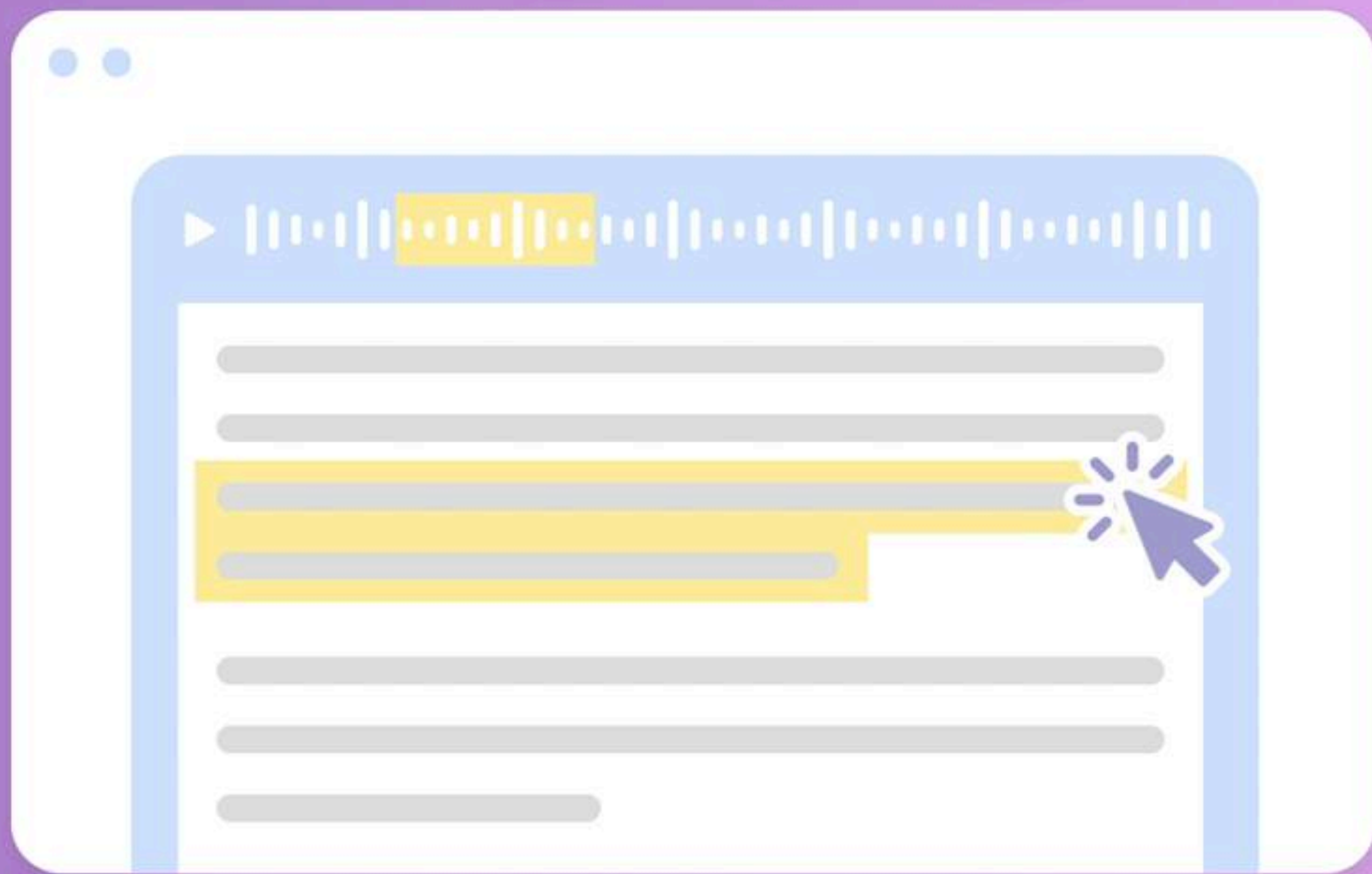


# Allorux

2018

- Create live UX docs supported with direct links to original research recordings.
- I was the CEO and Founder and my role was Product Market Fit and defining our Key Value Proposition.







