

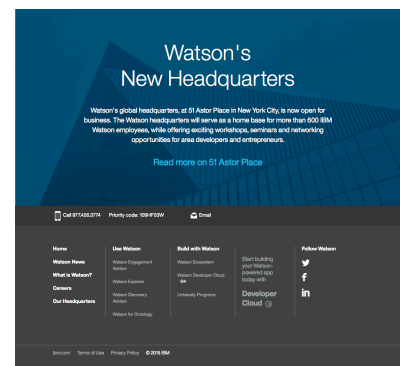
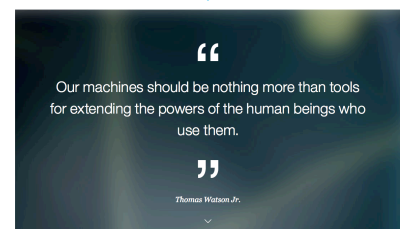
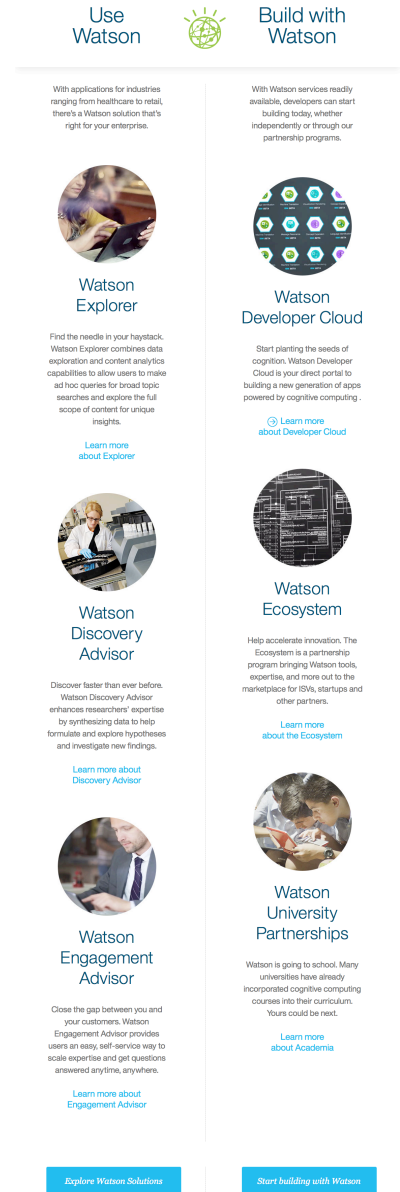
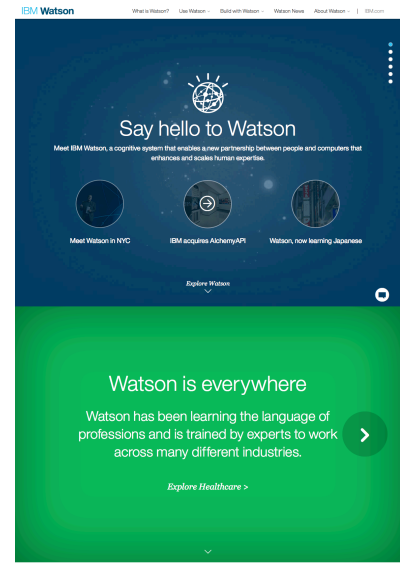
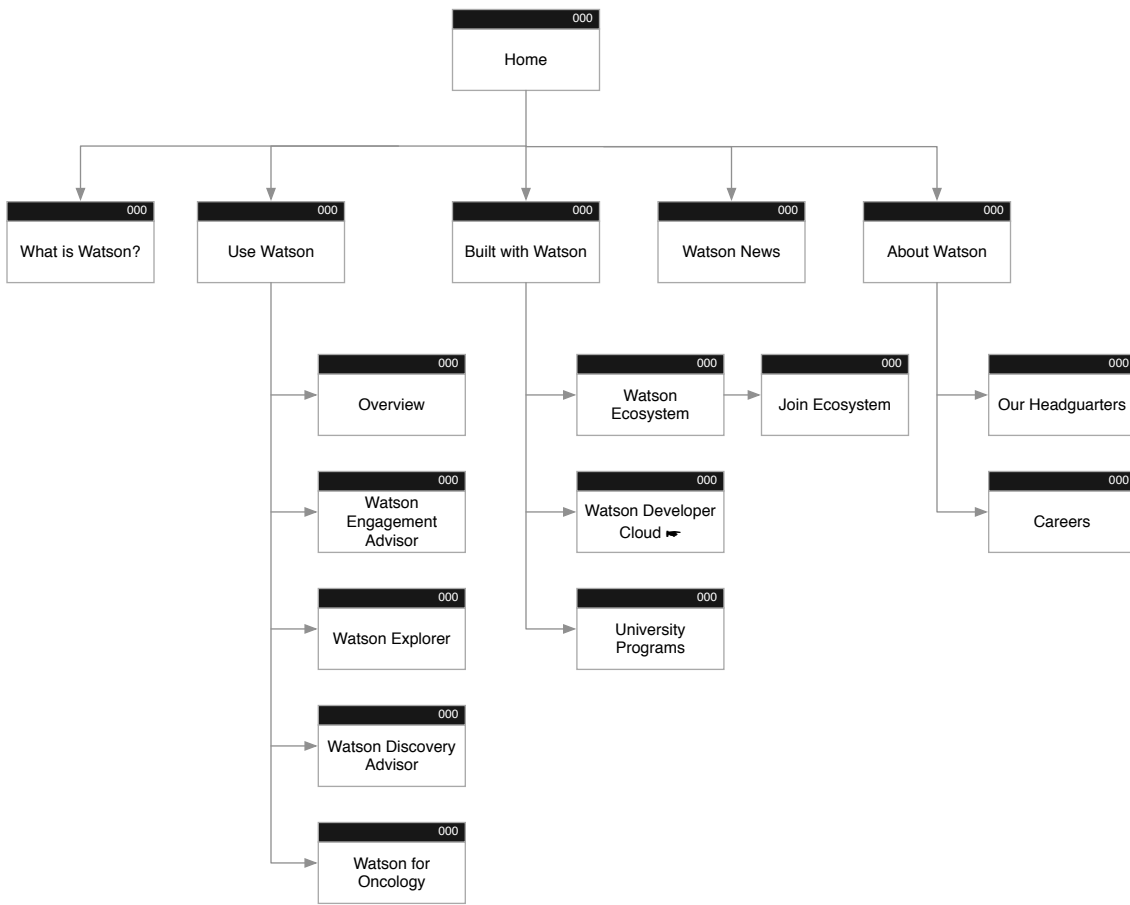
Client: **IBM**  
Project: **Watson Community Website**  
Deliverable: **Proposed Site Experience**

