Portfolio

Harshak Patel

Creative Lead Product Designer | UX/UI Expert | Design Consultancy

HarshakPatel@me.com

+447912506162

About Me

Welcome 👋

Hello, I am Harshak Patel, a seasoned Consultant Designer and Product Leader with over a decade of hands-on experience at the intersection of design and technology. My career has spanned from innovative startups to Fortune 500 companies in London and beyond, where I have consistently driven growth and creativity.

In my most recent role as Lead Product Designer at Sliide, a B2B SaaS startup, I directed the design and development of a flagship mobile app that not only achieved £200m+ in revenue but also became the cornerstone of the company's success, engaging over 4 million monthly users. My strategic input led to significant expansions, notably in the US market, and was instrumental in securing substantial funding that propelled corporate milestones.

This portfolio showcases a selection of projects that illustrate my approach to blending strategic design with business objectives. Each project is a testament to my commitment to not just meeting, but exceeding targets through innovative design and meticulous execution.

Designer

Under Construction

Please note that this portfolio is a work in progress. Below is a high-level overview of some of the key projects and roles I've undertaken at Sliide. I am happy to discuss these in greater detail and walk through working files over a conversation, so please feel free to reach out!

I will continue to update this portfolio regularly, so expect to see new additions and enhancements periodically.

What's in My Portfolio?

During my tenure at Sliide, I held a foundational role as one of the initial designers, taking ownership and leading various products and projects. My primary focus was on spearheading the development and refinement of the flagship product, known here as Lock screen, which I guided through multiple iterations to meet evolving market and client demands.

In addition to my work on the Lock screen, I also led and was involved in a variety of additional projects, ranging from innovative features to the introduction of new applications to further diversify Sliide's product portfolio. A brief overview of these contributions is also included below

Additionally, I designed and developed Sliide's Design System, which facilitated smoother communication across teams and enhanced operational efficiency by being implemented across multiple product lines.

This summary provides a strategic overview of my key projects at Sliide. For a more detailed discussion or further information, feel free to contact me—I'm eager to share more about my contributions in depth.
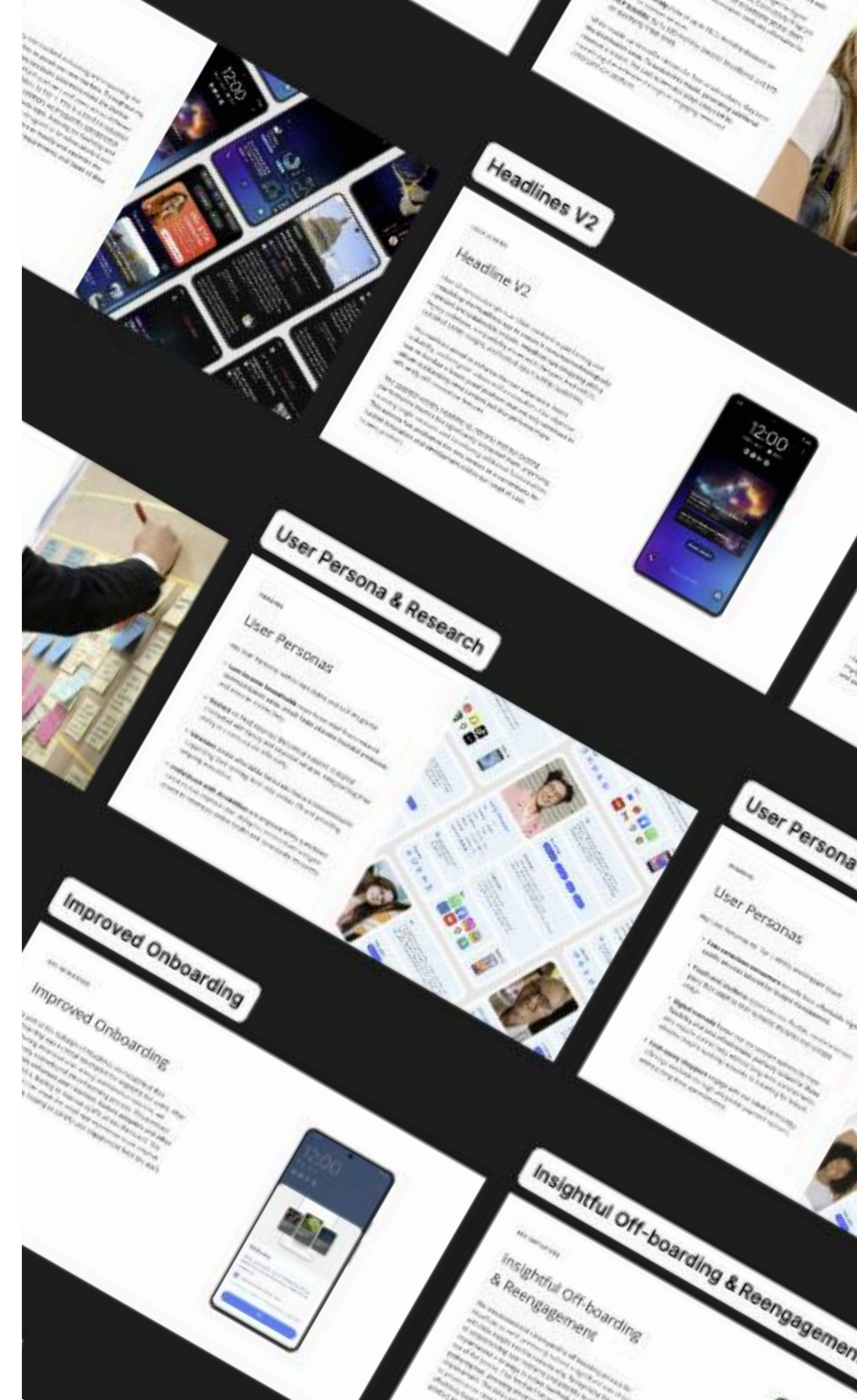
Leadership & Mentoring

As a senior and founding member of the design team at Sliide, I played a pivotal role in both leading and mentoring our designers. My responsibilities extended beyond typical management; I was instrumental in instilling a culture of excellence and innovation within the team. Through dedicated mentoring, I helped new and junior designers not only to integrate smoothly into our environment but also to excel in their technical skills and career progression.

I organised and led workshops and personalised training sessions that not only focused on mastering our design system but also emphasised industry best practices and personal development. My leadership ensured that team members were well-equipped to contribute effectively, fostering a collaborative and skilled design community that drives our company's success.

Consultancy

I also provide consultancy services to venture capitalists, founders, and investors, offering strategic guidance in design, branding, marketing, and product development. My approach is deeply customised to ensure it aligns closely with founders' visions, laying a robust foundation for scalable growth and significant market presence. My consultancy has proven pivotal in securing over £20 million in funding, driving startup growth, and smoothing their transition to further developmental phases. This track record underscores my capability to elevate businesses effectively.

Lead Product Designer

2019 - 2023

What Sliide does

Sliide is a leading B2B technology company specialising in enhancing mobile experiences. It offers a groundbreaking platform that integrates with mobile operating systems, enabling carriers, OEMs, and app developers to manage, measure, and monetise their on-device experiences.

From Lifeline operators to Tier 1 Carriers, Sliide has grown significantly, adapting its solutions to meet the diverse needs of the mobile industry. This innovative approach helps democratise the mobile economy by providing richer, more personalised mobile experiences and creating new revenue streams across devices. Sliide's role in the mobile ecosystem is pivotal, driving better insights and greater engagement with every interaction.

Lead Designer and More

At Sliide, my role blended various skills crucial for developing and expanding the product portfolio as the company evolved. As a Lead Product Designer involved in strategic decision-making, I also occasionally assumed duties typically reserved for product managers and owners, adapting to the dynamic business environment.

I led the strategic development and execution of a new product lines, aligning it with executive goals to expand significantly in the US market. This strategy effectively contributed over £30 million to our annual revenue. My responsibilities encompassed managing feature prioritisation, roadmapping, and growth strategy to ensure timely delivery of new product lines that met market demands.

These efforts highlighted my ability to adapt and take on essential roles beyond design to propel the company's objectives forward.
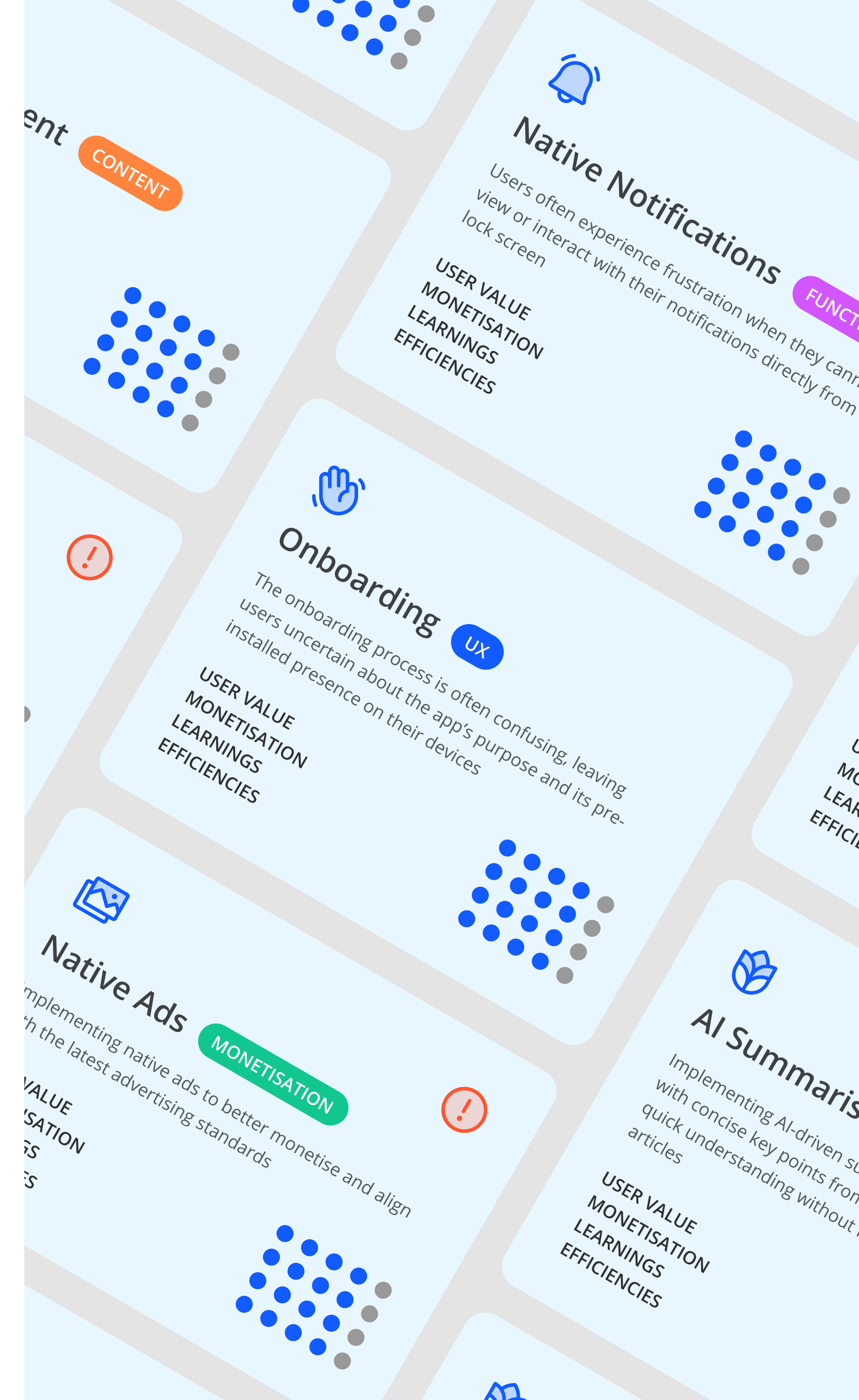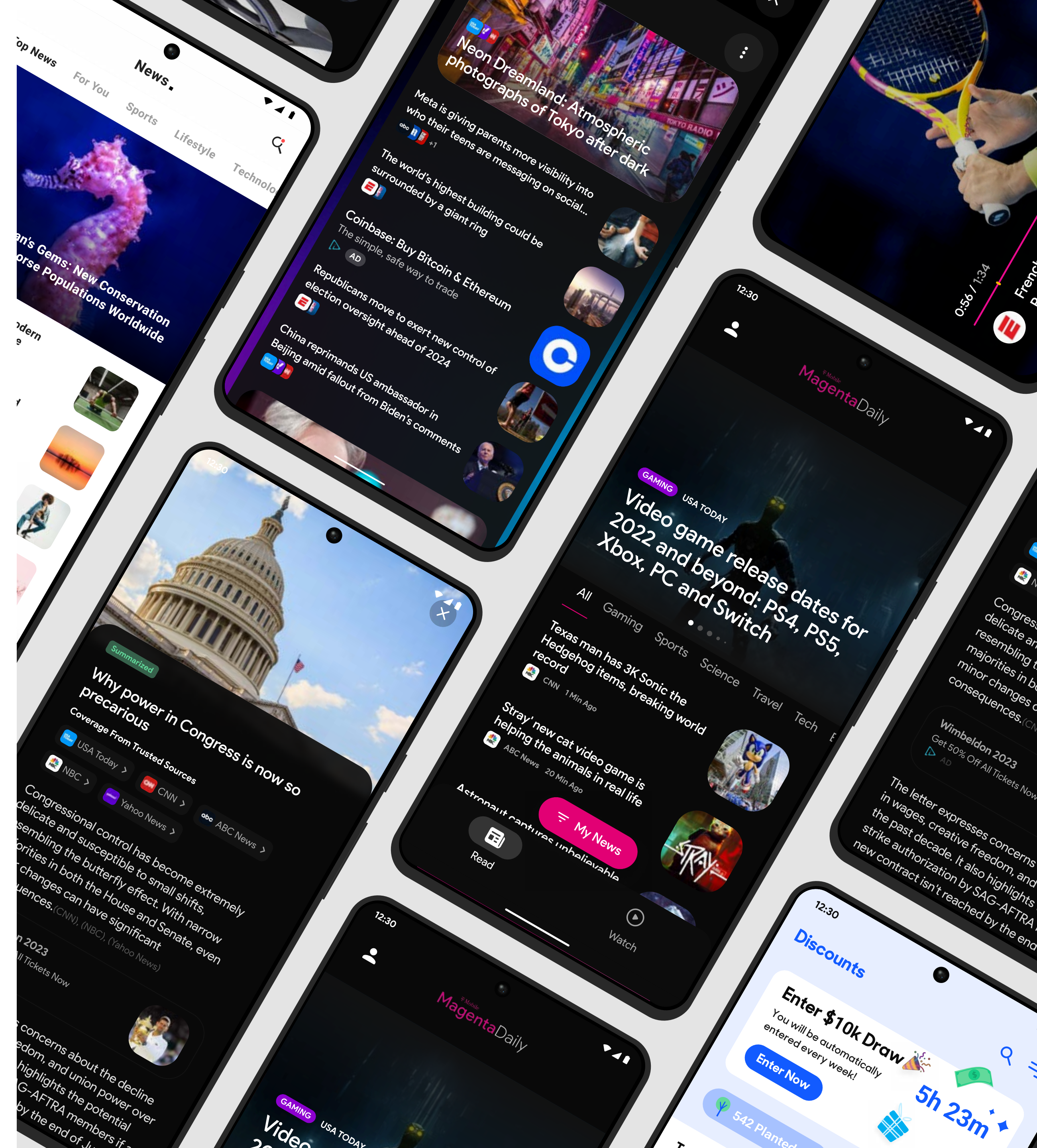
SLIIDE

The Product Suite

Sliide offers a dynamic ecosystem of mobile apps providing a range of products tailored to meet the specific needs of both users and partners. Below are the key applications within the suite:

- **Lock Screen**: A dynamic app that brings content right to your lock screen
- **News & Content**: Applications delivering tailored news and custom content based on user preferences
- **Loyalty**: A rewards, cash-back and discounts app rewarding users for engagement and shopping
- **Add-ons:** A broader array of tools - adding shortcuts, widgets, browser enhancements and many more

In addition to the end-user applications, Sliide also developed a self-service platform, **Propel** - for suppliers and manufacturers to manage product integrations and app releases seamlessly.
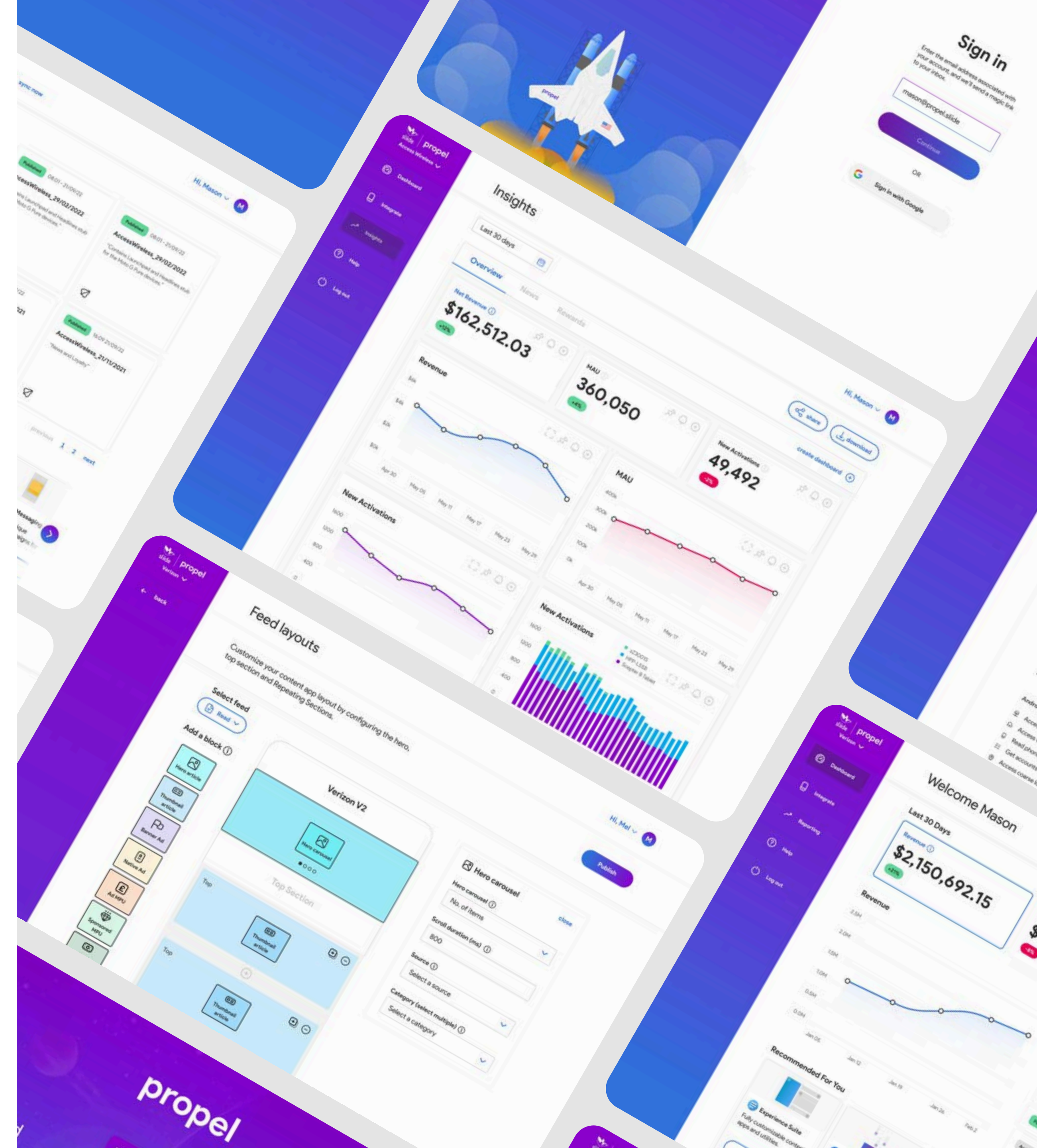
SLIIDE

Propel

Propel, self-service proprietary platform developed to put carriers and manufacturers at the heart of everything, transforming how they manage, measure, and monetise the device experience.

Comprehensive Configuration: Tailor mobile experiences with robust, scalable APIs that enable seamless content delivery.

Engagement and Retention: United platform managing on-device communications - rich notifications, custom dialogues, and in-app messaging - to deepen customer connections and enhance loyalty.

In-depth Analytics: Access critical insights into customer demographics, content preferences, and revenue streams from a single interface, allowing for informed decision-making and improved service offerings.

Propel isn't just a tool - it's a transformation in how businesses engage and profit from mobile technology.

SLIIDE

Partners

During my four-year tenure as Lead Designer at Sliide, the company successfully transitioned from focusing on the Lifeline market to capturing Tier 2 and Tier 1 markets. This expansion was largely driven by strategic adaptations and enhancements across our product portfolio, notably through my contributions to the evolution of the Lock Screen application.

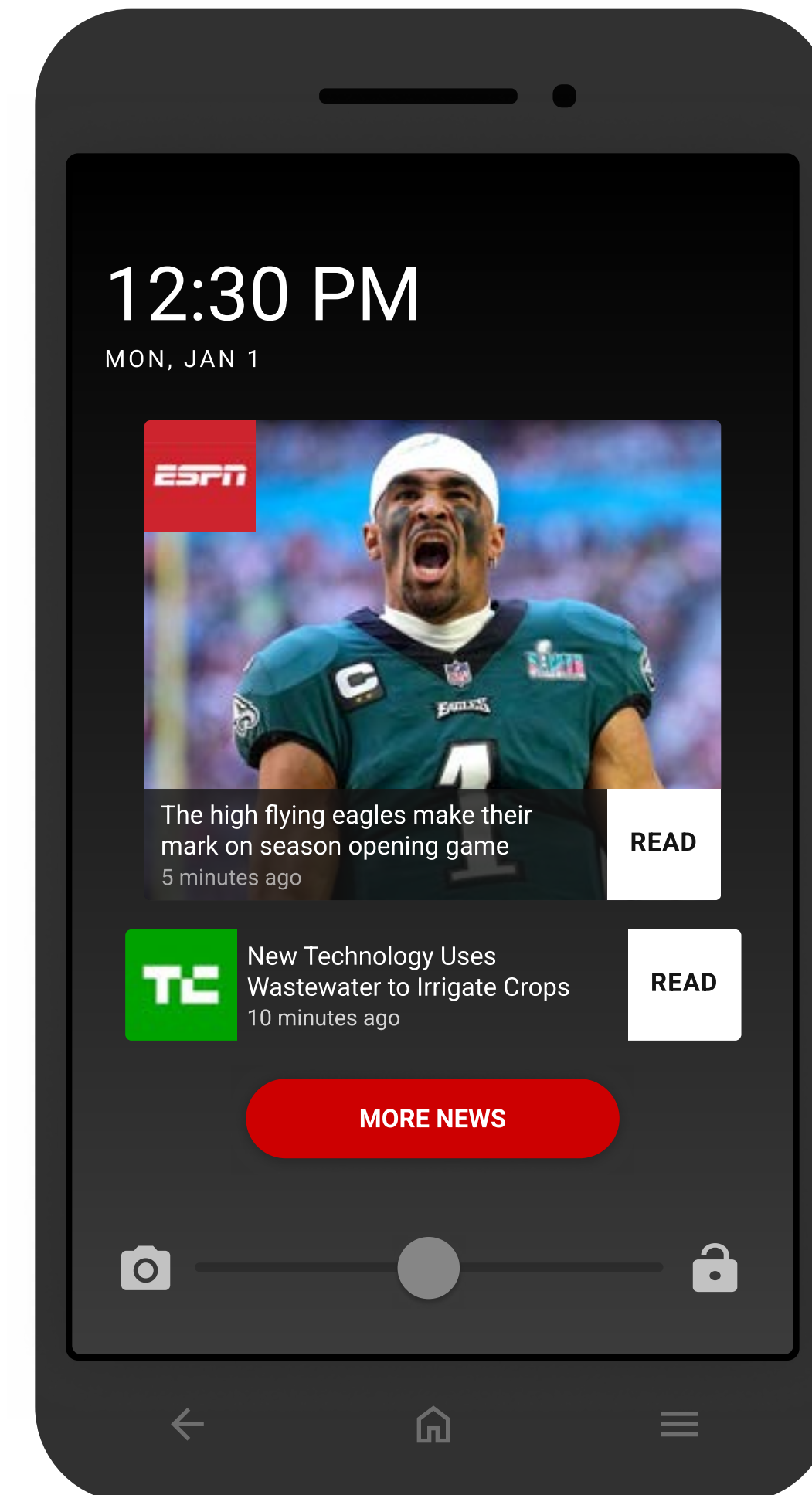| TIER 1	TIER 2	LIFELINE	OEM
T Mobile	cricket wireless	assurance wireless	SAMSUNG
verizon	metro by T Mobile	SafeLink WIRELESS	SKY DEVICES
AT&T	TRACFONE	QLINK WIRELESS	BLU smartphones
Sprint	boost mobile	prosper WIRELESS	
	uscellular	Hello mobile	
	MINT TELECOM	ASSIST wireless WIRELESS SERVICE ASSISTANCE	

Background

What is Headlines?