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Name	Tester	Contact Email	LinkedIn	Description	Location	Role	Team Size	Status	Platform
				of experience.					
				Qualitative Market Researcher I met back in a project. Not exactly sure what she's up to right now.	Hong Kong	Market Researcher	In-House Big Team	Initial Contact Made	
				UX Researcher at Pivotal from San Francisco. She's had many years of experience.	Abroad	Designer	In-House Big Team Leader	Done	Email
				MBA in USC, working on User Research Quantitative Analytical Tools	Abroad	General Contact	Leader	Done	LinkedIn
				Head of Innovation Hub PolyU, she can connect us to more start ups and entrepreneurs in Hong Kong	Hong Kong	General Contact		Pending	
				Hackathon goer, friend of Peter Chung. User Experience Research of DBS. 4+ years experience.	Hong Kong	Designer	In-House Big Team		LinkedIn
	Yes			Lone designer in a medium sized start up. Eventually built up the whole design team on his own.	Abroad	Designer	Lone Designer In-House Small Team	Scheduled	Twitter
				My previous colleague working in consulting. He also did a lot of interviews in his work.	Hong Kong	Market Researcher	In-House Small Team	Pending	
	Yes			Remote/Freelance Product Designer	Abroad	Designer	Lone Designer In-House Small Team		
				Design Manager at Apple for 6 years.	Abroad	General Contact	In-House Big Team		
				Experienced designer I met at a design jam	Hong Kong	Designer	Leader		
	Yes			Senior UX Consultant at IBMix	Hong Kong	Designer	In-House Big Team		
				My Uni mate who is now working in Tesco UK in consulting and analytics.	Abroad	Market Researcher	In-House Big Team	Initial Contact Made	
				Tech Lead from Alvanon, Co-Founded one startup before, and worked in multiple startups in the past. Chris's uni mate	Hong Kong			Done	
	Yes			Innovation Catalyst at Fung Group	Hong Kong	Designer	In-House Big Team		
				Data Scientist in Swire Resources (Retail brands such as Marathon, Gigasports). My old co-worker who might be doing some qualitative work right now at his job now.	Hong Kong	Data Scientists	In-House Big Team	Done	
				Crypto Squad from EF	Abroad	Designer			
	Yes				Abroad	Designer	In-House Big Team	Initial Contact Made	WhatsApp
				Data Scientist from AS Watson.	Hong Kong	Data Scientists	In-House Big Team	Pending	



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# Question Design Document

## Scripts

Meeting Script - Designers

## Key Questions

### What is UX to you?

Is UX research relevant to them? Or more fundamentally what is UX to them?

At what stage of UX research you are in, imaginary persona → interviews → on-going UX optimisation

### How do you collect UX Data?

How complex is their research? If it's very simple, then there's no need for a system. Is handling qualitative data a pain point for other UX researchers?

What are the usual approaches for your UX research?

### How well organised is your data?

Data Analysis are separated in 2 stages: first convert the raw data into tidy data, then perform analysis and derive insights from the tidy data. We would need to know how far the customers are at this data preparation journey.

How well organised is your UX documentation? All in your brain, all dumped in a shared folder, roughly documented, nicely documented, systematically filing it, using an external tools to help organize.

## Summary

1. importance and motivations of UX in your company
2. Have you paid for UX related toolkits?
3. UX research - data analysis? quantitative or qualitative? time consumed?
4. UX decision - how's its currently made?
5. Are the rest of the team informed about the decision and the underlying rationale?
6. Assumptions → Validates? or Symptoms → Why?
7. type of data (Survey, text, voice, video, photos?)

## Mum-test Questions

1. When did UX begin? How do you usually approach UX in your team?
2. Have you used any paid UX softwares / tools?
3. What type of UX research do you do? quantitative or qualitative? time consumed?
4. How were UX decisions usually made?
5. How often do you refer to previous studies? Can you trace back all the decisions you made in the development of the product to the sources?
6. When you have an assumption about your users what actions do you take to validate it?