Author: Pawel Tulin  
Date: Tue Apr 07 2015  
Document: Watson\_Community\_UX.v.1.2.graffle  
Project Code: Internal Project Code

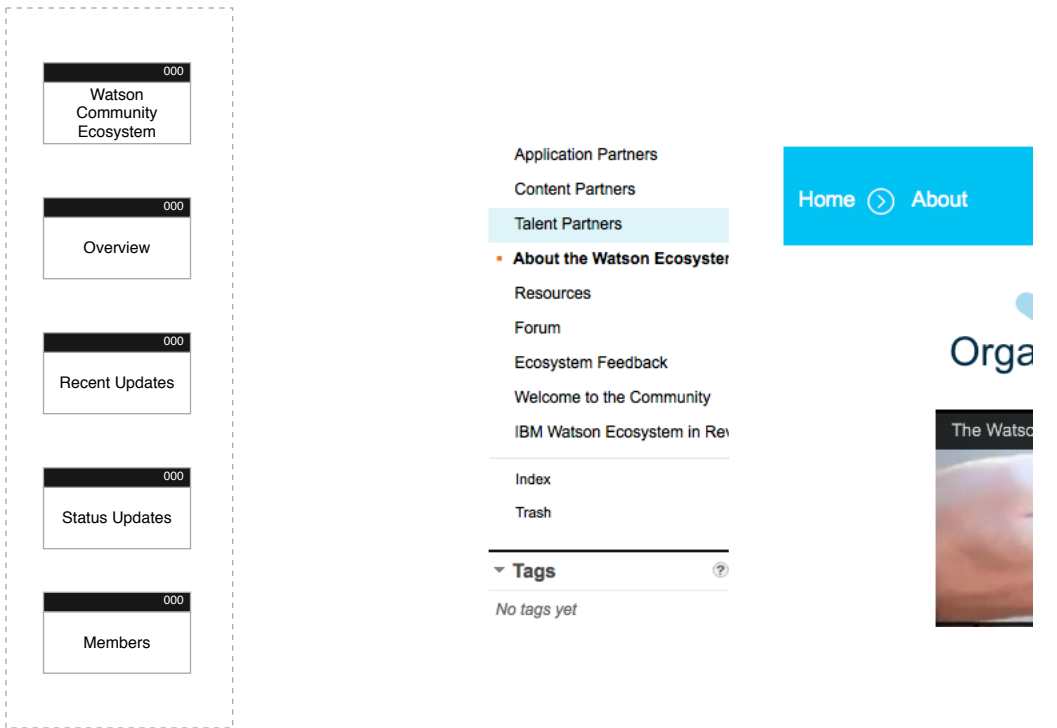
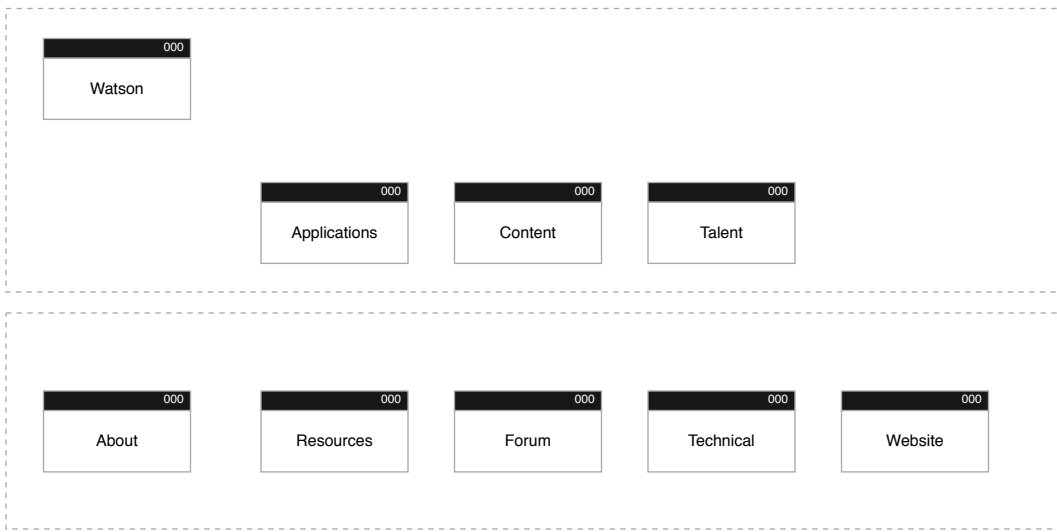
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ibmwatson.com goes to <http://www.ibm.com/smarterplanet/us/en/ibmwatson/>



