:00

Container details

Kota Sejati

Last Updated: 03 Feb 2024

Download Vessel Report

IMO: 9681259

Flag: Singapore

LLI Vessel Type: fully cellular containership

Status: Live

Reg. Owner: Pacific International Lines (Private) Limited (PIL)

Built: 2015

Compliance Screening for 12 months

View methodology

Compliance Report

Sanction Risks

Ownership & Registry Risks

Voyage Risks

Movement history

Local Time

Status

Port

Country/Region

Arrival Date

Sailed Date

Load Date

Discharge Date

Voyage Number

Better UX: New financials tab

TXSV31646400



Number Type

Any



Clear All



Transshipment report

FAQ



Showing results for PIL (Pacific International Lines) Bill of lading 'TXSV31646400'

Transaction ID: d86a20c3-746c-4ab4-b30a-96f1820fef07

Bill of lading:	TXSV31646400	Port Of Loading:	Tianjin Xingang
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Discharge Date:	2023-12-27 06:24:00		

Container details

Kota Sejati

Last Updated: 03 Feb 2024



Download Vessel Report

IMO:	9681259	Flag:	Singapore
LLI Vessel Type:	fully cellular containership	Status:	Live
Reg. Owner:	Pacific International Lines (Private) Limited (PIL)	Built:	2015

Compliance Screening for 12 months

View methodology



Compliance Report

Sanction Risks

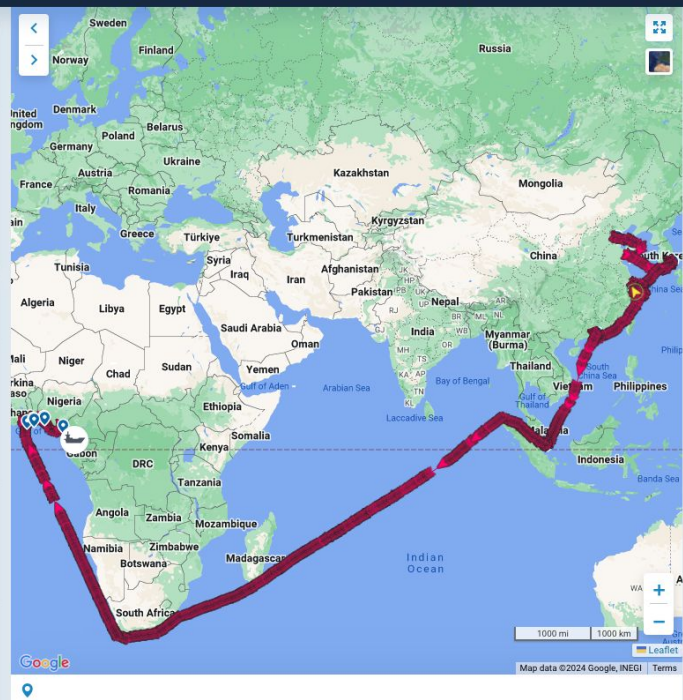
Ownership & Registry Risks

Voyage Risks

Movement history

☐ Local Time

Status	Port	Country/Region	Arrival Date	Soiled Date	Load Date	Discharge Date	Voyage Number
--------	------	----------------	--------------	-------------	-----------	----------------	---------------



Pain point #3: Camel Case



Accessibility



Accessibility



My Alerts



No alerts so far

Manage Alerts



My Saved Areas



No saved areas so far

View All Saved Areas



Latest Casualties

Westborg

Unknown Zone

Wagenborg Shipping B.V.

Rix Voyager

Unknown Zone

Unknown Owners

TR 27

Unknown Zone

Unknown Owners

View All Casualties



Help and Support

Transshipment Query

Ask the Analyst

Feedback

Customer Support



Saved Vessel Lists

170

List Name	Date Saved
MMO Sample	07/02/24
oceanscore	30/11/23
Louis Training List	28/11/23
Rotterdam	28/11/23
DZ Bank SG trade ops - Sep onwards alert list	17/11/23
Demo example	08/11/23
Norwegian Black List	30/10/23
Dark Fleet Vessel List - Oct	25/10/23



Saved Watchlists

16

List Name	Date Saved
Internal monitoring list	06/11/23
Lloyd's List Dark Fleet List	07/02/24
UN Security Council Publication March 2023...	31/01/24
Companies understood to be connected to Be...	15/07/22
Ukrainian ports watchlist	16/05/22
Russian ports watchlist	09/03/22
Vessels linked to Russian Flag Registry	23/03/23
UN Security Council Publication October 20...	19/10/21

Better UI: Capital case only.



Accessibility



Accessibility

“From a usability perspective, camel casing can affect accessibility in terms of screen readers and assistive technologies. **Screen readers might struggle** with correctly pronouncing or interpreting camel-cased words, as the absence of spaces can make it challenging to determine where one word ends and another begins.” - Chat GPT.