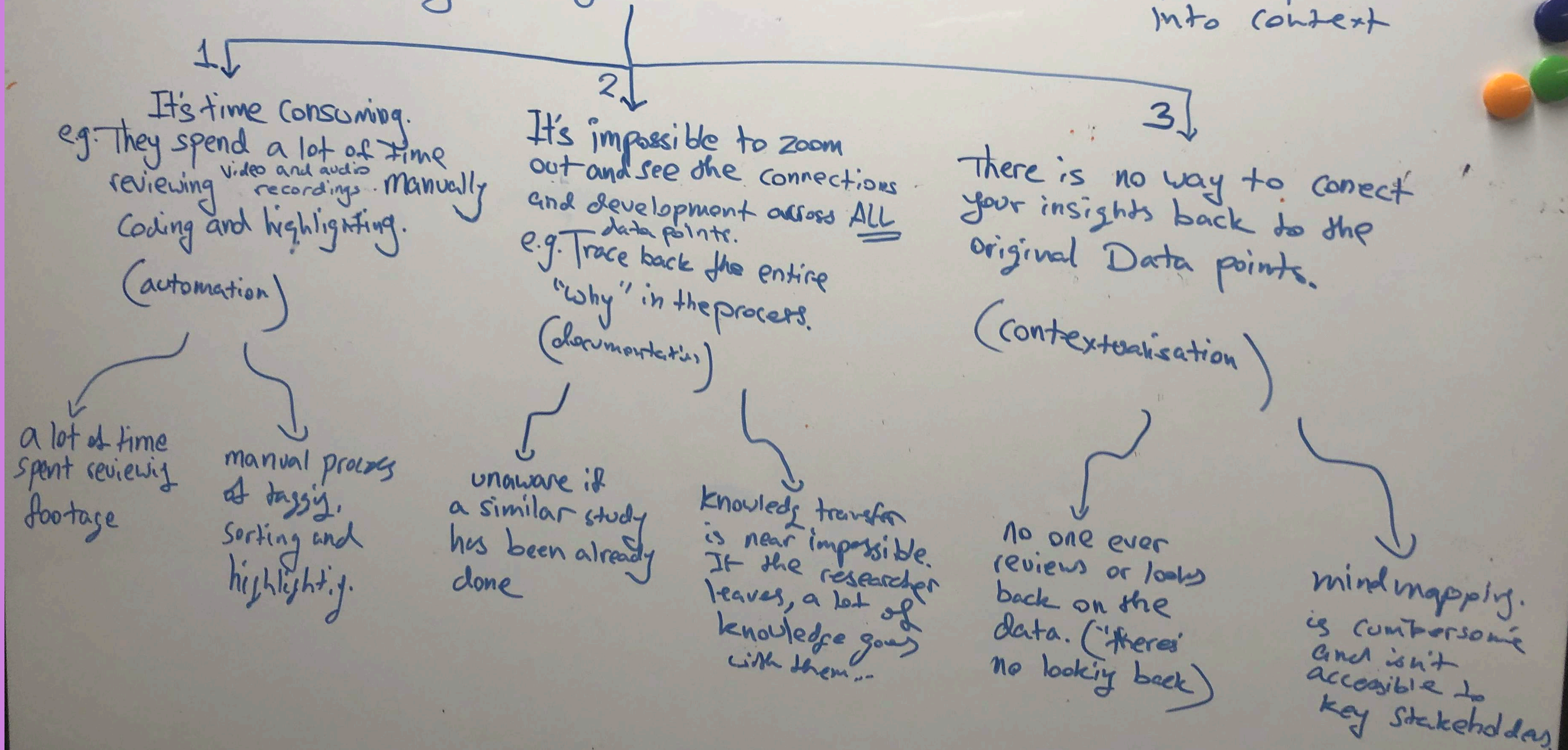