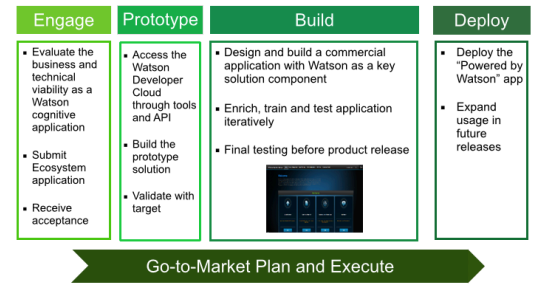
# Existing Post Login



ibm.com Connections Home Demo Help IBM Lotus Support Forums Bookmarking Tools About IBM Connections product information Report inappropriate content Community Guidelines

Contact Privacy Terms of use Accessibility

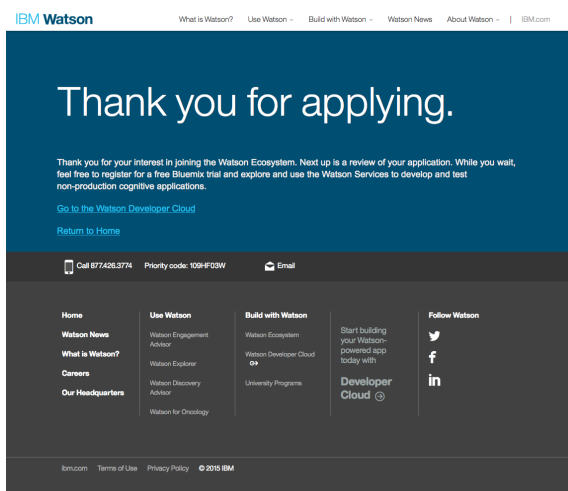
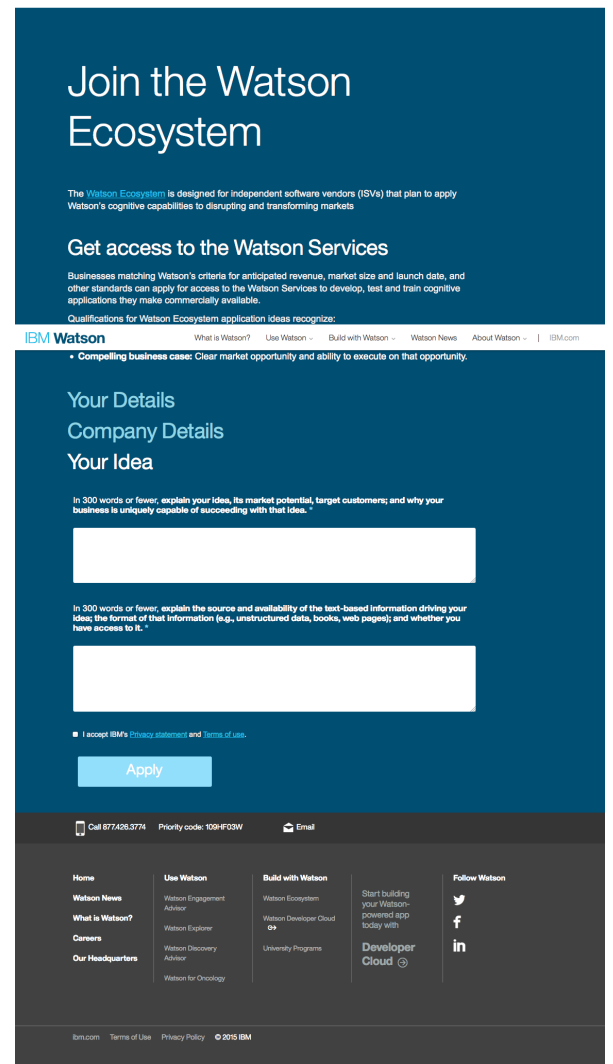
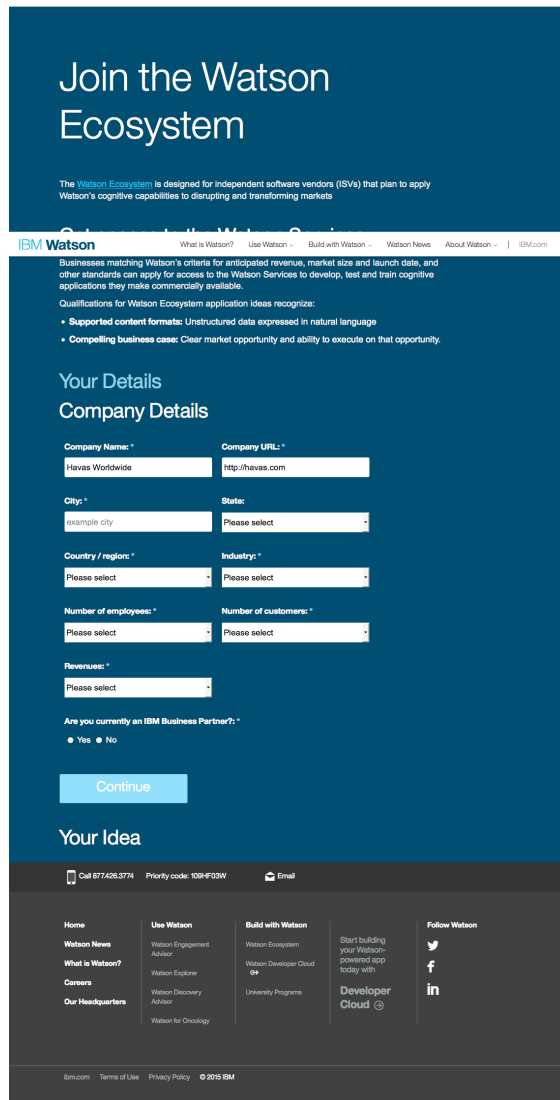
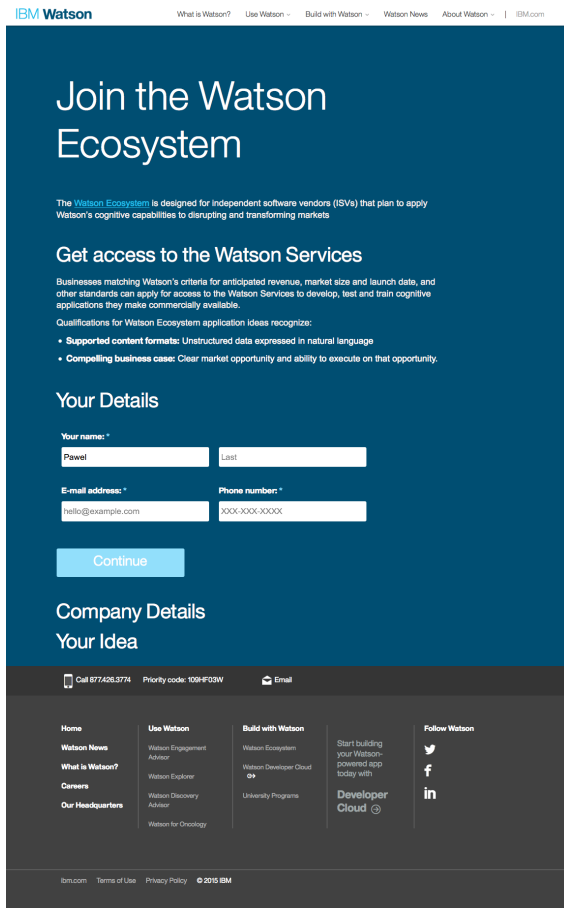
## How Do You Get Started