Headlines is an innovative app tailored for the Lifeline sector in the USA, designed to help Mobile Network Operators (MNOs) tap into new revenue streams. It features targeted advertisements and sponsored content on users' lock screens, with a significant portion of the revenue generated shared with the MNOs.

Ideal for low-income families participating in the Lifeline program, Lock Screen provides a convenient way for users to stay informed and entertained, helping MNOs keep subscribers active on their network.

As the first of its kind in the market, Headlines has achieved significant success, generating over £200 million in revenue and engaging more than 4 million monthly users. This accounts for 90% of the company's total earnings, highlighting its critical role within the company's portfolio.

12:30 PM
MON, JAN 1

ESPN

The high flying eagles make their mark on season opening game
5 minutes ago

READ

New Technology Uses Wastewater to Irrigate Crops
10 minutes ago

READ

MORE NEWS

What is Rewards?

In conjunction with the Headlines app, Sliide also introduced a Rewards app, designed to engage users further by allowing them to earn coins through various actions such as downloading apps or watching videos. These coins could then be redeemed for various rewards, including gift cards. This model not only enhanced user interaction with the app but also provided tangible incentives for continued engagement, increasing overall user retention and satisfaction.
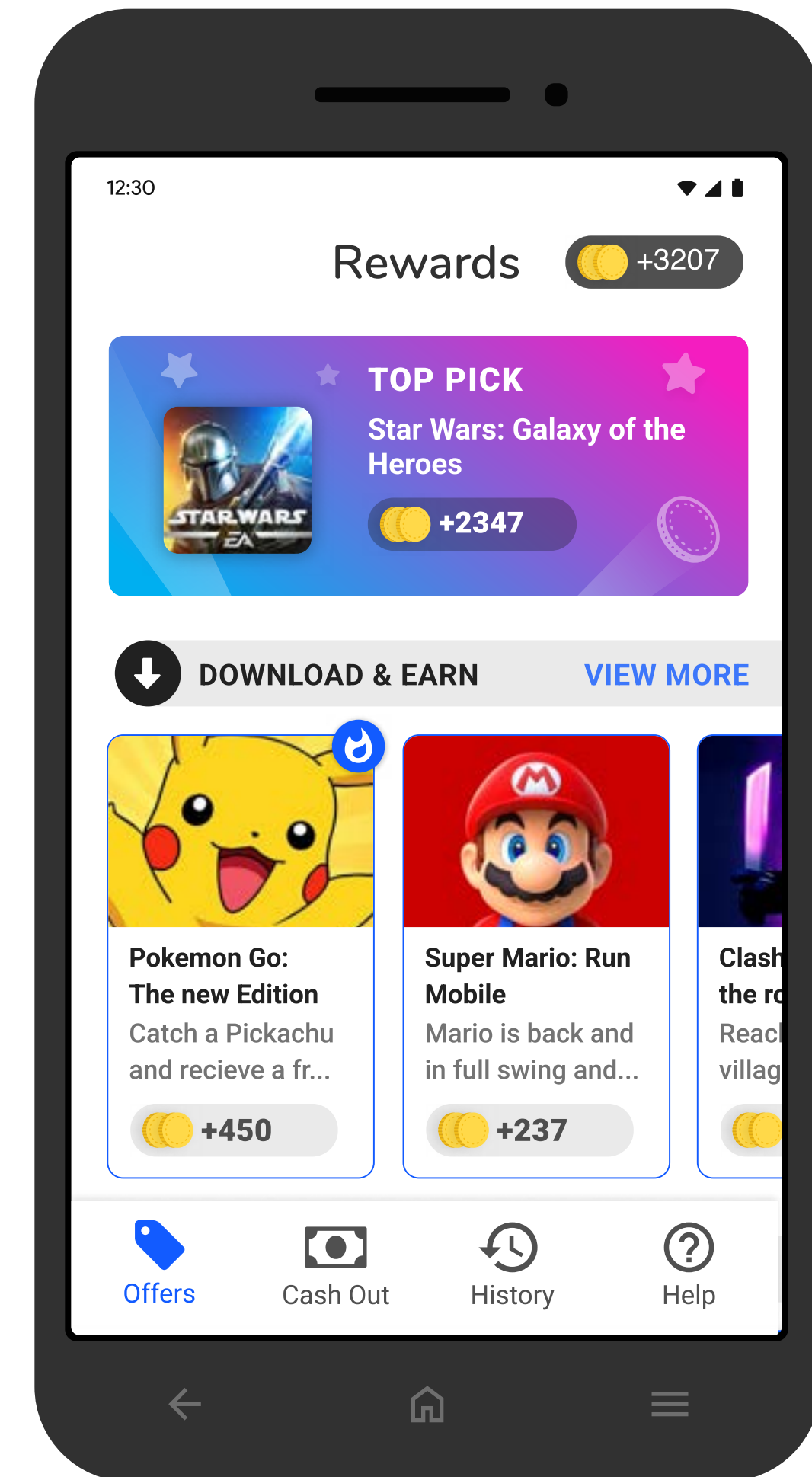
The Lifeline & ACP Program

The Lifeline Program in the USA provides low-income families with discounted or free telecommunications services, often accompanied with free mobile device to help bridge the digital divide. It is complemented by the Affordable Connectivity Program (ACP), which offers further subsidies for broadband access. Both programs ensure essential communication tools are affordable for all Americans.

- **Lifeline Subsidy:** Free or up to $9.25 monthly discount on phone or internet services.
- **ACP Subsidy:** Up to $30 monthly towards broadband, and $75 on qualifying Tribal lands.

While mobile carriers offer devices for free to subscribers, they bear the distribution costs. To sustain this model, generating additional revenue is crucial. The Lock screen app plays a key role by monetising these devices through an engaging news and entertainment platform.
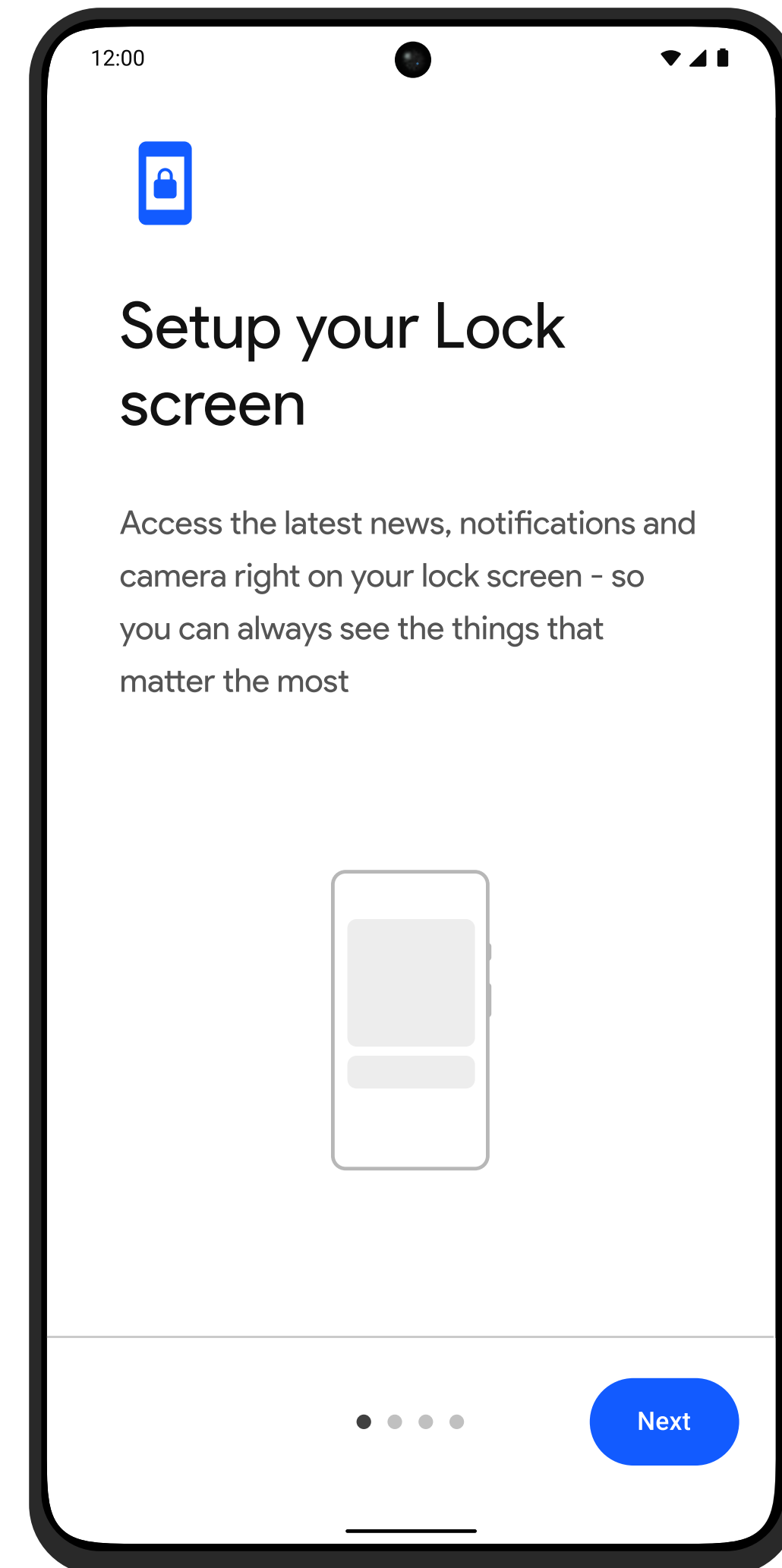
Integration and Distribution

Sliide leverages multiple methods to integrate its apps seamlessly into devices. These include Over The Air (OTA) installations via third-party partners and proprietary tech, direct firmware (FW) integrations, and embedding as Software Development Kits (SDKs). This multifaceted approach ensures that Sliide can adapt to various technological environments and meet specific partner requirements.

Collaborating closely with Mobile Network Operators (MNOs) and other partners allows Sliide to access OEM devices efficiently. Moreover, Sliide's commitment to innovation is underscored by its active involvement in the Android Open Source Project (AOSP), where it continues to develop more cohesive and effective integration methods. This strategic focus enhances the functionality and user experience of Sliide's offerings across different platforms and devices.

12:00

Setup your Lock screen

Access the latest news, notifications and camera right on your lock screen - so you can always see the things that matter the most

Next

Lock Screen

Lock Screen

At Sliide, my primary role involved enhancing and expanding the Lock Screen product line to penetrate new markets. Throughout my tenure, we developed key products tailored to meet the diverse needs and preferences of both partners and users across different market segments, from Lifeline to Tier 1. This is a brief introduction to each of these versions. In addition, we frequently collaborated directly with partners to co-create apps, focusing on flexibility and customisation. These apps were designed to be white-labeled and fully customisable, allowing partners to modify and optimise the products to align with their specific requirements and those of their users.
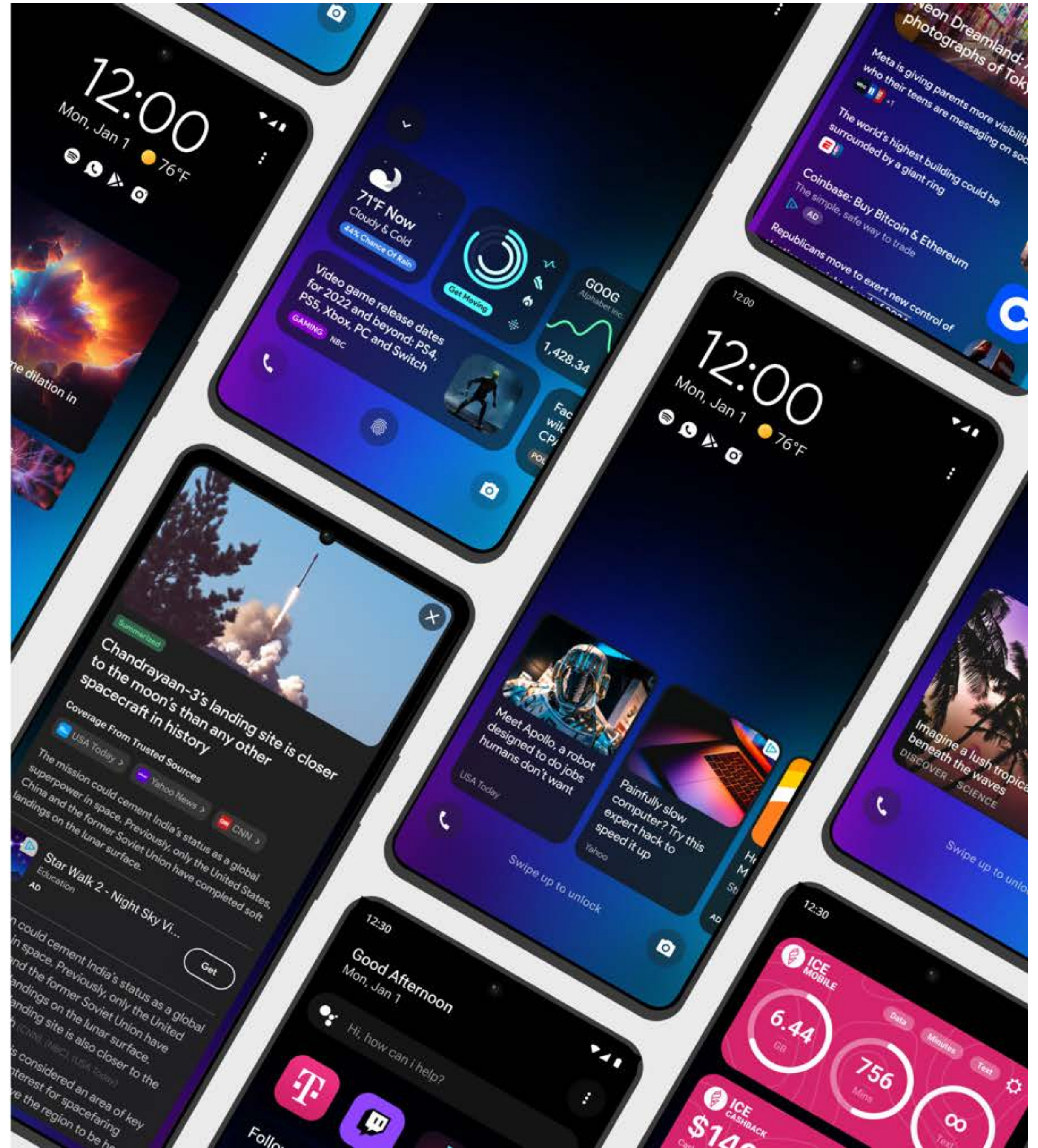
Headlines V2

One of the initial projects at Sliide involved re-platforming and rebuilding the Headlines app to ensure it remained technologically relevant and sustainable. Initially, Headlines was struggling with a legacy codebase, compatibility issues with the latest Android OS, outdated UI/UX designs, and limited data tracking capabilities.

This overhaul aimed to enhance the user experience, boost scalability, and integrate advanced functionalities. Our objective was to develop a future-proof platform that not only continues to deliver outstanding news content but also performs more efficiently with innovative features.

The updated version, Headline v2, not only met our existing performance metrics but significantly surpassed them, improving on every single measure and introducing additional functionalities. This success has positioned the new version as a cornerstone for further innovation and development within our range of Lock Screen products.

12:00

12:00

Mon, Jan 1 ⬤ 76°F

Astronomers observe time dilation in early universe
NEW SCIENTIST - SPACE

The 60-Year Mystery of Quasars
USA TODAY - SCIENCE

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Swipe up to unlock
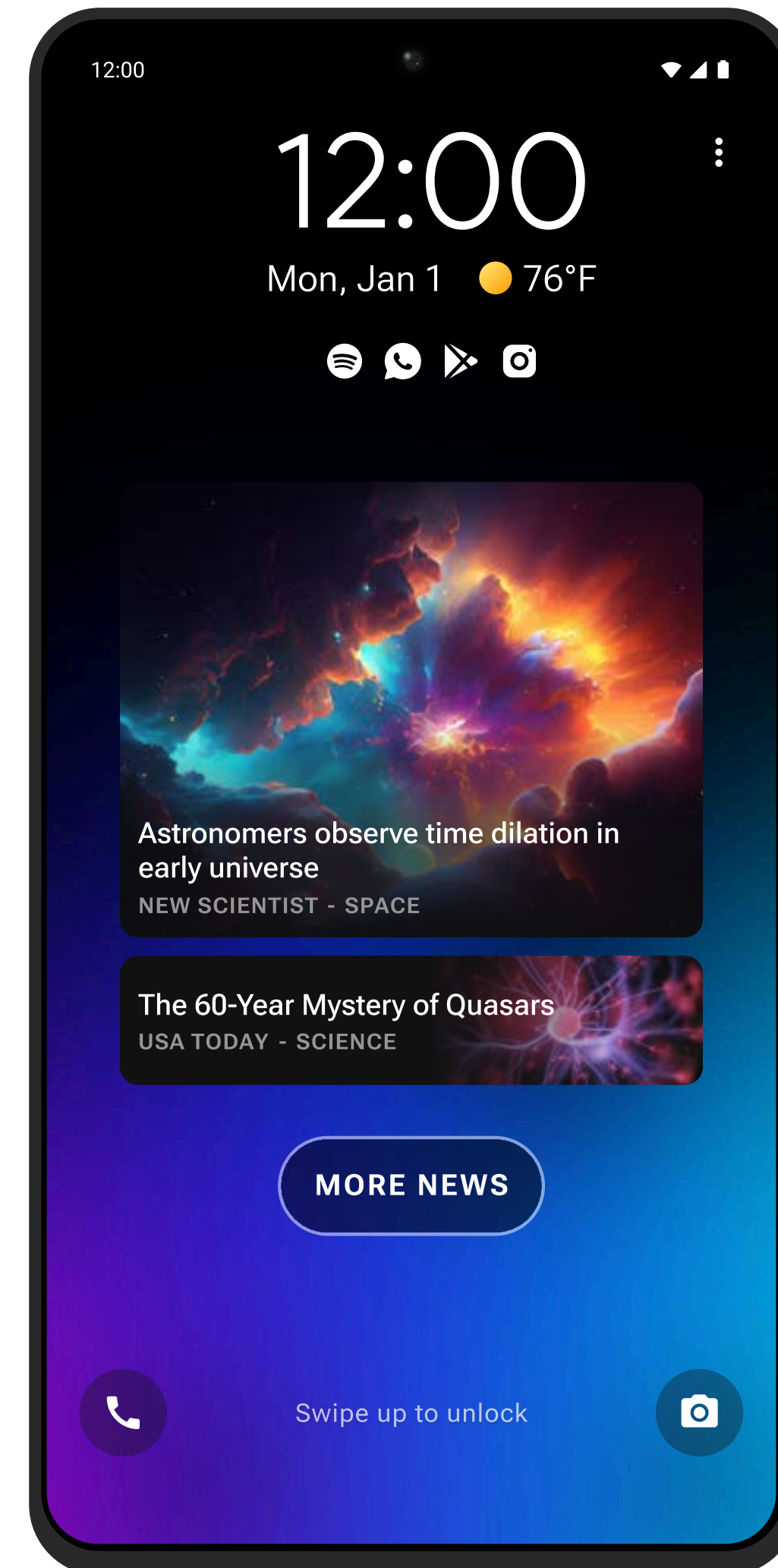
Flick

Introducing Flick, the evolved version of the Headlines product, tailored for the Tier 2 and prepaid markets. Flick enhances the user experience by enabling effortless content swiping instead of tapping, creating a more engaging and intuitive interface. This design emphasises user engagement over the aggressive monetisation strategies typical of the Lifeline market.

Flick was developed in close collaboration with our partners and shaped by comprehensive user research, ensuring it meets the specific needs of Tier 2 users. This approach not only improves user satisfaction but also strengthens our competitive position by enhancing lock screen functionality and maximising device utility.

The launch of Flick has led to significant improvements in user engagement metrics and has been positively received by both users and partners, affirming its success in the market.
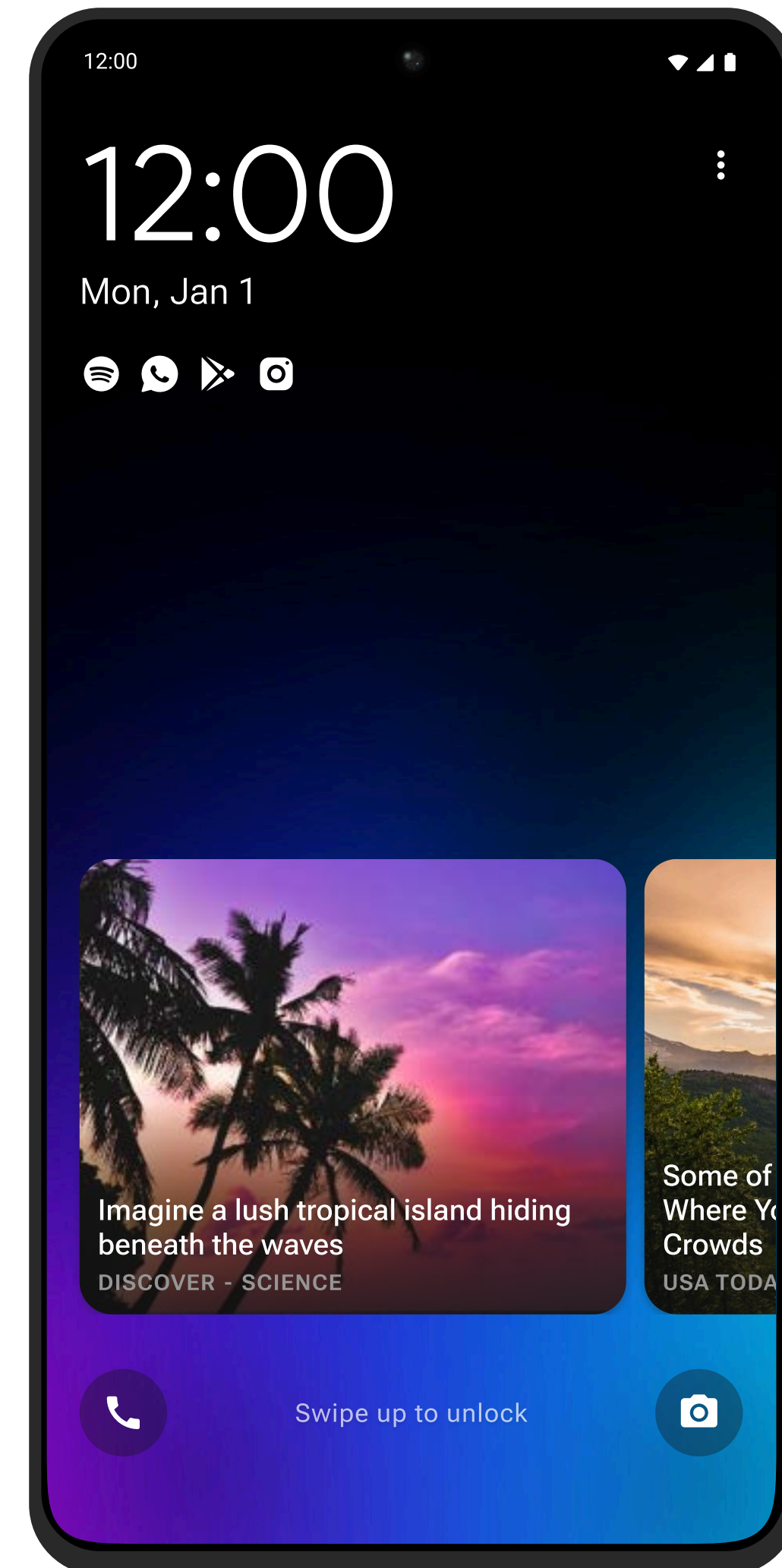
Premium

To enhance user engagement and appeal to higher-tier MNOs, we shifted from a primarily display advertising revenue model to one that focuses more on user interaction for our next iteration of the Flick product. This strategic move away from display ads has given us greater flexibility in the product's UI design, allowing more content visibility on the screen. This change has positively impacted our metrics, showing significant uplifts across the board.