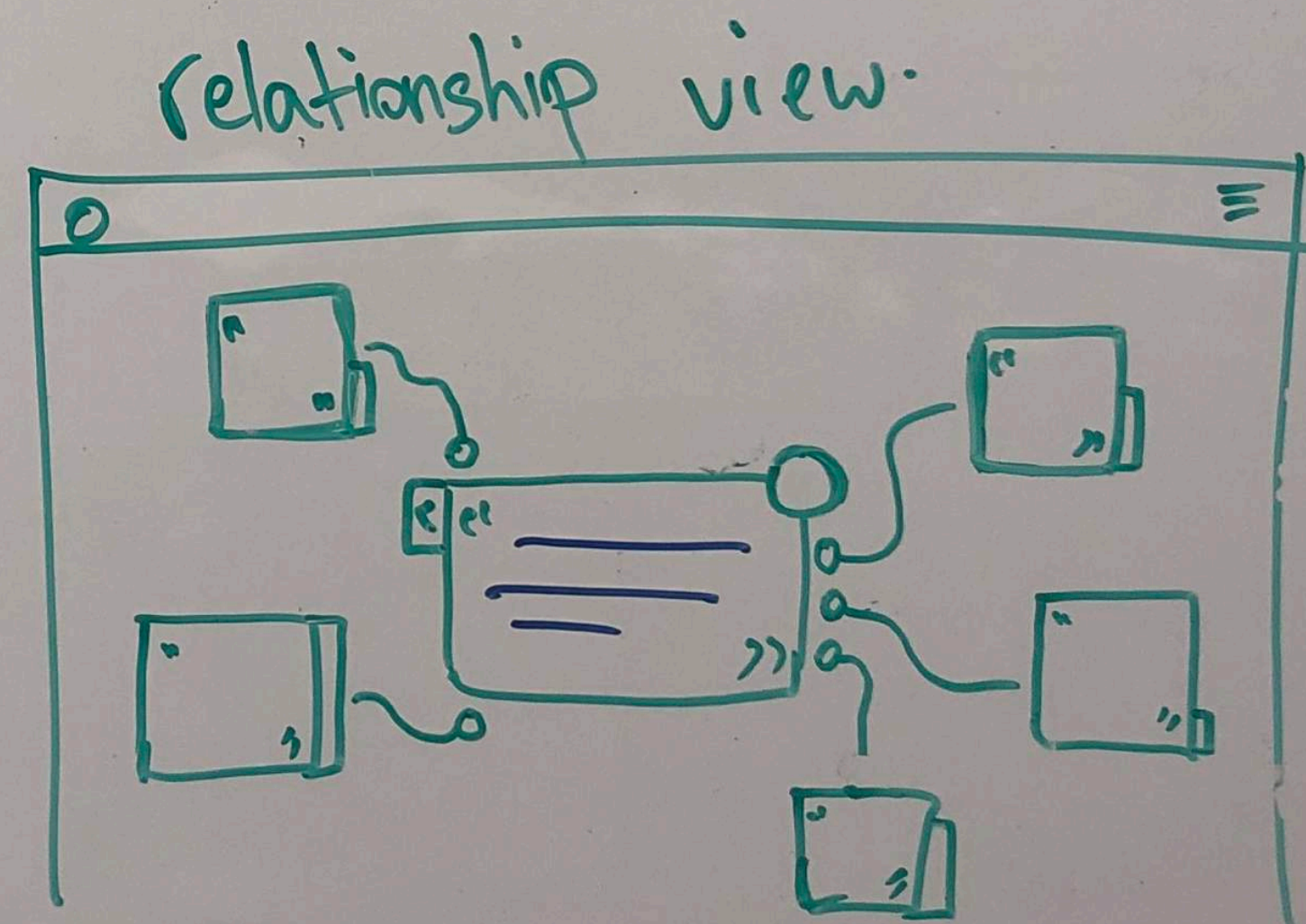
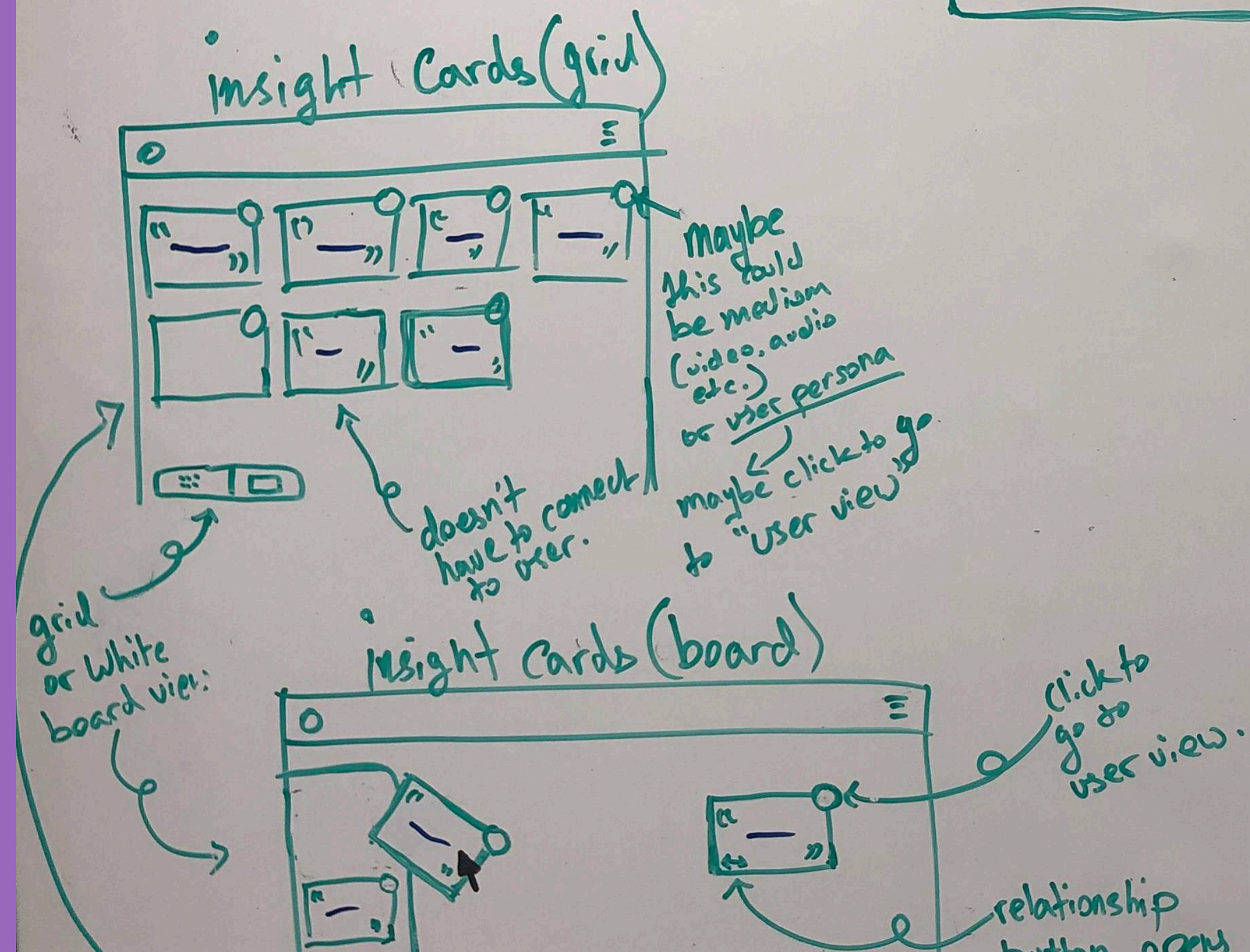