### Watson Ecosystem Community



- Overview
- Recent Updates
- Status Updates
- Members





**Design Annotations:**

General Observations:

This is an initial proposed structure of Watson Community ecosystem. The path currently is via Homepage->Watson Ecosystem->Join Ecosystem. We propose to change it so there are some data about it on the homepage and login/registration should be as well on the homepage.

01\_Currently no login

02\_There is an application form to join ecosystem but no login

03\_Propose changes to include login to ecosystem and registration.

04\_We can start with a simple profile and personalization. Then after we collect some data about site usage we could use advanced analytics to provide very personalized user experience.

05\_This is required to have an organized way of sharing files with IBM but can be extended into a web based file management system.

06\_Based on the user interviews we need to provide some simple mechanism alerting users to the actions performed on the items they are involved in (e.g. responses to their comments).

07\_Overview of applicable marketing processes. Maybe as infographics?

08\_Initially as a simple messaging system, can be expanded into group discussions, etc.

09\_Based on the blogging platform we decide to use.

10\_Based on the forum platform of choice.

11\_Personal and global listing of Watson related events.

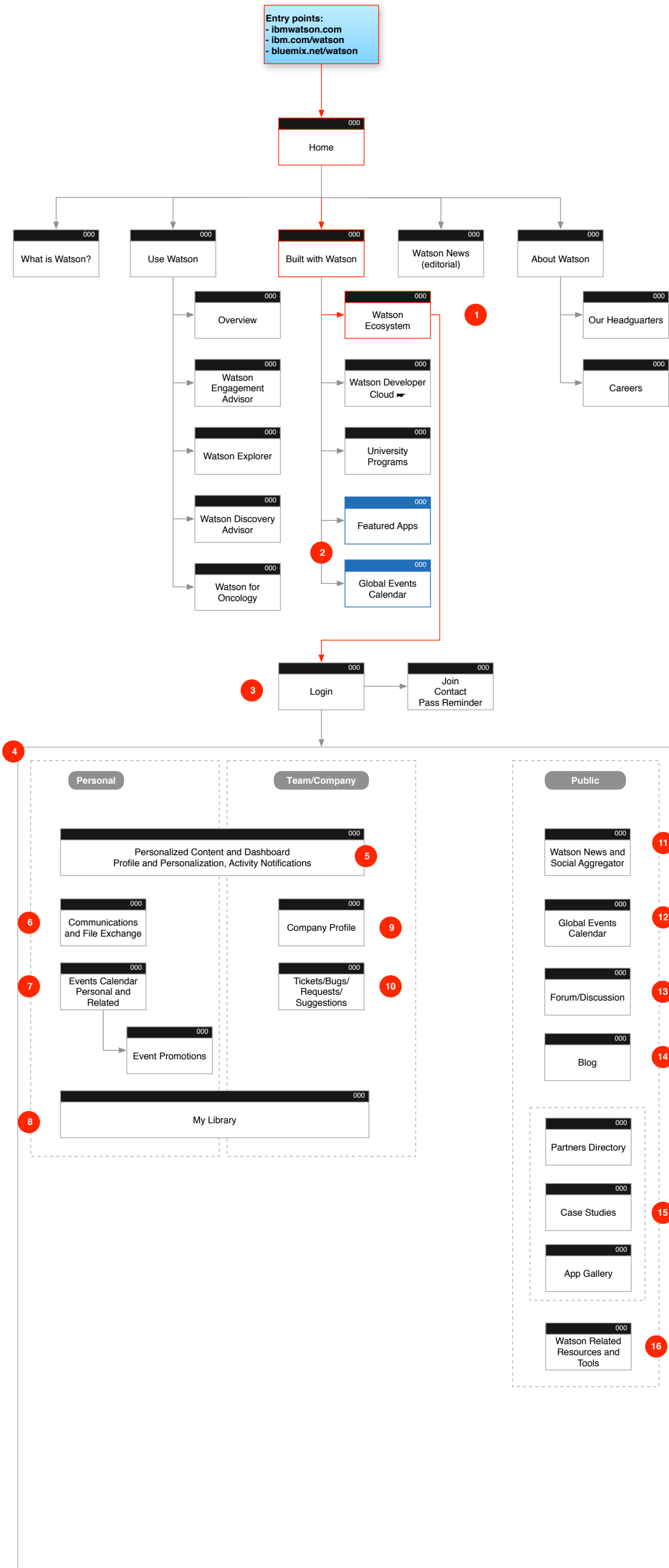
12\_Watson in social media.

