Design Thinking for HyperIntelligence
Creating Impactful Cards

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Design is not just what it looks like and feels like. Design is how it works.

— Steve Jobs
97% Of Real-time Decisions Are Data Deprived
HyperIntelligence
Key benefits of this new vehicle for intuitive intelligence.

Designed for Your Experience

- Keyword-driven insights in context
- Surfaced over web, email, calendar, Office products
HyperIntelligence
Your goal is the right solution for your users.

Designed for Your Productivity

• Built to inspire one-click actions including with contextual linking
Design thinking is a human-centric process for creative problem solving.
Design Thinking in Two Phases
Working with your users to build the right solution.

**DISCOVER**
Empathize and Gather User Data

**DEFINE**
Ideate with Inputs Narrow Card Scope

**DEVELOP**
Explore Data and Build Prototypes

**DELIVER**
Refine Builds and Deploy Cards

Make the Right Thing

Make the Thing Right

Working with your users to build the right solution.
Introduce HyperIntelligence and Design Thinking

Provide a high-level overview to the key users you’ve tapped for your workshops.

HyperIntelligence is Built on Cards

- Insights on Everyday Business Nouns
  - Revenue
  - Expenditure
  - Expenses
  - Revenue
  - Expenditure
  - Expenses

How Does Design Thinking Apply to HyperIntelligence?

Explore the common everyday nouns you often think you know something about—and identify what you can know for sure to help you make a business decision or take action.

If <<persona>> knows <<noun>>, then we can do <<verb>> and achieve <<goal>> better/faster/cheaper.
Discover User Challenges
Discuss feedback and ask questions to refine situations in which they occur.

What common everyday nouns do you often “think” you know something about?

What things do you wish you knew for sure about these common everyday nouns?

What actions can you take related to your common everyday nouns based on the things you know you can know for sure?

What would you spend your money on today?

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<thead>
<tr>
<th>Why?</th>
<th>How?</th>
<th>What?</th>
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| Problems, actions, and non-physical things | Common knowledge concerning the world |空白

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Define with Affinity Mapping
Organize your user feedback and prioritize ideas for HyperIntelligence.
Develop Prototypes for Top Use Cases
Build prototypes and gather feedback.

Use Case
If a CPG company’s employees have inter-departmental meetings with colleagues from other departments, it would be great if those employees knew top customer management insights at-a-glance to be better prepared to speak to account sales performance during that meeting.

Keyword Matching
- Customer account name
- Customer account ID

Top Attributes
- Customer Tier
- Customer Type
- Customer Distribution Channels
- Customer Operational Status
- Customer Domain Address
- Customer Aggregate Marketing Status
- Customer Aggregate Fulfillment Status
- Key Customer Contact Information

Top Metrics
- Total Value of Products Sold
- Total Number of Product Units Sold
- Total Sales Value Last Month, Quarter, FY
- Total Product Unit Sales Last Month, Quarter, FY
- Total Product Units and Value in Inventory
- Total Product Units and Value in Fulfillment
- Top 5 Priority Product SKUs by Sales Value
- Top 5 Priority Product SKUs by Search
- YOY Growth Trends in Sales Value
- YOY Growth Trends in Unit Sales
- YOY Growth Performance to Forecast
- Aggregate Average Customer Ratings
- Aggregate Average Customer Rankings

If a CPG company’s employees have inter-departmental meetings with colleagues from other departments, it would be great if those employees knew top customer management insights at-a-glance to be better prepared to speak to account sales performance during that meeting.
Deliver Solutions to Your Users

Deploy Cards with critical insights and set cadence for additional feedback.

Hi Harper,

I think we need to re-evaluate the forecast for the categories, Baking Chocolate, Coffee, Nestle Ice Cream for the Northeast region because the Global performance is trending upward, but the Northeast sales are not following this trend. The goal for Q3 2019 will not be met if we don’t improve the L4 Northeast region.

Best regards,
Safa Camargo
Ready to get started?
Get Started with HyperIntelligence
Engagements to help you make the right thing and make the thing right.

POCs prototype your cards.

What You Get
- Design thinking workshops
- POC solution built in a demo cloud instance
- Up to 3 use cases with sample exported data
- For customers who don’t yet have licenses

Pilots build cards in your environment.

What You Get
- Design thinking workshops
- Pilot solution built in your environment
- Up to 3 use cases depending on your delivery
- For customers who have licenses
Ask your account rep how we can help you explore HyperIntelligence for your business.

Learn more at microstrategy.com/request-benefits.