Our Tier 1 partners were particularly enthusiastic about this approach, as it aligns with their preference for less aggressive visual and monetisation strategies. They feel that this new model better represents their brand and their partners', enhancing the product's appeal in the competitive market.
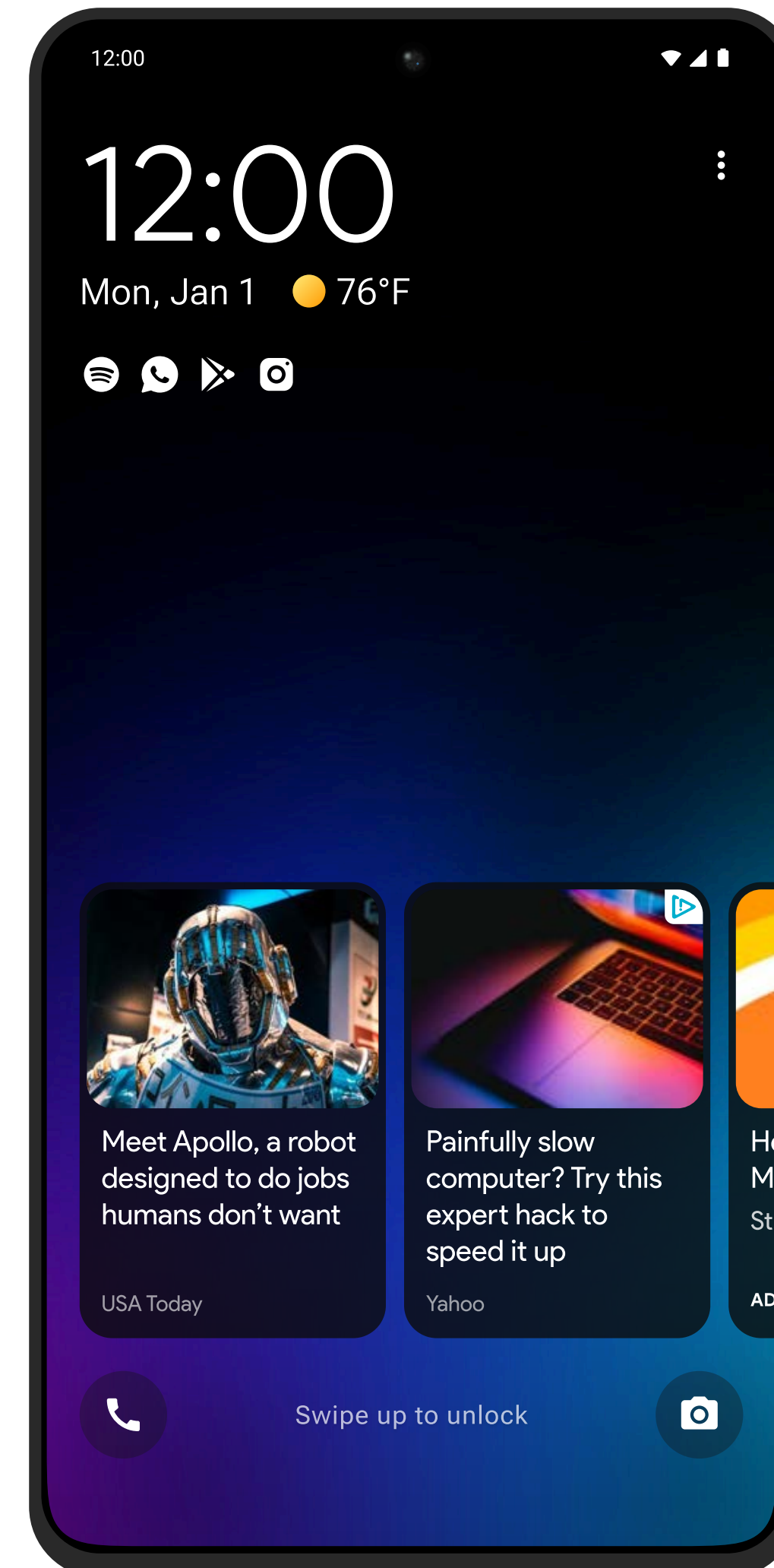
Tablets

While updating our mobile applications, we simultaneously expanded our efforts to enhance our tablet offering. Recognising that many users in the ACP program use tablets, we aimed to leverage the additional screen real estate to its fullest potential. To ensure a consistent and appealing user experience across all device sizes, we developed versions of our lock screen apps optimised for tablets. These larger form factor versions capitalise on the bigger screens, enriching the user interface and functionality.
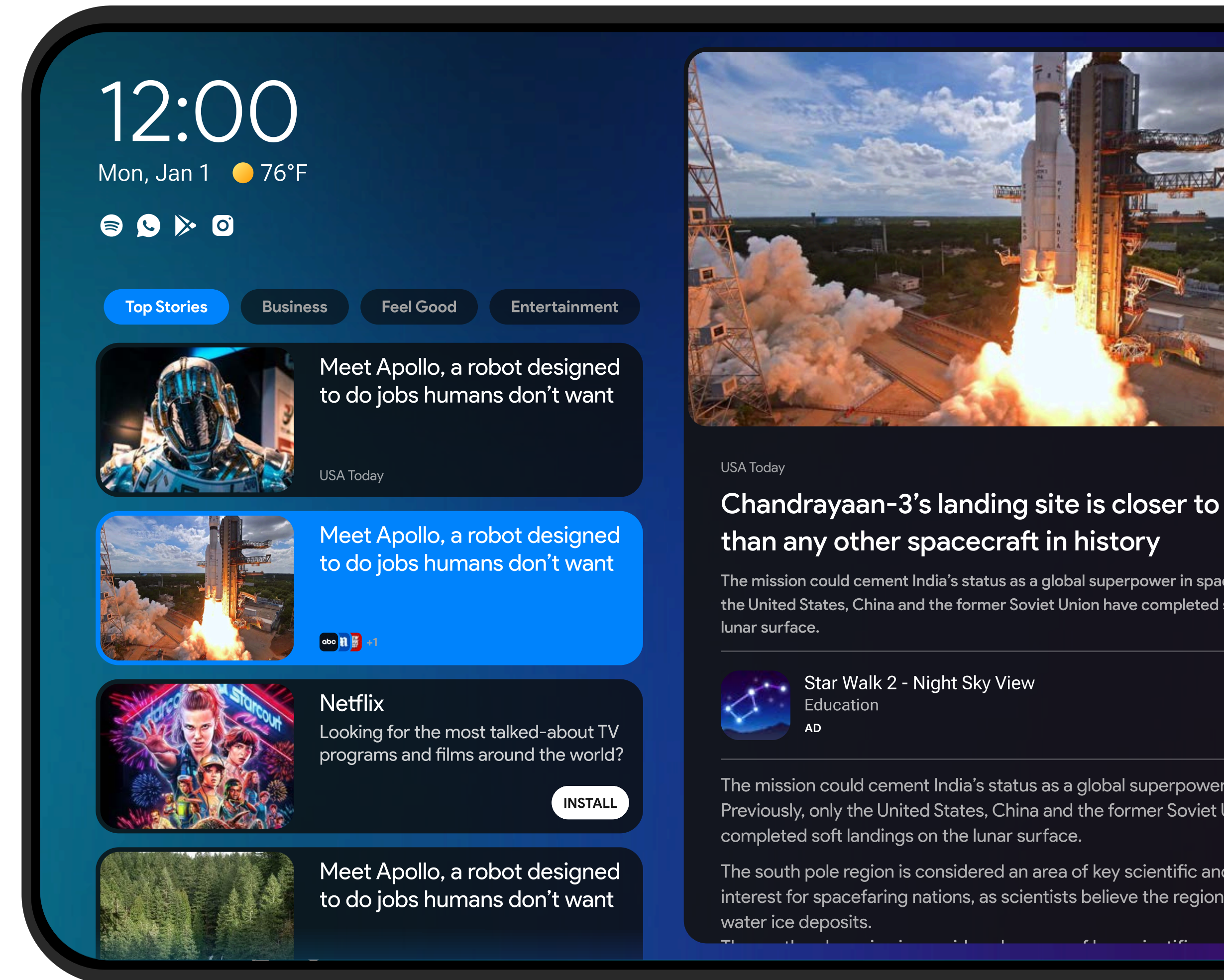
CES Showcase

At CES, we introduced a conceptual version of our Headlines app, designed to showcase the future possibilities of the product. This version featured innovative swipe able lock screens: swiping left provided access to news, apps, and search functions, while swiping right displayed customisable user widgets. This demonstration highlighted the app's potential for seamless content access and personalisation, underscoring our commitment to innovation and user-centred design. The showcase aimed to excite customers about the upcoming developments and versatility of the Headlines app.

Tier 1

In our pursuit of innovation and meeting user demands, we embarked on developing a new version of our Lock screen app, with a strong emphasis on enhancing user engagement. Our goal was to create a pioneering product that fully integrates with the entire ecosystem and offers unprecedented customisation options for both users and partners, crafting a truly unique and tailored experience.

We incorporated third-party SDK's and API's to allow users to personalise their lock screen content according to their preferences. This new version, enriched with the latest features and technological advancements, has been enthusiastically received by both users and partners, establishing a novel proposition for the lock screen that stands out in the market.
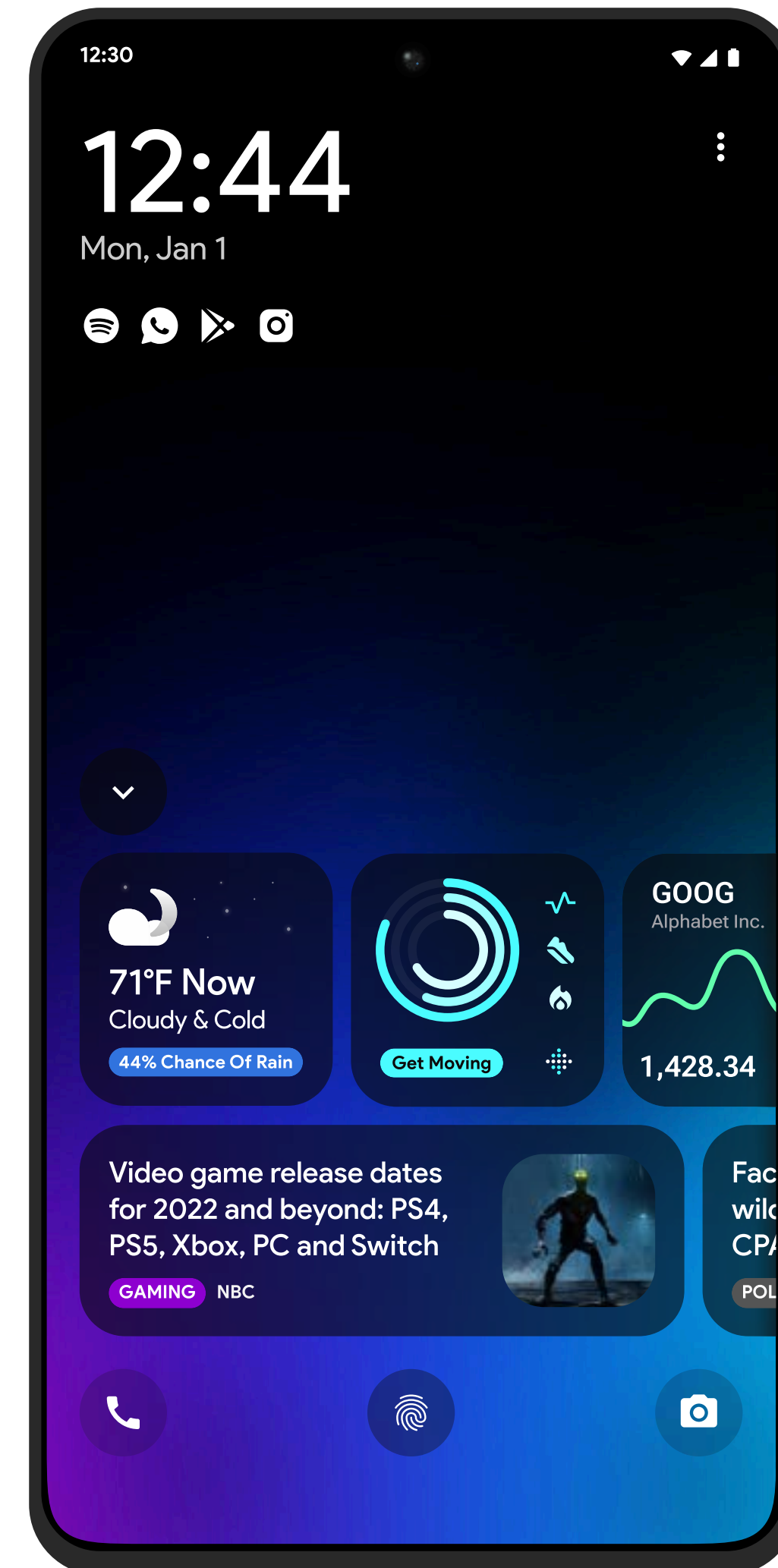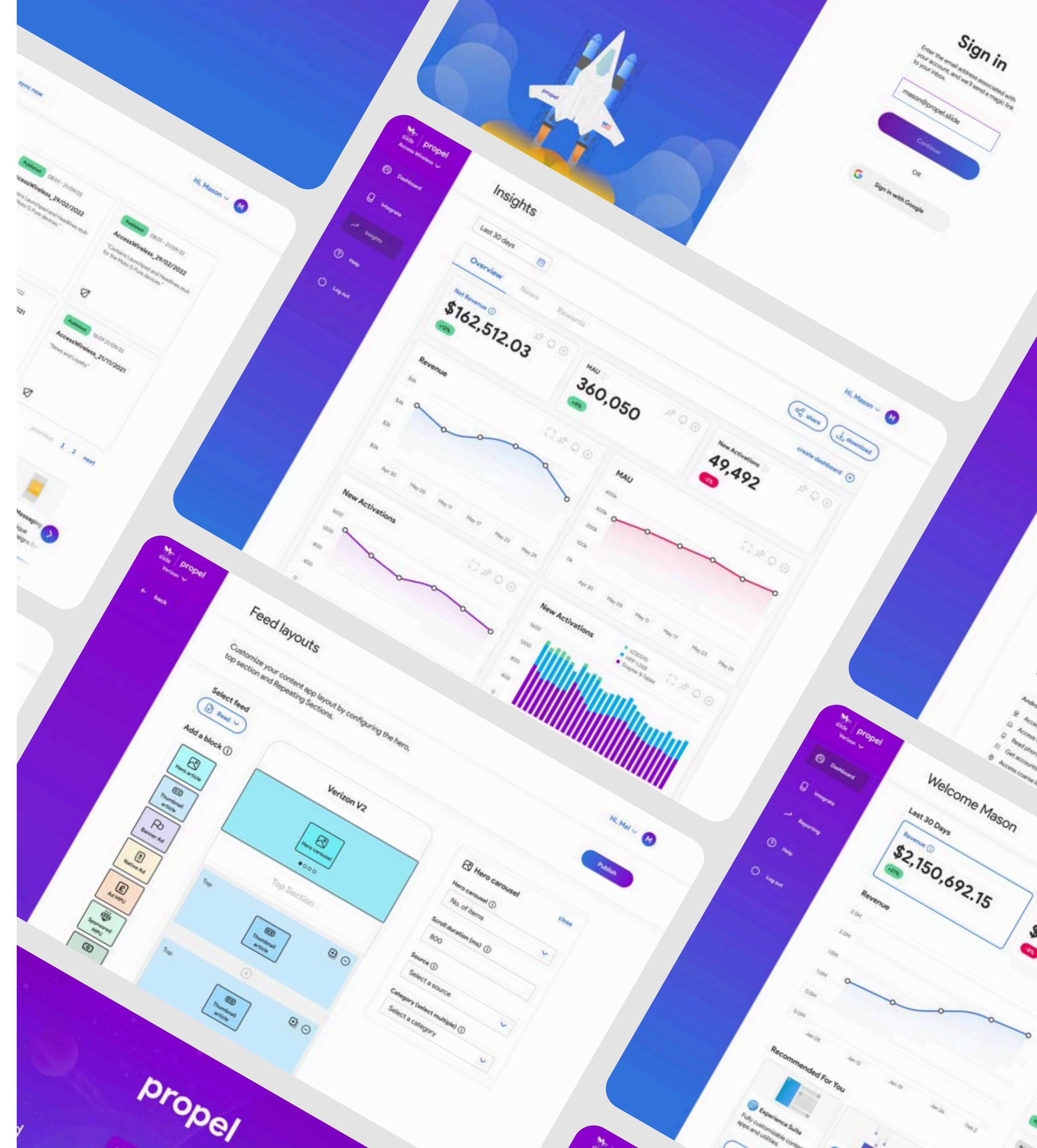
Propel

PROPEL

Propel

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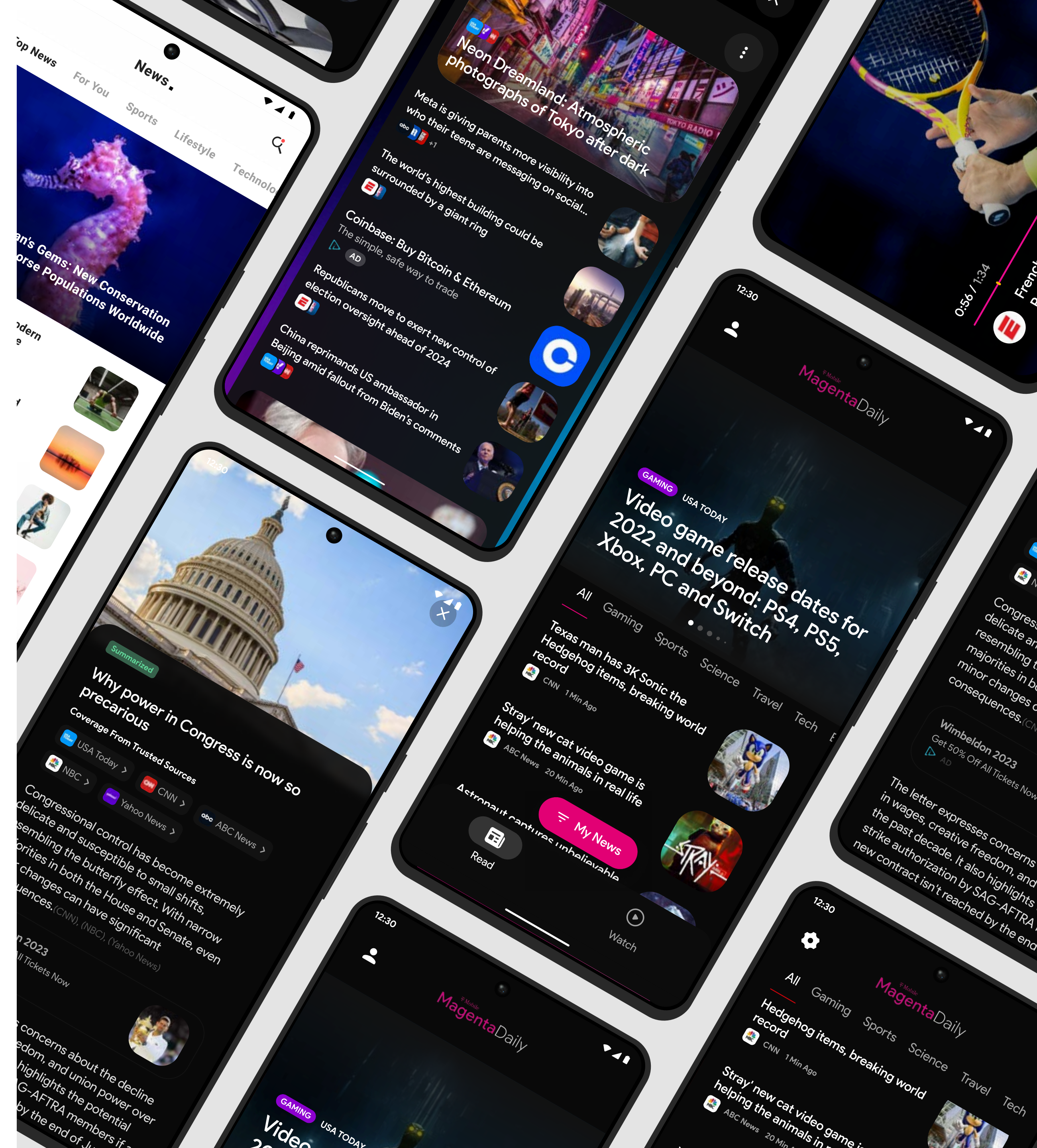
News

News

As part of our strategy to diversify our product portfolio and enhance offerings for Tier 2 and Tier 1 partners, we developed standalone news apps. This initiative is aimed at broadening our market reach and deepening existing partnerships by providing tailored content solutions that meet the evolving needs of our users and partners. Building on the success of the "Headlines", the standalone news app represents a natural progression, offering a more focused and enriched user experience with news and content. This move not only helps us to penetrate new markets but also strengthens our commitment to innovation and quality in delivering news media.
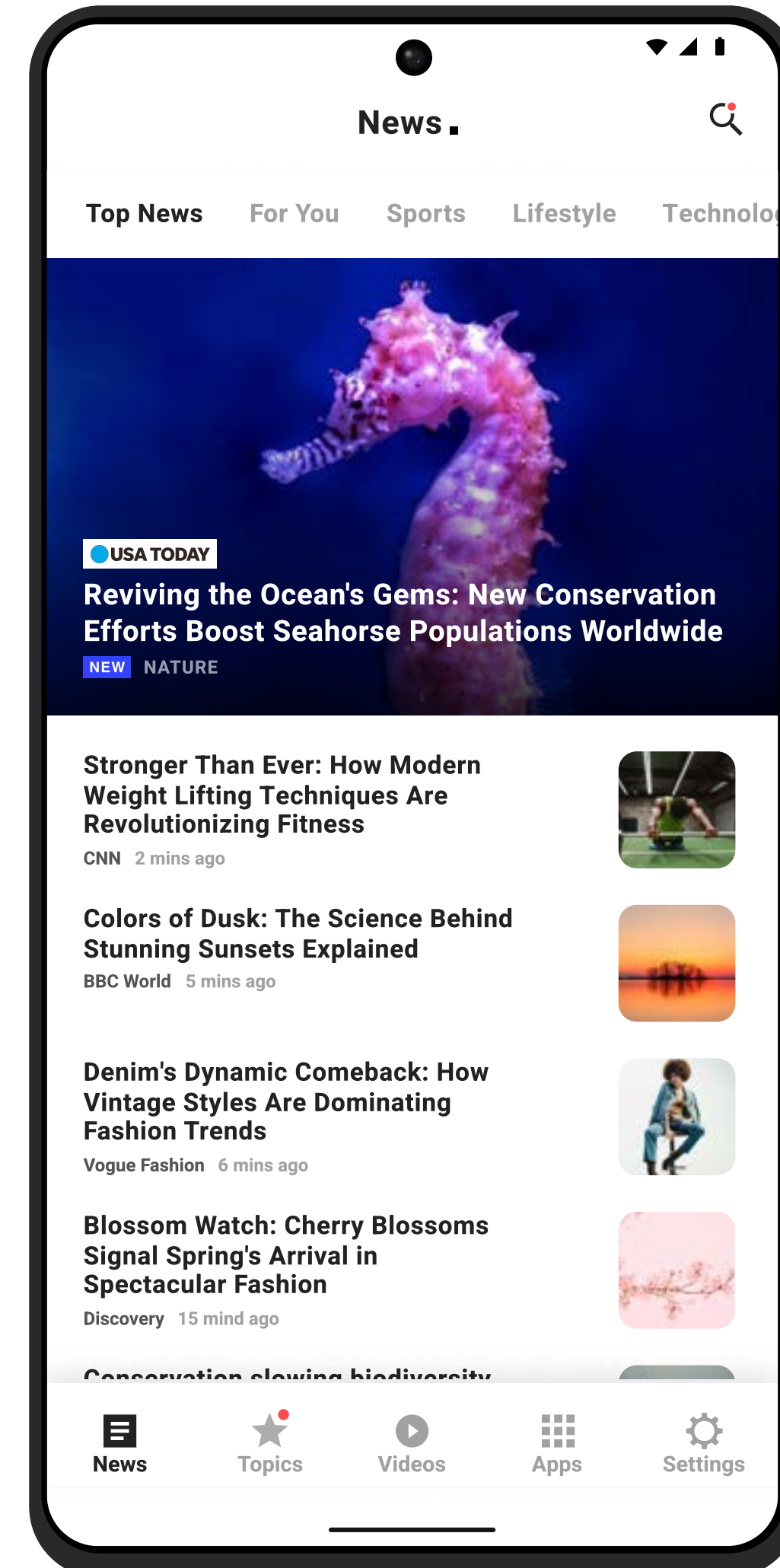
News App

Our News App represents a significant step beyond our traditional lock screen applications, aligning with our strategic objectives to diversify our product range and enhance our presence in the Tier 2 market. This expansion leverages our established expertise in news and content delivery, marking a natural evolution in our approach to meet broader, more varied consumer needs.

The app enriches the user experience by incorporating additional media options such as videos, playable apps, games, and daily horoscopes. We also emphasized customization capabilities for both Mobile Network Operators (MNOs) and users, enabling them to tailor the app to their specific preferences and requirements. This flexibility enhances user engagement and broadens our appeal across different market segments.

Content App

Building on the success of our news app, we developed a unique content-focused application called 'Content App', aimed at penetrating the Tier 1 market beyond the lock screen. We collaborated closely with Tier 1 operators to align the app with both their needs and those of their users, resulting in a co-created product tailored to a premium audience.