13\_Watson newsletter curated by IBM.

14\_Showcase of Watson applications submitted by partners.

15\_Watson in the news.

# Proposed Ecosystem Structure



## Design Annotations:

### General Observations:

Currently, there is no point of entry directly from Watson website. Additionally, there seem to be a lack of clear indication of how all different parts of IBM website interplay with Watson Ecosystem. We should consider adding a login directly on the Ecosystem page as well as dedicating some content to explain registration process and

**01\_** Possibly add login (and password reminders) on this page

**02\_** Add those two pages with the content from behind the login page. This content will be curated by IBM and Partners together. The goal here is to show enough relevant content to initiate contact with IBM or IBM partners and to showcase depth and variety of Watson projects.

**03\_** Login and on boarding procedure to be further reviewed and designed. User should be able to clearly understand why they need IBM ID and what access they will be granted (e.g. Ecosystem and Bluemix, etc.)

**04\_** Content will be organized around level of access, which is personal, team and partners. The actual user experience will blur this organization to provide more personalized feeling.

**05\_** Upon the initial entry/login, user will be presented with a combination of dashboard and curated/personalized content. We will provide couple of possible interaction schemas in the wireframes. Based on the direction we will decide to go, user would be able to dismiss the dashboard part of the experience.

**06\_** Communication and Exchange page will have an embedded notification system about message exchange with IBM and Partners, notification about activities on blogs and forums as well as a mechanism for sending and receiving files needed for collaboration with members of this site. Most important parts of this page can bubble up to the dashboard.

**07\_** This will be an instance of site wide event calendar filter to reflect user and team activities and events. It will also include a mechanism to allow user to open an activity and participate in an existing event, e.g. to promote his/her Watson product or service.

**08\_** My Library (or My Briefcase) is a repository of user collected links, documents and other types content. User will be able to designate some of it to be visible and shared with other team members.

**09\_** Company profile will include basic information about company, contact information, projects and products they work on as well as skills and services they want to offer to other partners.

**10\_** This is placeholder for a bigger ticketing system being develop by IBM which will be embedded in this website later. Initially we can use this place as a suggestions and feedback page as this was requested by users during our interviews.

**11\_** This will be news and social media aggregator pre-filtered with Watson related content. If technically possible we will feature some of the articles/news to provide better user experience. We will review an existing IBM news aggregator.

**12\_** Event calendar incorporating content provided by IBM and Partners with a filtering options. Some of the content will bubble up to a public domain (before login).

**13\_** Discussion Forums moderated by IBM.

**14\_** Blog moderated by IBM, content provided by IBM and Partners, some of the content can be used in pre-login part of the website.

**15\_** Partner Directory will be a repository of Partner Profiles. We will define which parts of the profile are visible to which audiences. Case studies and app overviews will be attached to partner profile but will also be promoted via blog and used in pre-login part of the website as needed. They probably will be also attach to events and maybe communications. Details will be provided during a wireframe phase.

**16\_** This will be a repository of workflows, process description, overview of different documents and IBM tools related to working with Watson. Depending on the complexity we will provide filtering or search capabilities as well as ability for user to save selected items to his/her personal library.

IBM Watson | What is Watson? | Use Watson | Build with Watson | Watson News | About Watson | IBM.com

Watson Partner Login

# The Watson Ecosystem

A community of organizations, from developers to content providers, collaborating and creating the next generation of cognitive apps.

Apply to join the Ecosystem

## Accelerating innovation, creativity and entrepreneurial spirit

### Member Resources

Ecosystem members are given access to a wealth of resources to help them create their applications built with Watson.

**Watson Developer Cloud**

The services in Watson Developer Cloud are now available to anyone with a Bluemix account.

By signing up for Bluemix, developers get access to the Watson Developer Cloud and the Watson services in it. This publically available experience through Bluemix is for non-production use and for the time being, the services are beta.