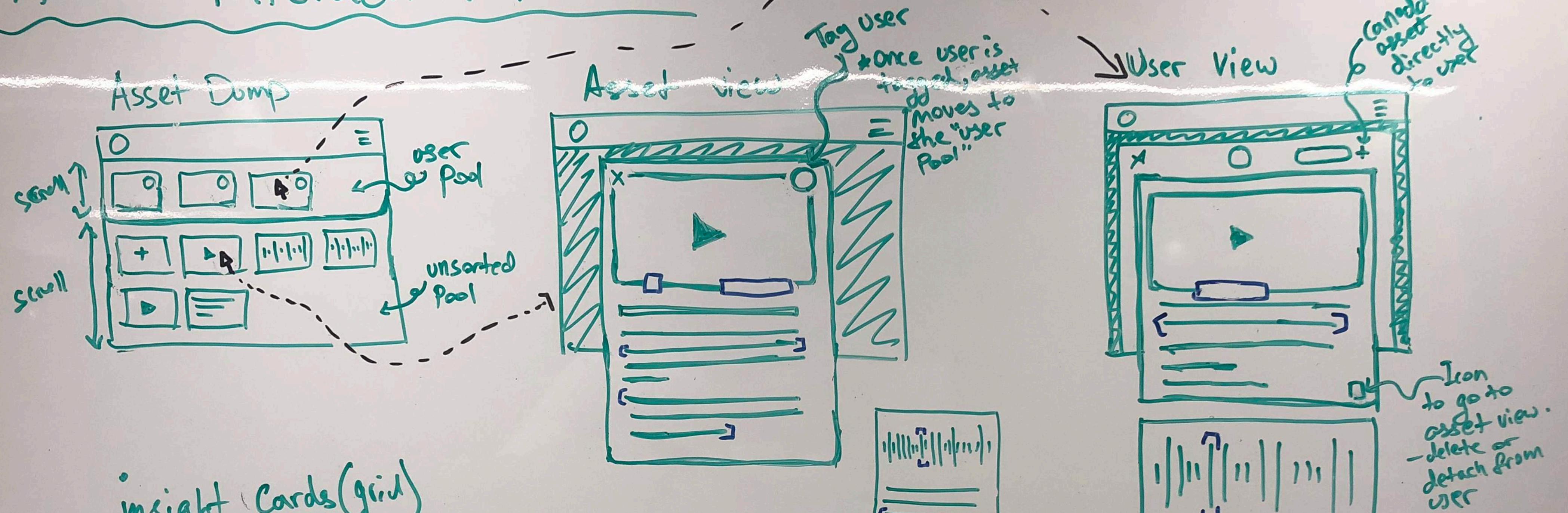
# Clear Statement