Pain point #4: PDF reports



- +40 pages long...
- No option to multi-search
- No scalable.

Better efficiency: Excel + API



- Easy to zap between tabs
- Can auto-convert to API
- Lighter files for the clients

Pain point #5: Navigation bars - Today

Lloyd's List Intelligence
Seasearcher

Vessels Companies Places Incidents Sanctions Channel: Advanced Risk & Compliance Austin John

Venus I Risk Rating: LLI NO 10626555 IMO 9599353 Flag Palau Status Live AIS Destination OPL CONSTANTA AIS ETA 08 Feb 2024

Monitor Vessel Alert Track Vessel Arrival Alert Area Alert Add to List Add to Watchlist Search by vessel name, IMO, LLI or MMSI...

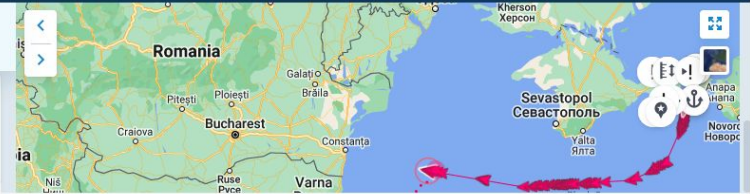
Overview Movements Incidents Fixtures Sanctions Hull Risk Ownership Vigilance STS Pairings

Summary Predictive Voyage Information Compliance Screening Latest News Operational Analytics Characteristics timeline Vessel Images Registration Tonnage History Dimensions

Class and Insurance Surveys Hull Details Facilities Machinery

Compliance Screening for 12 months View methodology Compliance Report

Sanction Risks 1 Ownership & Registry Risks 2 Voyage Risks 43



V 2.0

Lloyd's List Intelligence
Seasearcher

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Sanction Risks 1 Ownership & Registry Risks 2 Voyage Risks 43

Map showing vessel route through the Black Sea, with locations like Romania, Bucharest, Varna, and Sevastopol marked.

- Kept the hierarchy of the user: From top to bottom.
- Kept LLI brand palette of blues.
- Kept the red flags (and the actual flags) visible.
- Made the name of the vessel and the rest of the content more visible.
- The search box on the top right corner, is now clear to see for the users.

V 3.0 - Based on Airtable UI



Employee directory

DataAutomationsInterfaces

Employee directoryDepartmentsAdd or import

ExtensionsTools

ViewsAll employeesHide fieldsFilterGroupSorted by 1 fieldColorShare and sync

Find a view

All employees

Headshots

Grouped by department

Contact info

Birthdays

On leave

Kanban

Gallery 2

Calendar

Create...

Grid

Form

Calendar

Gallery

Kanban

	A Name	Location	Photo	A Title	Status	Start date	Department	Reports to	Email address
3	Brooke Khan	New York City		VP of sales	On leave	1/13/2015	Sales	Pat Everett	bkhan@example.
4	Sandy Hagen	New York City		Product designer	Employee	2/1/2018	Design	Jamie Ziya	shagen@example.
5	Jamie Ziya	New York City		VP of product	Employee	5/30/2013	Product management	Pat Everett	jziya@example.co
6	Pat Everett	New York City		CEO	Employee	8/24/2014	Executive		peverett@exam
7	Kai Siyavong	New York City		PMM	Employee	2/15/2017	Product marketing	Jamie Ziya	ksiyavong@exam
8	Robby Pritchett	San Francisco		VP of engineering	Employee	1/23/2016	Engineering	Pat Everett	rpritchett@exam
9	Dany Coronado	San Francisco		Software engineer	Employee	1/11/2010	Engineering	Robby Pritchett	dcoronado@exar
10	River Oe	San Francisco		Product manager	Employee	12/30/2011	Product management	Jamie Ziya	riveroe@example
11	Cameron Toth	San Francisco		Software engineer	On leave	3/15/2012	Engineering	Robby Pritchett	camerontoth@ex