The MVP of Content App offers more than just news; it includes both long and short-form video content, catering to a broader range of media consumption preferences. Looking ahead, our roadmap for the app is expansive and includes plans to introduce a 'Feel Good' section. This new feature will encompass motivational quotes, meditations, affirmations, and breathing exercises, among other content designed to enhance user well-being and engagement. This strategic expansion is intended to diversify the app's offerings and solidify its appeal in the competitive Tier 1 market.
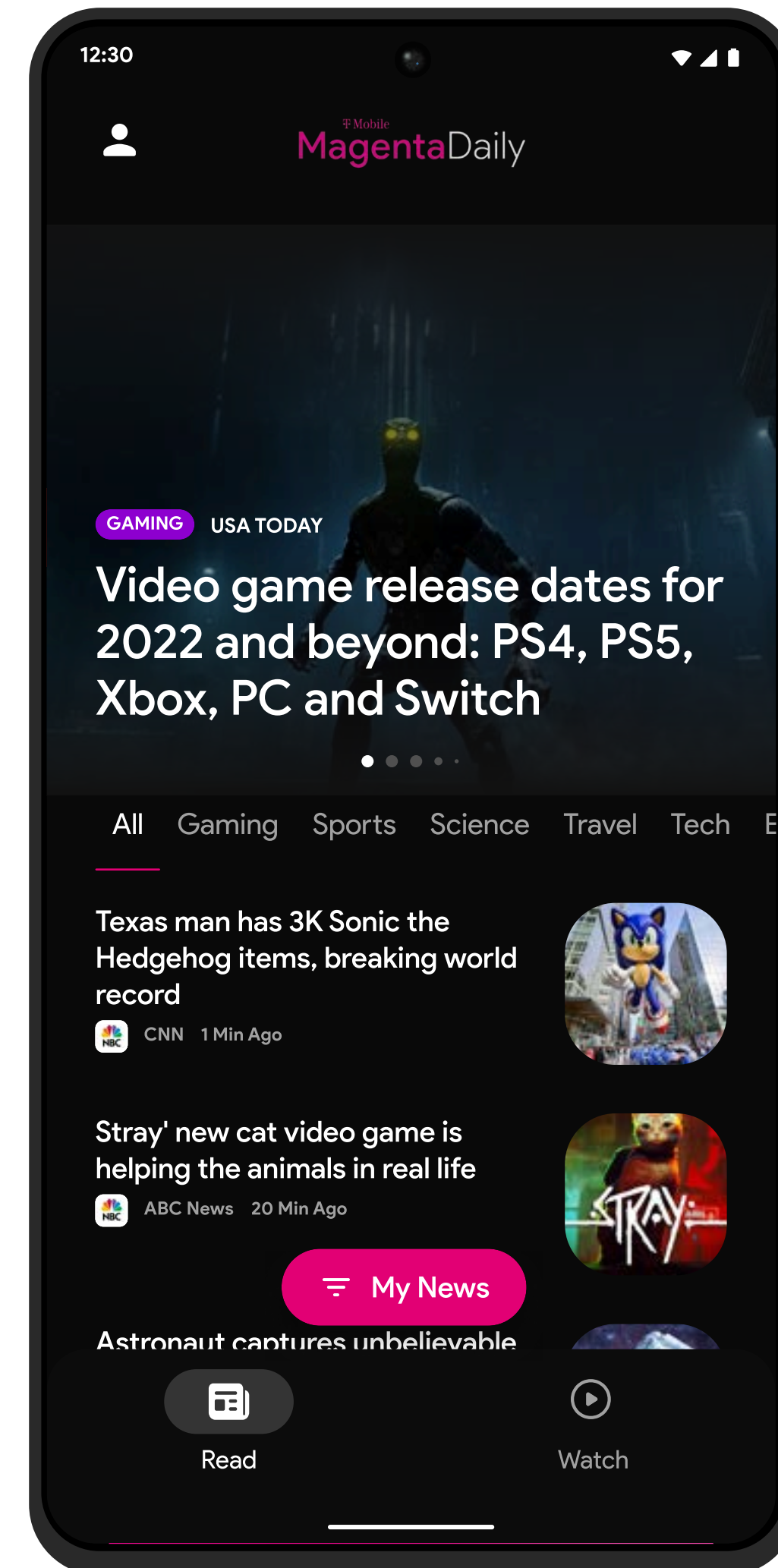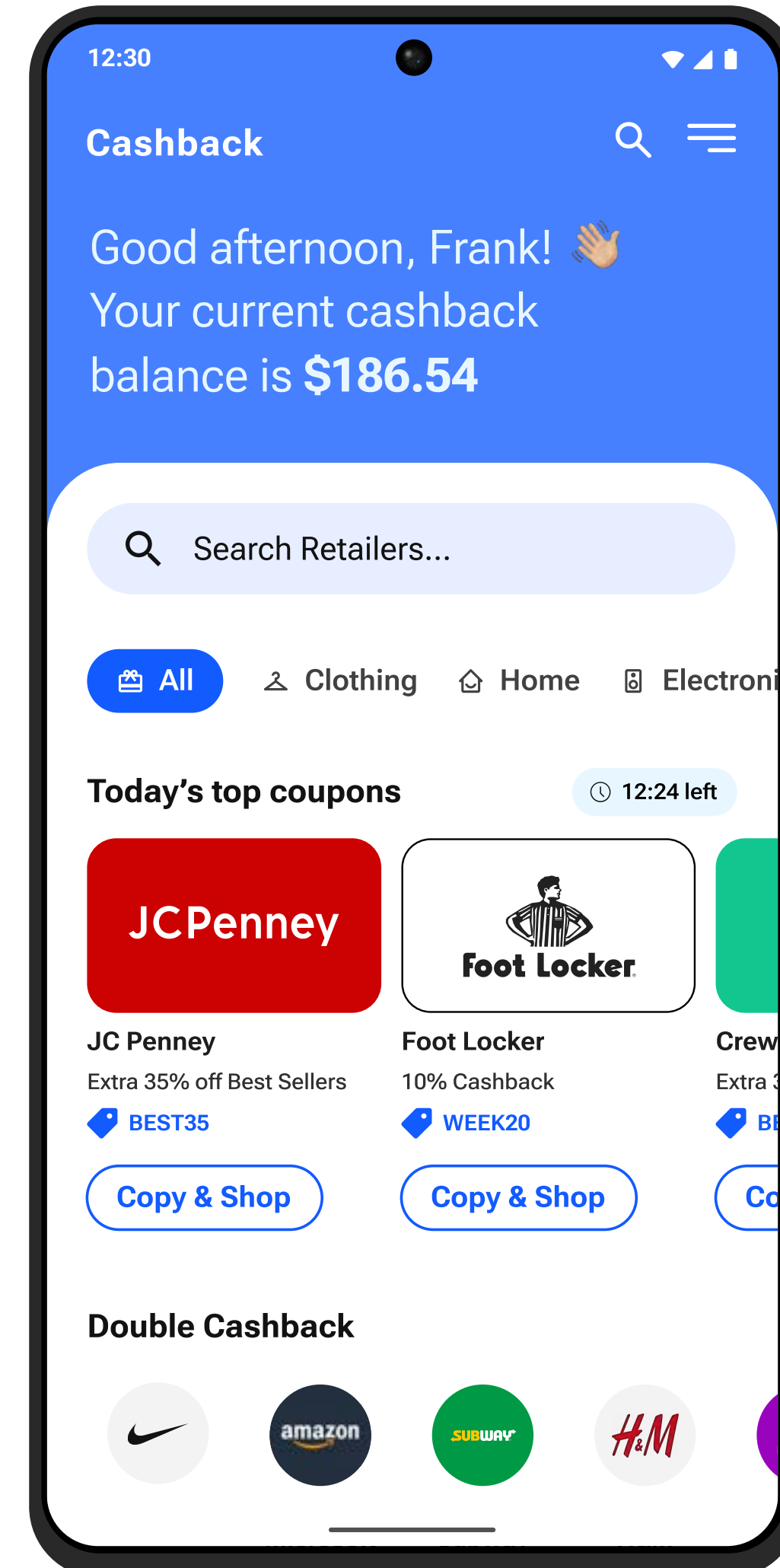
Loyalty

Loyalty

To further diversify our product portfolio, we have ventured into the development of various loyalty apps. By exploring strategic third-party partnerships, we aim to provide Mobile Network Operators (MNOs) and Mobile Virtual Network Operators (MVNOs) with competitive solutions that rival the top loyalty programs in the market. These loyalty apps are designed to enhance customer retention and engagement by offering personalised rewards and incentives, ultimately helping our partners stand out in a crowded marketplace. Our innovative approach ensures that both MNOs and MVNOs can offer compelling loyalty programs that drive customer satisfaction and long-term loyalty.
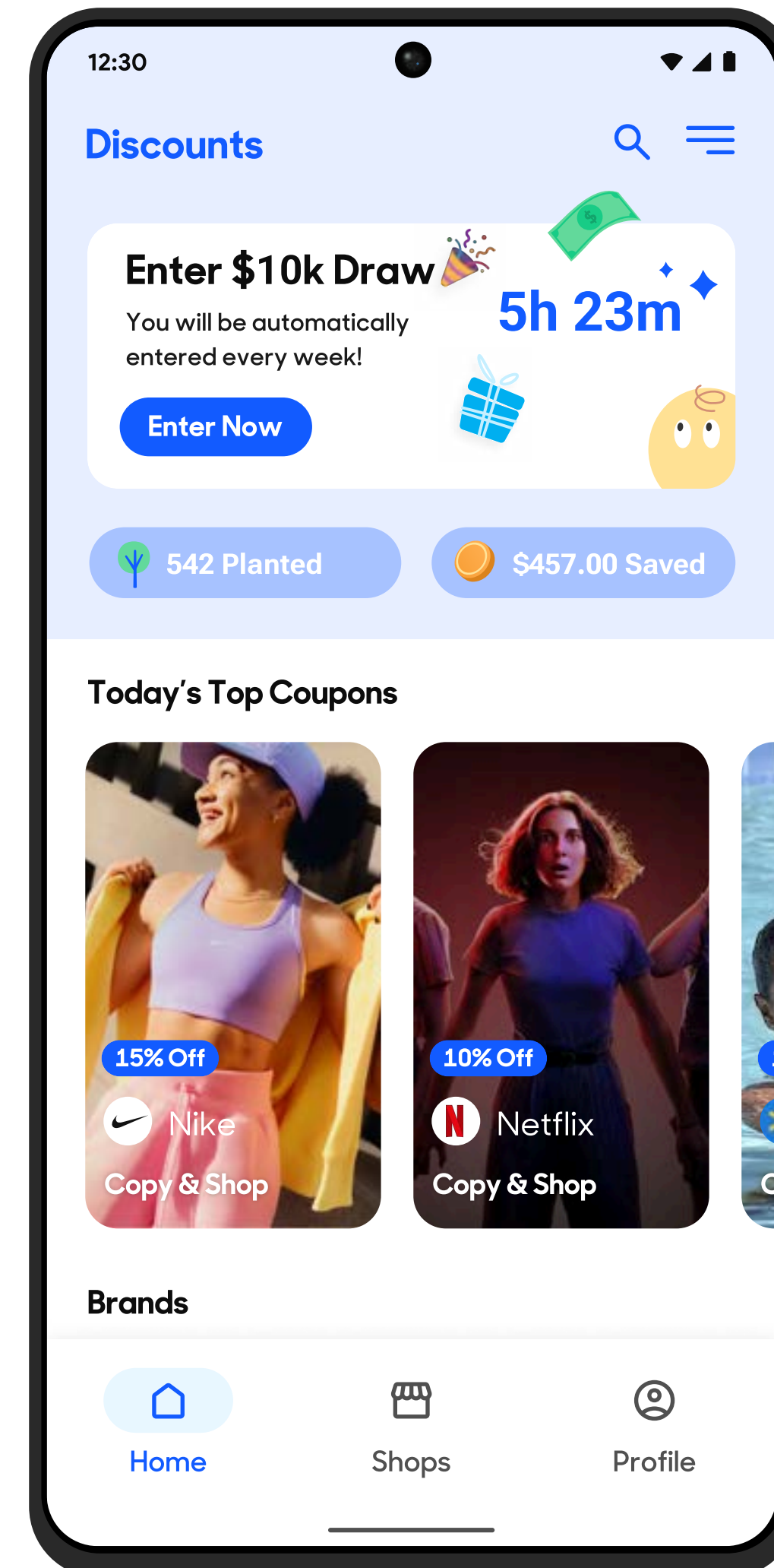
Cashback

The Cashback app utilises open banking and spending cards to enable users to earn cash back on their purchases with leading brands. This integration with users' financial systems not only delivers instant rewards but also enriches the shopping experience by making each transaction more rewarding. The app's smart design ensures that users enjoy tangible savings on daily purchases, boosting satisfaction and loyalty.

Smart Discounts

To further diversify our product offerings, we developed a smart discounts app designed to automatically present users with the latest discounts while they shop. This innovation is part of our ongoing efforts to expand our services to Mobile Network Operators (MNOs), offering them the ability to custom brand the app. This feature allows our partners to engage their users more effectively, providing a personalised shopping experience that delivers real-time savings directly to the consumer. This strategic enhancement not only enriches our suite of products but also strengthens the value we offer to our partners and their customers.

Browser Extensions

We further extended Cash back and Discounts features into the realm of browser extensions and plugins. This strategic move allows users to easily access and benefit from our savings opportunities directly within their web browsers, enhancing the convenience and reach of our offerings. By integrating these features into browser environments, we not only improve user experience but also increase the visibility and usage of our cash back and discounts, driving greater engagement and loyalty. This expansion capitalises on our existing strengths and opens up new avenues for user interaction and value.
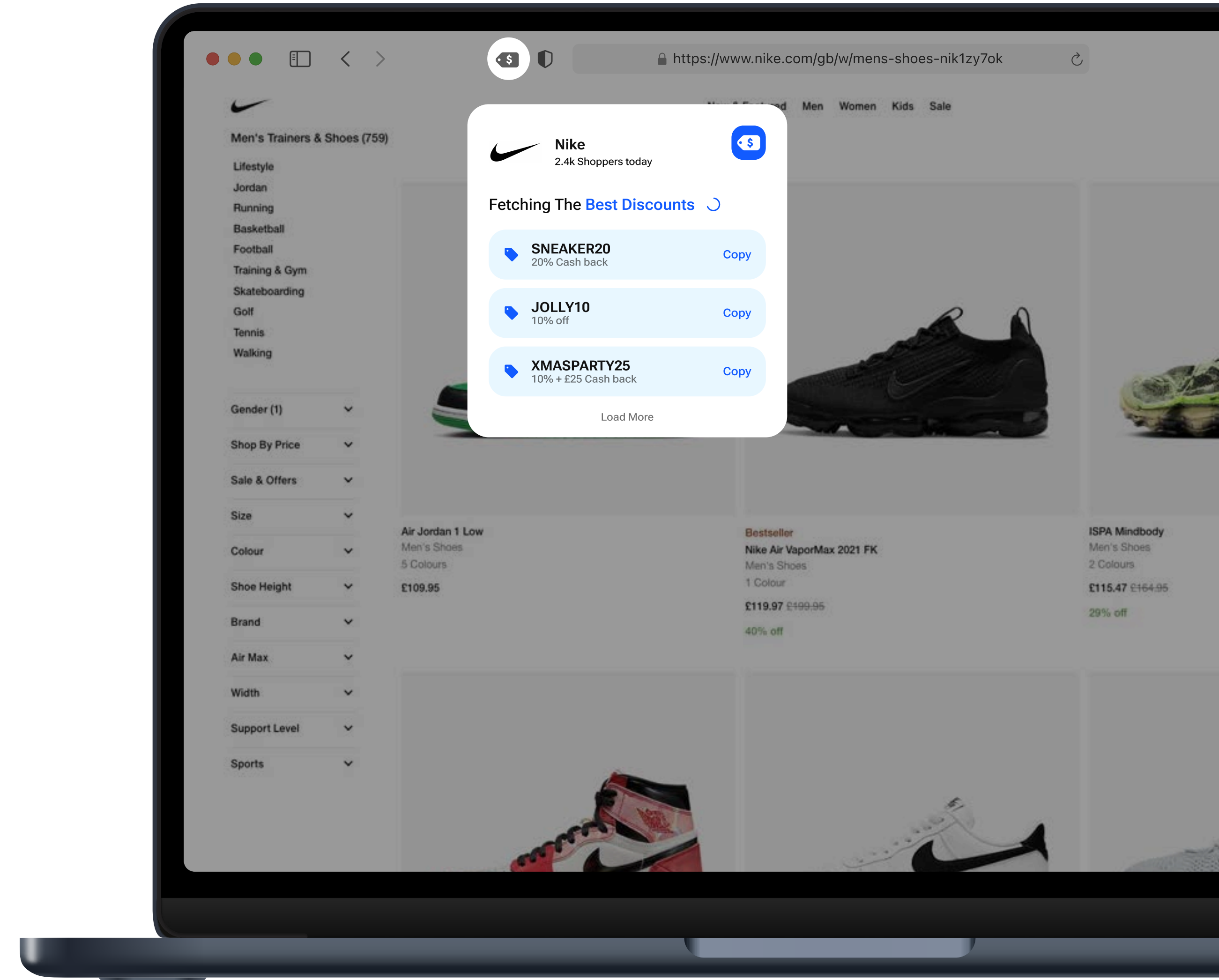
Other Products

Other Products

Throughout my tenure, I have worked on a variety of innovative products that have significantly strengthened our relationships with partners and established our indispensability to them. These products, ranging from advanced communication tools to integrated service platforms, have all been designed with the dual goals of enhancing partner capabilities and improving end-user satisfaction. By focusing on solutions that drive both efficiency and engagement, these products have not only met the evolving needs of our partners but have also positioned us as a crucial player in their operational strategies. Each initiative has contributed to a richer, more connected user experience, further embedding our technologies into the daily interactions of users.

On-Device Search

On-Device Search app sets a new standard as the default search experience on devices, enhancing how users interact with their technology. By working closely with integration teams and gaining essential access to device components, we've crafted a search experience that goes beyond the basics. This app enriches the standard device search functionality by incorporating a range of features including In-App Content, Play Store Apps, News, Location-based searches, Trending searches online, and more.

Designed for versatility, the On-Device Search experience can be used as a standalone feature or integrated seamlessly into our existing product suites. This flexibility ensures that users have access to comprehensive search capabilities directly from their device, enhancing their overall interaction and accessibility.
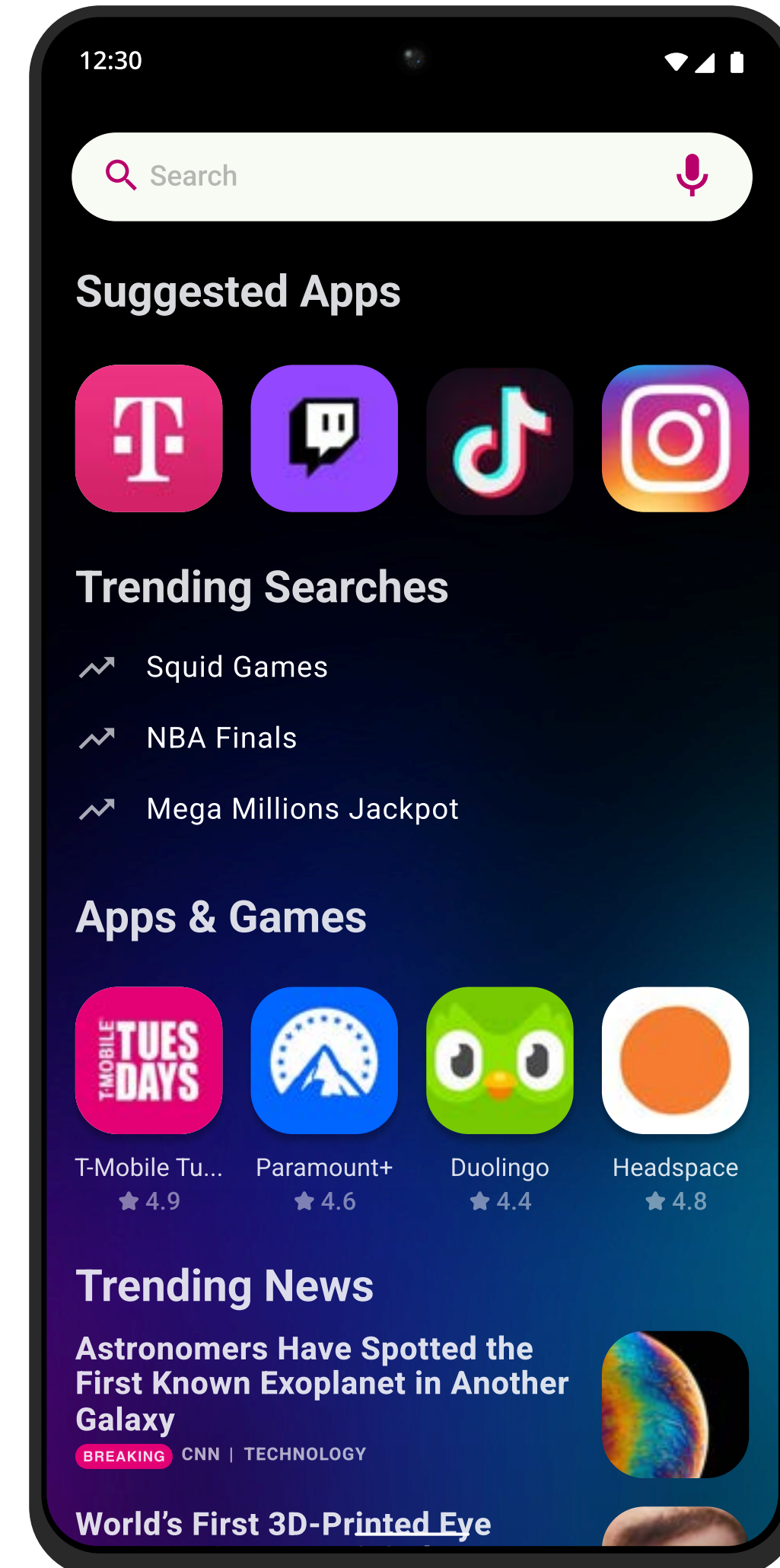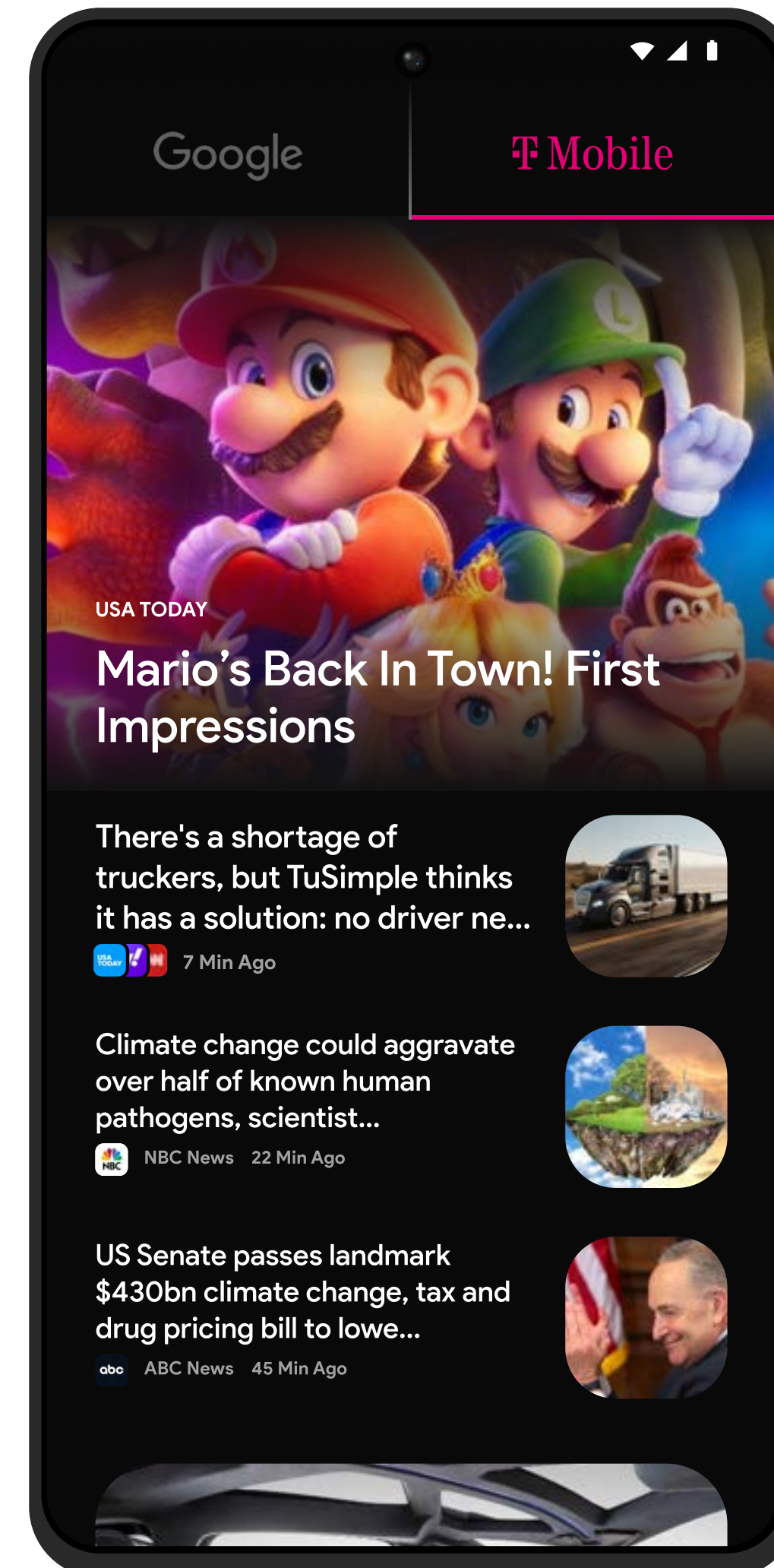
-1 Tab & Google Now

In close collaboration with OEMs and Google, we developed a new app designed to integrate seamlessly with Google's -1 screen experience. Users can now swipe directly from their home screens to access our content alongside Google Now, facilitated through a dedicated tab. This tab allows users to easily toggle between our offerings and Google's services, enhancing usability and interaction.