Watson Ecosystem Partners have access to the same services plus production-level versions of some services within their own 'sandbox' development environments. There, they may use their own content, configure, and train Watson services for production-level deployment.

[Learn more](#)

**Watson Content Marketplace**

Building an application that's built with Watson requires the right kind of data and content. The Watson Content Marketplace makes this possible by bringing together different sources of data for developers and content providers, including general knowledge, industry-specific content and subject matter expertise.

**Watson Talent Hub**

It's important to have access to the right people with the right skill sets to build a cognitive application. Whether it's machine learning, user experience design or analytics, Ecosystem members can work with Watson experts on a fee or project basis.

**Direct investments**

The goal of the Watson Ecosystem is to nurture and support partners in developing commercial applications that incorporate Watson's cognitive computing capabilities and collaborate on new commercial uses for Watson. To that end, IBM will invest \$100M in select companies that develop a solution on Watson technology. As invested portfolio companies, partners can gain access to IBM's technology, expertise, channels and client relationships.

Criteria for equity investment include company size and growth rate, the ability of the application to positively disrupt and spur innovation in a market or industry, and level of committed resources.

**The Watson Ecosystem Forum**

What's trending in the Ecosystem? Find out by [joining the conversation](#).

# Want to get started?

You can join the Ecosystem community as an Application Partner, a Content Partner or a Talent Partner.

**Application Partners**

The IBM Watson Ecosystem program is intended for companies interested in embedding Watson's capability into their offerings to create a transformative cognitive app. For example, through the Watson Developer Cloud, a consumer-oriented application could deliver a personalized selling experience that replicates an

**Content Partners**

The program is perfect for companies that have extensive amounts of data, but few good ways to share or monetize it. Likely candidates fitting this description are:

- organizations that have the rights to use and/or license general and domain-specific content.

**Talent Partners**

Elevance and IBM have teamed up to provide talent to Ecosystem participants. The [Elevance Talent Platform](#) for IBM Watson offers pre-vetted, Watson-specialized talent ready to engage with IBM Watson partners.

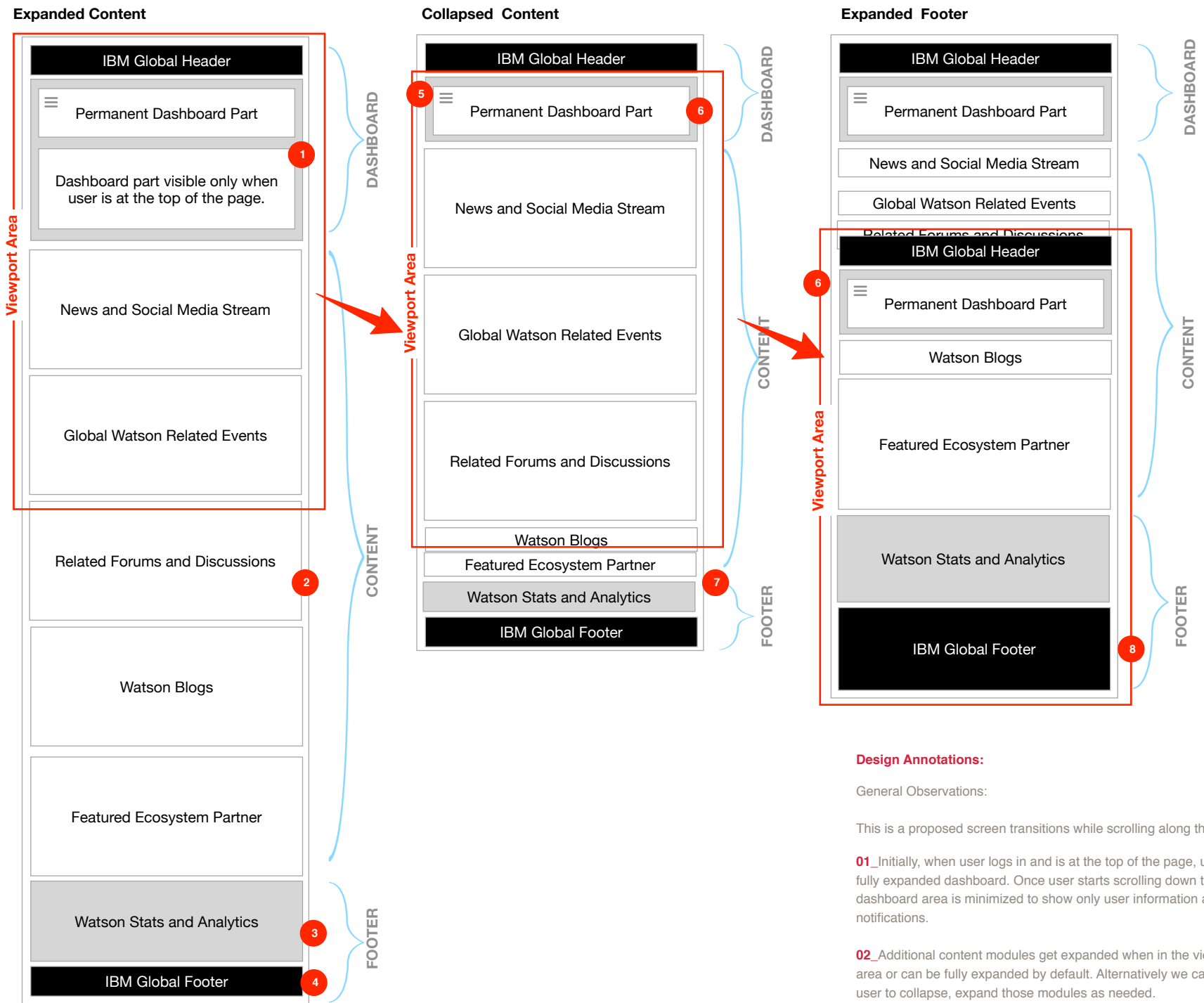
Design Annotations:

General Observations:


Currently, access to Watson Ecosystem login is bit complicated.