V 3.0

The screenshot displays the Seasearcher V3.0 web interface. The top navigation bar includes the Seasearcher logo, "Lloyd's List Intelligence", and tabs for Vessels, Companies, Places, Incidents, Sanction, and Channel: Advanced risk & compliance. A user profile for Austin John is visible in the top right. Below the navigation bar, a secondary menu shows various data categories: Overview, Movements, Incidents, Fixtures, Sanctions, Hull risk, Ownership, Vigilance, and STS pairing. The main content area is titled "Compliance screening" and features a vessel strip for "Venus I" with a risk rating of 1, IMO number 10626555, flag Palau, status Live, AIS Destination OPL CONSTANTA, and AIS ETA 08 Feb 2024. The vessel strip includes buttons for Monitor, Vessel Alert, Track Vessel, Arrival Alert, Area Alert, Add to List, Add to Watchlist, and a search bar. Below the vessel strip, the "Compliance Screening for 12 months" section is shown, with a "View methodology" link and a "Compliance Report" button. The section displays three risk categories: Sanction Risks (1), Ownership & Registry Risks (2), and Voyage Risks (43). The first risk category, Sanction Risks, is highlighted and shows a message: "This vessel has never been connected to an active sanction". The second risk category, Ownership & Registry Risks, shows a message: "This vessel was registered to a Flag registry which was subject to sanctions" and lists the Russian Federation from 08 Apr 2014 to 20 Feb 2023, with a "View history" link. The third risk category, Voyage Risks, shows a message: "This vessel does not have a current sanction related to its current known ownership" and lists the Beneficial Owner, Commercial Operator: Unknown Owners from 11 Apr 2023 to present. A map of the Black Sea region is visible on the right side of the interface, showing the vessel's current location near Sevastopol.

- Kept all features and user hierarchy.
- A/B testing: Vessel strip above/below 2 strips.
- Added purple to the LLI palette.
- More presence for the brand.

Other CX goals

UI ideation

- Less clutter for the users
-

UX ideation

- Better experience for the users
-

Content ideation

- Clear the clutter: Only leave what's important to the users, so they will gain focus on their goals.
-

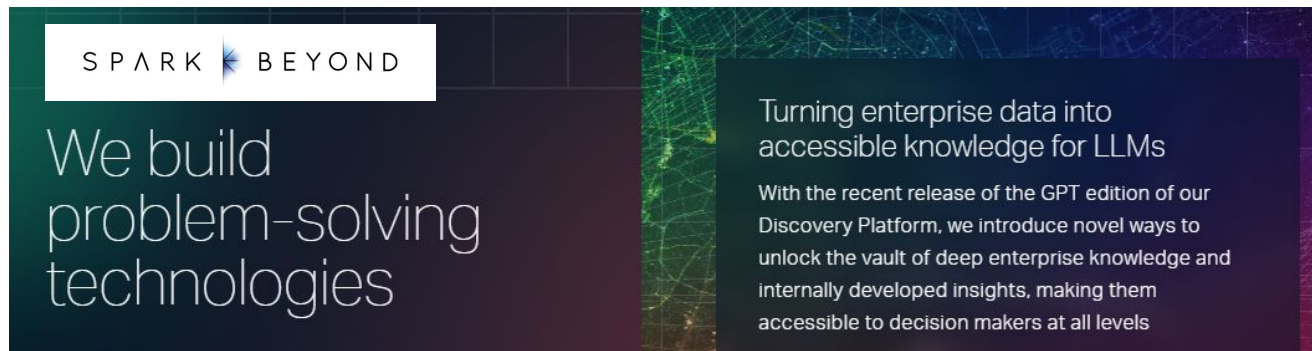
OKR ideation

- What can we do to enhance the “conversion” for our users?

Future



Future AI - in Seasearcher 2025



- Windward grabbed the entire free data of global vessel tracking for the past 10y.
- Gave it to SparkBeyond AI to craft "Path Prediction" for vessels' crisis mode [Insurers & reg. loved it.]
- **What if** LLI would do the same - with your ocean of big data.
- Imagine adding "sanction prediction" or "sanction heatmap" to *Seasearcher* [or something else SB's AI will find, and users will find it valuable.] to upgrade users' ROI.
- Those new features help the user work more efficiently and give them "entire picture" [#Empty].

Working together

- Commitment to collaboration
- How everyone can be involved
- Thanks

Design process

1. UX Review

- Flag some UI misalignment and accessibility “bugs”

2. Wireframing

- Drafting options to better UI or add/edit few elements

3. Pitch to PM, PO, Dev lead

- To get feedback on the wireframing before High-fi design.

4. High-fi design

- “Design critic” with the team [and user testing if we can].

5. Iterate High-fi Design

- Draft another version and get another “design critic”

6. Approved > Dev Handoff

- Deliver the designs to the dev team and support & QA FE

Traction [post design]

Users UX

- Measure users KPI to see “growth signals”.
-

Users business OKR

- Measure their business KPI to see “growth signals”.
-

LLI business OKR

- Measure LLI KPI to see “growth signals”.
-

ESG impact

- Measure if we made “growth signal” from ESG perspective.

Lloyd's List Intelligence ▶

Thank you, for the opportunity.

InsurWave


Mortgage
Brain

aro 



Google



FbStart
from facebook

TECH
CITY



InsurLab
Germany



NatWest



^>v

John Lewis

IGNITE

FFWD ▶▶