By incorporating deep linking technology, we've created a unique pathway to boost user engagement with our core apps while simultaneously providing content in a manner that aligns with their habitual device use. This integration represents the best of both scenarios, merging our innovative content delivery with Google's established user interface, thereby enriching the overall user experience on their devices.

Briefings

The "Briefings" feature, a new addition to our Content App, enhances user engagement by allowing users to customise alerts and notifications for news briefings throughout the day. Users can personalise the type of news and content they wish to receive and schedule the timing of these updates. At the designated times, users receive concise and digestible briefings, keeping them informed with the latest news and content without overwhelming them.

This feature not only ensures that users stay up-to-date effortlessly but also serves as a new gateway into the other apps we offer on the device, increasing overall engagement with our digital ecosystem. The flexibility and convenience of "Briefings" make it an attractive tool for users looking to streamline their information consumption.
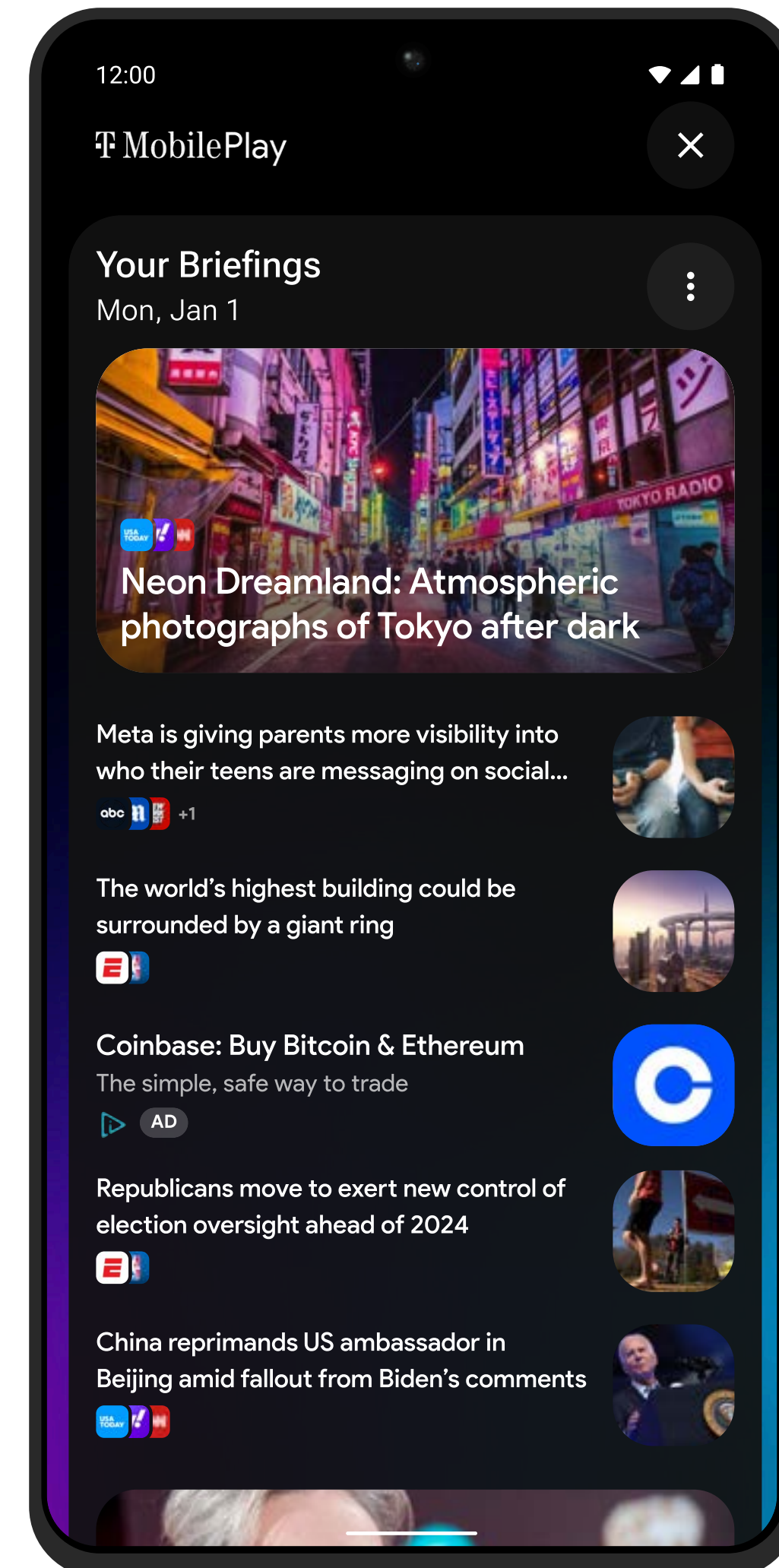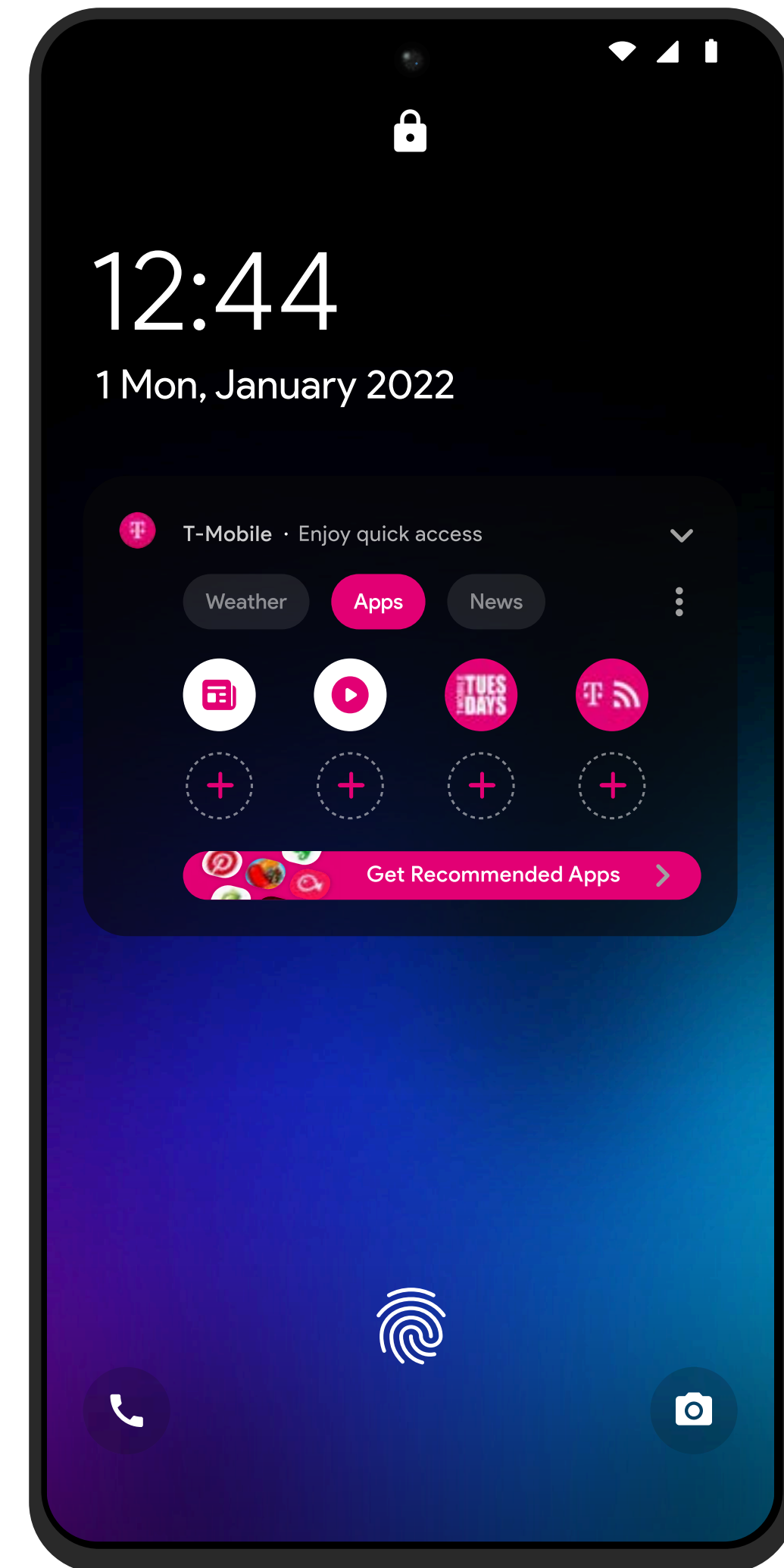
Ribbon SDK

Ribbon SDK is a versatile product designed to revolutionise Android notifications by transforming them into a customisable shortcut bar. This innovative tool allows users to personalise their lock screen with direct access to their favourite apps, news, weather and more, offering users and partners deeper customisation options.

Designed to cater not only to MNOs but also to app developers seeking monetisation opportunities, Ribbon SDK opens up new markets. It provides developers with a powerful tool to increase engagement and revenue potential by integrating Ribbon's features directly into their apps. This broader market approach aims to make Ribbon a key component in enhancing user interactions across various platforms.

Widgets

We've expanded our app engagement strategies by developing Android widgets as both supplementary engagement tools and additional entry mechanisms into our apps. These widgets are designed to meet the specific needs of both users and partners, offering a range of functionalities—from news updates and rewards tracking to app recommendations, shortcuts, and third-party integrations. Each widget is crafted to provide quick and convenient access to key features, boosting user interaction directly from their home screen and even the lock screen.

Promotional widgets also play a crucial role, enhancing visibility for special offers or features. By providing these tailored widgets, we not only enhance user experience but also drive higher engagement and retention for our apps.
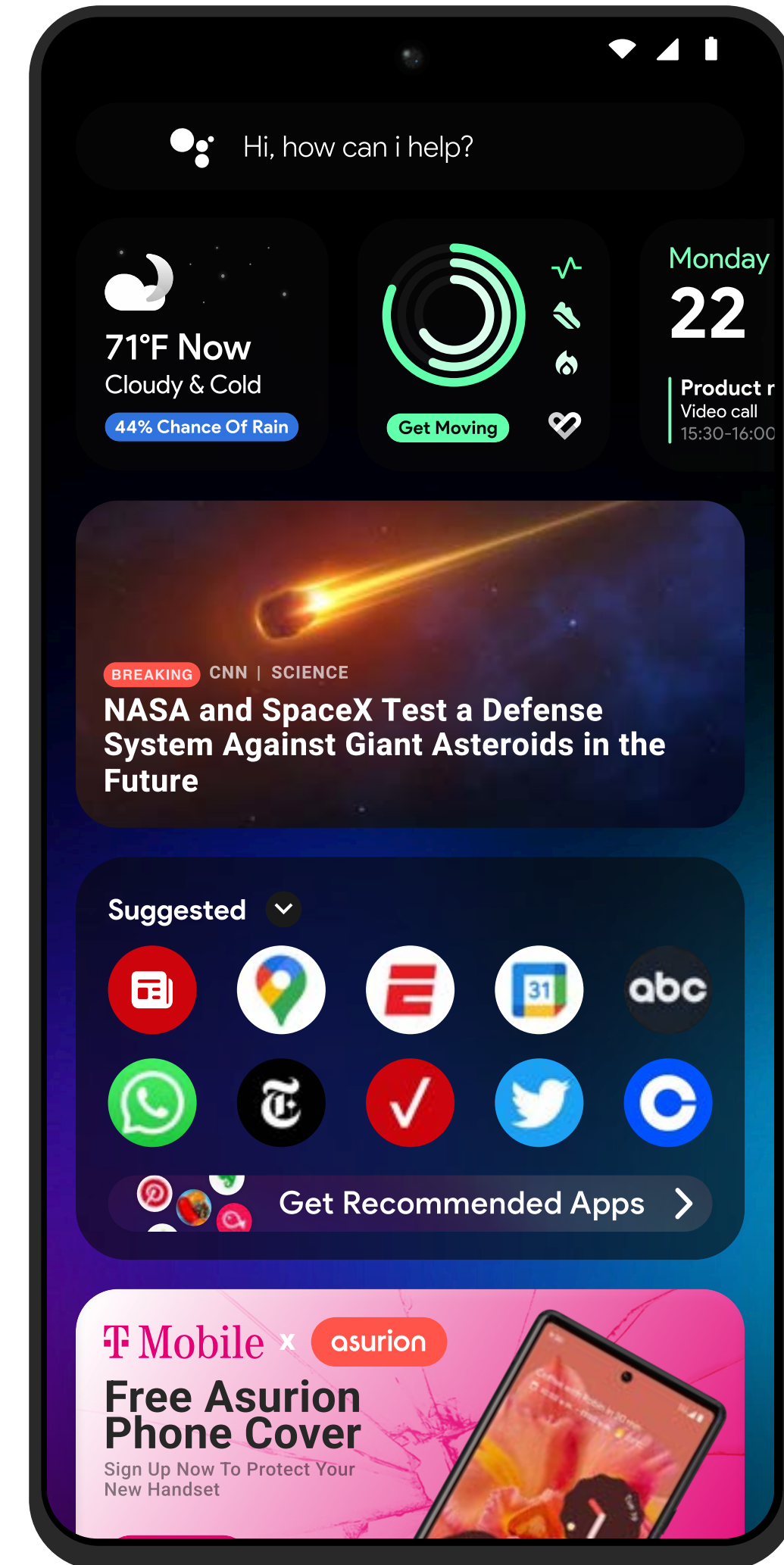
Market Research

Market Research

At Sliide, I led market research crucial to developing our innovative products. This involved analysing competitors, exploring market trends, and identifying strategic opportunities with partners. I also crafted detailed user personas, which helped us tailor our products to meet specific user needs effectively.

To ensure our offerings resonated with target users, I organised and conducted user interviews and testing. This direct engagement was vital for gathering real-time feedback, allowing us to refine our products to better satisfy user demands and enhance their overall experience. Through these concerted efforts, our market research significantly shaped the evolution and success of our products, keeping us competitive and aligned with market dynamics.
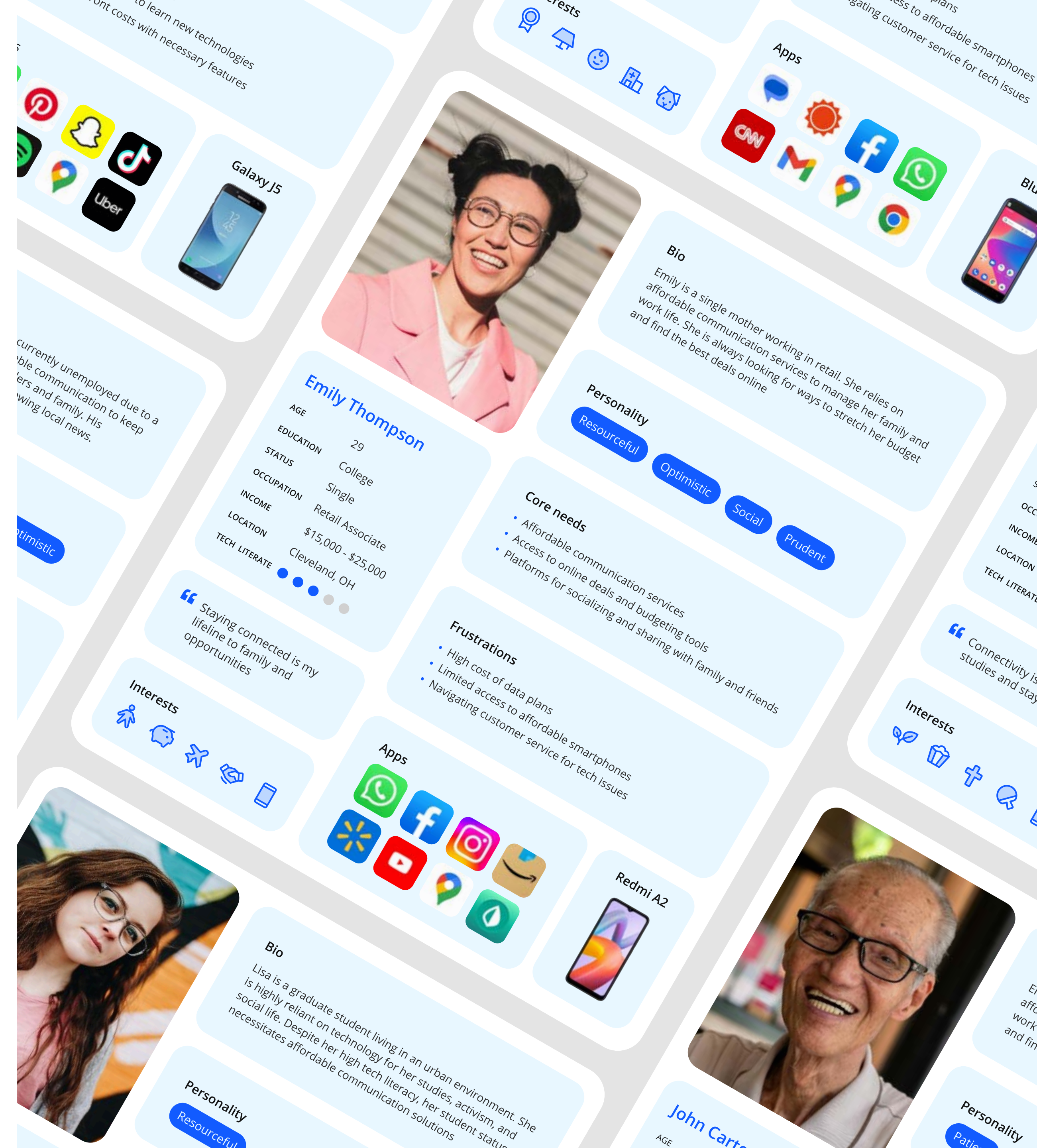
Lifeline

Key User Personas within the Lifeline and ACP Programs:

- **Low-income households** experience relief from reduced communication costs, which helps alleviate financial pressures and ensures connectivity.

- **Seniors** on fixed incomes find critical support in staying connected with family and essential services, safeguarding their ability to communicate effectively.

- **Veterans** access affordable resources that are instrumental in supporting their reintegration into civilian life and providing ongoing assistance.

- **Individuals with disabilities** are empowered by subsidised services that improve their ability to communicate and gain access to necessary online health and community resources.
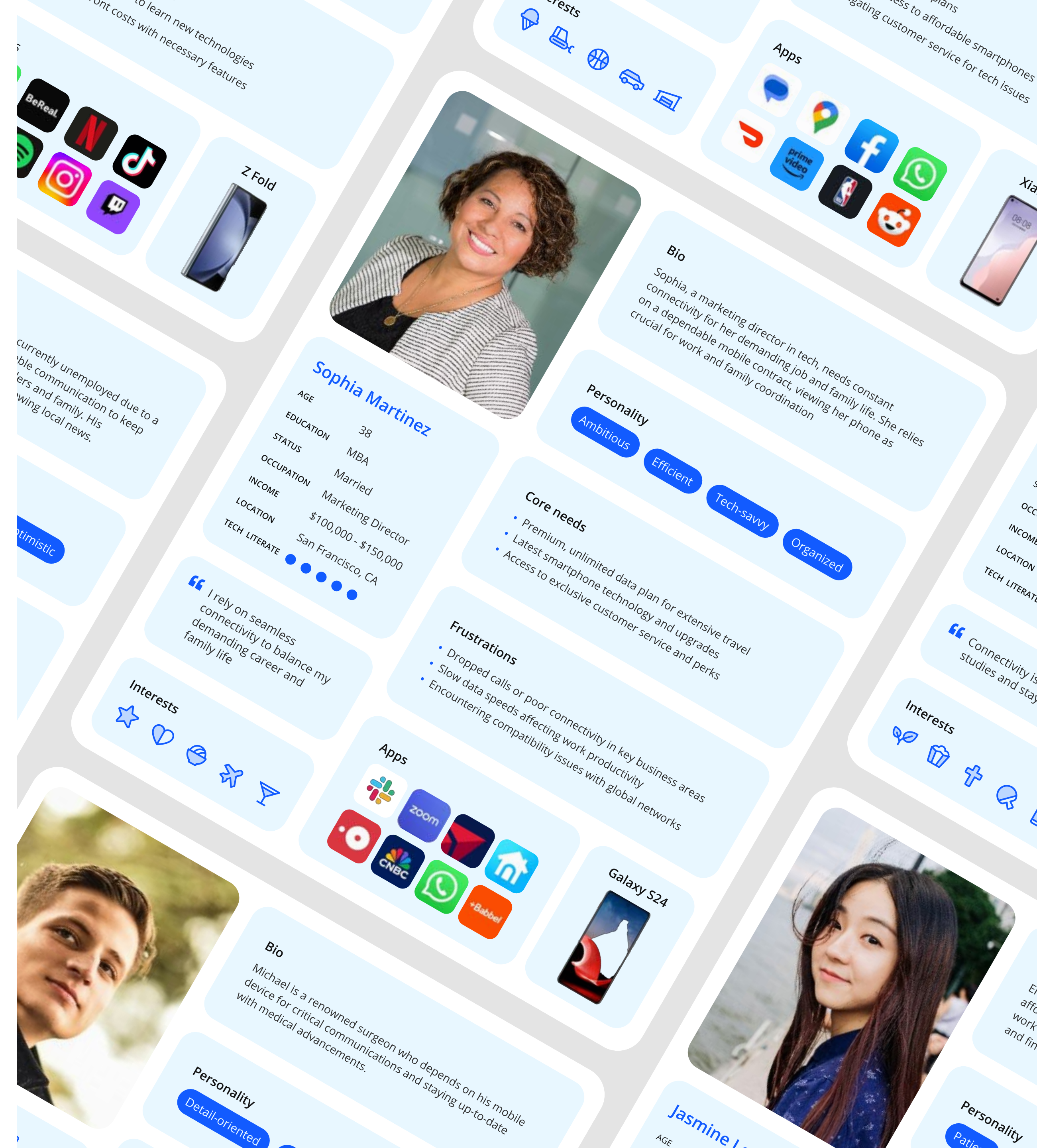
Tier 1

Key User Personas for Tier 1 MNOs and Post-Paid Users:

- **High data users:** Individuals requiring unlimited, high-speed data for streaming, gaming, and extensive online activities.

- **Business professionals:** Users who need reliable network coverage and advanced mobile services for remote work and travel.

- **Tech enthusiasts:** Customers eager for the latest devices and mobile technologies, often with access to exclusive offers.

- **Family plan seekers:** Families wanting cost-effective solutions with shared data, parental controls, and multiple lines.

Tier 2

Key User Personas for Tier 2 MNOs and Prepaid Users:

- **Cost-conscious consumers** benefit from affordable, high-quality services tailored for budget management.

- **Youth and students** appreciate our flexible, no-commitment plans that adapt to their dynamic lifestyles and variable usage.

- **Digital nomads** favour our no-contract options for their flexibility and cost-effectiveness, perfectly suited for those who require connectivity without long-term commitments, whether they're working remotely or traveling for leisure.

