

WORKSHOP DESCRIPTION

The WORKSHOP aims at analysing and developing an improvement action on a Prodigys Group AgrEGG platform: a complete, modern and efficient solution for Business Intelligence. AgrEGG can quickly combine any data, regardless of quantity and source, making it possible to freely explore the data in any direction thanks to its drill down, aggregation and intelligent visualization capabilities.

Data exploration is no longer just linear but becomes dynamic, scalable, flexible and in real time.

K-Pax was conceived and implemented by Prodigys Group, an important Italian agency that operates in the field of ICT, creatively combining Communication and Design skills (Information Architecture, User Experience, Copywriting, Web Marketing, Visual identity, Web design and Video editing) and IT technology.

It is a web-based tool, entirely developed by Prodigys Group and therefore completely customizable according to project specifications and, since it's web-based, it is optimized for navigation from any device: PC, tablet and mobile.

The powerful calculation engine, starting from different data sources (Analytics, Data Base, Excel, XML, JSON, HL7, offline, etc.), is able to elaborate mathematical formulas, in order to build statistics and graphs to measure and monitor KPIs from any database or useful data source.

Data from the sources, including heterogeneous ones, are represented in aggregate and further processed form, to provide, through the construction of the Dashboard, immediate and fully customizable readability of the KPIs.

It is possible to create and customize tabular reports in complete autonomy and export them to CSV / Excel / PowerPoint.

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After a brief company presentation, the platform will be illustrated in detail in its operation, structure and interface, then one of its existing variations will be introduced, namely the one for the **Generali** insurance group, on which the workshop will focus by way of example.

Access credentials will then be provided for the individual work groups. (4/5 people).

Each group will be asked to summarise a support for the functional assessment of the tool:

- testing the user experience in a personal way;
- defining margins for improvement in the design of the interface (U.I.), in the organization of information;
- and finally, suggesting potential developments deemed suitable for a performative improvement of the application (new plug-in service).

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Project phases:

1. Analysis

Controller / user: creation of your own dashboard and evaluation of frontend and backend usability;

2. Benchmark

Research on the market for similar software, highlighting their specialties and success factors;

3. Tuning User Interface

Possible redesign of some elements / sections or functional integration for an improvement of the use process;

4. Concept plug-in

Design of some additional services, even if not necessarily related to the insurance sector, which can increase the effectiveness of the product / service, capable of enhancing the potential of devices (smartphones, tablets, etc.)

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Coverpage

Identification of a title / claim / icon image summarizing the project

1. Analysis

Presentation of the generated dashboard and summary of the value analysis during the development and use phase (Screen shot + keywords + short text);

2. Benchmark

Market analysis, case studies of similar interest to be reported as best practices (img + short text);

3. Tuning User Interface

Interface design following the analysis (layout, typography, colors, buttons, icons, feedbacks, etc ...);

4. Concept plug-in

(Concept visualization of new useful services, insertion into the interface, simulation of the sequence of use and development).

A minimum of two tables per phase are required (excluding the cover), the maximum is not defined. The numbering of the tables is progressive according to the numerical superscript.