Brand Customer Researchers are using Primitive tools (e.g. google docs etc.) But there is no way to organise it"

- Documentation
- Inability to see the "Big Picture" ← across all history
- Lack of consistency.
- Contextualising the Data is so cumbersome. no simple way to lift relevant points and put it into context









- Test the market with three value propositions:
  - Create **live UX documents** supported with direct links to original research recordings.
  - Turn your User Research into a **Searchable Knowledge Repository** for you and your team!
  - Quickly and easily edit your User Research recordings and **export embeddable snippets**.



Turn your User Research into a Searchable Knowledge Repository for you and your team!

- 1 Upload all your findings into one, centralised location.

Use Allorux to build you very own research repository. No more bloated, inaccessible Google Drives.

- 2 Your videos and audio files are automatically transcribed.

Skim through and edit your recordings the same way you'd skim through and edit text.

- 3 Simply type what you are looking for to access your findings.

Easily share your findings with the team so they can see for themselves!

PLANS AND PRICING

Quickly and easily edit your User Research recordings and export embeddable snippets.

- 1 Upload and transcribe your recordings!

Upload all your user research audio and video, and let Allorux transcribe it for you.

- 2 Easily scan and highlight key points of interest!

Highlight points of interest in your findings that are essentially links to that specific section of the recording.

- 3 Export and embed your research snippets into other work spaces!

Use these links anywhere! Embed them in Notion, Airtable or turn them into a sticky in Real Time Board!

PLANS AND PRICING

Create live UX docs supported with direct links to original research recordings.



allorux

Organise and Present your User Research easily.

- 1 Turn your recordings into insights!

Allorux automatically transcribes all your UX recordings so you can highlight all your key insights!

- 2 Plug your insights into our sharable UX Templates!

We've designed familiar templates like User Personas and Journey Maps, so you can plug in your key insights!

- 3 Your UX deliverables now maintain their link to original recordings!