- **Tech-savvy shoppers** engage with our latest technology offerings available through adaptable payment options, without long-term commitments.
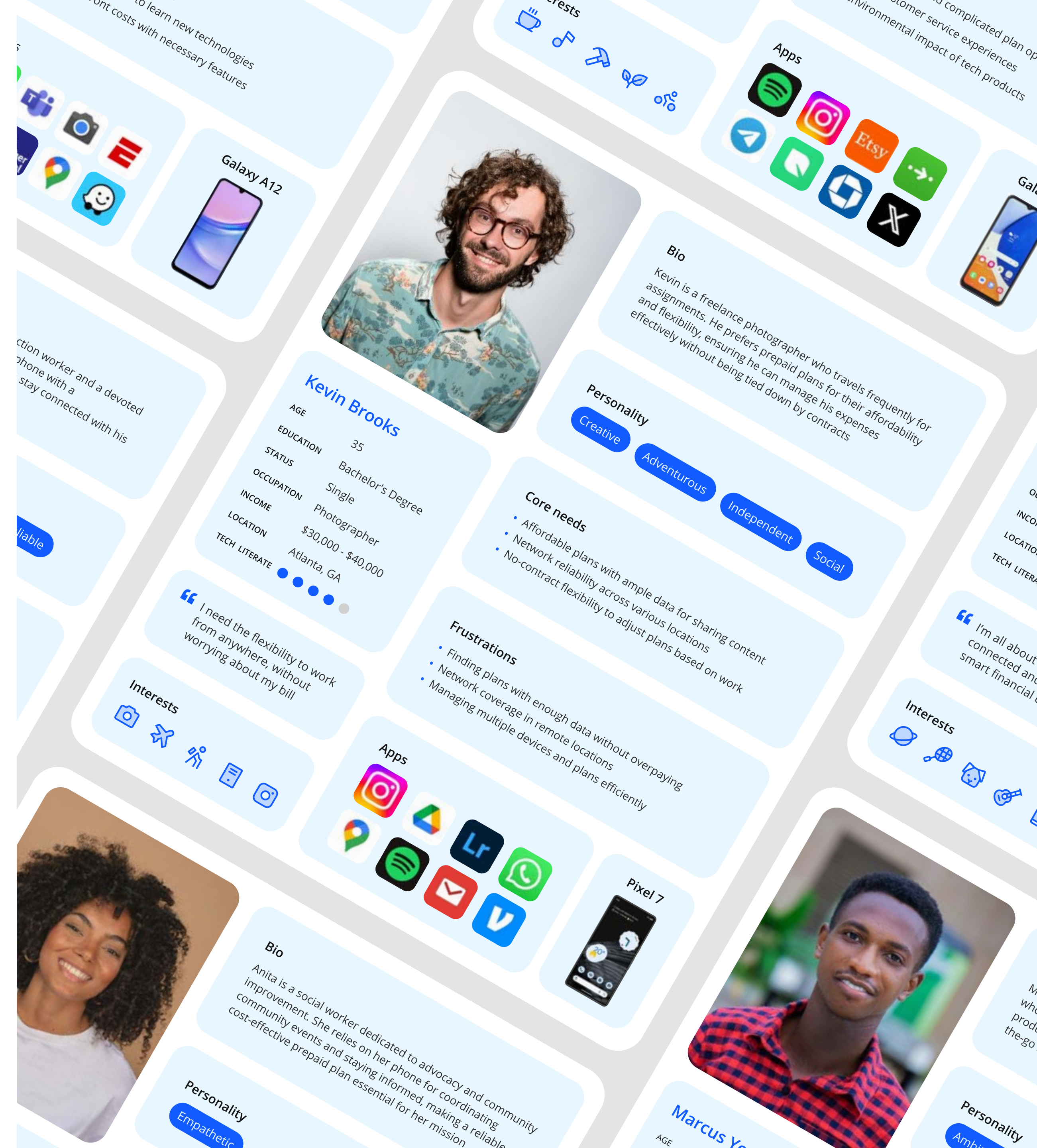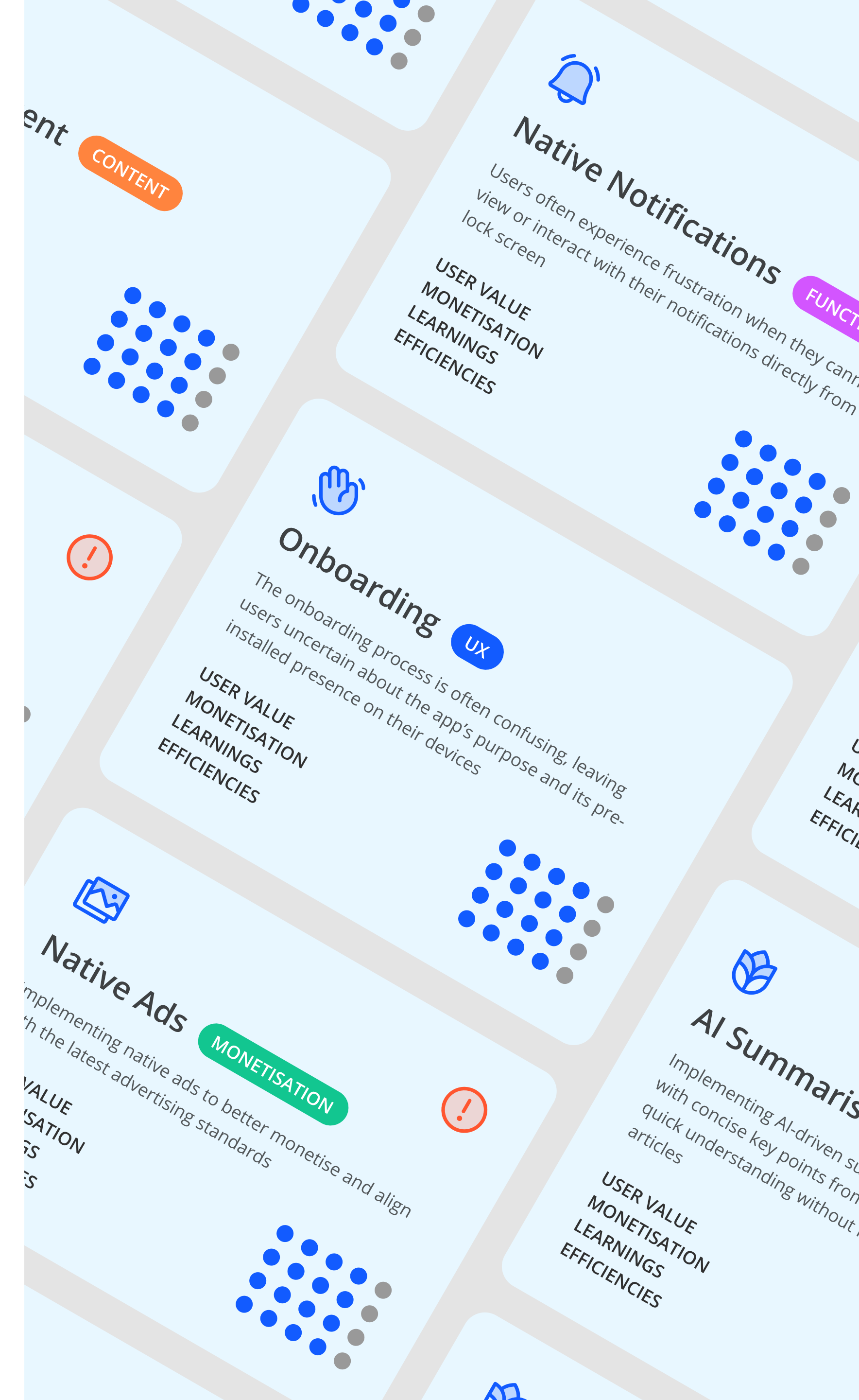
Key Initiatives

Key Initiatives

During my tenure on the Lock Screen projects, I worked on a variety of key initiatives that significantly shaped our product's direction and success. These efforts represent just a few highlights from my comprehensive involvement, showcasing my ability to manage and innovate in critical areas of development. It's important to note that this overview offers just a snapshot of the broader impact of my work.

I am happy to deep dive into any of these initiatives, including running over working files, to better illustrate the scope and depth of my contributions.

CONTENT

Native Notifications

Users often experience frustration when they cann...
view or interact with their notifications directly from
lock screen

USER VALUE
MONETISATION
LEARNINGS
EFFICIENCIES

FUNCT

Onboarding

UX

The onboarding process is often confusing, leaving
users uncertain about the app's purpose and its pre-
installed presence on their devices

USER VALUE
MONETISATION
LEARNINGS
EFFICIENCIES

Native Ads

MONETISATION

...mplementing native ads to better monetise and align
...th the latest advertising standards

...VALUE
...SATION
...S

AI Summaris...

Implementing AI-driven su...
with concise key points from
quick understanding without...
articles

USER VALUE
MONETISATION
LEARNINGS
EFFICIENCIES

Improved Onboarding

As part of the redesign of Headlines, we recognised that onboarding was a critical touchpoint for engaging our users. After conducting extensive user testing and ideation sessions, we completely redeveloped the onboarding process. This overhaul significantly enhanced user retention, feature adoption, and other crucial metrics, leading to massive uplifts across the board. This focused effort has made the initial app experience more intuitive and welcoming, helping to solidify user engagement from the start.
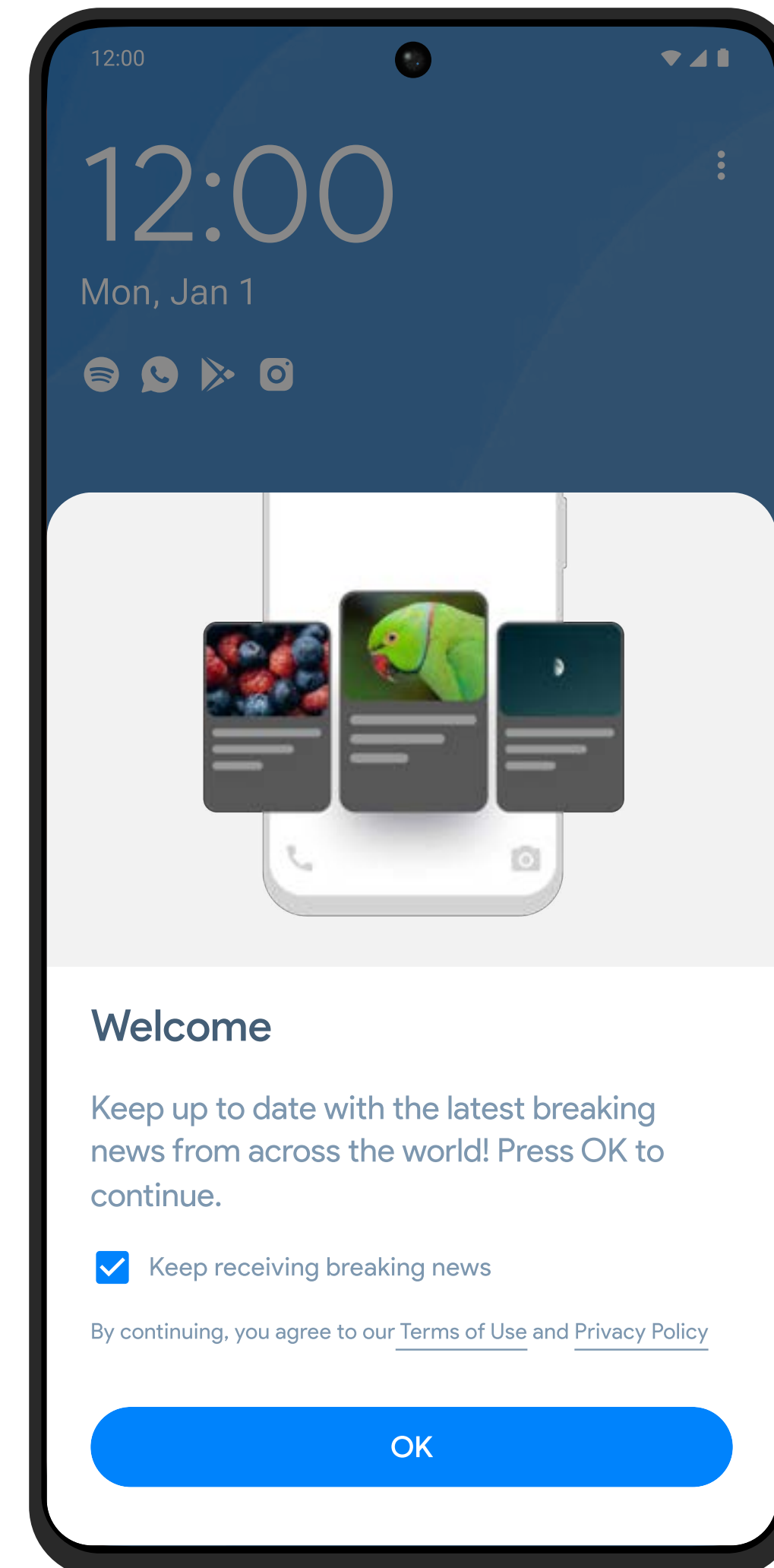
Insightful Off-boarding & Reengagement

We reevaluated and revamped the off boarding process for Headlines as we'd previously noticed a significant user drop-off, with little insight into the reasons why. Recognising the importance of understanding user concerns and possibly re-engaging them, we implemented a strategy to collect feedback from every user opting out of the service. This feedback became a crucial information-gathering tool, providing direct insights into areas needing improvement. The data collected has been invaluable, allowing us to prioritise our development roadmap and feature updates more effectively based on direct user feedback, enhancing the overall product strategy.

12:00

Please help us get better

We want to make Flick better for you. We'd love to hear why you're disabling so we can improve our product in the future.

○ I Prefer My Old Lock Screen

○ Device Performance

● Content

○ Customization

○ Other

Additional Comments
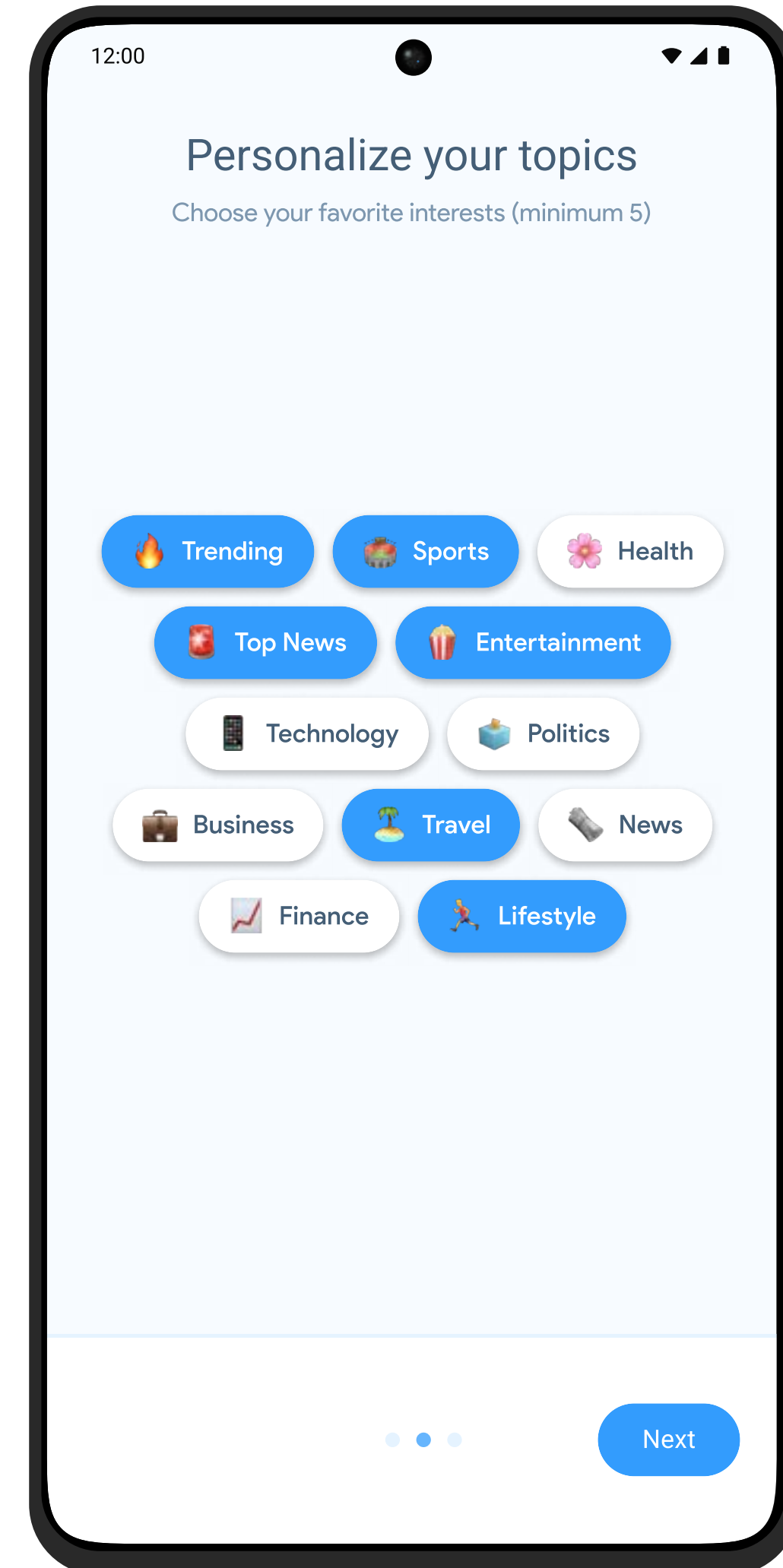What else can we improve?

Optional   250 / 250

Never mind   Disable

Content Personalisation

We've enhanced user engagement by enabling content customisation through popular topics and categories, a key part of our strategy to develop a more granular content selection model. This feature allows users to set their preferences right from the onboarding or directly via the Lock Screen menu, ensuring they receive content that aligns with their interests from the start.

This personalisation significantly boosts user engagement and retention, as users consistently encounter more relevant content. The success of this feature underscores our commitment to delivering timely and pertinent content, crucial for achieving a strong product-market fit and enhancing user satisfaction across our applications.

Lock Screen Menu

Developing on from the Headlines revamp, we focused on creating quick and intuitive access to personalised content and settings. This effort led to the development of a dropdown menu, enabling users to seamlessly switch topics and adjust basic settings without needing to unlock their device or exit the experience.

Additionally, we utilised this menu system to keep users informed of new updates and features. It serves as a prompt to notify users about available updates and introduce new functionalities, enhancing user engagement and ensuring a smooth interaction with our product.
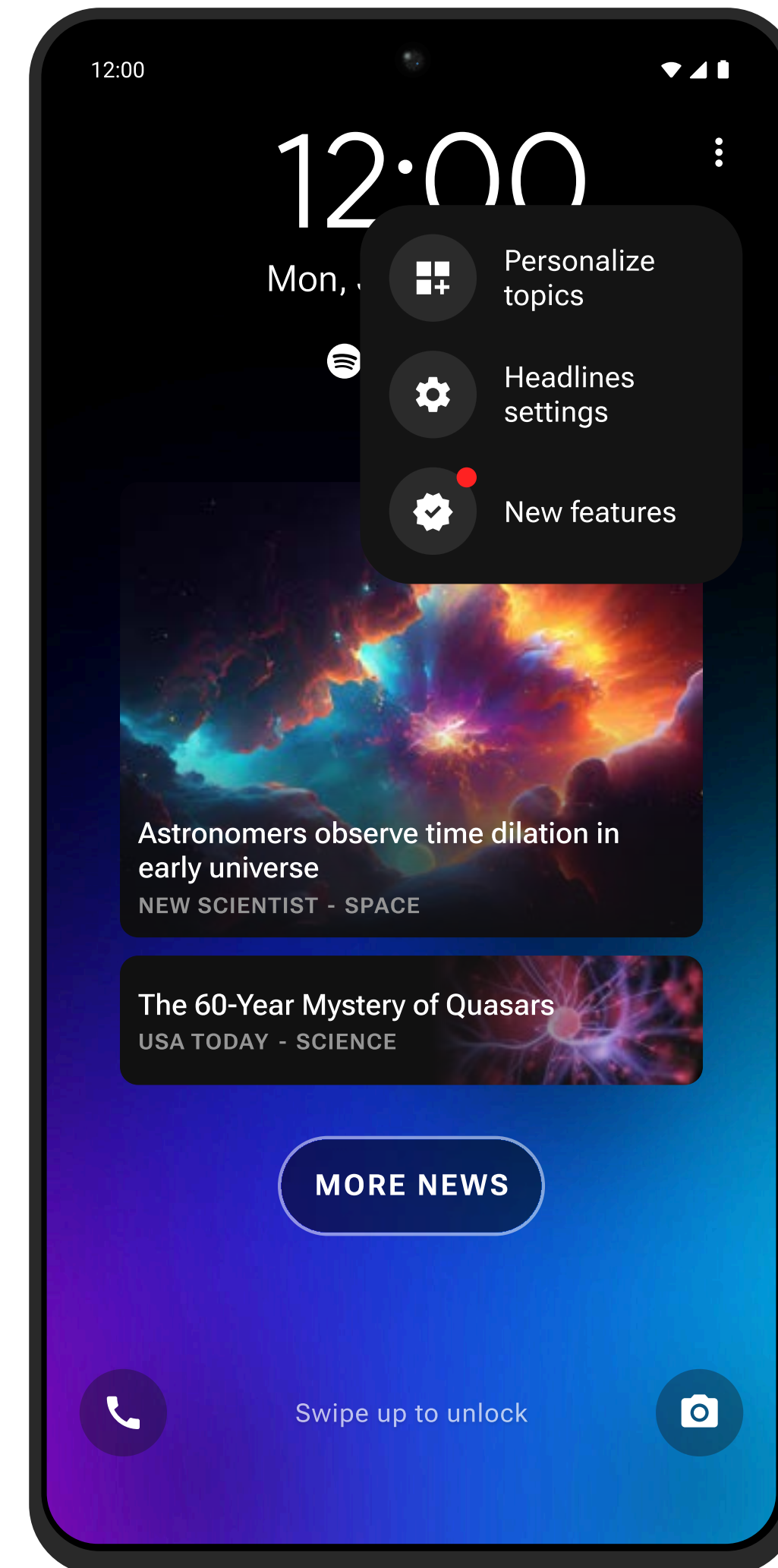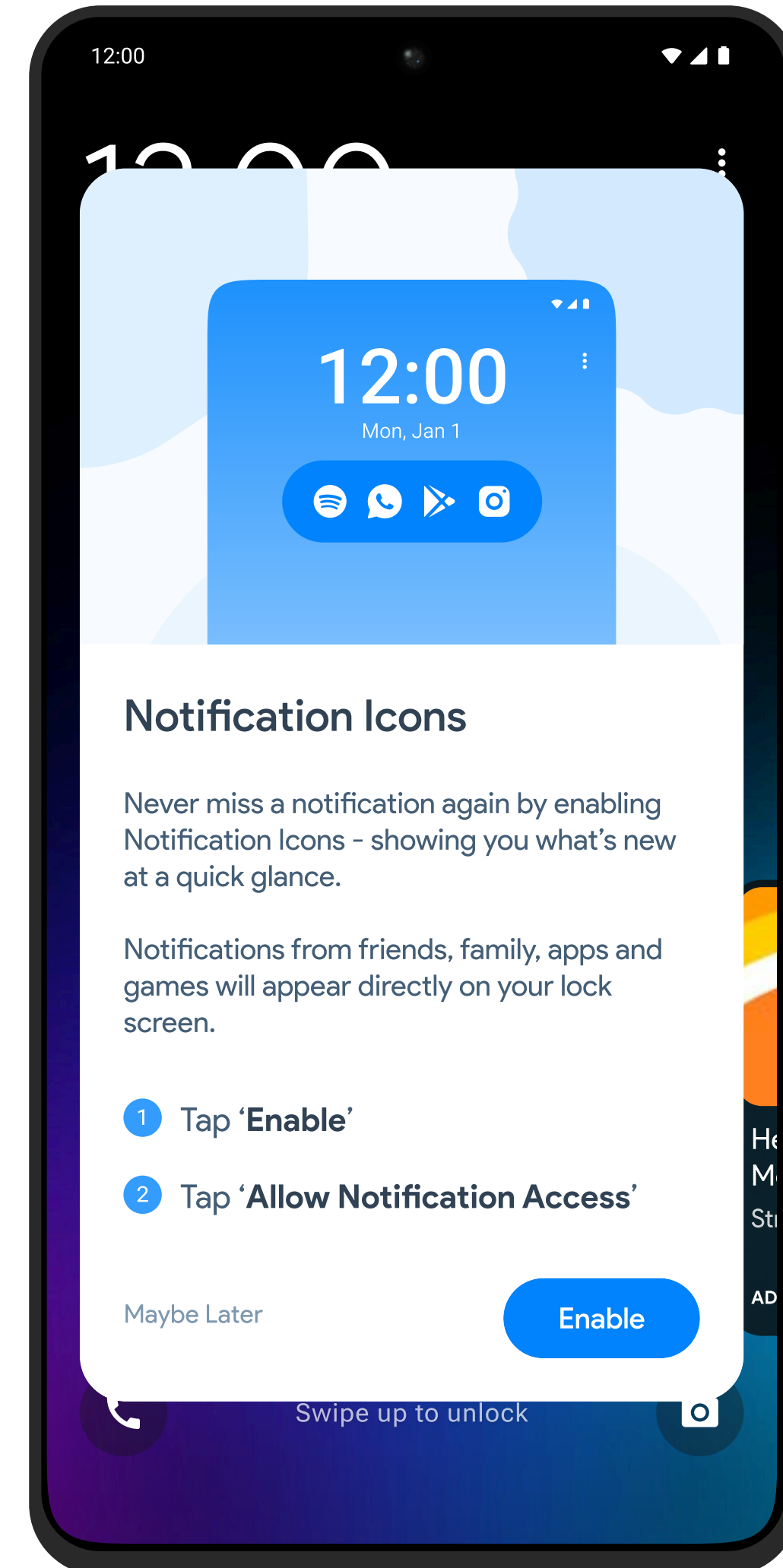
Dynamic Notifications

Addressing a key user frustration, we recognised the need for users to quickly glimpse their notifications and have visual reminders of their received alerts. In response, we collaborated closely with our integration and development teams to implement this feature into our Lock Screen suite. This enhancement allows users to easily see and manage their notifications directly from the lock screen, improving the overall user experience and interaction with the device.
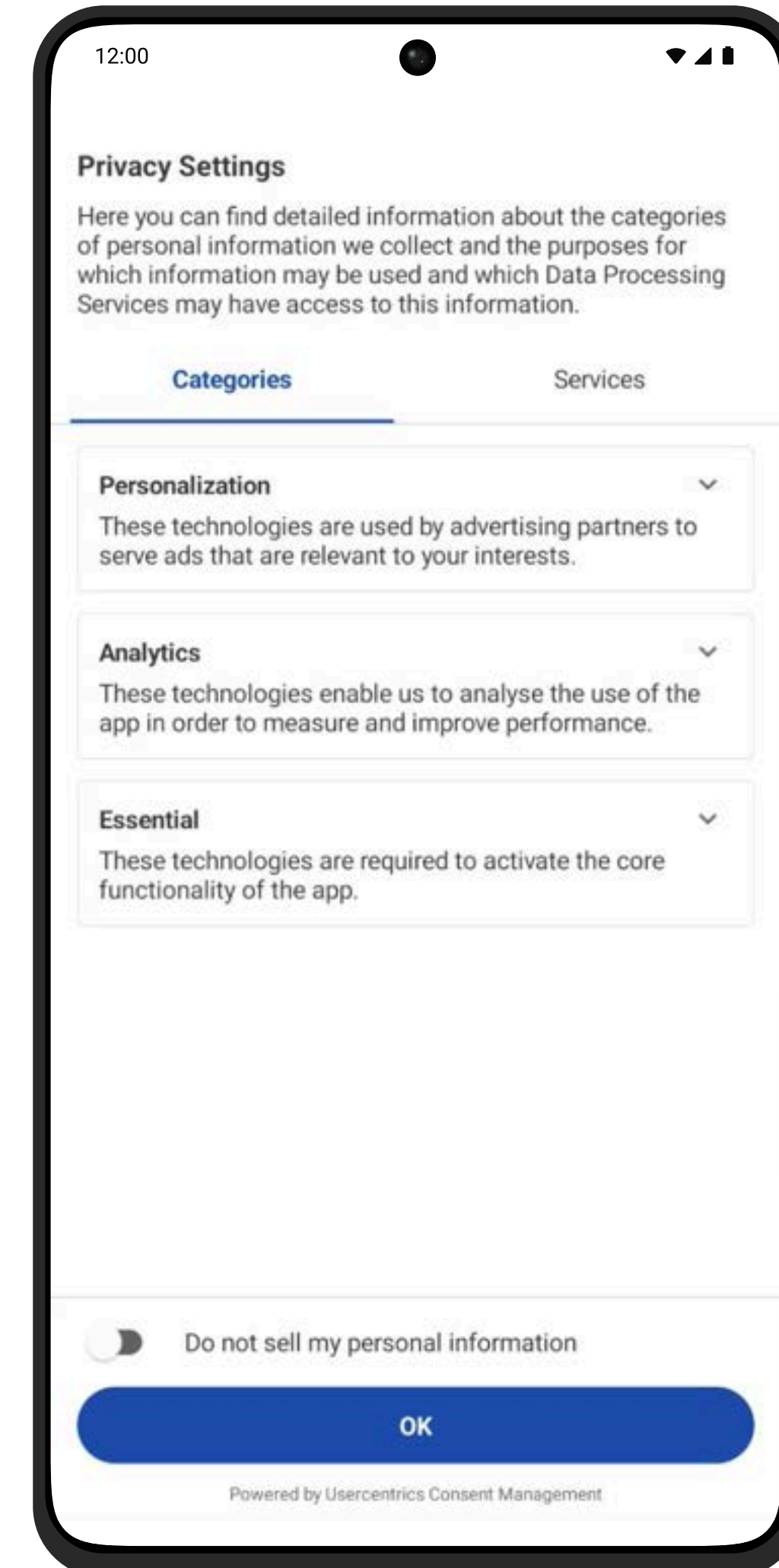
The addition of this feature significantly boosted user engagement and retention metrics, making the product even more indispensable to our users. By providing a more intuitive and responsive interface, we have made our Lock Screen suite stickier, encouraging longer and more frequent interactions with the app. This has not only enhanced user satisfaction but also solidified our app's position as a key tool in our users' daily digital routines.