01\_At the minimum we should provide login access on this page or even bubble it up to the top of Watson website.

# Dashboard Transitions



IBM Watson
What is Watson? Use Watson Build with Watson Watson News About Watson | IBM.com



**Welcome Angelina Jolie**  
Cognitive Enterprises, Inc.  
Director of Advance Cognitive Projects  
angelina@cogenter.com  
Currently in New York City, NY  
212.222.2222

**Items requiring your attention:**

You have **3 new messages**  
You received **2 new files**  
There are **2 events** today

**Events** grid | list

Select a date

November 2008

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Select Today

**Your discussions**

Blog: **Teaching Watson proper manners**

Please take a moment to ask yourself this question before reading this web log: "Am I a stupid person that can't spell?" If yes, then answer this question: "Will I be offended if somebody, namely Dwight K. Schrute.

I pity you fool.

Submit a bug or suggestion

**Your Watson Related Resources**

- Watson Developer Cloud
- Bluemix
- IBM Cloud Marketplace

Find more resources

Submit a bug or suggestion

**▼ Watson in the News and Media** read all news

**For IBM and SoftBank, a key global partnership**

Japanese technology and telecommunications provider SoftBank and IBM are coming together to bring Watson to Japan, the world's third-largest economy and second-largest technology market. The partnership represents another ...

Read more

Phasellus eget porttitor magna. Aliquam sit amet tellus eget velit eleifend blandit. Sed ac mi condimentum ipsum ultrices ullamcorper. Duis euismod a augue vitae ultrices. Praesent lacinia, enim in rhoncus varius, metus quam congue velit....

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**▼ Your Watson Events** View all events

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Select a date


December 2008

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Select Today

Submit an event

**▼ Current Discussions** Newest | Most Popular | View All



**How College Students and Watson Can Help Change the World**  
By Bri Connolly


March 25, 2015  
5:35 am

Phasellus eget porttitor magna. Aliquam sit amet tellus eget velit eleifend blandit. Sed ac mi condimentum ipsum ultrices ullamcorper. Duis euismod a augue vitae ultrices. Praesent lacinia, enim in rhoncus varius, metus quam congue velit....

Read more

**How College Students and Watson Can Help Change the World**  
By Jerry Rig

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March 25, 2015  
5:35 am

**► Latest Blog**

**► Featured Ecosystem Partner**

**► Watson Ecosystem Facts Sheet**

Call 877.426.3774
Priority code: 109HF03W
Email
Chat now

**Design Annotations:**

General Observations:

There are several options how to resolve interactivity and UX of this page. This wireframe focuses more on content and functionality of the page and details of interaction and transition mechanism will be further refined. This wireframe is just a high level sketch intended for further discussion.

**01**\_Post login navigation through ecosystem will be behind the hamburger menu. This will enforce more structured user journey and will be mobile ready.

**02**\_Permanent part of user profile. If user scrolls down the page only the top row of the page will be visible. When user scrolls up to the top of the page a full dashboard will be exposed again.

**03**\_Part of the dashboard that will collapse when scrolling.

**04**\_News and Social Media aggregator based on existing solution. It will have a featured article but also will updated news list in a real time.

**05**\_Ecosystem wide Watson Events Calendar. User will be able to see list and grid view and also access event details.

**06**\_Current Discussions with ability to filter (details of which we will discuss and provide later).

**07**\_Blog module will represent a featured or most discussed blog entry.

**08**\_Featured Ecosystem Partner will provide an overview of the partner with access to Partner Profile in the Partner Directory. This is intended to allow partners to discover and contact each other.

**09**\_Ecosystem Facts Sheet will show a real time analytics data and usage. Details to follow.

IBM Watson
What is Watson? Use Watson Build with Watson Watson News About Watson | IBM.com

**Welcome Angelina Jolie**

Cognitive Enterprises, Inc.  
 Director of Advance Cognitive Projects  
[angelina@cogenter.com](mailto:angelina@cogenter.com)  
 Currently in New York City, NY  
 212.222.2222

**Items requiring your attention:**

You have **3 new messages**

You received **2 new files**

There are **2 events** today

Submit an app
Show: All

### Watson Apps gallery

**Overview**

Advanced discovery capabilities from Watson Explorer help Onvia's clients easily search for relevant information across 12 million records. Receive search results in less than a second.

**Targeted Industry:** Academia  
**Secondary Industry:** Education

[Demo](#) | [Contact](#) | [More Info](#)

**Overview**

uisque posuere scelerisque imperdiet. Suspendisse feugiat mi odio. Maecenas ultrices laoreet placerat. In vel quam quis metus consequat auctor. In hac habitasse platea dictumst.