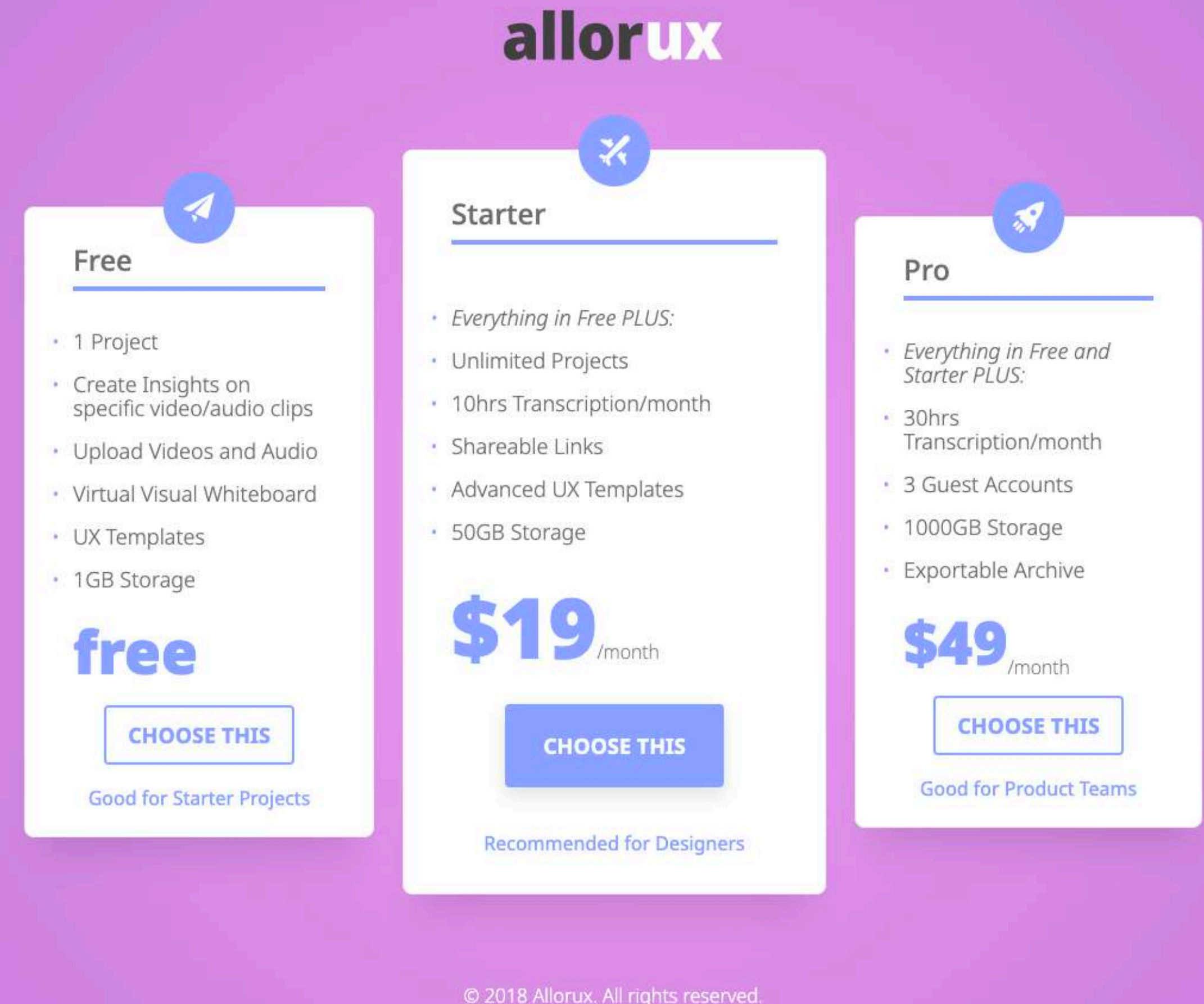
Now instead of sending a PDF or a Keynote presentation summarizing your findings, send a live link to your research outcomes!

PLANS AND PRICING

GET STARTED!



- My goal was to have at least 1 user click the 'Choose This' CTA with an emphasis on the starter option
- 10% of people that arrived to this page clicked 🤩



The image is a screenshot of the Allorux pricing page. At the top, the 'allorux' logo is centered. Below it, three pricing tiers are displayed in white cards against a purple background with a subtle pattern. Each card has a blue icon at the top: a paper plane for 'Free', a crossed wrench and screwdriver for 'Starter', and a rocket for 'Pro'. The 'Starter' card is highlighted with a blue border and a blue 'CHOOSE THIS' button. The 'Free' card has a blue 'free' label and a blue 'CHOOSE THIS' button. The 'Pro' card has a blue '\$49/month' label and a blue 'CHOOSE THIS' button. Each card lists features and includes a recommendation at the bottom: 'Good for Starter Projects', 'Recommended for Designers', and 'Good for Product Teams' respectively. A copyright notice '© 2018 Allorux. All rights reserved.' is at the bottom.