Privacy Compliance

In our commitment to maintaining privacy compliance across the company, we launched an initiative to integrate UserCentrics' Consent Management Platform (CMP) into all our products. This integration ensures that we adhere to the latest privacy regulations, providing users with clear choices about their data and enhancing trust in our applications. By implementing UserCentrics CMP, we are able to manage user consents effectively, ensuring that all data collection and processing activities are transparent and comply with legal requirements. This strategic move not only bolsters our commitment to user privacy but also strengthens our product offerings by aligning them with global privacy standards.
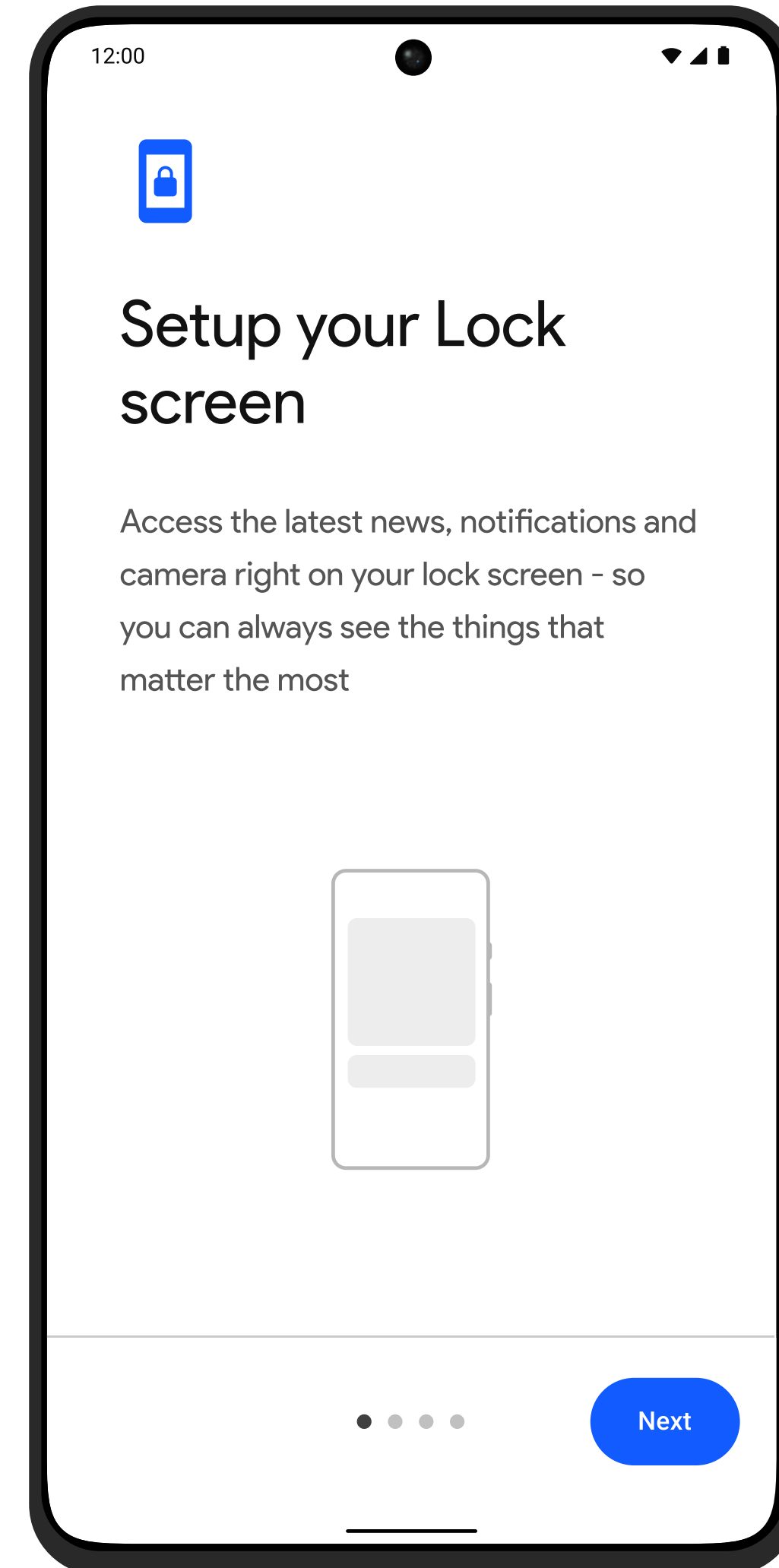
Android Open Source Project {AOSP}

To enhance our product offerings and create more tailored solutions for our users and partners, we began exploring the Android Open Source Project (AOSP). This exploration aimed to identify potential opportunities for deeper integration into specific device models and OEM systems, enabling us to develop unique features and achieve deep system-level integrations. Our objectives with this project were varied, encompassing the development of new features to comprehensive system enhancements.

These investigations into AOSP have proven to be invaluable, allowing us to stay competitive and continue innovating within this space. By leveraging the flexibility of AOSP, we can offer customised and more integrated solutions, enhancing both the user experience and our technological capabilities. This strategic initiative not only strengthens our market position but also reaffirms our commitment to innovation and adaptation in the rapidly evolving tech landscape.

12:00

Setup your Lock screen

Access the latest news, notifications and camera right on your lock screen - so you can always see the things that matter the most

Next

Deep-linking

As our product suite expanded, it became common for multiple Sliide applications to coexist on a single device. This setup enabled unique interactions between the apps, significantly enhancing user engagement. A key innovation was the introduction of app deep linking from the Lock Screen, which allowed user actions on the lock screen to trigger corresponding activities within other apps in our ecosystem.

By using the Lock Screen as a gateway to other applications, we were able to keep users engaged throughout our suite of products, thereby enhancing the overall user experience. This integration not only facilitated seamless transitions between applications but also significantly boosted monetisation and user engagement metrics. The ability to maintain user engagement both on and off the lock screen led to higher retention and increased usage across our platform, demonstrating the effectiveness of deep linking in creating a cohesive and immersive app ecosystem.
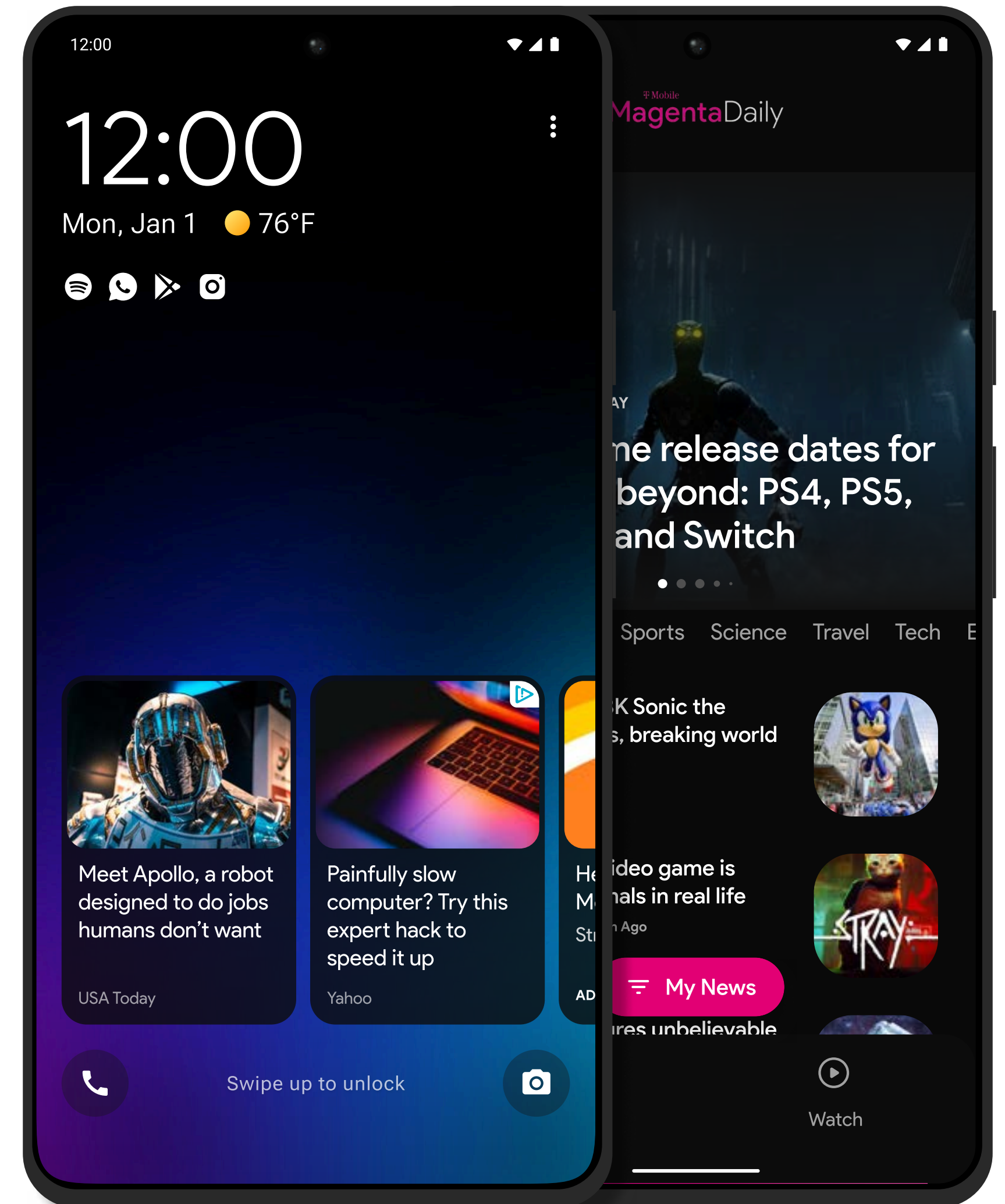
Truly Responsive

As the market began to see an influx of devices with larger and more varied screen sizes, including new foldable models, we recognized the necessity to develop a truly responsive UI. This UI automatically adapts to any device screen size, initially focusing on tablets and larger screens. Coupled with other innovations, we introduced intermediary user states and experiences.

For example, our adaptive UI design allows users to access AI summaries with a single click and expand to a full-length article with a second click. A third click can even direct users straight to the publisher's site. This layered interaction model helps to keep users engaged within the Sliide ecosystem, enhancing monetization opportunities by maintaining user presence on our platform rather than directing them to external sites. This approach not only improves user retention but also strengthens our competitive edge in a rapidly evolving tech landscape.

Content

Content Verticals

As our product range grew and we expanded into new markets, it became clear that we needed to enhance our content strategies. We explored a variety of content providers, ensuring that our offerings aligned with the expectations of users and partners. To deliver the highest quality content across all media, we established multiple agreements with both content aggregators and direct partners. These strategic partnerships allowed us to curate a diverse and appealing content portfolio tailored to the diverse preferences of our audience.
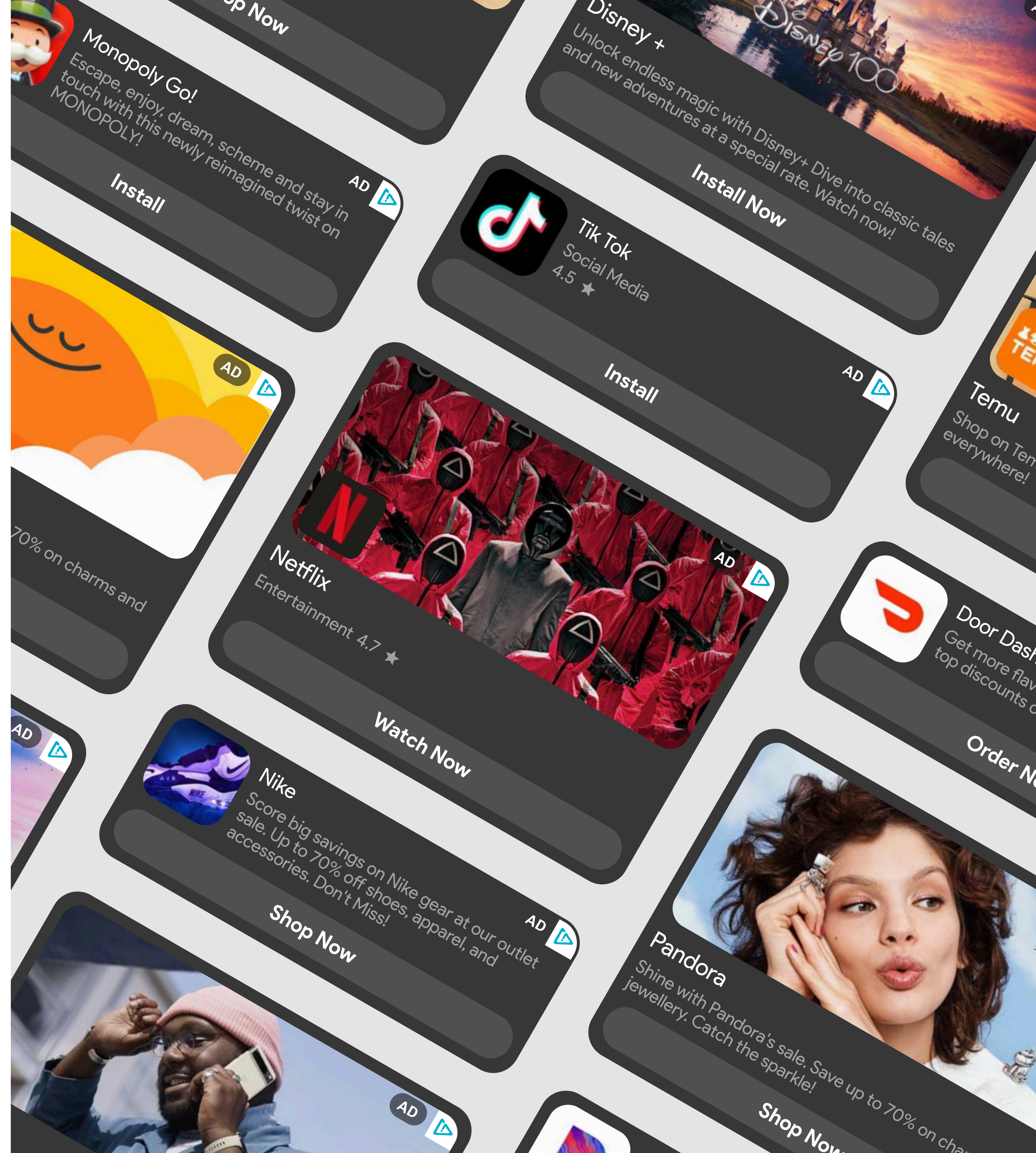
Native Advertising

We significantly overhauled our monetisation strategies by creating an in-house monetisation engine designed for enhanced efficiency. An integral part of this revamp was optimising the user experience and interface, which led us to incorporate Native Advertising as a key monetisation tactic. Our newly developed UI allows partners to seamlessly integrate their content, ensuring it aligns perfectly with our product's design language.

This shift not only moves us away from traditional display advertising constraints but also positions us to better cater to the needs of higher-tier partners and users, focusing on more strategic, value-added advertising solutions.

Content Lineup

The Flick MVP focuses on five main content verticals, closely reflecting the structure used in the Lifeline version of the application. This approach not only ensures a consistent user experience across different versions but also supports the addition of new content verticals in the future. Importantly, integrating these new verticals maintains backward compatibility with the Headlines app, enhancing the app's flexibility and expandability.

- **Editorial Content**
- **Video Editorial Content**
- **Sponsored Content**
- **Display Advertising**
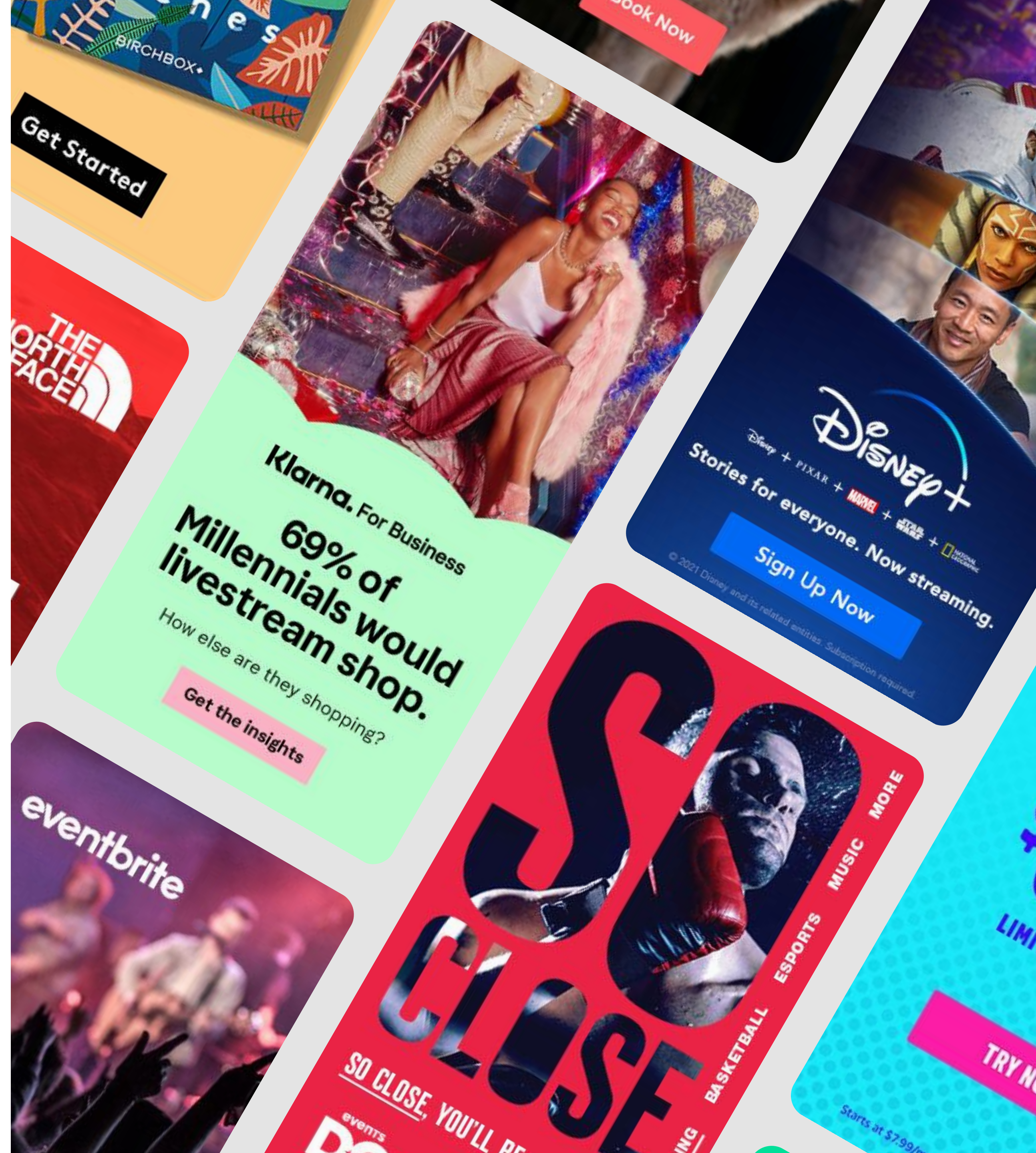- **Native Advertising**
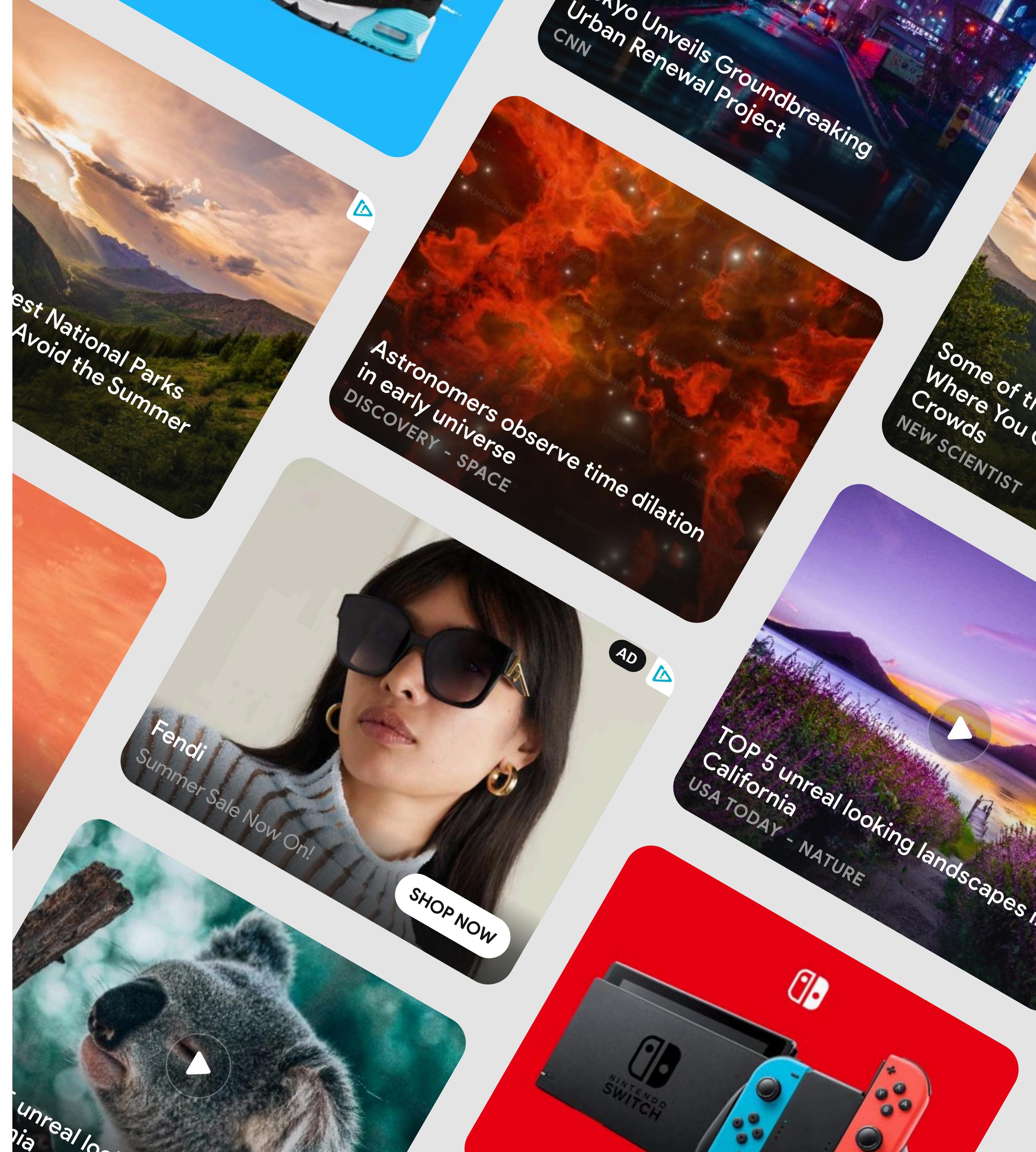
Land & Expand

Building on the solid foundation of the Flick MVP, there are plans to further enhance and diversify our offerings. Future developments are set to include a range of new features that cater to dynamic business needs and user interests. These enhancements will involve integrating affiliate links to facilitate seamless shopping experiences, providing localised weather updates, and grouping similar news topics for efficient consumption. Additionally, leveraging AI to summarise articles will allow users to quickly grasp key information, while alerts and location-based offers will make interactions more relevant and timely. These proposed additions aim to enrich the user experience, maintaining the app's adaptability and expanding its capabilities in the competitive digital landscape.