**Targeted Industry:** Academia  
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[Demo](#) | [Contact](#) | [More Info](#)

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**Targeted Industry:** Academia  
**Secondary Industry:** Education

[Demo](#) | [Contact](#) | [More Info](#)

Phasellus convallis arcu elit, sollicitudin consequat ligula pretium eu. Sed vel magna quis velit tincidunt dictum. Sed posuere lectus at velit faucibus mollis. Curabitur leo tortor, finibus at euismod non, imperdiet et nibh. Donec facilisis sem nibh.

Submit an app

**Watson Ecosystem Facts Sheet**

Call 877.426.3774 Priority code: 109HF03W
Email
Chat

**Design Annotations:**

General Observations:

We will reuse the tail pattern that is so far warmly received in other IBM websites..

**01\_** Post login navigation through ecosystem will be behind the hamburger menu. This will enforce more structured user journey and will be mobile ready.

**02\_** Permanent part of user profile. In the app gallery page we will only show this part of the dashboard. This will allow more personal experience as app gallery page can be pre-filterter to reflect user interests.

**03\_** User will be able to change default view by using a set of predefined filters. Filtering mechanism will be further discussed and refined.

**04\_** An app module will have short overview, company and industry type and links to additional information and preferably to an app page. Content and information type of app details page pending further discussion.

**05\_** The last module in the gallery will always be a simple instructions and call to action for submitting additional apps to the gallery.

**06\_** In case of having a lot of apps to show we could use infinite scrolling technique to populate page while scrolling.

**07\_** Ecosystem Facts Sheet will show a real time analytics data and usage. Details to follow.

do we want a Share function?  
do we want to show number of views? like/dislike  
popular? what other attributes/

# App Gallery Details

IBM Watson What is Watson? Use Watson Build with Watson Watson News About Watson IBM.com

**Welcome Angelina Jolie**  
Cognitive Enterprises, Inc.  
Director of Advance Cognitive Projects

**Items requiring your attention:**  
3 new messages, 2 files, 2 events

[View all apps](#) | [Share this app](#) | [Contact IBM Partner](#) | [Download Case Study](#) | [Partner Website](#) | [Play demo](#)

**Overview**  
Advanced discovery capabilities from Watson Explorer help Onvia's clients easily search for relevant information across 12 million records and receive search results in less than a second.

**Targeted Industry:** [Academia](#)  
**Secondary Industry:** [Education](#)

[Demo](#) | [Contact](#) | [More Info](#)

**The need**  
Onvia sought improved discovery capabilities to help its customers more quickly and easily gain relevant and actionable insight into sales opportunities in federal, state and local agencies.

**The solution**  
Advanced discovery capabilities from IBM help Onvia clients easily search for relevant information across 12 million records and receive search results in less than a second.

**The benefit**  
Real-time access and fusion of big data helped individual Onvia clients capture up to USD50 million in additional revenue, while enabling Onvia to reduce costs and improve its win rate by 33 percent.

IBM Software Information Management Professional Services

**Onvia, Inc.**  
*Improves discovery across 12 million records, helping companies gain insight to win government business*

**Overview**  
**The need**  
Onvia sought improved discovery capabilities to help its customers more quickly and easily gain relevant and actionable insight into sales opportunities in federal, state and local agencies.

Onvia offers subscription-based information and research solutions that help companies plan, market and sell to government agencies in the United States. Its online databases of government spending and procurement opportunities give companies a single, timely and actionable source of information to make intelligent sales decisions in this USD1 trillion market.

**Helping companies tap into a USD1 trillion market**  
Onvia tracks data on over 160,000 businesses, 90,000 agencies, three

► [Watson Ecosystem Facts Sheet](#)

Call 877.426.3774 Priority code: 109HF03W [Email](#) [Chat now](#)

## Design Annotations:

General Observations:

This is a third level page. On this level we might consider a further minimizing of dashboard.

**01\_**We still display some basic information about action items.

**02\_**We can reuse the tile from app gallery to display basic overview of the app.

**03\_**Exact content TBD.

**04\_**Currently on IBM website this is displayed as an embedded PDF which we might reconsider.

# Profile/Personalization

IBM Watson What is Watson? Use Watson v Build with Watson v Watson News About Watson v | IBM.com

Welcome **Angelina Jolie**  
Cognitive Enterprises, Inc.  
Director of Advance Cognitive Projects

Items requiring your attention:  
3 new messages, 2 files, 2 events

### Edit Personal Profile

*Last modified on 01/01/2015*

First Name	<input type="text"/>	Country	<input type="text"/>
Last Name	<input type="text"/>	Address 1	<input type="text"/>
Company	<input type="text"/>	Address 2	<input type="text"/>
Title	<input type="text"/>	City	<input type="text"/>
Email	<input type="text"/>	State	<input type="text"/>
Phone	<input type="text"/>	Zip	<input type="text"/>

### Edit Company Profile

Company	<input type="text"/>
Address	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Zip	<input type="text"/>
Country	<input type="text"/>

### Content Preferences

<input type="checkbox"/> Development	<input type="checkbox"/> Marketing
<input type="checkbox"/> Content	<input type="checkbox"/> Cognitive Computing
<input type="checkbox"/> Services	<input type="checkbox"/> Natural Language Processing

## Design Annotations:

General Observations:

This is draft for discussion only based on existing IBM profile forms. We should consider expanding this when needed.

**01** There are additional elements that we can include here like groups and communities.

**02** We probably should include here team members.

**03** Personal preferences would be used to served content and to match partners while searching for skills and interests.

1

Edit personal

Team? Edit? just contacts? Company profile?

2

Personal preferences edit?

3

14

15