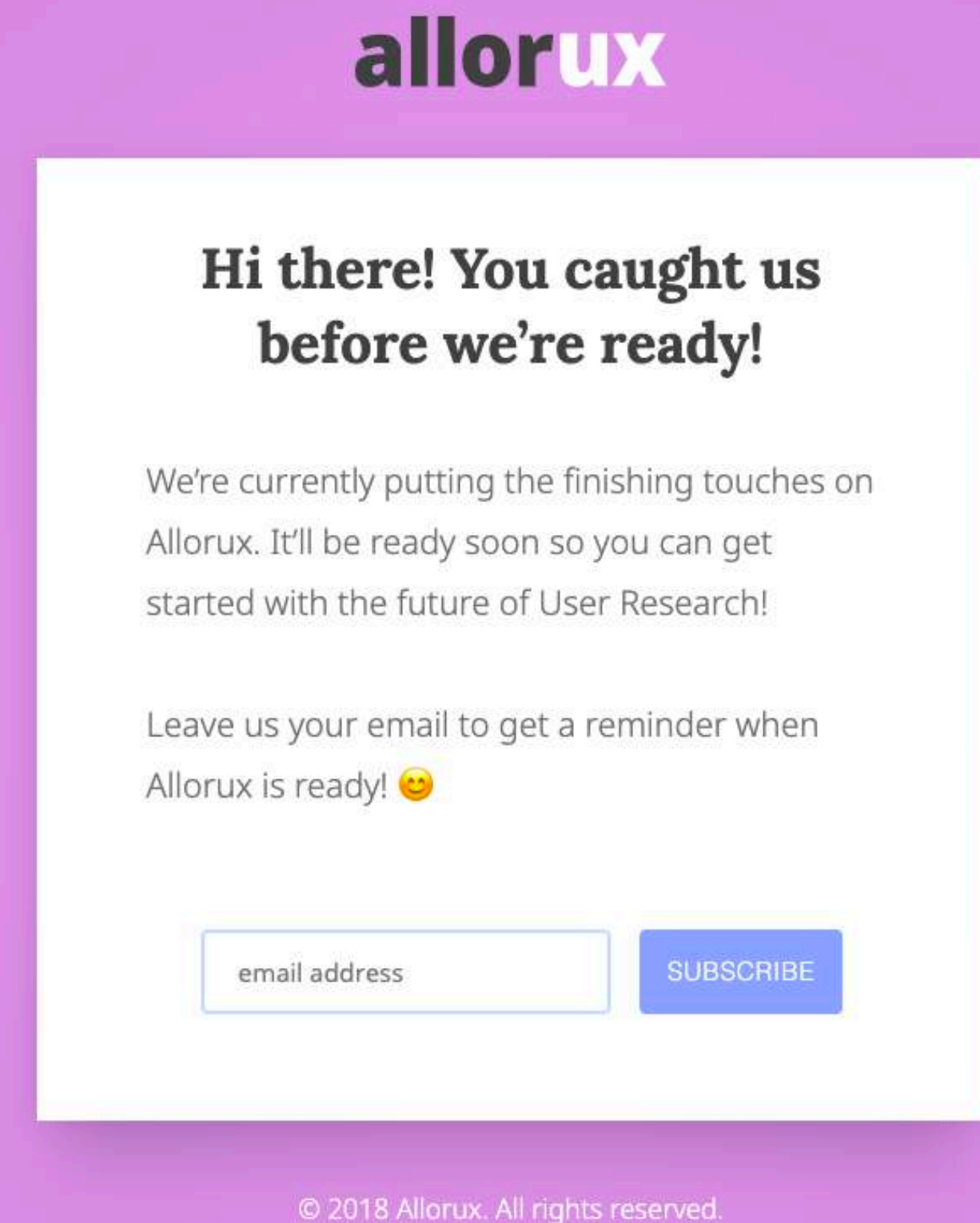
**allorux**

Free	Starter	Pro
<ul style="list-style-type: none"><li>• 1 Project</li><li>• Create Insights on specific video/audio clips</li><li>• Upload Videos and Audio</li><li>• Virtual Visual Whiteboard</li><li>• UX Templates</li><li>• 1GB Storage</li></ul>	<ul style="list-style-type: none"><li>• Everything in Free PLUS:</li><li>• Unlimited Projects</li><li>• 10hrs Transcription/month</li><li>• Shareable Links</li><li>• Advanced UX Templates</li><li>• 50GB Storage</li></ul>	<ul style="list-style-type: none"><li>• Everything in Free and Starter PLUS:</li><li>• 30hrs Transcription/month</li><li>• 3 Guest Accounts</li><li>• 1000GB Storage</li><li>• Exportable Archive</li></ul>
<b>free</b>	<b>\$19</b> /month	<b>\$49</b> /month
<a href="#">CHOOSE THIS</a>	<a href="#">CHOOSE THIS</a>	<a href="#">CHOOSE THIS</a>
Good for Starter Projects	Recommended for Designers	Good for Product Teams

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- After the user clicked we sent them to this page inviting them to leave their emails to be notified when the product was ready
- This was also how we grew our mailing list of users that we knew were interested in the product
- We also used this list of users to recruit beta testers and interviewees





# Reflections and Challenges

- Strategic freedom to build a company from scratch
- Was able to try to improve the lives of designers
- Learned a lot about product market fit and discovering a viable value proposition for business
- Start ups are cool 🚀