Interstitial Ads

As part of our ongoing development of advertising strategies, we integrated interstitial ads into our apps. These ads, which appear at natural transition points within the app experience, have proven to generate significantly higher user engagement and revenue compared to traditional display and native advertising methods. Staying abreast of the latest advertising trends is crucial for us to maximise both engagement and monetisation effectively. By adopting interstitial ads, we are leveraging their potential to capture user attention during critical moments, enhancing the overall effectiveness of our advertising efforts.

AI 'Smarticles'

With our new partnership with content provider Perigon, we gained access to a broader array of content and features, enabling us to innovate further with features like AI Summarisation. This advanced capability allows us to condense articles from multiple sources into concise, digestible content pieces. The integration of AI Summarisation has opened up possibilities for designing new user interfaces and experiences, enhancing how news is consumed on the lock screen and throughout other apps in the Sliide ecosystem. This development has not only enriched content accessibility but also introduced fresh methods and user flows for engaging with news, making information consumption quicker and more user-friendly.
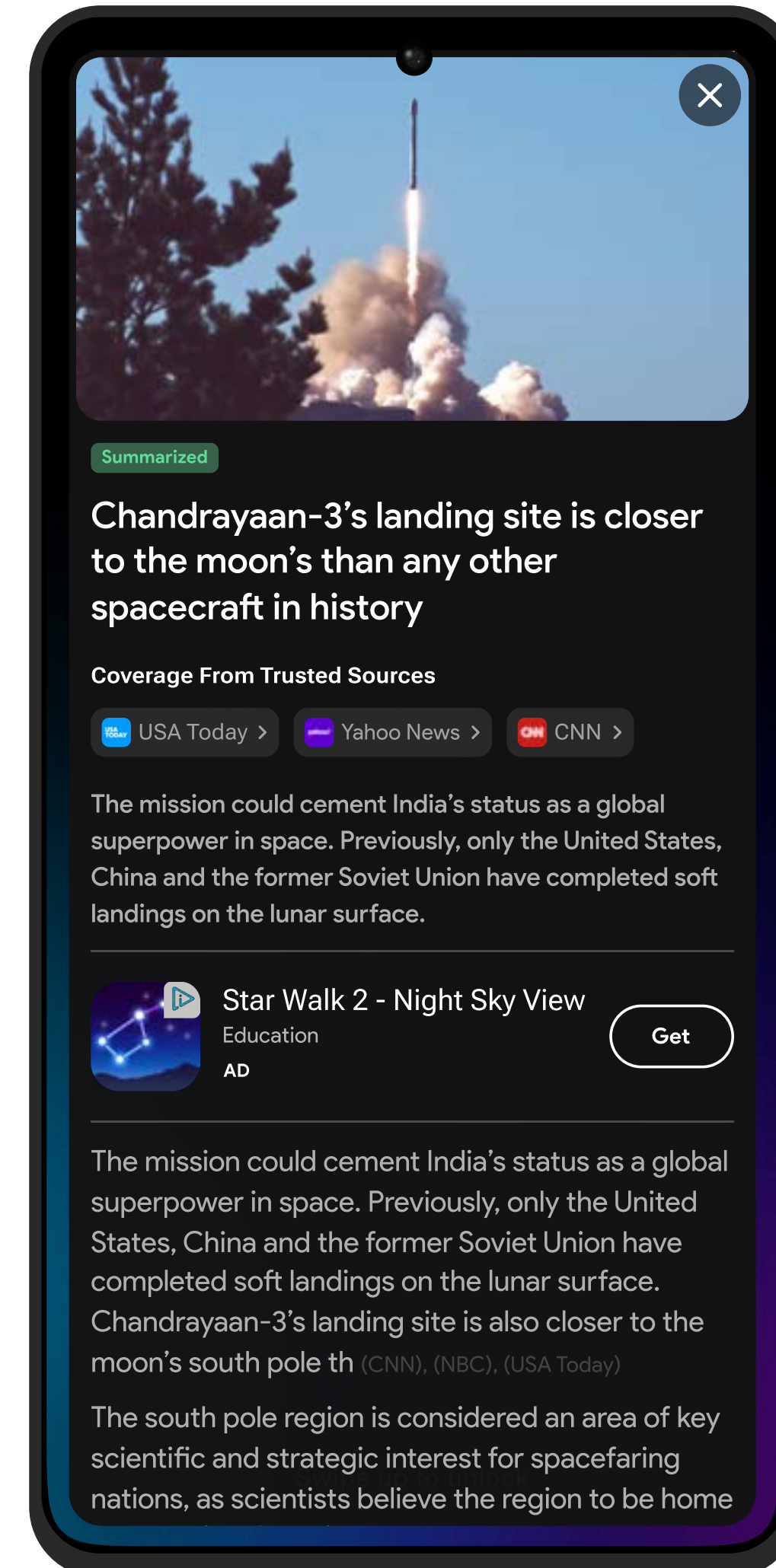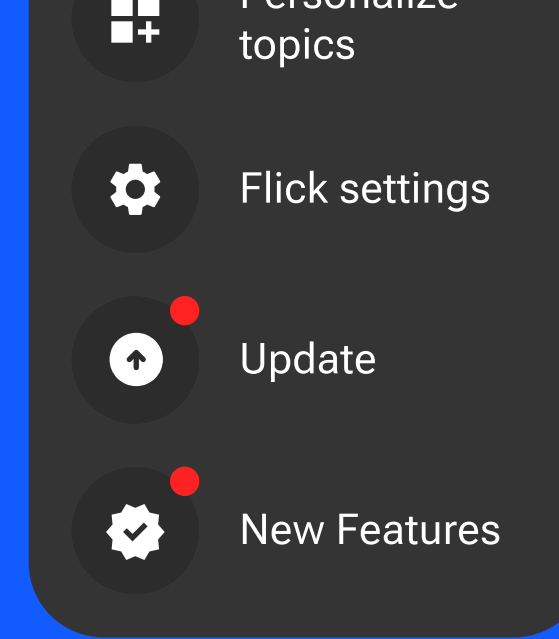
Design Systems

Sliide Design System

Building on the foundational principles of Google's Material Design System, we developed the Sliide Design System, a comprehensive framework that forms the backbone of all our app development. This system encapsulates major components and styles that are crucial for the cohesive and efficient design of the Sliide app ecosystem. It serves as a unified source of truth, ensuring consistency across all applications while accommodating the unique requirements of our partners.

The Sliide Design System includes extensive styling and theming options that can be tailored to match the branding needs of our partners, ensuring that each application not only feels native but also aligns perfectly with their corporate identity. Additionally, the system incorporates critical systems necessary for maintaining design cohesion and streamlining development processes. This strategic integration facilitates seamless design efficiencies, enabling quicker updates and enhancements across our app portfolio, enhancing user experience and interface consistency.

Flick settings

Update

New Features

Barcelona Churc
Construction fo
Finally Gets its 4
Named

Sliide Design System

llion Year-Old Jellyfish—Oldest
ound—May Have Swallowed Prey

Hierarchy & Structure

I spearheaded the creation of the Sliide Design System, a flexible framework designed to accommodate bespoke solutions for various partners while maintaining consistency across multiple apps. Built from scratch and incorporating industry best practices, this system ensures scalability and adaptability, supporting a wide range of applications.
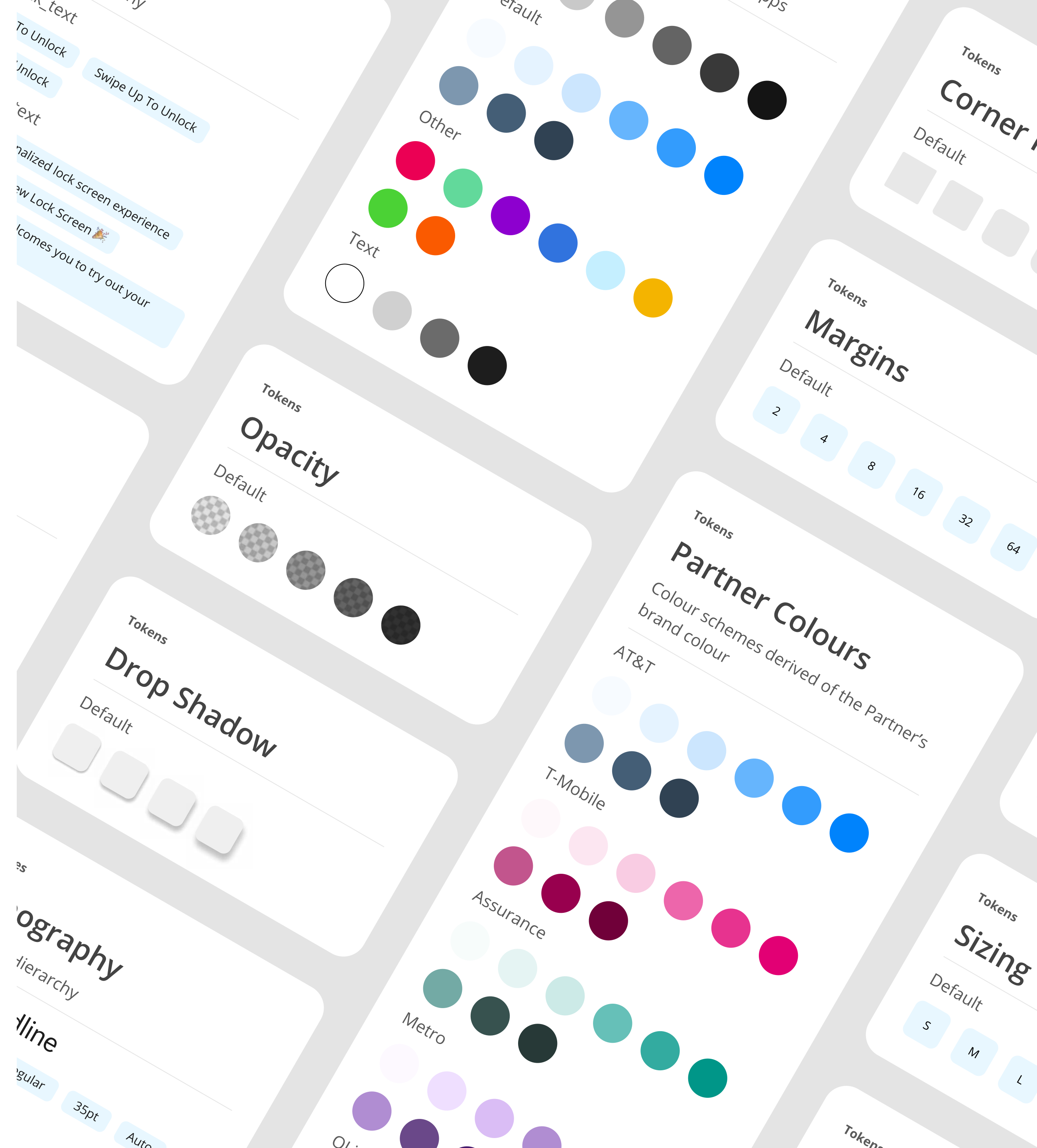
By leveraging innovative design principles, the Sliide Design System provides a cohesive structure that allows for high-quality, customizable designs. This approach not only streamlines product development but also meets diverse partner needs with precision, enhancing our ability to deliver tailored, user-centric solutions across our product portfolio.
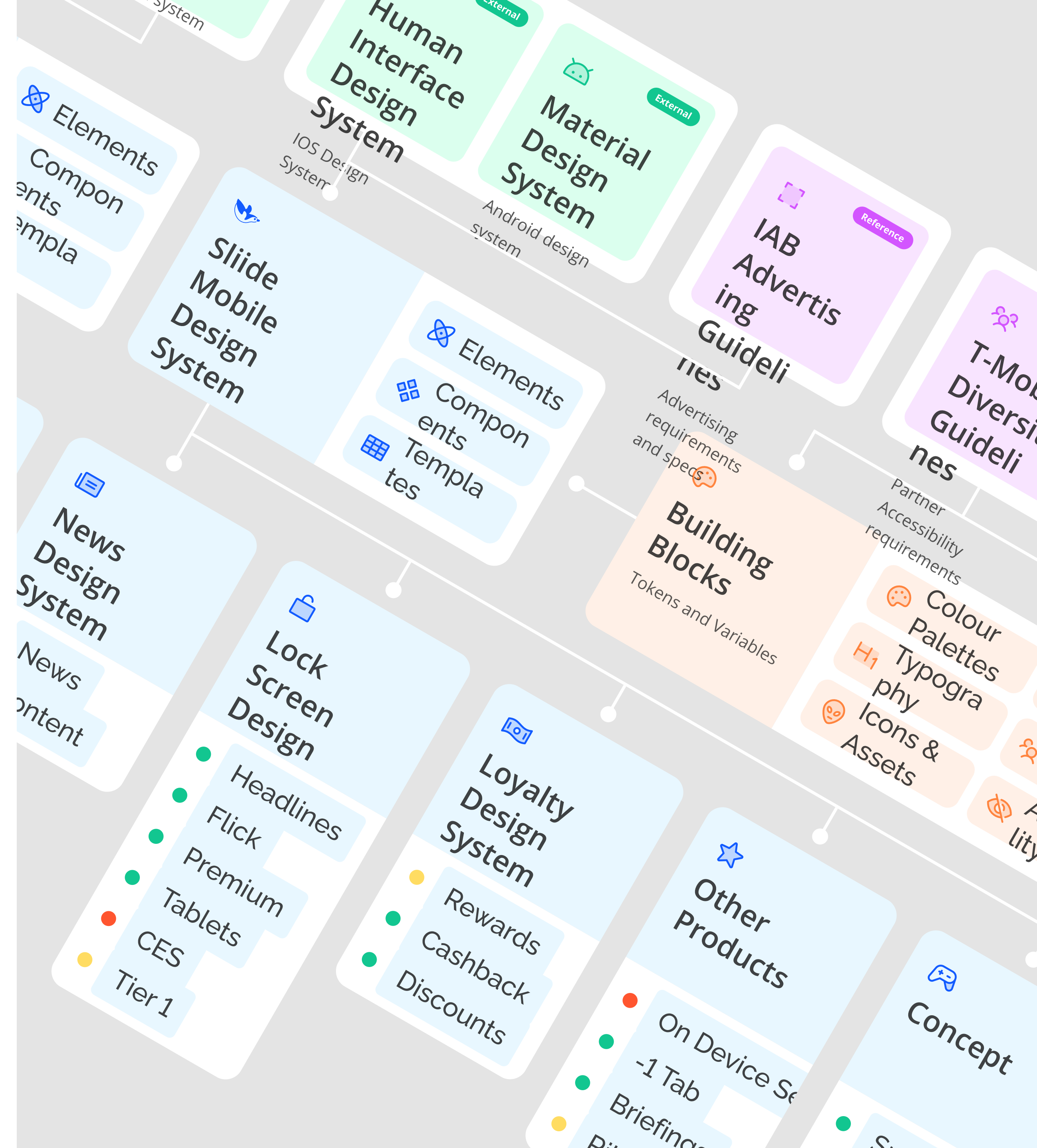
Tokens & Variables

Leveraging design tokens and variables within our design system greatly streamlined the customisation process for partners, making it efficient and quick. This approach simplified managing a diverse portfolio of apps with unique requirements, ensuring consistency and a single source of truth across all designs. Benefits of using design tokens and variables include faster updates, improved scalability, enhanced brand consistency, and easier collaboration across teams. These advantages have significantly boosted our ability to deliver high-quality, customized designs that meet both our standards and those of our partners.
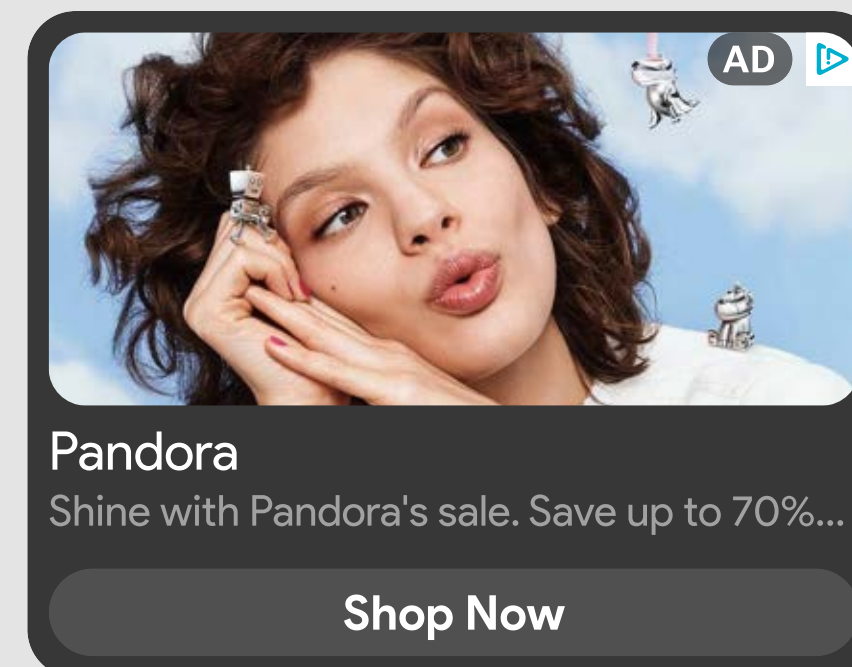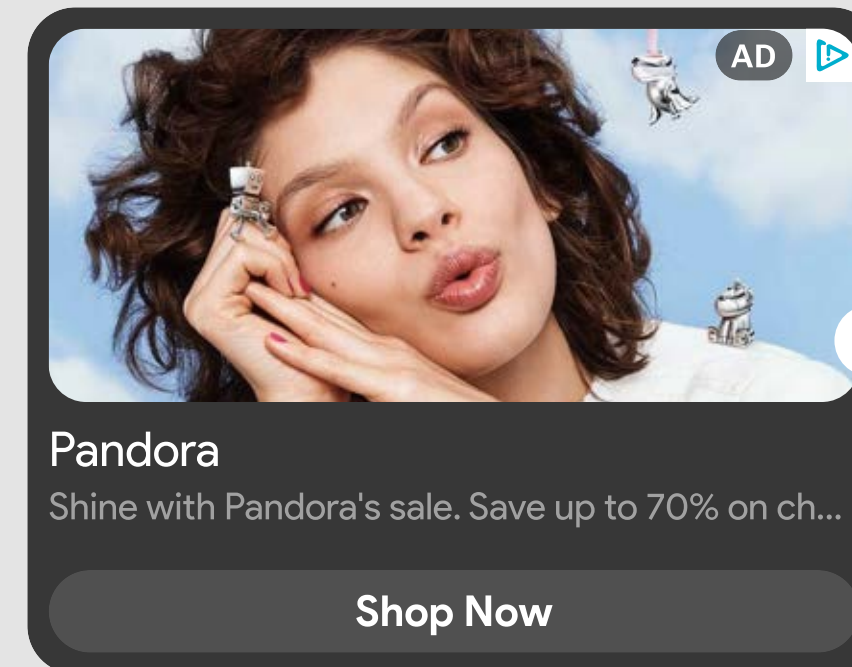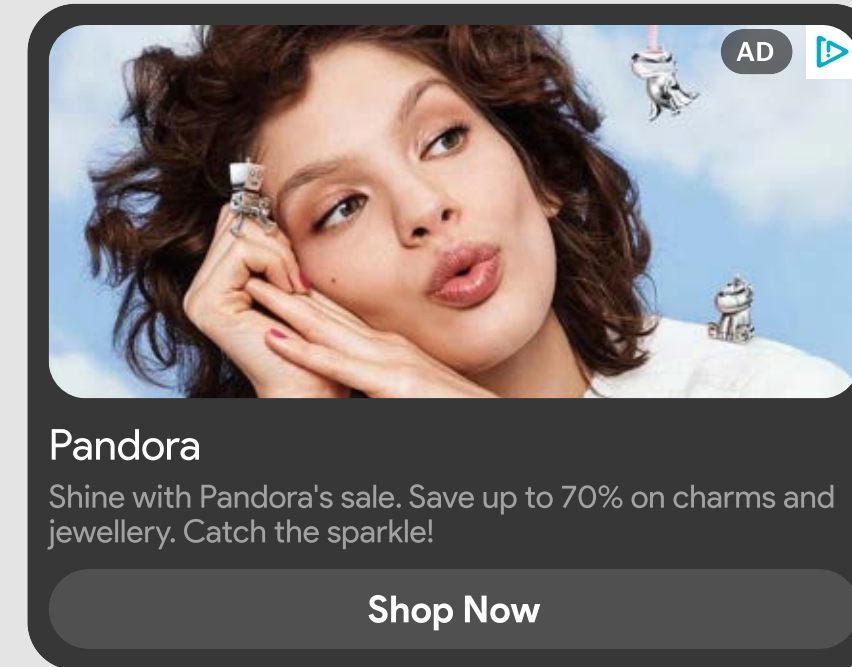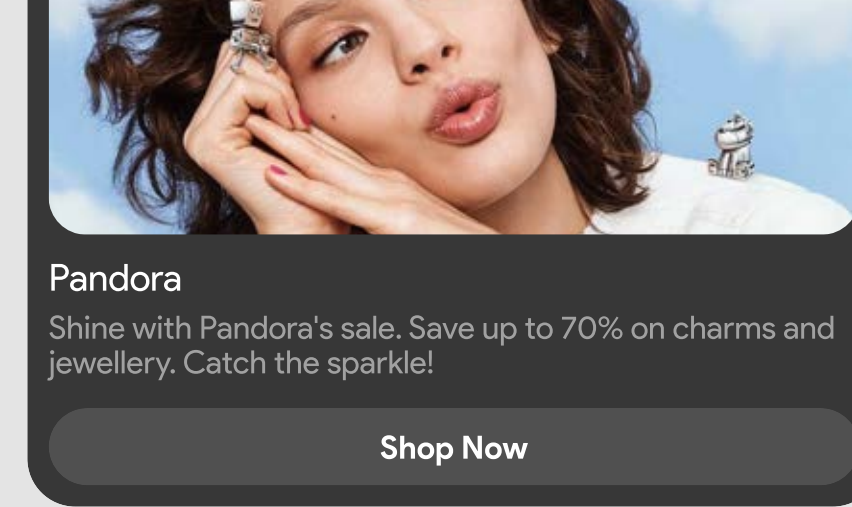
Accessibility

Accessibility was a fundamental principle integrated into the core of our design system from the outset. We prioritized creating an inclusive design framework that ensures our apps are usable by people of all abilities. This commitment involved implementing industry best practices, such as ensuring sufficient color contrast, scalable text sizes, and keyboard navigation support. We also adhered to WCAG (Web Content Accessibility Guidelines) standards to guarantee that our apps are accessible to users with disabilities.

Our design system includes comprehensive guidelines and components that are accessible by default, making it easier for developers to build compliant features. This approach not only enhances the user experience for a broader audience but also aligns with legal requirements and ethical standards. By baking accessibility into the core of our design system, we ensure that every product we develop can be enjoyed by all users, reflecting our commitment to inclusivity and usability.

Pandora
Shine with Pandora's sale. Save up to 70% on charms and jewellery. Catch the sparkle!

Shop Now

AD

Pandora
Shine with Pandora's sale. Save up to 70% on charms and jewellery. Catch the sparkle!

Shop Now

AD

Pandora
Shine with Pandora's sale. Save up to 70% on ch...

Shop Now

AD

Pandora
Shine with Pandora's sale. Save up to 70%...

Shop Now

Card Settings

Native Ad

Retail

Accessibility Size

L

Title

| Product Sans | Regular | 16pt | 24pt |

1 Line

Description

| Product Sans | Regular | 14pt | 14pt |

1 Line

CTA Button

| Product Sans | Regular | 24pt | Auto |

1 Line

Ad Tag

| Product Sans | Regular | 12pt | Auto |